

City of LA EWDD

# COVID-19 Style Guide



Contact:

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# Stories

COVID-19 has introduced new safety and health guidelines that require social distancing in order to help prevent the spread of this disease. As one long-time EWDD staff member said, “During times of crisis, Angelenos need our help even more.” EWDD’s WorkSource, YouthSource and BusinessSource services are working harder than ever to provide services to the City’s youth, job seekers and small businesses. Our in-person visits may be limited, but we continue to produce success stories. We need your help to tell them.

Below is EWDD’s COVID-19 Style Guide, with tips on how to write and film your own success stories during the pandemic. We look forward to seeing them! Until we can meet again in person, please stay safe, stay healthy, and when possible, stay home. #LALove

**When constructing a story, think of these 5 Ws:**

**Who?**

**What?**

**When?**

**Where?**

**Why?**

(For examples on how to write an effective story, reference EWDD's Style Guide and [EWDD's Weekly Updates](#))



# Capturing Photos

For group and individual portraits, take photos illustrating participants wearing masks AND practicing social distancing.

For example:



ADDITIONAL ITEMS TO CONSIDER:

Keep in mind that your photos will provide the context for the story.

- Does this image add context to the story?
- Will this image make sense to the reader?

PHOTO TIPS FOR PRINT AND DIGITAL MEDIA:

- Use tight shots of subjects and avoid using distracting backgrounds.
- Take multiple shots to guarantee capturing a usable image.
- Whenever possible, take photos in both landscape and portrait layout as this ensures that your images can be used on as many platforms as possible. This assists EWDD Communications with marketing and publicity efforts.
- If you are using a DSLR camera, consider shooting in RAW settings in case any edits are needed in post processing, such as contrast, highlights, shadows and exposure .
- In indoor settings, make sure your ISO is set above 800 to capture more light with a higher shutter speed.

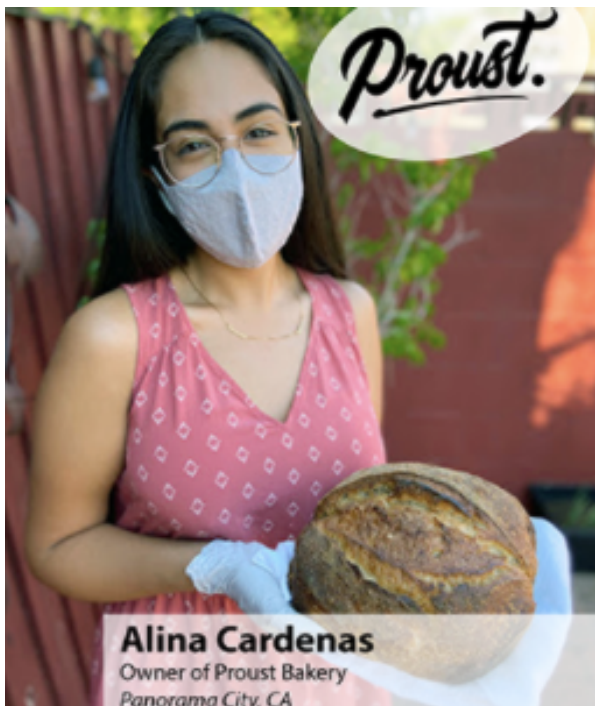
# Submitting Photos

Submitting Images to EWDD for Digital Usage:

Please send photos in the highest quality possible (PNGs and/or JPEGs), at least 600 dpi.

When submitting your photos, please provide original versions along with any edited or photoshopped versions. Send original photos, edited photos and logo files separately.

For example:



(Edited Version)

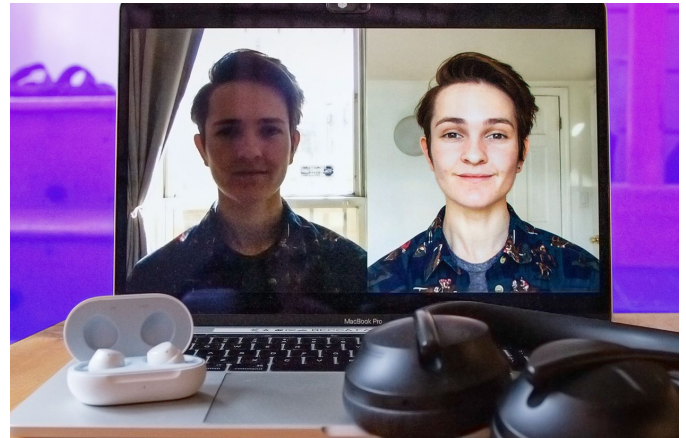


(Original Version)

# Recording Videos

Tips for filming videos/interviews:

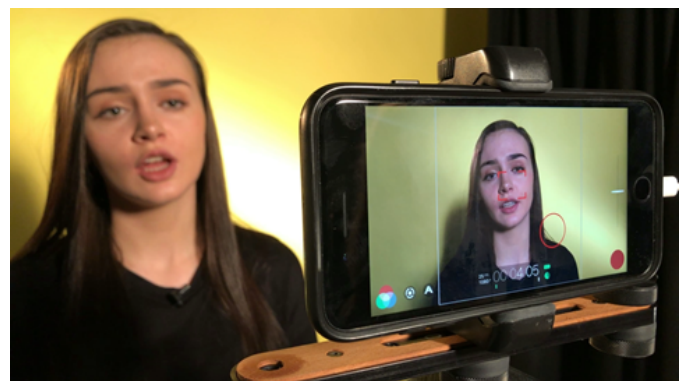
1. Make sure to wipe your lens so the image is clear.
2. Make sure the microphone isn't covered, and that you are in a quiet place. We want to be able to hear you and just you.
3. Don't zoom in, as it actually lowers the quality of the image. Film horizontally, so that your footage is easier for our team to use.
4. If you are filming yourself, make sure we can see your whole head in the frame. You can also prop up the phone on a table or something else or have someone film you.
5. Make sure you are filming at a flattering angle. Try to film yourself as if you were taking a portrait photo of yourself.
6. Make sure you have good lighting. Make sure that we can see your face clearly and that a bright light isn't right behind you.



**(Bad lighting vs. Good lighting)**



**(Bad angle vs. Good angle)**



**(Film horizontally)**