



## SHOOT PARAMETERS

1. The shoot will take approximately 3 hours.
2. Natural lighting is employed with minimal augmentation.
3. Interview location should be as quiet as possible. Some background noise is acceptable but loud machinery or other distractions should be avoided.
4. **Do not wear stripes, checks or fine patterns.** They might moiré, or appear to be vibrating on the screen. White is ok, but solid colors and pastels are always better.
5. **Testimonials by clients, customers or employees are always a good addition to any spot.** They add believability and keep interest going.
6. Do NOT memorize a script. An “interview style” spot is more believable and friendlier.
7. Review the interview questions as a guideline only. The tone of the spot is best if conversational.
8. Relax, it’s actually a fun process.

# PROTV. MEDIA



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## **Sample Interview questions for Small Business Profile Videos**

1. What's your name and title? Please spell both. Also, what's the name of your business?
2. Is there anything you would like emphasized or ignored in the finished video?
3. How long have you been in business?
4. What motivated you to start this business?
5. Please give a short (15-20 second) description of your business.
6. What are you best known for and why? (i.e. Signature dish, special service you offer, etc)
7. "What sets your business aside from others in the field?"
8. Why should a consumer choose your business?
9. What keeps your customers coming back?
10. What geographic region do you serve?
11. Do you have an anecdote about the business that summarizes what you are all about? (i.e. plumber who fixed a leak on Thanksgiving day)
12. What about your business makes you the most proud?
13. Complete the following sentences:
  - a. "When a customer walks into our business they can expect...."
  - b. "What really makes us unique is ... "
  - c. "What makes us stand out is..."



# VIDEO & PHOTOGRAPHY RELEASE

For the purposes of this Video & Photography Release ("Release") "I" or "me" refers to you either as (1) an individual or (2) the owner or person responsible for the Premises (defined below) or both (1) and (2), as applicable. In consideration of the opportunity afforded to me to participate in the production, I hereby state and agree to the following:

## I can be filmed & photographed

I hereby grant to SmartShoot, Inc., their agents, successors, assignees and affiliates, and their respective employees, officers, directors, shareholders, and representatives (collectively "**Producers**") the right and permission to film, photograph and record me and to use my name, voice, image, information about me and any ideas or materials that I provide Producers (collectively, the "**Materials**") in works created by Producers (the "**Program**") and in connection with advertising, publicizing, broadcasting, producing and exploiting the Program, in any and all media now known or hereafter developed, in perpetuity, throughout the universe. I understand that Producers are under no obligation to incorporate my appearance in the Program and I hereby agree that I will not receive any financial compensation or cash payment for the rights or permissions granted by me under this Release.

## My property can be filmed\*

I hereby grant Producers (including Producers' personnel and actors) the right and permission to enter, use and bring equipment onto and in the Premises (including the exterior and interiors) located at the following address \_\_\_\_\_ ("**Premises**") on or about \_\_\_\_\_ [Insert Date of Shoot], to film, photograph, reproduce or depict the Premises or any other materials or objects on and in the Premises (including, but not limited to, all names, addresses, logos and trademarks and people). I understand that Producers are under no obligation to use the Premises as stated herein. Producers agree to use reasonable care to prevent damage to the Premises. All physical embodiments of filming, photography, recording on the Premises and all intellectual property rights therein and made hereunder will be known as the "**Footage**".

## The Footage

As between Producers and I, Producers own all right, title and interest including all intellectual property rights in and to the Footage. Producers will have the right to use the Footage, in whole or in part, in connection with the Program (including, without limitation, in advertising, publicizing, broadcasting, producing and exploiting the Program), in any and all media now known or hereafter developed, in perpetuity, throughout the universe. I waive any moral rights that I might otherwise be deemed to have in the Footage.

## I agree not to sue etc.

I agree not to sue, and irrevocably, unconditionally and entirely release, and hold Producers, client and any licensees or assignees of the platforms on which the program is distributed and the sponsors and advertisers thereof ("**Releasees**") harmless from any and all manner of liabilities, claims and demands of any kind or nature, whatsoever, in law or equity, whether known or unknown, which I ever had, now have, or in the future may have against the Releasees relating in any way to this release and the footage, materials or program, including my appearance in the foregoing or in any other materials in which the footage or materials are used including claims for invasion of right of privacy, right of publicity, defamation or copyright infringement. I understand that I may not seek any injunctive or equitable relief from any of the Releasees (such as the termination of this Release or stopping the usage or distribution of the Footage and Materials or the Program).

## Other Stuff

I represent and warrant that I have the full right to enter into this Release and that I am authorized to grant all rights set forth herein. I agree that Producers may license, assign, or otherwise transfer the rights and permissions granted to them under this Release to any entity or persons. This is the complete and binding agreement between Producers and me and supersedes any other discussions or understandings I may have had with the Producers about the Footage and Materials. If any provision of this Release is invalid, the other provisions will remain in effect to the maximum extent permitted by law. This Release is governed by the laws of the state of California without regard to the conflict of laws provision. I agree that if I bring any claim related to this Release, I must bring it in state or federal court in San Francisco County, California, and I hereby consent to jurisdiction in those courts. This Release cannot be or modified or terminated except by a written agreement signed by both the Producers and me.

**\*Reserved for Business Owner**

Name (Print):	Signature:	Date:	Short Description of Signer - SHOOTER USE ONLY:
Reserved for Owner	Reserved for Owner		

**\*\*If any above signatory is under 18 years old, the parent or legal guardian of such person must also sign above and affirms the following:**  
I am the parent (or guardian) of minor child signing above and I hereby consent to the foregoing on behalf of such minor child and personally join in the representations set forth above



# ATTENTION

Photo / Video Shoot In Progress

By entering the premises, you agree to allow your likeness and/or voice to be used in connection with the production of the video/photo shoot.

If you do not wish to be included in the video, please let us know.