



Food Hero Video Production Tips/Guide

View existing Food Hero videos here: <https://www.youtube.com/c/FoodHeroVideos>.

Script production tips:

- As you create the script, refer to the Food Hero Recipe Criteria & Style Guide for preferred spelling, hyphenation, word order, etc. <https://foodhero.org/recipe-criteria>
- Show and identify the recipe ingredients together after the title screen.
- Conclude the video with a final screen directing viewers to Food Hero.org for more recipes.
- Make sure to have an editor check the draft video for typos and visual/text integration.
- If you are doing interviews on camera, make sure to have the Food Hero team review *in advance* the questions you plan to ask to make sure they are SNAP-Ed allowable.
- Only show recipes being prepared or cooked that are existing Food Hero recipes or, for stock photos, ones that look like they would meet the Food Hero Recipe Criteria <https://foodhero.org/recipe-criteria>.

Sound production tips:

- If using music, make sure it is licensed and be prepared to provide documentation of that.

- Make sure any music in the video would not be distasteful to any audience. Choose music that is not distracting and is easy to listen to.
- If the video is narrated, make sure the speaker talks slowly. If the script is in English, have a Spanish speaker listen to it ahead of time to make sure a full translation will be possible; for example, some jokes will not translate.

Video production tips:

- When possible, aim to add diversity to the video, such as in culture, actors, ages, languages. For example, starting with a Spanish video is encouraged versus starting with English and translating to Spanish.
- Avoid using fancy cooking tools. Refer to this list of all the cooking tools you need to prepare Food Hero recipes: <https://foodhero.org/kitchen-tools>.
- Hide all labels on products throughout the video. Make sure no brand names are showing on foods, clothing or cooking equipment.
- If a refrigerator is in the background, make sure anything on it, or anywhere in the background, is appropriate to show in a video.
- Obtain a photo release for anyone shown in the video and email a copy of it to food.hero@oregonstate.edu. Photo releases can be found here: <https://foodhero.org/photo-releases>.
- Only use photos/images that Food Hero owns. We hold the license to many images; email food.hero@oregonstate.edu to request them. If we don't have a photo, we'll put the request on our ongoing purchase list. We normally purchase photos twice a year.
- Try to use natural light as much as possible, but if that is not an option, use warm lighting.
- Before filming a new video or video series, please send a storyboard to food.hero@oregonstate.edu for review. Use the same address to contact us with any questions you might have along the way. Before finalizing the video, email it to us for a final review. It is possible, depending on the video and where it will be housed, that a statement from the funder(s) will be required—campus will help determine that need.
- If adding text to the video, aim to use clear language, and a plain, easy-to-read font such as Arial or Calibri, or one of the OSU approved fonts: <https://communications.oregonstate.edu/brand-guide/visual-identity/typography>. Also consider the font color and background to be easy to read for accessibility for all.



Food Hero Video Production Tips/Guide

Safety tips:

- If the cook(s) have long hair, make sure they pull it back out of their face when cooking.
- Begin the video by showing the cook(s) washing their hands vigorously with warm water and soap. Ideally, if you have text in the video, instruct viewers to wash their hands for 20 seconds. If you wish, show the cook(s) drying their hands.
- Show the cook(s) washing their hands after handling raw meat, poultry, seafood or eggs, and before eating. Cooks should avoid touching their face, sneezing, or coughing while on camera. If cook(s) touch their face, sneeze or cough on camera, show them washing their hands afterward.
- Show the cook(s) washing produce before peeling or cutting it: Wash produce under cold running water, gently rubbing soft items or scrubbing firm items with a vegetable brush. Do not rinse raw poultry or meat!
- To demonstrate safe chopping or dicing, have the cook(s) cut the produce in half, creating a flat side, then place the half with the cut side down on the clean cutting board. Use the claw method to hold the produce, curling fingers under and advancing the knife along the food toward the knuckles.
- When carrying knives, cook(s) should hold them with the point down, keeping their fingers as far from the cutting edge as possible.
- Use liquid measuring cups for measuring liquid ingredients and dry measuring cups for measuring dry ingredients. When measuring dry ingredients, show the cook(s) leveling off the top of the measuring cup or spoon.
- Keep meat, poultry and fish in the refrigerator until ready to use. Demonstrate cooking to the proper temperature by showing the cook(s) using a food thermometer.
- Please do not show or encourage eating while harvesting without properly rinsing harvest foods first.
- Avoid cross-contamination. Maintain separate cutting boards for veggies and raw meats. Also keep raw meats and foods that are ready to eat separate. For example, never put ready-to-eat foods on the same plate, cutting board or other surface that held raw meats, unless you washed the surface first.
- Clean up as you go: Wash your counter tops and kitchen utensils, including cutting boards.
- Put leftovers in small, shallow containers to cool faster in the refrigerator or freezer.
- Don't pour grease down sink drains. Cool and scrape grease and food scraps into the trash.

