

Photos We'd Like to See

Rotary Club of Morgan Hill Public Relations Committee

A picture is worth a thousand words and can tell many different stories.

The Public Relations Committee relies on the photos you take of Rotary events to tell the many stories of our Club. The PR Committee uses photos for many different purposes. So, we have a need for many types of photos. We are embarking on a major project to tell the story of our Club through photos by building a comprehensive photo archive of our history and our future as it unfolds. It will be accessible from our website for all to see. In addition to this project, the PR Committee also uses photos:

- for brochures and other Club promotional materials;
- to highlight stories in our newsletter;
- to make our website more interesting; and
- to make timely photo albums of recent events for all to enjoy.

Each of these purposes requires different types of photos. Sometimes we look for individual photos, sometimes we simply publish all the photos you submit "as-is" in an album format. We offer some general suggestions to help us tell our story better and reduce the amount of work needed to get our job done.

1. We encourage anyone at a Rotary event to take and submit photos for our use. You don't need to be a designated photographer.
2. Digital photos are preferred. They are easier to work with and "Photoshop" to meet our many needs.
3. Set your camera to high resolution. These make the best photos for Club materials. We can easily adjust the resolution to meet website or newsletter needs.
4. Take numerous photos of your subjects or event. Then, before submitting your collection, edit out duplicates or photos that did not come out quite right. This saves us hours of work.
5. Do not use the "date/time stamp" feature on photos.
6. When taking "posed" photos, take close-up shots so one can clearly see the face of the persons in the photo. For these types of shots, a person's face is far more important than their feet.
7. Variety goes a long way to tell a story and convey the "feeling" of the event. Be sure to take a wide variety of posed, candid, and action photos. Don't forget to include landmarks at the venue in the background.
8. The greatest need is always those candid and action photos taken during service projects or social events. Try to get a good assortment of people in action, and not looking at the camera, for slide shows and Web albums.
9. Smiling faces looking at the camera can be used in the newsletter and internal communications.
10. Humor never hurts. If something strikes you funny, photograph it! It will bring a smile to everyone and make your collection more interesting.
11. Submit your photos to the PR Committee via email, on a CD, or on a memory card (we'll copy the photos and return it to you.)

