**KEY CONTACT INFORMATION** {INCLUDE WHEN AVAILABLE}

CARE \_\_\_\_\_\_\_\_\_\_\_\_\_\_

{PHYSICAL COUNTRY OFFICE ADDRESS}

Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

{NAME} – Country Director

[{EMAIL}](mailto:wilke@pap.care.org)

Mobil: \_\_\_\_\_\_\_\_\_\_\_\_\_

{ADDITIONAL CO LEADERSHIP}

{NAME} – CI Communications Officer

[{EMAIL}](mailto:wilke@pap.care.org)

Mobil: \_\_\_\_\_\_\_\_\_\_\_

**SCOPE OF WORK**

The photographer shall capture images of the emergency situation {LOCATION}. Images should include coverage of the general situation showing context of the emergency, living conditions, access to water, food and shelter etc. The photographer should work in close coordination with CARE’s communications/media officer {INSERT NAME} to develop story lines and ensure all needs are being met. Additionally, as time and opportunities allow the photographer shall also capture supporting audio and/or video media using available equipment and in coordination with the communications/media officer.

Images should include coverage of the general situation showing the plight of {AFFECTED POPULATION} and the major humanitarian need, as they are affected by {DESCRIBE CRISIS}. While emphasis should be placed on showing the crisis and humanitarian need the photographer should be sure to shoot images of CARE’s response through our emergency relief and established development programs, showing how CARE’s work is helping and making a difference. Special attention should be paid to highlighting the plight and role of women and girls in the context of the emergency and CARE’s response. Images should also include CARE staff interacting with beneficiaries in the field and other CARE branding as available.

Images, secondary media and related information captured will be used for a variety of CARE’s communications and fundraising efforts including distribution of images to media outlets covering CARE’s response and presence, and as part of CARE’s effort to raise awareness of the humanitarian crisis. On a daily basis or at the request of CARE’s communications/media officer, the photographer will provide for upload or email a limited number of JPEG images to support immediate fundraising and communication needs across CI. If needed, specific direction and technical support to facilitate delivery of images in the directed fashion will be provided at that time.

**Supporting shots:**

* Extreme close-ups/ I am Powerful style portraits (woman/girls/babies)
* Depict women as “heroes” – resilience & resolve
* Show surroundings and provide context for the emergency {ADD SPECIFICS HERE IF NEEDED}
* Multiple photos of large crowds...as many people as possible to demonstrate scale of those impacted
* Photos of babies/pregnant woman in every possible location, navigating the struggles of the emergency - basically living life day to day and receiving help with prominent CARE logos (i.e. signage, on staff clothing etc)
* If possible, provide shots of all the emergency sectors the Country Office is responding in (water, sanitation and hygiene; shelter; food security; sexual and reproductive health).
* Images of CARE staff (with CARE logos visible) engaging with women, children, families
* Images of key CARE staff such as the Country Director, Assistant Country Director, communications/media officer etc. (headshots and photos of them in the field)
* Images of women waiting in queues, women and/or girls gathering water, firewood etc.
* Women nursing (Confer with Emergency Media Officer and expert CARE staff to get a clear understanding of the breastfeeding techniques promoted by CARE and appropriateness of supplemental feeding. Images showing breastfeeding and supplemental feeding will be evaluated before being approved for public use.)
* Try to frame CARE logos in background whenever possible; try to ensure CARE staff are wearing clothing with CARE logos (if they are not, consult with the Emergency Media Officer immediately to obtain CARE-branded clothing)
* Mothers of all ages
* Images of entire families, mother in the center (visually demonstrating that woman are the center of the family/community life)

**REQUIREMENTS**

* Detailed information identifying individuals in the photographs as well as dates, places, ages and relativity to CARE must also be included.
* Images will be made up of RAW digital color images with embedded caption information.
* The Photographer must employ a current and cross-platform compatible digital work-flow process
  + For optimal compatibility it is recommended that Adobe Lightroom be used for captioning
  + Photo Mechanic version 4.6.2 or later may be used for captioning and image handling
  + If an external hard drive is used to deliver images it must be formatted to a FAT (i.e. FAT32) format.
  + Alternate software and/or processes must be discussed and agreed to prior to the start of the commission.
* The Photographer shall deliver to the CARE USA Photo Library the final collection of images in an organized and timely manner, with images labeled using the following naming convention:
  + - Country code-Year-Photographer initials-4 digit sequential #
      * Country code to be used shall be: {INSERT COUNTRY & RELEVANT CODE}
      * Four-digit year format (i.e. 2012, 2013)
      * Example: KEN-2012-EH-0275, KEN-2012-EH-0276
* Images must be accompanied by corresponding caption information, embedded within image files, and all applicable releases.