

Rusk County Tourism Photo Library Wishlist

We've made a list of the types of photos we think are the most important to have in our photo library. This list includes activities, attractions, events and other things we want to emphasize in the marketing plan. Feel free to provide photos outside this wishlist if there are other topics you would like to see promoted.



Please keep in mind a few general rules when selecting or taking photos. Only high-quality photos can be used in marketing. Generally, amateurish or awkward photos do not work in advertising pieces, although candid shots can work when done appropriately. Overly staged photos do not work well, although some of the very best photos involve some initial preparation and staging. Consider both wide angle shots and close ups.

Photos of people's backs and posteriors are not compelling. **Smiling faces and people engaged in various activities are what engage travelers more than anything else.** A beautiful landscape is fine, but if that same landscape also includes one or more people, it is twenty times more effective in translating the beauty of the Rusk County area. In general, travelers want to see **people engaging in the same activities that they would engage in. It's also important to remember we promote Rusk County Tourism all year-long, so we do need photos for every season.**

On the back we have provided some mock-up ad examples to show the types of photos we are looking for.

Finally, whenever possible, please provide photographer credit, location info, a description and any other information you have.

At this time we will provide photographer credit and recognition in exchange for photos. We will consider compensation on a case-by-case basis for high-quality, unique, or hard to obtain photos.

Images are the foundation for all good marketing. Thanks for taking the time to help improve our photo library.

For more information and to submit images contact Andy at 715.532.2257 or aalbarado@ruskcountywi.us.

Wishlist

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| *ATV (ATVer must wear helmet) | *Northland Mardi Gras | Ice skating |
| *Biking (biker must wear helmet) | *Rock climbing | Lakes/rivers (please label if possible) |
| *Cross-country skiing | *Snow tubing | Lodging (room, building w/signage) |
| *Downhill skiing | *Snowmobiling | Shopping (indoor & outdoor) |
| Farmers Market | Birdwatching | Sledding |
| *Fishing (w/families/kids) | Boating | Snowshoeing |
| Geocaching | *Camping / Campfire | Swimming |
| *Golfing | Dining (indoor & outdoor) | Trails (please label if possible) |
| *Horseback riding | *Hiking | Waterskiing/wakeboarding |
| *Kayaking/canoeing | Historical photos | *Workers/Employees/Worksite |
| *Museums (preferably w/people in photo) | Hunting | Community Festivals |
| | *Ice fishing | |

*Indicates photos of highest priority

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