

Want Your Post's Photo in the Texas VFW News?

Here are some Tips to make it happen.



PHOTOS HAVE TO BE SENT IN A DIGITAL FORMAT

When they are mailed in, it is a printed photo and when a photo is printed it loses so much quality. We get hundreds of VPR submissions throughout the year and when we get a printed photo it has to be scanned in and edited so it can be used in our publications and that is more work than we have time for. That is the preferred way but if they don't want to do that they can email the photos to me directly at erin@texasvfw.org. Mailing in photos should be a last resort. Send jpgs/jpegs/pngs. Do not put the photos in a word document or a pdf (when you do this, it is more work/time for us to extract it and edit it.)



SEND THEM IN AS EARLY AS YOU CAN

As you know there are so many Posts in Texas and only a few spots on the page of the magazine that covers that VPR event. So if you send the photos in late, the spots may be already filled or the magazine due date has past.



PHOTO CONTENT

Ensure that the content within the photo first **meets the *photo submission requirements** and also have **working shots** of the event. What does working shots mean? Example, if you go visit a school to spread awareness for Operation Iraqi Freedom, a photo that is more likely to be picked is one where a VFW member, wearing his VFW cap, is bending down talking to a student —VS—a group photo in a poorly lit room with a whiteboard sign that says Operation Iraqi Freedom.



INCLUDE A DETAILED CAPTION

Ensure that the photo has a detailed caption. What makes a detailed caption? It should have the **What, Where, When, Why, Who** and **How** in the caption. The more information the better. Examples of bad captions: No caption at all, "VPR was conducted after meeting" or less than one sentence to describe an event. I do not want a copy and paste paragraph of what the event is that someone got from wikipedia.

GOOD VPR EXAMPLE



CAPTION: Texas VFW District 17, Post 6522 Bellville, Texas - Post Quartermaster John Doe presented a U.S. Flag to Johnny Doe, a member of Boy Scout Troop 127, during a 4th of July celebration at the Memorial Herrman Nursing Home. (secondary sentence) Conducting a flag ceremony for the nursing home for Independence Day has become an annual tradition for the Post and the troop members, this year marks the 5th year in a row.

EXAMPLE OF BAD VPR



CAPTION:
Post had VPR
after meeting.