A Primer on Working with External Production Teams

Sample Titles: Photojournalists, Video Journalists, Videographers, Multimedia Journalists, Multimedia Storytellers, Humanitarian Photographers, Documentary Specialists

WHERE TO FIND THEM?

✓ Look at visual stories or images on websites of other nonprofits—identify the style you like and the individual/organization that created them.

✓ Visit Photophilanthropy.org for successful examples of NGO collaborations with photojournalists. This type of partnership brings high quality footage and also the benefit of reaching broader audiences through the specialists’ media networks and/or potential to win awards.

WHAT TO LOOK FOR?

✓ Their portfolio of prior work should include working with other nonprofits.

✓ Make sure their style of images and stories fits your nonprofit.

HOW TO MAKE THE MOST OF ENGAGING A PROFESSIONAL TEAM:

✓ Do prior groundwork (ex. ask internal staff/programs about storytelling needs).

✓ Develop a plan for what you need to gather, including a broad wish list of the assets you want to collect to enable multiple stories in future.

✓ Have staff identify and set up potential subject options and locations.

✓ Update your catalogued image/story library and internally promote new additions to internal staff.

✓ Remix/repurpose assets to create new stories or angles for sharing.

✓ Remember that as a paying client, you are an equal partner! Don’t be afraid to voice your opinions early on if you don’t like the direction something is taking.

WHAT TO SHARE WITH THEM?

✓ Develop a creative brief, summarizing the goals and core messages of the video, story or images in a single paragraph. Include your organization’s philosophy on ways you want to show your characters.

✓ CSIC’s Communicating Via Imagery publication (bit.ly/nonprofitimagery) outlines other details such as creating briefs, contracts, model release requirements, and equipment needs.

✓ Photophilanthropy.org also provides valuable recommendations on contracts at photophilanthropy.org/contracts-model-releases-agreements.

DISCUSSING COSTS

✓ Some professionals offer a nonprofit discount (compared to their commercial clients). However, be respectful and do not expect them to provide their services pro bono; as with other providers such as IT contractors or graphic designers, it is their livelihood and they’ve spent years mastering their valuable craft.

✓ Consider including expenses for storytelling production within grant applications.

✓ Explore potential partnership grant opportunities with the storyteller.

BIT.LY/NONPROFITSTORYTELLING
#STORIESWORTHTELLING