

# Citizen Spotlight template

## Citizen Spotlights



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*I walked up the hill in my father's pyjamas*

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■ Keep Reading



Citizen Spotlights are blog-type written feature stories about Métis citizens in your community. There are two types of spotlights:

Work/Achievement Showcase Spotlight	New Citizen Welcome Spotlight
<p><b>Goal</b></p> <p>To showcase the work or achievements of a community citizen to celebrate their contribution to the Métis community.</p>	<p><b>Goal</b></p> <p>To introduce a new citizen in the TYRMC community and share some background on them so other citizens can get to know them better.</p>
<p><b>Who to feature</b></p> <ul style="list-style-type: none"> <li>• Not limited to TYRMC citizen, could be someone in the broader MNO community</li> <li>• Anyone who is making a meaningful contribution to the Métis community e.g.,</li> </ul>	<p><b>Who to feature</b></p> <ul style="list-style-type: none"> <li>• Must be a TYRMC citizen</li> <li>• "New" is open to interpretation e.g., this could be a citizen who joined at the beginning of COVID, but who has been unable to meet other community citizens due</li> </ul>

musicians, entrepreneurs, artists, volunteers, elders, activists, business leaders, etc.)

to the pandemic

### What you'll need for your Spotlight

#### Interview information

- You can ask the person you're spotlighting questions in an interview (in-person, by phone or online), or you can send them questions by email – whatever works best for you and the person you're spotlighting.
- We've suggested some interview questions below. Feel free to rephrase them, omit them, and/or ask your own questions.

#### Image/s

- You can feature as many images as you choose in the piece, but you will need **at least one photo** of either the person you are spotlighting or their work.
- Images should be **a minimum of 1000 pixels** wide or high and not too low resolution; if you can see the pixels in the image, then the resolution is too low.
- Feel free to ask the person you are spotlighting if they have images you can include in the piece. You do not need to take the photos yourself.
- You can also use free stock imagery, here are a couple of sources for stock that is license-free and you can use without attribution:
  - [Pixabay](#)
  - [Pexels](#)
  - [Unsplash](#)

#### Tips:

- If you're not sending the interviewee your questions via email, consider recording the interview so you don't have to worry about capturing notes – it frees you up to really listen and allows for a more natural conversation. When recording for your own purposes, get permission from the person you're interviewing; let them know that the recording won't be broadcast anywhere, it's simply for personal reference.
- Jot down any memorable or meaningful short lines or phrases your interviewee used while they're top of mind. These might be 8-15 words that you'll use in your pull quote. E.g., "Walked uphill in my father's pyjamas"

#### Questions for you:

- Why did you select this person for a Citizen Spotlight?
- What do you find interesting or inspiring about them?
- What are they known for?

#### Questions for your interviewee:

#### Questions for the New Citizen:

- Can you tell me about your journey to becoming a new citizen in TYRMC?
- What do you like about the TYRMC community?
- Can you share a bit about your background?

- What and/or who inspires you?
- How did you get into your line of work?
- What motivates your work?
- What achievement are you most proud of?
- Can you share a bit about your background?
- What would people be surprised to learn about you?
- What's the most important thing we should know about you?
- What would you most like to learn and why?
- What's on your bucket list? Are there any goals or dreams on that list that you might be trying to achieve in the next few years?
- What excites you right now?

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## Preparing your Citizen Spotlight

### Writing & Structure

There is no standard structure or length for Citizen Spotlights – these pieces can take a variety of formats and run as long or as short as you choose. For example, if you're not keen on creative writing and you'd like to create a brief piece, you might want to consider creating your profile as a straight Q&A piece and select only 1-3 of your best questions and answers.

Here are a couple of examples of how you might choose to structure your Citizen Spotlight:

**A Q&A piece** with questions and answers without any additional context featuring multiple images of the person and/or their work:

[Artist Jason Baerg](#), CBC Arts

[Artist Tannis Nielsen](#), Muskrat Magazine

**A very short introduction to their background from the third-person perspective** with one or two insightful quotes featured and a single photo of them (scroll down to the profiled volunteers):

[Eight New Community Builders](#), United Way

A fuller piece written from the third person perspective incorporating longer, direct quotes and multiple photos:

[Bestselling Author, Jesse Thistle](#), Carleton Newsroom

[Wellness Champion, Breanna Miller](#), First Nations Health Authority

## Tips

- Work with the tools you have. You don't need to get fancy, your cell phone will work just fine for taking photos or recording the interview. If you'd like to do the interview online by video, consider getting a free [Zoom sign-up](#) and recording the interview there.
- No one is judging your skill level. When writing, maintain a natural tone and language – your primary audience is always other community citizens. Use the language and tone that you would use when speaking to citizens in person.
- Aim for clarity and accuracy. If you're using a direct quote, you can omit ers and ums, but make sure everything else in the quote is a true reflection of what your interviewee said. When in doubt, check with your interviewee.
- Proofread your Citizen Spotlight before you prepare to submit it. A few tools that may come in handy:
  - Check spelling through the [online Canadian Oxford dictionary](#)
  - Check your text for grammar and punctuation errors with [Grammarly's free grammar checker](#) (note: this will provide U.S. spelling, not Canadian)

## Submitting your Citizen Spotlight

Once published, your Citizen Spotlight will be formatted somewhat like the graphic below.

Note: the first pull quote and photo used will be the “cover” of your story – this is what people will see in the main Citizen Spotlight section on the Community Life page.

Citizen Spotlights



“ Walked up hill in my fathers pyjamas

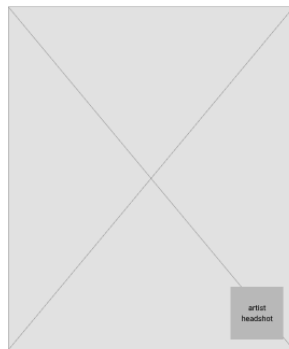
First & Last Name / Story



“

I drove to 12 different 7/11's before I got one that worked

First & Last Name / Story



artist headshot

**To submit your Citizen Spotlight, pop the following into an email and send it to [council@tyrnc.org](mailto:council@tyrnc.org):**

- Any images you would like to include. If you have multiple photos that should appear in a specific sequence, label them accordingly e.g., SuzanneSmith1, SuzanneSmith2
- A Word document or link to a Google document with all text for the spotlight piece including the following:
  - The name of the story along with the first and last name of the person you're spotlighting e.g.,
    - Title: "Cooking with Coolio"
    - First name: Artis
    - Last name: Ivey
  - Pull quotes should be in larger text so we know which text to feature (e.g. if your body text is 11 pt, pull quotes could be in 18 pt). By default, the first pull quote will be the "cover" quote featured with your spotlight article; if you'd like an alternate pull quote featured, please indicate it (e.g., highlight the one you'd like featured and make a note)
  - If you'd like a specific image to appear before a specific paragraph, please indicate it in the text (e.g., (insert Suzanne Smith 3))
  - Include any tags that may be relevant to your spotlight feature and the community they self-identify with e.g., Youth, 2SLGBTQ+, Women
  - Make sure any links you want to include are embedded in the text e.g., [Cookin' with Coolio](#)

# Recording, editing & uploading resources

## VIDEO

### Basic selfie video instructions using a phone

1. Setting up your camera.  
If you haven't got someone available to record you, use a selfie stick, a stack of books or one of the shelves on your bookcase to hold the camera. If none of these options are available just hold the phone with your hands and record.
2. Orientation. Record horizontal (landscape) rather than vertical (portrait).
3. Framing. Frame your shot so you are in the centre. Aim to get your whole head from chest up in the frame.
4. Audio: Stay close to the camera and record in a quiet place
5. Stop/Start: Use the Two Mississippi Rule. In order to give enough room for editing, count two Mississippi before you start/stop recording.

Want some more instruction on shooting a selfie video? Read this guide from Make Use Of:

[How to Take a Good Selfie Video: 10 Tips](#)

### Basic Video logging instructions

YouTube has a trove of resources on shooting video from your phone. If you're looking for basics on framing shots, audio, apps and equipment that can help with shooting, check out the first 11 minutes of this video from Jeven Dovey, [How to Vlog with a Phone - Beginners Guide](#)

### Video Editing

If you don't already have video editing software on your computer (e.g., iMovie for Mac or Windows Video Editor for PC), you can find all sorts of free solutions online. [Here's a list of video editing software](#) suggested by Creative Bloq along with their pros and cons.

### Video Uploading

If you're contributing video content and/or including video content as part of your content, it's ideal to upload it to a platform like YouTube or Vimeo then send the link for TYRMC to post. Instructions on [uploading to YouTube](#). Don't have a YouTube channel? [Here's how to create one](#) so that you can post your video content for free.

## AUDIO

### Basic audio recording instructions using a phone

YouTube also has a trove of resources on recording audio from your phone, but a lot of these focus on buying specific products. Here are some tips on getting decent audio recordings using just your phone from [Tech Overwatch](#).

### Audio editing

If you don't already have audio editing software on your computer, there are a number of free solutions online. [Here is a list compiled by Filmora](#).

### Audio uploading

- If you want to upload just a brief audio file without any visual content and you're not currently using a podcast platform, you can use a platform like Soundcloud to host the audio file. [Here are instructions on uploading to Soundcloud directly from your phone](#). If you don't currently have a Soundcloud account, you can create one [here](#).
- If you'd like to try your hand at creating an audio podcast, but don't want to commit to producing one regularly just yet, you can use a platform like Podbean for free. [Simply sign up and follow the steps to](#) upload.
- Thinking of adding a few visuals to your audio file? Using software like PowerPoint, it's easy to assemble a slide deck and make it into video. [Here are some instructions on how to put it all together](#). As soon as it's finished, simply follow the instructions in the video section on loading it to YouTube.