



## Sending Big Week/ Weekend Photography to the Media

### Important details:

- Make sure you know who you need to send the photographs to and what their deadline is
- Jpegs will normally suffice, you ideally don't want to send files larger than 3Mb or 300dpi format
- Don't send more than three photographs
- Make sure you get approval from people who are being photographed, especially clearance from parents if photographs of under 18s are being taken

### What we want to communicate:

- The story we want the photography to tell is lots of people taking part and having fun, try to capture images of people smiling and looking happy
- Please keep in mind safeguarding - no physical contact should be needed at the shooting line on a have-a-go event and your photos should reflect this
- All photos should show an event that complies with the code of conduct for archery events
- Photos with children taking part tells a positive story about archery. Newspapers always like photos with young people participating
- Try to photograph a wide selection of people 'having a go' at archery, all ages and backgrounds
- To raise awareness of your club, ensure you have a banner /T-shirt etc showing the club's name
- Remember less is more, if you try and get too many people into a photo it can look cluttered

### Other things to remember:

- Get a combination of group shots and shots with one or two individuals
- Choose a selection of portrait and landscape photographs. Newspapers tend to prefer portrait
- Provide a caption for each photo, including names of people in the photo (ensure you get permission) and send the best two photographs to the newspaper

### Send Big Weekend Photography to Archery GB

We would be very grateful if you could share your photography of the event to Archery GB. This year, the feedback on the events will be in the Autumn edition. We may use your photography in future communications and promotion. Please send your images to [helen.smedley@archerygb.org](mailto:helen.smedley@archerygb.org)

[www.startarchery.co.uk](http://www.startarchery.co.uk)



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