



# Camera's Rolling

*Delivering your Message Direct to Camera*

*Alliance for Retired Americans 2026 National Membership Meeting*

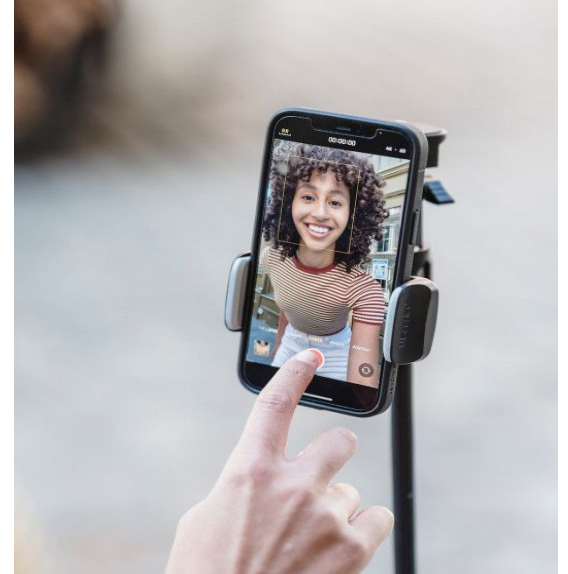
# Training Objectives

- Understand why and when DTCs are effective
- Master DTC set up
- Record yourself speaking DTC
- Practice mechanics and delivery
- Share feedback and best practices



# DTCs: What

**Direct to Camera (DTCs)** : A filming technique where the subject looks directly into the lens, addressing the audience, interviewer, or viewer personally. They are an excellent tool to send a message, respond to real time news, or break down a complex topic in the digital age.



# DTCs: Why and When are they Effective?

## Why?

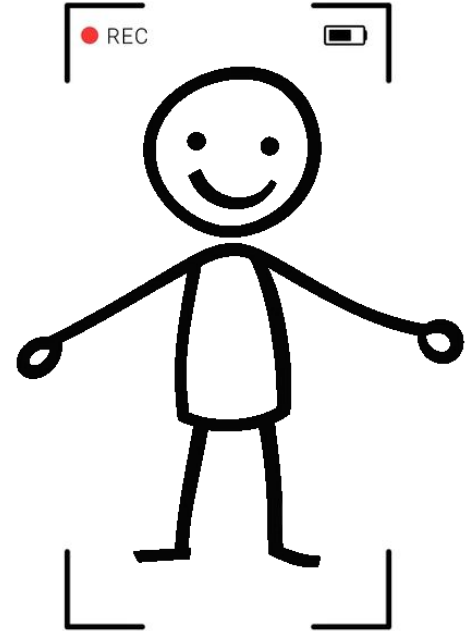
- Direct and authentic engagement
- Speed and timeliness
- Bite sized info in oversaturated news environment
- Low effort, high return, potential for reach

## When?

- Responding to breaking news
- When you need to simplify a complex topic
- When you're trying to reach a wide audience

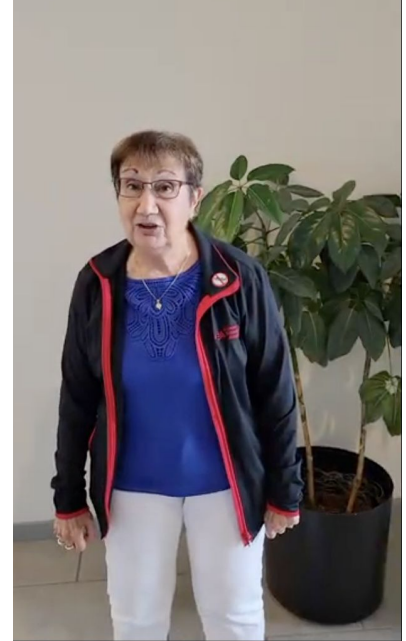
# Recording Mechanics

- Hold the phone vertically
- If recording yourself, use your front facing camera and position yourself in frame
- If recording someone else, center them in the frame
- Use both hands for stability and consider using a tripod or other stabilizing method
- Consider using a small wireless lavalier microphone if available



# Visual Reminders

- Find a suitable background:
  - Clean and undistracting OR something relevant to the message you're conveying (i.e. event)
  - If going with a neutral background, try to create some visual interest (i.e. plant, art, landscape, etc.)
- Stand in good lighting:
  - Preferably natural
  - If dark out, use a ring light or a lamp in front of you
  - Avoid standing directly in front of a light source that will cast harsh shadows



# Audio Reminders

- Make sure you can be heard
  - Background noise shouldn't be distracting
  - Match your volume to the space you're in
    - Larger space, more echo – project your voice
    - In a close, intimate setting – no need to throw your voice as far
    - Consider using a small lav mic if available
- Does the soundscape match your goal?
  - Showing energy and enthusiasm at an event
  - Sitting down to break down a complicated issue for your audience



# STATS

**Views: 20,340**

**Reactions: 1289**

**Comments: 208**

**Shares: 494**



**We're standing out here today in front of this**

**Ross Winklbauer**  
President, Wisconsin Alliance for Retired Americans

# STATS

Views: 1445

Reactions: 75

Comments: 2

Shares: 28



# Tips and Tricks

**REMINDER: It does not have to be perfect or overly curated to be effective. The most important things to keep in mind:**

- Timeliness
  - Social media is a fast format, content that is timely and relevant performs best
- Clear Message
  - What does the audience need to know?
  - Why does it matter?
  - What's their call to action?

## Tips:

- Be Confident, Conversational, Casual
- Film 2-3 takes and try switching up your word choice or delivery
- Keep it short and sweet – get to your point early and minimize filler words
-

# PRACTICE

Break into pairs. Identify Partner A and Partner B. You will be assigned GOLD or BLUE group.

# REMINDERS

- Aim for under 60 seconds
- Sound natural, stay engaging
- Try a few takes – switch up delivery, word choice, or background
- Short, sweet, sound bytes

# **GOLD GROUP PARTNER A**

## *Personal Story + Advocacy*

Share a personal story about how Social Security has affected your life or the life of someone close to you.

Connect that story to why protecting and strengthening the program is important for future generations.

# **GOLD GROUP PARTNER B**

## *Breaking News Response*

President Trump said it's "not possible" for the federal government to fund Medicare, Medicaid and child care costs and that it should be up to the states to "take care" of those programs while the federal government focuses on military spending.

Record a video reacting to the news.

# BLUE GROUP PARTNER A

## *Invite to Join*

You are trying to increase newcomer attendance at your upcoming state Alliance meeting. Record a compelling DTC inviting people to attend. Include the following details:

1. When?
2. Where?
3. What?
4. Who?

# **BLUE GROUP PARTNER B**

## *Myth-Busting Message*

President Trump has once again made a claim in a national address claiming he has eliminated all taxes on Social Security. Make a video debunking that claim.

Your audience is 65+ retirees who are politically engaged.

# Questions?