

MAJORITY STRATEGIES **PHOTOGRAPHY GUIDE**

Part 4: Where to Take Your Photos



LOCATION, LOCATION, LOCATION.

The Golden Rule of real estate applies to your campaign photography, too.

Where you take your photos is just as important as how you take your photos.

And trust us, you need to take quality photos as early as possible for a successful print and digital advertising campaign. **We recommend hiring a professional photographer for a shoot before your announcement, as the campaign trail will get busy, fast.**

Making a few of those high-resolution photos available for download on your website is also a good practice for those organizations that may join in supporting your campaign.

“But why? Why do I need to take photos when stock is so readily available?”

Stock photography can be a great asset, but don't let the sheer volume of stock photography fool you. Finding the right image can be like finding a needle in the haystack, and many local locations and landmarks simply won't be available. The complexity of licensing and copyrights can also be limiting, and stock often lacks that personal quality that is needed to deliver an emotionally impactful message.

Your photos can, though.

Taking your own photographs allows you to customize the look and feel of your print and digital advertising. No one knows your community or state like you do. Let your photos deliver that message.

In Part 1 of our series, we covered image quality, camera settings and tips for the day of the shoot.

Part 2 focused on “The Don'ts” and how to avoid common photography mistakes.

We covered smartphone photography in Part 3 and all of the tips and tricks to ensure the photos you shoot with your smartphone are of the size and quality we need.

Now we're taking our tips out onto the road and putting them into practice with a guide to the settings and locations that create a powerful photo album for your print and digital advertising.

Let's get started.





HEADSHOTS

Don't stop with the traditional headshots. Think of them more as any photo where you are solo and the focus of the image, regardless of the setting.

While a professional, formal headshot has its place in print and digital advertising, so do headshots where you are a part of your everyday surroundings.

These are the photos that show the real you.

- Formal headshot
- Casual headshot
- Speaking at a podium
- Walking in your neighborhood
- Walking on your property
- Sitting on your front porch or steps
- Daily living (getting coffee, tying tie or shoes, packing lunch)
- Walking or sitting "downtown" or in a public setting (Main Street, park, neighborhood)
- At desk working (day and night)
- On the job





YOUR **FAMILY**

Your family is a big part of your campaign, and your family photos will play a big part in your print and digital advertising.

A variety of settings will help ensure the right family photo exists for every ad.

- Informal family photo (around the kitchen table, on the front porch, playing in the yard)
- Formal family photo (posed and more traditional)



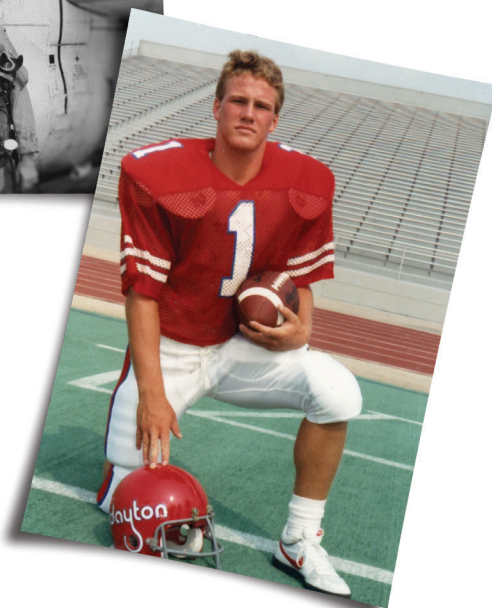
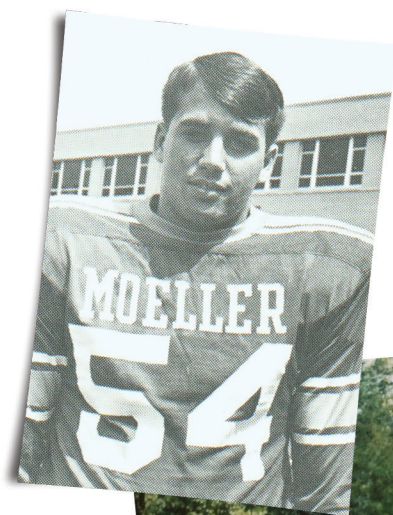


YOUR **HISTORY**

Share with voters your visual history.

Photos from your wedding, your military service, and special milestones like graduations, swearing-ins, and children and grandchildren's births give voters a glimpse into your personal history and the events that shape you and your beliefs today.

- Wedding
- Military
- Milestones or “vintage” photos





PROFESSIONAL/BUSINESS SETTING

Suit up and take your photo shoot to the office and occupational settings in your community.

These photos will be key to print and digital advertising that talks about your experience as well as any jobs or economy-related ads.

- Leading a meeting (conference room, factory floor)
- Walking through a business/factory
- Talking to a small business owner (restaurants, flower shop, coffee shop, hardware store, factories/plants)





CASUAL OUT-AND-ABOUT

Campaigns are about people.

Get out and about in your community and photograph yourself talking to voters in a variety of settings.

- Talking to people on Main Street
- Campaigning (parades, fairs, events)
- Walking door-to-door
- Well-known local locations (parks, downtown, town square)





ENDORSEMENTS

Harness the power of an image to make an important local endorsement all the more impressive.

- Formal photo with endorsee
- Casual photo with endorsee
- At event together
- Shaking hands
- Walking together





ISSUE-FOCUSED

Much of your print and digital advertising will be targeted to specific audiences of voters based on the issues.

Plan your photo shoot around the issues that will be the focus of your message.

SENIORS

- Talking to seniors
- Talking to your parents

CRIME, SAFETY & IMMIGRATION*

- With law enforcement (police, sheriff's deputies)
- With firefighters and paramedics
- With border patrol

SOCIAL CONSERVATIVE

- With own family
- With other families
- Saying grace at dinner table
- Dressed for church

EDUCATION

- With children in a classroom
- Reading to children
- Talking to teachers in classroom



* Note that many members of the military or law enforcement community have rules and regulations dictating the use of their image in uniform. Please confirm with your subjects that the photos will be usable and refer to the section on “Releases.”





ISSUE-FOCUSED

2ND AMENDMENT

- Hunting
- At shooting range

RURAL & AGRICULTURE

- On the farm or ranch (yours or within the community)
- On horseback
- Talking at fence

HEALTH CARE

- With doctors, nurses, and healthcare professionals
- Talking to families
- Talking to small business owners

VETERANS & MILITARY

- Personal service photos
- Talking to veterans





LOCAL LANDMARKS

While stock photography is a wonderful resource, it can be limited.

Having good quality photos of the local area where you are running is very helpful in creating memorable print and digital advertising.

- Main Street or downtown
- Gazebos
- Clock towers
- Neighborhoods
- “Welcome” signs
- Parks and green spaces (including rivers, lakes and natural resources)
- City halls
- Courthouses





RELEASES

While you will have explained to those you are photographing what your plans are for the images, a model release will be important to have on record.

A model release ensures you have the permission of the subject or subjects in your photos to print or use those photos in your campaign's print and digital advertising.

This is especially important when children of friends, family, and supporters are included in some of your photo settings.

Sample model releases can be found online. Print and have those who have joined you for your photo shoots sign them for your records.





CHECKLIST

A GUIDE FOR YOUR PHOTO SHOOT

HEADSHOTS

- ☐ Formal headshot
- ☐ Casual headshot
- ☐ Speaking at a podium
- ☐ Walking in your neighborhood
- ☐ Walking on your property
- ☐ Sitting on your front porch or steps
- ☐ Daily living (getting coffee, tying tie or shoes, packing lunch)
- ☐ Walking or sitting “downtown” or in a public setting (Main Street, park, neighborhood)
- ☐ At desk working (day and night)
- ☐ On the job

FAMILY

- ☐ Informal family photo (around the kitchen table, on the front porch, playing in the yard)
- ☐ Formal family photo (posed and more traditional)

SENIORS

- ☐ Talking to seniors
- ☐ Talking to your parents

PROFESSIONAL/BUSINESS SETTING

- ☐ Leading a meeting (conference room, factory floor)
- ☐ Walking through a business/factory
- ☐ Talking to a small business owner (restaurants, flower shop, coffee shop, hardware store, factories/plants)

CASUAL OUT-AND-ABOUT

- ☐ Talking to people on Main Street
- ☐ Campaigning (parades, fairs, events)
- ☐ Walking door-to-door
- ☐ Well-known local locations (parks, downtown, town square)

ENDORSEMENTS

- ☐ Formal photo with endorsee
- ☐ Casual photo with endorsee
- ☐ At event together
- ☐ Shaking hands
- ☐ Walking together

EDUCATION

- ☐ With children in a classroom
- ☐ Reading to children
- ☐ Talking to teachers in classroom

CRIME, SAFETY & IMMIGRATION*

- ☐ With law enforcement (police, sheriff’s deputies)
- ☐ With firefighters and paramedics
- ☐ With border patrol

2ND AMENDMENT

- ☐ Hunting
- ☐ At shooting range

SOCIAL CONSERVATIVE

- ☐ With own family
- ☐ With other families
- ☐ Saying grace at dinner table
- ☐ Dressed for church

VETERANS & MILITARY

- ☐ Personal service photos
- ☐ Talking to veterans

RURAL & AGRICULTURE

- ☐ On the farm or ranch (yours or within the community)
- ☐ On horseback
- ☐ Talking at fence

HEALTH CARE

- ☐ With doctors, nurses, and healthcare professionals
- ☐ Talking to families
- ☐ Talking to small business owners

LOCAL LANDMARKS

- ☐ Main Street or downtown
- ☐ Parks and green spaces (including rivers, lakes and natural resources)
- ☐ Gazebos
- ☐ Clock towers
- ☐ Neighborhoods
- ☐ “Welcome” signs
- ☐ City halls
- ☐ Courthouses

PHOTOS TO COLLECT

- ☐ Wedding
- ☐ Military
- ☐ Milestones or “vintage” photos

* Note that many members of the military or law enforcement community have rules and regulations dictating the use of their image in uniform. Please confirm with your subjects that the photos will be usable and refer to the section on “Releases.”





MODEL RELEASE

In exchange for consideration received, I hereby give permission to _____ (your name/organization name) to use my name and photographic likeness in all forms and media for advertising, trade, and any other lawful purposes.

Print Name: _____

Signature: _____

Date: _____

If Model is under 18:

I, _____, (parent or guardian name) am the parent/legal guardian of the individual named above. I have read this release and approve of its terms.

Print Name: _____

Signature: _____

Date: _____



WE PLAY TO **WIN.**

For more information, please visit
www.MajorityStrategies.com/Get-Started today.

62054451
**MAJORITY
STRATEGIES** 
ELECTIONS • ADVOCACY • BRAND

