



Thank you for your interest in producing, or helping to produce, new Kids on Earth interviews. We have produced hundreds of videos, and we follow the same routine every time. As you plan, please follow these steps.

Selecting and Securing the Children and Teenagers for Interviews

1. Introduce local children, teenagers and parents to Kids on Earth by encouraging them to visit www.kidsonearth.org/watch, and for many more videos, www.vimeo.com/kidsonearth
2. For the initial batch of interviews, identify between 4 and 8 children and teenagers, boys and girls, diverse in their interests and backgrounds. Generally, their ages should be about 10-16 years, but we do make exceptions.
3. Unless other arrangements are made with us in advance, the interviews will be conducted in English.
4. To secure each child/teenager's participation, one parent/guardian must sign and submit a permission/release form. You will find this form at the end of this document.

Preparing for the Interviews (via ZOOM)

1. It is essential that the ZOOM connection be reliable for both audio and video. Please test several times under several conditions to be sure.
2. The physical location should be quiet, and free from commotion or distraction. If the location is indoors, a school library is often ideal.
3. The child/teenager should be clearly visible and easily heard, with reasonably good lighting on their face and body and little external noise.
4. The child/teenager need not prepare, or feel anxiety. The conversation will be easy and free-flowing, based upon their own lives, interests, and plans for the future. Rehearsal and memorization is strongly discouraged; we want each child/teenager to feel comfortable and to be themselves.
5. Allow a full half hour for each interview. If several interviews are planned for the day, it's wise to ask each child/teenager to arrive 15 minutes before each interview, and to plan to remain for 15 minutes afterwards in case there are any problems.
6. An adult should remain nearby for the entire interview, but out of camera range. The adult should be available to answer interviewer questions, and to monitor the conversation.

Preparing for the Interviews (via live video production)

1. The audio and video recording, with a camera, requires equipment that is working probably, and adjusted to the proper settings, which we will provide. You will need one good video camera (not a cell phone or tablet), mounted on a sturdy tripod, and a clip microphone with a cable that is long enough to reach the camera.
2. It is wise to record indoors. The physical location should be quiet, and free from commotion or distraction. A school library is often ideal.
3. If recording outdoors, do so in cloudy or shady location. It is very difficult to record quality images in harsh sunlight.
4. The child/teenager should be clearly visible and easily heard, with reasonably good lighting on their face and body and little external noise.
5. The child/teenager need not prepare, or feel anxiety. The conversation will be easy and free-flowing, based upon their own lives, interests, and plans for the future. Rehearsal and memorization is strongly discouraged; we want each child/teenager to feel comfortable and to be themselves.
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After the Interview is Recorded

1. Each interview results in 20-25 minutes of recorded video. Often, this is too long to watch, so the interview is edited into several segments. Each video segment is, roughly, 2-8 minutes long. The child/teenager's first name and general location is included in the opening, along with a title for the segment. The editing process often involves several months because there is always a backlog of past interviews, and because of other projects.
2. When the videos are posted, you will be contacted, and provided with a link.

Please contact us with questions: hblumenthal@me.com

Thank you.

Kids on Earth

PERMISSION / PERSONAL RELEASE FOR MINOR / CHILD

1. Print name of child/minor:

2. City/village where child lives:

3. Name of parent (if guardian, please specify):

4. Email address for parent:

5. Signature of parent (guardian)

6. Date of above signature:

When signed by parent or guardian, this release grants permission to Media for Learning, Inc. for the use of a recorded interview with the child/minor named above. The interview may be used, in whole or in part, for editorial purposes related to Media for Learning's Kids on Earth initiatives, and for related marketing. The interview and associated background footage may be used on television and the internet throughout the world at any time by Media for Learning, its affiliates and partners, including The 21st Century Learning Project at The University of Virginia.

Media for Learning, Inc. operates as a nonprofit organization in the United States.

Parent / guardian understands that the minor's involvement in this initiative serves as full and total compensation for participation. No cash payments shall be paid to parent / guardian or to child / minor.