

# Great Photos Win Votes



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## **Many people will vote based on the candidate photos.**

Choosing the right photographer is the best investment your campaign can make. Look for a professional who specializes in portraits. Ask to see their portfolio before hiring them. A good photographer will bring out the best in you. The goal is not a fashion magazine cover, it's to show you as a likable person.

CN4 Partners is a political consulting firm that provides guidance, advertising and materials for campaigns, labor unions and Democratic organizations. We are proudly woman and minority owned and would be honored to help you and your campaign.

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PHOTO BY LINCOLN POTTER

# Candidate family photos



**Locations:** Your family is part of your story. These can be posed. Some options are around the kitchen table, in the family room, or playing in a park.

**Notes:** The candidate should be focus of the photo. These are not engagement photos, avoid too much affection or one partner overpowering the other. No matching outfits or colors.

Include the family dog, if possible.

# Candidate headshot



**Locations:** Photography studio or outdoors on an overcast day. The background should be plain or very muted so the total focus on the candidate.

**Themes:** A head and shoulders shot with the candidate looking into the camera. Smiling is usually best.

**Notes:** Candidate headshots are used for the press and voters guides. Post a high resolution copy on your website for the press to download. It is important to get a good one and stick with it!

# Candidate informal



**Locations:** Both indoors and outdoors. Avoid bright sunshine. The magic light for taking photos is at dawn or dusk or on overcast days.

**Themes:** Relax and be yourself. Show a range of emotions from happy to serious, hopeful to confident.

**Notes:** These should be composed where text can be added on the sides, above or below. Avoid sunglasses!

# Targeted audiences



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**Locations:** Indoors or outdoors. Candidate talking with target audience members.

**Themes:** Engaged photos of candidate with groups of women, seniors, youth or people of color may be needed depending on your campaign strategy.

**Notes:** Over-the-shoulder of the attendees, camera focused on candidate showing engagement and participation.

# Education and youth



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**Locations:** Some school districts or private schools may allow you to rent a classroom. Alternatively you can create a classroom-like setting. Playgrounds photos with children are also fine for this purpose. Include kids who represent the children in your district.

**Themes:** Engage with youth or small children.

**Notes:** It is critical you get signed photo release forms from the children's parents or guardians. Standard photo release forms can be found online.

# Working folks



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**Locations:** Warehouses, manufacturing locations, ports, farms, factories or with working people wearing the clothes of their trade.

**Themes:** Engaging with workers shows that you understand the businesses and industries that are part of your district's economy.

**Notes:** Be sure the candidate is clearly identifiable either from other photos on the piece or a caption.

# Recognizable locations



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**Locations:** Pick a location that voters will easily recognize. This can be your business district, main street, a waterfront, park, or landmark.

**Themes:** Recognizable locations will attract attention and assure voters that you know where they live.

**Notes:** Remember the important element of these photos is the easily recognizable location.



# Prominent endorser



**Locations:** This can be either indoors or outdoors. The important aspect is that they are recognizable to the voters.

**Themes:** A photo with a prominent endorser can project many things from elevating your status to strengthening your community support.

**Notes:** Candidate and endorser should look happy, engaged, and energetic.

# Planning a Photoshoot Day

Planning a photoshoot takes work and preparation. Logistics include locations, route, travel time, and attendee coordination. Spending a good amount of time in planning will make your photoshoot day a success.

## Sample Shot List:

- 9:00 am Meet at house for portrait headshot. Attendees: Candidate. Clothing: Formal and Casual.
- 10:00 am Travel time to Madison Park (30 min)
- 10:30 am Park shot with family, kids and friends. Attendees: Candidate, Pete + Kids, Petunia + Kids, Pedro + Kids. Clothing: Casual, Outdoors.
- Noon Lunch
- 1:00 pm Travel time to Eddie's Diner (15 min)
- 1:15 pm Diner shot with friends. Attendees: Candidate, Joe, Jeb, Julie, Jerome, Jackie. Clothing: Casual
- 2:00 pm Travel time to Will's Warehouse (1 hour)
- 3:00 pm Warehouse shot with workers. Attendees: Candidate, Will, Wally, William, Wendy. Clothing: Casual
- 4:00 pm Travel time to Main Street & 1st Ave (30 min)
- 4:30 pm Main Street Walk shot. Attendees: Candidate, Melinda, Mark, Melanie, Michael. Clothing: Outdoor.
- 5:30 pm That's a wrap!

**Photo Release Forms:** All of the people photographed including the candidate should sign a photo release. For children parents or guardians should sign the form. This protects the campaign from lawsuits. Standard release forms can be found online.

# Clothing: What to wear?

Select clothes that you feel comfortable in and fit well. Solid colors photograph better than patterns. Avoid loud patterns, stripes and flag ties. Jewelry should be kept to a minimum.

Match your clothes to the styles and expectations of your voters and district.

Select clothes that will fit your location and attendees. You should not stand out like a sore thumb but dressing a bit more formal than the attendees will give you a bit of gravitas.

Plan for at least three clothing outfits.

1. Formal – Business suit or dress. A white shirt is optional but in many districts men may need a tie for their headshot.
2. Casual – A light blue shirt with slacks works well for both men and women. Take a few shots with rolled up sleeves to indicate you are hard working. If you have a hobby or play a sport dress as you would for it.
3. Outdoor – Your photos will be used throughout the year. Primary photos should include light jackets or summer wear. General elections photos may need a warmer coat.

**Note:** Keep make-up subtle – avoid dark lipstick and heavy eye-shadow.