

# SUBMITTING A PHOTO

**Pictures are worth a 1,000 words.**

When submitting a news release you are more likely to be published if you submit it with a photo.

**First make sure that you have permission from the person in the photograph.**

<https://www.toastmasters.org/resources/photo-release-form>

In your news release email with photo please, identify who is in the picture from left to right.

Correctly embed file information into photos before sending because sometimes a cover letter, etc. can get lost. Here is how:

If you right click on the image and click save as to save the pic to your pc, then open it in photoshop. Next click on file and then file info from the drop down menu. Inputting the data is a manual process but you can save a template for the majority of the info and adjust it to suit the photos.

## Here are photo do's and don'ts:

- Don't send more than 2-3 images
- They must be high resolution (300 dpi or greater).
- Make them crisp, clear and in focus. Crop your photos
- Pictures sent might be blown up many, many times. Yet bigger is not always better. If your photo is a huge file, it will probably bounce back. If you are not sure, send it twice big and a little bigger. If you are still not sure, ask in an email to answer if the photo was OK.
- With new GPS and camera technology it is now possible to embed geographical locations in the camera 'File Information' fields. Disable this technology or remove the information before filing pictures with a news organization.

## More Tips:

Here are a few tips for submitting your photos to newspapers. It is not an exhaustive HOW TO but gives a few pointers. Editors receive many photos every day and very few ever get published. We want to help you increase the odds your picture(s) will get published.

- Send high quality. jpgs of around 2mb at 300dpi. Don't send more than 2-3 images in 1 e-mail attachment. And remember to include keywords etc. in the file info.
- In the body of the e-mail put a very brief description of the photo(s). Be very judgmental of your own work and only send the best images with different views. i.e. scene setting shot, close, human interaction.
- The speed of turnaround here is paramount. Newspapers go to print at a certain time and it doesn't matter how good your photos are, if they are too late they will not get used.

Photos should be the highest resolution possible, at minimum shot with a 2-megapixel camera at full resolution or 1600×1200 pixels or larger, this is to ensure that a newspaper can print the photo and it will still look good. You can check this by doing the following...

On a Mac:

1. Click on the file that you would like to use.
2. From the top menu select 'File' then 'Get Info'
3. You'll see the size of your photo in the 'More Info' section listed next to 'Dimensions'

On a PC

1. Right click on the photo you'd like to use
2. Click on 'Properties'
3. Click on the 'Details' tab
4. You'll see the size of you photo listed next to 'Dimensions'