

## Field Volunteer Photo and Media Guidelines

### Media

It's possible at a Dig Day that a journalist or reporter may stop by to check things out. Healthy Planet will notify Field Volunteers if any form of media will be arriving to a Dig Day. However, we often don't find out until 48 hours before the Dig Day. If someone from the Healthy Planet San Francisco Headquarters is available to assist we will send someone to your Dig Day, however that may not always be the case, so **it's important to review this and the following documents just in case media arrive.**

### **Documents to Review**

[Media Talking Points](#)

[Tips for Media Interviews](#)

### **What's the difference between journalists and a reporter?**

**Journalists** often will take pictures or ask if you are taking pictures. They may ask a few questions and then in about 48 hours will distribute an article with images in their local publication.

**Reporters** may have a film crew and may want to do an interview on camera.

If interviewed, remember to always keep the interview focused on the great work the community of parents, teachers, children and schools are doing with their school garden.

Because Healthy Planet works with journalists, **it's very important to send photos from the Dig Day at the end of the day or first thing on the next day.** Turn around time on articles for media is generally 24 hours.

### Photos

#### **Tips**

- If there are any sponsored items (snack, waters, etc), please take photos
- Get close ups of people in the garden
- Get down at kid height
- Shoot away from the sun
- Have patience, but be ready
- Be a goofball and have fun
- Let them run the session, don't try to control it
- Play the expressions game - see if they can do their best impression of a funny word
- **Take iphone photos sideways not vertical. Healthy Planet website is designed for horizontal photos**
- Keep your elbows in to help keep iphone or camera steady
- [This resource by petapixel is excellent!](#)