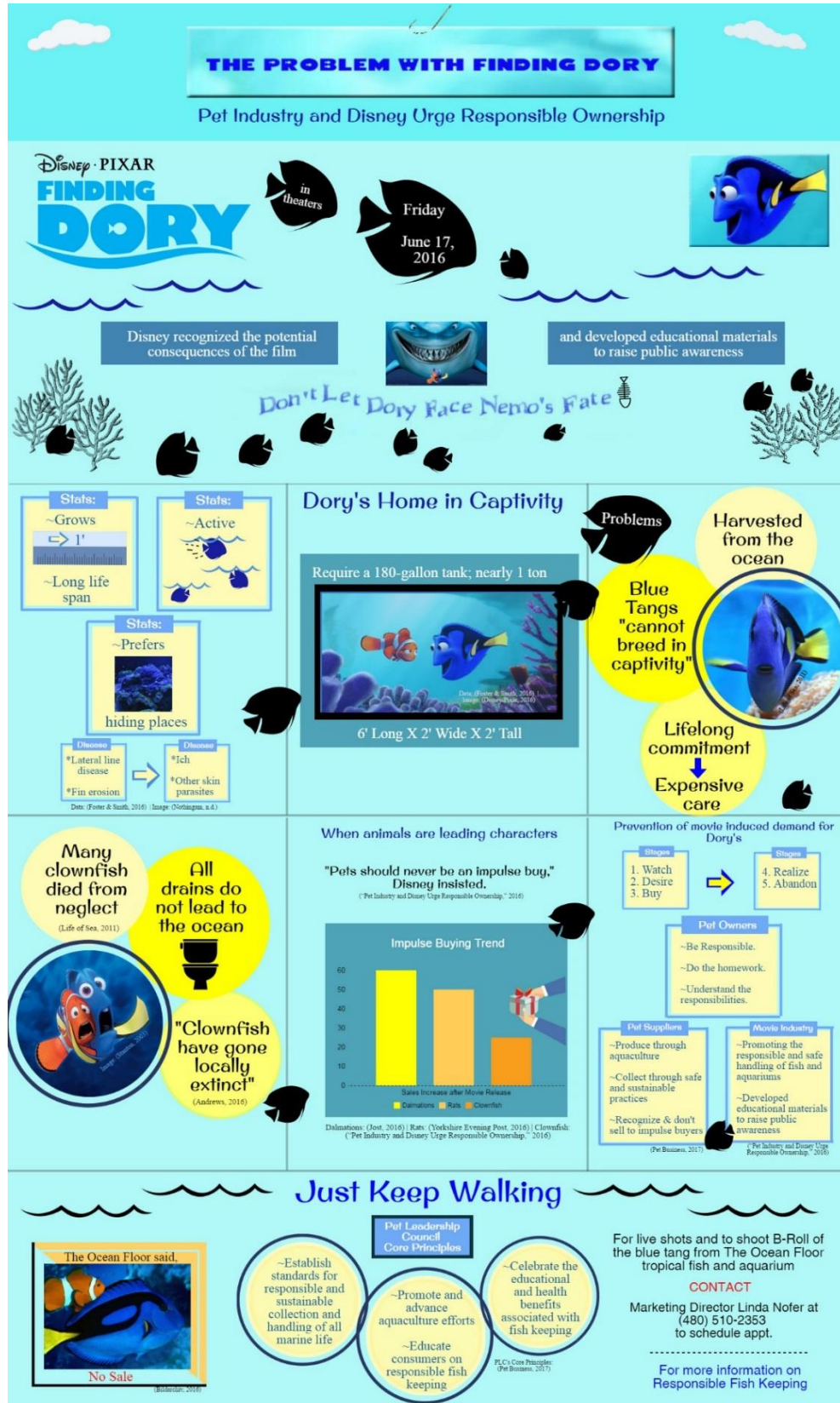


## **Pet Industry and Disney Urge Responsible Ownership**

### **Visual Communications Toolkit**

# Infographic



## Just Keep Walking

**Pet Leadership Council Core Principles**

- ~Establish standards for responsible and sustainable collection and handling of all marine life
- ~Promote and advance aquaculture efforts
- ~Educate consumers on responsible fish keeping

PLC's Core Principles (Pet Business, 2017)

**For live shots and to shoot B-Roll of the blue tang from The Ocean Floor tropical fish and aquarium**

**CONTACT**

Marketing Director Linda Nofer at (480) 510-2353 to schedule appt.

For more information on Responsible Fish Keeping

The Ocean Floor said,  
**No Sale**

(OceanFloor, 2016)

# Pet Industry and Disney Urge Responsible Ownership

## Video Script

### Production notes:

Bob Leonard, Managing Consultant at acSellerant and Director of Operations at This Spaceship Earth, admitted “[w]riting a script that results in an affordable production process AND, ultimately, a video that’s an effective sales tool is hard work and it requires specialized skills” (Leonard, 2014). I certainly worked hard to create this video script, and I hope I have the specialized skills that Leonard talked about or knowledge on the subject matter to create a script that would be worthy of professional production. I have offered a high level of transparency in creating this video script, along with an openness that is not misleading to the public. With that in mind, here is my milestone video script.

<u>Time Code</u>	<u>Video</u>	<u>Audio</u>
<b>0:00</b>	Scene opens with an extreme close up of the Finding Dory, “She just kept swimming . . .” movie poster. Camera is zoomed in on the rays of light breaking through the water’s surface.	V/O WHAT DO YOU GET WHEN YOU COMBINE A LOVEABLE BUT FORGETFUL BLUE TANG AND AN ENTIRE OCEAN OF POSSIBILITIES?  A LIFE-CHANGING ADVENTURE!
<b>0:04</b>	Camera slowly pan out to show entire poster.	Orchestra music (consisting of a piano, violins, and cellos primarily) plays softly in background—preferably the <i>Finding Dory - Original trailer soundtrack / Theme song (2016 movie)</i> (provided in the additional script package, along with a generic music clip)  V/O DISNEY’S ANIMATED FILM, FINDING DORY, SWIMS INTO THEATERS THIS FRIDAY.
<b>0:06</b>	Just Below the words, “She just kept swimming ...” on the poster image, the date, JUNE 17, 2016 fades in. Text is white.	
<b>0:07</b>	Cut to Exterior: A movie theater with a crowd/line of families waiting to enter. Fade out at end of v/o.	V/O FINDING DORY IS THE LONG AWAITED SEQUEL TO DISNEY’S BLOCKBUSTER HIT FINDING NEMO . . .
<b>0:09</b>	Fade in to a close up shot of a small square (20-gal.) aquarium with one blue tang swimming in it.	Same orchestra music from earlier plays in the background, only a bit louder this time.
<b>0:11</b>	Use animation: Outline tank and water line with medium-weight, black line.  Use center, soft spiral-in transition with gray tone: The entire image becomes a	Continue orchestra music

	black-and-white storyboard drawing with light gray background.	
<b>0:13</b>	<p>Storyboard fish breaks the surface of water and jumps out of the aquarium.</p> <p>Tank is no longer visible in the shot. Background: light gray.</p> <p>Animation shows the fish launching itself through the air, arch, and then dive toward the bottom of the screen.</p>	<p>Music softens</p> <p>V/O THIS TIME DISNEY AND THE PET INDUSTRY WANT TO ENCOURAGE FAMILIES TO ADMIRE DORY, NEMO, AND THEIR FRIENDS ON SCREEN . . .</p>
<b>0:15</b>	<p>Animated fish dives into a body of blue water and instantly turns back into full color. The blue tang swims off into an ocean scene.</p>	V/O . . . AT THE ZOO, OR AT THE LOCAL AQUARIMUM.
<b>0:17</b>	<p>Cut to interior of local aquarium.</p> <p>White text: FIND DORY, BUT PLEASE DON'T BUY HER.</p> <p>Montage: Establishing shot, large aquarium tank with coral and tropical fish, variety of tropical fish swimming.</p> <p>Close up of a blue tang.</p> <p>White text: IF YOU TRULY LOVE DORY, DON'T BUY THIS.</p> <p>White arrow pointing to the swimming blue tang</p>	Play orchestra music from earlier
<b>0:19</b>	<p>Cut to a large stuffed toy of Dory</p> <p>White text: BUY THIS INSTEAD</p> <p>White arrow pointing to the toy</p>	<p>Fade music for voice over.</p> <p>V/O HELP DORY SURVIVE BY LETTING HER KEEP SWIMMING IN AN INVIRONMENT SUITED FOR HER NEEDS.</p>
<b>0:23</b>	<p>Cut to exterior of The Ocean Floor in Phoenix, Arizona.</p> <p>Enter Dan Walker, manager of The Ocean Floor. He is dressed in business casual: khaki pants, black polo with the store logo on left breast area. Shoot scene on overcast day, early morning, or late afternoon to avoid harsh shadows. If not possible, shoot indoors.</p>	(LIVE) "We sell the blue tang species at our Phoenix store, but because of the impulse purchases that history has shown occur when films like Finding Nemo and Finding Dory are released, we are not selling them right now. We will eventually, but at this time we are keeping them here for their own safety."
<b>0:39</b>	<p>Cut to interior of the tropical fish and aquarium store.</p> <p>Montage: empty tanks, filtration systems, sand and gravel, and shots of occupied tanks.</p>	(LIVE) "We encourage potential owners to do their homework. Not all fish (like other animals) make the best house or aquarium pets. Certain fish, in particular the blue tang, come from the wild and cannot breed in captivity, so they should go to those who understand the species and the responsibility."

	Pan to Walker standing next to a tank with a blue tang swimming in it.	
<b>0:55</b>	Cut to Disney•Pixar's <i>Finding Dory</i> - Official US Teaser Trailer—No sound (provided in the additional script package)	(V/O) DISNEY AGREES WITH WALKER, "PETS SHOULD NEVER BE AN IMPULSE BUY AS THEY WILL BE A PART OF YOUR FAMILY FOR YEARS TO COME AND REQUIRE A COMMITMENT TO PROVIDE LIFELONG CARE."
<b>0:58</b>	Continue clips of trailer	(V/O) TO LEARN HOW YOU CAN HELP PROMOTE THE RESPONSIBLE AND SAFE HANDLING OF FISH AND AQUARIUMS  PLEASE VISIT DISNEYWORLD.COM OR CALL LINDA NOFER FROM THE OCEAN FLOOR AT 480-510-2353.
<b>0:60</b>	Fade to black  Red Text:  PLEASE VISIT  DISNEYWORLD.COM  OR CALL  LINDA NOFER FROM THE OCEAN FLOOR AT 480-510-2353.	

# MEMO

To: The powers that be

From: Dora J. Simpson

Date: March 26, 2017

Re: The release of Disney/Pixar's animated film, *Finding Dory*

## INTRODUCTION

With the upcoming release of *Finding Dory*, Disney/Pixar's long-anticipated sequel to the blockbuster, *Finding Nemo*, the Pet Industry and Disney have joined together to launch a campaign to promote the responsible and safe handling of fish and aquariums—a preemptive act that will hopefully deter movie-goers from purchasing blue tangs as they did clownfish when *Finding Nemo* was released.

Enclosed in this press release packet is an infographic for journalists, a PowerPoint for employees, and a video script for the public explaining the problems associated with blue tang ownership. Each section below will explain the thought processes behind the developmental choices made for the visual communications pieces and show how these pieces accommodate key ethical considerations, apply relevant communication theory, and employ best practices.

## INFOGRAPHIC

All visual designs, regardless of their format type (infographic, PowerPoint, storyboard, photograph, painting, and so forth) have one purpose: to enlighten its viewers. The purpose of the infographic enclosed was to enlighten journalists on the issue of impulse buying by moviegoers who are not always informed about the responsibilities associated with the type of pet featured in a popular animation/film. Infographics are a great tool for this kind of message because they are “visual representation of facts, events or numbers” (Goudreault, 2015). But they need to be streamlined for ease of simplicity and readability. Which was a focus of this particular visual. Matter-of-fact, infographics depend heavily on color palette consistency, composition, page balance, typography (choice, the color, and size of fonts), and the hierarchy of text, along with all the elements of visual design such as: lines, scale, shapes, texture, contrast, direction, transparency, and negative space. With that in mind, the choices made for this particular infographic relied heavily on color, composition, balance, and many elements of visual design. In particular, some techniques used to keep a simple design were clustering or grouping similar thoughts, using images to emphasize ideas, and implementing figure-ground contrast. All these techniques help the viewer understand the message of the infographic. Kostelnick and Roberts (2011) stated, “[w]hen we look at a field of text, we immediately rely on the figure-ground contrast to decipher it,” (p. 53). By placing black text on a yellow background the text stands out. Same holds true when using white text against Matisse-colored square.

Even the grouped items have some figure-grounding contrast to help them stand out. But grouping, itself is a technique that draws the viewers’ attention immediately. In fact, “[w]hen human beings see a group of objects, we perceive their entirety before we see the individual objects. We see the whole as more than the sum of the parts, and even when the parts are entirely

separate entities, we'll look to group them as some whole" (Bradley, 2014, n.p.). By using the grouping technique, in addition to balance, the viewer is drawn to the most important elements in the infographic. Gestalt's principle of grouping, which Kostelnick and Roberts (2011) wrote, "is a powerful tool for structuring the parts of a document . . . [b]y threading these parts together into manageable units, grouping enables readers to sort through the parts of a document more efficiently" (p. 59). It also enhances the balance of a visual design. Balance in this infographic comes from similar groupings (dual groupings of squares and circles) diagonal of each other and in reverse of the previous. Also, by using repetition—repeating similar aspects like circles and squares—the entire visual becomes cohesive.

Another organizational strategy used, and usually the first consideration in creating an infographic, is the color palette. For this visual piece, as with all the pieces in this packet, a color palette of blue and yellow was used. The obvious reason for this choice is that blue tangs, the main character, (aka Dorys) are blue with yellow accents, so it makes sense to use the same palette as a constant reminder of what is at stake. As mentioned by Kostelnick and Roberts (2011), the tone of a visual message can be altered by adding color, altering color with shading and transparency creating different hues, and by adjusting line thickness around framing devices, which creates a bolder color—even if the bolder line is gray or black (p. 231). More importantly, color impacts communication messages by setting the mood of the press release usually on a subconscious level. Every color has a deep-rooted connotation to it, which "can sway thinking, change actions, and cause reactions" (Ali Khan, 2011). Color can be used effectively in digital presentations to give a sense of peace or calm, to rev up someone's heartbeat, or make them feel happy and warm. As presented in the video, *What Do Colors Mean in Logo Design?* colors effect a person's desire to buy, to feel secure and trust a company, or even feel loyalty from a



brand all based on the color the company chooses to use in their logo and advertisement. For instance, yellow is often associated with the following traits: “Positive, Light, Warmth, Motivation, Creativity” (Pluralsight Creative, 2015, 7:37). It is bright and sunny, which makes people feel happy and warm. Blue on the other hand, has a connotation of positive attributes; it is a color associated with trust, security, dependability, and responsibility according to Pluralsight Creative (2015, 4:55). So, by using a blue and yellow palette the viewer will feel secure and happy about the choice they are being asked to make—do not buy a Dory-type fish.

Other elements used in this design package were items one might find in the ocean to mimic the idea that this is where Blue Tangs belong. Some of those elements in the infographic were fish that resembled blue tangs, coral, waves, and even the circles, which resemble bubbles.

## **POWERPOINT**

In the first slide, the yellow and blue color palette was used for their complementary traits, they are the colors of a blue tang, and because the meaning of both colors work well with message being delivered. Blue, as well known, is the color of the sea/ocean, but as stated on *Color Wheel Pro* website, it is also associated with “trust,” “wisdom,” and “truth” among other things (Qsx Software Group, 2015). Yellow, on the other hand, is a great attention getter and in small doses is a happy color (Qsx Software Group, 2015). In addition, the phrase, “Learn how you can HELP save Dory and her friends” is a teaser to what is to come. Many individuals will not realize that the release of the long anticipated sequel will have consequences on blue tangs and other marine life featured in the film. So this PowerPoint is an educational tool for the employees and this line warns them that there is a problem to come.

The second slide, is a brief introduction of what will be covered in the presentation, and the third slide gives a bit of background on the movie and the main character, Dory, a blue tang. Throughout the slides blue or black text is used against lighter backgrounds like light blue or yellow to emphasize contrast. In the fourth slide, white text was used against a black background for a high contrast, giving it the maximum figure-grounding contrast. In this instance, yellow text rather than the white, had too much color likeness with the colored text box below it, thus minimizing the figure-grounding contrast needed to tell the story. The choice to use the beveled detail on the picture gave this underwater scene an aquarium look, which helped emphasis the message of “safe handling of fish and aquariums” (“Pet Industry and Disney”, 2016). The arrow gave the slide directional flow, while the fish aid in taking the viewer’s eye to the circle.

The *Finding Nemo* syndrome happened right after the release of the movie of the same name; as with many other movies consisting of animal characters, there was an huge upsurge in clownfish purchases. The problem, according to the *PR.com* (2016) press release, is that many of these purchases ended in fatalities for the fish. Now with the release of *Finding Dory*, retailers like Arizona’s largest tropical fish and aquarium store, Ocean Floor, pledged they would not contribute to the Nemo syndrome: “We sell the blue tang species at our Phoenix store, but because of the impulse purchases that history has shown occur when films like *Finding Nemo* and *Finding Dory* are released, we are not selling them right now” (“Pet Industry and Disney”, 2016). This is a vital piece of the press release, or the message Disney and the Pet Industry want the individuals attending the movies and those working in the industry to understand. By using two primary shapes—circles and squares—throughout the slide presentation, the PowerPoint becomes a similar part of the whole package—the same shapes are used in the infographic. Circles mimic bubbles, which many people will automatically associate with ocean creatures; the

squares were used to, hopefully, psychologically represent an aquarium. Many of the suggestions in slide six were not mentioned in the press release, but they are things that employees can look into and offer to potential impulse buyers to deter them from buying a live fish that they may not be capable of caring for responsibly.

Ocean Floor, the Phoenix tropical fish and aquarium store, pledged to refrain from selling any blue tang fish until the charms of Dory wore off on the movie goers. Both Disney and The Pet Industry vowed to help educate perspective pet owners. And the Sustainable Aquarium Industry Association (SAIA) is working to insure that all fish taken from the wild for the aquarium business are retrieved responsibly and safely, while promoting sustainability—breeding stock rather than sourcing it. Using all squares and blue backgrounds here in slide seven emphasize the enclosed-ness of an aquarium. In addition, through research, it was discovered that clownfish—influenced by the release of *Finding Nemo*—were not the only pets to see dramatic climb in sales after the release of a movie. The movies listed on slide eight showed major increases in the sale of the animals featured in the film (the leading character). Of course, this was not an exclusive list, the data on impulse purchases can be traced back to Disney's *The Shaggy D.A.* where movie-goers rushed out to purchase Old English Sheepdogs, driving sales up 100% (Griffiths, 2014). But Disney films are not the only ones to inspire impulsive buying. The *Harry Potter* film franchise inspired large numbers of owl purchases in England and Griffiths reported that the *Twilight* series of films had people rushing out to purchase “'Wolf breed' dogs such as huskies,” while years before individuals sought out St. Bernard dogs as pets after the movie Beethoven was released (Griffiths, 2014). So far there no data has been released on the fate of blue tangs, but by showing this graph with a variety of animals where people were influenced to impulse buy will help the cause to save Dory.

Slide nine shows employee what could happen if impulse buying is allowed to happen. By using graphic photographs of a grave stone, and dead coral reef, and a dog in a shelter cage looking devastated by its circumstances, a person's emotions become charged. People tend to react stronger to images that pull at the heart strings than to words alone. Each individual will interpret the material seen a bit differently based on our "past experiences," as Kostelnick and Roberts (2011) noted, but certain elements will remain the same for all (p. 48). "Perception," according to Kostelnick and Roberts (2011) "is the process of comprehending the world around us" and in order to actively perceive something one must use their senses, but also they must use their mind to think (p. 47). Nevertheless, "our perception of a given image depends on the visual field in which the image appears" (Kostelnick & Roberts, 2011, p. 52). In this instance, the image hits home to many viewers.

Slide ten reminds all employees that they can help squelch the impulse buying. By educating their customers that anyone who chooses to acquire a pet regardless if it is a dog, cat, or fish, it is their duty as a responsible pet owner and steward of earth to find out where their pets come from and how they are breed/collected, kept while awaiting sale, and whether or not the home life the individual is offering is suitable for a full-grown version of the chosen pet. "With the release of Finding Dory boosting interest in fish keeping, we want people to know that the pet industry is committed to offering fish and marine life that are produced through aquaculture or collected through safe and sustainable practices that include careful attention to the sustainability of both the aquatic life and the marine and aquatic environments where they live," PLC Chairman Bob Vetere said (qtd. in Pet Business, 2017).

Slide eleven highlights the potential risks that the movie romanticize; not all drains lead to the ocean, that salt water fish cannot survive in mop or coffee pot water, and that their

purchase could contribute to overfishing a reef. In fact, a large number of clownfish died when children decided to “free” their own Nemo down a drain because, according to the movie, all drains lead to the ocean. It is every parent’s duty to educate their children on proper care of animals that are brought into the home. Sadly, children are often not that interested in the real live version of their beloved character and the pet becomes neglected and forgotten about soon after the impulse buy is complete. Additionally, in *Finding Dory*, the ocean characters are seen multiple times entering water that is not suitable for them. Even a salt water tank must be regulated to the perfect levels and different salt water fish need different levels. More importantly, if too many fish are taken from one area, that location’s ecosystem could be effected causing a chain effect.

The final slides wrap up the problems associated with impulse buying and the benefits of complying to The Ocean Floor’s “No Sale” policy with a video of why one should not buy a blue tang in the very last slide. Placing this video last leaves a lasting final impression on the audience. Designers enlighten their viewers by emphasizing the main points in the most efficient way possible. They accomplish that, according to PES, when they “[u]se the visuals to reinforce, clarify, illustrate or highlight individual points” (IEEE Power and Energy Society, 2016). A video an efficient way to reinforce the points covered in the PowerPoint.

In keeping with best practices and industry ethics all pictures/images in this presentation are creative common images, unless otherwise cited, with no photoshop work to ensure images are used appropriately and ethically. Images submitted in any form of marketing or advertisement, should not be altered if that alterations changes the meaning or interpretation of the story. Any alterations beyond what does not change the meaning—cropping, color

corrections, sharpening, ect.—should disclosed to preserve the integrity of marketing, advertising, or reporting.

## **VIDEO SCRIPT**

With the popularity of video script press releases it is even more important to “strive for accuracy, be fair, and produce the story as neutrally as possible” (School Video News, 2016, n.p.). In fact, according to Wulfemeyer and Frazier (1992), video scripts are increasing in numbers these days; in fact, “[m]any public relations practitioners,” the authors reported, “believe that VNRs are one of the most powerful and exciting tools to come along in years” (p. 152).

As Wulfemeyer and Frazier (1992) elaborated on, communication professionals must work hard to avoid the following things: do not “blur the distinctions between advertising/promotion and news programming”; do not “‘manipulate’ the media”; always maintain “editorial control” so the message is not construed or misrepresented; take care not to violate “generally accepted ethical principles in public relations” (p.154). If one tries to maintain these ethics they should do well to produce an accurate, fair, and objective video report. That said, the video script included in this packet was produced with as much accuracy as humanly possible. The idea behind it was to create a relaxing story about the demise of the Blue Tang if the trend of impulse buying does not stop, while maintaining a bit of the Disneyesque feel to keep the connection between fantasy and reality in the audience’s mind. That was the thought behind the fish in the aquarium which turned to a black and white sketch and then re-colored when it entered the ocean environment. This was just another fantasy verses reality tactic to keep reminding the audience that there is a huge difference between the character on screen and the

pet they bring home. By including elements of the film—the *Finding Dory - Original trailer soundtrack / Theme song (2016 movie)* and Disney•Pixar’s *Finding Dory - Official US Teaser Trailer*—the viewer, who will visit or has visited the movie theater to see the movie will watch the sixty-minute clip to find out what is being said about this long-awaited film. In addition, by using actual interviews with a reputable fish dealer who stands to lose money by not selling this potential popular species the information presented has more authenticity. Plus, this shows the viewer that the story is not one-sided—both Disney (who will not gain anything from the purchases of blue tangs) and the Pet Industry (who could gain largely from the sale of these fish) are asking movie-goers not to buy and own these fish.

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