Looks are Everything: How to Promote Your Adoptable Animals

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Prince Charming-adopted February 2014
Bella-adopted July 2014

Bonnie and Clyde-adopted July 2014

Thor-available for adoption

Bella-adopted July 2014
Before hiring professional photographer:
Aug. 2011-July 2012 Adoptions: 3887

After hiring professional photographer:
August 2012-July 2013 Adoptions: 4703
August 2013-July 2014 Adoptions: 4717

Xumanji-Adopted August 2013 after only 4 days on the adoption floor!
Edward-available for adoption

Madeline-adopted August 2014

Lois-adopted February 2014
A day in the life of a shelter photographer:
- list of animals/mark animals
- room set up
- cross contamination protocol
- photo equipment
- process (puppies, dogs, kittens, cats, small mammals)
- Post Processing
- Lightroom, Photoshop
- Petpoint, Social media, Petfinder/adopt-a-pet
- Social media strategies

Alburn-adopted August 2014
Sailor-adopted March 2014

Pete Campbell-adopted July 2014

Chloe-adopted Feb 2014
Photography Equipment:
- Canon 7D
- 24-70 f/2.8 and 70-200 f/2.8 lenses
- Paul C. Buff Alien B 800 strobe on stand
- 24x36 medium softbox
- Cybersync Trigger Transmitter
- Cybersync Receiver Plus (AC)
- Impact Background Support System
- 9ft x 6ft white vinyl sheet as backdrop
- volunteers!!!!!
Morticia-available for adoption
Contact Information

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Young-Williams Animal Center
www.young-williams.org
www.facebook.com/knoxpets
www.twitter.com/ywacpets
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www.youtube.com/ywacpets

Cameron and Rusty-available for adoption