

HOW TO ADD PHOTOS TO A NEWS RELEASE

intranet.epa.gov/newsreleases

Why photos?

- Use photos to help to engage readers in the “story” of the news release.
- Photos often show the Administrator or other senior official at an event or a visit.
- Photos can also show equipment or conditions at a site, for example, the ASPECT plane; or a cleanup before-and-after.
- High-resolution photos can be added for media to download and re-use, plus captions.
- Smartphones and the Web CMS make adding photos to news releases now much easier.

This training assumes:

- you know how to create a basic news release using the EPA Web CMS.
- your **photos and captions** have been approved.
- your photos are free of any intellectual property limit.*
- the photos are prepared for use (e.g., cropped or scaled to the right size).

*Please contact OPA if you have questions about photo approval.

This training covers:

- What you need to have ready ahead of time.
- How to add photos, alt text, and captions to a news release.
- A summary of alt text.
- How to add a link in the news release, so people who receive the news release by email can link to the EPA page with the photos.
- Whom to call if you need help.

PREPARE AHEAD OF TIME

- Image files
- Alt text (required) and captions, if any.
- The order you want the photos in, if there's more than one image.
- Note – multiple images will appear **in a line down the page**, so plan carefully. There is no automatic “carousel” feature to save space if you have a lot of images.

THE IMAGE FILES

- **Use photos between 300 and 1200 pixels wide.** There's no one right size; it depends on the purpose. Use large sizes if you are providing photos for others to use or publish.
- **Use standard image formats** such as jpg, png, gif, tif. Most images will probably be .jpg
- **Name image files related to the news subject,** for example, climateJuly272015.jpg
- **Organize the image files where you can easily find them.** For example, in a folder on your desktop. NOTE - Image files need to be removed from email, a .doc file, a PDF, etc. before you can put them in Web CMS.

Prepare Alt Text, Captions (if any)

- **A caption for each photo**, approved. Captions are optional, but because this is a news release, any caption text should be approved.
- **Alt Text for each photo.** Required by S508. Be descriptive about what you see in the photo. *Do not restate the caption.*
- More about alt text later in this training.

MULTIPLE IMAGES

If there is more than one photo, suggest you **name or rename each image file consistently**, for example:

climateJuly272015-1.jpg

climateJuly272015-2.jpg

climateJuly272015-3.jpg

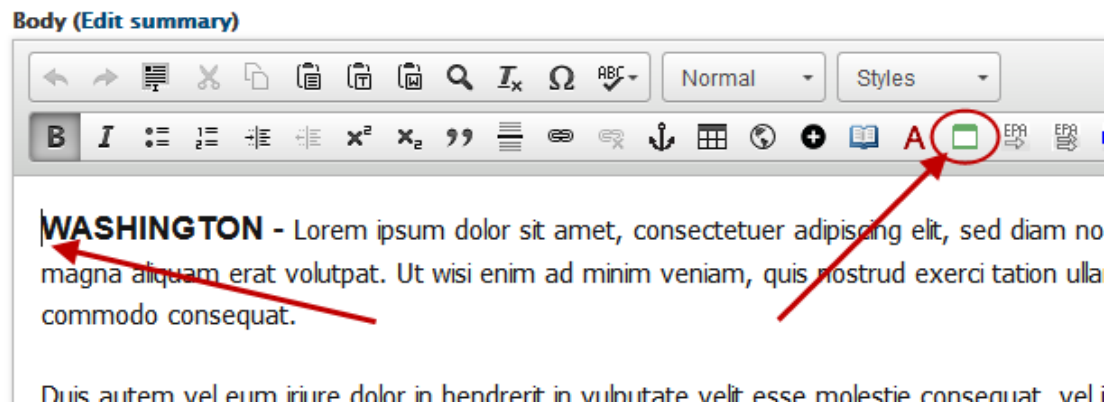
This will make it easier for you to find and organize the photos and captions as you add them.

ADDING THE IMAGES TO A NEWS RELEASE

- Prepare the main body of the news release first. Images are added into the news release text.
- Generally images will go in the news release at top right.

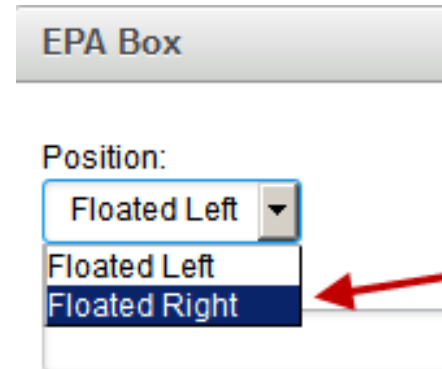
Insert a blank text box into your news release.

- Put the cursor at the very start of the first line of the news release. This will put the box with the photos at top right.
- Click the little “text box” icon.



Set the text box.

- Change the “Position” to Floated Right. Important.
- Type “Photos” in the box title. This keeps it simple and consistent for all news releases.
- Click “Save.” (not shown)



EPA Box

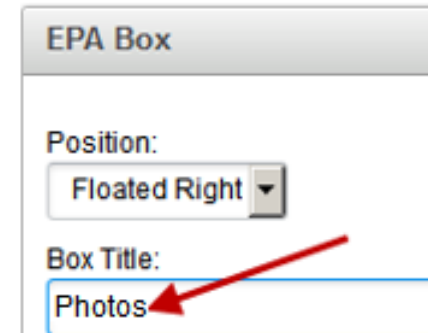
Position:

Floated Left ▼

Floated Left

Floated Right

A red arrow points to the 'Floated Right' option in the dropdown menu.



EPA Box

Position:

Floated Right ▼

Box Title:

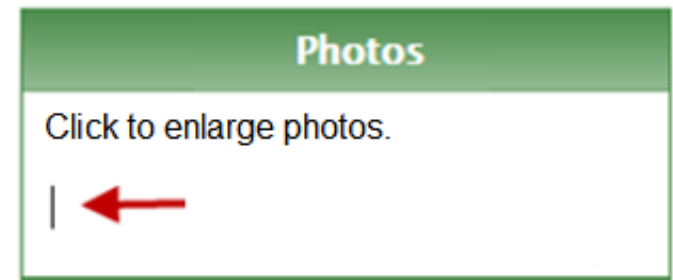
Photos

A red arrow points to the 'Photos' text in the Box Title field.

Start the box content.

- Your “Photos” text box should now be at top right of your news release. Leave the box style as green.
- Replace the default “content” sentence with “Click to enlarge photos.”

If you know you aren’t providing large photo versions, skip adding the “Click” sentence (or you can delete it later).



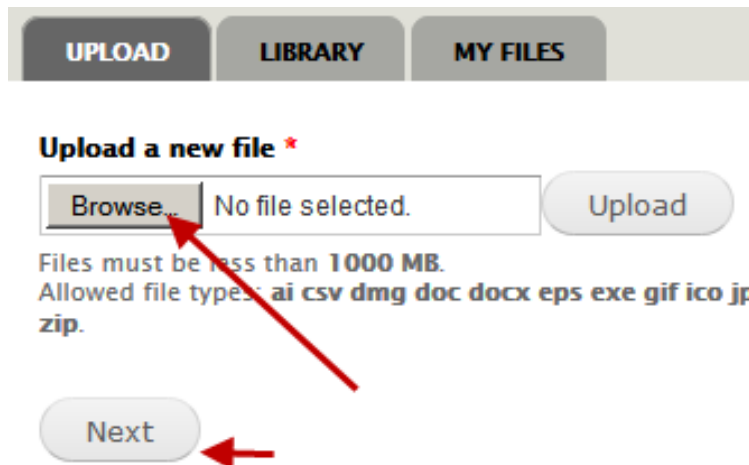
Add First Photo

- Position the cursor below the “Click” sentence.
- With the cursor in the text box, click the round “+” icon to add a photo.



Upload the Photo file.

- Click “Browse” to find and “open” the image file on your computer.
- Click “Next” (you can ignore the “upload” button).



The screenshot shows a web interface for uploading files. At the top, there are three tabs: 'UPLOAD', 'LIBRARY', and 'MY FILES'. Below these, the heading 'Upload a new file' is followed by a red asterisk. A file selection box contains a 'Browse...' button and the text 'No file selected.' To the right of this box is an 'Upload' button. Below the file selection box, a message states 'Files must be less than 1000 MB.' and lists 'Allowed file types: ai csv dmg doc docx eps exe gif ico jp zip.' At the bottom, there is a 'Next' button. Two red arrows are overlaid on the image: one points from the 'Browse...' button to the 'Next' button, and another points from the 'Next' button to the left.

Update the image file “title”.

- The image file will upload showing the file name in “title.”
- In the Web CMS, the Title name must be changed.
- You could just delete “.jpg” from the file name.
BETTER – give it a descriptive name.

Title *

Flood 1



Please enter a descriptive title for your file.

Alt Text

Alternative text is used by screen readers, search engines, and v optimization.

Add good alt text.

- **Alt (alternate) text** is required by S508 law.
- Write alt text *as if you are explaining to a blind person* what you see in the photo.
- You will have to look at each photo and decide.
- *Write alt text to be more than a title or a person's name. Also, don't restate a caption.*

Title *

Flood 1

Please enter a descriptive title for your file.

Alt Text

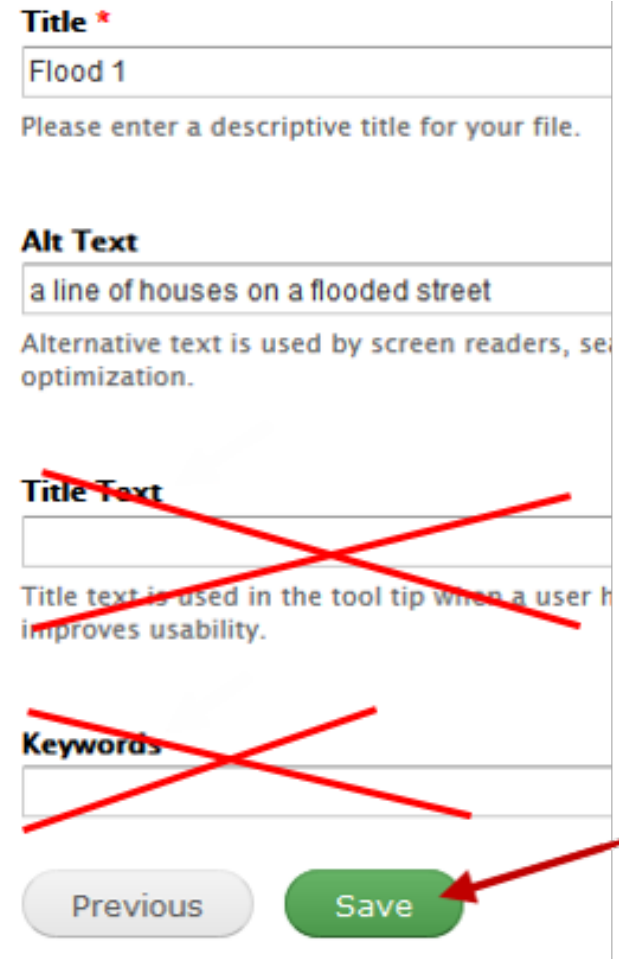
a line of houses on a flooded street

Alternative text is used by screen readers, search engines, an optimization.



“Save” -- so far.

- Skip *Title Text* and *Keywords*.
- Click Save.



The image shows a web form for uploading a file. It contains four input fields: 'Title', 'Alt Text', 'Title Text', and 'Keywords'. The 'Title' field is filled with 'Flood 1'. The 'Alt Text' field is filled with 'a line of houses on a flooded street'. The 'Title Text' and 'Keywords' fields are empty. Below the fields are two buttons: 'Previous' and 'Save'. A red arrow points to the 'Save' button. Red 'X' marks are drawn over the 'Title Text' and 'Keywords' sections, indicating they should be skipped.

Title *
Flood 1
Please enter a descriptive title for your file.

Alt Text
a line of houses on a flooded street
Alternative text is used by screen readers, search engines, and optimization.

Title Text
Title text is used in the tool tip when a user hovers over the file icon to improve usability.

Keywords

Previous Save

On the *Embedding* screen

- Select display as “large,” if not already selected.
- Check “Link to original image,” if not already checked. *This will allow readers to get the FULL SIZE image.*
- Don’t change the fields for Alt text, Title text, or Image Alignment.
- Scroll down...

Embedding *Flood 1*

OPTIONS

Display as Large

Choose the image size you wish to embed full-size original image by clicking on the below.

☒ Link to original image.

Alt Text

a line of houses on a flooded street

Communicate the purpose of this image as readers.

[Creating Effective Alternative Text](#)

Title Text

Title text is used in the tool tip when a user hovers over the image. Adding title text makes it easier to understand the image and improves usability.

Image Alignment *

none

Float the image and caption to the left or right of the text.

next on the *Embedding* screen

- Paste the caption, **if any**, into the editor box. Keep it as plain text, avoid adding formatting.
- Don't change the *Text format*.
- Click Submit.

[illegible]

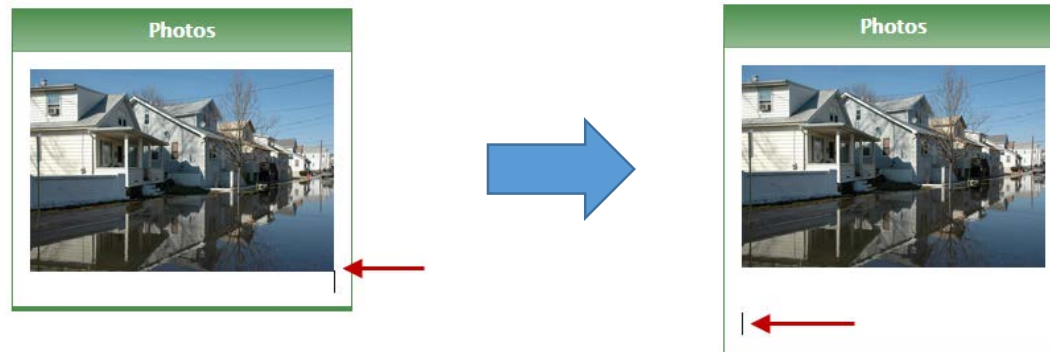
Done Adding.

- Your draft news release should now show the “Photos” box at top right, with the photo.
- If you added a caption, **it will not show here**. This is because you’re still in *edit mode*, remember.
- MORE THAN ONE PHOTO? *See next slide.*



To Add Another Photo

- Position the cursor at the bottom right of the previous photo.
- Press <Return> to move the cursor down and insert a space.
- Click the round “+” icon to add media (a photo).
- Follow the same steps as adding the previous photo.



To Test It.

- To see how the photo(s) will look, you must **SAVE** the draft news release.
- When you save the draft, the caption, if any, will automatically appear under the image, and the image will become clickable.
- Click it, and a large version should appear.
- Remember, to “Save” the draft news release will not publish it (make it public). You are only saving a draft to publish later.



Note about publishing.

- The photo and caption will automatically be public when you publish the news release itself.
- There is no separate “publish” step for the photo.

Keep going... There's one more important step.

IMPORTANT STEP – LINK TO THE PAGE

- Remember, EPA news releases are emailed to readers in Vocus, as well as posted as a web page.
- IMPORTANT - an email of the news release doesn't include the photos themselves.
- The Vocus email of the news release **needs to include a link to the web page news release.**
- **SEE THE NEXT PAGE!**

STEPS FOR YOUR NEWS RELEASE

IN THE WEB CMS:

- In the news release, add simple link text, e.g., “Photos of the event”
- Publish your news release live on the EPA Web site.
- Copy its public URL, e.g., <http://www.epa.gov/newsreleases/whatever>
- Unpublish the news release, and open it for editing.
- Hotlink the sentence above to the URL.
- Republish the news release (when ready to publish).

IN VOCUS:

- Add the hotlink above to your news release that you send in Vocus.

HELP?

- Contact the Office of Web Communications:

Jeff Morin, 202-564-6553

Danny Hart, 202-564-7577