



**StubbyDog™**

**Rediscover the Pit Bull.**

**Media Matters for Shelters and Rescues  
Lesson Four: Make them Movie Stars!**

Adopters love to SEE dogs in action, so short movies are the perfect way to add another dimension to marketing your adoptable pit bulls. You don't have to write a script or shoot on location, just take a dog to a fenced in yard and film them running after a ball, splashing in a kiddie pool, or playing nicely with another dog.

Stick to mini-movies – two minutes is a great length – and try to film the dogs doing things that will capture the hearts of your adopters. Nothing screams “adopt me!” louder than a dog kissing the face of a person or a close-up shot of the dog's paw in your hand.

Even if the dog isn't very active or you can't get to a fenced in area to film, you can record them performing simple tasks by asking them to sit, shake, lie down, and stay. Adopters will be thrilled to see the skills your pit bulls have already learned.

Here are a few other “action sequences” to film: dogs taking treats gently from your hand, making eye contact with the camera, walking politely on leash, acting calmly around other animals, or rolling on their backs in the grass. All of these actions will help adopters see how your dogs could easily fit into their lives.

Once you've recorded some great footage, check your computer – many of you already have Windows Movie Maker or another editing program already installed. Take a few extra minutes to edit your film, add titles with your shelter's information, and add some upbeat music with positive lyrics. We're big fans of the Oldies, since they appeal to a wide range of people.

Now that your movie is done, you can upload the file to Petfinder or your shelter's own website. You can also upload your video to You Tube, Vimeo, or another video sharing site. Then you can share the movie by posting links on Facebook and Twitter.

A two-minute movie can travel a long way around the Internet and you never know who will see your dog in action!