



VisitTheUSA.com

WE'RE SENDING OUT ONE BIG WELCOME! TO INTERNATIONAL TRAVELERS AND WE WANT *YOU* TO BE PART OF THE WELCOMING COMMITTEE

Personal recommendations always make a visit unique, because people make the place. So, share your hidden gems and stories from off the beaten path, stories from your own life, stories that inspire with amazing travel experiences to, through and beyond the gateways.

- Is it real, honest and unscripted? (We want it.)
- Silly or quirky? (Yep, want that too.)
- Family fun and adventure? (Of course!)
- Full of pride and emotion. (Do you even have to ask?)
- Something you wouldn't find in a travel guide? (Now we're talking!)
- Does it make us want to get on a plane right this instant? (Yassss.)
- Is it warm and welcoming? (That's the whole idea.)

The One Big Welcome! Video ([link here](#)) created for IPW showed some examples of the documentary style we'd like you to use: simple, warm and welcoming stories delivered from the heart. All we need from you is video or audio capture of personal stories. We'll edit in the imagery.

So, how can you participate?

Let's start with the format options. There are three ways to work with us. One that requires a film crew and two pretty simple ways to contribute without a film crew.

1. WITH A FILM CREW:

Find a photogenic location free from logos that is quiet enough to film and record audio. Record video in a location that best represents your state/city, with your subject speaking directly to camera (using a lavalier microphone and a boom microphone if possible), and send them to us with any "b-roll" footage and photography that illustrates your local recommendations. This could include landscapes, specific locations, food, cultural activities, flora and fauna, music clips and footage, etc. Please upload the following to the Brand USA DAM:

- Video format: H.264 for the video codec (compression method).
 - **Frame rate:** usually 29.97, but 24 and 25 are accepted as well
 - **Size and bitrate:** 1920x1080 for 1080p HD video, 10Mbs – 20Mbs bitrate
- Audio format: AAC-LC (Advanced Audio Codec)
 - **Sound sample rate:** 48 kHz
 - **Audio quality:** constant bitrate f 320 kbps.
- Personal release ([link here](#))
- Content release ([link here](#))
- Location release ([link here](#))



VisitTheUSA.com

2. WITH A SMARTPHONE (AND IDEALLY, A PLUG-IN MICROPHONE)

Record video interviews on an iPhone 6 or higher (or equivalent), with the phone held sideways in landscape orientation. If you can plug a lavalier microphone into the headphone jack and clip the mic to the shirt collar of your subject - that's even better to record sound. Try to hold the camera steady or position it on a tripod at eye level, if available. If you can, send us some video footage and photography that illustrates the places, food, music, or other details discussed. The more, the better! Please upload the following to the Brand USA DAM:

- Video format: try to record in HD, and send the largest file available when you export
- Audio format: whatever your phone recorded
- Personal release ([link here](#))
- Content release ([link here](#))
- Location release ([link here](#))

3. IF YOU DON'T HAVE VIDEO RECORDING EQUIPMENT

- Use your phone voice recorder to interview the subject and send to us via email, OR
- Send the interview questions to your subject (or answer them yourself) via email, and send us the copy of the transcripts.

HOW TO CONDUCT AN INTERVIEW

Interviewing non-actors can be a challenge on camera. Here are some tips to get the most authentic stories from your subjects. We don't want these to sound like commercials, so whatever you can do to make the interview feel conversational, definitely do.

1. Interview subjects away from an audience. The fewer the people watching, the less self-conscious the subject.
2. Ask your subject to look directly into the camera when speaking, as if they're skyping with a potential visitor.
3. We shouldn't hear the interviewer in the film, so be as quiet as possible when your subject speaks. Resist the urge to say "yeah, uh-huh," or to interrupt them with encouragement. Nodding enthusiastically can help assure the interviewee if your silence seems weird.
4. Also, since we won't hear the interviewer, be sure your subject answers your questions in a complete statement that provides context. For example, if you ask what color the sky is, and your subject answers, "blue," the audience would only hear "blue." That would be confusing. If they were answering in a complete statement, your subject would say, "The sky is blue." This helps make it crystal clear.
5. Don't be afraid to do multiple takes to get it right. It's great for us to have options.
6. Have water available to drink.
7. Even the best conversationalists get nervous on camera. If your subject freezes up, remind them this is just a conversation. They don't have to worry about being perfect: that's what editing is for. We just want their personal recommendations!
8. If your subject is taking the interview a little too seriously, and it's starting to feel like a segment from *Good Morning America*, remind them that this should feel like they've just met a new friend who's visiting from out of town. Ask them what they'd say to that new friend in real life. It should feel upbeat, casual and fun!



VisitTheUSA.com

WHAT TO ASK

Interview Questions for US Residents

1. Introduce yourself, and tell us where you're from/where you live
2. Describe where this place. What it like? Does it have a smell? Sounds? How does the air feel?
3. What's the most unique thing about this place?
4. What is your very favorite thing to do here and why?
5. If an international visitor is only here for a day or two, what's the one thing they should do? Why?
6. What's the craziest thing you can do here? Describe it in as much detail as possible.

Interview Questions for non-US Residents

7. Introduce yourself, and tell us about your favorite place that you've visited in the USA.
8. Describe where this place is. What's it like? Does it have a smell? Sounds? How does the air feel?
9. What's the most unique thing about this place?
10. What is your very favorite thing to do in this place and why?
11. If an international visitor is only here for a day or two, what's the one thing they should do? Why?
12. What's the most off-the-wall thing to do here? Describe it in as much detail as possible.

WHERE TO SEND YOUR STUFF

Please upload your One Big Welcome! campaign content to our Digital Asset Management (DAM) system.

If you have a MediaValet DAM account with Brand USA, upload your footage, audio and signed releases to the "One Big Welcome!" file. Please complete all required information, geo-tag with your destination name (e.g. Minneapolis, Minnesota) and the tag OneBigWelcome. Detailed tags (names of points of interest, attractions, local food, and content contained or referenced in your submission) will help us locate your assets and make sure we're accurate when editing.

If you do not have a MediaValet DAM account, please register for one [here](#). Once you've been approved, you will receive an email with instructions on how to complete the registration process. Our "DAM Starter Kit" will provide upload Instructions and a tagging/keywords guidelines for your convenience.

Should you have any questions regarding the DAM or the upload process, please be sure to contact Alex Lacson at alacson@thebrandusa.com

Note: Brand USA retains final approval of all content published on the DAM, and will use the assets therein at its sole discretion.

Have questions about the One Big Welcome! Campaign and how to participate?

Please contact:

Tracy Lanza

Vice President, Integrated Marketing

tlanza@thebrandusa.com