**An Urgent Message From Your Children – Activator Guide**

*This short guide contains everything you need in order to work with the children in your life (or with an organization that works with children) to help children speak out about the environment.*

**What is “An Urgent Message From Your Children”?**

[An Urgent Message From Your Children](https://www.weyourchildren.org/home) (at [WeYourChildren.org](https://www.weyourchildren.org)) is a Public Service Video Series featuring children speaking in their own words to adults, expressing their fears, concerns and their hopes for the future of our planet, and making an appeal to all of us to respond with appropriate urgency.

**What is an Activator?**

An Activator is an adult who works with children – or is affiliated with a children's organization – who organizes and facilitates workshops or classes with **children 12 and younger** with their parents or teachers. During the workshop: 1) The Urgent Message video is screened; 2) Environmental issues are presented and discussed; 3) Parents, teachers or Activators use their phones to record simple videos of individual children expressing concerns and hopes for the world (No previous video experience is necessary!); and 4) Parents or Activators upload the videos and add their voice to all the other children speaking out at [WeYourChildren.org](https://www.weyourchildren.org).

**Why can’t children post their own videos?**

The [Children’s Online Privacy Protection Rule](https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions#General Questions) places parents in control of what information websites collect about children under the age of 13. Therefore parents need to post the videos or sign a release form (below) that allows you, the Activator, to post the videos.

**Instructions for workshops in which parents ARE present and participating**

1. Activator plays the Urgent Message video at the top of the [WeYourChildren.org](https://www.weyourchildren.org) home page for the children and parents.
2. Activator facilitates a conversation with children about what’s happening to the environment.
3. Parents and their kids go off to private spaces where the parents ask their children what their concerns are about the environment and what their hopes are and records video of them using their smart phones — in landscape mode (horizontal), not portrait mode (vertical).
4. Parents post the videos on [youtube.com](https://www.youtube.com) and **include #UMFYC** in the video title. They do not need to include the name of the child in the title or description. (If they don’t know how to post a video on youtube, direct them to these [instructions](https://photofocus.com/2014/01/08/how-to-post-your-video-to-youtube/).)
5. Parents email a link to their video to [WeYourChildren@gmail.com](mailto:WeYourChildren@gmail.com).

**Instructions for workshops in which parents ARE NOT present and participating**

1. In advance of workshop, Activator gets children’s parents to sign and return parental permission slips. This release form gives you, the Activator, the right to post the videos. (See blank slip below.)
2. Activator plays the Urgent Message video at the top of the [WeYourChildren.org](https://www.weyourchildren.org) home page for the children.
3. Activator facilitates a conversation with children about what’s happening to the environment.
4. Activator asks the children one at a time or in small groups what their concerns are about the environment and what their hopes are and records video of them using their smart phones — in landscape mode (horizontal), not portrait mode (vertical). To protect privacy, do not ask children to say their names in the videos.
5. Activator posts each video on [youtube.com](https://www.youtube.com) and **includes #UMFYC** in each video title. To protect privacy, do not include children’s names in the video titles or descriptions. (If you don’t know how to post a video on youtube, see these [instructions](https://photofocus.com/2014/01/08/how-to-post-your-video-to-youtube/).)
6. Activator emails a link to each video to [WeYourChildren@gmail.com](mailto:WeYourChildren@gmail.com).

**Sample questions for conversations and interviews**

* What’s happening to the environment?
* Are you worried about it?
* What do you think will happen?
* What do you hope will happen?
* What’s going on with the oceans?
* What’s happening to our forests?
* Are you worried about animals going extinct? Which ones? Why?
* What do you think adults need to do better?
* What will you do about it when you’re older?

**Questions?**

Write us at [WeYourChildren@gmail.com](mailto:WeYourChildren@gmail.com).

Thank you for helping children be heard!

Rick Ulfik, Care Hart, Eric Davis

**Media Release for Minors**

For valuable consideration I hereby give to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [ACTIVATOR] the absolute and irrevocable right and permission with respect to the video/audio footage that he/she has taken of my minor child in which he/she may be included with others:

a) To copyright the same in the ACTIVATOR name or any other name that he/she may select;

b) To use, re-use, publish and re-publish, distribute edit, alter, the same in whole or in part, separately or in conjunction with other video, sound bite or photograph (screenshot or otherwise), in any medium now or hereafter known, and for any purpose whatsoever, including (but not by way of limitation) promotion, advertising and trade.

c) To use my name or my child’s name in connection therewith if he/she so decides.

I hereby release and discharge the ACTIVATOR from all and any claims and demands ensuing from or in connection with the use of the video and audio footage including any and all claims for libel and invasion of privacy.

This authorization and release shall inure to the benefit of the legal representatives, licensees and assigns of the ACTIVATOR as well as the person(s) who captured said audio footage.

I have read this agreement and understand the contents hereof. I represent that I am the [parent/guardian] of the below named subject. For value received, I hereby consent to the foregoing on his/her behalf.

Dated: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Minor's Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent or Guardian Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature or Parent/Guardian: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State/Zip:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_