

## **Still Photography for Outside News Releases, Legion Publications & TV**

Almost any American Legion Post news release can be made more effective by an accompanying picture. The reason for this is simple - pictures can portray at a glance the essence of news or feature event.

What is a news picture? Just about everything said about recognizing and gathering news can also be applied to the news picture. News pictures also have common news elements. The same dominant news element, proximity, applies to news pictures released by the local post, since they will be photos of your post in action--the membership.

Newspapers with photographic staffs usually are willing to send out a cameraman to take a picture of an interesting local event. If you think you have a picture possibility, alert the news media. If a photographer is assigned, help him get his shots. Expedite his work, he may have other assignments. If you can't get anyone to cover your event and no Post amateur camera buff is available to help, make arrangements with a commercial studio. Get quick delivery on prints.

In taking news pictures, observe these rules:

- Get action into your picture. The ideal picture is one that is so self-explanatory that it needs only a brief caption.
- Avoid shooting large groups. Many papers limit picture to three or four persons.
- Give your picture an American Legion identification. This can be done by having those in the picture wear American Legion caps.
- Provide proper "left to right" identifications. Clip it to the prints. Don't write on the back of pictures, it will show through.

Timing the release of news pictures is just as important as the timing of news releases. Mark them FOR IMMEDIATE RELEASE and "beat the deadline."

Producing your own photography for Legion publications can be a cost saving PR tool. The number one area to concentrate on when shooting a photograph is to strive for quality. Good photos hold down the cost.