



# Using photography to project Rotary effectively

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## 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. Try to take photographs that show action or tell the story. Avoid at all costs the classic '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 if possible, but if you have to rely on an amateur or club member bear in mind the following guidelines and use a good quality 5-10 megapixel digital camera. Newspapers are now very colour-conscious and can easily convert to black and white if they require this. When emailing 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.

Have a printed list of the people that will be featured in the picture. Newspapers are no longer interested in printing two or three Rotarians in suits shaking hands with each other handing over a cheque. 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 programs.

## Photographic hints and tips

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

Try not to have more than three people in the photograph. It gives it more 'focus' and will make it more interesting. Look for 'depth' to the image.

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.

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 RIBI Protection Policy before taking pictures involving or showing children.

Whenever possible, include the Rotary emblem in the photo — either on a sign or on an article of clothing.

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 fund raising event in itself is actually unattractive, even if 10's of thousands was 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 - clear, focused, framed and imaginative images.

Aim to supply the finished picture on disc if larger than 5 megabytes or by e-mail to the newspaper/magazine directly. Keep email attachments under 7 megabytes in total as that is the general corporate limit accepted. 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 18cms as the longest edge. This will suit most magazines/newspapers.

**For Internet:** Set the image as a 72dpi .jpg file with between 8cms (small) and 18cms (large) as the longest edge.

A brief description of file format follows:

The **JPEG** file format is used extensively for World Wide 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.

The **EPS** file format is the sharpest file format available and it stays sharp when resized. EPS requires software such as Adobe Illustrator or Macromedia's Freehand. If

you have EPS based software and plan to resize or edit the image, EPS is the recommended method of download.

The **GIF** file format is used extensively for World Wide Web graphics. GIFs, unlike JPGs, support transparency, so using this file format allows you to insert the graphic onto a web page in a more seamless design, without carrying with it a white background for instance.

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 Quark XPress, Adobe PageMaker, and Corel Draw, but files sizes can be large.

*Windows Only File Formats*

The following file types are available for users with the various versions of the Microsoft Windows operating system.

The **BMP** file format is the Windows default image file format. Default software such as 'Paint' can read BMP files easily. The BMP format is similar to the GIF format above.

*Macintosh File Formats*

The **PICT** file format is the Macintosh default image file format. Default software such as Scrapbook iphoto and the latest versions of Photoshop and QuickTime can read the PICT format easily.

**Examples of photography to avoid**



The Grip and Grin



The Team Photo



The Cheque Presentation

**Examples of good photography**



Rotary International in Great Britain and Ireland has adopted this statement of policy for its work with children, the elderly, the vulnerable and those with disability.

- The needs and rights of the child, the elderly, the vulnerable and persons with disability take priority.
- It is the duty of every Rotarian to safeguard to the best of his or her ability, the welfare of and prevent the physical, sexual or emotional abuse and neglect of all children, the elderly, persons with disability or otherwise vulnerable persons with whom they come into contact in their Rotarian duties.

Rotarians should refer to the detailed "RIBI Protection Policy" when ing events and activities.