

## Tips for 'Powerful' Pictures



1. **Think beyond the talking heads at a news conference.** Create images that are newsworthy.



2. **Create images with shelf life.** They can be used again to illustrate other company news, general industry news or lifestyle pieces.

3. **Be creative, not deceptive.** Misleading photos tarnish you and may prevent media from using your pictures



**4. Don't over brand photos; the caption can convey branding.**

Advertising photos belong in ads.



**5. Make multiple images available so the media can choose images that fit their style.** Provide horizontal and vertical shots.



**6. A good image library should be available from a source used by the media.** Include executives, product shots and creative editorial feature photos.

**7. Quarterly earnings and big company announcements are opportunities to get images used.** Take advantage of the times the media is more likely to cover your company, especially in the business pages. Let your images be used to illustrate financial and economic reports

**8. Creative images stick out from the thousands seen daily by picture editors.** Thousands of pictures cross the photo desks each day; only the ones that truly stick out have a chance of catching the editor's eye in that deluge of photos

**9. Briefing photographers early will lead to more creative work and events.** The more the photographer knows and the more time they have to plan, the more creative ideas they are going to be able to come up with and execute.



**10. Use a photographer who specializes in media placement, has worked in news and knows what the media want.** Taking great images is only half the equation; knowing how to get them to the media at the right time is important if you are going to get the images used.



 **newscast**  
images with impact