



Love for  
Senior Paws

×

**Pin Drop**

PAWSITIVITY PACK  
GETTING STARTED GUIDE

# WELCOME TO THE Pawsitivity Pack!

We are a community of animal lovers and content creators that believe content should feel good and do good. Seeing as you've joined our Pack, it would seem you feel the same!

We want to show off the relationships between pets and their families through public interviews with people and their pets. Here is our guide to create content, and spread Pawsitivity!

## How to Conduct the Interview

Follow these simple steps and you'll be able to create Pawsitive content in no time!

## Receive Permission

Request permission to interview the person and their pet by saying "Hi, my name is [name] can I ask you a couple questions for a documentary I am making?" Remember to be respectful of people who choose to not be interviewed.

## Ask Your Questions

After receiving permission and the camera is recording, you may begin your interview. The whole interaction should take no longer than 5 minutes to allow both you and your interviewee to continue with your days!

## Release Form Signature

After the interview is completed, your interviewee must sign the image release form in the Pawsitivity Pack Getting Started Package.

## Interview Tips

No two interviews will be the same, especially when animals are involved, here are some tips to get the best results possible!

## Record Everything

Once you've identified a potential interviewee, begin recording. Turn on your camera **BEFORE** approaching them to record the audio of their consent.

## Be a Good Listener

Allow your interviewees to answer your questions fully, don't talk over them or give your opinions on their answer. Even saying "ahh" or "mhmm" can interrupt them and disrupt them.

## Find a Good Location

Be observant of where your interviews take place. Make sure the area is quiet enough to capture clear audio, and make sure the lighting shows the subjects clearly.

# The Questions

Once you've gained permission to record your interviewee, here is how the interview will flow:

START HERE

**What is your pet's name?**



**Is (pet's name) a senior?**



**Yes**

**No**

**How long have you had (pet's name)?**



**Less than 2 Years**

**More than 2 Years**



**Why did you choose to adopt a senior?**



**How has (pet name) brought you joy?**

# Signing the Release Form

Prior to going out to collect interviews, print off the Release Form Files from the Pawsitivity Getting Started Guide. Cut the printed page with scissors to separate into individual forms. Don't forget to bring a pen!

After the interview, have the interviewee read and sign the Release Form. The interview cannot be posted online without a filled out Release Form. Once it's filled out, take a clear photo with your phone's camera and upload with the video.



## RELEASE FORM

I hereby irrevocably consent to and authorize the use by Love for Senior Paws, of any and all photographs, video, voice recordings, or other media taken of me including derivative works thereof (collectively, the "images"), and any reproduction of them in any form in any media whatsoever, whether now known or hereafter created, throughout the world in perpetuity.

I also consent to the use of my name or likeness, or an assigned fictitious name, in connection with the exhibition, distribution, merchandising, advertising, exploiting and/or publicizing of Images or Love for Senior Paws/Pin Drop.

I hereby release and discharge Love for Senior Paws, its trustees, officers, employees, licensees, and affiliates from any and all claims, actions, suits or demands of any kind or nature whatsoever, in connection with the use of images and the reproduction thereof as aforesaid. I understand and agree that Love for Senior Paws will be the executive owner of all rights, including, but not limited to, all copyrights, in and to the images in whole or part, throughout the universe, in perpetuity, in any medium now known or hereafter developed, and to license others to use them in any manner. Love for Senior Paws may determine in its sole discretion, without any obligation to me.

I hereby waive any right that I may have to inspect and/or approve the use of the images or any reproductions thereof, by Love for Senior Paws.

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

# How to Upload Your Interview

Check your email. After you've signed up, you should have received a link to your own Google Drive folder where you can upload all your files.

Once your interview is complete, upload BOTH your Interview Video AND signed Release Form directly from your phone or computer to Google Drive.



+

