



## Ford Fund Read and Record Online Library

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#### **Overview:**

As of March 24, 2020, UNESCO (United Nations Educational, Scientific and Cultural Organization) estimates that 138 countries have closed schools nationwide, impacting over 1.3 billion children and youth. To support children and families who are at home due to COVID-19, Ford Motor Company Fund, Ford's philanthropic arm, created Ford Fund *Read and Record*. This special virtual volunteering project is designed for Ford employees looking for ways to help during this global pandemic.

The program will be housed on the Ford Fund website and the Ford Fund Vimeo channel and shared with Ford Fund nonprofit and education partners around the world. It will focus efforts on providing this program only during the COVID-19 school closures.

Investing in educational initiatives is a key priority of Ford Fund. Ford Fund *Read and Record* expands our ongoing efforts to increase literacy and promote a love of reading – which is now more important than ever as school closures are leaving many children without access to books or someone to read to them.

**Timing:** The program begins on Thursday, April 2, 2020. The content will be made available on a Ford Fund Vimeo playlist and Ford Fund website until June 30, 2020 or when the United States Covid-19 social distancing recommendations are lifted, whichever is later.

**How it Works:** Ford employees around the world follow the *Participant Guidelines* to record videos of themselves reading children's books. Employees follow step-by-step instructions to upload their videos for potential inclusion in the online library available at [fordfund.org/readandrecord](https://fordfund.org/readandrecord). Once approved, videos would be uploaded to a private Ford Fund Vimeo channel and shared on Ford Fund's website during the COVID-19 social distancing advisory period.



## Participant Guidelines:

- Employees who want to participate must follow the guidelines. Videos that do not adhere to these guidelines will not be published.
  - Wear plain clothing with no designs, slogans or logos – Ford or otherwise;
  - Read the scripted introduction (see below);
  - Choose a children's book that is suitable for an audience under the age of 10 and that can be read in under 10 minutes;
  - Please do not include your children in any video so that we can remain compliant with privacy regulations;
  - Record against a plain wall without copyrighted artwork, posters, etc. in the background;
  - Please do not include any music incorporated into the story or in the background;
  - Please do not record in front of any films, television or other content playing in the background;
  - Please keep all branded items such as beverages and snacks out of the video (e.g., a plain glass containing water is fine, but not a branded water bottle or can of pop/soda).
  - Get creative! Funny voices are encouraged!
  - If you speak multiple languages, please consider reading in a language other than English so that we can have a diverse library of videos.
  - Due to anticipated interest in this program, please submit no more than 3 videos per week. At this time, only videos featuring Ford employees will be accepted. The person in the video must match the CDSID of the submitter.
- Once your video is complete, please follow the instructions on pages 4-7 of this document to upload it to Vimeo and then send the URL to [info@fordfund.org](mailto:info@fordfund.org). Ford Fund can link to the Ford Fund Read and Record playlist in its Vimeo Channel.
- Ford Fund staff reserves the right to review submissions, and is under no obligation to include all videos submitted to the playlist. Any videos with inappropriate content will not be added. "Inappropriate content" includes but is not limited to: vulgarity, profanity, racial insensitivities, adult subject matter, third-party trademarks, logos, artwork, designs, or anything else that Ford Fund determines is not appropriate for the intended audiences and the program.
- We will encourage employees that speak multiple languages to read books in languages outside of English so that the program can serve a global community. Please recite the script below in English first in order to be accepted.
- By submitting a video to Ford Fund, the employee provides Ford Fund a worldwide, perpetual, royalty-free, assignable and sub-licensable copyright license to reproduce, distribute, publicly display and perform, and create derivative works of the video, all for the intended non-profit and educational purpose of promoting education and literacy during the COVID-19 pandemic.
- By submitting a video to Ford Fund, the employee also consents to use of his or her name, image and likeness in connection with the submitted video, also for the intended non-profit and educational purpose of promoting education and literacy during the COVID-19 pandemic.



***Read and Record Script:***

Hello- My name is \_\_\_\_\_ and today I'm reading to you from \_\_\_\_\_ (city, country).

I work as a \_\_\_\_\_ for Ford Motor Company and I'm proud to be a **Ford Fund Read and Record Volunteer Educator**.

I'll be reading \_\_\_\_\_ (book title and author). I really enjoy this book because \_\_\_\_\_ and I hope you do too!

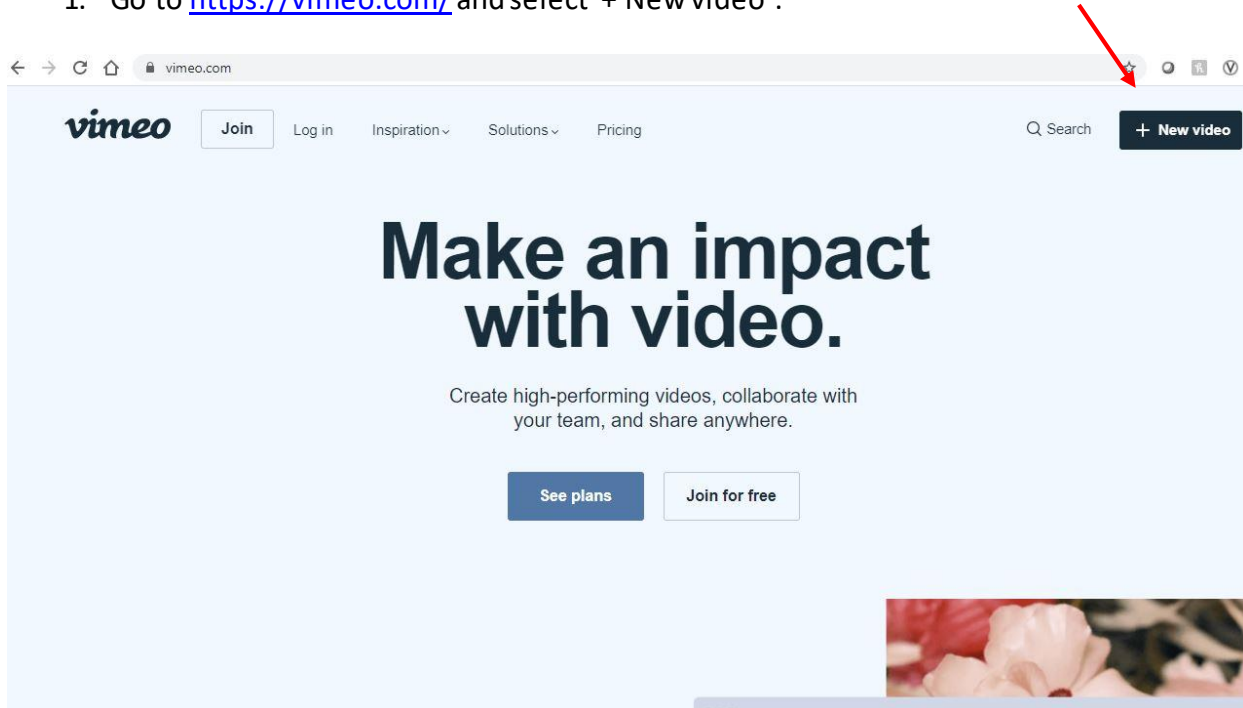
**\*Please remember to follow all guidelines before recording your video. Also, we recommend you turn your recording device to capture your video in landscape (horizontal) view versus portrait (vertical).**

**\*If reading in another language, please recite the script in English first in order to be accepted.**

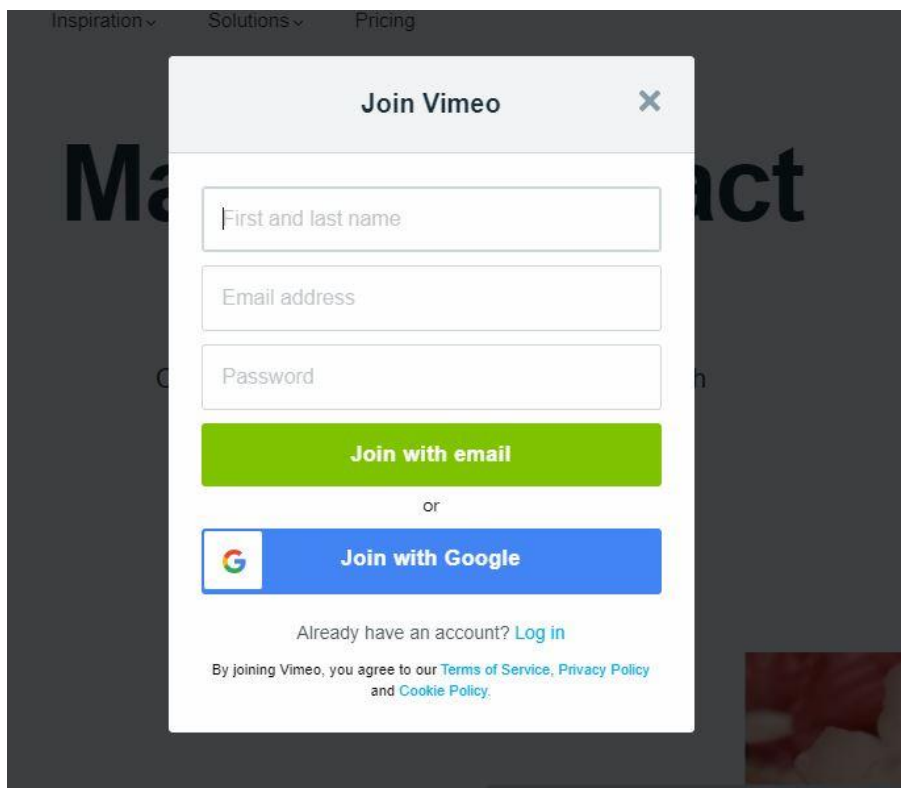


## How to Upload Video on your Desktop

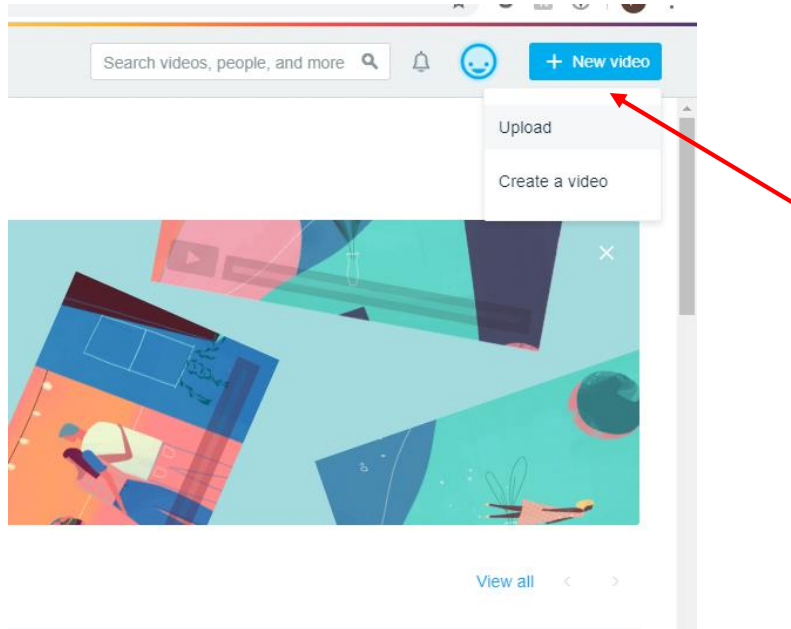
1. Go to <https://vimeo.com/> and select '+ New video'.



2. It will ask you to create an account, or log into your account if you already have one.



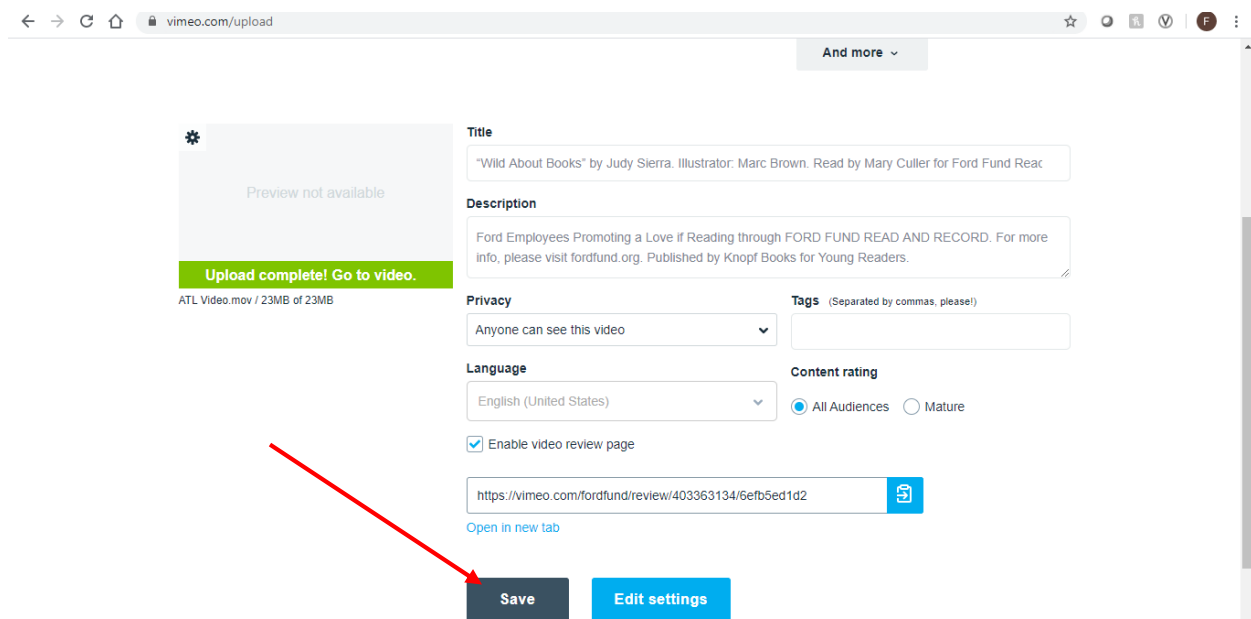
3. Click '+ New video' again and select 'Upload' and follow the prompt.



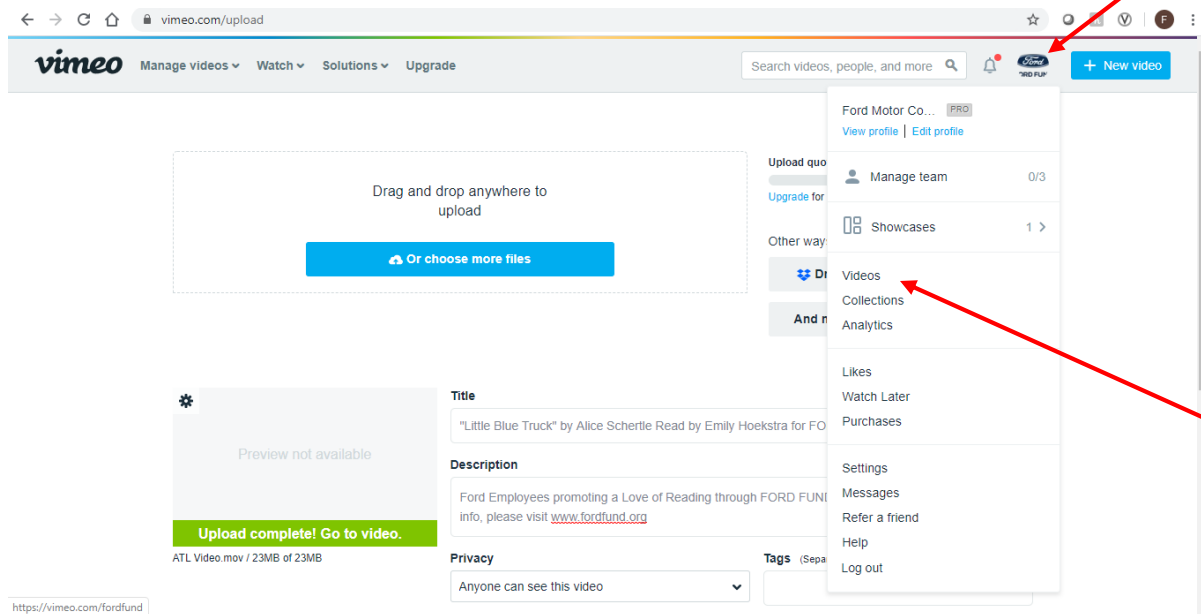
4. Once you have uploaded your video, please add the appropriate title and description and hit Save.

- Please make sure you have selected 'Anyone can see this video'.
- TITLE: "Book Title" by [Author], Illustrator: [Name]. Read by [Name] for FORD FUND READ AND RECORD.
- DESCRIPTION: Ford Employees promoting a Love of Reading through FORD FUND READ AND RECORD. For more info, please visit [www.fordfund.org](http://www.fordfund.org). This Book is Published by [Name].

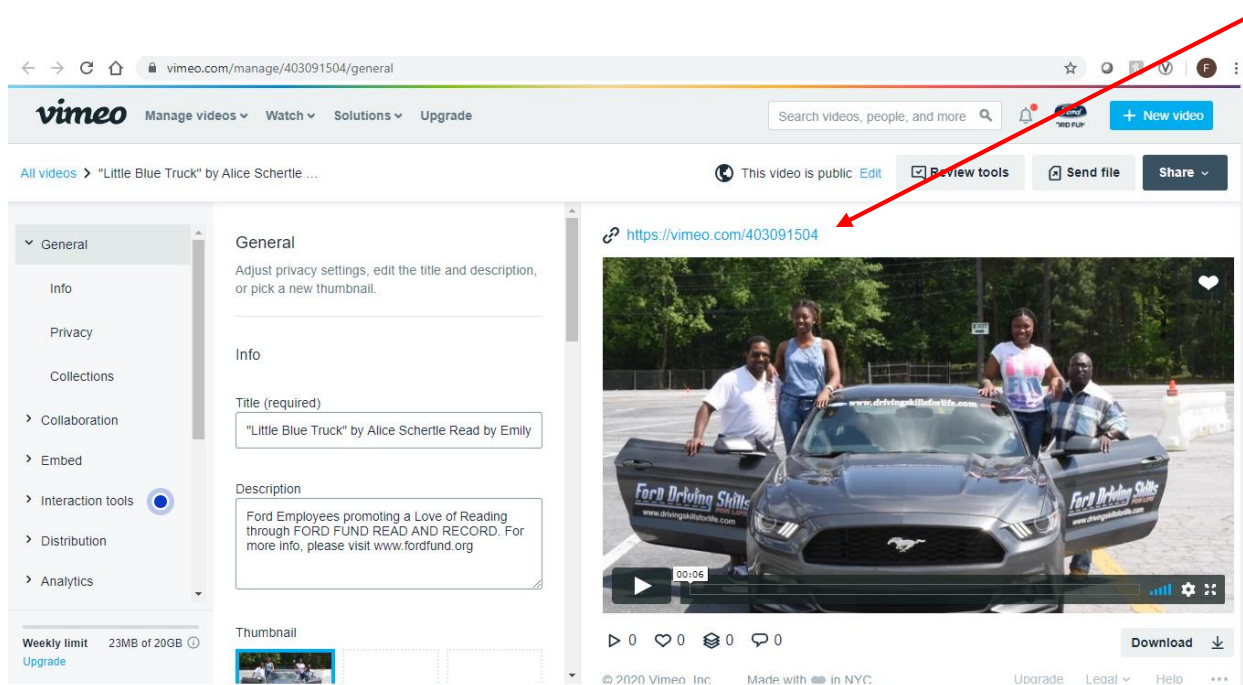
5. Select 'Save'.



6. Go to the top of the page and hover over your account. Go to 'Videos'.

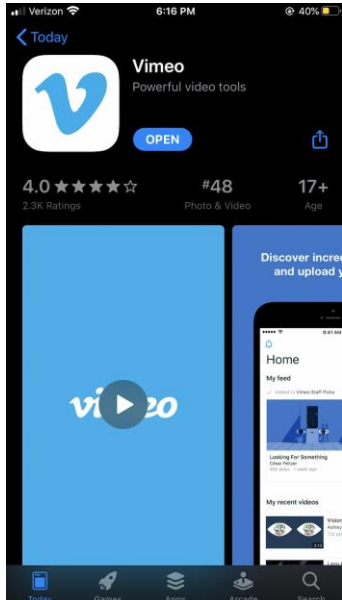


7. Copy the link above your video and send to [info@fordfund.org](mailto:info@fordfund.org) with the subject line: "Ford Fund Read and Record [ENTER CDSID]". If your book is not read in English, please note the language in the email.

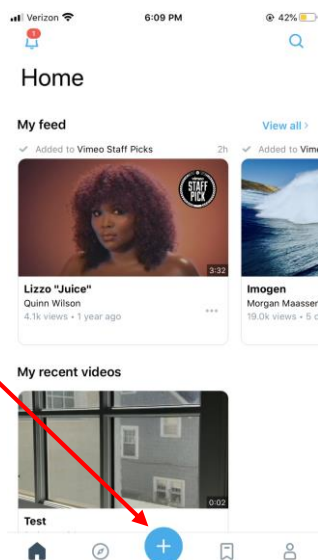


## How to Upload Video using the Vimeo Phone App

1. Go to the App Store and Download the free Vimeo App. Once downloaded, open the app. If you don't have an account yet, you will need to sign up for one using an email and password.

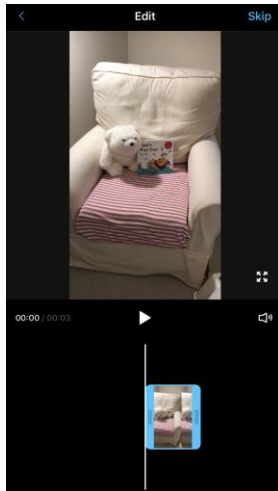


2. Click on the blue icon at the bottom of your phone screen to upload a new video. *Note that you will need to allow the Vimeo App to access your photo/video library.*



3. Once you have granted access, you will see all of your videos populate into the app. It may take a moment to import them if the files are large.

- Select the video of your choice. You will be given the option to edit it by shortening the beginning or the end- or you can select "SKIP." Once you have finalized the correct start & end of your video, click "Next"



- On the next screen please add the appropriate title and description and hit Save. Please make sure you have selected 'Anyone can see this video'
  - TITLE: "Book Title" by [Author], Illustrator: [Name]. Read by [Name] for FORD FUND READ AND RECORD.
  - DESCRIPTION: Ford Employees promoting a Love of Reading through FORD FUND READ AND RECORD. For more info, please visit [www.fordfund.org](http://www.fordfund.org). This Book is Published by [Name].
- Your video should be successfully uploaded! You will now be given the option to share it. Click on the blue button at the bottom of the video and select "Share Video" and then "Share Video." An email screen should pop up with the URL of your video. Please send to [info@fordfund.org](mailto:info@fordfund.org) with the subject line: "Ford Fund Read and Record [ENTER CDSID]". If your book is not read in English, please note the language in the email.

