See, Test & Treat Shot List

**IMPORTANT NOTES:**

* **Please capture videos AND photos of your program.** 
  + Videos are important because these are more viewed in social media than photos
* Ensure that all patients captured in your videos and photos have signed a photo/media release
* Obtain shots in MOSTLY portrait format, which is utilized more in social media.
* As much camera aware photojournalism as possible.
* In general, we would like to show diversity of patients in all our shots -- young, old, various ethnicities.
* Close up tighter shorts with less background and more close up people—the faces of See, Test & Treat.
* **Please ensure that any video interviews refer to the “CAP Foundation’s See, Test & Treat Program” rather than “CAP”**

**SHOT LIST:**

* Lead pathologist, Other pathologists and key organizers
* Patients receiving assistance/consultation at registration desk.
* Women receiving assistance from language interpreters.
* Mutigenerational shot of women
* Women looking in the microscope with a pathologist.
  + Screen, interacting with models, textbooks,etc.
* Pathologist consulting with other physicians.
* Pathologist consulting with a patient
* Group shot of techs in front of machine
* Women at the health fair.
  + Focus on interactions
  + Stage shots of patients engaging at tables if necessary
  + Avoid shots with garbage, food, drinks and candy in the background
* Patient navigator having a conversation with a woman.
* Women with See, Test & Treat banner in the background.
  + Shots of banners by themselves
  + Staged shots of lead pathologist by banner, key staff, volunteers
  + Shots of women leaving the clinic
* Group shots of volunteers
  + Lab shots
  + Mammography techs