



## **Wild Sheep Foundation Film & Video Standards**

Films and videos are an important part of our brand and yours. They inspire, connect, and educate and are valuable communications and marketing tools.

Because of their importance to our community, the quality and sophistication of videos and films have improved over the years, driven by new technologies, competition, and the desire to represent ourselves and our brands in the best possible way. The sophistication of our audiences has also evolved, having been exposed to video and films with these higher production qualities.

WSF values these progressions because they align with our desire to upgrade and update our programming and presentations, which include those videos and films from our partners we share with our audiences. We also value this evolution because the videos and films we share carry with them an implied endorsement from WSF, which is something we take very seriously.

The events and platforms where WSF shares these productions are public forums that reach young people, families, and non-hunters supportive of our wild sheep conservation mission and ethic. Fortunately, most of the productions we are asked to share are appropriate for these audiences, but a few are not.

In this spirit, the following are our standards or guidelines for films and videos for our audiences. WSF will no longer share:

- Videos containing kill-shot/impact footage, animals hitting the ground, or animal suffering.
- Videos containing footage showing disrespect to the game being hunted, such as commentary like “I just smoked him,” excessive or staged celebration over a kill, sitting on or unnaturally posing the animal for photographs.
- Productions that include foul language unsuitable for family audiences.

Please share these Standards with your film and video editors.