



SHOOT BRIEF

Air Pollution

Keyword Code: **AIRJAN17**

According to the World Health Organization, 3.7 million deaths occur each year from outdoor air pollution, including 400,000 in Europe alone. Consumers have caught on and are purchasing a variety of products, from protective masks to electric and hydrogen powered automobiles.

Shot List Thought-Starters:

- Factory smokestacks, power-plant cooling towers
- Congested highway and freeway traffic
- Wind-power farms, solar-panel farms, solar panels at home
- Coal mines and manufacturing, land and offshore oil rigs
- Gas-pump nozzles, charging electric car
- People wearing protective masks
- Cityscapes and freeways seen through industrial haze and smog

Suggested Keywords: Social Issues, Air Pollution, Environment, Ecology, Fossil Fuel, Climate Change

Typical Users: Energy and Utility Companies, Public Service Announcements, Political Campaigns, Documentary and Feature Films, Environmental Organizations

SHOOT BRIEF CONTINUED...

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Pro-Tip:

The priority users for this type of content are documentary and feature filmmakers. Capture a variety of camera angles and make sure to grab a locked-down establisher or master shot. Day and night establishing shots from the same angle will be worth your time.

Locations: Urban, suburban, and rural

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **AIRJAN17**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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SHOOT BRIEF

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