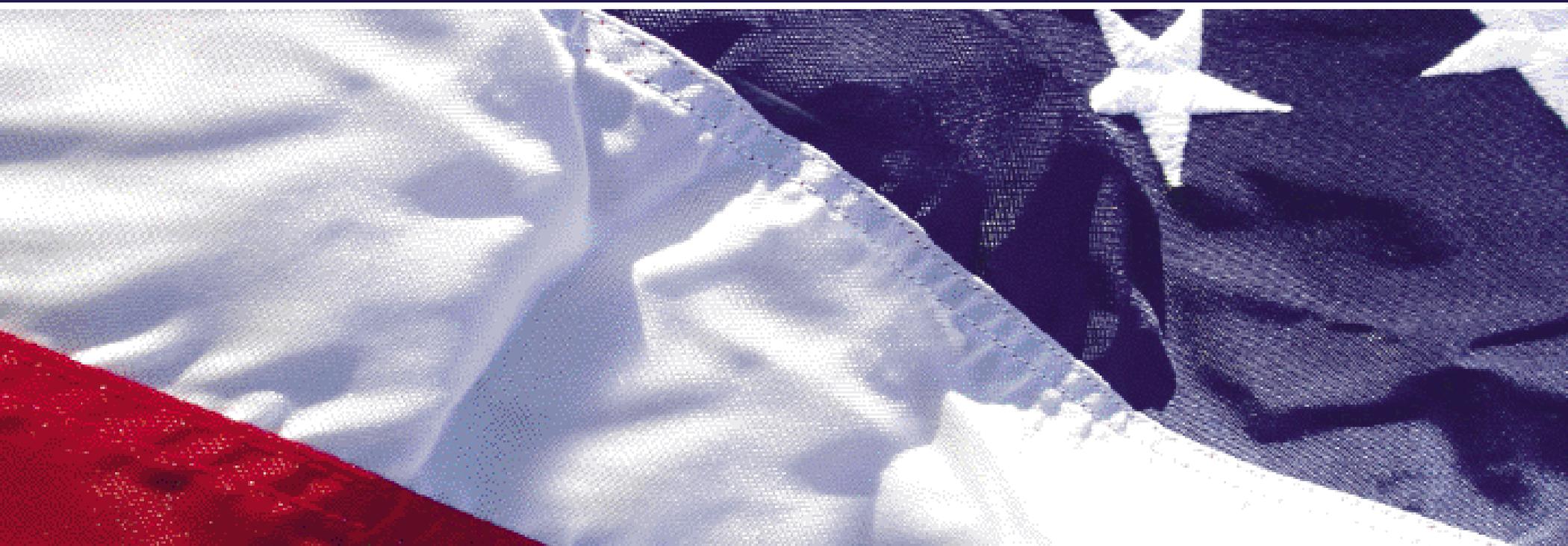


5th Annual

2007 Medical Reserve Corps National Leadership and Training Conference



FORGING POWERFUL PARTNERSHIPS



April 17-20, 2007

Providence, Rhode Island



You Ought To Be In Pictures: Promoting MRCs Through Photography



Nancy Burns, UMV MRC Coordinator
Victoria Arocho, Rocka*Rho Publishing

Promoting MRCs Through Photography

- **MRC Perspective: Why take photos?**
- **Tips and Resources**
- **Professional Insights**
- **Questions and Answers**

Why Take Photos – **Impact**

- CLARITY – Picture tells 1000 words
- EMOTION – Can move viewer to action
- INTEREST – More enticing than text
- VARIETY – Supplements materials
- REALITY – Establishes the setting
- PORTABILITY – Use anywhere!

CLARITY

“How would we help at a flu clinic?”



Registration



Fill Syringes

Assist with Forms



Inoculate

EMOTION

“What’s the mood at this event?”



INTEREST and VARIETY

“This isn’t a desk job...”



Why Take Photos – Purpose

- RECRUITMENT – Show what we're doing
- SUPPORT – Partnerships for collaborating, promoting, and sustaining units
- PROMOTIONS – Raise awareness
- MEDIA – Newspaper, web, TV & video
- LITERATURE – Brochures, posters
- MEMBER APPRECIATION – Recognize involvement; newsletters, badge pictures

Recruit, Promote, Partner



Our Hope for MRCs

Move further along the continuum:

- If **new** to photography, give it a try
- If **seasoned**, improve skills
- If **uneasy**, delegate to a member

Anyone can do this, at some level.

Be on the lookout for opportunities.

Start thinking of how photography can benefit your unit, and where to go from here!

Tips for Getting Started

- Keep a decent camera on-hand
 - Use point-and-shoot features (share with members, focus on event itself, develop a 'system' and comfort level)
 - Ensure sufficient print quality (300+ DPI)
 - Read the manual and PRACTICE
- Aim for taking one good photo per event (uses may arise later)
- Seek candids and action shots
- Be “efficient” with posed photos
 - Ask nicely, and take two shots
 - Ask permission for usage; written is preferable
- Store photos for easy access later
 - Pneumonic file names
 - Group in CDs/DVDs, folders, albums
 - Note dates, names, event details for later reference
- For important events, request media coverage by a pro!

Why One Photo Per Event: Expect the Unexpected!



A news crew? Who knew?

Old subject, new twist:
Instructors in MRC uniforms



Keep in Touch!

Upper Merrimack Valley MRC

Director:

Sandy Collins: 978-399-2531

Scollins@westfordma.gov

Westford Board of Health, 55 Main Street, Westford, MA 01886

www.UMVMRC.org ← Upper Merrimack Valley web site

www.MaMedicalReserveCorps.org ← MA web site

www.MedicalReserveCorps.gov ← National MRC web site

Coordinator:

Nancy Burns: 978-399-2549

nburns@westfordma.gov

Victoria Arocho

Freelance Photographer

Rocka*Rho Publishing

172 Jenckes Hill Road

Lincoln, RI 02865

401-588-4563

www.rockarho.com