

## **Helpful Information for getting pictures into Newspapers Magazines and Trade Publications.**

It's difficult to get PR coverage published in the media so is important to make sure you do all possible to enhance your chances by making sure the correct image is captured from the outset. The nationals are notoriously hard to get PR images published, which is why inside knowledge can be invaluable. The regionals and trade publications tend to be an easier target but once again knowledge and contacts are still essential.

It's important that your news has a hook that will be of interest to the readers of the publications. This is easier in local papers and trade press as the readers will already have a vested interest but needs to be much more newsworthy to make it into the nationals. It is always worth targeting specific publications rather than trying a 'scatter gun' approach. Researching the relevant publications will dramatically increase your chances of getting your article published. Once you have your hit list take it another step and look at the types of articles the currently cover – both in terms of content and style. From this you can further tailor your piece to 'fit' with the publication. Talking to your chosen photographer or photographic agency can be of huge benefit, as they should have the experience to ensure your 'story' is further enhanced with the imagery. ***Every picture tells a story so it's important your picture tells your story.***

Professionals provide the specialist help you will need to make sure you maximise your success rate. Copywriters can polish the words to accompany your story and an experienced PR photographer can make sure the article is appealing on a visual level. To help you even further consider using a photo agency as the backroom staff can help you make sure the final images are to the correct spec for each publication and provided in the correct format to specific deadlines.

Talking photography specifics there is a specific shopping list that needs to be followed to ensure the images are press ready. Firstly the shot itself needs to be well constructed to include all the relevant information you need. This could be the people, places, logo's, props etc all of which you should be able to discuss with the photographer prior to the shoot. Do not be tempted to over brand a picture, as publications will automatically be put off.

It's again important that each publication is contacted prior to sending final copy of shots as publications will have there own specific requirements. Articles will again be knocked-back if you provide information to the wrong technical spec.

Next make sure all the correct caption information is included with each image, this IPTC data is vital to ensure the picture will even be considered for publication. Leave this out or have the incorrect data fields filled then the image will be rejected regardless of how newsworthy your article is. Editors need to be

able to be confident they can identify all in the shot, if they have any doubts then the image will not be used regardless of how great the shot is.

**Your photographer should provide you with the shots already captioned but it is worth a second look to make sure you are happy with the IPTC content.** Any subjects within the shot should be named (left to right, back to front) along with information stating who, where, why and when. Icon recommends putting your contact details within the IPTC fields as well so picture desk can check further details.

The pictures need to be saved to the correct format (RGB jpgs) and to a standard high enough for use but not too large as to crash systems! Again your photographer should know this but you are looking at images compressed to jpegs no larger in file size than around 3-5meg. The images need to be saved at 300dpi and to a suitably high compression.

Although your article needs to stand alone without the photography (as many more items are used without images than with) the standard of the photography will help increase your chances dramatically of them running your piece with an image. Do not overlook pictures being used also as a 'stand alone' newspapers, magazines and the trade press will often use an image up to half page as a great visual, remember they have to fill their paper and anyway you can help them do that is positive.

Picture editors are always keen to spruce up their publications with great images, a well thought out and executed photograph could help bump your article up the pile and grab more page space. There are a couple things you can do to help you cause in snatching some more space on those precious pages...

We have already mentioned ensuring the shots that accompany your story are tightly tied to the article and they are provided to the correct spec for the publication.

It's also a good idea to provide a few incidental shots that tie-in to the company or article to give the editor the option of adding some 'scene setters' to a larger piece. These should not detract away from the main article shot but help add value to the piece. Well thought interior and exterior shots, product shots and headshots of personnel are all worth capturing while on the job. Ensuring you have a couple of nice clean portrait shots of any VIP's, Directors or 'Star' subjects will help complete a rounded set of shots to accompany the article.

**Second-guessing the editors is all part of the skill-set a good PR photographer should possess.**

When organising a photo call it's important to create that 'hook' that will dramatically increase the chance of that image being used above all others. Unusual environments will always help or ensuring the background fits with the

article. There would be little point submitting an article to do with green issues with images shot in a featureless office.

Props and 'character' clothing will help add appeal to your imagery. Again it's important these still tie-in to the piece and have not just been thrown in for effect.

Providing the details of the event to all the relevant publications. TV companies and agencies will always help encourage greater coverage. To ensure you get the shots you need it's always a good idea to have your own, briefed photographer to hand. Tell any publications that are doubtful they can send someone, that pictures will be submitted and ask the preferred transfer method and when they go to press.

Check your dates! Don't arrange your photo-call on a day that clashes with other key news announcements. Check online diaries of the wire services to see what has been scheduled any good photography or news agency can help with this. Allow plenty of time for the journalists attending to meet their deadlines as they won't appreciate being put under unnecessary pressure.

Having the right people at your event is half the battle. Increase your chances of getting coverage by handing out a concise press pack.

Although it can feel like a battle to get articles or pictures published it is worth remembering everyone is running to tight budgets these days so if you can provide a polished piece to the relevant publications with a great set of shots it can be seen as gold dust. **Great photography will help lift any publication and the fact that it is free can only help your cause.**