

## Marketing – Photo Opportunity

A good picture is worth a thousand words – so think creatively.

As a general rule, **action shots** are more interesting than pictures of people standing still so be prepared to ham it up for the camera. **Celebrities, children, fancy dress costumes and animals** always go down well but be prepared to bring some props of your own along. Volunteers in food co-ops don't usually peer at their customers over a six-foot mountain of multicoloured fruit and veg – but we accept this form of visual shorthand in local papers. You will need to ask the parents' permission if young people are involved in a photo-call.

Rural projects generate photo-opportunities in the great outdoors, but even using a drystone wall or a traditional mullioned window as a backdrop could help to set a portrait in context. **Unusual camera angles** can add drama.

Some no-nos – conferences/seminars (people sitting in rows watching a speaker), IT equipment (just about everyone sits in front of a computer some time) and mug shots.

Cheque presentations are so boring that some papers have banned them – but there are more interesting ways of illustrating a windfall like showers of chocolate pennies for a community café etc.

Remember that a good picture should tell a story.

### Publicity stunt

Often a way of taking the picture opportunity one step further eg raising awareness of recycling by covering the town hall steps with the number of bottles used by the average household in your area over the course of a year.

You could have teeshirts printed with a slogan or you could challenge stereotypes eg by featuring older campaigners protesting against a road development.

But beware of clichés. Stripping off worked for the Calendar girls but now that everyone is baring all for charity, it's lost some of its impact.

(This information was prepared by Lynn Leadbeatter from bfunded, based at Keighley Voluntary Services, and is reproduced with permission.)