



## SHOOT BRIEF

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# Paranormal Activity

Keyword Code: **PARJUL17**

There are an enormous number of TV shows and documentaries that deal with supernatural and paranormal themes. The ratings for shows like *The Dead Files*, *Ghost Hunters*, and *The Haunted* are going through the roof, which means more shows like these are in development. That translates to a huge demand for clips that illustrate stranger things and sounds that go bump in the night. We're especially looking for mysterious interiors and macabre locations.

### Shot List Thought-Starters:

- Cemeteries
- Scary interiors: rooms, corridors, hallways, staircases
- Scary exteriors: houses, hotels, apartment buildings
- Ominous weather, dark clouds, rain
- Seances
- Tarot cards and psychic readings including crystal balls
- Windows, doors, cupboards, drawers being opened by themselves
- Sheets being pulled off the bed
- Someone being chased through a house, woods — explore the use of night vision.
- Apparitions, human shadows, and silhouetted human shapes

**Suggested Keywords:** Mystery, Supernatural, Paranormal, Haunted, Scary, Fear, Mysterious, Spooky

**Typical Users:** Unscripted drama, non-fiction and reality TV programming, feature and documentary films

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## Pro-Tip:

If you decide to add effects to the image, be sure to include a clean version in case an FX artist wants to manipulate it.

## 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: **PARJUL17**
  - 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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