



SHOOT BRIEF

Riot

Keyword Code: **RIOTMAR17**

Consumers are immersed in a variety of scripted and unscripted political dramas. Political divisions and discourse have never been more tense, and political movements are on the rise. Images of riots and demonstrations hammer home the volatile and chaotic world we're living in. These hot topics are fueling a demand that clearly resonates with our clients.

Shot List Thought-Starters:

- Demonstrator with megaphone
- Demonstrators marching and carrying signs (may want to leave signage blank for client to add messaging)
- Demonstrators pumping fists in air
- Demonstrator confronting police officer
- Police officer in riot gear
- Demonstrator being arrested
- Police officer holding back demonstrators
- Demonstrators running through streets

Suggested Keywords: Chaos, Crime, Social Issues, Riot, Violence, Civil Unrest, Activism

Typical Users: TV Programming, Feature and Documentary Films, Security Companies, Political Campaigns

Riot

Pro-Tip:

Creating an atmosphere of chaos and filming a crowd of demonstrators can be challenging, if not expensive. Framing scenes with tighter shots is a practical solution on a tight budget. Add a little smoke for atmosphere and you have a winner. Keep in mind that we will also accept real protests and demonstrations for our editorial collection.

Casting Considerations: Authenticity with talent and imagery. Accept the challenge to subtract artificiality from your setups. In other words, keep it REAL. These things will play an important role in the success of your shoot. Read more in our post on authenticity and why it matters.

Locations: Urban, suburban, and rural

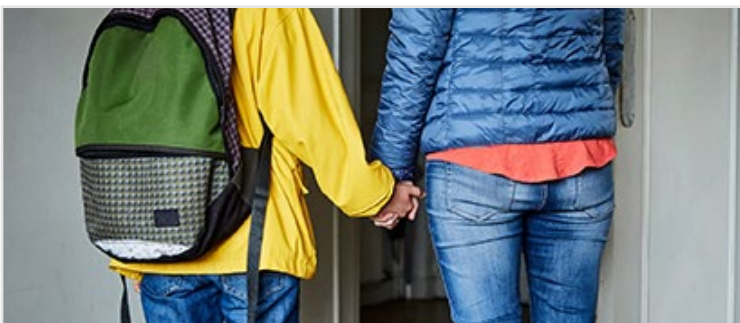
Before You Shoot:

- 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: **RIOTMAR17**
- 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

Check Out These Additional Pond5 Shoot Briefs:



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[Milestones, Part 2 >](#)



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[Examination Room >](#)