



Telling the Main Street Story Your Story in Pictures

A Virginia Main Street E-Training

June 15, 2010

25
YEARS



What Are We Doing?

VMS is introducing an
18-month
“Media Management Initiative”

introduction



Outcomes

- Increase press coverage of Designated Main Street Communities
- Help you better tell your Main Street story
- Implement an regional co-operative advertising campaign



Why are we here today?

To make sure you have
the skills to take
better, more inviting pictures
that “sell” your downtown.

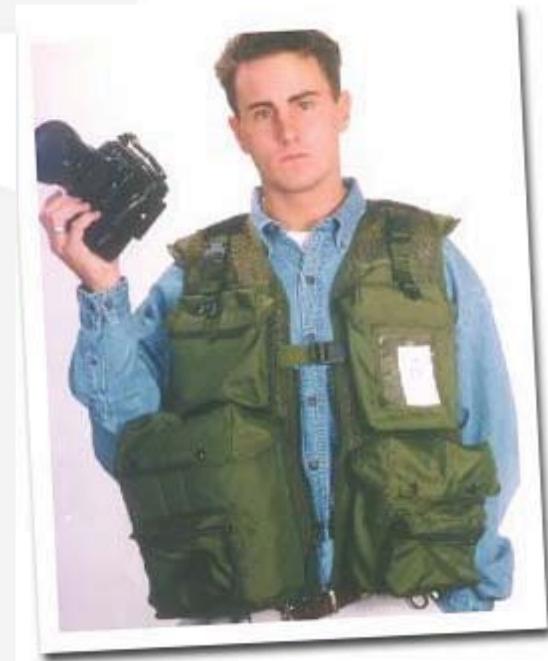




It's not the vest:

3 reasons the pros take good pictures

- Equipment
- They take 600 frames to get 3 good photos
- Practice





Equipment

- 6 years ago, there was no such thing as a 10 megapixel camera
- Now, for \$2000 you can buy a 22 mp SLR
- \$250-400 gets you a 12 mp camera with Leica lens that fits in your pocket.
- Technology is cheap.



Equipment –what you need

- 8 megapixels – but why not 12?
- Continuous shooting mode (burst, supermodel)
- 7x optical zoom
- At least 15x total zoom – 21 is better
- Ability to manually turn off flash
- A large memory card
- The User's Guide
- Tripod



Pros take 600 frames to get 3 good photos

- No longer using costly film
- Memory is cheap – buy a lot of it
- Take 20 shots and keep the best
- Take 20 more, just in case
- Take 20 more, just for practice



Practice

- This isn't like painting or sculpting or bonsai tree trimming
- The technology does the work for you
- You just have to learn how to use it
- It's fun



Uses of these photographs

- For press pieces
- On your websites/facebook/flicker/etc pages
- Fundraising
- Tell the world (and your community) who you are, what you do and what you've accomplished



Who are you?

telling your story



What do you do?

telling your story



What's your story?

Cool old buildings

Huge public events

Pretty flowers

Restored facades

Plenty of parking

Recent downtown
infrastructure project

Charming sense of place

Successful retail promotions

Clean and Safe at all hours

"Open for Business"

Plenty to do

A healthy and vibrant downtown for work,
play and living

telling your story



25 tips on downtown photography

YEARS



Regularly walk the
district with a camera,
and use it!

1

on photography in general



Click away



Take lots of photos.

on photography in general

2



forget me not

unique clothing and accessories

forget me not

unique clothing and accessories







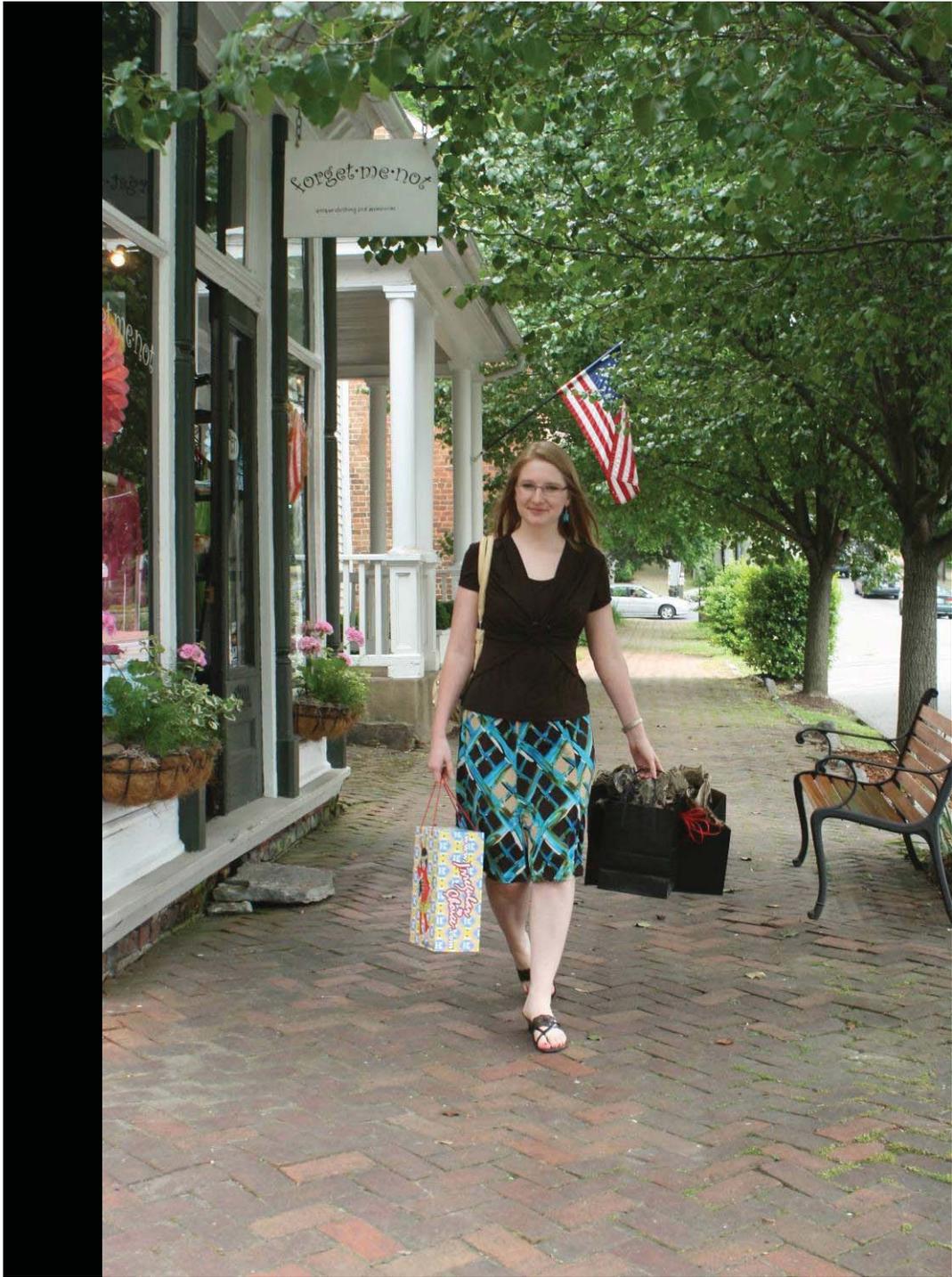






















Abingdon





**This is the one
we ended up
choosing.**



Check your
batteries...
and carry extras.

25
YEARS

on photography in general





Take high resolution pictures.

For print media...

For cropping details...

2,400 x 3,400 pixels

1.5 and 2 MB

on photography in general



Culpeper





!
Work
to frame
your shots
appropriately
from the start.

on photography in general

5

Rocky Mount





When possible,
use a tripod for
zoom shots and
long exposures.

6

on photography in general



When possible,
use a tripod for
zoom shots and
long exposures.

6

on photography in general



Bring out the colors
of downtown when
the sun is shining.

YEARS

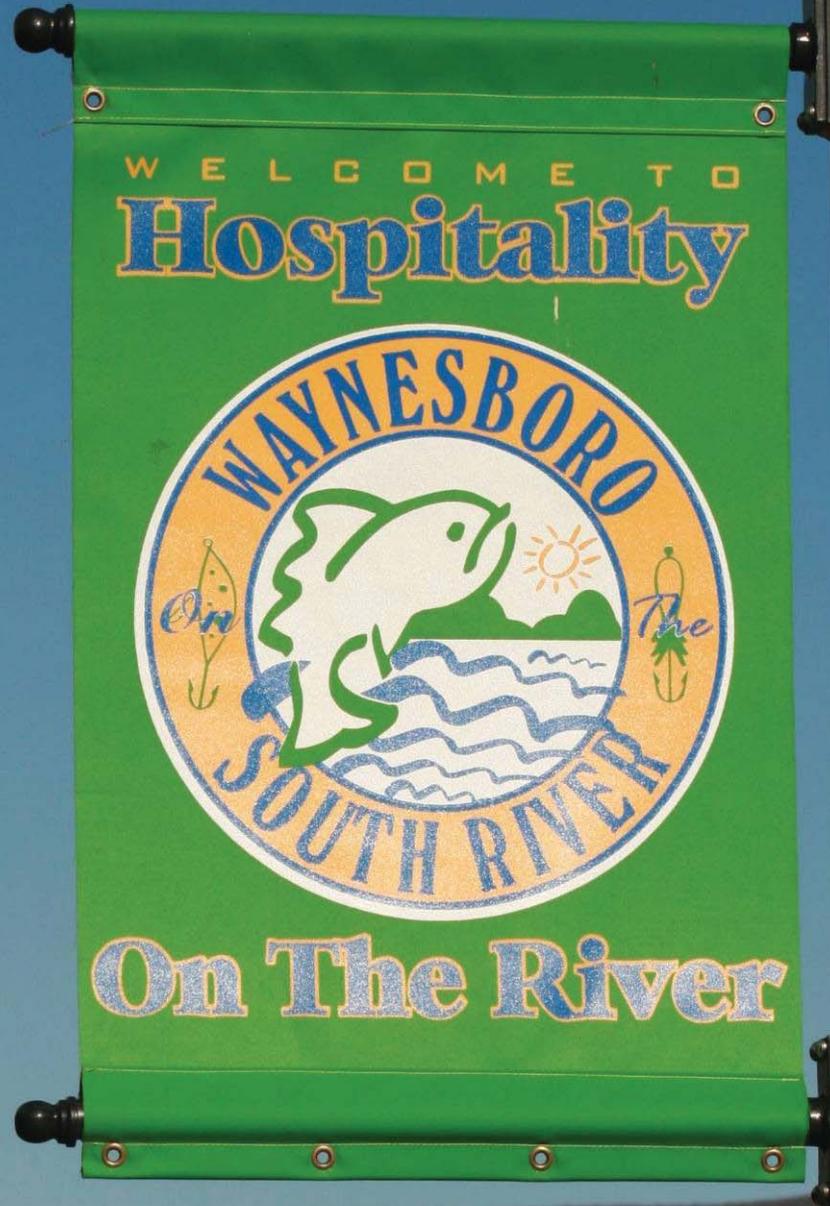
on photography in general





Winchester

Waynesboro





Using your digital camera, check your just-taken shot on site and adjust exposure, composition, and lighting.

on photography in general

8







Add people.

25
YEARS

on photographing people

9



Marion

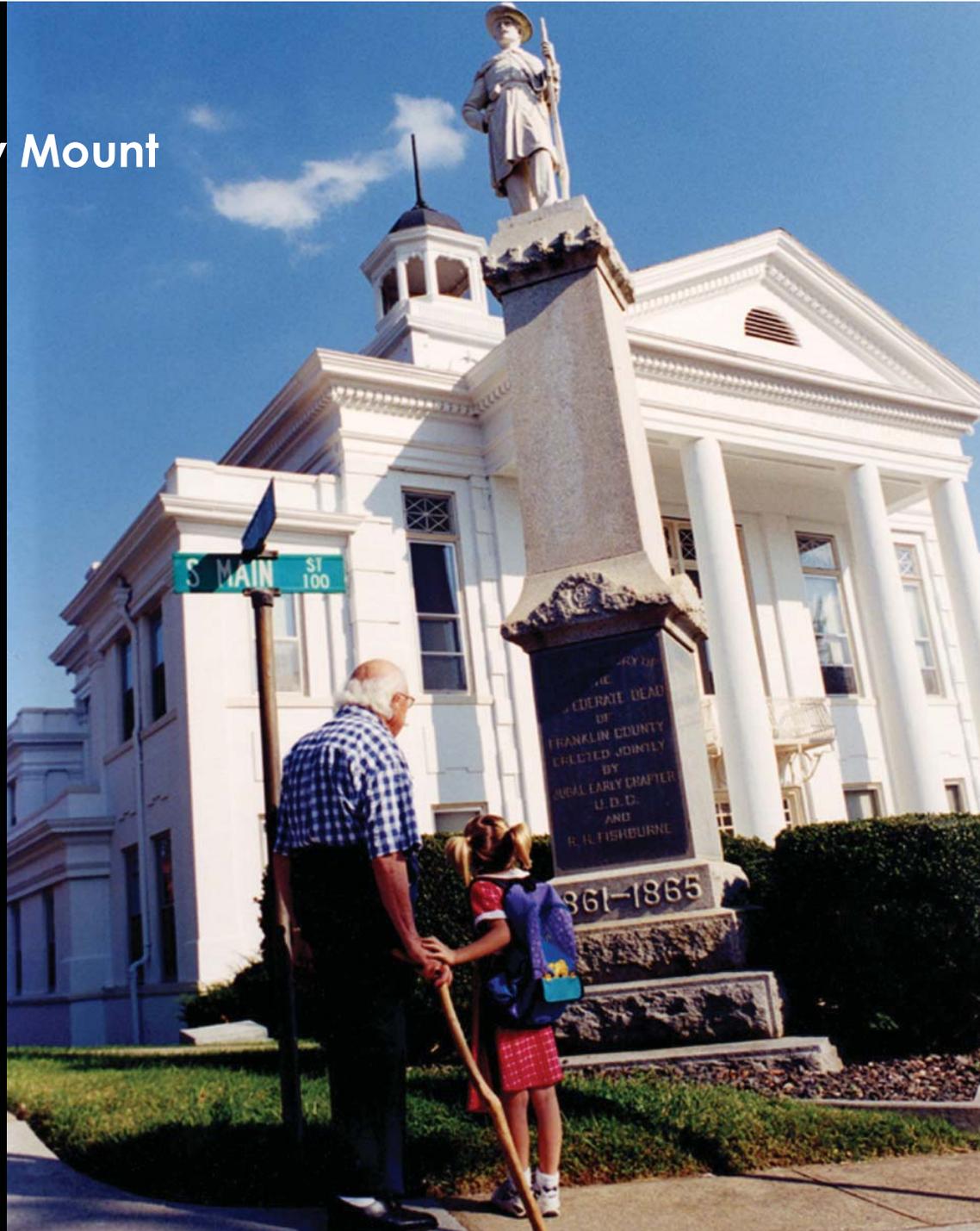


Facials
Massage
Nails
& More
Walk-Ins Welcome

HISTORIC
MARION
A Virginia Main Street
Community Since 1995
Main Street

SALE
FREE

Rocky Mount





Choose photos of
real life action over
posed.

on photographing people

10

South Boston





Blackstone



While big “crowd shots” are fine, try to get photos of people using your downtown in an everyday setting.

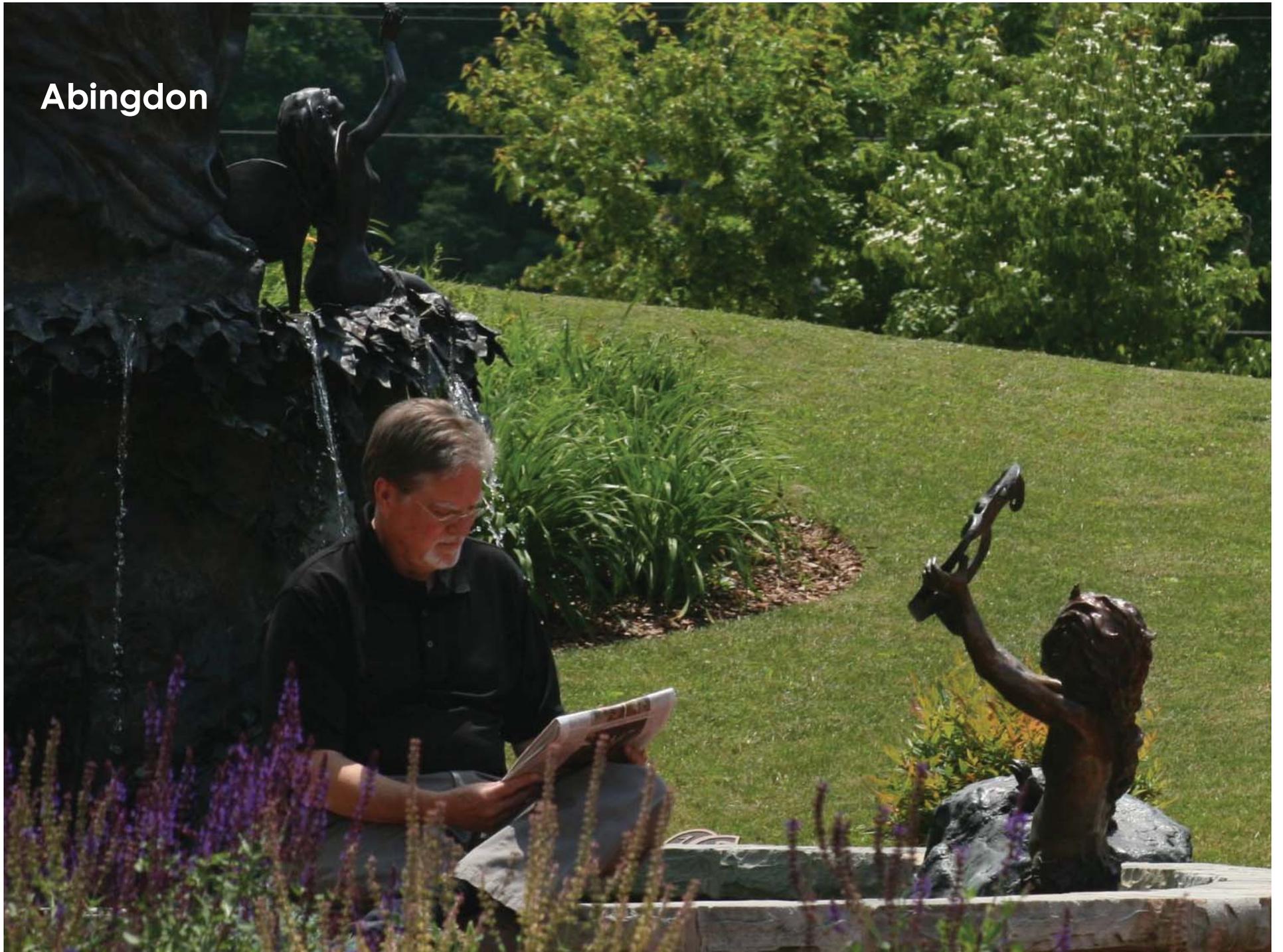
on photographing people

11

Lynchburg



Abingdon





Don't be afraid to
get close.

12

on photographing people

Bedford



Franklin





Take photos of the people you want to attract (multi-ethnic, multi-age) not just grandparents and kids.

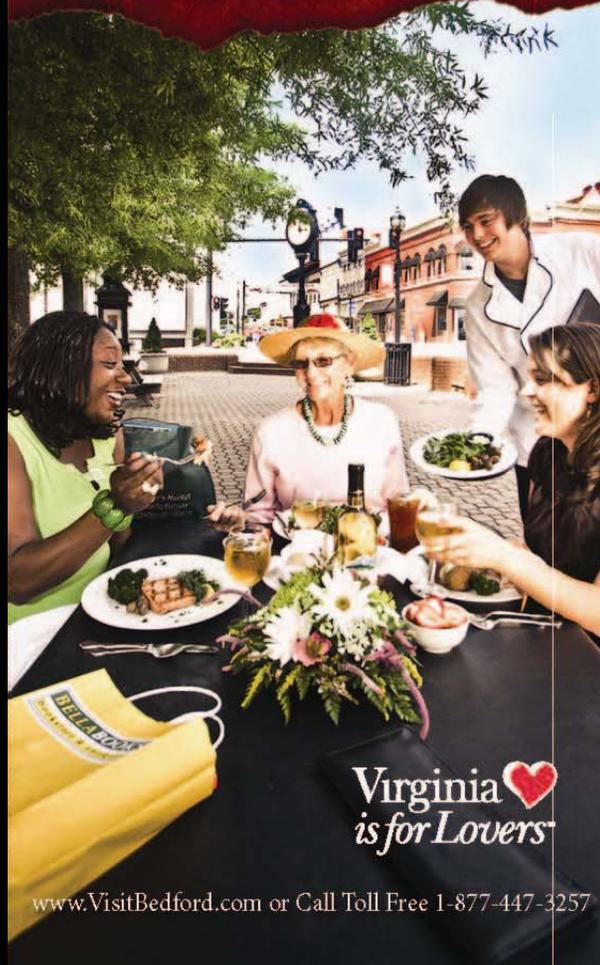
13

on photographing people





Savor the Flavor
of the Good Life.



Virginia 
is for Lovers

www.VisitBedford.com or Call Toll Free 1-877-447-3257



Get photos that say
“Open for Business”
(shoppers, deliveries,
shop owners unrolling
their awnings, etc).

14

on photographing businesses



Berryville



DANCE STUDIO

BLUEBIRD
Antiques &
ESTATE
JEWELRY

BLUEBIRD
Antiques &
ESTATE
JEWELRY



Nighttime photos from outside looking into a busy shop are very appealing in saying, “Hey, we’re open late for business.”

15

on photographing businesses



Staunton



Share good images
of merchants with
them for use in their
own promotions

on photographing businesses

16



Abingdon



Capture

all

of the

seasons.

17

on the seasons

Jonesville

1933

LEE COUNTY COURT HOUSE





When it snows, be the first one out to get pictures of the fresh blanket.

Get pictures of kids playing downtown, shop owners preparing to open, and shoppers!

18



Warrenton



Harrisonburg



After a snow, come out at night and get photos of the lights shining.

Experiment with exposure to create dramatic effects.

19

Luray





Get “before”
photos of every
façade, rehab and
infill project, no
matter how small.

on photographing buildings

20



Get “during” photos of every façade, rehab and infill project.

Don't forget some of the people doing the work.

on photographing people

21



Abingdon



Get immediate
“after” photos of
every façade,
rehab and infill
project.

22

on photographing people

Bedford







FACADE DESIGN
NOT TO SCALE

2 MODILLION DETAIL
NOT TO SCALE

NOTES:







Use an online photo directory, thumbnail binder or some easy cataloging system.

23



Archive and backup properly:

File photos with descriptive data, including caption information, date taken, location and consent releases.

24

Martinsville Uptown's Photos - Memorial Day

Photo 5 of 5 Back to Album · Martinsville's Photos · Martinsville's Profile

Previous Next

Martinsville



Create an Ad

4 Foods to Never Eat:



Beware: these 4 supposed "healthy" foods can actually increase abdominal fat. The Diet Solution.

Like

Bassett Furniture



Register weekly for our \$5 gift card sweepstakes, learn great design tips, and enjoy FB exclusive promotions. Become a fan today!

Like

Gutter Helmet, Virginia



Never clean your gutters again with Gutter Helmet! Protect your gutters from

Sign Up

Warrenton, Virginia is on Facebook

Sign up for Facebook to connect with Warrenton, Virginia.



For anyone who loves Warrenton! ♥
♥♥♥ We all know it's the best place
in the world.

For anyone who is/has been proud
to call themselves a Warrentonian.

Warrenton, Virginia

Like

Wall

Info

Photos

Discussions

Reviews

Events

Warrenton, Virginia + Others

Warrenton, Virginia

Just Others



Warrenton, Virginia school's almost out! :D

June 4 at 2:16pm · Comment · Like



Patrick Sheehy, Deb Anderson, Maggie Ward and 9 others like this.



Kathleen Rutowski oh no so soon?

June 4 at 2:33pm



Melody Hagan Blanchard Yay!

June 4 at 2:34pm



Michael McGill Daughter is a first grader at Highland; today was the last day of school! Woo Hoo....summer time fun!

June 4 at 6:51pm



Warrenton, Virginia What song is stuck in your head today?

May 24 at 6:12pm · Comment · Like

Staunton Virginia main street



Uploaded on January 28, 2010 by [LynchburgVirginia](#) ★

LynchburgVirginia ★'s photostream

2,604 uploads

browse

1 person calls this photo a favorite

Tags

- Staunton Virginia
- Main street
- light Posts
- Pen and Paper

Additional Information

- All rights reserved
- Anyone can see this photo

- Taken on [November 14, 2009](#)
- Viewed 36 times

Staunton (pronounced /stæntən/) STAN-tan is an independent city within the confines of Augusta County in the commonwealth of Virginia. The population was 23,853 as of the

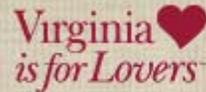


Don't keep your
photos a secret.

25
YEARS

on maintaining your catalog

25



Packages & Hot Deals

Family & Kids

Travel Guides

Trip Planner

Group, Sports & Meetings

Virginia is For Lovers Store

Search Pressroom GO

News Releases | Images | Videos | Story Ideas | Media Kits | What's New

PRESS ROOM



SHARE



TRAVELS IN VIRGINIA BLOG

MEDIA CONTACTS

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804-545-5570
ghorvath@virginia.org

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Browse the image library by keyword or category. Each image includes key details including description and photo credits. Select the desired images and choose the appropriate resolution. When ready, click Submit Request to send your image request(s) to the Virginia Tourism Corporation (VTC).

Once a request has been approved, VTC will send an email with instructions on how to download the selected images. VTC will review and respond to image requests within two business days or less.

Please credit: **Virginia Tourism Corporation (Virginia.org)**, in addition to any required photographer credits.

Contact [Georg Horvath](#) for image questions.

ADDITIONAL RESOURCES

- [Get to Know Virginia](#)
- [Portraits of Passion](#)
- [Tourism \\$\\$ in Virginia](#)
- [Virginia Green](#)

MEDIA SELECTIONS



[Press Room Home](#) > [Images](#)

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Choose a Category:

All Categories

OR

Search By Keyword:



ADD TO ORDER

Charlottesville's Historic
Downtown Mall
[VIEW DETAILS](#)



ADD TO ORDER

Stonewall Jackson
Hotel
[VIEW DETAILS](#)



ADD TO ORDER

Shockoe Bottom.
Richmond
[VIEW DETAILS](#)



ADD TO ORDER

Croakers Spot.
Richmond.
[VIEW DETAILS](#)



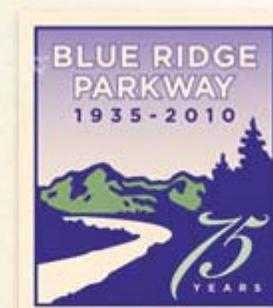
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- [Tourism \\$\\$ in Virginia](#)
- [Virginia Green](#)

MEDIA SELECTIONS

You have 0 image(s) and 0 video(s) in your media selections.

SPECIAL SECTION





Sponsor a photo
contest.

25

on maintaining your catalog



Four Seasons of Main Street Photo Contest

YEARS



Categories

Categories

Due by close of business:

*Images of **Summer** and **Diversity Downtown***

Friday, October 1, 2010

*Images of **Fall** and **Nourishing Community***

Wednesday, December 1, 2010

*Images of **Winter** and **The Business of Main Street***

Tuesday, March 1, 2011

*Images of **Spring** and **Main Street Faces***

Wednesday, June 1, 2011

photo contest

25 YEARS



Resources

this archived slideshow:

www.dhcd.virginia.gov/mainstreet

more photography tips:

www.kodak.com (ten tips)

www.picturecorrect.com/tips

on online organization:

www.flickr.com/tour

Even looking at pictures to
improve them takes practice.

So let's practice our eye...

We'll do 2 together

and then we've got 3 photos
for your team to look at
together.

an exercise

What works in this picture?

How could it be improved?



What works in this picture?

How could it be improved?



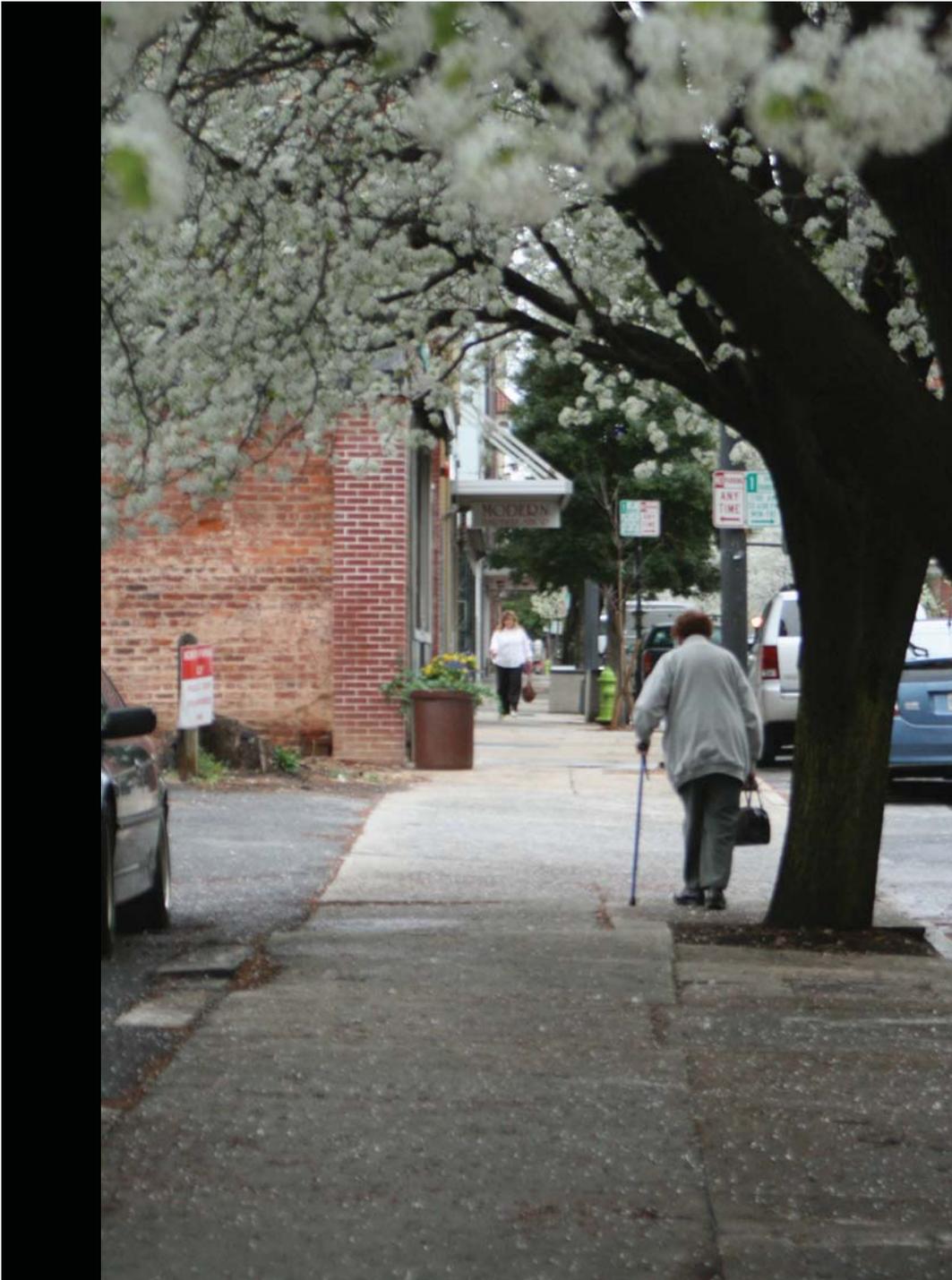
your turn

an exercise

What story does this tell?

What can be improved?





2

What story does this picture tell?

How could it be improved?

What works in this picture?

What can be improved?

3



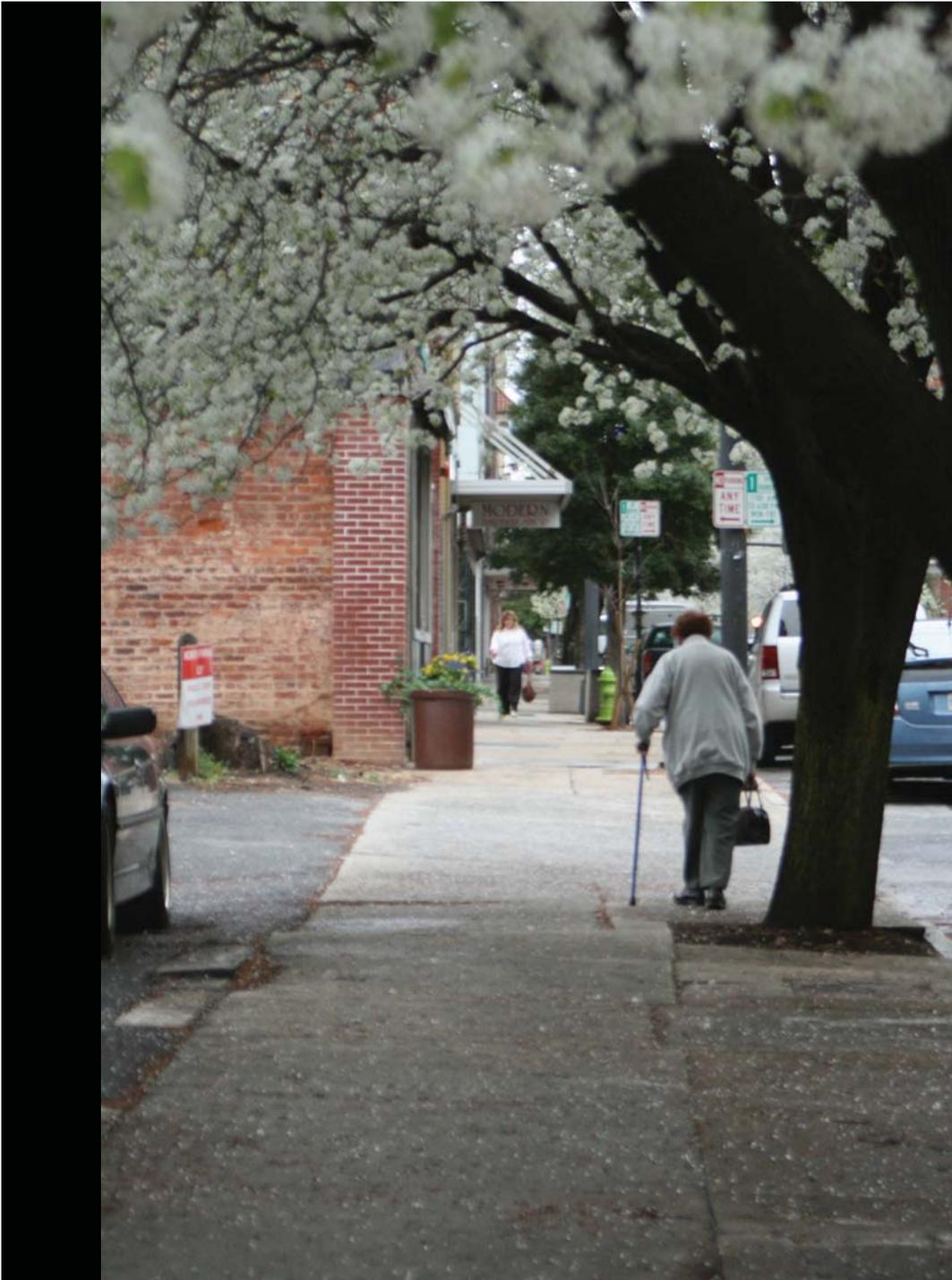
report out

an exercise

What story does this tell?

What can be improved?





2

What story does this picture tell?

How could it be improved?

What works in this picture?

What can be improved?

3





happy shooting !

YEARS