

Press Photo Guide

WHY GOOD PRESS PHOTOS MATTER

Press photos play a very significant role in publicity for your work and the Philadelphia Live Arts Festival and Philly Fringe as a whole.

- Images provide the media and other viewers with important information about your production.
- Good press photos may help you get more publicity: for example, if a press outlet is doing an overview of the Festival, they may take a look at all the photos we have available and pick the most compelling shots and shape their coverage around those productions.
- Press photos can also be effective for advance publicity, such as monthly magazines – get the word out about your show early through engaging photos of your work.

WHAT THE MEDIA IS LOOKING FOR

Press outlets are looking for interesting photos that will grab the attention of their readers.

- Eye-catching, thought-provoking, engaging, dramatic and playful photos that visually support your work are suitable for press use.
- Press are generally not interested in abstract images, photos of things or scenes with no people, photos with added text overlaying the images, or logos.
- Providing press with a few options is ideal – it is a good idea to have multiple images available for press and both horizontal and vertical photos. This will give editors more layout flexibility and increase your chances of having your photos used.

PHOTO CREDITS & CAPTIONS

All photos submitted to the Festival should include:

- the name of your company
- the title of your show
- the names of everyone pictured in the photo (listed from left to right)
- the photographer's name (photo credit)

PHOTO QUALITY

All press images must be high-resolution, at least 300dpi and a minimum size of 4x6 inches.

dpi (dots-per-inch) refers to print resolution. Generally, if the image is not at least 300dpi, print press cannot use it. You do not need a fancy digital camera to take high-resolution images. Even a standard 8 megapixel consumer camera can capture high-resolution images. Regarding image size, the image should also be a minimum of 4x6 inches whenever possible. A 1-inch image that's 300 dpi doesn't do us much good because it is too small to print, for example.

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THE FESTIVAL • SEPT 2– SEPT 17 <http://www.livearts-fringe.org/how-to-participate.cfm>

Press Photo Examples

Example 1 – Yes!



This is a playful and engaging action image, suitable for press.

Example 2 – Beautiful, but not great for press...



Though beautiful, this abstract close-up of a dress and partial figure is an example of an image that many traditional print publications would find unsuitable for print. Abstract images usually don't work for press use, but they may be better suited for other types of promotion, such as marketing efforts.

Example 3 – Yes!



Photo Credits

Example 1

Company: Dada von Bzdülów Theatre

Production: *Factor T*

Pictured left to right: Rafał Dziemidok, Leszek Bzdyl, Katarzyna Chmielewska

Photographer credit: Gabriel Bińczycki

Example 2 & 3

Company: Dada von Bzdülów Theatre

Production: *Factor T*

Pictured: Bethany Formica

Photographer credit: Gabriel Bińczycki

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