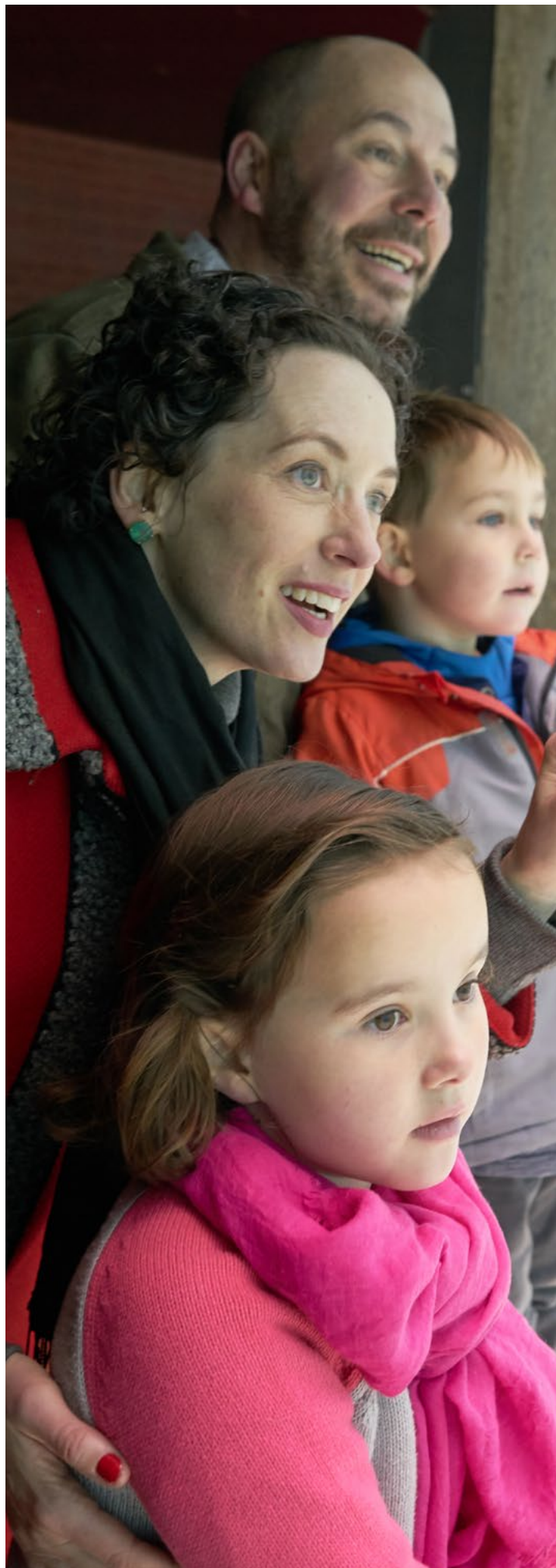


# 3

## Photography & Videography

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- 3.1 Photography
- 3.2 Videography
- 3.3 Additional Helpful Checklist



Photography is an integral part of the CTCA brand. We use photographs in a variety of materials—including fulfillment, nurture marketing, advertising, sponsorships, *Cancer Fighters Thrive*® magazine, websites and Talent materials.

Our photography is a visual expression of Our Values and the depth of care we provide to people living with cancer. We use bright and caring photographs to communicate messages of hope and healing to our prospective patients, current patients and their caregivers.

Out of respect for our patients, their families and each other, and to help ensure that the images we use are always consistent with our brand, we have created specific guidelines for creating and using photography in CTCA communications.



*Warm*  
*Approachable*  
*Colorful*  
*Positive*  
*Bold*  
*Hero*  
*Strong*  
*Optimistic*  
*Healthy*  
*Vibrant*

### STOCK PHOTOGRAPHY

Whenever possible, you should use CTCA photos from our library. We strongly discourage using rights-managed photography or royalty-free stock photos since these photographs are not unique to CTCA and may not be consistent with our brand. You must obtain the consent of the Creative Services team to use any photo CTCA has not already approved. Approved stock photographs may not have expiration or time-managed usage.

### CTCA PHOTOGRAPHY LOOK AND FEEL

Our photography is a visual expression of the CTCA brand. It is always bright, optimistic and represents themes of healing and hope. CTCA photographs capture the connection between our patients, their caregivers, families and CTCA stakeholders—the environment is secondary.

Our photographs should highlight our patients, caregivers, doctors, clinicians and stakeholders fully engaged in an activity or discussion. Our patients (or stakeholders of appropriate age playing the role of patients) appear in the majority of our photographs.

Several key characteristics of our photography help us achieve realistic shots:

- The patients and clinicians in our photographs should look as natural as possible.
- The people in our photographs should never appear withdrawn or sad. Their smiles and pleasant faces reinforce our message of optimism and hope.
- However, in keeping with the gravity and seriousness of the subject, avoid having people appear unrealistically happy or joyous.

In every CTCA photograph, we also encourage:

- Relaxed postures
- Close or side-by-side positioning of the patient and the other(s) in the shot
- Eye contact and sincere human interaction between the people in the shot
- Possible use of props to facilitate interaction and conversation
- Use of props that are appropriate, realistic and help tell the patient's story

#### PHOTO LIBRARY

You can access CTCA brand photography online. For assistance with the library or if you have a photograph you would like to add, contact the Creative Services team.



CTCA Brand Photography

Creative Services

**BrandReviews@ctca-hope.com**



PHOTOGRAPHY  
**do's**

These are examples of the look, tone and feel we want to convey with CTCA brand photography.



Hero shots



Spontaneous moments



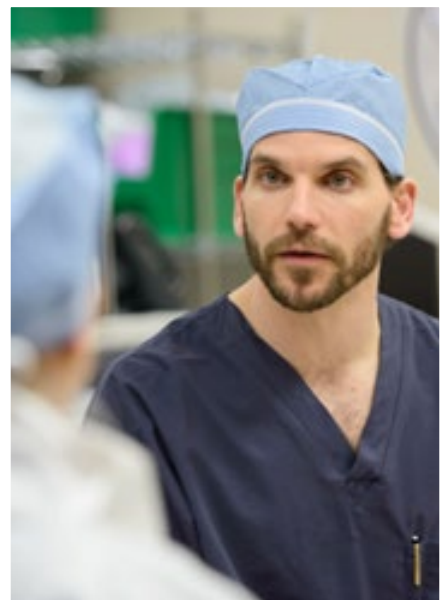
Close, side-by-side interaction



Realistic settings



Patient lifestyles



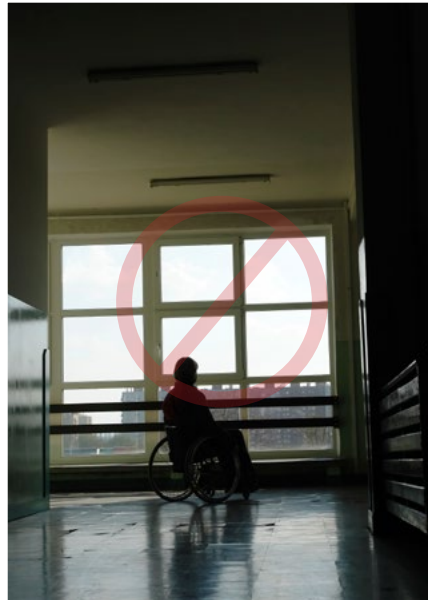
Physician in action in natural setting

# PHOTOGRAPHY don'ts

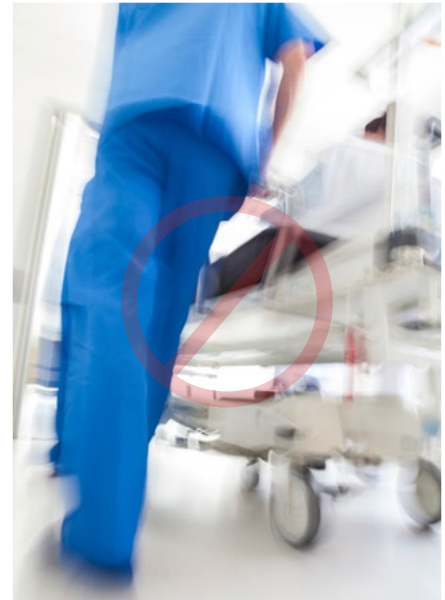
These are examples of photo styles that should be avoided.



No staring at a patient lying down



No dark, moody shots that suggest hopelessness



No blurred motion suggesting frantic action



No doctors or nurses all smiling at the same time



No segmented or cropped shots



Minimal use of cliché images

### PEOPLE IN CTCA PHOTOGRAPHS

We purposefully select faces that are representative of our patients and stakeholders. Generally, the patients in our photographs are men or women between 40 and 60 years old, as this age range is most representative.

Make sure the patients and caregivers being photographed are either wearing a CTCA hospital gown or street clothes. If they are wearing street clothes, advise them prior to the shoot to avoid heavily patterned fabrics such as stripes or plaids, or anything with a visible logo or distracting symbol.

#### Lifestyle Photos

CTCA communications often use photos of patients in a familiar and comfortable setting, such as their homes or local communities. When shooting this type of “lifestyle” photography, keep the following in mind:

- Lifestyle images are candid. Sometimes it is appropriate to use a posed photo, but avoid posing patients unless for a very specific need.
- Patients should look natural and relaxed. For example, they could be photographed participating in an activity or hobby they enjoy or are passionate about.
- Patients may be walking hand in hand with their caregiver or grouped with their loved ones. Regardless of who is in the photo, always make the patient the primary focus.
- Ensure that facial expressions are happy, optimistic and thoughtful. Avoid artificial expressions or forced smiles.

#### Physician Head Shots

If you need to use a particular physician’s photo in a communication you are developing, contact your regional Growth team for assistance in obtaining it. Use only approved physician photographs, and do not use any that are obtained from another source. When shooting physician head shots, remember:

- Have the physician look directly at the camera.
- Frame the shot from the chest up.
- Natural settings are preferred, such as the library or a blurred hallway, for the background. If necessary for space constraints, a set background is acceptable.
- Do not use a green screen.



Correct composition of physician head shots



### DIVERSITY IN OUR PHOTOGRAPHY

In our photography, we strive to represent the diversity of the people we serve. Patients with all cancer types should be portrayed; some that are gender-specific as well as a diverse ethnic representation.

### PATIENT CLEARANCE

The patients we select to participate in CTCA photography must pass a clinical check and sign a legal waiver. You can obtain the photography release form from the Creative Services team or Legal department.

### USE OF STAKEHOLDERS POSING AS PATIENTS

In some instances, CTCA stakeholders may pose as patients if a real patient is not available. To convey a real-world setting, stakeholders should wear street clothes or hospital gowns rather than business attire, minimize makeup and jewelry, and avoid anything that identifies them as a Stakeholder. Substituting a Stakeholder helps us maintain the longevity of the photograph in our photo library in the event we can no longer use the patient for any reason.

### PATIENT PRIVACY AND RESPECT

When photographing in a public space, use extra care to minimize disruptions to patients and clinicians. Also avoid inadvertently capturing another patient in the photograph, since any patient or caregiver in our photos must sign a release and must be clinically cleared.

### PHOTOGRAPHIC SETTINGS

Each CTCA photograph tells a story. Most often, the setting acts as a background to support the patient's story. The setting may also feature a patient benefiting from a particular treatment or type of technology. Although the settings change, our photographs always focus on the patient.

### Choosing the Appropriate Setting

CTCA brand photography highlights a variety of settings in and around our hospitals.

- Where possible, ask the physician to choose the most natural setting for the activity that is taking place and that is appropriate to his or her work.
- Acceptable photo shoot locations may include inpatient rooms, exam rooms, consulting rooms, the lobby, technology (TomoTherapy®, IORT, Hyperthermia, etc.), infusion, the café and surgical suites.
- The setting and people in the photographs should be consistent with real-life situations—for example, a patient and a registered dietitian would not be featured next to a radiation machine.

### Arranging the Room

The setting is crucial to the story the photograph is telling. Some hospital rooms are filled with equipment and props, while others are empty. Before you begin shooting, remember to:

- Organize the room and create a realistic environment
- Find the appropriate balance between having a clean, open setting and using props to tell the complete story
- Present a warm, inviting environment and avoid creating a sterile atmosphere
- Make sure there are no brand names or logos visible on products or equipment in the room

### Clinical Briefings

If a physician is scheduled to participate in a photography session, get a clinical briefing beforehand. Understanding the doctor's job and the equipment he or she uses will help you create a more natural setting.

- During the clinical briefing, encourage the doctor to bring props—such as a clipboard or laptop—to the photo session. You may also include equipment in a shot if it helps highlight the physician in his or her work environment.
- Using props can facilitate conversation between the doctor and the patient, which helps create a more comfortable environment and often gives the photo a lifelike effect.
- Also ask the clinician to wear a lab coat to the photo shoot. The clean and pressed lab coat helps our audience recognize that a CTCA clinical team member is present in the photo.

### CAMERA ANGLES

Keep the following in mind when determining the angles of the photo shoot:

- Always position the camera angle at or just below the patient's eye level.
- If a doctor and a patient are featured in the same photo, keep them on the same level or keep the doctor at a lower level than the patient. Positioning our patients and clinicians at approximately the same level reinforces the concept of patient empowerment.
- CTCA photography sessions usually take place in a very small room with limited camera angles. To compensate for a lack of space, you may adjust the angle depending on the subject of the photograph.
- In some cases, featuring equipment in our photography may lend itself to having the patient lie down. Use particular caution when shooting equipment in this way, since it can jeopardize the overall warmth of the photo.
- If you must shoot the patient lying down, ensure his or her facial expression is visible, with bright, open eyes, and ensure the patient is interacting with the clinician.
- The patient should not appear sick, unconscious, in discomfort or in fear—the reason the camera angle is critical when shooting patients who are lying down. In addition, avoid standing above a seated patient.

### LIGHTING

To project our message of hope and optimism into CTCA photographs:

- The photographic lighting should be soft, pleasant, professional, natural and bright.
- Maintain consistent warmth throughout our photos, and use open lighting with no harsh shadows.
- Where possible, avoid relying on the lighting that is available in the room or the flash on the camera.
- Use an external source of lighting—such as a soft box—to create a softer effect.

### COLOR BALANCE

Color balance can be difficult to achieve, especially in rooms with multiple light sources.

- To maintain the proper lighting balance, you may need to make lighting adjustments throughout the photography session.
- As a general rule, shooting raw photos makes it easier to adjust lighting during the editing process.
- Alternatively, you may need to retouch the photos following the shoot.
- Keep in mind that the brightest object in the photo tends to attract the viewer's eyes. In CTCA photography, our clinicians' and physicians' lab coats are often the brightest item. To prevent the lab coat from becoming the focus of the photograph, adjust the lighting during the photo shoot and in the editing process.

### PHOTOGRAPHER RECOMMENDATIONS

If you need a photographer and want suggestions or recommendations for hiring, contact the Creative Services team.

**Creative Services**  
**BrandReviews@ctca-hope.com**



### WORKING WITH AN EXTERNAL PHOTOGRAPHER

Before you use an external photographer for a particular photography shoot, check the CTCA photo library to determine whether a suitable photograph is already available.

We generally do not take photos with one particular brochure or CTCA communication in mind. Instead, we encourage our external photographers to take several photos—creating numerous scenarios and photographing them from many different angles. This ensures that we meet our stakeholders' requirements, as well as other needs that may arise in the future for different communications.

### ASSESSING PHOTOGRAPH QUALITY

We assess the quality of our photographs with respect to the CTCA brand using two different processes: selection and approval.

The selection process is very important. Although a photographer may take hundreds of photographs in a single shoot, each CTCA photo shoot should ideally produce only a small group that qualifies for CTCA brand photography. During selection, the initial group of photographs is narrowed down to those we want to include in our photo library.

The Creative Services team reviews and approves all external photographs. We select photographic images that are consistent with our corporate identity and are versatile enough to use in different contexts. If you have photography from your hospital that you think should be included in our brand photography, contact a member of the Creative Services team.

### PHOTOGRAPHER CHECKLIST

See Section 3.3, "Additional Helpful Checklists," for information on facilitating the photo shoot with your photographer.

Videos allow us to reinforce the CTCA brand and share information with our patients, their caregivers, fellow stakeholders and the public. Through informative and compelling video, we continue to tell our story.

### QUESTIONS TO CONSIDER

Before developing a video, there are a few questions that should be taken into consideration, such as:

- Why is this video being created?
- How will it be used?
- What's the context?
- How will it be distributed?
- How will people see it?

Addressing these questions upfront will help to streamline the process and lay the groundwork for a more successful video.

### STORYTELLING

The story is the most important aspect of any video we create. It is important we tell truthful, compelling and authentic stories that resonate with our viewers. When planning a video, please first consider these video storytelling guidelines. A good story:

- Has a beginning, middle and end
- Presents and resolves a conflict or addresses a specific question
- Has a human connection, something viewers can relate to (emotion and empathy)

### LOOK AND FEEL

Our videos should feel friendly, welcoming, positive and hopeful. We feature our patients and caregivers, as well as CTCA physicians, clinicians and stakeholders, in real-world settings—we never use actors in CTCA videos. We film stakeholders wearing CTCA clinical clothing and working in their normal settings—for example, a surgeon wearing scrubs in a surgical suite, or a rehabilitation specialist wearing a lab coat in a rehabilitation facility.

### RELEASE FORMS

- Talent video/photo release forms are required for everyone who appears in the video. There are three types of release forms available for the following talent:
  - Patients and caregivers
  - Doctors and clinicians
  - Stakeholders
- Location video/photo release form is required for filming anywhere off-site from CTCA campuses.

### ADDITIONAL GUIDANCE

The video linked below explains the storytelling and other essential elements that make for a compelling story.



Storytelling Fundamentals Video

### VIDEO RECORDING AND COMPOSITION

Here are some helpful tips to always consider when recording and composing shots:

- Always scan the frame to make sure everything being filmed looks presentable and well-kept.
- Many of our videos rely heavily on interviews to tell the story. Use the rule of thirds (see screen grabs for reference). The interviewee should be looking off-camera across the long side of the frame toward the interviewer. The camera should be positioned slightly above eye level of the interviewee.
- Position the interviewee's body on-axis with the camera to help the audience connect better with the interviewee. Avoid filming interviews in profile or having the interviewee turn his or her head too far off-axis from the camera.
- We typically avoid framing the interviewee in the center of the frame unless he or she is directly addressing the camera.
- The shot should be neat, tidy and well-kept.
- Avoid filming anything that has a logo. The object with the logo should be covered, blurred or removed.
- All text in our videos require a CTCA brand approved font style. Examples include titles, lower-thirds, etc.

### Text examples

Please see these examples of our lower-third format:



**TECHNICAL GUIDANCE**

Each CTCA video should have a similar look and feel, whether it is a corporate production or the work of a local hospital team. Technology and machinery should be well-lit and presented in a way that educates and informs viewers. Adhering to the following guidelines helps to ensure our videos are consistent.

The following recording standards are required for all video production acquisition:

Recording Method	Specs
<b>Video</b>	1920 x 1080 or 4K preferred, 23.98fps (Occasionally we utilize higher frame rates for slow motion filming as a storytelling tool in our videos)
<b>Audio</b>	1-8 channels, 24-Bit/48Khz, in WAV or BWF formats.

- Use a tripod, monopod, slider, Steadicam, gimbal or other professional stabilization equipment to avoid unintended camera movement.
- Use an external microphone whenever possible. We recommend using both a lavalier microphone concealed under the subject’s clothing, as well as a boom microphone to record clean audio.
- Film in a well-lit environment, preferably with high-key lighting, if possible based on the content involved. If technology or machinery is featured, the setting should be well-lit. Images should not be presented with low-key, high-contrast lighting. This can make the equipment look ominous, intimidating or scary.

**FINAL DELIVERABLES SPECIFICATIONS**

The following formats are required for final delivery for each completed video project:

File Type	Specs
<b>Final master file</b>	Final Master File: 3840 x 2160 (4K UHD 16:9 aspect ratio), native frame rate, ProRes 422, L-PCM, 24Bit, 48kHz
<b>Sub master file</b>	3840 x 2160 (4K UHD 16:9 aspect ratio), native frame rate, ProRes 422, L-PCM, 24Bit, 48kHz  (All text, lower third titles and full-screen text graphics should be removed so the underlying video is clean)
<b>Web hosting master file</b>	1920 x 1080, native frame rate, H.264, AAC, .mp4
<b>Final master audio splits</b>	Separate .WAV or .BWF audio tracks for: A1 – (VO) Voice Over MONO TRACK A2 – (DX) Dialogue MONO TRACK A3 – (BG) Background (nat) Sound STEREO TRACK (usually associated with b-roll) A4 – (FX) Sound Effects, Foley, etc. STEREO TRACK A5 – (MX) Music STEREO TRACK A6 – (MX) Music STEREO TRACK



SETTING UP VIDEOS

do



Use the rule of thirds to position subject in the frame while subject is looking across.

don't



Do not center subject in the frame.

Examples of correctly positioned subjects



The Photographer Checklist and Videography Checklist are two resources that will help ensure your photo or video shoot goes smoothly and your final product is brand-compliant.

#### PHOTOGRAPHER CHECKLIST

In addition to advising him or her of the brand photography guidelines, provide the photographer with the following checklist to facilitate photography preparation, timing, setup and shooting.

##### Preparation and Setup

- ☑ Obtain patient clearance and signed legal waivers.
- ☑ Obtain a signed Location Release Form, which is required when filming or shooting in any location that is not the property of CTCA.
- ☑ In advance of the photo shoot, get a clinical briefing on the physician's role.
- ☑ Work with the physician to choose the most appropriate setting.
- ☑ Arrange the room to create a lifelike scenario.

##### Timing

- ☑ Allow enough time to set up, complete and tear down the shoot. Consult the photographer for average time needed.
- ☑ Schedule breaks during the shoot to review shots and make adjustments.

You can obtain a sample shooting schedule from the Creative Services team.

##### Patient Focus

- ☑ Put the patient at ease. Explain the process and what is expected of the patient. It is important for the patient to have a sense of context—to understand the purpose and importance of the photos and how they will be used.
- ☑ Answer any questions the patient may have politely and carefully.
- ☑ Use common, realistic props to put the patient at ease
- ☑ Remind the patient to let you know if he or she or has a question or needs a break.

##### Shooting

- ☑ Be sure to focus on the people (patient and physician).
- ☑ Capture different facial expressions and poses.
- ☑ Use a mix of male and female patients, of various ages and ethnic backgrounds, to reflect all the different types of people we treat.
- ☑ Create as many different scenarios as possible, adjusting horizontal and vertical shot perspectives, camera angles, focus and settings.

**VIDEOGRAPHY CHECKLIST**

To ensure the quality and consistency of CTCA videography, use the following checklist when you film a CTCA video.

- ☑ Follow the same requirements outlined in the photography section for patient and stakeholder selection.
- ☑ Plan the video in advance to ensure the proper space, lighting and use of props (refer to 3.1, “Photography,” for more information on this topic).
- ☑ Provide interview questions before the shooting to familiarize interviewees with the topics you plan to discuss.
- ☑ Provide those in the video with suggestions about appropriate attire (refer to 3.1, “Photography,” for more information on this topic).
- ☑ Be sure the interviewees introduce themselves on camera, including their name and role, at the beginning of their interviews.
- ☑ Tell those speaking in the video to use our full name, “Cancer Treatment Centers of America,” when they refer to the organization.
- ☑ Ask the interviewees to repeat or rephrase the questions in their answers to clarify their response for viewers.