Photographic Coverage

Photographs are the best tool for raising awareness of the early "white pupil" sign of retinoblastoma. So always include a white pupil photograph with your news release. If you don't have one of your own, use one of the images in this Media Toolkit.

Photocalls

Many publications do not print images submitted by individuals. "White eye" photos are an obvious exception, as they cannot necessarily be recreated.

If you have a good photo-story, arranging a photocall can be a useful way of gaining pictorial coverage of your event.

- Think carefully about the opportunities. Picture editors loathe "grip n grin" images (manically smiling people holding cheques, flowers etc). A child tending a bake sale stall, or handing out awareness leaflets, is a better option.
- Consider the best time for the photocall during your event, and brief the people that you want to be present.

Prepare a brief photocall notice for circulation to the picture desk of your local newspapers, and to local TV ahead of time. See the example notice below.

- Include the key newsworthy points (including what and who the opportunity involves), dates, times and location of the opportunity.
- Send the notice at the same time as your media release, and cross reference them in the Editor's Notes section, so that the picture editor and journalist can communicate with one another.
- Phone the picture desk a day or two before your event, to confirm whether they are planning to send a photographer/film crew.

Submitting Your Own Pictures

If the newspaper is not planning to send a photographer, consider taking your own photos to submit to the Picture Editor. However, only do this if you clearly have something very photogenic to offer.

- Be creative and take time to set up the shot for an interesting / unusual image.
- Consider hiring a local freelance photographer, who will know what is expected. Locate one through the picture desk at your local paper.
- Pictures are immediate, so you will usually need to get them to the publication the same day.
- Check with the picture desk about the best format for submitting pictures
- Label the back of each photo with names, dates and contact number.
- If sending images by email, give the file a descriptive name.

Use the sample Photocall Notice below as a guide for producing your own advisory.

Busy Bees Toddler Club
15 Maple Grove, Sunny Meadow YZ 12345.

FOR OPERATIONAL USE ONLY
NOT FOR PUBLICATION OR BROADCAST

INVITATION TO NEWS AND PICTURE EDITRORS

COOKIE MONSTER TO SERVE AT TODDLERS' FUNDRAISER

Sesame Street's beloved Cookie Monster will be in Sunny Meadow next Tuesday, selling home-baked treats for children with cancer at the Busy Bees Toddler Club.

Cookie Monster will help two-year-old Hannah Collins cut a special cake, celebrating one year since a life-saving operation cured an aggressive form of cancer. Proceeds from the "Daisy Bake" sale will benefit World Eye Cancer Hope (WE C Hope), a charity dedicated to improving care for children affected by retinoblastoma.

You are invited to send a representative

Time: 11-12pm

Date: Tuesday May 15, 2007

Venue: St Michael's Church, Maple Grove, Sunny Meadow.

For more information, contact:
Jane Bloggs (Parent Governor)
Tel: 012-345-6789
Cell: 987-654-3210
Email: Jane@busybees.com
URL: www. busybees.com
WE C Hope: www.wechope.org