Shot List: Title

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| **Logistics for shoot** |
| **Date | time:** Day, Date | Time **Location:** Room, directions, how to access**Setup:** What type of camera setup, will there be a teleprompter, will they be sitting, standing…**Contact:** Name, number, other contact means **Targeted end result:**  xx minute (type of) video **Intended use:** How/when will the video be used (including distribution channels)**Purpose:** What’s the desired outcome of the video**Participants:** Who else will be participating in the video **Audience:** Who will see the video (internal audience, external audience or both)**Tone:** what’s the end tone of the video: e.g. Upbeat, conversational**Format:** will the video be a talking head, an interview, a conversation, a story…**Dress code:** Business formal, business casual, casual, shirt supplied**Special dress considerations:** (use this if there will be a green screen or a dark background)**Target review date:** Date when the video will be available for review**Target delivery date:** Date when video will be completed  |

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| **Objectives/Key Messages** |
| * Kee message 1
* Key message 2
* Key message 3

 **Think:** What we want people who watch to do**Feel:** What we want people who watch to think **Do:** what we want people who watch to do |

**Targeted Shot list**

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| --- | --- | --- |
| Key message | Talk track (or talking point bullets)  | Description of footage or image needed  |
| Main message of this section | * + Script (if you’re using a prompter)
	+ Or talking points if there’s no prompter
 | * + What do you need video of? Is it a far shot, close up?
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**Additional Images/B-Roll**

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| --- | --- | --- |
| Purpose | Description of footage or image needed  | Sketch or example |
| Why do you want this shot – what story is it trying to tell | * + What do you need video of? Is it a far shot, close up?
 | * + Include a sketch of the shot (stick figures are handy) or a web or stock image similar to what you want
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