



CIVIL AIR PATROL

CADET PROGRAMS

SUMMER PHOTO SHOT LIST

National Headquarters is constantly looking for outstanding photos to use in our marketing and training materials. Below is a list of photos that we use frequently. If your PAOs (Cadet & senior) can take some time to seek out these shots, they may end up in brochures, pamphlets, on the website, in social media, in training materials, etc. At the end of your activity please upload your best photos at full size to SmugMug. If you don't have a SmugMug album, visit: photos.cap.gov/Request to request an album.

For each of the shots below, to the best of your ability (even if you need to stage the photo), capture photos where cadets are:

- **In uniform.** It doesn't have to always be in full uniform (t-shirts are ok), but we can't use photos for marketing where everyone in the photo isn't in a CAP uniform (according to the current standards), with proper grooming for the uniform they are wearing.
- **Looking like they are enjoying themselves.** For marketing we need photos where people are looking happy and like the activity is enjoyable. Feel free to remind people to smile before you take a photo. If they look like they are miserable, the photo is unusable. Ensure *everyone* in the photo looks pleasant.
- **Diversity.** We like to show our diversity in our marketing materials, so photos where groups of cadets are mixed gender, race, ages, rank etc. are useful.

We are looking for photos of:

- Adult leaders interacting with cadets (in the barracks, during PT, during activities, in mentoring ways, etc.), especially if it's an adult with 1-5 cadets **Important Need*
- Cadets doing interesting things (and looking like they are enjoying it): STEM, PT, LRC, team challenge, aviation, O-flights, etc.
- Groups of cadets (5-7 cadets) smiling at the camera in a casual & relaxed way
- Cadets talking in small groups (for example, sitting in a circle)
- Older cadets mentoring or teaching younger cadets (one-on-one or one to a few cadets)
- Cadets teaching a class
- Training Officers working with the squadron
- Adults doing their roles, and again, looking like they are enjoying themselves
- Close up photos of 1-2 cadets doing something cool
- Zoomed out photos of large groups (like the graduation, or the whole squadron on the tarmac heading to the plane)

