

# Telling Your Chorus Story with Your Photographs

## Taking a better photograph

- Get close—faces are interesting!
- Notice the background—keep it clean
- Minimize shadows outdoors—the photographer should face toward the sun; or look for good light out of the direct sun; avoid photos in the high-noon, harsh sun
- Keep a steady hand—use a tripod if the light is low or the movement is fast
- Be sure your focus is sharp—make your primary subject obvious

## Taking a better performance photograph

- Take full chorus shots—watch for great visual/choreo shots; give your ‘photographer’ a shot list so they know what to look for
- Zoom in for the personal story—get individuals or small groups in your frame
- Get shots of everyone, not just the front row
- Watch for flattering facial expressions—open mouths/eyes, same word shapes
- Take some shots from the side—shooting from an angle can be interesting!
- Get great action shots of your director—from the back, side and from the top of the risers
- Take lots of photos—you’ll have more choices to work with, and have a better chance of getting at least one shot with everyone’s eyes and mouths open

## Putting your photographs to work

- Use photos of younger members in your new member/recruiting materials if you’re wanting to attract more younger members
- Include photos on Facebook but be selective
- Include great photos on your website—front page and throughout; change frequently
- Attract ‘singers’—include ‘singing close-ups’ in your brochures, flyers, ads, posters
- Don’t use a bad photo—too far away, blurry, crowded background, badly lit, unflattering
- Save photos as large, high-quality ‘files’ when you take them; while social media sites only need small, low-resolution files, posters require larger files

## Finding your photographers

- Everyone has a camera these days—smart phone, iPad, point-and-shoots
- Watch for people with nice digital cameras—they’re probably good at it!
- Recruit hobbies or friends who aren’t in the chorus
- Create online collections that everyone can contribute to

## Respecting the privacy of chorus members

- Once photos are in cyberspace, they’re there forever!
- Consider creating a privacy agreement for your chorus
- Possible inclusions:
  - o Must have permission to use individual or close-up shots, especially social media
  - o Must have permission of EVERYONE in the photo
  - o Nobody gets to tag others on Facebook, only themselves
  - o Special care must be given to photos taken at chorus social occasions
  - o Performance shots of large sections of the chorus are fair game—members sign a ‘photo release’ when they become members
  - o Anything posted on the chorus Facebook page (by the Administrator) may be freely shared by members (because the Admin has attained all necessary permissions)