

Virginia is for Lovers

Plan your photography/video needs:

Review your Marketing Plan – what locations/events are your priorities

How will you use these images – publications, web sites and media/press releases. Videos for presentations, YouTube, trade show booth.

Pull images you like from publications as reference.

Bring your own talent/models. It is best to have people in your images. These can be people you know. Anytime you have faces in your photos you need a signed release from that person.

Hire a professional photographer

Do your own Photo-Scout:

To help plan your photo shoot take some photos of your community and events. Print them out and review - everything looks very different in a photo. Look for best time of day - where is the sun, is there a dark shadow, look for trash, leaves, litter, ugly mail or paper box, untidy shop windows, closed sign on the door. Talk with shop owners for downtown images – you want active images showing shoppers, store owners, store fronts, night shots with lights on and shoppers/diners.



TIP: Your hometown hosts are a good resource for talent/models

Virginia is for Lovers

Develop a photo/video shot list:

What locations do you want photographed. Prioritize your list, you may not be able to afford as many as you want.

Time of day for each location –

The light is best early morning and late afternoon. Unless you are photographing inside, or photographing an event or festival that has set hours, do not plan to shoot mid-day.

Talent/models –

How many people do you want in each shot, ages, and ethnicity? Even when photographing an event it is best to have talent with you that you can control & easily obtain signed releases. Models can be people you know, pick people who resemble the people you want to attract.

Styling - type of clothing

Always dress slightly up and not too trendy, khakis and collared shirts instead of well-worn jeans and message t-shirts, casual shoes instead of tennis shoes or flip flops (except for sporting events or beach photos), no skimpy bathing suits or low cut blouses.

Sports activities – always keep in mind, helmets and proper safety equipment.

Seasons – plan ahead for next year

When photographing a location that does not obviously show a season, take a change of clothes for talent, or add sweaters or jackets.



The value of talent in your images.

Above photos were taken at the same event by the same photographer. The photo on the right, with talent the photographer could direct, is a much stronger image. It draws the viewers eye and communicates quickly that this couple is enjoying their day at a wine festival. All the caption really needs to tell the viewer is the location of this wine festival.

Virginia is for Lovers

Legal Stuff:

Develop terms & conditions of usage rights before talking with photographer:

Include usage rights for your community/organization, the site, and VTC

Develop model release: Sample attached.

Minors (under age 18) model release must be signed by a parent, not grandparent, aunt or uncle, or neighbor.

Events/festivals – work with your community planners to have photo release language on tickets, or registration forms, on websites promoting an event. Anytime you have faces in your photos you need a signed release from that person.

Example Blanket Release:

I understand that I may be videotaped, audio recorded, and/or photographed during this event and that (community and VTC) may use this media for any and all purposes without compensation of any kind to me and without further notice to me or permission from me.

Image requirements:

The ultimate photo (usually done by photographers) needs to be 2400 X 3000 pixels or an 8 X 10 at 300 dpi (dots per inch); RGB color and saved in a TIFF format or a JPEG with a 5:1 compression (basically a 20M photograph that saves to 4M when compressed.)

The realistic photo is a 5 X 7 at 300 dpi; RGB color and saved as a TIFF or JPEG.

Website only photo is 4 X 6 at 72 dpi; RGB color and saved as a JPEG.

Unacceptable photography is anything lifted off a website; scanned from a previous printed image in a magazine; or does not have permission for usage.

All high quality images can be reduced down to fit any purpose, so the better the original image the more uses it can have.

Put it in writing for a photographer to price: Sample attached.

This helps you and the photographer know exactly what is asked of them. If the price is more than you expected, ask the photographer where you could save money.

TIP: Ask your photographer to provide both horizontal and vertical images of same scene.
Ask your photographer to back up a few steps and give you plenty of extra background for cropping purposes (see below)



Virginia *is for Lovers*

Hire a professional photographer!

Ask for referrals and check photographers' web sites to review their work.

Develop a naming system and catalog/filing system for your images:

Write photo captions to accompany images when sent to media. Obtain and file photo releases for property and talent. Include photographers name in credits.

TIP: Use the nearest post office address as the location of your photo. This will help locate your site when you want to use google mapping

Share your images with your local business owner and VTC

**VTC Estimate Request
Photography Brief - Job # 5871**

Description: Christmas tree hunting – cut your own. (agri-tourism)

Several images of venue, with people. Show family enjoying the day- parents and one or two children (parents 35 - 40 age range, children, age 10 or under). Photos will need enough background to identify the location/activity. Include talent fees in pricing.

Photographer:

Date: November 2009

Usage: please refer to attached Special Terms and Conditions.

Image size/format requirements:

Publications:

1 – 8.5" x 11" Vertical and Horizontal and allow for bleed

2 – 11" x 17" Horizontal with bleed

Allow options that position subject to left or right of center for use in two page spread in order to keep subject out of gutter.

Web:

3 – 12" X 4"

Allow options that position subject to right and left of center so text can occupy opposite side of image.

Delivery: Dec 30, 2009

CDs of tif files marked and identified with name of shoot, date, photographer. All model releases to be delivered with photos.

Attractions to be Photographed:

Family fun outing, winter gear, hats, gloves - cut your own tree.

Selecting tree, carrying tree; Selecting wreaths, carrying wreath;

If available at venue: Wagon ride to trees, kid with cider cup

Nearby options:

<http://www.vdacs.virginia.gov/trees/powhatan.shtml>

<tp://www.claybrookefarm.com/Services.html>

<http://www.chesterfieldberryfarm.com/index.htm>

Leatherwood Tree Farm - no web address

T. Garth Nelson

3760 Factory Mill Road

Dabneys, Virginia 23102

Home Phone 804-272-6158

tgarthnelson@comcast.net

Please submit price to:

Cheryl Exley, cexley@Virginia.org , 804-545-5564

Virginia is for Lovers

VIRGINIA TOURISM AUTHORITY
DOING BUSINESS AS VIRGINIA TOURISM CORPORATION (VTC)

SPECIAL TERMS AND CONDITIONS BRIEF #5785

1. All photography shall become the sole property of VTC. VTC has unlimited usage rights to the photography for an unlimited time to promote Virginia destinations at no additional cost to VTC.
2. Photography may be used by VTC and local tourism offices, the Virginia Film Office, Virginia State Parks and Virginia state agencies and any other entity VTC deems appropriate in promotional publications, websites, advertising, media, editorial, advertorial, press kits, video multimedia, CD-ROM programs and official Virginia state roadmap or any other use VTC deems appropriate at no additional cost to VTC.
3. VTC has the right to use photography without restriction.
4. Photographer shall hire and pay for models as needed for the project and provide VTC with signed model releases for any images that include a recognizable face. These releases shall give the VTC and their representatives the right and permission to publish, without charge, the photographs.
5. Photographer and/or model(s) may use photography in their portfolio. Any other use of photography by photographer or model(s) shall be approved by VTC in writing prior to use.
6. VTC is tax-exempt.
7. Payment Terms - All services provided shall be performed to the satisfaction of VTC, and in accordance with all applicable federal, state and local laws ordinances, rules, policies and regulations. Payment for services will be made thirty (30) days from receipt of a proper invoice for the amount of payment due, or thirty days after receipt of the goods or services, whichever is later. This shall not affect offers of discounts for payment in less than 30 days, however. The following shall be deemed to be the date of payment: the date of postmark in all cases where payment is made by mail.

Permission for Usage Form:

Submitting Organization:			
Address:		City:	State: Zip:
Email:		Phone:	

Photos requested by the Virginia Tourism Corporation (VTC) can be used in the following venues/ways. All proper model releases and information have been obtained by the submitting organization and assure their usage rights to VTC on this _____ day of _____.

(day) (month) (year)

VTC has the right to use these photographs in the following ways for up to two years after submission, unless requested to be pulled by the originating organization.

- Travel Guide
- Editorial/News Articles
- Advertisements
- Trade Show Displays/Literature
- Web/Electronic Media
- Brochures/Publications other than Travel Guide
- International Markets: North America and Abroad

Signed _____ Title _____

Does the photographer need to be given credit on the photos? _____

For VTC Use Only: *(list all named photos and subject matter here)*

Fax form back to Virginia Tourism Corporation (VTC), 804-545-5501 or mail to VTC with photos, 901 East Byrd Street, Richmond, VA 23219.