



Gaining Valuable Pr – Photography

Good quality photography provides the best means of gaining valuable PR for the organisation. My experience to date as CSC is that photography within the Corps tends not to be provided quickly enough, lacks sufficient edge to catch the media attention and also lacks the necessary information to be of any real value to the Media and Communications team in HQ. I would ask that the following points are borne in mind. Photography has to be of broader interest to the media, shots of lines of cadets and volunteers in blue uniforms is not of broader external interest and is rarely going to catch the medias interest, although I do know that regional media will pick some of this up. Look for a photograph that in itself tells a story and gets a clear and interesting message across to the interested reader about the sea cadets as a vibrant, appealing and exciting organisation for young people. We are not necessarily looking for the front page of the Times, regional media is fine as is content for the various publications - Seafarer, Annual Review, Navy News etc. Photography has to be provided quickly, ideally on the day of the event if not the day after at the very latest. Photographs must have captions, providing the “what, where, why, when, who by with contact details and who of”. A quotation from a cadet or volunteer will help to sell the story to the media and helps us in HQ when putting together the Newsletter or other in house/external publications. We have a good story to tell lets all work harder to get the right photographs to the media in good time with the right information to help promote the Sea Cadet Corps nationwide.