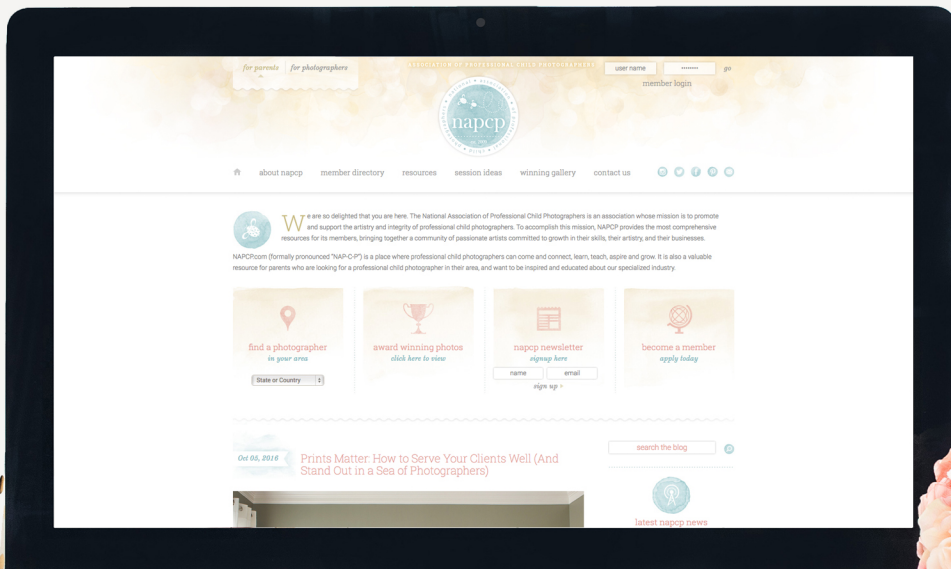


The National Association of
Professional Child Photographers

PR MEDIA TOOLKIT

“We are both works of art and artists at work.”
– Erwin Raphael McManus



PRESS RELEASES

Press release (n): An official statement issued about a product or service that allows the media the chance to retell that information to the public through broadcast, online or print publications.

..... DO DON'T

- Send out at least three weeks in advance
- Send in the morning
- Pick relevant broadcast, print or online contacts
- Proofread, and then proofread again
- Send an introduction of who you are
- Include links in release to videos, sites, etc
- Thank journalists for sharing your event/info

- Send the week of or the day before you need
- Send in the evening
- Send to irrelevant media
- Send to a mass list, unless recipients are blind
- Assume journalists will know who you are
- Send the bare minimum
- Follow up with media to ensure they received it

Auto posting websites are another great option to get the word out about a particular event on your own. All you need to do is fill out the form on their calendar page. Some sites will also send alerts to news organizations. Examples of Atlanta auto posting sites are:

AMERICAN TOWNS, EVENTSETTER, EVENTFUL, ZVENTS, PATCH, ETC.

The screenshot shows a web form titled "Add an event" with a blue header. It is divided into three main sections:

- CORE INFO (required):** Includes fields for "Title" (Name of the event), "When" (05/09/2017 with start and end time options), "Repeats" (does not repeat), "Where" (venue name), and "Category" (select, optional, optional).
- IMPORTANT INFO (optional):** Includes a "Description" text area, an "Images" section with a question mark icon and an "ADD" button, and a "Facebook event" field with a subtext "Enter the url of your event on Facebook to allow users to RSVP".
- MORE OPTIONS (cost, privacy, etc.):** This section is currently empty.

At the bottom of the form, there is a reCAPTCHA "I'm not a robot" checkbox and a green "Add event" button.

PRESS RELEASE TEMPLATE

Your Logo
Here

Your Name
Company
Phone Number
Contact Email

Title of Media Release (e.g.: Photographers Host Free Seminar in Midtown)

Descriptor (i.e.: Photo Professionals Teach Pro Camera Secrets for iPhones)

ATLANTA (March 20, 2014) (This is the date you are sending it out)—This paragraph gives the basic 5W's of the event you're hoping people will attend to learn more about what services or products you offer.

This paragraph should be to the point and concise. The first sentence should be enticing, but inform the reader first. This paragraph continues to inform the journalist of the event. Any specific details about the event would go into this section.

If you need to explain yourself or your business, that information would follow after any of the information about the event. The typical format of a press release has the most important information at the top of the release and as the release goes on, the less vital information follows.

Typically there are around 3-5 paragraphs, depending on the details of the event. It's completely up to the writer to decide the length, though the lengthier the release, the less likely a journalist will read all of it.

(Optional) About Company: Following the release, this section is called a "boilerplate" where it explains the mission of a company and the overall purpose of the business. Feel free to research sample boilerplates if you would like to include one.

###

(The pound signs above signal to journalists that it is the end of your release.)



Chelsea Curtis / BRAVE Public Relations
ccurtis@bravepublicrelations.com / 404.233.3993

TOP TEN TIPS FOR TAKING PHOTOS OF YOUR CHILDREN

National Association of Professional Child Photographers Shares Insider Tips for Parents

ATLANTA (December 17, 2012) – Preparing a photo session with children can be a daunting and exhausting task. Most parents can barely get their children to stay put long enough to eat a full meal, yet alone pose for an entire photo shoot. Despite the challenge, the National Association of Professional Child Photographers (NAPCP) has a few tricks to help make an at-home photography session painless for everyone while still producing plenty of frame-worthy shots:

- 1. Get on their level:** Lay or sit down on the floor to capture the perfect picture. Not only will you be able to see the world from their vantage point, but you'll also have better perspective and angles when shooting.
- 2. Lighting is key:** Most parents think that having great lighting can be replaced with a camera's flash, but the flash can actually make children appear washed out. Instead, utilize indirect, natural lighting by shooting near a window in the house or under the shade of a tree.
- 3. Never stop shooting:** For every good shot, there are typically about 8-10 bad ones, but that's the beauty of having a digital camera! Change the setting to continuous shooting mode to capture lots of shots in the midst of action. Even most standard point-and-shoot cameras have some sort of "sport mode" that can accomplish this task.
- 4. Get to know your camera:** Consult your camera's manual or look up the settings online so that you can take full advantage of all of its different settings. Three key ones to experiment and get comfortable with are the aperture setting, the shutter speed and the ISO setting.
- 5. Consider black and white:** Black and white photos are not only timeless and classic, but they can also easily cover up the redness and blotchiness on newborns and babies. Adjusting the black and white settings is usually easiest to do after the photo session in Photoshop or Picasa.
- 6. Make it fun for them:** Kids love to play with their parents, so turn a photo session into play time! Play games, tell jokes and sing songs with them – pretty soon, they'll forget that you're taking pictures.
- 7. Get up close and personal:** Get close or zoom in to capture all of the small details that make your child unique.
- 8. Pay attention to the background:** Before you start shooting, make sure that any unwanted or distracting items, like a vacuum cleaner or piles of clothes, are out of the way and out of the shot.
- 9. Bring your camera everywhere:** You never know when inspiration will strike. Camera phones make it easier to capture the everyday moments with your children – they can take decent pictures, but don't always print well because of their low resolution.
- 10. Show off their personality:** Standard portrait photos are parent favorites, but don't hesitate to shoot pictures of them in their natural settings and behaviors. Their quirky and adorable habits today can usually create the best photos that you'll treasure years later.

For more information on NAPCP, visit www.napcp.com. Connect with NAPCP online on Facebook and Twitter.

About NAPCP

The National Association of Professional Child Photographers (NAPCP) is an association whose mission is to promote and support the artistry and integrity of professional child photographers. The NAPCP connects parents searching for child photographers in their area with its professional members by providing a comprehensive directory of photographers and informative articles on what to expect from their professional photography experience. Serving as a valuable resource for both photographers and parents, NAPCP continually strives to raise industry standards in child photography.

PITCHING

Pitching (n): The act of reaching out to media contacts and providing them with a release of information on a certain topic to try to convince the journalist to create a story based on the information you supply.

..... **DO**

- Be personal, interesting and creative
- Reach out to local TV or news outlets
- Keep lists of contacts you've spoken with
- Use a professional email account
- Keep it suggestive, not commanding

..... **DON'T**

- Use generic or boring language
- Target just anyone with a heartbeat
- Send as a mass email
- Use a personal account
- Use the "urgent" flag

The most common form of pitching is through email. The best way to reach out to a journalist or news desk is by first sending an email introducing who you are and what you do. Reach out to photojournalists or people whose stories cover similar topics to your information.

When pitching, remember to focus on the benefits of your idea to the media contact's readers or viewers. Don't focus on why it's important to you that they cover your idea; instead, focus on why their audience will care about your topic.

Sample pitch:

Hi XX,

Spring is in full bloom, which means that wedding season is right around the corner. I noticed that (name of the publication) covered stories recently about wedding season and how the strangely chilly weather has affected brides and I wanted to introduce myself to you. I'm a photographer for (name of company) and I've been in the business for about XX years.

Recently I uploaded a video to my channel discussing how to get the best photographs in tricky weather situations. I attached the link below in hopes it may aid in any upcoming stories you may have. (insert link) If you have any questions, or if you would like to schedule an interview, please let me know.

Hope you're having a great week!

Name

** The only difference between an introductory email and pitching an event is that you would be able to reference the last time you talked and then suggest the upcoming event to aid in a potential story. **

Remember: Keep in mind that they have different deadlines for stories. Typically a couple of weeks prior are a good time frame to send an email. Do not send on Fridays or in the late afternoon.

Seasonal Pitching Ideas:

SUMMER

Hidden gem locations around the city
Father's Day personalized gifts
Best time of day to be photographed
Tips for capturing vacation memories

FALL

Back to school DIY photos
Senior portraits
Halloween, Thanksgiving, etc.
Utilizing natural surroundings vs. indoors

WINTER

Holiday gift ideas
Holiday festivals around the city
Techniques for shooting in cold weather

SPRING

Hidden gem locations around the city
Father's Day personalized gifts
Best time of day to be photographed
Tips for capturing vacation memories

INTERVIEWS

Interviews (n): An opportunity to talk to a news person about an event, concept or idea in order to educate the public, either for print/online or for broadcast.

DO

Dress business-casual
Smile and speak slowly and clearly for TV
Be honest and relatable
Research the interviewee prior to the interview

DON'T

Wear T-shirts, sandals, hats, sunglasses, shorts, etc
Avoid eye contact or look solely into the camera
Be offensive or fake
Come unprepared for the interview

INTERVIEW GROUND RULES:

Be PREPARED

- Know your business - create and read over
- If on the phone, keep talking points

Research the show/paper

Get your key messages across - more than once

- Develop at least three concise points
- Easily said; easy to remember
- When possible, mention full company name vs. "we"
- Showcasing your leadership - be confident. You are the expert!
 - If on camera, look at your interviewer (not the camera); don't fidget
- Reflecting your goals/other programs
 - Think if there's anything else to elaborate on to serve the article/interview subject
- Show emotion
 - Enthusiasm in a general interview - get excited about what you do!
- Nothing is EVER off the record!
 - The mic and camera are always on; the notepad is always out
- Never give a "no comment" answer
 - If you don't know how to answer or don't feel comfortable, say something like "I don't have an answer at this time, let me check on that for you."
- Should you speculate?
 - Never! If you don't know for sure that something is happening in the future (e.g. Running a special, hiring a new team member, etc.), check on it and get back with the reporter.
- Focus on the positive
 - Reporters can be tricky - don't repeat a negative question or answer with negativity
 - Example: "Why are your prices so expensive?"
 - WRONG: "My prices are so expensive because..."
 - RIGHT: "ABC Photography offers the highest quality experience for our customers. We often hear that families feel our prices are right on point with the caliber of work we provide."

MEDIA MINDSET:

Want a new angle

- Always think of/offer anything that is unique or new
- Huge egos - that need stroking
 - Do it often, it's media relations
 - Examples: Bring goody bag to an interview; send a handwritten thank you note for coverage
- ALWAYS ON A DEADLINE
 - Quick turnaround time is essential

TIPS FOR PREPARING TALKING POINTS:

- Prepare and practice three main points you want to get across during the interview
- Do your homework; review past stories by the reporter conducting the interview so you are familiar with his or her style and typical line of questions.
- Consider what benefit it brings the public - what is the purpose of the interview?

- Pick out the most interesting or creative aspects of the business to share
 - This may include fun facts, funny stories, etc.
- Research the magazine or television station to find out what types of stories they have covered in the past. You can then tailor your story to fit their needs.
 - For example, in the spring, women's magazines will start their prom issues so talking about the best type of lighting - natural or synthetic - to get the best prom pictures.

Following an interview, always thank the interviewer for their time. Gestures like writing a handwritten note are encouraged, but gifts are not appropriate.

SOCIAL MEDIA

The purpose of social media platforms is to bring awareness and build credibility for a product or service. Overall platforms like Twitter, Facebook, Instagram and Youtube should be used to help explain why people should be interested.

..... DO

- Stay positive
- Be consistent with posts
- Share relevant information (not just photography)
- Engage with followers

..... DON'T

- Use negative or foul language
- Sell in every post
- Post controversial topics to your business page

HELPFUL SOCIAL MEDIA OUTLETS:

- 1. YouTube** - an online site with access to upload videos including tutorials, slideshows, presentations, etc.
- 2. Facebook** - create a business page to engage fans and followers, as well as display albums of recent work.
- 3. Twitter** - this outlet is a great tool to make quick updates for followers, as well as engage with other businesses.
- 4. Instagram** - an app for any smart phone, it allows users to post a continuous thread of photographs.



Keep in mind: *If you have a sparse presence, it serves no purpose. Make sure you plan to invest in what you post.*

OTHER HELPFUL TIPS:

Personal portfolios or websites are essential for businesses. If you do not currently have one, building one using HTML or Flash-based program will help people connect to you and build awareness. These sites also give you the ability to connect social media outlets, so you can view live streaming.

- Wix.com is a free website building site that gives flexibility in the personalization of a website with out needing to know coding or HTML.
- Wordpress, Tumblr or other blog sites are also good alternatives to creating a complete website.



www.napcp.com | info@napcp.com