

How to Share YOUR Photos with the AJN...

What makes a good photo?

- The best photos are the ones that feature action - people doing something instead of being posed. Avoid having people stop what they are doing to stare at the camera.
- Focus on having no more than 3 to 5 people in a photo. The AJN rarely publishes group photos.
- Persons in photo must be identified from left to right.
- Photos of children should include ages or grades. Submitting organization should have a release form for each child in a photo.
- Photos should be sent as jpegs (300 dpi) as attachments. Avoid embedding photos in a Word document.
- Indicate who should receive a photo credit.



BAD

No action, no faces



OK

Bad - staring at the camera

Good - only 2 people

Remember to include ages or grades of children and acquire a release form from the parents



GOOD

Action photo, only 2 people



BAD

No action, people are staring at the camera, more than 5 people

AKRON
Jewish News

For questions about submitting photos
Contact Managing Editor Bob Jacob
editorial@akronjn.org or 216-342-5207.



GOOD

Action, not staring at the camera, main subject and secondary subject

How to Share YOUR News with the AJN...

What should be included in a press-release?

- The best press releases are the shortest ones, usually no more than 4 to 5 paragraphs. They should include who, what, where, when and why. Feel free to include a quote and other information.
- Include a contact number for the public to call for more information.
- Include your 24-hour contact number (not to be published).
- Include your email address (not to be published).

How can you make your press release stand out?

- The more Jewish and the more local it is, the better.
- When a press release is not from a Jewish organization and includes a list of names, indicate in the body who is Jewish and why it is relevant to the Jewish community.

How do I get the AJN to do a story on my event?

- Many story ideas are generated by press releases or publicity chair people calling the AJN?

What makes a good photo?

- The best photos are ones that feature action - people doing something instead of being posed. Avoid having people stop what they are doing to stare at the camera.
- Focus on having no more than 3 to 5 people in a photo.
- The AJN rarely publishes group photos.
- Persons of children should include ages or grades. Submitting organization should have a release form for each child in a photo.
- Photos should be sent as jpegs (300 dpi) as attachments. Avoid embedding photos in a Word document.
- Indicate who should receive a photo credit.

Video tips

- Send video clips from your events. B-roll may be included.
- The AJN attempts to include as much news as possible from your organization that is of interest to the Jewish community.
- The AJN covers many events but can't provide a reporter or photographer

for every one. Individuals and organizations are encouraged to submit stories and photographs to be considered for publication in our newspaper and on our website.

- All submissions will be acknowledged.
- The AJN will attempt to publish (in print or online) a press release that is of interest to our readers.

Deadlines

- The 15th of the month prior to publication
- www.akronjewishnews.com is updated regularly (COMING SOON!)

Website

- (COMING SOON!)

Why wasn't my press release used?

- It may have arrived after the deadline
- The deadline for reservations for the event may have passed.
- The event had extremely limited interest from our relationship

Whom should I send my press release to?

- Release should be sent to editorial@akronjn.org. **Send only one release to the AJN for the same event.**

Why can't you tell me when my press release will be published?

- The AJN receives hundreds of press releases each week and unfortunately can't notify you if and when it's published.



**For questions about press releases
Contact Managing Editor Bob Jacob
editorial@akronjn.org or 216-342-5207.**