

CALL SHEET

CITADEL CREATIVE STUDIOS

THURSDAY, OCTOBER 8, 2026

General crew call: 9:30 AM

Estimated wrap: 1:00 PM

Shoot day 1 of 1

Holiday Inn Express & Suites Berry Farms

Supplemental photo and video shoot: IHG-standard interiors, drone pool pass, and lifestyle frames with one model

LOCATION	Holiday Inn Express & Suites Berry Farms 7100 Berry Farms Crossing, Franklin, TN 37064	PARKING	Open lot at the front entrance. No paid parking.
PRODUCER / DP	Kyle Redstone, Citadel Creative Studios kyle@citadelfilm.com [REDACTED]	SECOND SHOOTER	[REDACTED]
PROPERTY CONTACTS	[REDACTED] General Manager [REDACTED] Director of Sales	DAY-OF POC	[REDACTED] or [REDACTED]. Available to walk the crew between areas as needed.
SUNRISE / SUNSET	6:48 AM / 6:20 PM (CDT)	WEATHER	Confirm the forecast the evening before and at 8:00 AM. No drone flight in rain or sustained wind above 15 mph.
HOSPITAL (ER)	Williamson Medical Center 4321 Carothers Pkwy, Franklin, TN 37067	EMERGENCY	Call 911 first, then notify the POC and Kyle.

SCHEDULE

TIME	ACTIVITY	WHERE	WHO	NOTES
9:30 AM 30 min	Crew call, walk-through, setup	Front entrance, lobby, pool	Kyle, [REDACTED], POC	Meet the POC. Confirm Queen and King rooms are staged and housekeeping is done. Stage pool furniture. Gear check. Drone preflight and airspace recheck.
10:00 AM 30 min	Drone: empty pool top-down, exterior establishing	Pool, exterior	Kyle (pilot), [REDACTED] (visual observer)	Mavic 2 Pro with ND filters. [REDACTED] is a second pair of eyes on the aircraft. Furniture staged per shot list.
10:00 AM 30 min	Model arrives: hair, wardrobe, release	Lobby, holding area	[REDACTED], [REDACTED]	Release already signed. Look 1 (poolside) ready by 10:30. Hair stays dry.
10:30 AM 20 min	Model at pool: top-down on lounge, then on cement edge	Pool	Kyle (directing, drone), [REDACTED] (VO, BTS), [REDACTED]	[REDACTED] does not enter the water. Kyle directs; [REDACTED] watches the aircraft and shoots BTS.
10:50 AM 10 min	Model change to Look 2	Holding area	[REDACTED], [REDACTED]	Crew resets to the lobby while she changes.
11:00 AM 15 min	Front desk arrival with suitcase	Lobby	Kyle, [REDACTED], [REDACTED]	Bracketed stills first. Key-card handoff only if a staff member is willing and signs a release.
11:15 AM 15 min	Chair shot in the Queen room	Queen guest room	Kyle, [REDACTED], [REDACTED]	[REDACTED] released by 11:30 AM.
11:30 AM 60 min	Interior glamour: sleeping rooms and public spaces	Queen, King, lobby, nooks	Kyle (lead, all rooms), [REDACTED] (BTS, secondary video)	Bracketed RAW stills. Rooms first, then lobby, coffee nook, breakfast nook.
12:30 PM 20 min	Pickups and buffer: supplemental video, slider passes, anything missed	Rooms, lobby, pool	Kyle, [REDACTED]	Bathroom and guest laundry if not yet captured.
12:50 PM wrap 1:00	Wrap: back up cards, reset furniture, thank the POC	All areas	Kyle, [REDACTED]	Two copies of every card before leaving the property.

Shaded rows include talent. If the day runs long, drop in this order: bathroom and laundry, breakfast nook, supplemental video pickups. Never dropped: sleeping rooms, pool top-down, model's desk and chair frames. Dusk exterior and fire feature are skipped to keep this a half day.

CREW AND TALENT

NAME	ROLE	CALL	NOTES
Kyle Redstone	Producer, Director of Photography, drone pilot (FAA Part 107)	9:30 AM	Main director. Pilot in command for all flights. Lead shooter on all rooms.
[REDACTED]	Second shooter, drone visual observer	9:30 AM	Visual observer on all drone flights. BTS and secondary video as needed. Model intake at 10:00.
[REDACTED]	Model	10:00 AM	Arrives camera-ready. Hair stays dry through the pool block. Two looks, one change at 10:50. Out by 11:30 AM.
[REDACTED]	General Manager, property	On call	Day-of contact for access, staging, and room blocks.
[REDACTED]	Director of Sales, property	On call	Day-of contact.

MODEL WARDROBE

- **Look 1, poolside (10:30):** flattering one-piece or elevated swim set with coverup, sun hat, sunglasses, sandals. No water entry.
- **Look 2, arrival (11:00):** smart-casual traveler look for the front desk and chair frames. No logos. See mood board.
- **Props:** suitcase or weekender for the front desk frame.

SHOT LIST

A. POOL (DRONE)

- ☐ Top-down, empty, furniture staged
- ☐ Top-down with model on a lounge
- ☐ Top-down with model lying on the cement directly beside the pool

Staging: 4 loungers in a row next to the lifeguard chair, 2 chairs on the stairs side, table and chairs parallel to the bottom-right edge of the pool.

B. LOBBY

- ☐ Front desk arrival with suitcase (model)
- ☐ Wide, straight-on
- ☐ Coffee nook, straight-on
- ☐ Breakfast nook, wide

C. QUEEN ROOM

- ☐ Chair shot with model
- ☐ Window open: wide angled, wide straight
- ☐ Window closed: wide angled, wide straight
- ☐ Close-up of pillows, bright and airy

D. KING ROOM

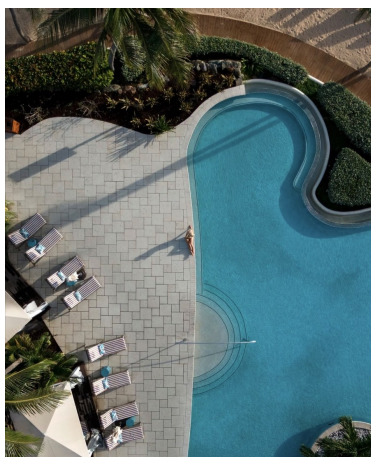
- ☐ Window open: wide angled, wide straight
- ☐ Window closed: wide angled, wide straight
- ☐ Straight-on of the bed
- ☐ Curtain open with the view

E. IF TIME

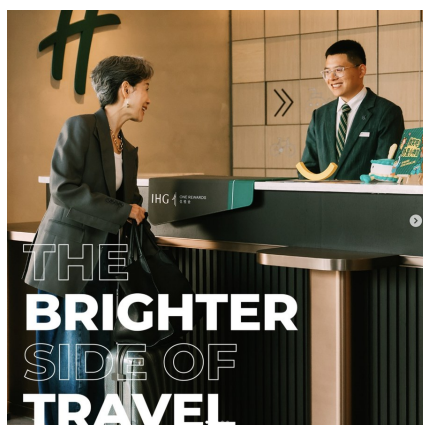
- ☐ Queen bathroom: sink and tub wide, tub
- ☐ Guest laundry: wider and brighter than the current photo

Method for every still: bracketed RAW on a tripod, bright and balanced exposure, straight verticals, glare controlled. Full standards are in Appendix A.

MOOD BOARD: MODEL FRAMES



Top-down pool with model



Front desk arrival



Chair in the guest room

Reference imagery from other sources, shown for style only. Not Citadel Creative work.

EQUIPMENT

ITEM	SOURCE	USE
Blackmagic Pocket Cinema Camera 6K rig, 10-18mm lens	Owned	Supplemental interior video
Canon 80D	Owned	Bracketed RAW stills
DJI Mavic 2 Pro with ND filters	Owned	Pool top-down, exterior establishing
Kessler Slider	Rented (ShareGrid)	Slider passes in rooms and lobby
Manfrotto tripod with fluid video head	Owned	Support for the Blackmagic and slider rig

DRONE OPERATIONS

LAT: 35.862000

LONG: -86.836300



Clear
Clear airspace



- **Pilot in command:** Kyle Redstone, FAA Part 107 certified.
- **Aircraft:** DJI Mavic 2 Pro with ND filters.
- **Airspace:** checked in the Air Aware app. Result: clear airspace, no authorization required. Screenshot at left. Recheck at crew call.
- **Property permission:** confirmed with the General Manager and Director of Sales. **Visual observer:** [REDACTED]
- **Limits:** no flight over anyone not directly participating. Pause when guests enter the pool area. No flight in rain or sustained wind above 15 mph.

DELIVERABLES

- **Photos:** 5 to 15 finished photos, high-quality JPG. IHG gallery spec: sRGB, 300 dpi, 3000 px or more on the long edge, landscape, no watermarks or text.
- **Video:** supplemental MP4 clips, mainly the overhead pool, plus any clips needed to fill gaps in the existing set.
- **Two sets from one day:** empty-room stills follow the compliance standard (bright, balanced, people-free). Frames with [REDACTED] are the elevation set for the property's social, web, and ads.

LOGISTICS AND RELEASES

- **Meals:** no lunch is provided and none is scheduled. Crew brings food and water.
- **Pool:** available for shooting without property staff. The POC navigates between areas.
- **Releases:** model release signed by [REDACTED]. Appearance release for any staff member or guest identifiable in frame.
- **Staging:** bedding tucked taut, pillows aligned, clutter and personal items removed, no seasonal decor, lamps on with matched color temperature, TVs off or on the approved brand screen.

SAFETY AND CONTINGENCY

- **Pool deck:** wet surfaces. Talent does not enter the water. No glass near the pool.
- **Guests:** shoot around guests. Ask the POC to keep the pool area and the two rooms clear. No identifiable guests in frame without a release.
- **Rain:** run the front desk and chair frames first, then interior glamour. Pool and drone move to a second visit.
- **Data:** two copies of every card before anyone leaves the property.

IHG Standards Reference

PART 1. THE THREE LAYERS OF IHG IMAGE APPROVAL

IHG image approval is not one list. It is three separate tests, each judged by a different part of IHG's system. Clearing them in order is how images pass on the first submission.

01 The Technical Floor Physics. Pass or fail.	● JPEG, 300 dpi, minimum 3000 px on the long edge. ● Landscape orientation. No watermarks, logos, text, borders, or collages. ● Balanced exposure. Nothing blown out or crushed. No glare, no light streaking. ● Minimal HDR. No heavy filters, oversaturation, or obvious digital effects.
02 The Brand Voice Aesthetics. Brand-specific.	● Holiday Inn and Holiday Inn Express: bright, welcoming, approachable, practical. Explicitly no dramatic or overly moody shadows. ● InterContinental and luxury: refined, elevated, a sense of place. Mood and shadow are welcome here. ● Same brand family, opposite looks. Shooting the wrong one is a compliance issue, not a taste issue.
03 The Staging Standard Operations.	● Bedding is audited: pillows plumped with zero creases, duvets tucked taut, no messy texture. ● Pads and pens positioned, front-desk collateral correct, business-center screens showing approved content. ● No seasonal decor. It dates the photo and gets rejected. Unprompted room audits happen; the room must hold up. ● Prep the room with housekeeping before the shutter fires.

PART 2. PRE-SHOOT STAGING AND TECHNICAL CHECKLIST

PROPERTY	Holiday Inn Express & Suites Berry Farms	BRAND / TIER	Holiday Inn Express, select-service	DATE	Oct 8, 2026
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One day, two deliverables. Every shoot produces two sets from the same day. The compliance set is empty, bright, and realistic. It goes into Concerto and the OTAs. The elevation set is mood, motion, and people. It goes to the hotel's social, paid ads, website hero, and the studio's portfolio. Keep them separate. Section F is where the second one lives.

Scope note: twilight exteriors, the fire feature, and meeting space are not on this day's schedule. The checklist is shown in full as the standard Citadel applies.

A. 48 hours before

- ☐ Confirm shot list and room types with the Director of Sales or GM
- ☐ Send housekeeping the bedding and staging standard; schedule staging time before call time
- ☐ Confirm the brand tier and its voice: bright and practical (select-service) vs elevated and moody (luxury)
- ☐ Book the golden-hour and blue-hour windows for exteriors
- ☐ Confirm every amenity to capture (pool, fitness, breakfast, meeting or event space)
- ☐ Remove all seasonal or holiday decor from every space to be shot
- ☐ Model releases printed and ready if any identifiable person appears

B. Camera and technical

- ☐ Photo mode, RAW, lowest native ISO, on a tripod, horizon level
- ☐ Bracket exposures (plus or minus 2 stops) for any window or view, or flambient flash matched to ambient (about 2700 to 3000K)
- ☐ Correct verticals (tilt-shift lens, or shoot level and fix minimally in post)
- ☐ Kill glare and reflections on TVs, mirrors, glass, and headboards. Adjust angle, flag the light
- ☐ Lock one white balance across the set for consistency
- ☐ Expose bright and clean for select-service; protect mood only at the luxury tier
- ☐ Verify export will hit 300 dpi and 3000 px or more on the long edge

C. Room and space staging

- ☐ Bedding tucked taut with zero creases; pillows plumped and aligned
- ☐ Pads and pens positioned per brand; front-desk collateral correct
- ☐ Business-center screens showing approved content, not a desktop or error
- ☐ Remove clutter, cords, bins, cleaning carts, and all personal items
- ☐ All lamps and lights on, matched color temperature; curtains staged consistently
- ☐ TV off or on the approved brand screen; remotes and thermostats tidy
- ☐ Fresh towels and robes staged; bathroom spotless, no water spots on glass or fixtures

D. Shot list by area

- ☐ Exterior: entrance, full facade, and a twilight or blue-hour hero (biggest booking lever)
- ☐ Drone aerial: property plus context, proximity to landmarks and attractions people travel for
- ☐ Lobby, lounge, and front desk
- ☐ Guest rooms: every room type, multiple angles, plus detail shots
- ☐ Bathrooms: each configuration
- ☐ Amenities: pool, fitness, breakfast and F&B
- ☐ Meeting and event space: both a staged set and a clean empty layout
- ☐ Brand-detail and texture shots that give the set depth

E. Export and delivery

- ☐ JPEG, 300 dpi, 3000 px or more on the long edge, sRGB, landscape
- ☐ No watermark, logo, text, border, or collage on any gallery image
- ☐ Renamed and sorted into clearly labelled folders per space
- ☐ 3-2-1 backup: one on-site, one off-site, one with the shooter
- ☐ Deliver a Concerto-ready compliance set and a separate marketing or social set

F. The elevation layer

- ☐ Twilight and blue-hour exteriors, worked as hero frames
- ☐ Drone reveals and top-down compositions
- ☐ Lifestyle with a model: release required, tasteful, and on-brand for the tier
- ☐ F&B and amenity hero moments; motion and reels
- ☐ Detail, texture, and light: the story the compliance set is not allowed to tell