



Tips from ONE: Photography

The importance of photography

Photographs play an important role in a media campaign and should be available to accompany any press release. In a lot of cases, a good photo will increase the likelihood of information being used, as the editor will want to have an image to accompany their story.

Photo Specifications

You may already have a library of relevant shots that have been used for other activities. Before attaching them to your press release, look over them very carefully as the demands of a newspaper or magazine are very different to those of, for example, your organisation's brochure or website.

Things to keep in mind:

- Photographs for media work tend to be clear, straightforward, and portray the main messages of the press release
- Photographs are usually commissioned for use with press releases, adding to the news worthiness of the item
- You will be able to see the type of photograph your target media is looking for, by glancing through your target publications
- Use colour for all photographs
- Make sure they are at least 300dpi

Sourcing a Photographer

A lot of regional publications often operate with a small number of staff so it is possible that they will be unable to send their own photographer to cover your event. Hence, it may be necessary for you to supply your own images. Being able to offer your local news outlet with a picture along with your story will often increase the chances of your story being picked up.

When it comes to images, quality is key. Therefore, it is important that you have a professional photographer at the event to take the pictures.

Tips on how to source a good photographer:

- Contact the photo desk at your local newspaper and ask for a recommendation for freelance photographers in your area
- Contact the Press Association (PA) and book one of their photographers local to their area. PA work with photographers all over the UK

Distributing your photographs to the press:

One of the easiest ways to upset a journalist is by overloading their inbox with large image files. Two acceptable methods of distributing your images to the media are:

1. Email your press release and state in the 'notes to editors' section that images are available upon request. When following up your release on the phone, make sure to remind the journalist that you have images available, and ask them if you can email them over
2. Attach a low-resolution copy of your image to the press release when initially sending it out. Mention in the 'notes to editors' section that high-resolution copies of the attached images are available upon request

Other things to remember are:

- When sending the images, make sure you put them for the attention of the *photo desk* or the *photo editor*, so they go to the right people
- If you are sending the images to a newspaper then you may need to address them to the *news desk*

Captions

Provide a caption for every photograph you supply, not just for information, but also as instant copy that can be used as a caption on the page. You should explain what the picture is of, but you should also tie the caption into the promotional aim of the accompanying article or press release. Photographs of people should be captioned in a more straightforward way, clearly indicating name and job title, and who is who if there is more than one person, making sure that all titles are correct.

Photocalls

If you are unable to provide your own images, or would like to entice photographers to your event – distribute a photocall notice.

A photocall notice is a shortened press release written specifically to staff photographers, announcing a specific photo opportunity. The photocall notice informs the photographer exactly who, what, where and when the photo opportunity is taking place. A brief summary of your press release should also be provided to give them some background on the story.

A photocall template

COMPANY LOGO

****PHOTOCALL****

HEADLINE

DATE AND TIME:

LOCATION:

Paragraph: Summary of what is happening, mention any celebrities that will be there.

May want to include a couple more paragraphs with background information and comments.

Contact details: Name, Telephone and email address

Alerting the media to your Photocall

- Roughly a week before the event, the photocall notice should be sent directly to the photodesks of all relevant media
- On the morning of, or the day before, call to check if your photo opportunity has been inserted into the photo desks' calendar for that

day. If not, then ask if you can email over your own images and confirm whom these would need to be directed to