

SUCCESS STORIES

Success Stories—Specs and Technical Requirements

What we're looking for, how to submit a great story

We're thrilled to review your success story for GFTG TV. Here are the content and technical specs you need to meet to be posted. Frequently asked questions, FAQs, are included.

Content Requirements

What's your story all about? We're looking for a few concise facts on what you did to go green; something that runs between 2 and 4 minutes. We need you to focus on the key points that you would share with a friend over a cup of coffee to explain what you've done that makes you **part of the solution**.

Here are some questions to guide you in your video production

1. What did you do?
2. Why did you start?
3. What were the benefits? Did a customer, a client or your community also gain benefit? Would they provide a testimonial as part of your video?
4. Are there tangible, quantifiable results? What was your payback period? Is it variable?
5. Did it work? How long did it take for the results and benefits to materialize?
6. If you did it again, would you do it differently?
7. Would you recommend this to others?

Technical Requirements

Pre-recorded Video Content

1. Each video should have two images (640 pixels x 360 pixels and 128 pixels x 72 pixels). These images will be used as a still image for a home page or watch now pages, and as thumbnail image for the schedule and archive pages.
2. The video should ideally be encoded with the following parameters:
 - mp4 file format

Video:

- H.264 encoder
- 16x9 form factor (ideally)
- 640x360 resolution
- 24 fps
- 500-700kbps bitrate
- web(streaming) optimized

Audio:

- AAC audio codec
- 48khz sample rate
- 96kbps bitrate

Members of www.goingforthegreen.net are always first in line; join now.

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Frequently Asked Questions

- Do you have to be a member to have your material posted? It is not a requirement at this time, but members will always come first in line.
- Is there a charge for posting? If you are freely sharing a short success story that meets our content requirements and technical specs, and we accept the video, there is no charge. When that changes, you'll have lots of notice. We do have a charge process for other programs streams, such as training options.
- Can people download your video from our site? Nope. If you want that, we're not the site for you.
- Can you post your video on another site too? No. You can link back to us to as often as you like. You can reference your posting on GFTG TV in other media, that's great.
- How is GFTG TV different from other video sites? The short answer. QUALITY. We only offer HD TV. More? Our programs are focused on small business to help them go green. We are small business designing for our peers; even if it's fun, it's factual. We have lots of other reasons. Bring water, really good coffee, wine or really good Scotch and we'll talk.
- How long do we leave your video up? It will depend on how many videos we have; the ratings your video gets; relevancy; whether the material is time dated, etc. So when you are posted, it's a good idea to let your friends and business contacts know you're up; tweet them, post it on your Facebook page, on LinkedIn, etc.
- What else should you do if you're posted? Watch the comments people post, connect with other link-minded people; respond to their comments.

IF YOU HAVE A QUESTION ABOUT THE TECH SPECS, email our clever techies at thewizards@goingforthegreen.net and you'll get an answer as soon as possible.

Don't forget, the title of your video should appear at the beginning of your clip. Please provide a brief description of what you are taking about when you submit your video. Just a few bullets or a sentence of two. For everyone, time is money.

Please remember, this is not a sales opportunity, nor a venue for advertising. If you have a product or service that has green attributes and you are interested in posting on our store, we have the Green Market for that purpose. This includes if you have a training idea to help small business go green. Email us and we will review what you've got to see if it fits with our customers. Content questions should be directed to info@goingforthegreen.net.

Make sure too that this is your material to post; that you have copyright of the images you use. You will have to sign a release that says we can post your video, just as you would with any other site. Everyone who appears in the video has to sign the release – that's show biz!

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