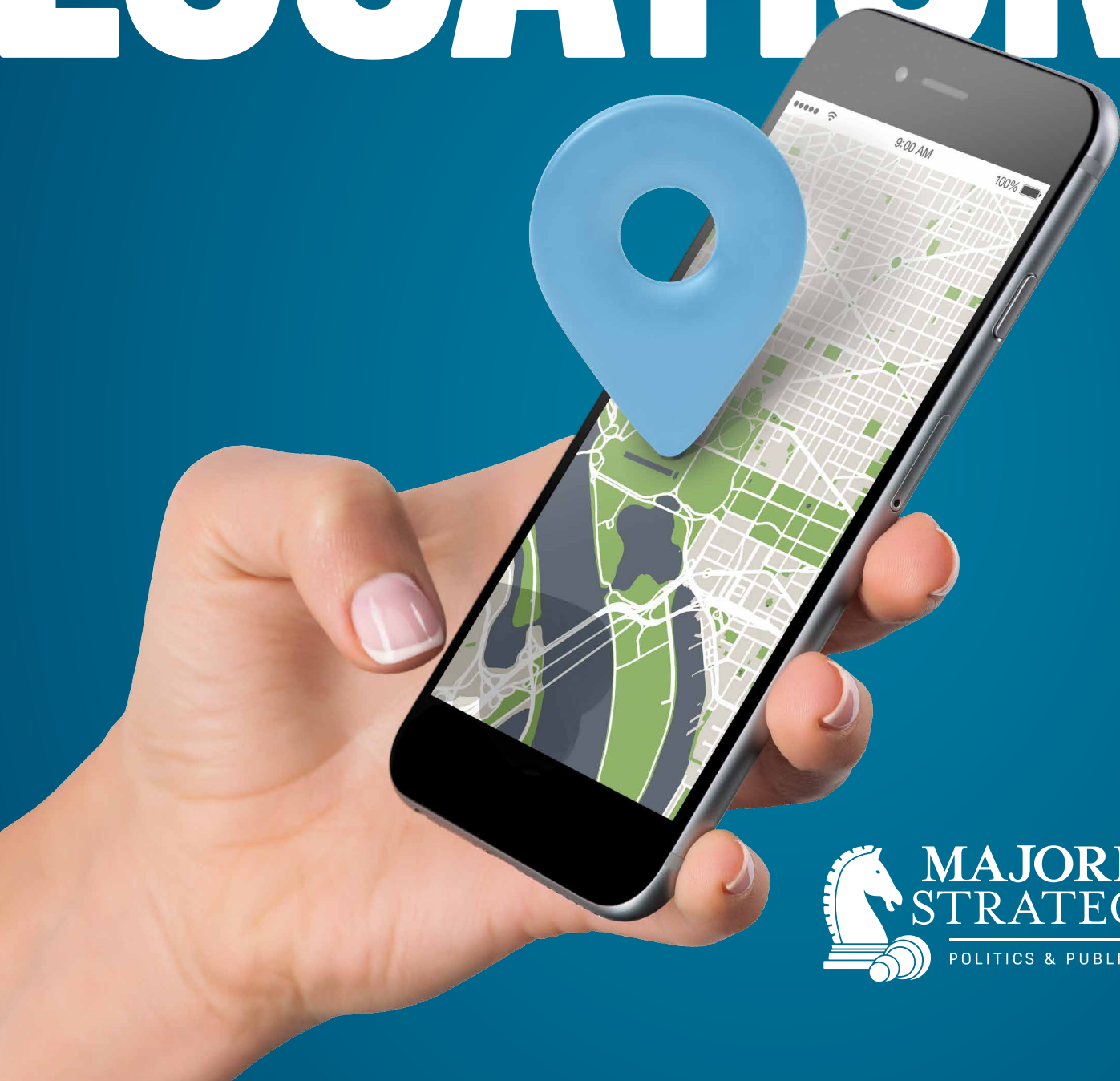


HOW TO CHOOSE
The Best Photo
LOCATIONS





The rule of real estate applies to campaign photography, too: location matters. Where you take your photos is just as important as how you take them. Quality, authentic images captured early are essential for a successful print and digital campaign.

We strongly recommend scheduling a professional photo shoot ahead of your campaign launch. The campaign trail gets busy quickly, and having a bank of high-resolution images ready to go allows you to move fast with advertising, endorsements, and media requests. Make several of these photos available for download on your website for supporters and partners.

Stock photography can be useful, but it's often hard to find the right image – especially one that feels local and personal. Licensing can be complex, and stock often lacks the emotional authenticity needed to connect with voters.

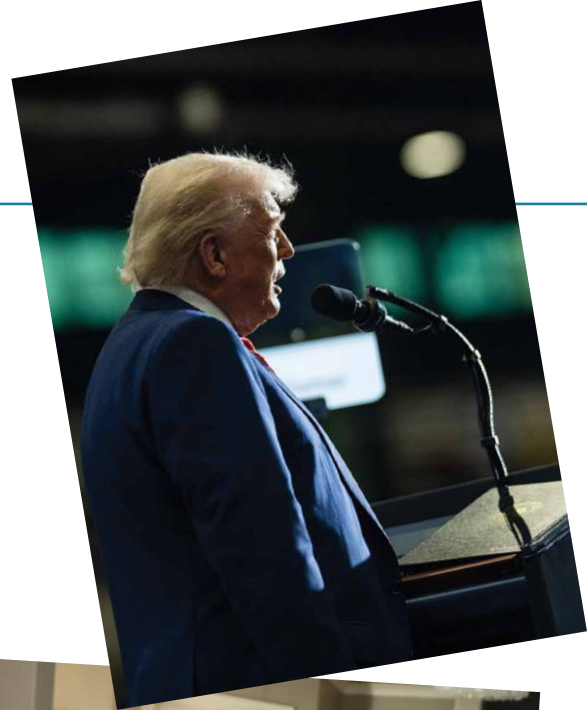
Your own photographs, by contrast, showcase who you are, your values, and your community.

Let's get started.

Your --- HEADSHOTS

Headshots can be traditional or informal, and you'll need both. Think beyond a simple portrait:

- Formal headshot
- Casual headshot
- Speaking at a podium
- Public spaces like downtown, parks, or main streets
- Walking through your neighborhood or property
- On your front steps or porch
- At work—whether at a desk or on the job site
- Day-in-the-life (coffee, getting ready, working at desk)



PRO TIP

Taking your own photos ensures you can control the message and the mood. **You know your community best** – let your images reflect that.



Your --- FAMILY

Capture your family in natural and posed settings:

- Informal moments (kitchen, yard, porch)
- Formal, traditional family portraits

Personal **HISTORY**

Share meaningful life milestones:

- Wedding photos
- Military service images
- Graduation, birth of children, swearings-in



PROFESSIONAL *& Business Settings*

Show your experience in action:

- Leading meetings (conference rooms, shop floors)
- Touring local businesses
- Speaking with small business owners

COMMUNITY *Engagement*

Highlight your connection with voters:

- Talking with residents on Main Street
- Participating in parades, fairs, or local events
- Walking door-to-door
- At recognizable local landmarks



PRO TIP

Store your photos with **consistent filenames** to easily find what you need for each campaign theme or ad.

Your _____ ENDORSEMENTS

Put relationships on display:

- Formal and informal shots with endorsers
- At events together
- Shaking hands or walking together



LOCAL *Landmarks* _____

Custom photos of your community help make ads memorable:

- Downtown areas, parks, rivers, or lakes
- Town squares, clock towers, or gazebos
- Neighborhoods and welcome signs
- Courthouses and city halls



PRO TIP

Before using photos publicly, get **signed permission** from anyone pictured. This is especially important when children are involved. We have included a sample model release at the end of this document for your convenience.

ISSUE-BASED

Imagery

Tailor images to the issues important to your campaign:

SENIORS

- Speaking with seniors or parents

PUBLIC SAFETY & BORDER POLICY

- With police, firefighters, EMTs, or border agents*

SOCIAL & FAMILY VALUES

- With your family or other families
- Saying grace
- Dressed for religious services

EDUCATION

- In classrooms with students or teachers
- Reading to children

SECOND AMENDMENT

- Hunting
- At a shooting range

RURAL & AGRICULTURAL

- On a farm or ranch (yours or local)
- On horseback or near fencing

HEALTHCARE

- With doctors, nurses, or families
- At small clinics or hospitals

VETERANS & MILITARY

- Personal service photos
- Speaking with veterans



* Always confirm usage permissions with individuals in uniform, and remember to include a special disclaimer to avoid the appearance of an official military-based endorsement.

MODEL RELEASE

In exchange for consideration received, I hereby give permission to

YOUR NAME/ORGANIZATION

to use my name and photographic likeness in all forms and media for
campaign advertising and other lawful purposes.

Print Name: _____

Signature: _____

Date: _____

If under 18:

I, _____
PARENT/GUARDIAN NAME,

as legal guardian of the individual above, approve of this release.

Print Name: _____

Signature: _____

Date: _____



FOR MORE INFORMATION

Contact the Majority Strategies team
at info@majoritystrategies.com

