



COMMUNITY CAT

POSITIVE IMAGING

About Me!



- Cat lady!
- BA in TV/Film Production from SHU
- 12 years experience in the TV and Content Creation industries
- Photography enthusiast
- 7 years of volunteer TNR work
- 6 years fostering cats & kittens
- NJ > DC > Chicago

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A close-up photograph of a black and white kitten sitting inside a circular basket made of woven straw. The kitten has large, dark eyes and a white blaze on its face. The background is a plain, light-colored wall.

SUBJECT MATTER

Subject Matter

Determine what you want your video or photos to accomplish

- External education - educating the general public
 - Examples: What is TNR? What is a Community Cat?
- Internal education - educating shelter/rescue staff and volunteers
 - Examples: What to do when you find kittens? How to bottle feed a kitten, How to do TNR, etc.
- Spark Interest
 - Examples: A video to recruit TNR volunteers or fosters, a video to promote your adoptable foster cat
- Fundraising
 - For fundraising videos, you will want to form a personal connection between the viewer and your cause.
 - Focus in on a specific cat, group of cats, or issue.





CAPTURING VIDEO

Don't...

Show them in traps

- While trapping cats is super important, it's not the best time for promotional videos and photos. Cats are often angry, stressed, and not looking or feeling their best.
- Some cats may also have light injuries from thrashing, which people may associate with aggression or illness.



Do...

Get down on their level

- Whenever possible, take your photos and video at eye level with the cat(s).
- This creates a feeling of equality between the cat and the viewer.



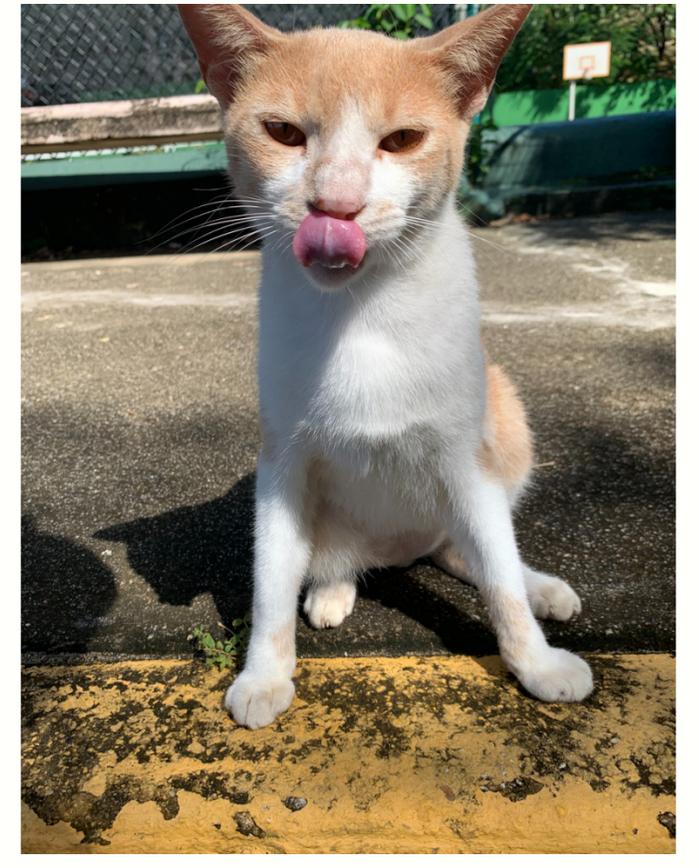
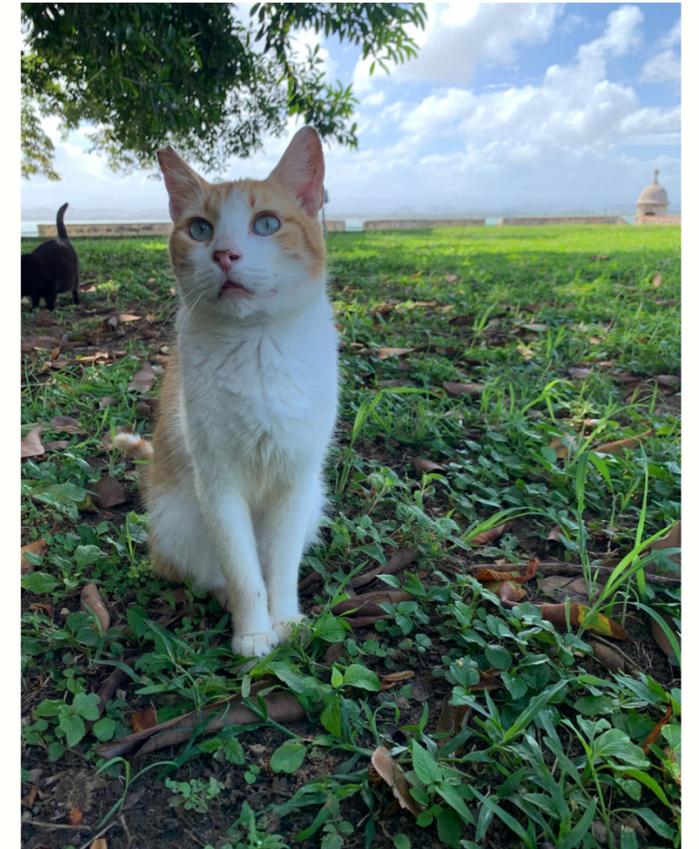
- Photos and videos taken from above are used in film to portray vulnerability & fear. Hovering over a cat to take your photo could make the cat(s) seem more inferior.



- By getting down to meet the cat's eye line, we can instead create a sense of equality, trust, and understanding between the viewer and the cat.



VS



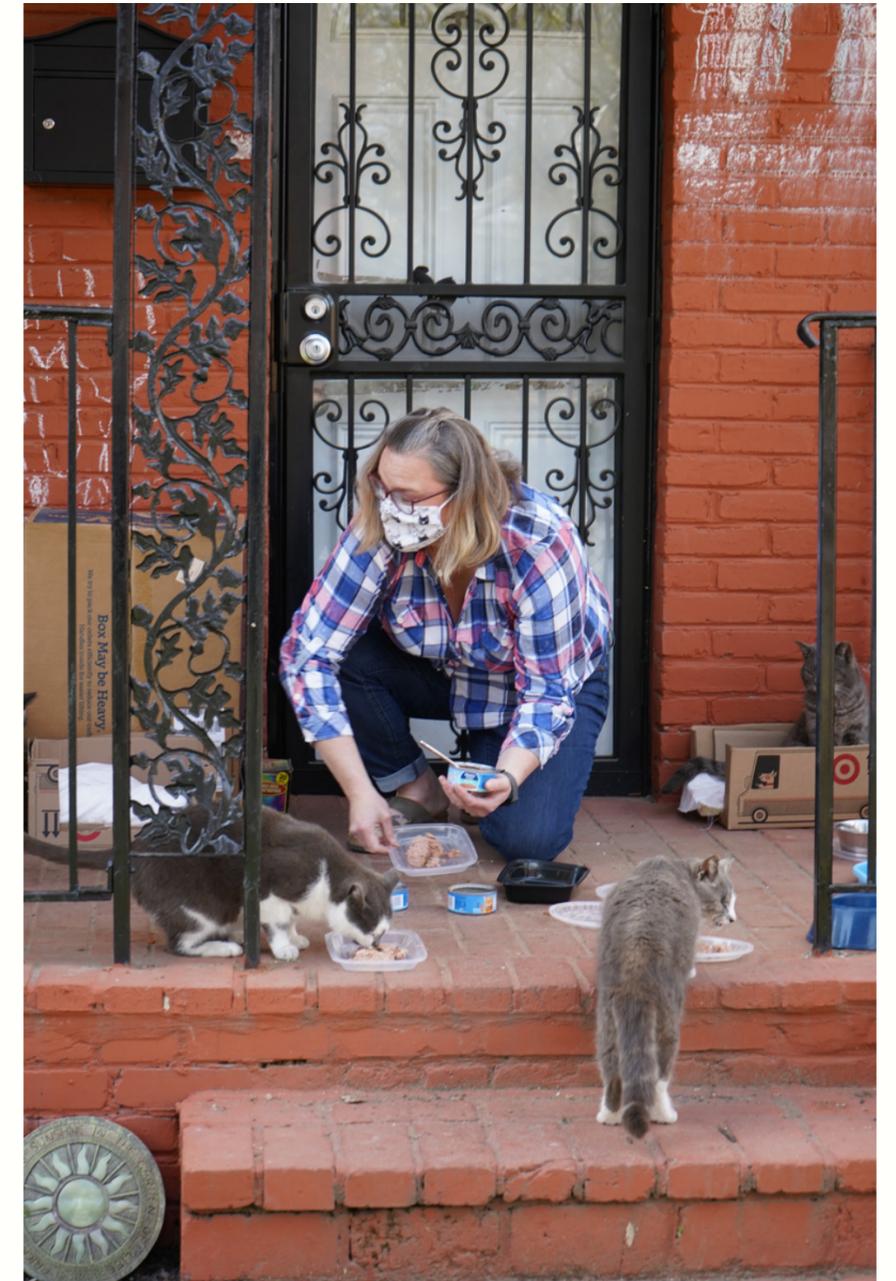
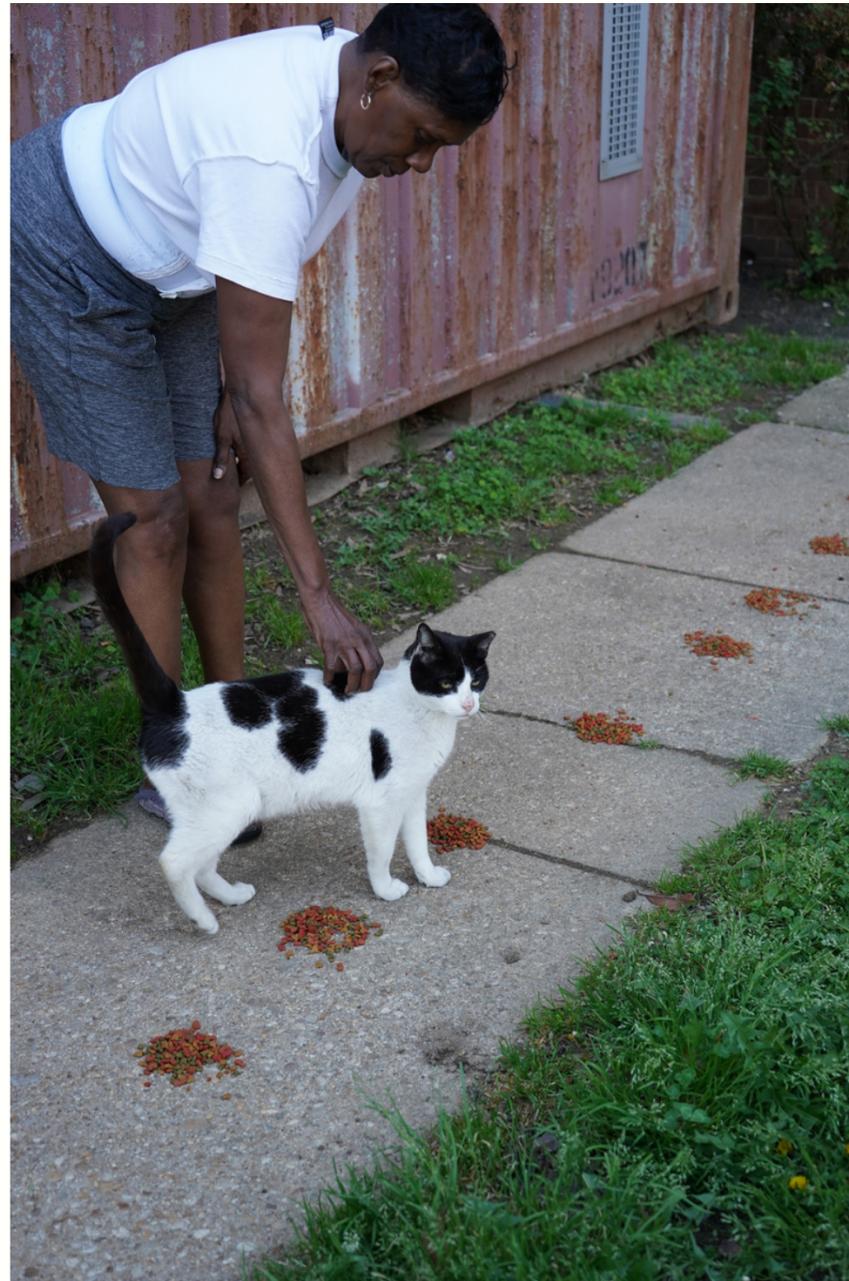
Do...

Show them interacting with humans

- A lot of people think that all community cats are feral. While this is true for some, we know that community cats come in a wide range of sociability, so it's important to show that to others.



- Illustrating that these cats interact positively with their caregivers shows that the community loves them.
- This helps fight the narrative that community cats are a nuisance.



- Interaction with humans does not have to mean touching/petting.
- Just having the caregiver close to the cats in your shots can convey the comfortability between them.



Video Orientation

- If you are filming your video for social media (TikTok, Instagram reels/stories, etc.) then it's best to film portrait/vertically
- For a more formal video that you are going to use on YouTube, a website, etc. you can film landscape/horizontally



Portrait



Landscape



VIDEO EDITING

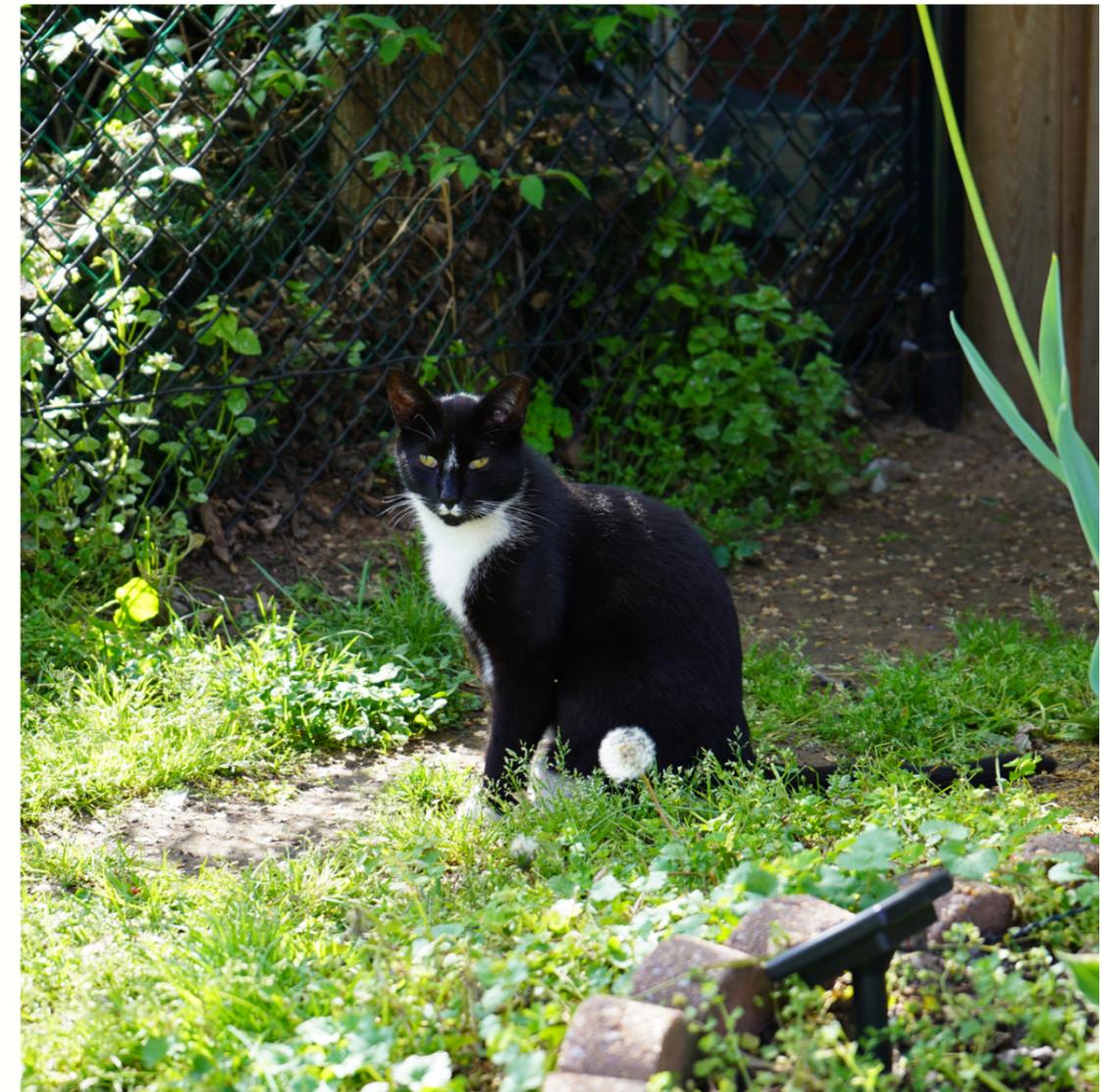
Video Editing Tips

- Video Length
 - Less is more - people have short attention spans, so it's best to keep videos on the shorter side.
 - A good standard video length (for a rescue website, or YouTube) is around 1 minute.
 - If your video is specifically for social media, even shorter (15- 30 seconds) is best.
- Music
 - If you plan to have text on screen, use music without any lyrics. The lyrics can distract from the message on screen.
- Text & Voiceover
 - Text on screen is a great way to "narrate" your video and explain your messaging.
 - Text should be used thoughtfully, so you don't have large paragraphs on screen at one time.
 - Text is also ideal for Social Media, in case your viewer is watching without sound.
 - Voiceover is a good alternative if you have a lot to say and want to avoid large paragraphs of text on screen.



Editing Programs/ Platforms

- Instagram reels/ Tik Tok
 - easily access/upload clips from you phone
 - easy to post directly after editing
 - music, sound effects, voiceovers, and text all built in
 - can search for trending videos to use as a "template"
- iMovie editing
 - free
 - lyric-free music available in-program
 - fairly user friendly
- For PC users, downloadable free softwares include Windows Video Editor, VSDC Free Video Editor, HitFilm Express, Video Pad



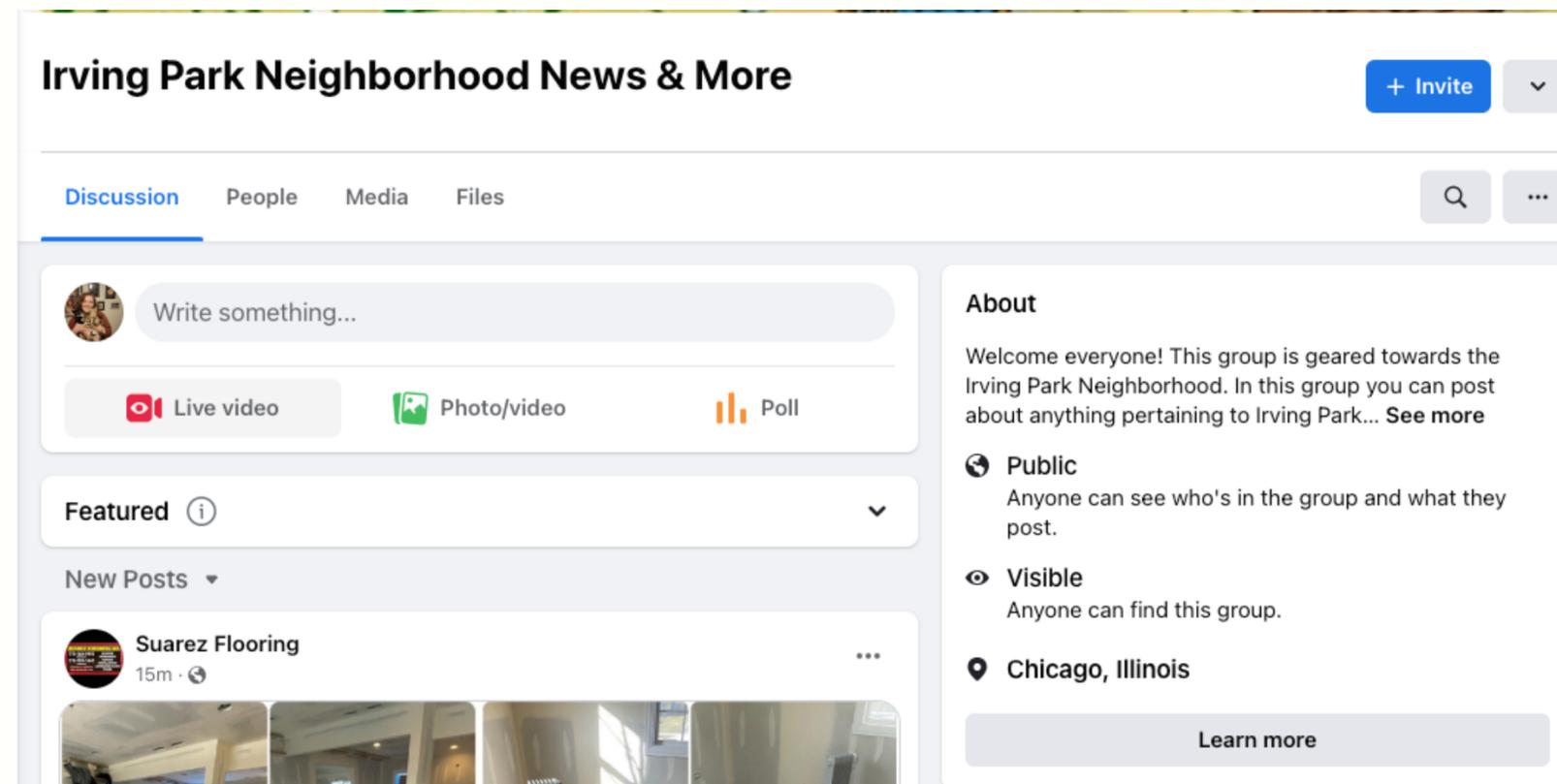


RESOURCES

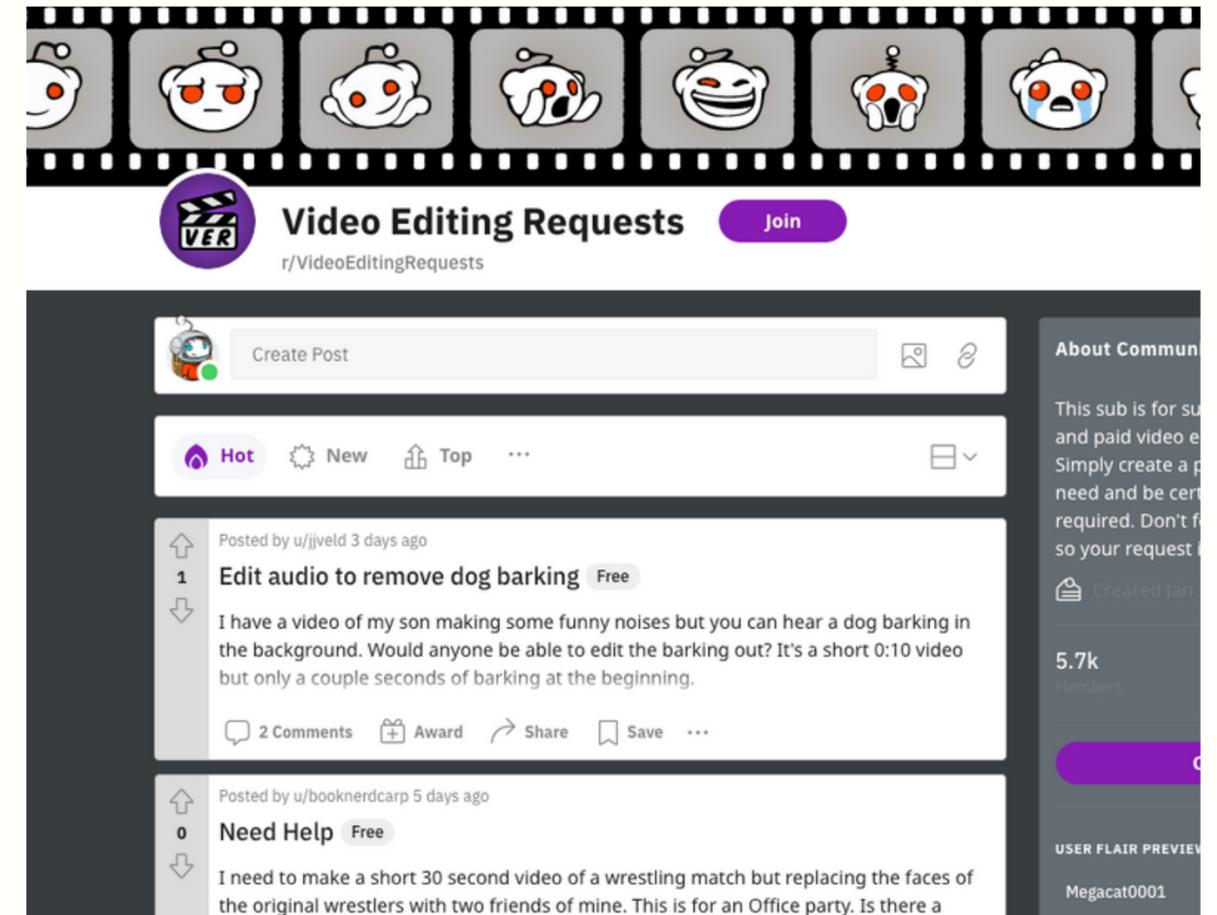
Resources / Free Services

- Rescue-specific Volunteer Groups
 - Many rescue groups have their own Facebook groups, listservs, etc.
 - If you're making videos for a specific rescue, ask them to tap into their contacts to see if there are any volunteers skilled with editing, photography, videography.

- Neighborhood Facebook groups
 - Most neighborhoods have a community facebook group.
 - Join the group and make a post asking for video help. You might have a photographer, videographer, social media savvy neighbor or a professional video editor nearby who wants to lend a hand!



- Reddit
 - City/neighborhood subreddits
 - Many cities have "subreddits" or groups for the people in that city. Similar to the Facebook groups, you can join and post for help among your neighbors. I have actually gotten foster cats adopted using this!
 - Video editing subreddit:
<https://www.reddit.com/r/VideoEditingRequests/>
 - This is a "subreddit" specifically for asking for video editing help. Post here and someone with video editing skills can offer to assist.





VIDEO EXAMPLES

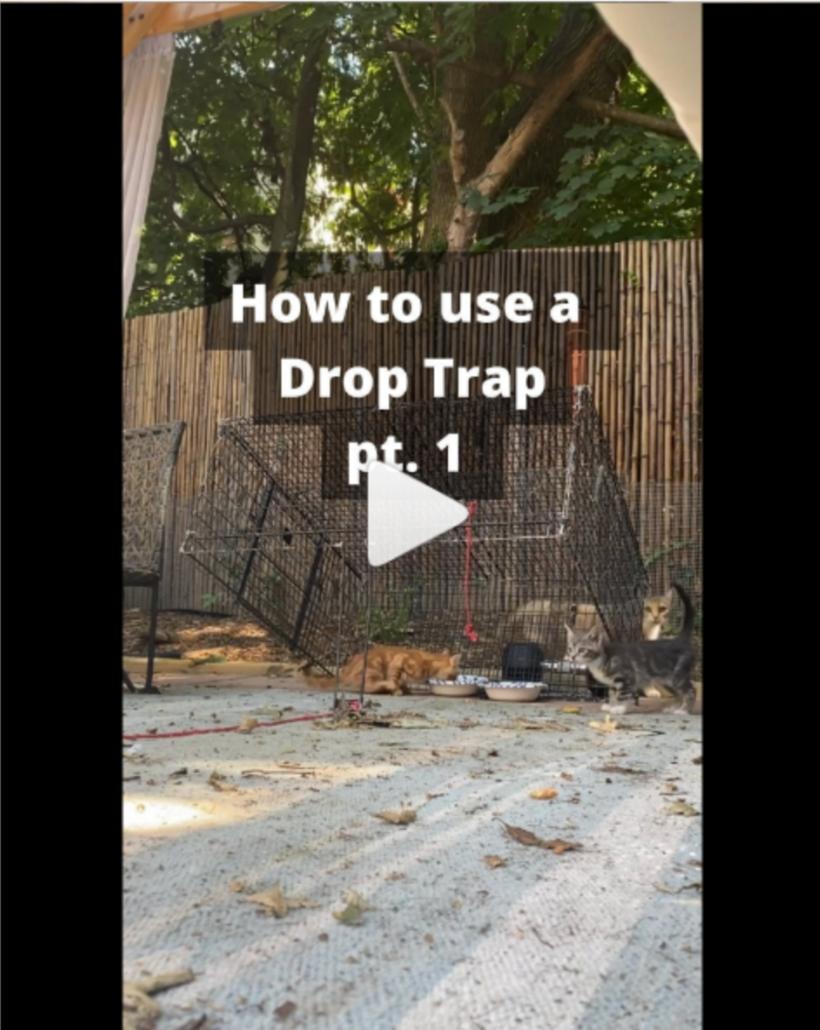






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Original audio

View profile



How to use a Drop Trap pt. 1



View more on Instagram



30,344 likes

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Bear with me on this slightly longer video. Today I'm showing you how to use a drop trap, one of my favorite trapping tools! In part 2 I'll show you how to transfer multiple cats from the drop trap into a regular box trap! Also lol at instagram censoring the word crap 🐱🐱♀️

#catrescue #tnr #droptrap

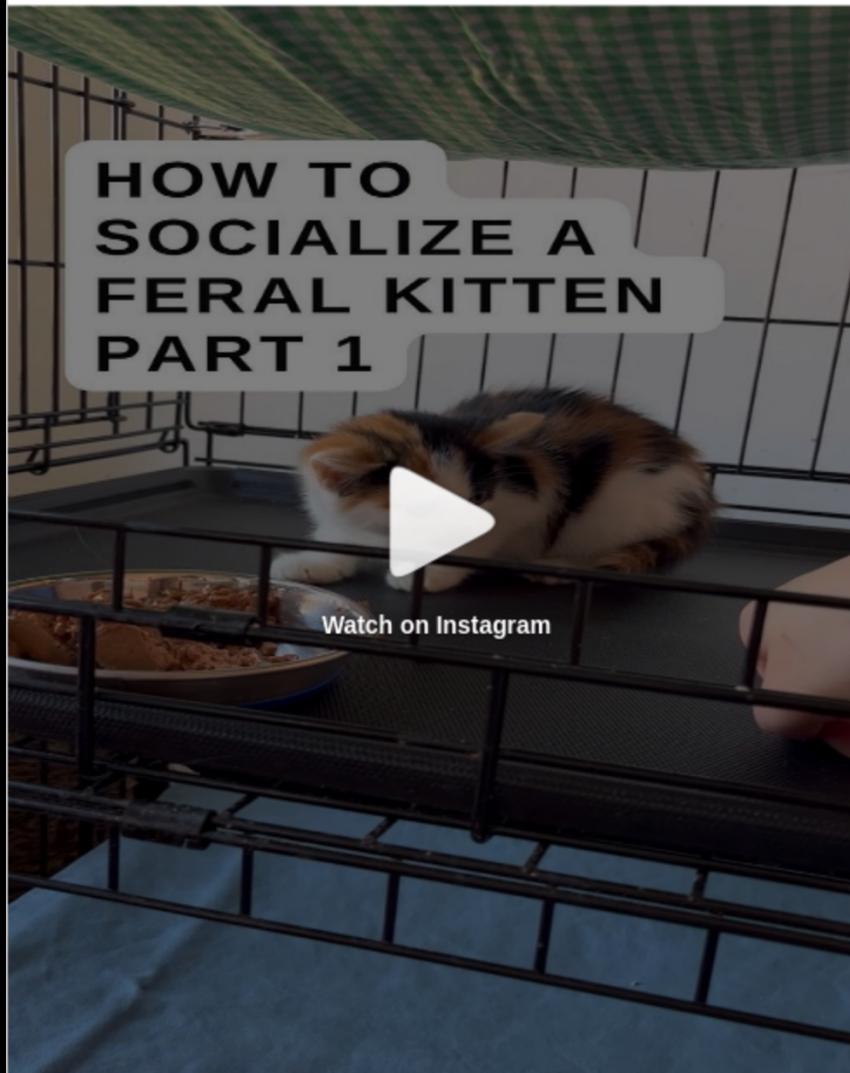
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HOW TO SOCIALIZE A FERAL KITTEN PART 1



Watch on Instagram

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Okay this is something I've had in the works for 2 months but I am the queen of procrastination so here we are 😊. Thank you to Ramsy and Cleo for being our wonderful models on this guide to socializing feral kittens!

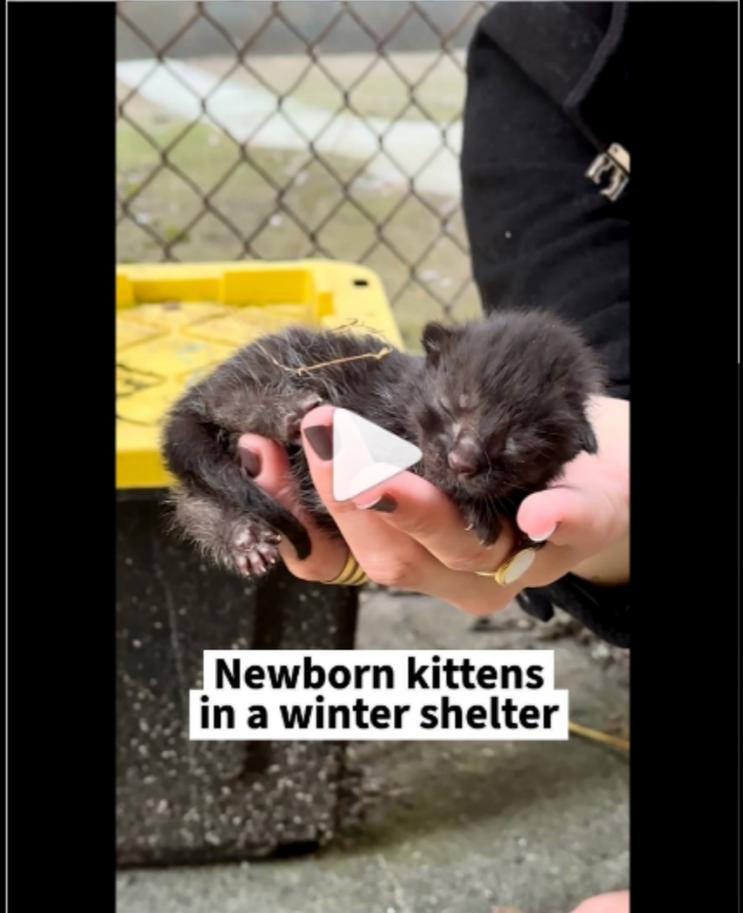
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Original audio

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Newborn kittens in a winter shelter

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5,029 likes

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A feral tuxie mom showed up at a nearby colony and appears to have given birth in one of our winter shelters. The best approach for these situations is to trap the mom cat after you have successfully located (but not disturbed) the kittens. After mom has been trapped, you can scoop the kittens and reunite them safely indoors. It's very important to trap mom first: if you scoop the kittens first and mom runs away, you'll be on 24/7 bottle baby duty until she's found. Thanks for helping this new family!🐱

#flatbushcats #fosteringsaveslives #trapneuterreturn #tnr #spayandneuter #colonycaretaker #rescuekittens #catrescue #rescueismyfavoritebreed #animalrescue #savethemall #thinkadoptionfirst #brooklyncats #flatbush #brooklyn #communitycats #rescuecats #crownheights #ditmaspark #beafoster #bealifesaver

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Questions?