

DURHAM REGIONAL POLICE SERVICE

"Leaders in Community Safety"

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MEDIA ADVISORY

Date: November 24, 2020 **Time:** 10:00 a.m.

Released By: Jodi MacLean **Ext.:** 4311

SUBJECT: 2021 Black History Month Event Seeking Video Submissions

Due to the current pandemic restrictions, the **2021 Black History Month Committee** has been working hard to plan a virtual celebration that highlights the proud history of the Black community in Durham Region. With a theme of **"Together We Rise Durham,"** the celebration will be hosted on social media platforms the entire month of February.

In order to capture this amazing spirit, the Committee is asking for residents, business owners, community groups, arts and entertainment teams, and anyone else who would like to participate, to submit a short video that may be used during the virtual celebration. These videos aim to showcase the remarkable Black community in Durham, and its supporters, who come together to say **"Together We Rise Durham."**

Videos can be as simple or as elaborate as the submitter wishes. Please follow these parameters (instructions are also attached):

- Start your video by saying the theme: **"Together We Rise Durham"**
- State your name and your business/organization (if you have one)
- State what the theme **"Together We Rise Durham"** means to you? You can answer this question as it pertains to you as a resident of Durham, as a member/ally of the Black community, and/or as it relates to you or your business/organization.
- 20 to 60 seconds in length max
- MP4 or MOV format
- Groups or persons representing a workplace must receive permission from their management team before submitting

For more information about the event and to submit a video, please visit <https://forms.durham.ca/Diversity-and-Inclusion/Together-We-Rise-Durham>. The deadline for video submission is December 16, 2020. The online celebration will be held virtually on social media platforms throughout the month of February.

Videos will be selected for use by the Committee. Please note that not all videos submitted will be used. By submitting a video, you are granting permission for it to be used in the virtual celebration and other promotions.

Celebrating **2021 Black History Month**, the Durham Regional Police Service has joined the Region of Durham, the Ontario Black History Society, the Canadian Jamaican Club of Oshawa and DurhamONE in hosting this fun and educational virtual month.



Community Video Submissions

THE PROCESS:

- Please film yourselves via a camera, webcam or your phone. If you choose to use a cell phone, please ensure that you film holding the phone in the landscape position (see image for example).
- Ensure that the subject is in the centre of the frame, shoulder height and above and is well lit.
- If an external mic is not being used to record audio, please ensure that the subject is in a fairly quiet area where there is little to no noise in the background. If filming outside, please select an area with little to no wind disruption.
- Begin the video by stating the theme “Together We Rise, Durham”.
- State your name and (if applicable) your business/organization
- In a concise manner, explain what the theme “Together We Rise Durham” means to you. You can answer this question as it pertains to you as a resident of Durham, as a member/ally of the Black community, and/or as it relates to you or your business/organization.
- Ensure that the video is no longer than 60 seconds in length (20-60s is preferred)
- MP4 or MOV format
- Groups or persons representing a workplace must receive permission from their management team before submitting.

