

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. These can be people you know. Any time 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

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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.

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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 3000X 3750 pixels or an 11 X 17 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 8 X 12 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. Color photography is preferred.

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

Video Requirements:

The ultimate video (usually done by photographers/videographers) needs to be at least 1920 X 1080p (16:9) [high definition video]. The video codec should be H.264 or MPEG-4 (please no intermediate or apply-only formats). The preferred format is .mov.

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)



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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.

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 signed releases for property and talent. Include photographers name in credits. Samples attached.

TIP: Use the nearest post office address as the location of your photo to maintain consistent location cataloging.

Share your images with your local business owner(s) and VTC

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VTC Estimate Request Digital Media 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.

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

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 option that positions 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"

4 – 15" X 4"

Video size/format requirements:

Size: 1920 x 1080 (16:9)

Codec: H.254/MPEG-4 (please no intermediate or other apple-only formats)

Format: .mov

Audio: Not required for b-roll, otherwise minimum 2 channel, 48 KHz

Delivery: Dec 30, 2009

Discs and hard drives should be marked and identified with name of shoot and date. All model releases to be delivered with photos. Deliver to:

Sarah Hauser, SHAuser@Virginia.org, 804-545-5515

VIRGINIA IS FOR LOVERS

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

SPECIAL TERMS AND CONDITIONS BRIEF #5871

1. All digital media created, developed and/or produced under this Digital Media Brief shall become the sole property of VTC. VTC has unlimited usage rights to all such digital media for an unlimited time to promote Virginia destinations at no additional cost to VTC. (Note: Digital media is defined, for this purpose, as any document or file delivered to VTC under this Digital Media Brief)
2. Digital media may be used by VTC, 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, editorial, advertorial, press kits, video multimedia, social media, the official Virginia state roadmap and 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 and/or assigns the right and permission to publish, without charge, the digital media.
5. Photographer will provide VTC with signed property releases when necessary, as determined by the VTC, for any imagery that includes a recognizable destination. These releases shall give the VTC and their representatives and/or assigns the right and permission to publish, without charge, the digital media.
6. Photographer and/or model(s) may use photography in their portfolio. Any other use of the digital media by photographer or model(s) shall be approved by VTC in writing prior to use.
7. Photographer may not sell, lease or otherwise convey ownership or authorization for use of digital media created, developed and/or produced on behalf of VTC to any other entity without explicit approval from VTC in writing.
8. VTC is exempt from taxation as a public body corporate and as a political subdivision of the Commonwealth.
9. 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 after 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 provision 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 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: <i>(list all named photos and subject matter here)</i>
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Fax form back to Virginia Tourism Corporation (VTC), 804-545-5501 or mail to VTC with photos, 901 East Cary Street, Suite 900, Richmond, VA 23219.

Virginia Tourism Authority
Virginia Tourism Corporation
901 East Cary Street, Suite 900, Richmond, Virginia 23219
Tel: 804-545-5500 Fax: 804-545-5501 www.VATC.org

**PHOTO AND VIDEO
RELEASE AND CONSENT FORM**

For good and valuable consideration received, the sufficiency of which is herein acknowledged, and by signing this release, I hereby authorize Virginia Tourism Authority, d/b/a Virginia Tourism Corporation (VTC) a public body corporate and political subdivision of the Commonwealth of Virginia, its legal representatives, and its successors and/or assigns, to use my photograph(s) and/or video image(s) (the "Content") in perpetuity to advertise, publicize and/or promote Virginia without further consent by myself or other persons, and for no further right to additional consideration or accounting. Permission is also granted for the use of my image on a non-exclusive basis throughout the world on all forms of media and the internet by VTC, its legal representatives, and its successors and/or assigns, VTC identified industry partners, and affiliated Commonwealth of Virginia agencies and political subdivisions, or any other entity VTC deems appropriate.

I hereby waive any right to the Content and further waive any right that I may have to inspect or approve the finished product(s) and the advertising, publicity or promotional copy that may be used in connection therewith or the use of which it may be applied.

I hereby warrant that I am of full age and have the full legal capacity and right to contract in my own name. I have read the above authorization, release, and agreement, prior to its execution, and I am fully familiar with the contents thereof. This release shall be binding upon me and my heirs, legal representatives, successors and/or assigns. I agree that this release is irrevocable, worldwide, and perpetual, and will be governed by the laws of the Commonwealth of Virginia.

Describe the Photograph(s) and/or Video(s) including the location and date:

Signature: _____ Date: _____

Print Name: _____ Age: _____

Address: _____

City: _____ State: _____ Zip Code: _____

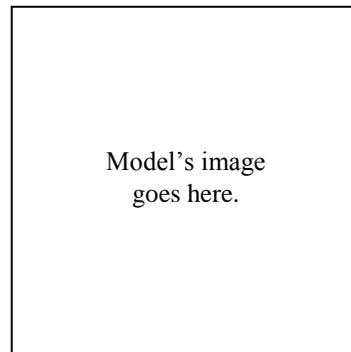
Telephone: _____ Email: _____

If model is underage (under 18):

I, the parent or legal guardian of the model, have read the above authorization, and agreement and I am fully familiar with the contents thereof. I give my and agree to the uses as stated above.

Signature: _____

Print Name: _____



release
consent

Virginia Tourism Authority
Virginia Tourism Corporation
901 East Cary Street, Suite 900, Richmond, Virginia 23219
Tel: 804-545-5500 Fax: 804-545-5501 www.VATC.org

**PROPERTY PHOTO AND VIDEO
RELEASE AND CONSENT FORM**

For good and valuable consideration received, the sufficiency of which is herein acknowledged, and by signing this release, I hereby authorize Virginia Tourism Authority, d/b/a Virginia Tourism Corporation (VTC) a public body corporate and political subdivision of the Commonwealth of Virginia, its legal representatives, and its successors and/or assigns, to use images of my Property (the "Content") in perpetuity to advertise, publicize and/or promote Virginia without further consent by myself or other persons, and for no further right to additional consideration or accounting. Permission is also granted for the use of my property's image on a non-exclusive basis throughout the world on all forms of media and the internet by VTC, its legal representatives, and its successors and/or assigns, VTC identified industry partners and affiliated Commonwealth of Virginia agencies and political subdivisions.

I hereby waive any right to the Content and further waive any right that I may have to inspect or approve the finished product(s) and the advertising, publicity or promotional copy that may be used in connection therewith or the use of which it may be applied.

I hereby warrant that I am the owner of this property and am at least 18 years of age. I have the full legal capacity and right to execute this release and grant the rights herein with respect to the Property. I have read the above authorization, release and agreement, prior to its execution, and I am fully familiar with the contents thereof. This release shall be binding upon me and my heirs, legal representatives, successors and/or assigns. I agree that this release is irrevocable, worldwide, and perpetual, and will be governed by the laws of the Commonwealth of Virginia.

Describe the Property including the location, date and photographer:

Signature: _____ Date: _____
Print Name: _____ Age: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Telephone: _____ Email: _____

Property Address: _____

For Corporate Ownership

Name of Corporation: _____
Employee Signature: _____
Employee Printed Name: _____
Date: _____

