

STORY	VISUALS	NOTES / RT
<p>INTRO: ** Catchy a-roll audio bit to introduce SaveAFox ** Catchy audio-bit to establish personal connection to foxes</p> <p>10. What is "SaveAFox?" 11. What is unique about "SaveAFox"? 12. What are your organization's key goals? 55. What most appeals to you about foxes?</p>	<ul style="list-style-type: none"> SERIES: Cute shots of SAF Foxes! SERIES: Playtime between people and foxes 	30s
<p style="text-align: center;">TITLE CARD</p>	<ul style="list-style-type: none"> Hero Shot: Foxes <i>or</i> Hero Shot: Mikayla w/ Foxes 	5s
<p>ESTABLISH SETTING</p> <p>1. Please introduce yourself. 2. Where are we? Where is SaveAFox Located? Please introduce your rescue/org.</p>	<ul style="list-style-type: none"> Aerial (SERIES) <ul style="list-style-type: none"> Est. SaveAFox Org Est. Geographic Loc Beauty shots of region/landscape Save a fox Center: <ul style="list-style-type: none"> Main building (series) EXT: Street/Geographic Loc Any logos/welcome signs SERIES: SAF Space in general 	5s
<p>BACKSTORY: Mikayla</p> <p>3. Briefly tell me your story. Where did you grow up? Did you have pets? 4. How did you first get acquainted with foxes? (<i>Fostered one at 15</i>) 5. What attracted you to those animals? 6. What was your experience like being a fox foster mom? 7. How did that experience lead you to get further involved with foxes? 8. How did that experience lead you to where you are today? 9. What is it that most interests you about working with foxes?</p>	<ul style="list-style-type: none"> A-Roll: Sit-down Interview HERO Shots: Mikayla Archival – Photos/Videos from early days (from SAF) 	30s
<p style="text-align: center;">CANDID SEQUENCE</p> <p style="text-align: center;"><i>(Candid audio bit: Mikayla Mikayla talking to foxes, staff etc)</i></p>	<ul style="list-style-type: none"> CANDID SERIES <ul style="list-style-type: none"> Mikayla interacting with Foxes Mikayla interacting with Staff General work/ambience at SAF 	15s
<p>SAVE A FOX – Backstory</p> <p>19. When did you first open your rescue? 20. How many foxes did you start with? 21. Where did those first animals come from? 22. What condition were they in and what needs did they have? 23. How has your rescue organization changed since those early days until today? 24. Are you still in the same space as in the early days? (<i>she expanded, has couple other locations</i>)</p>	<ul style="list-style-type: none"> Archival – Photos/Videos from early days (from SAF) Archival – Photos/Videos from any other SAF Locations (from SAF) 	45s
<p>SAVE A FOX – About the Org & their Animals</p> <p>10. What is "SaveAFox?" 11. What is unique about "SaveAFox"? 12. What are your organization's key goals? (<i>ie. Do you provide a forever home? Act as a rehoming agency?</i>) 13. Is it a petting zoo? (<i>not</i>)</p>	<ul style="list-style-type: none"> SERIES: General SAF Ambience / Daily Routine SERIES: Shots of foxes at SAF going about their day SERIES: Staff at work 	45s

<p>14. How does your work engage the community? (ie. Do you run any local events with foxes? Is your work helping address any wild animal problem etc)</p> <p>15. Do you offer tours/visits? What's the usual visitors' response like?</p> <p>16. Are there many other such organizations, in US or elsewhere?</p> <p>17. How big is your space?</p> <p>18. How many animals do you keep?</p> <p>25. How many animals do you have today?</p> <p>26. How do you come up with names for your foxes?</p> <p>27. Tell me about their distinct personalities?</p> <p>46. You have a very strong online presence (yt videos). Has being a social media personality helped you in your work with SAF? How so?</p> <p>47. How can small business/organization owners learn from you and improve their work with the use of online video and social media?</p>	<ul style="list-style-type: none"> • <i>MAYBE (see if relevant): Show Mikayla working on her social media videos</i> 	
<p>SAVE A FOX: Typical Days & Routine</p> <p>Mikayla</p> <p>34. Is caring for foxes different from cats or dogs? How so?</p> <p>35. Is caring for foxes easy?</p> <p>36. Can your rescued animals be released into the wild?</p> <p>37. Guide me through a typical day at SaveAFox! (ie. We start the day by feeding the foxes at X am. They play until noon, when we let them out to roam around. By 2pm we gather them back to the enclosures. Once a week, we get a vet visit and they have dinner by X pm. Sometimes we also have volunteers who stop by to play with the animals.)</p> <p>38. Where do your animals come from?</p> <p>39. Do your foxes stay with you for their whole lives?</p> <p>SAF Staff</p> <p>1. Please introduce yourself.</p> <p>2. What does your daily work with the foxes entail?</p> <p>3. What do daily lives of your foxes here at SAF look like?</p> <p>4. How is caring for foxes different than other animals?</p> <p>5. What's challenging? What's fun?</p> <p>6. Do you have a favorite fox?</p> <p>7. Can your rescued animals be released into the wild?</p>	<ul style="list-style-type: none"> • CANDID SERIES: Staff @ Work <ul style="list-style-type: none"> ○ Staff A-Roll Interviews (shoot candid – while working) ○ Staff interacting with Animals ○ Staff interacting with each other ○ Staff with visitors • SERIES: <ul style="list-style-type: none"> ○ Morning Routine: Opening cages, greeting foxes, feeding etc ○ Daily routine – playtime etc ○ Evening routine – feeding, sleeping, shutting down for the day etc 	60s
<p>Vet Visit (Vet A-Roll)</p> <p>8. Please introduce yourself.</p> <p>9. Are there any common health issues new foxes coming to SAF face?</p> <p>10. Have you seen the animals' condition change over their time at SAF?</p> <p>11. Have any of the foxes faced unique/rare problems that needed novel healthcare?</p> <p>12. How does your community benefit from the work SAF is doing?</p> <p>13. Is caring for wild foxes different than captive-bred foxes?</p> <p>14. Why is it important to care for animals?</p> <p>15. What is the value in connecting with animals?</p>	<ul style="list-style-type: none"> • CANDID SERIES: Vet <ul style="list-style-type: none"> ○ Vet Interview (shoot CANDID during vet exam) • ESTABLISHING SHOTS: <ul style="list-style-type: none"> ○ Vet Clinic: EXT ○ Vet Clinic: INT ○ Series: Establish Space ○ Series: Shots of Animals ○ Posters, Decorations etc • SERIES: Fox Examination <ul style="list-style-type: none"> ○ Shots of the Fox Exam ○ Shots of Vet/Nurses at Work ○ Shots of SAF Staff 	45s
<p>FUR FARMING</p> <p>40. What is your relationship with the local fur farms?</p> <p>41. Are animal furs still commonly made/sold/bought?</p> <p>42. Could you give me any numbers? (ie. 10,000 foxes are killed each year for their fur – or – animal fur sales are still an X million \$ a year industry etc)</p> <p>43. How does that make you feel?</p>	<ul style="list-style-type: none"> • (MAYBE-TBD) Stock/Archival – Caged animals at fur farms, fur sales at stores etc (SERIES) • (MAYBE-TBD) Archival – Any Fur-Farm Rescue photos/videos (from SAF) 	30s

<p>44. Do you consider fur farms as evil/unethical? 45. What can each of us do to help/save those animals?</p>	<ul style="list-style-type: none"> • SERIES: Cute shots of SAF Foxes! • HERO Shots (SERIES): SAF Foxes 	
<p style="text-align: center;">CANDID SEQUENCE <i>(Transition towards Outro)</i></p>	<ul style="list-style-type: none"> • Aerial (SERIES) <ul style="list-style-type: none"> ○ Foxes at SAF • SERIES: Cute shots of SAF Foxes! • HERO Shots (SERIES): SAF Foxes 	5s
<p>FOXES – About the animals in general</p> <p>48. Most people are familiar with cats or dogs and their ways. How would you define foxes? 49. Talk to me about the natural way of life of those animals? 50. Do they live alone or in packs? 51. What do foxes normally eat? 52. How many foxes still live in the wild? 53. What challenges, if any, do fox populations face in the modern world?</p>	<ul style="list-style-type: none"> • (MAYBE-TBD) Archival – Foxes in the wild (from SAF/Stock?) 	15s
<p>The Challenges and the Future</p> <p>48. What has been your biggest challenge with SaveAFox? 49. How have you worked to overcome it? 50. Has covid and the recent global instability had an effect on SAF? In what ways? 51. With a lot of uncertainties in the world – how do you see your future and the future of SAF playing out? 52. What future do you hope for/imagine for each of your foxes? 53. Is that future realistic? 54. How can we as individuals and communities work to make that future happen?</p> <p>55. What most appeals to you about foxes? 56. What lessons can foxes teach us humans? 57. What lessons have foxes taught you? 58. What is the value in connecting with animals?</p>	<ul style="list-style-type: none"> • SERIES: Shots of foxes at SAF going about their day • SERIES: Evening routine – feeding, sleeping, shutting down for the day etc 	15s
<p>OUTRO: The Relevance, the Value in connecting with Animals</p> <p>1. What most appeals to you about foxes? 2. What lessons can foxes teach us humans? 3. What lessons have foxes taught you? 4. What is the value in connecting with animals?</p>	<ul style="list-style-type: none"> • Mikayla: HERO Shot • Foxes: HERO Shots 	15s

(Est. RT: 6m)

// GREEN – High Priority

// GRAY – Low Priority

// ORANGE – Sourced Footage (TBD - from SAF/Stock etc)