

PROTECTING YOUR ASS*

and your horse, your dog and every other animal on your set

FROM HARM



AMERICAN HUMANE



No Animals Were Harmed®



PROTECTING YOUR ASS* FROM HARM

* and your horse, your dog and every other animal on your set

AMERICAN HUMANE Film & Television Unit



Director Smithee set out to make a sweeping epic. He hired the best actors. He hired the best crew. And he used a variety of animals, from horses to dogs to snakes to bees.

Unfortunately, the set was plagued with accidents, and a horse was injured, the snakes bit the dogs and three dozen bees died. Swarms of protestors picketed his film at box offices across the country and accounts of animal mistreatment on the set spread across the Internet. His film bombed. His credibility was shot. He never worked in the industry again. And that, as they say, was that.



DON'T BE DIRECTOR SMITHEE. CALL THE AMERICAN HUMANE ASSOCIATION FOR HELP.



"Nothing should be harmed to make a movie. It's a movie." — **Jon Turteltaub**, director







"No Animals Were Harmed

We've seen this on everything from cartoons to birthday cards. But the only way you can use this end-credit disclaimer on your production is to have American Humane on set.

The first official "No Animals Were Harmed" end-credit disclaimer was issued to The Doberman Gang in 1972.

Since then, many other films have earned the disclaimer, including Pirates of the Caribbean: At World's End, Harry Potter and the Order of the Phoenix and Oscar-winner No Country for Old Men. Our Safety Reps work on more than 1,000 productions each year and are able to travel worldwide to ensure safety on your set.

"[The disclaimer is] a big 'shut up and leave us alone.' People want to find fault and are looking for trouble, so it's a way of saying 'we're OK, nothing bad happened, even though it might have looked like it."

- Jon Turteltaub, director

"It's always reassuring when you see the seal of approval from the American Humane Association that everything went smoothly... and no animals were taken out of their comfort zone."

— David Frankel, director



S Is it safe?*

- American Humane protects both the animals and people on your set. Let's say you want a live bear to wrestle your star. The American Humane Certified Animal Safety Representative™ can make it happen so that the bear doesn't get hurt, and neither does the star or other cast and crew standing by.
- Budgets and time crunches can spell danger on the set. American Humane ensures that these pressures don't compromise animal safety.

🗣 Ominous rumors had been privately circulating...

- Controversy and bad press can ruin your production before it even hits
 the theaters. American Humane spends hundreds of hours every year
 responding to rumors and accusations both on and off the set for the
 distribution life of a production. If you have us on the set, we've got
 your back.
- Making a feature-length film about dogfighting? The "No Animals Were Harmed"

 end-credit disclaimer goes a long way toward ensuring audiences that it was all just movie magic.
- Hey, sometimes accidents happen, even though everybody did their best to prevent them. American Humane verifies what happened and serves as a professional, credible and objective witness.



^{*} The headings preceded by this sicon are movie quotes – do you recognize them? Answers on page 11.



I see you like publicity

- Get a wider distribution with an approval rating from American
 Humane. Some distributors will not market a production without a
 disclaimer from the American Humane Association, and networks
 often require a sign-off letter from us before airing commercials
 with animals.
- American Humane's film reviews promote the production and provide an interesting behind-the-scenes look at the animal action.
- Take advantage of American Humane's ability to support and promote your production to hundreds of thousands of animal lovers nationwide.
 We also have amazing contacts in niche publications that can do wonders to promote awareness.

🌄 Thrifty thinkers are always under budget

• OK, you might go over budget, but not by using American Humane.

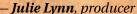
Our services are free to domestic SAG productions.



AMERICAN HUMANE ASSOCIATION FILM & TELEVISION UNIT The American Humane Association is the only organization authorized to issue the "No Animals Were Harmed" end-credit disclaimer. We set the industry standard in the humane treatment of animals. Contacting a local humane organization does *not* satisfy the producer's obligation to the safety and well-being of animals.

www.americanhumane.org/film (818) 501-0123

"There really are no problems – only advantages – to working with American Humane."









American Humane's oversight includes film, television, commercials and music videos.

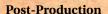
Pre-Production

- · Help in evaluating risk
- Help in determining safe options and alternatives
- Access to specialized animal experts
- · Advice and information on various species and humane issues

On the Set

- American Humane's Certified Animal Safety Representatives[™]
- American Humane's Guidelines for the Safe Use of Animals in Filmed Media
- · Advice on safety issues
- · Documentation of all animal action and care
- Independent, professional, objective witnesses to the treatment and well-being of animal actors
- Reduced liability risk
- Animal safety, which yields greater cast and crew safety
- Increased protection from unwarranted controversy





- Response to public inquiry throughout a production's distribution life
- Assistance as liaison with media, regulatory agencies and individuals requesting information about the animal action

Marketing

- Trademarked "No Animals Were Harmed"

 end-credit disclaimer,
 which reassures audiences
- Film ratings and reviews online at www.americanhumane.org/film
- American Humane Association posters and products as set dressings



The presence on set of the American Humane Association is an invaluable asset to our production experience.

Five paws up to American Humane!

— Vicki Wong, producer

AMERICAN HUMANE Film & Television Unit

E CANNOT ALL BE MASTERS

American Humane's Certified Animal Safety Representatives know their stuff. Some are veterinarians or have been veterinary technicians, some have worked at shelters or as animal trainers, and others are experienced zookeepers. Many hold advanced degrees in animal behavioral sciences, and many are certified as humane officers and investigators.

"In the past, the fact that we've had American Humane on the set with us has saved us a lot of grief." — **Jim Brockett**, professional animal trainer



SNAKES. WHY DID IT HAVE TO BE SNAKES?

- There were 432 snakes on the set of Snakes on a Plane, including corn snakes, a cobra and a rattlesnake. That giant one was fake, kids.
- There were close to 100 different species of animals on the set of *Evan Almighty*, the most ever on one film set.
- Birds should not be used around actors or crew wearing cologne or perfume.
- The oils, salts and heat in human skin can be toxic to fish.
- If there's a wolf on the set, don't let your crew eat lunch on the set.
- Apes can live to be 60, but they typically retire by age 8.
- If you're gonna milk a snake on-screen, have an experienced snake handler do it.





"It's nice to know someone's got your back." — Jeff Corwin



Pop Quiz, Hotshot

- Do you know what temperature to keep a lizard at?
- 2. How do you slow down a frog?
- What should you do if a wild animal wanders onto your set?
- 4. Do you know when to call in a farrier?
- Can you touch a salamander?

American Humane's Safety Reps apply the Guidelines for the Safe Use of Animals in Filmed Media to all aspects of using animals on set, including transportation, costumes and props, location shooting, special effects and stunts.

The Guidelines cover all animals on the set, including your horse hero, his stunt backup, your starlet's visiting Chihuahua, and all those locusts you had brought in for the plague scene. It doesn't matter who supplied the animal – if it's a living thing, the Guidelines cover it.

The Guidelines themselves are a living thing - they constantly evolve as the industry changes.



"We're glad that there are guidelines, because it protects all of us."

- Richard Gere, actor



"There are unions that protect the directors, and unions that protect the actors, and unions that protect everyone on the crew....The American Humane Association is kind of like the union organization for animals. Same way we're trying not to work the crew for too many hours. You can't be abusive and you can't put people in danger and I think it's great that animals get the same protection."— David Frankel, director

ANSWERS! HOT SHOT!

4 Stop stressing. American Humane is there for you. 5 No, it's not a good idea. I No, you don't know, do you? 2 There are ways. 3 Let the Safety Rep take care of it.





A LONG TIME AGO IN A GALAXY FAR, FAR AWAY...

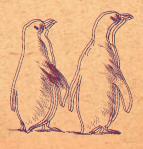
Back in the '30s, the Hays Office established its Production Code, which told moviemakers what they could or couldn't do on the big screen. Among the "repellent subjects" banned by the code were "branding of people or animals" and "apparent cruelty to children or animals." But the Code didn't say anything about tilt chutes, like the one used to throw a horse and stunt rider off a cliff during the filming of Jesse James in 1939. The rider came out OK, but the horse died.

American Humane protested and opened an office in Hollywood with the support of the Motion Pictures Producers and Distributors Association. We made an agreement with the Hays Office in 1940 that compelled filmmakers to consult with us on all films using animals and allow our Safety Reps to be on set to supervise the animal action.

This agreement lasted until 1966, when the Hays Office was disbanded. After that, only a few scrupulous productions invited American Humane to monitor their sets. "Realism" came into style. Animal abuse, injuries and fatalities ran rampant. Horses got it the worst, especially in Westerns and historical films. But many other animals suffered and died. too.

Finally, nasty stories circulated about cruelty to animals on the set of *Heaven's Gate* in 1979. According to stuntmen and extras on the film, three horses died, a live cockfight was staged over the course of four days and cattle were killed for their blood and entrails.

Saddened and outraged, American Humane led a national boycott of the film.





Shortly after, in 1980, American Humane became part of the Screen Actors Guild (SAG) and Alliance of Motion Picture and Television Producers codified agreement. This agreement requires that filmmakers and productions have American Humane on set to provide full monitoring services to protect all animals involved in production.

"It was good to have American Humane on set making sure everything was done safely."— **Jennifer Aniston,** actress

Filmmakers rarely set out to deliberately harm animals these days, so now we mostly help productions prevent accidental injuries and reduce all-around risk. The biggest threat to the safety and well-being of animal actors is the increase in runaway productions, filming overseas and nonunion productions. Most reality shows, as well as independent and international films, do not fall under our SAG contract.

But American Humane has worked on films in Canada, Europe, the Caribbean, Australasia and Africa and is game for more!





Questions or concerns about animals on set?

Call American Humane's 24-Hour Animal Safety Hotline: (800) 677-3420

The movie quotes in this brochure are from these movies:

"Is it safe?" - Marathon Man

"Ominous rumors had been privately circulating..." — Dr. Strangelove

"I see you like publicity" - Chinatown

"Thrifty thinkers are always under budget" - THX 1138

"...and your little dog, too!" -The Wizard of Oz

"We cannot all be masters" — Othello

"Snakes. Why did it have to be snakes?" — Raiders of the Lost Ark

"Pop quiz, hotshot" — Speed

"A long time ago in a galaxy far, far away..." — Star Wars, Episode IV





www.americanhumane.org



AMERICAN HUMANE



No Animals Were Harmed®

The American Humane Association believes that all animals should be treated humanely throughout their lives. We celebrate the special role animals play in our society. Animals appearing in film and television are testaments to the human-animal bond through their interaction with their trainers and with cast and crew members, and ultimately through their effect on audiences. American Humane's mission is to protect these animals and ensure that they are treated with the respect and compassion they deserve.

The mission of the American Humane Association, as a network of individuals and organizations, is to prevent cruelty, abuse, neglect and exploitation of children and animals and to assure that their interests and well-being are fully, effectively and humanely guaranteed by an aware and caring society.

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