



Biffa Award PR Factsheet 4: A picture is worth a thousand words Making the most of photos

Why use photos?

- Good quality photos can enhance your press release and encourage journalists to run an article.
- Newspapers, magazines and websites are always looking for good images to bring news to life, particularly if they include local people.
- Give the media something they can not get themselves – an exclusive opportunity!
- By providing a good quality photograph, you are potentially saving a reporter from making the trip to get the shot themselves, therefore increasing your chance of coverage.

Preparing for the shoot

- Before taking any images you need to consider how you can best show off your project.
- Ensure you have use of a good quality digital camera to assure that photos will be acceptable for reprinting or for use on a website.

Make it interesting

- **Use people:** Including people in a photo really helps to bring it to life. Choose a busy day when there are people of all ages and backgrounds at your project— but always ask their permission before you take their picture.
- **Location, location, location:** A good backdrop can really make a photo. Whether it's picturesque surroundings or interesting props, put some thought into this aspect of your photo.

