

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.

