

## **Submitting Press Releases**

A press release tells the editor in detail about a news event that will occur in the near future, or about one that has just taken place. The press release is more detailed than a simple note advising us about an event. It should give full names of individuals, including titles (Father, Doctor, etc.). Include the names of religious orders (Jesuit, Franciscan, etc.). And always include the surnames of clergy and religious.

It should give full names of organizations and not simply initials or other abbreviations, (St. John's Parish Council, not SJPC) and should include all relevant dates, times and address of the event and the full name, address and telephone number of the person sending it. We may have questions to ask in the course of developing the story, or perhaps in arranging for photographic coverage.

Most press releases should reach us two weeks in advance of the publication date. We publish on Thursdays, so we must have your press release on the Wednesday one week prior to the intended publication date. Sometimes that is not possible. If you plan to send a release about an event that will occur on a Monday or Tuesday, for example, it is a good idea to telephone or fax in advance to let us know what is coming.

# Photo tips: What to do and not to do



**Good picture: Close up, in focus, and good visual appeal**



**Poor picture: Poor quality, small original size, blurry when enlarged, no focal point**

***Photographs are an effective way to add to the visual appeal of any publication. Good photos communicate a story. They can save many words of text, project positive images, and capture reader interest and attention quickly. Here are some tips:***

## **Visual appeal**

Photos should have good visual appeal. The subject should be easy to identify and the arrangements of the subject(s) should be well balanced.

## **Quality**

Make sure your photos are in focus. Look for good contrast. It is best to use good quality glossy prints for reproduction. However, sharp color photos often can now be reproduced into black and white photos satisfactorily. Printers usually scan photos directly into computers. If your printer isn't equipped to scan slides or negatives, your local photo shop can have prints made from either negatives or slides.

## **Digital photographs**

Digital photographs are now commonly accepted

and even preferred by many print organizations. Be sure to check with your publisher and/or printer to see if they accept digital photos and, if so, in which format they prefer to receive them (e-mail, CD, etc.)

For example, the *Catholic Herald* accepts photos by e-mail or CD. The photos should be at least 20 inches wide at 72 dpi in jpg. format. Do not include photos in a Word document. Send the original digital file; do not alter the file. The *Catholic Herald* also prefers color photos, not black and white photos (color photos can be made into black and white format).

## **Photo identification**

When taking photos of people, be sure to get their permission to use the photo in your publication. Include names of people and any pertinent information with photos sent to publications. Usually people are identified from left to right.

## **Submitting photos for publication**

*When preparing photos for submission to the Catholic Herald keep the following in mind:*

Because of staff limitations, we are not able to cover every event, and rely, in many instances, on the photographic efforts of people participating in local activities.

If you have an idea for a news or feature story that might be accompanied by a photograph, let us know about it as far in advance as possible. If we can't be there because of other assignments, we will give you tips about taking the picture or talk over other alternatives. Think creatively. When in doubt, please call.

Aim for action in the picture. There should always be something about that picture that will draw the attention of many readers. For example, instead of a photograph of the committee organizing a fundraiser, send a picture that shows what the event will benefit.

We welcome the pictures you send us for consideration. Sometimes they are excellent, with good subject matter, good composition and good reproduction. If you include a return address envelope, we will try to return them as soon as possible. But it is a good idea to keep a copy of the photo yourself in the event the copy you send us gets lost or damaged.

Better than hard copies, however, are photos sent via e-mail. Please send one photo per email and save the image no smaller than 300 dpi. Reproduction quality below this can not be guaranteed.

If nothing else...remember these words:

*"Fill the frame and keep it simple."*

Here are some very basic guidelines for taking photos:

1. Get close to the subject
2. Have plenty of light
3. Focus carefully
4. Try to capture your subjects doing something
5. The more simple the background, the better

*Look for photos that explore the relationships between people. Look for emotional moments between people. People are interested in people.*