

CLIENT: American Humane Association
PROJECT: American Humane – We Advance Humanity (Video)
DATE: January 28, 2008
WRITER: Kate Jordan

OVERVIEW

A 10-15 minute video highlighting American Humane’s long successful history and exciting future as the nation’s only organization working on behalf of children and animals who are abused and neglected.

OBJECTIVES

Increase awareness of American Humane’s unique mission
Educate current and prospective donors and corporate sponsors
Create educational collateral for media

AUDIENCE

Current and future donors and sponsors
Media
Conferences and seminars attendees

KEY MESSAGES

- American Humane is the only national organization which serves children and animals.
- American Humane uses its work to create a more caring and humane society.
- American Humane is helping the world evolve into a better place by teaching compassion and responsibility.

UNIQUE FEATURES OF AMERICAN HUMANE

- American Humane is the only national organization which serves children and animals.
- The Link®
- The Front Porch Project®
- Animal Humane Certified™
- No Animals Were Harmed®
- Getting to Zero®
- Be Kind to Animals Week® and Tag Day™
- Red Star Animal Emergency “Rescue Rig”

RECOMMENDED OUTLINE FOR VIDEO

I. INTRODUCTION – Montage footage of children with animals

hu·mane *-adjective*

characterized by tenderness, compassion, and sympathy for people and animals, esp. for the suffering or distressed.

Marie Belew Wheatley, President & CEO, briefly addresses the following items in a combination of talking head shots and voiceover narration with photo montages:

History of organization

How is American Humane structured?

What does American Humane do?

How were the needs of children and animals served before American Humane?

(Video/Photos could include historical images of therapy dogs with WWII vets, installation of playgrounds, passing of child labor legislation, JFK letter congratulating American Humane on its 1963 *National Humane Review*, animals in transportation legislation, 1972 Peanuts cartoon where Snoopy makes out his will to American Humane, clips from No Animals Were Harmed® before and after AH's intervention, today's American Humane offices, documents or press discussing The Link®, Red Star going to help with Katrina efforts)

II. THE PEOPLE IN THE FIELD

Let's hear from the people behind the scenes at American Humane and what they do. *Why is their work important to them?* (Make it personal)

Potential Interviews:

Staff in the Public Policy office, Film & Video Unit, Denver Headquarters

AH Trainers/Educators

Anyone working on projects interfacing directly with kids or animals

Any politicians involved with the AH-supported legislation efforts

Any local/state/federal family service agencies working with AH

Staff from National Center for Child Protective Services Research

Any collaborative partners (i.e. Child Welfare League of America, Casey Family Programs)

Red Star Animal Technicians

Adopt-a-Dog Month® Company partner

Animal welfare workers (shelters, trainers)

American Humane Certified® Producers in Cattle industry

American Humane volunteers

III. RECIPIENTS OF AMERICAN HUMANE SERVICES

Let's hear from the people, animals – pet owners, shelter owners, animal handlers to name a few – who benefit from AH's programs.

How has American Humane changed their lives?

Actual children (if possible) who have benefited from AH's legislation

Participants from Family Group Decision-Making

American Humane volunteers

Winner of Be Kind to Animals Week®

Owners of pets reunited through Red Star Brigade

Somebody in federal housing who is now allowed to have a pet because of AH legislation

A domestic violence shelter talking about the success of the families and pets program

Someone who got their cat through the Adopt-a-Cat Month®

Children's case managers and animal welfare workers that can do their jobs better with the exhaustive research provided by American Humane

AH animal reps and pet owners from film/TV sets

Shelters that received a grant from AH

Anyone working in the courts, law enforcement, or academia using AH literature and research

IV. FINAL WRAP-UP

Show final sound bites from interviewees on the questions:

How is AH creating a more humane, caring society?

How is AH helping the species to evolve to a higher level?