



**Junior
Achievement™**
of Greater St. Louis

VOLUNTEERS NEEDED!



now is your chance to become a volunteer by sharing your training and career experiences with our local youth by providing a short video

**THANK YOU FOR
INVESTING IN OUR
FUTURE!**



Junior
Achievement

JA TRADES

Powered by



**FOR MORE
INFORMATION:**

please contact Sheila Farrell at
sfarrell@jastl.org
636.634.1116

We are seeking videos highlighting jobs in all trades to further help middle and high school students with career exploration and planning



www.jastl.org

THEIR FUTURE BEGINS WITH JA!

Filming Guidelines for JA Video Volunteers

Video Specs (How to Record):

- Length: 3-5 minutes
 - Format: MP4 or MOV
 - Orientation: Landscape (horizontal)
 - Audio: Clear voice, no background noise or music
 - Camera Angle: Eye-level
 - Background: Clean, quiet space or typical workday space
 - Clothing: Work-appropriate (workday apparel), no logos from national brands
 - No personal info: Don't share your last name, contact info, or social media
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- JA will include a bumper for the video that includes an opening and closing graphic that directs the viewer to visit the JA site to learn more.
 - JA will include subtitles. Name of volunteer, job title, and company name
 - Volunteers must submit JA Media Release and know that JA may share all or part of their video submission and that by their submission they agree to this and that JA owns the video.

Video Framework (What to Say):

- Introduce yourself - First name only, your job title, and the company or organization you work for.
- Describe your job - What do you do? Use simple, student-friendly language.
- What do you enjoy? - Share what you like most about your job or what makes it meaningful.
- Career Path - How did you get into this field? Mention education, training, or certifications.
- Skills that matter- Highlight important skills or qualities needed for your job.
- A Day in the Life - Briefly describe what a typical workday looks like.
- Advice for students - Offer one or two tips for students interested in your career path.

JA Volunteer:

- [UPLOAD VIDEO HERE](#)
- Questions? Contact Sheila Farrell at sfarrell@jastl.org or 636-634-1116