



Make it Yours

Photography and filming

A great photograph will help to sell your story. If you can provide a photo yourself – maybe there is a willing amateur in the family or in your organisation/group – then make the most of their talents and provide a photograph or photographs along with your communications. Alternatively, invite a press photographer along to a ‘set-up’ photo opportunity with the relevant people in the relevant place. Quirky is good – but not if the subject matter is serious – obviously!

TOP TIPS FOR GREAT PHOTOS

- **Try something different:** avoid the usual group shots of people standing together in a line. Get action shots, or take the picture from an unusual angle.
- When taking photos of people, **get in close** and when you think that’s close enough – get even closer!
- **Look for patterns, colour or unexpected angles and opposites** when thinking about your photography. Use lines to draw people into the picture.

TOP TIPS FOR FILMING

- You might be lucky (or persuasive) enough to have caught the eye of the broadcast media with your story or project. If this is the case you will need to cater for the needs of the camera operator who will want access to the **right location and with the right people** (if appropriate). So make sure you think about this before contacting them or issuing your press release.
- You will need to know you have **everything/everyone available on the day** or at the time the broadcaster wants to visit. If this means access to a remote location, plan for this and be prepared.
- **Broadcasters always write to pictures** so if you can think about this in advance, it’s just another way of building good relations with the media.

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