



## **Telemiracle Photography – Social Media**

The annual Kinsmen Telemiracle telethon is a Saskatchewan institution. We have a tremendous weekend of fun, giving and sharing. This year, over the course of our 20 hours, we have the honour of having 76 groups and individuals from across the province perform, high school students posting our totals, multitudes of people and community groups making presentations, and fabulous host cast members helping us go “Higher”! This year the show is being held on March 2 and 3, 2019 at TCU Place in Saskatoon.

### **Our needs**

We like to be able to capture the majority of the show in pictures. We would like to see our social media volunteers position themselves in the audience to digitally capture the show including **every**:

- Sask Talent performance
- school teams posting totals
- presentations by groups and our Corporate panel – especially Nutrien
- posted totals (sporadically)

While we would like to have pictures of our professional cast’s performances, they are, in fact, not our primary focus.

The majority of photos should be taken from the audience. There will be three areas near the stage cordoned off specifically for photographers. We also would like to see photos taken throughout the facility of volunteers in all areas. The exception is Stage Right and the dressing room hallways. Photographers should NOT be taking photos from Stage Right, as it is a congested, busy area. A half-hour time frame per shift can be coordinated with our Social Media leads (Jesse or Clint Shkuratoff) to take photos on/from Stage Right; the rest of the time you should not be in this area. The dressing room hallway is OFF LIMITS as Cast members expect this to be a private area.

### **Uses of photos**

Our needs for photographs are many. We present all total board volunteers with a picture of themselves “in action” to hang at their schools. We like to have shots of each of the 76 Saskatchewan talent to be able to forward to the performers and to have for our records for later use. Each corporate panel presentation on Sunday (changing hourly from 8 a.m. to 4 p.m.) is photographed so we can forward shots to them after the show. All the photos, including Cast photos, are used for various future promotional purposes.

### **Timeframes**

The photography timeframes are driven primarily by when Saskatchewan talent are performing and when on-air presentations are taking place. Generally, photography is required throughout the 20 hours, including overnight, as we have several Saskatchewan bands who are asked to perform through the night.

It is expected that, with the volunteers we have, there should be ample opportunity to get coverage of each item of interest. It is preferred that we have double coverage to ensure a good selection of shots.



## **GENERAL INFORMATION**

### **Picture quality**

Ideally pictures will be 2-3 MB each. This gives us the greatest latitude to use them.

### **What to do with the pictures?**

Please note that we are not in a position to manage RAW photos so we request that they be converted. We will have an external hard drive at the social media desk for the transfer of photos.

### **Honourarium**

As this is a charity event and our goal is to maximize the amount of money raised through Telemiracle, we are unable to pay professional rates. However, we can offer a small honourarium of \$200 and cover any hard costs incurred to produce your photos. The only requirement is that you work a minimum shift of either 3 hours on Saturday, March 2<sup>nd</sup> (from 9pm – 12am) or a minimum of 4 hours on Sunday, March 3<sup>rd</sup> (between 12 am – 5 pm).

### **Questions?**

If you have any questions, please contact Richard Kies at 306-244-6400, ext. 5 or [kin.richard@telemiracle.com](mailto:kin.richard@telemiracle.com).

Thank you!

A handwritten signature in black ink that reads "Richard Kies".

Richard Kies  
Executive Director  
Kinsmen Foundation Inc.