

## **Make Sure Your Photo Has Print Appeal**

Your PR consultant will advise you on how he or she plans to 'package' your story to make it appealing for the media. For print publications, this may include setting up a photograph to accompany a news release.

A good photograph can add value to a news story and draw readers' attention to an article. It can be used to circumvent a very strongly commercial story that may have little actual 'news appeal'. To do this, you might decide to employ a celebrity to launch your product or open your store. Today's papers love 'celebrity' and depending on your choice, coverage could be there for the asking.

In today's world of digital photography, newsdesks can be swamped by photos from PR companies as well as amateur snappers and members of the public who can simply email them into their daily or weekly paper. And so, it is important that your photograph stands out and is seen to be both of professional quality and have that extra 'print appeal'. Investing in the services of a good press photographer is money well spent – and your PR consultant or company can advise you on who you should use.

Do your own research to understand the power of a photograph. Spending some time looking through local papers or relevant trade and consumer publications will give you a useful idea of the quality and style of photos preferred by individual newspapers or magazines.

Your PR agent/company will discuss with you what kinds of publications the photograph should be sent to. Is the story and accompanying pic aimed at trade or consumer publications, regional or national press? The type of photographs required by these different media varies considerably, so being clear about target audiences is crucial. Often your PR adviser will suggest targeting more than one type of publication and so you may end up taking a number of photographs that can be used for different outlets.

When the photos have been taken and sent by the photographer through to your PR consultant, he or she will ensure that they are accurately captioned before being issued with the already-prepared news release. Photographs are usually sent as high-resolution jpeg files or on a CD if requested by the publication.

Adopting this type of professional approach to PR photography is a good investment and will pay dividends.

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