

—WANTED—

Community Minded Spin Enthusiasts! mitoMOTIVATOR Application Video - Instructions

The MitoCanada Spinathon is an event which embraces the whole cycling community (newbies to elites) and provides the opportunity to come together as one for a great cause. **Successful candidates (mitoMOTIVATORS) will be invited to instruct a 25 minute cycling set to a national audience from the comfort of their home or gym on Feb 7, 2021.** Besides your bike, all that is required to make this happen is a device with a camera connected to wifi and mic. We'll take care of the rest!

We are looking for a DIVERSE group of motivators with a variety of backgrounds and styles that are leaders in their community. If this is you, **please complete the steps below and submit by Friday, November 6, 2020.**

Application Instructions

1. Take a short (under 1 minute) video of yourself sharing the following info:

- who you are and where you live
- how you are involved in your community and how you give back
- how you plan to engage and encourage participants
- 3 words that describe you as an instructor
- why you're interested in being a mitoMOTIVATOR

2. Submit video to megan.macdonald@mitocanada.org.

3. Our spinathon planning team will review all applications and make final decisions by the end of November. All applicants will be contacted either way.

4. We encourage you to sign up and invite your friends to the event! We will be spinning from 7am - 5pm (MST). Ride for as little or as much as you'd like for only \$49! Register at mitocanada.org/spin/

Please direct any questions to Megan at megan.macdonald@mitocanada.org.

Thank you for your application!



Video tips - taking your video from average to awesome!

"The best camera, is the one you have with you." - Chase Jarvis

Handy tips for filming on your mobile device:

- **Make it short.** Your video should be under 1 minute.
- **Always shoot in landscape mode.** Portrait mode gives you those black borders in your final video clip, which we want to avoid.
- **Clean your camera lens.** Wiping dust or grease away with a microfiber cloth.
- **Don't use the zoom function.** The zoom on your iPhone is digital zoom, not optical zoom, which is no good for detail or image quality. Using it will likely make your video look grainy.
- **Use the exposure lock.** The iPhone automatically focuses on the subject in your shot and adjusts to the proper amount of lighting your camera lets in, or exposure. If you're shooting a video with someone talking, the constant automatic adjustments can make the footage choppy. Use your Auto Exposure/Auto Focus (AE/AF) lock feature by tapping on the screen and holding it until AE/AF box appears. Once it does, the focus is locked and you can adjust exposure by dragging your finger up or down. Both of these keep the video looking consistently sharp (iPhone).
- **Put your phone in Airplane mode.** This is to avoid getting unnecessary interruptions and sounds from notifications while you're shooting. You can do that in Settings or by swiping up on your screen to bring up the Control Center and hitting the airplane symbol (iPhone).