

Take the MLK Day Challenge!

Record a video about why you're taking the challenge and challenge (and tag) 2 friends to take the challenge with you

The MLK Day Challenge: The challenge is to read "Why We Can't Wait" by Dr. Martin Luther King Jr. in honor of Dr. Martin Luther King Day on January 18th.

Why: What's needed most in the Rogue Valley right now is education on racial issues and what the challenges and solutions are. "Why We Can't Wait" describes Dr. King's organizing in the 60s to confront the segregationists in the South and challenge their complacency and resistance to creating a de-segregated community. Dr. King engages and calls upon churches, politicians and businesses to create alliances to get this work done.

The challenges Dr. King describes in his book are very similar to the challenges we are still facing and the activism Dr. King led still stands as a framework we can follow to create an inclusive community today.

Truly we cannot wait any longer to take a stand against racism.

Instructions:

- 1. Record a video and follow this script or feel free to improvise a bit.**

"I'm taking the challenge! I'm reading 'Why We Can't Wait' by Dr. Martin Luther King Junior to learn more about Dr. King's nonviolent organizing and apply his teachings to my life in Southern Oregon today."

"I challenge YOU to read 'Why We Can't Wait' in honor of MLK Day in January and educate yourself on this visionary leader and the proven solutions he used to work to dismantle elements of racism in the 60s."

- 2. Once you're finished, upload your video to the MLK Challenge Shared Drive: [I took the challenge videos](#) - We will be sharing this on the Southern Oregon MLK Day social media pages. Thank you!**

3. Then share your video publicly on social media and tag 2 friends to take the challenge with you! Here's an example of the caption you would add to your post when you share your video:

*I took the challenge! I'm reading Why We Can't Wait by Dr. Martin Luther King Jr. I challenge (2 friends) to get the book and take the challenge.
#MLKDay2021 #SOCantWait2021*

Here's an example of how this looks on Facebook:

<https://www.facebook.com/717020442/videos/10157348305880443/>

Below are some tips on recording your video:

Framing

1. Record videos vertically (portrait mode) as this orientation is more versatile for social media.
2. Keep the camera parallel to your face or at a slight angle above your face.
3. Give some distance from your face. Keep the camera either at an arm's length, or a half an arm's length. (Your whole face should not fill the entire frame.)
4. Look at the camera hole, not the screen.

Lighting

1. Record with as much natural light as possible, either outside or in front of a window with daylight.
2. If that's not possible, record videos with overhead light and/or a light in front of and within 2-5 feet of your face.
3. If facing a bright light try not to squint, or position yourself so you don't have to squint.

Sound

1. Record in somewhere with little noise (local ambient noise like birds chirping is fine, but nothing that will overpower your voice).
2. Don't record when it's windy.
3. Headphones connected to your phone can reduce ambient noise and wind disruption.
4. If not using headphones, make sure none of your fingers are covering the microphone.

Location

1. The background you choose can make your video interesting and add to the message/story, but it can also be distracting, so think about where you record your video.

Examples

