

Media Checklist

- Name of Organization or Event:** _____
- Video (Horizontal AND Vertical)**
- Photo (Horizontal AND Vertical Image)**
- Location:** _____
- Any necessary Photo Release Forms**
- Brief description ie. event, initiative, check presentation, etc.:**

Key Tips for Taking a Good Picture/Video:

- Good lighting can make or break a photo, it's what gives your images their underlying structure. Make sure the lighting is front facing and is not in the background of the image. It is also important to check the exposure of your camera before taking the picture (if using your phone, tap on the screen for easy exposure balancing).
- Composition is important. The subject(s) should be centered in the frame and there should be an appropriate amount of white space surrounding the subject(s). An easy tip for this is to turn on your mobile phones grid feature in settings.

PLEASE SEND ALL PHOTOS TO MARKETING
~marketing@countrybank.com