How to Add a Voiceover to Printed Outreach Materials:

We can make outreach materials—like booklets, brochures, calendars, and handouts—more accessible for people with limited literacy or limited vision by linking to audio versions of the materials.

It is easy to use Zoom and a URL shortener to create a QR code that links people to recordings of outreach materials. Depending on the length of the printed material, the whole process should take between 1–3 hours.

Note: If you just want audio without video, you can record an MP3 file on your phone and upload it to SoundCloud or your website! You can then link to it via a QR code. Audio may be a simpler option.

Here is the process we use to make videos:

1. Create the QR code and shortlink. It may seem strange to do this as a first step. But you want to have this be part of the finalized PDF, which you will then use to create the video. You will go back and edit the destination of the QR code and shortlink later.
   You can create these using TinyURL.com or a similar service. Your organization may already subscribe to one of these services. For example, many universities have in-house shortlink- and QR-management tools. Just make sure that whatever service you use will allow you to go back and edit the link after you've uploaded your video. For now, you can just set it to direct to a generic place, like your website or Facebook page. Choose a link name that is short, clear, and easy to say on outreach. For example, you'd rather say "TinyURL.com/DerechosH2B" than "TinyURL.com/DerechosDeLosTrabajadoresH2BEnElEstadoDeCarolinaDelNorte." 😉

2. Download the QR code and add it to your printed material along with an icon showing that it links to an audio recording. A speaker or headphone icon might be appropriate. Add the shortlink with the QR code.

   Example:

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3. Finalize the PDF of your printed material. Open that PDF in your PDF viewer and make it full screen.

4. Open a Zoom meeting with just yourself as the participant and share your screen so that the Zoom screen is the PDF of the printed material.

5. Hit record and start reading the material. Scroll through the PDF as you read. You may want to show your face in the video to make it more personal. Do not worry about making the occasional mistake; you can go back and edit later. However, if you make many mistakes (more than four or five), you may want to start over to save time.

6. Once you are finished, stop recording and save the recorded video.

7. If you need to cut out mistakes, you can trim the video using the photos app in Windows 10 or using Premiere Rush from Adobe Creative Cloud. You can also use free, browser-based video-editing services like Clideo.com, KapWing.com, or EZgif.com.

8. Once you finalize the video, upload it to where you want it hosted. You can upload it to your website if you're going to direct traffic there, or you can upload it to Facebook if you'd prefer to send people to your page (and get more likes!)
    Note: Do not upload the video to YouTube if you want to link to it from Facebook. Facebook and YouTube do not play nicely together, so the video will display as an awkward thumbnail. If you want to share videos on Facebook, you're far better off uploading them directly to Facebook.

9. Go back to TinyURL or your other shortlink service and edit the link to direct the link and QR code right to the place where you have hosted the video. (Note that this destination-editing service is available only with a paid TinyURL subscription.) This is the most important step! You want workers to be able to scan the QR code and be taken right to the voiceover video.
    Note: If you are sending people to Facebook, make sure your link starts with **fb.watch**, not **facebook.com**. If someone does not have a Facebook account, or if they're not logged in on their phone, they can still watch a **fb.watch** video but not a video that starts with **facebook.com.** To get the fb.watch link, go to your video post, click "share," and click "copy link." Open an incognito browser and paste the link to check that it still opens if you're not logged in to Facebook.

10. You're done! Yay! Next time you're on outreach, show workers the QR code and demonstrate how to use it. In this pandemic world, many people—even those with limited digital literacy—are now comfortable using QR codes. Regardless, it might be a good idea to demonstrate.

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Here are some examples of how the final product might look:

1. PDF with QR code: http://www.farmworkerlanc.org/es/wp-content/uploads/2022/03/Know-Your-Rights_FoodSales_2022_Spanish.pdf
   Accompanying Voiceover: https://tinyurl.com/ComidaH2A22

2. PDF with QR code: http://www.farmworkerlanc.org/wp-content/uploads/2021/09/H2A_Booklet_2021_Spanish-final.pdf?fbclid=IwAR2epBjHmyeGUrcBLtRGumcnhSMl-IfqlF4L80hOggLf8Eo_lEP6ENQjx-c
   Accompanying Voiceover: https://tinyurl.com/H2A-2021

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