

Marlon Ladd Cinematographer Brief

Quarterly Attorney Q and A Production

Production Goal

Capture clean documentary-style interviews with Rhonda McLean, Sabre Weathers, and Jon Franke. Each answer should work as a standalone website, YouTube, or social-media video. Shoot at 24 fps and deliver clean, color-corrected clips with consistent skin tones and matching camera angles.

Interview Coverage

Camera A	Medium master shot for every complete answer. Keep this angle rolling throughout each response.
Camera B	Close-up from a 20- to 30-degree alternate angle. Roll continuously for natural edit points.
Wide	Capture a brief clean wide for each attorney and selected answers or transitions when useful.
Social crops	Keep eyes and key gestures center-safe so footage can be cropped vertically without losing the subject.

Camera Workflow

Two Camera Setup

- Run Camera A as the medium master and Camera B as the close-up alternate for every full answer.
- Shoot both cameras at 24 fps with matched white balance, picture profile, exposure, and synchronized audio.
- Use the wide angle selectively before or after an answer so the core two-camera coverage stays uninterrupted.

One Camera Fallback

- Record the complete answer in a medium shot, then repeat the opening hook and closing call to action in close-up.
- Capture a short wide version only when it adds a useful edit option.

Take Workflow

- Let the interviewer finish the question, pause for one beat, and then begin the answer.
- Ask the attorney to restate enough of the question so the answer can stand alone.
- Target 60 to 90 seconds. Capture a second take only when wording, accuracy, or delivery needs correction.
- Record each attorney's call to action as separate clean medium and close-up takes.
- Capture 20 seconds of room tone after the final interview.

Color and Optional Coverage

- Color-correct the selected clips for natural skin tone, balanced exposure, accurate white balance, and a consistent match between cameras.
- No B-roll is required. If a strong office detail or natural moment will add clear value and does not slow the Q and A schedule, feel free to capture it.

Media Management

- Slate or label each clip by attorney, question number, take, and camera angle.
- Before leaving, verify that all three attorneys, every selected question, and the CTA pickups were captured.