VOICES FOR THE 22

RECORDING GUIDE

YOUR PHONE IS ENOUGH. YOUR WORDS ARE WHAT MATTER.

TECHNICAL GUIDELINES

- A smartphone camera is sufficient.
- Vertical 9:16 orientation preferred; horizontal recordings accepted.
- 1080p resolution preferred.
- Clear, intelligible audio in a quiet recording environment.
- Natural or balanced lighting.
- Camera at approximately eye level.
- No background music, filters or heavy effects.
- Allow about two seconds of silence before and after speaking.

20–30 seconds is a guide, not a limit. If your message runs longer, send it — we never reject a meaningful message on length alone.

SUGGESTED TALKING POINTS

- Thank veterans, first responders and their families.
- Acknowledge that talking about mental health is hard.
- Encourage anyone feeling isolated to reach out.
- Remind people that vulnerability and strength can coexist.
- Encourage connection with friends, family, peers or professional support.
- Offer a message of hope.

Choose any combination, or none — your own words are what matter. You never need to share personal mental health experiences, and there is no script to read.

OPTIONAL SAMPLE MESSAGE

> “To our veterans, first responders and the families who stand beside them, thank you for everything you do. If you're going through a difficult time, please remember that you're not alone. Your life matters, and there are people who care about you. Asking for help is an act of courage. Because 22 does not equal zero.”

Optional — use it as a starting point, adapt it, or ignore it entirely.

SEND IT

Upload securely at forthe22.org/voices/talent/submit, or email a secure link to cody@forthe22.org.

BECAUSE 22 ≠ 0.