CHECKLIST for MEDIA COORDINATORS

Media Coordinators are requested to share this Checklist and ensure that Sathya Sai Sai Centres and Groups follow these Guidelines! Thank You!

Guidelines for Articles

- ✓ Focus on service, event, and people – facts, figures, and reports of activities
- ✓ Include location, venue, activity date, no. of volunteers/youth, no. of people served, and other important facts
- ✓ Describe any "Sai Incidents" during the service/event
- ✓ Summarize talks and presentations
- ✓ Include awards, honours, comments from public or dignitaries, special recognitions
- ✓ Do NOT assume reader is familiar with local conditions, people, needs, climate, etc.

Guidelines for Pictures/Videos

- ✓ Pictures are very important to telling the story
- ✓ Ensure pictures relate to story and complement it
- ✓ Reference pictures or place links in text
- ✓ See Slide Presentation; Photography Guidelines for further details
- ✓ See Slide Presentation: Videography Guidelines, and PDF document: Videography Tips

Technical Requirements

- ✓ Recommend using digital SLR, good-quality compact camera, or newer Smartphone
- ✓ Check Camera for Focus – Lighting – High Resolution (4 MP or higher)
- ✓ Do NOT put date or place stamp on picture
- ✓ Show audience, activity, and volunteers/devotees (Happy Participants) – but NO posing
- ✓ Show multiple individuals vs. focusing on a single person
- ✓ Include multiple pictures for all aspects of the event/activity
- ✓ Include banners or signs of the event/activity
- ✓ Send multiple pictures – but remove poor-quality ones

Legal Requirements

- ✓ Must observe local laws for publishing pictures, videos
- ✓ Obtain appropriate permission to take pictures, as per legal requirements (e.g., for medical camp, registration form can have appropriate release or permission)
- ✓ If a professional photographer is used, ensure that SSIO has full legal right to pictures

Other Suggestions

- ✓ Plan Ahead: identify stories, events, programmes every Quarter
- ✓ Assign volunteers to (1) Collect facts and figures; (2) Take Pictures or Video
- ✓ Download Photographs in Full Resolution (NOT small version)
- ✓ Picture File Name = Short caption for Picture
- ✓ Folder Name = Country-Date-Event (e.g. Mexico -2016 Feb-SSEHV Seminar)
- ✓ Send Link to Picture Folder or Video by Google Drive, Dropbox, We Transfer, etc.
- ✓ Email Word file and Link to Picture Folder or Video to MediaTeam@sssio.org

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