**E-CONTENT**

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Topic : ways to properly prepare your images for the media.**

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**ways to properly prepare your images for the media.**

Whether located in a media kit (digital or print) or in your online newsroom, photographs designed for use specifically by the media are somewhat different than your run-of-the-mill photos. Product launches, executive appointments and new office locations are all instances to have media-ready photographs on hand. However, the photos must be what media outlets are seeking if you want to optimize their usage.

There is a formula behind a press photo, and we’re here to offer a handful of tips to help you properly prepare your media images:

**1. Professional photos are most desirable.**

When providing photos to the media, high resolution, quality images are optimal. Mobile phone head shots or pixelated video will not suffice, therefore, if your business is investing in sharing photos, consider also investing in high quality professional digital images that you can print as well as share digitally.

**2. Branding is acceptable, but don’t go overboard.**

If you want your company name or logo in a photo, it certainly doesn’t hurt, but be mindful that too much branding in a photo will make it useless to the media. Keep it simple, and if you want to include the name of your business or logo, do so tastefully.

**3. Options are good, but keep to a handful.**

The media will frequently ask for artwork (photos to the rest of us) to include alongside a story, so having a few options is beneficial. Have a small selection of options on hand, but no more than three to five of the same photo is necessary. More isn’t always better.

**4. Provide only what the media requests, don’t send a digital library.**

When media folk request photographs, select your best five, but send no more than two or three *maximum.* Media representatives may even provide technical specifications (resolution, size, pixel, format, etc.) and when they do*, follow* the guidelines to the letter! The media does not enjoy a barrage of unrequested content, however they do desire options for layout purposes (print and digital). For example, should a media outlet request photos of updates to your football stadium, provide an interior shot, an exterior shot and, if available, an aerial. Too many options needlessly clog up email systems or desktops and ultimately end up in the trash.

**5. Let your photos do the talking.**

Statistics reveal that news articles containing images receive 94 percent more views than those without, and news releases with attached photos receive 45 percent more views. Most consumers also believe that the quality of a product image is more important than descriptions and reviews of the product. Good images positively impact engagement and boost your efforts to share your news more broadly across the digital realm.

We exist in an era where more than 2.5 billion camera phones are in use and anyone can become an amateur photographer. But, to achieve maximum success with your communications campaign, be sure to have professional photos on hand to share with the media. For more information on how to successfully deliver what the media wants in order to optimize your news coverage.