

The Media Message Baldwin
from Ann Baldwin Media Marketing, LLC

A Picture Is Worth A Thousand Words

Getting reporters to cover your news event is getting increasingly challenging. With many media outlets engaging in a “pay to play” mentality, many folks (especially non-profits) are wondering how to stay in the game and get their message out to the public. The good news is that with new online media outlets as well as evolving technology, there are ways to secure media coverage on your own and that is with a photograph of your event or story. Between mobile phones and digital cameras, almost all of you have access to the tools you need to cover your own news event. Many people today without professional journalism training are utilizing modern technology and the Internet to generate news coverage with a photo. Whether the intention is to submit the photo to your local news paper, online publication, or for use on your website, a good quality picture is what many publications are looking for.

It is important that the image that you submit to any media outlet is a digital, high resolution photograph that tells the story. You also want to make sure that you try to keep the number of people in the picture to a minimum. In addition, make sure that you include the following information with your photo submission: Names and titles of individuals, date and location of where the picture was taken, as well as a sentence or two about this particular event. You also want to include the name of the person who took the picture for a photo credit.

Snapping a digital photo of a newsworthy event and posting it online, or video recording a similar event and uploading it on a site such as YouTube can get you great exposure. These are both low cost options for you to set up makeshift news operations within your school community or business. Here’s another example of getting visual exposure for your story or program. For example, a reporter from the Berlin Citizen is doing a story on Chef Tim’s’ Cooking Club and we had access to photos previously that showcase that program. It doesn’t hurt to ask the reporter if they would like a visual (provided by you) to go along with their story.

(put photo here)

Most media outlets have a place for photo submissions on their website. Make sure that you follow their guidelines and requests which will give you a better “shot” at publication. It’s a great feeling when you can say that you played a role in generating some positive press.