



Video Recording

Requirements and Guidelines

Purpose:

The video should provide viewers with strategies, resources, and education aimed at promoting healthy choices and preventing substance use, especially among youth. This does not necessarily apply to videos that include personal testimonials, discuss program overview, or that cover related topics.

Requirements:

- Must include the SAPC Public Funding Disclaimer at the end of video:
“This video recording was made possible by funds from the Los Angeles County Department of Public Health, Substance Abuse Prevention and Control (SAPC). The messages, views, or opinions shared in this video recording do not necessarily reflect the official policy or position of any LA County Agency, including SAPC.”
- Must include clear and informative content focused on preventing substance use.
- All videos should be in high-definition format, with a minimum resolution of 720p. A resolution of 1080p is preferred, especially for tasks involving organizational content (e.g., agency sizzle reels).

Guidelines:

The following are recommended guidelines:

1. Obtain signed consent forms from all individuals who appear on camera prior to recording.
2. Ensure all images, music, and footage used are properly licensed or copyrighted.
3. Provide captions for the content to ensure accessibility and clarity.
4. Use proper lighting and clear audio, ensuring there is no background noise.
5. Landscape format is recommended, except when the content is specifically intended for social media platforms.