

Photos for the press

This is what you can send your photographers before your action to make sure everything will run smoothly on the day:

Photographers' briefing

Credit

- If you want crediting, identify your photos; & how you want to be credited. Organise this in advance.
- If no credit is necessary, M&M should use a credit, eg. “credit XR Nottingham”.

Online folders

- For each action, all photographers should use ONE Google Drive folder and ONE Signal/Telegram channel or group chat (ideally the [Telegram Live Action Content](#) one).
- Practice uploading to the folder / chat BEFORE the action.
- Watch [this tutorial](#) to learn how to use Google Drive on your phone.
- ☐ Ideally, the media team will set up a folder (or chat) where you can 'dump' all your photos, and someone else will make a selection of the best shots for the press (No more than 6 photos in the Press folder).
- Make sure to give a phone number that the M&M team can use to speak with you on the day, and that you know how to contact the M&M lead in case you have an issue with the folder / chat.

Use of photos

You will probably be taking photos for 2 main outlets - Press and Social media. Photos/video may also be useful for defence if a rebel is taken to Court.

Press

- Speed is EVERYTHING. Get the shots that tell the story, and the “wedding photo” shot (ie. as many faces as possible all in one shot). If possible get an image of rebels who have given a quote. Send these urgently to the Press folder / M&M. If you are sending directly to the Press Folder, images should be tagged with names of quoted rebels / portraits (if these people have consented to being named).
- More beautiful / better resolution / tweaked photos won't be used if they come in too late - send good, raw images as fast as possible.
- Early morning / late night actions - use flash to get images of faces.
- Get readable images of the message of the action (eg. on-message banners, placards with good facts)
- Get readable images of the “Involve” - (eg. web addresses / hash tags etc on placards)
- Try and make sure the photos identify the town / area / target the action is taking place at (eg. recognisable place / logo of the target company)
- On chat send photos with names if portraits. (name, age, area they live, job/role in the community)
- Take photos / video of police actions, including arrests. If there is any chance of arrest, don't leave until the rebels / police do!
- Landscape video and (preferably) landscape photos.
- If you take any photos of members of the public or children, get explicit permission in order to be able to use the image (ideally including name, age, area they live, job/role in the community)

Social Media

- You can take a bit more time with these images. Press may well use video if it can be edited very quickly (ie. top and tail).

If you have a media team working remotely don't leave until you've checked they've got everything they need.

Live Action Content Telegram

This is the main chat to share your photos if you're at an action and there is no specific chat or folder to send your images to. [Click here](#) to join it.

Advice for taking and sending content

- SET your camera to it's highest video and camera quality (1080p is best)
 - CHECK you have enough storage space, battery power & a clean lens.
 - FILM your video and TAKE photos in LANDSCAPE
 - FILM steady shots (try not to walk around)
 - INTERVIEW people who are taking action, particularly getting person stories about why they are taking action
 - AUDIO: the microphone is at the bottom of the phone, try not to cover or touch it when filming. For interviews, use a headphone microphone, making sure it's held by the interviewee. If unavailable, ask your interviewee to talk as loud as possible.
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