



# CREATING EFFECTIVE PHOTOS TO TELL YOUR CLUB'S STORIES

## GUIDANCE

Not every Rotary event is headline news, so a good quality photograph can give what is an everyday project or function a bit of extra vitality and greatly improve the chances of your release being used. As the saying goes, "A picture is worth a thousand words."

It is vital to be imaginative when taking pictures. Take photographs that show action or tell the story. Avoid, at all costs, the 'grin and grab' handshake picture or a line up of people staring at a camera – an editor is very unlikely to use it.

Use a professional photographer where possible, but if you have to rely on an amateur or club member bear in mind the following guidelines and use a good quality digital camera.

Newspapers are now very color-conscious and can easily convert to black and white if required. When e-mailing, include details describing what is happening in the scene and naming everyone pictured (left to right).

If you have attracted a professional news photographer to the event, they probably will not be able to stay long, so try and help by arranging the picture quickly for them. Also provide a printed list of the people that will be featured in the picture.

Newspapers are not interested in printing Rotarians in suits shaking hands with each other handing over a check. Go to the beneficiary of the project and get someone from Rotary in the picture showing what a difference has been made, surrounded by the people who will gain most from it. Be clear to the journalist what Rotary has provided or what has been done with the money.

Follow-up phone calls are often helpful in placing stories. A good way to start the conversation is to identify yourself immediately, briefly state your reason for calling and ask if this is a good time to talk. If the reporter says, 'No,' ask when you could call back.

Sometimes reporters or editors are relaxed and chatty, but it's still best to be well prepared with what you want to get across and to make it as succinct as possible. Even though you sent a release directly to the individual, the reporter may not have seen it and may well ask you to resend it.

One way to improve the chances of being covered is to provide interesting visuals to local newspapers, or point out video opportunities for television news programmes.

## PHOTOGRAPHIC HINTS AND TIPS

A high-quality, visually-compelling photograph has a better chance of being used.

Try to limit the line up to no more than three people in the photograph. It gives it more focus, makes it more interesting and easier to look at. The exception is a fun crowd. See the Examples of Good Photography on this Information Sheet.

- Obtain or distribute hands-on action photos such as team members working with other professionals in the community.
- Use photographs that portray two different cultures coming together.
- Make sure your photo is well lit and doesn't contain large dark areas.



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Be aware that any photograph showing a child requires the express (written if possible) permission of the parent, guardian or head teacher if in a school situation. Refer to the District 5320 Protection Policy before taking pictures involving or showing children.

Whenever possible, include the Rotary emblem in the photo either on a sign, clothing with the logo or stickers on the clothing of those who are being helped.

Make sure the picture is sent on time. E-mailling two days after the event will not encourage the media to use it.

Always try to emphasise who has benefited from Rotary's efforts;

- who the club has made a difference to;
- how the money was used;
- how Rotary has changed lives.

The editorial will naturally flow from the photograph and gives the journalist something to get their teeth into, as there is a real human interest story.

A picture of a fundraising event in itself is actually unattractive, even if thousands were raised, because the human interest element is missing. If you haven't provided a visual answer to the journalists 'so what?' question then it won't get printed.

## **DIGITAL**

All the image requirements above apply to digital photographs. They must be clear, focused, framed and imaginative images.

Aim to supply the finished picture on USB thumbdrive, CD/DVD or via e-mail directly to the publication. Keep email attachments under 7 megabytes in total as that is the general corporate limit accepted. For larger size photos or to send a greater number of photos, use Dropbox and send a link to the folder containing the images.

Make sure that caption details are either embedded in file info or are contained in an accompanying e-mail.

There are various file types that can be used for photographs. Most newspapers have standardised on JPEG (.jpg) as their standard.

**For print:** Set the image as a 300dpi .jpg file with 10 inches as the longest edge. This will suit most magazines/newspapers.

**For Internet:** Set the image as a 72dpi .jpg file with between 250 pixels (small) and 1000 pixels (large) at the longest edge.

The JPEG file format is used extensively for web graphics. The JPG file format is a "lossy" format. That means each time the JPG image is opened, manipulated in any way and then resaved, the image's quality will degrade. Save JPG images using the high-quality setting whenever possible

The TIF file format was created for photographs, but unlike JPG does not lose information or introduce noise when resaving the image. The TIF file format works well with page layout software such as Adobe InDesign, but files sizes can be large.



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## EXAMPLES OF GOOD PHOTOGRAPHY

