

PHOTOGRAPHER'S



GUIDE



Congratulations! It's an honor to be selected as the official photographer for your school's appreciation day activities. A photograph can tell a story as well as a thousand words, but not many do. Your challenge is to take photographs that tell a story.

Well chosen pictures help to make a story come alive and grab the attention of a reader. The photos that you take of appreciation day celebrations may be used for your school newsletter, website or even in your school yearbook. Some may show up on the school system website, in a slideshow presentation to the

school board or even in the local newspaper.

The best photos made across the state will be published in our statewide Utrust newsletter and a few will appear on the Utrust website. You and your school's student reporter could team up to win \$1,000 award for your school for the best appreciation day celebration. The contest will be judged on the stories and photos (and videos if submitted).

Utrust will also present awards of \$500 and \$250 for 2nd and 3rd place respectively.

For our statewide Utrust newsletter, our goal is to have

one or more photos for each story we publish. We want pictures of the parties and activities, rewards given to employees, decorations from the celebrations, people enjoying themselves, and whatever else that you think tells an interesting story!

Very importantly, be sure to submit a photo of anyone that your reporter quotes in a story.

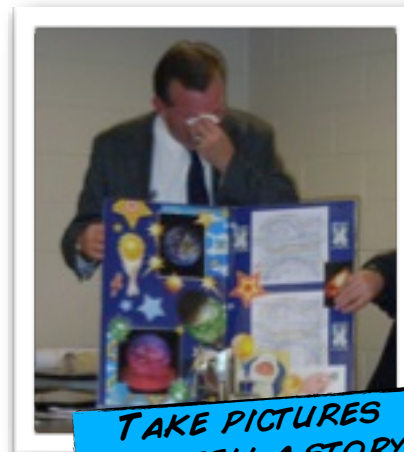
We hope that you help your school to win a prize but whether you do or not, remember that you are helping to recognize and honor the people in your school who do what they can to make school a better place for you and your classmates. You are already a winner for being chosen for this important responsibility!

A picture is worth a thousand words!

PHOTOGRAPHY TIPS



1. **Frame your pictures.** You want your subject to be close to the center of the photo.
2. **Adjust the lighting as necessary.** Make sure the flash is on if you are in darker areas, but try to achieve desired light without flash if there is enough natural light.
3. **Be aware of the distance between you and the subject.** You don't want the picture to be all background and then not be able to make out the fine details.
4. **Make the portraits look natural.** The best portraits are when the subject is engaging in an activity or with someone else. You don't necessarily want all of your pictures to be posed.
5. **Take more than needed.** Take far more photos than you need; then, choose a few of the very best to submit with a story. Get your advisor to help you choose the best ones and discuss with you what makes the photo outstanding. Having someone critique your photos will help you be able to make even better photos the next time.
6. **Identify subjects.** Keep a small notepad with you as you shoot photos and jot down the names of the people in the photo and the position they are in if there are several people in the photo. Be certain to submit the names (spelled correctly) of persons in any photo that you submit for publication.
7. **Number photos.** When you submit more than one photo for publication, number the photos or use the number assigned to the photo by your camera. Refer to that number when you submit the names and/or description of what's happening in your photo.
8. **Give the photos to your Media Adviser.** Once you and the student reporter have decided which photos to use with the story, give everything to your Media Adviser for possible publication.



*TAKE PICTURES
THAT TELL A STORY*



FRAME YOUR PHOTOS



TAKE ACTION SHOTS