

Shotlist & Content Capture Outline

Participants:

- Tracy (Mom)
- Pierce (Teen living with psoriasis)

Props:

- Framed family photos, golf gear, homework/textbook, hat/cap, golf clothes (separate outfit from the interview).

Shoot day Q:

- Are you currently experiencing any plaques? If so, are they in locations you feel comfortable showing us on camera? (Scalp, legs or arms)
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1. Opening / Introduction

Interview Content:

- Tracy:
 - Licensed social worker, runs a center for children with autism, 3 boys, Pierce is youngest (15)
- Pierce:
 - in 10th grade
 - Likes math & history, dislikes French School, golf, gym, hunting, friends
- Tracy describing Pierce
 - Personality shift into independence
 - Pierce's sociability and resourcefulness

Visuals / Shots:

- Tracy on laptop, closing laptop, smiling toward Pierce in the other room studying and or texting
 - Family photos on a shelf
 - Tracy and Pierce in car to golf course (Pierce driving)
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2. Psoriasis Diagnosis Journey

Interview Content:

- First signs: crust/flakes on scalp, thought it was psoriasis from Google search
- First doctor thought it was dandruff; creams didn't help; spread to body
- Skin biopsy confirmed psoriasis
- Lack of resources provided at diagnosis

Visuals / Shots:

- Pierce putting golf bag over shoulder, walking toward course
 - Pierce standing at tee box, eyeing the course
 - Choosing a club from golf bag
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3. Symptoms & Challenges

Interview Content:

- 3 types of psoriasis; plaques covered $\frac{3}{4}$ of body
- Hair loss, itchiness, pain, shedding
- Most frustrating: avoiding scratching
- "I feel like I'm an amphibian"

Visuals / Shots:

- Ball placed on tee
 - Scratching head
 - T-off
 - Ball in flight, landing in sand trap
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4. Impact on Life

Interview Content:

- Sleep issues, muscle pain early on
- Hats/swimming with shirt on due to self-consciousness
- Tracy's challenges as a parent — advocating at school, explaining to teachers

- Friends have been supportive

Visuals / Shots:

- Pierce hitting out of bunker (sand exploding)
 - Ball land on green
 - Pierce putting on hat while walking toward green
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5. Treatment Journey

Interview Content:

- Started with cortisone creams; considered biologic as last resort
- Tracy pushed doctors & insurance to approve biologic
- Tried and failed multiple therapies before success
- Ownership of treatment as Pierce grows older

Visuals / Shots:

- Pat on back from golf buddy
 - Ball rolling toward the hole
 - Sequence of putts: long, medium, close
 - Final ball dropping into hole
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6. Clinical Studies (Not expecting alot here)

Interview Content:

- Awareness and perception of clinical studies — to be discussed during filming

Visuals / Shots:

- Driving in golf cart down fairway
- Casual conversation between mom and son

7. Closing Advice

Interview Content:

- Tracy: Trust your instincts, advocate for your child, keep pushing for better options
- Pierce: It gets better with time and effort to find the right medicine

Visuals / Shots:

- Driving range practice shots (Many angles and various speeds to get the idea of practice makes perfect)
- Mom and son walking off course, laughing together
- Sunset shot with golf course in background