

Featured Author Video Style Guide

If you are a publishing author in any of our publications, we invite you to submit three-minute video surrounding your paper. This provides your research with additional marketability. The video will be uploaded to the Society's account on [YouTube](#), featured prominently on the journal homepage, and on the "In this Issue" page. To promote your video, we ask that you keep the following production tips in mind.

Equipment

We recommend using a high-definition camera with a 16:9 widescreen aspect ratio, ideally recording to a memory card. This will not only produce good quality footage, but also interface well with YouTube and the Oxford University Press interface. Cameras and recording assistance should be available to you through your institution.

Additionally, be sure to always mount the camera on a tripod when you film. If you do not have a tripod available, place the camera on a table. Footage obtained from a camera that is handheld and shaking is hard to watch, and it won't encode easily.

Pay attention to audio equipment. If available, try to film with a lapel or tie clip microphone, also called a lavalier.

Location

Aim to film in a quiet location. For example, in some scenarios our authors prefer to film in the office (<https://www.youtube.com/watch?v=frS6Pppljwl>), while others have filmed in spaces available to them through their institution (https://www.youtube.com/watch?v=h8BEA_72CBw).

If you would like to film a demonstration in a noisier environment, it may be good to record the audio as a voice-over explanation and edit together in post-production.

Keep in mind these location don'ts:

- Do not film with a window behind you, as you run the risk of causing underexposure.
- Do not film outside, as noise and lighting is unpredictable.

Commentary

The commentary in these videos should supplement your paper's abstract. Avoid scientific jargon, since your audience may have limited background on the subject you are discussing. To capture the audience's attention upfront, share your conclusions first, then move to your supporting information. Speak slowly and clearly, while being sure to embrace the short pauses.

If you have additional time to fill in the video, you are welcome to discuss your brief biography provided in accompaniment with your video. Focus on current position and education.

Finally, if inclined, discuss why you chose to publish with us. Did the journal's impact and reach play a role? Are you a Society member?

General Appearance

Dress for success. We suggest dressing conservatively in solid, bright colors. Avoid busy prints or all black. Accept makeup, if the video team with your institution offers this option. Keep hair neat.

Body language is important. Be sure to use good posture. If seated, sit upright and lean forward slightly to show interest. Do not fidget or slouch and use controlled hand gestures. Smile when appropriate and maintain eye contact.

Editing

If your institution offers video editing services, be sure to use them. The final video should be no more than three minutes long. Send the file in a .wmv, .avi, .mpeg, .mp4, or .mov format to publications@endocrine.org. We will add a title card with your paper's title, the journal cover, your bio photo, and the Endocrine Society logo. If you would like to have your institution's logo integrated into the video, please provide us with that image in an .eps file format.