

ELECTION
CANDIDATES 22'

***Manifesto
Filming Guide***

Welcome election candidates! We hope that your campaign is going well so far and you're getting ready to think about your manifesto video. All candidates standing for election are invited to Morier House between Monday 16 - Wednesday 25 May to film your 2 minute manifesto video which will be uploaded to Vote.je.

Although some of you will have experience speaking on camera, others may not, hence why we have put together this 'Filming Guide' to ensure everyone feels confident and at ease on the day.

Book your time slot!

Head to the 'standing for election' page of vote.je to book your preferred time for filming. Please note, that time slots are allocated on a first come first serve basis, so we suggest checking your diary and getting this booked asap!

Preparation

Writing your script

By now, you would have submitted your nomination forms and manifesto, so will have a good idea of why you're standing and what you believe in.

When writing your script for your video, try to be as concise as you can. You might want to section it to have a beginning, middle and end, or if you'd prefer less structure, why not free flow and get everything down on paper. If you do do this, just make sure you go back and refine it to ensure you keep to the point!

This is your opportunity to show off your personality, so don't just repeat what is written in your manifesto! Why not think about what you look for in a candidate - how do you respond and why you have voted in the past.

American author and entrepreneur Seth Godin made a point from years of market research that people do business with people not companies! Voters are more likely to engage and feel connected to someone they can trust, who is friendly and authentic - so be yourself!

Practice makes perfect

Once you've written your script, we suggest you learn the words so that it feels more natural when you're speaking on the day. There will be the option of using an autocue as a prompt, but knowing your key messages will make the filming process much easier.

It's important to familiarise yourself with your script, so you know when to pause to emphasise words that mean something. Intonation - the use of changing vocal pitch (making it higher or lower) is useful in any public speaking and will help convey your message and expression.

It is a good idea to practice with friends and family members or just out loud to yourself. Make sure you use a timer to keep within the 2 minute time limit.

Please note, we will have a timer on the day and will not be able to film past 2 minutes, so practice, practice, practice and then practice some more! It will be worth it on the day!

Autocue

We will have an autocue available on filming day and suggest using it, so that you can read your script without appearing as though you're reading it and so don't need to memorise it word for word!

If this is something you'd like to do, please make sure you send your script to Hayley Lockhart h.lockhart@gov.je before noon on Monday 16 May. The scripts need to be loaded in advance and there won't be time on filming day to make last minute edits.

Filming Day

Please arrive at Morier House reception 15 minutes before your allocated time slot, so that we can check you in. For example, if you've booked at 10:00am, please arrive no later than 9:45am.

Once you've arrived at reception, please let them know your name and one of the team will come out and go through any questions you have, as well as organise a lapel microphone, which will be fitted to your clothing. Our filming backdrop is white, so please avoid wearing lots of white or pale colours otherwise you will disappear into the background! It's also best to avoid clothing that is solid black, striped or check patterns due to optical effects on film.

The set-up will be simple with just a couple of staff managing the camera and lights. We ask that you do not bring any marketing material along with you. For consistency, we require the same set-up and backdrop for every candidate so that it's the same across the board.

As we're a small team with a lot of candidates to film, please be mindful of time as we will only have 15 minutes allocated for your manifesto film. Please note that you will have 3x attempts, which gives plenty of time to shake any nerves and feel comfortable and confident when speaking on camera.

Final tips!

- Body Language. It's important to stand upright with good posture.
- Make eye contact with the camera, but it's not a staring contest, you can look away momentarily and blink.
- Show off your personality - offer a relaxed and natural smile and feel free to be as animated as you wish - for example, use your hands to add emphasis to certain words that you deem important.
- Remember to breathe and try to relax. We suggest slowing your speech down to enunciate and make your words clearer. It will also lessen the chances of stumbling over your words.
- Imagine a friendly face from your inner circle who is interested and supportive of your message, this will lessen any anxiety or nerves you have.

Next Steps

Vote.je will upload your manifesto video to the vote.je website and YouTube channel. Unfortunately, there will be no opportunity for edits back and forth, which is even more of a reason to come prepared on the day!

If you have any questions, please do not hesitate to contact us at contact@vote.je, or if you have any further questions about the election (including expenditure) please contact JEA on admin@jea.je

On the day bring with you:

- Bring your script and be prepared!
- Wear something you're comfortable in and avoid pale and solid black colours as well as stripes or check patterns too.
- If you normally wear glasses, don't forget them!
- Please kindly do a lateral flow test before you arrive