

Photograph Submission

Not every event needs its own press release or media advisory. If you are having a smaller workshop or having a representative from a college or a business come to your school, you may want to skip the press release and instead submit a photograph to your local paper after the event. The following information has been adapted from www.pixalo.com.

"Editors receive many photos every day and very few ever get published. You can save them and yourself some time by following these simple tips.

...Send high quality .jpgs of around 2mb at 300dpi. Don't send more than 2-3 images in 1 e-mail attachment. And remember to include keywords in the file info. In the body of the e-mail put a very brief description of the subjects of the photos. Be very judgmental of your own work and only send the best images with different views, i.e. scene setting shot, close up, human interaction.

...The speed of turnaround here is paramount. Newspapers go to print at a certain time and it doesn't matter how good your photos are, if they are too late they will not get used."

A note on photos and students: please verify with your school and school district what kind of parental authorization you need in order to photograph students and release those photographs on social media or in the media. If you have any doubts about whether a student and family has signed a release, err on the side of caution and do not submit that photograph.

.....

Sample Media Release

I hereby give irrevocable permission for photographs and/or videos of my child, _____, to be used by his/her school or the Tennessee Higher Education Commission/Tennessee Student Assistance Corporation now and in the future.

I further authorize his/her school or the Tennessee Higher Education Commission or Tennessee Student Assistance Corporation to use my child's likeness, name, and personal information (limited to age, school and city of residence) in publications and reproductions (including the program's official website) as well as for editorial, trade, and advertising purposes. I understand that I will not receive any fee, now or in the future, for the use of my child's likeness.

Parent/guardian signature and date _____

Printed parent name _____