

Photography for projects

- **Why every project needs an official photographer**
- **Tips on how to take pictures that tell a story**
- **And where to use them**

**A presentation prepared by Cathy Stagg of the RI District 9350
Public Information committee, October 2014.**



Choose a photographer for your project

First choice: Someone in the club who already has the necessary equipment and skills.

Don't bog them down with detail – but keep them in the loop so they can anticipate when a picture will be happening.



Any camera is better than none

If you can't get an expert, use whichever camera is available. Upgrade your own skills. Useful website: [PictureCorrect Photography Tips](#) Subscribe to get daily free emails – or pay for hands-on training if you need it.



The smaller the lens, the less it can do.

Get in **close**.

Shoot in good light, against a plain background.

Take several pictures, from different angles, but only use the best.



Bigger is best

Set the camera to take the highest resolution picture.

If you want to make the picture smaller, you can do that later.

But if you haven't got the detail – the opportunity is lost.



Who to photograph

We are hard-wired to react to faces.

We are especially drawn to pictures of children.





Caution:

Don't take pictures of children (under 18s) UNLESS you have permission from their parent, guardian or the teacher in charge of them.

Why? Because in the eyes of the law, under 18s are not adults so they can't give you permission themselves.

How many photographs?

You need one for the club's website,

Facebook page,

any partners you have,

and for the club's archives.

How many photographs? (continued)

Plus completely different pictures for **each** newspapers or magazine.

Don't send the same picture to different publications if you intend remaining on good terms with them all.

facebook

I 
ROTARY

www.rotary.org

Rotary 

Social media shots need to posted soon

Pictures taken on a cell phone are fine for this.

ASK people in the pictures if they mind having their face on the club's website and/or Facebook page. Not to do so is a breach of netiquette.

Wording to do with what Rotary is, and what it does:

No need to re-invent the wheel!

Go to www.rotary.org and find what suits your purpose.

Next two slides give examples.

Welcome to the Rotary Club of Stanford-le-Hope & Corringham



Make a world
of difference

 Share

In the next 30 days...

🕒 Tuesday 15th October -
Lunchtime Meeting - Speaker

🕒 Tuesday 15th October
Council Meeting

🕒 Friday 18th October
Quiz Night

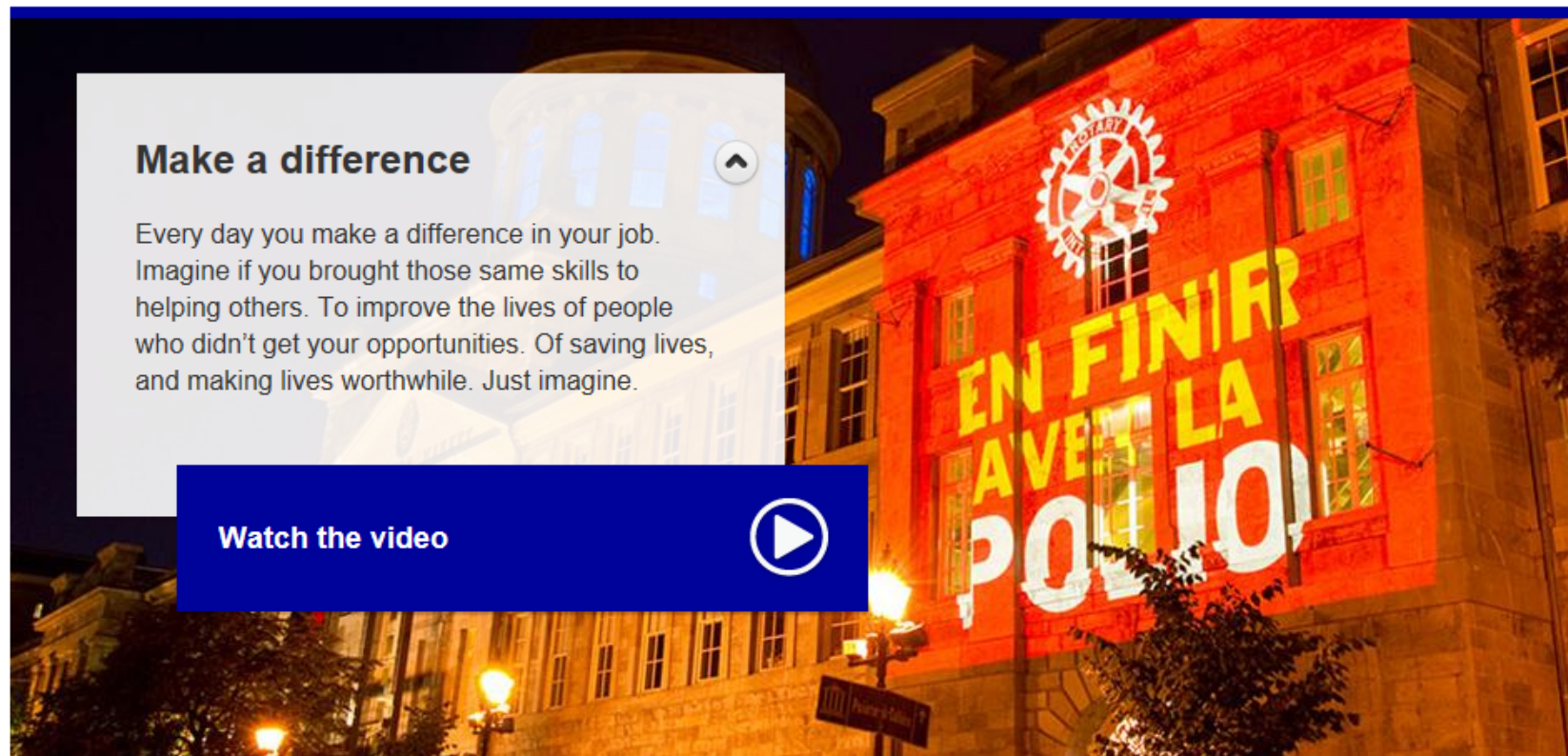
🕒 Tuesday 22nd October -
Lunchtime Meeting - Speaker - John
Darling, Karis May Foundation

🕒 Tuesday 29th October -

Make a difference

Every day you make a difference in your job. Imagine if you brought those same skills to helping others. To improve the lives of people who didn't get your opportunities. Of saving lives, and making lives worthwhile. Just imagine.

Watch the video



Online Programs

If you need a Rotary meeting make



Irvine Rotary Events

Calendar of upcoming events,



Projects

Community, International,



Please Help

Make a tax-free donation to the

Punchy pictures for publication

More important than the size of the camera is the amount of **thought** that goes into creating a photographic idea.



Help raise awareness of World Polio Day - 24 October 2013

World Polio Day is October 24 and Rotary Down Under has a simple 'Step-by-step' guide to public awareness of Rotary's amazing polio eradication program. You can help [End Polio Now](#)

Community Minded People Like You and Me

If you like talking and tweeting about issues that matter in both your local community and communities abroad, come and see how you can [join the conversation](#) at Rotary and do something to make a real difference in the lives of others.

[Find out more about Rotary in Australia](#)

Join the Conversation



Next Major Event



Rotary International Sydney Convention

The Rotary International Convention 2014 will be held at Sydney Olympic Park from Sunday 1st June to Wednesday



Rotarians and Friends at Work Day

Rotarians and friends of Rotary are invited to work on local community projects with the generous support of

Projects

[In search of the Rotary Woman](#)

[Rotary aids Timor-Leste's leaders of tomorrow](#)

[Help raise awareness of World Polio Day - 24 October 2013](#)

[Graffiti Removal Day - 20 October 2013](#)

[Rotary Youth Exchange](#)

[Australian Rotary Health](#)

[Putting Smiles on Faces - Interplast](#)

[Reducing the Garden Gap](#)

What to photograph:

Take **action** shots that illustrate what the project is about.

Include non-Rotarians whether they are recipients or partners so we don't look like a "closed shop".

If you *must* take pictures of people in a row, maximum of 3 in upright shot, 5 in a horizontal picture.

Pictures for publication

Newsprint isn't white, or hard like glossy paper or computer screen. So pictures must be top quality.

You need an obvious main subject, in crisp focus – the bolder, brighter and uncluttered the picture is, the better.

Each picture needs to be about **1 meg** in size, in **.jpg format**.

Every picture needs a clever caption

Every face must be identified by a correctly spelt first name AND surname – especially if you include (as you should) people who are not Rotarians.

Use the 5xW + 1 H prompts to gather all the information required: Who, What, Where, When, Why and How.

Possibly also ask Who Cares? and What Now?

Writing a good caption (continued)

Add contact details: who to call to find out more, give a phone number and an email address.

The caption should go in the body of the email – not as an attachment, = another irritating step for the person receiving it.

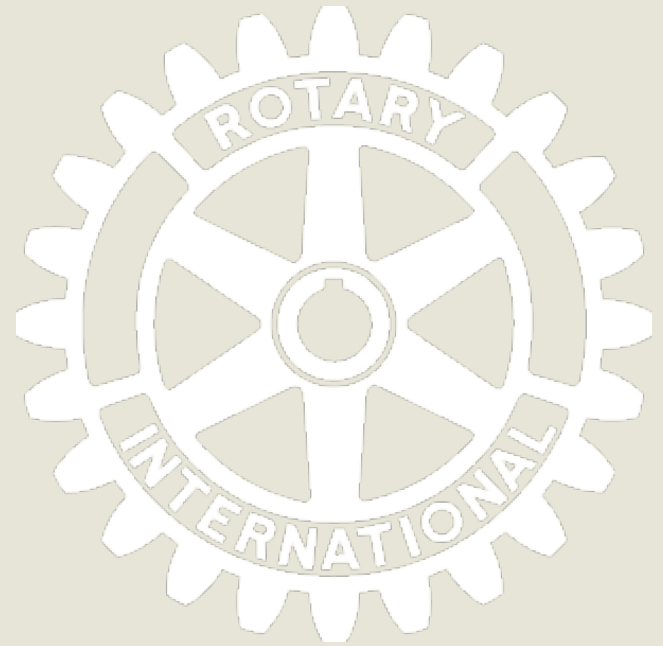
When and where to send pictures

News has just happened – it isn't weeks old. Plan ahead.

Long before the event, find out when the publication has its deadline.

Ask to speak to the news editor.

“Sell” the idea of the picture and caption – why their **readers** would care, **not** why **you** want the picture published.



Why publicise what we do?

Most people do not know what Rotary is. Many think it is a secret society for old men.

So we need to make Rotary visible to attract new members and beneficial partnerships.

Budget to be taken seriously

New branding = a new sign outside the meeting venue.

Club shirts and caps with the correct logo can visually turn a group of people into a team.

Pull up banners can have printing on both sides. Consider putting scans of banners received from other clubs on the back so people see how far the Rotary network stretches.



BIENVENIDOS



**XXXIX
INSTITUTO
ROTARY**

ZONA 23B y C

**10-12
Octubre
2013**

**Buenos Aires
Argentina**

Budget to be taken seriously

Newspapers, magazines and radio exist to make a profit. So take out an advertisement at least once a year.

Rotarians are business and professional people. We shouldn't act like a "cake sale and hot dog" organisation, always taking but never giving, until we run out of goodwill.

“Thank you.” It needs to be said.

When you get free publicity, send an email to say thank you. (Few people do.)

Include why the picture and caption helped Rotary.

At the least, it will please the person who helped you. For exceptional service, thank the person’s boss.

Sometimes the email is used as a letter to the editor, generating secondary publicity.

Public Image is everyone's responsibility

BE A
ROTARY
CHAMPION

