

PHOTO SUGGESTIONS

Photos To have On Hand

The old adage, "One picture is worth a thousand words," is especially true in today's media. Most readers are more visually oriented, thanks to growing up in a highly visual environment (Sesame Street, television, videos, movies, etc.). Who wouldn't rather read a few words with lots of pictures? It's a lot less work! In the media – and particularly newspapers and television – the more "visual" the story you want to tell, the better chance you have of getting it in print or on the air.

For almost every story you want to see in print, it is good to also have a photo to go along, not only because most editors understand their readers like pictures, but also because it allows the editor to make a "prettier page."

Just for your information: There are certain rules for laying stories down on a newspaper page before it goes to the press. Ideally, the editor or page designer can put a picture or a graph or a chart between each story. This gives the page a "break" in the columns of type. If you turn in a good picture with a story, chances are it will be used – to break up the type and the "grayness" of the page. If an editor has a choice between a story and picture and a story without a picture, she or he will choose the story and picture every time – for the reasons stated above.

To make sure you always have a photo to go with a press release or news story you think is worthwhile, the following are some suggested photos to keep on hand and some pointers about good photos.

SUGGESTED PICTURES TO HAVE ON HAND

- 1.) Head shots (from shoulders up) of all the principals of your operation. Get these done by an affordable professional – in color. Look professional – coat and tie for men, business attire for women.
- 2.) A good shot of the entrance to your operation – if it is photogenic.
- 3.) A good shot of someone (like a little child) gathering emu eggs.
- 4.) Emu chicks hatching or shortly thereafter.
- 5.) A long shot of emus grazing in a pasture or other area.
- 6.) Emu eggs in an incubator.
- 7.) Feeding emus – again focus more on the action than the birds.
- 8.) Someone using emu products – if you have products to market.
- 9.) Favorite emu recipe being prepared in the kitchen.
- 10.) Finished product – to go with an emu recipe.
- 11.) Agricultural scene – any part of your operation – but have a person doing some type of activity in the scene.

- 12.) Any time you are involved in volunteer activities, make contributions (like emu products to the local public television station, etc., any time you -- as a business owner, support a bowling team or a Little League club, donate emu meat to a barbecue – get pictures, keeping in mind you may want to use them in the media.
- 13.) If you question whether an incident or event or project should be photographed and shipped to the newspaper, the right answer is probably "yes." It is better to err on the side of too many photos than missing an opportunity that can help you get out the word about emus and emu products.
- 14.) Don't forget to get permission to use the photo for publication from those who are in it !

PHOTO POINTERS

- 1.) Never include more than two or three people in the photo. Four at the most. More than this makes it cluttered.
- 2.) Always have action – just standing there doesn't tell the story. For example, if your operation is donating money to buy a new van for a youth center, take a picture of someone loading a van rather than you handing a check to a youth center director. Action sells!
- 3.) Make certain your picture isn't cluttered with trash, trashcans, trash piles or anything else that takes the reader's eye away from the point. The background and foreground doesn't have to be pristine, but it doesn't hurt to have things tidy.
- 4.) Inside shots – make sure there's enough light.
- 5.) Also, for inside shots, if you're taking a picture of food, make it appetizing – and instead of a plate of emu meat, for example, add color with parsley, radish rosettes or some other color. A plate of brown meat won't sell it.
- 6.) If you're shooting a group picture, look and make certain the background isn't cluttered with red "exit" signs or other extraneous stuff that will take the reader away from what's going on. Make sure nothing is "sticking out of" the head of anyone in the picture.
- 7.) Always submit colored photos. Long ago, newspapers could only reproduce black-and-white photos. Now, better to submit a good color photo because most newspapers print several full color pages. If they don't, they can use a color photo that will come out looking like a black-and-white.
- 8.) If you have a need to take a picture of an emu, don't try and get an "isn't that a cute bird" type picture. These are livestock, just like chickens, goats, etc. The only animal picture that remotely requires personality could be a 4-H project picture. Don't make the public fall in love with your emus – emus are too busy for these relationships!

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