

SENIOR LIVING'S GOT TALENT



The #ActivitiesStrong initiative will host the 2nd Annual Virtual Summit for Activity and Life Enrichment Professionals in Senior Living on Tuesday, June 22nd. Leading up to the event, beginning on May 24th, Linked Senior will host a national Senior Living's Got Talent competition. **Residents and staff members at senior living communities nationally are invited to submit a 4-minute video of their talent.** Six finalists will be selected to perform live in front of a panel of judges at the conclusion of the #ActivitiesStrong Virtual Summit! Our panel of esteemed judges are: Residents from Forest Hills in Washington, D.C., Alisa Tagg, Association Director of NAAP, and the Queen of Country herself, Dolly Parton!



MAY 24-JUNE 14

VIDEO SUBMISSIONS

Submit your max 4 minute video(s) using wetransfer.com to bryan.rife@nccap.org no later than Monday, June 14th

JUNE 15-17

CAST YOUR VOTES!

Vote online to determine our 6 finalists!
Finalists will be announced on June 18.

JUNE 22

THE 2021 SENIOR LIVING'S GOT TALENT FINALE

Join us at 6PM EST for a special Happy Hour hosted by Bryan Rife following the #ActivitiesStrong Virtual Summit. See our finalists perform and show your support!



ACTIVITIESSTRONG
VIRTUAL SUMMIT 2021

Bryan Rife

Director of Education
Quality, NCCAP



CONTEST RULES

1. Participants must be a “friend” of the [#ActivitiesStrong Facebook page](#).
If you are a resident, then a staff member who is assisting will need to be a “friend” of the page.
2. Talent can be anything such as dancing, singing, magic tricks, comedy, etc.
3. Entries must include individuals living and/or working in the senior living industry
4. Entries must fit into one of the two talent categories, video: With Elders (3 finalists) OR Without Elders (3 finalists)
5. Entries must be in the form of a video and no longer than 4 minutes in length and will need to be sent to Bryan Rife no later than Monday, June 14th using <https://wetransfer.com/>. (See video guidelines below)
6. Submissions that will be singing to a backing track must use one of the karaoke tracks from the following list.
Click any song to download to use: [The Greatest Showman](#), [Old Time Rock And Roll](#), [Happy, Crazy](#) (Patsy Cline), [Take Me Home Country Roads](#), [Sweet Caroline](#), [Jolene](#), [9 to 5](#), or [I Will Always Love You](#)

VOTING

Voting will take place starting June 15th until June 17th at midnight eastern time and winners will be notified on June 18th.

FINALISTS

If you are selected as one of the six finalists, Linked Senior will provide your team with a graphic that you must share on social media announcing you are a contestant using #DollyParton and #ActivitiesStrongWithDolly.

WINNERS

Winners should be available to perform live at the Happy Hour on June 22nd but if they cannot, we will accept a video recording of their final performance to show. Prizes will be announced soon!

VIDEO GUIDANCE

HOW DO I SUBMIT MY VIDEO?

All video submissions must be sent using WeTransfer. This free service allows you to send videos up to 2GB via web browser. To upload your video file(s), [visit WeTransfer.com](https://wetransfer.com) on your desktop computer or mobile device and fill out the form you see below:

The diagram illustrates the WeTransfer submission process in two parts. The first part shows the initial upload form, and the second part shows the email verification step.

Form 1: Upload Video

- + Add your files**: Click on the + sign to select the video file(s) you want to send.
- Email to**: Email to bryan.rife@nccap.org
- Your email**: Enter your email address
- Message**: In the Message field, type in the name of your community, the name of the participant, the name of the song or act and category (with elders or without elders).
- Transfer**: Click on the transfer button. A verification email will be sent to you. Copy/Paste the verification code into the box and click on the verify button to complete your transfer.

Form 2: Verify your email

- Verify your email**: Just one quick check to make sure you're really you. We've sent a verification code to youremail@email.com (remember to check your Spam).
- Enter verification code**: Enter the verification code received in the email.
- Didn't receive an email?**: Click on this link if you haven't received the code.
- Verify**: Click on the verify button to complete the process.

CAMERA

Use a mobile device that can record in a resolution of at least 920x1080 (1080p) or higher; 4K resolution is preferable, as this allows greater flexibility in the editing process. To capture video in the highest resolution your mobile device will allow, follow these steps:

IF YOU HAVE AN IPHONE...

1. Open the Settings application
2. Scroll down to the Camera menu
3. Select the Record Video menu
4. Select the option '1080p HD at 30fps'
5. Go back to the Camera menu, and select Formats
6. Select 'Most Compatible' option from the menu

IF YOU HAVE AN ANDROID DEVICE...

1. Open the Camera application
2. Tap the 'Settings' icon in the upper-left corner
3. Select Video Size
4. Select the option 'UHD 3840x2160 (30fps)'

AUDIO

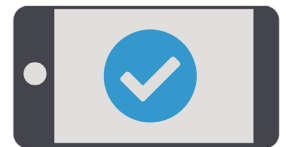
Capturing clean audio is essential when filming on a mobile device. To maximize the audio quality:

- Use Clip-On Lavalier Lapel Microphone for iPhone or Android
- Record in a quiet location with minimal background noise
- Close any windows and turn off HVAC fans, if possible (or move away from any air vents)
- Put your device in Airplane Mode to disable incoming calls and notifications while filming
- Record a test clip to make sure you can be heard when you play back the clip

ORIENTATION AND BACKGROUND

How you hold your mobile device when filming is critical to the video quality:

- Position your subject in front of a simple, neutral background and be mindful of any other distracting elements
- Position your mobile device 6ft from the subject
- Mount it on a Ring Light Tripod at the subjects eye-level to ensure stability and focus
- Orient the mobile device so that it is landscape, not portrait mode
- Ensure the subject is fully centered within the image frame
- Remind the subject to look into the camera lens



LIGHTING

It's important to ensure that your subject is well-lit using available light to avoid dark, underexposed videos:

- The main light source needs to be **in front** of the subject – not behind
- Do not film with a window directly behind the subject either, rather use the window as a light source to illuminate their face.
- Tap the screen on your mobile device where the subjects face is before beginning filming to auto-expose and auto-focus the image. If using an iPhone, tap and hold your finger down to lock in the exposure and focus (you should see the AE/AF lock appear in yellow).