



## YOUR TESTIMONIAL... ON VIDEO!

*A Trusted Voice* ([www.trustedvoice.com](http://www.trustedvoice.com)) and Unified VCA's Public Relations Committee are soliciting VIDEO testimonials from Unified VCA's members.

**YOU may be featured in the new Flash presentation on our website!**

All you need is a camera or other device with audio and video capture capability-- perhaps even your cell phone! Members are invited to give a BRIEF (10-20 second) statement of how the Unified VCA has benefited them, their patients, and the profession. "Old timer" doctors, new practitioners, supplier members, and members of all stripes are highly encouraged to participate.

### Details:

- Give a BRIEF (10-20 second) statement of how the Unified VCA has benefited you, your patients, and the profession.
- Please include the phrase, "The UNIFIED Virginia Chiropractic Association."
- Please submit two (2) takes.
- AUDIO GUIDELINES: Avoid background noise, which kills audio. Examples:
  - Ringing phones (landlines, cell phones)
  - Traffic noise
  - Off-camera people making noise
  - Nervously squeaking your chair
- VIDEO RESOLUTION GUIDELINES: Use the highest resolution your camera or capture device is capable of. Resolution can be decreased easily; but increasing it isn't feasible. If the resolution isn't good, we may not be able to use it.
- HAVE FUN! This is a joyous thing we're striving to do. Nobody wants to join an association of uptight docs fighting a recession and crushing opposition. EVERYONE wants to join an association of great, energetic, successful, helpful, FUN people who would love to have you "join us." Loosen up, and share your story. Smile a bit!
- BACKDROP:
  - For your **testimonial**, use one of the following:
    - You at your desk, possibly with diplomas in the background.
    - You standing with x-ray images (viewbox/digital) in the background.
    - Please AVOID company or individual clinic/doctor "product placement" (your sign or logo, for example). We are promoting the Unified VCA, not the individual doctors or suppliers.
  - For you saying, "THE UNIFIED VIRGINIA CHIROPRACTIC ASSOCIATION":
    - Ideally, varied backgrounds. A little free-form makes it fun.
    - Consider speaking from your desk.
    - OR, speak in a natural setting (if that can be done without wind/car/other noise).
    - OR, speak (look up at the camera) while looking up, hands on a prone patient (patient identity not evident).
- So we don't overwhelm our server, please use the free service, YouSendIt ([www.yousendit.com](http://www.yousendit.com)), to send the files. These files will be large.
- Send to: **trustedvoice@yahoo.com**.

