

## Guidelines for Narrating Global Health Media Project Videos

### Key steps

- 1) Sign Agreement with Global Health Media Project (GHMP) which describes the work to be done and the terms of agreement. Note that GHMP will own the videos in other languages, and rights and title to the copyright of these videos and their content, including the translations and narrations.
- 2) GHMP sends you:
  - Scripts (Word documents in English)
  - High-resolution videos (in .mov or .mp4 format)
  - M&E tracks (in .mp3 format)
- 3) Review and approval
  - When you are finished, send GHMP a draft version of the newly narrated videos
  - GHMP reviews them and approves them, or sends feedback for revisions
  - The process continues until the videos are approved
- 4) After the videos have been approved, you send to GHMP:
  - Translated scripts as Word documents
  - Final videos in the same format as you received (the same dimensions, data rate, etc.)
  - A separate narration track (in .mp3 format)
- 5) GHMP uploads the videos to their video library so they are available worldwide for streaming and download

### Guidance for narrating the videos

Translation: It is important that the translation is accurate, so it is preferable that it be done by someone who has the relevant health or medical knowledge. The translation should not be word-for-word; rather, the focus should be on phrases and sentences so that the translated text has the same meaning and sounds natural. It is very important to use common and simple language, and to keep the length of the sentences similar to the length of the English version. The voice will then fit easily on the film when voice-over is added. If longer phrases are used, it will not be possible to match the voice with the images and action. The script should be reviewed by at least one other person who is able to assess the accuracy of the translation.

We strongly recommend that the new versions be back-translated (or re-translated) to English by someone who was not involved with the translation. The back-translation should be reviewed for inconsistencies or discrepancies with the original script and then modified if necessary.

### Narration

*Choosing the voice:* Narrator quality is extremely important to retaining the quality of the video. The voice should be clear, engaging, and naturally expressive, as well as warm and friendly. Choose someone who knows how to use their voice, such as a storyteller, singer, teacher, or radio announcer. The narration will sound flat if it's simply read.

*The recording:* It is best if the recording is done in a professional studio. If a studio is not available, you will need to record in a very quiet place where there is no background noise or interference (late at night or very early in the morning might be best). The recording quality on even an iPad is pretty good nowadays. It is important to have a quality microphone: some USB microphones are excellent quality and not too expensive.

*A few tips for "home recording":* To improve the quality, record in a very small room with carpeting or furniture. If sitting at a desk in front of a wall, put a soft, thick blanket on the desk, then set the mic on the blanket along with any other necessary gear like a laptop. If possible, drape the blanket as high up the wall as you can. (Having an absorption layer in the direction of the speaking voice can help cut down reverberation and deaden the space.)

The speaker's mouth should be 15-20 centimeters (6-8 inches) from the microphone. Getting too close can lead to distorting the recording if the levels are too hot, so turning down the gain would be helpful. You also need to watch for pops when close to the mic. (Plosive sounds, like words that start with "p", can create a popping sound if there's no wind screen in front of the mic.)

### Editing

There are three steps in the editing phase.

1) Place the new narration on the video. The audio on the video includes the combined English narration and the music & effects (M&E) track. Remove that audio track and then add back your new narration and the separate M&E track that we provide.

*Do not change* the length of the film – it must remain the same length or there will be synching problems. People translating and narrating must be aware of these constraints.

The next two steps involve the opening and end card. It is important to maintain the standard format of these cards, including the order of titles, spacing, and fonts. We will not be able to approve the work if it does not follow the standards we have established. If you do not have the skills to do this, we could handle these steps for you at the cost of our editor's time.

## 2) Edit the opening card:

- After the title, add the name of the language (in English and in italics).
- On the next line, add the film title (in the new language).

For example:

Keeping the Baby Warm (*in Haitian Creole*)  
Kenbe kò tibebe a cho

which you can see on the following screenshot:



3) Add a new end card with narration credits (optional): You may add a card at the *very end* of the video – following the two end cards on the video – for *your own credits*.

Credits can include information such as your translator, narrator, post-production editor, coordinator, and/or funder.

To do this:

- Copy the last card
- Keep the header and footer (the copyright date needs to be the same on both pages)
- Replace the credits in the center with your own credits

We can work with you on how best to do this and you can refer to our videos for examples.  
Here's one example:

