



HERITAGE

PORTRAITS & ALBUMS

for Public Safety Organizations

Honoring Our Nation's Heroes

Fire Department...Law Enforcement...Military Heritage Albums



HERITAGE ALBUM PROGRAM GUIDE

WELCOME TO THE HERITAGE PORTRAITS & ALBUMS FAMILY!

We are excited to work with you as our coordinator on this project, and even more excited to create this album for you and your members! In this guide, you'll find some very useful information for each step of this project, and we suggest reviewing this in preparation for your shoot and album creation. As always, you can email or call us with specific questions. .

With Love,



Heritage Portraits & Albums

START TO FINISH PHASES OF THE PROJECT



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SETTING YOUR DATES

Ideally, our goal is to photograph 50-60 members per 8-hour day. This allows each member to enjoy the full experience of being photographed and selecting their images. We also find what works best is to have our team shoot at one central location throughout your service area. If another shoot location is necessary, our team is willing to accommodate, but due to set up and break down, we are limited to a 6-hour shoot day.

You will see an example of a typical photography shoot below, but also feel free to reach out to us if you would like our help in setting your schedule, that is what we are here for!

MONDAY
JANUARY 4
6AM-11AM
NOON-3PM

TUESDAY
JANUARY 5
2PM-5PM
6PM-11PM

WEDNESDAY
JANUARY 6
NOON-5PM
6PM-9PM

THURSDAY
JANUARY 7
6AM-11AM
NOON-3PM

FRIDAY
JANUARY 8
2PM-5PM
6PM-11PM

SATURDAY
JANUARY 9
2PM-5PM
6PM-11PM

SCHEDULING YOUR MEMBERS

Scheduling your members for their portrait sitting is an essential element to the success of our program. We can easily photograph an average of 12 members Per Hour. To avoid overcrowding, we suggest to schedule each member in 5 minute intervals. Below is an example of a typical member schedule.

- For fire departments, we recommend rotating engines every 20-25 minutes.

LOCATION		ACSO MEDIA ROOM		DAY	WED
DATE		12/14		TIMES	10 AM TO 7PM
TIME	SHOT	NAME			
10:00		BILL JOHNSON			
		SUE ISELLER			
10:15		SAM BLACK			
		MARY WOODSON			
10:30		TIM SMITH			
		MIKE WAERS			
10:45		CRAIG PORTWOOD			
		BRIAN ENGLAND			
11:00		HONOR GUARD		GROUPS	
11:15		ADMIN STAFF		GROUPS	
11:30					

- For law enforcement, we recommend scheduling out of office rotating shifts (i.e. patrol shifts) in and around shift change times and schedule regular admin/office staff at other times.

- We also suggest to reach out to each department’s supervisors, and have them schedule their immediate subordinates for their appointment. You can assign blocks of time based upon the number of members within each supervisor’s command. (i.e. 1.5 hours blocked off for 18 members)

- For our smaller departments, you may want to have your members write in their own names for their appointment time. Our goal is to spread members out throughout the day to avoid overcrowding and offer the best experience possible!

SCHEDULING GROUPS & TEAMS

- We’d love to photograph any groups or teams at your department. Any groups larger than 5 people would just need to block off 15 minutes on the schedule for their photos, as these would be done outside the regular studio.

- Any groups larger than 30 people (i.e. SWAT teams) would need to block off 30 minutes on the schedule in order for us to accommodate properly.

- Any groups or teams not photographed by our team can still have their photos in your album by submitting high resolution images in with your album content.

				20	21
				PATROL/ADMIN SWAT READY ROOM JUSTICE CENTER 12PM-5PM 6PM-9PM	PATROL/ADMIN SWAT READY ROOM JUSTICE CENTER 9AM-12PM 1PM-6PM
23	24	25	26	27	28
CORRECTIONS 12PM-4:30PM 5:30PM-9PM	CORRECTIONS 12PM-4:30PM 5:30PM-9PM	CORRECTIONS 12PM-4:30PM 5:30PM-9PM	CORRECTIONS	OFF	OFF

PROMOTING YOUR SHOOT!

Our goal is to photograph as many of your members possible to be captured in your album. We have several resources created for you to make your members excited for Heritage's arrival, which will translate into an amazing album!

HERITAGE FLYERS & POSTERS

Our team will design and print event flyers and posters indicating the dates, times, and locations of the photography sessions. We suggest displaying and distributing these in high-traffic areas as well as emailing to all of your members to create excitement. You may also wish to have any supervisors promote and distribute flyers at employee meetings.



PROMOTIONAL EMAILS

Our team will supply a series of promotion emails to be sent to all of your members. We find that sending these emails out in specific intervals prior to our arrival is most effective. Our marketing representative will send you the emails and you may simply forward them to your members with the attached flyers.

- Please copy your marketing representative on any other correspondence concerning the promotion of Heritage Portraits & Albums with your members.
- Within your promotional emails, we recommend advising your members on proper attire determined by the head of your organization (members may also change into any specialty gear to be photographed in as well).



PREPARING FOR HERITAGE'S ARRIVAL

Before our team arrives at your location, a few items are needed to ensure everything runs smoothly.

1 YOUR MEMBER ROSTER

• In order for your members to be properly sorted in your album, we will create a data base with certain information and will use this throughout the program. **We ask that this information be compiled and sent to us at least 30 days before your shoot.** This will also help ensure each person's name matches their images. *We are only able to accept an excel or spreadsheet file. We also ask only one entry (i.e. first name, last name, rank, etc.) per cell. You can typically retrieve this information from your HR department.*

• Information to be sent may include the following: *first and last name as it will appear in the album, rank or job title, division, shifts, or stations. (see example below)*

	A	B	C	D	E	F	G	H	I
1	Last name	First Name	*Name you go by if different than first name	Rank	Rank Description	*Station	*Station Description	*Shift	*District
2	Castronovo	Gregory	Greg	DVC	Division Chief	ADM	Administration	4	
3	Chaney	Robert	Bob	FF	Firefighter	10	Station 10	C	District 2-East Side
4	Chanthaphone	Sonenalinh	Sonny	FF	Firefighter	10	Station 10	C	District 2-East Side
5	Chappell	Cindy		TEL	Telecommunicator	911	911 Dispatch Center	A	
6	Collins	Brian		TEL	Telecommunicator	911	911 Dispatch Center	C	
7	Collins	Dustin		FF	Firefighter	2	Station 2	A	District 2-East Side
8	Collins	Janice		MST	MSAG Technician	911	911 Dispatch Center	4	
9	Conderman	Craig		FF	Firefighter	4	Station 4	B	District 1-West Side
10	Connors	Shawn		FF	Firefighter	11	Station 11	A	District 2-East Side
11	Cordonnier	Matt		FF	Firefighter	10	Station 10	C	District 2-East Side
12	Corl	Joseph	Joe	DVC	Division Chief	ADM	Administration	4	
13	Crawford	Sileena		TEL	Telecommunicator	911	911 Dispatch Center	C	
14	Croutcher	Kirt		CP	Captain	2	Station 2	A	District 2-East Side
15	Dantuma	Adam		FF	Firefighter	10	Station 10	B	District 2-East Side
16	DeCarlo	David	John	ESP	Equipment Specialist	SHP	Shop Maintenance Facility	4	
17	DeCastris	Frank		DR	Driver Engineer	1	Station 1	B	District 1-West Side
18	Dempsey	John		LT	Lieutenant	9	Station 9	C	District 1-West Side
19	DeShazo	James	Jim	FF	Firefighter	11	Station 11	C	District 2-East Side
20	Diventi	Andrew	Andy	FF	Firefighter	1	Station 1	A	District 1-West Side
21	Domanski	Laurie		TEL	Telecommunicator	911	911 Dispatch Center	D	
22	Donnelli	Gregory		FF	Firefighter	2	Station 2	A	District 2-East Side
23	Dorsey	Jaime		FF	Firefighter	11	Station 11	A	District 2-East Side
24	Douglass	Joshua	Josh	FF	Firefighter	10	Station 10	A	District 2-East Side
25									
26									
27									
28									
29									

2 YOUR DEPARTMENT'S PATCH OR LOGO

• Your patch or logo will be used throughout your album and many products your members will order. We ask that either a high-resolution digital image be sent in jpg, tif, png, or vector file formats, or you may mail an actual patch to us to use. We will need this as soon as possible, 45 days prior to shoot if possible.

3 SPACE REQUIREMENTS

• When our team arrives at your location, they will need to set up their studio space. While our minimum room requirements are climate controlled, 20x20' with 8' ceilings, the larger space available for us will provide the best experience for your members. We find that training rooms or classrooms provide the most comfort for everyone, and recommend clearing any furniture out prior to our team's arrival.



WHAT IS YOUR PROMO SHOT?

Your promo shot is intended to evoke a timeless and nostalgic look and feel.

That is what we are creating for your department and your members.

Your promo shot is carefully analyzed and crafted by our creative team to deliver a piece that will showcase the essence of your department and that everyone will be excited to display.

SKY SWAP

VEHICLE POSITION SWAP

TEXTURE

CROP & STRAIGHTEN



OBJECT REMOVAL

WHAT IS A PROMO SHOT?

Simply, it is a special image created for your department that will be used in the member composites but that also can be enlarged and framed for the department and can be used on the web or for other department purposes. It can represent your headquarters and vehicles but could also include a noteworthy landmark in your area.

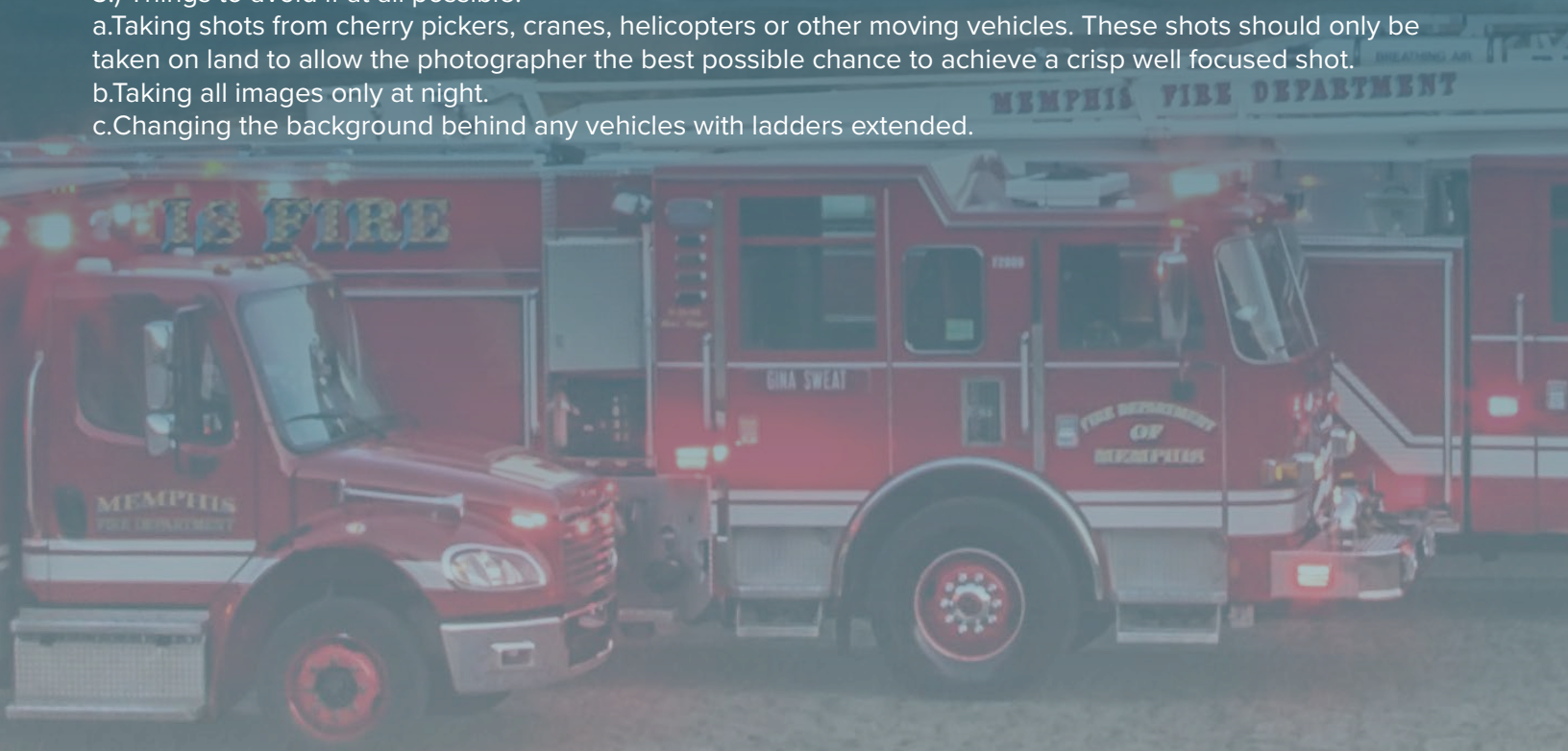
IMPORTANT NOTE: We will provide ONE free Promo Shot for your department and this shot must be captured while we are on location at your department. The Promo Shot will be used for all individual member composites. Keep this in mind when considering your subject matter. It should represent all members regardless of race, religion and personal interests.

The following information will help guide you through the process of deciding what type of look and subject matter will be used for your shot.

Your Heritage coordinator will contact you prior to the shoot to respond to any questions that you might have while arranging the events that must take place for the shoot to go as planned. Your Heritage photographer will contact you 1 to 2 weeks before your Heritage Event starts.

PLANNING YOUR SHOOT

- 1.) The best results in color, detail and lighting are achieved when the pictures are taken with a range of outdoor light (dusk to night). The color and vehicle graphics show up better in daylight, the sky and vehicle lights look better at twilight and building lights look better at night. The best option is to have the photographer set up 1 hour before sunset through 30 minutes to an hour after. If all shots are taken at night, there will be a loss of color purity and sharpness of graphics on the vehicles.
- 2.) Many departments like having their vehicle graphics or insignia prominently displayed. Consider this when working with your photographer and staging the shot. If it is not captured well with the camera, it is impossible to recreate it in post-production.
- 3.) Things to avoid if at all possible:
 - a. Taking shots from cherry pickers, cranes, helicopters or other moving vehicles. These shots should only be taken on land to allow the photographer the best possible chance to achieve a crisp well focused shot.
 - b. Taking all images only at night.
 - c. Changing the background behind any vehicles with ladders extended.



MEMBER PHOTOS

Once our team has set up their photography rig at your location, they are ready to begin photographing your members. We try to make the process as fun and stress-free as possible. Here's the steps your members will experience with us:

- 1 **CHECK IN:** Each member will check in to our software to review and complete their basic information. We gather their information to ship their packages to and keep them informed on album statuses.
- 2 **PHOTOGRAPHY SESSION:** Once checked in, our photographer will see each member to take their images. Our photographer captures 3 different poses per member to give the most variety and flattery.
- 3 **VIEWING SESSION:** Immediately after being photographed, our portrait consultant will show each member all of their images and help them select an image to go into the album. We will also show them their options for ordering prints, products, and albums and process any order they would like to place.

DELIVERY OF PRINTS AND PRODUCTS

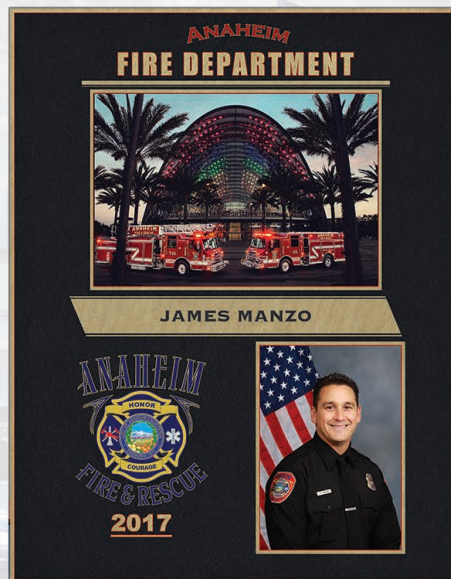
Our production team works diligently to ensure the lowest lead times on delivery of our prints and products. In order to process the orders, we must have a patch/logo and have completed the promo shot, as these appear on our products. On average, our order to members begin to ship out around 6 weeks after the conclusion of our shoot. Each package is delivered to their home or office, whichever they prefer. Albums will ship separately in bulk to your department after the design, proofing, and printing process has completed. We estimate at least 8-12 months after the conclusion for our shoot before albums are completed, but with your help of submitting content and proofs, we can decrease this lead time.

EXAMPLE OF SILVER LABEL PACKAGE

PRINTED HERITAGE ALBUM



MEMBER COMPOSITE WALL PORTRAIT



GIFT SIZES & DIGITAL NEGATIVES



GATHERING AND SUBMISSION OF CONTENT

CONGRATULATIONS! You've almost crossed the finish line! Gathering and submitting the content for your album is one of the last steps with the program. You can begin gathering content even before our shoot, the sooner the better! We are here to help you with every step of the way, and after your shoot you will be directed to our contact that will be able to help you with the process. We can also provide with you more sample albums to help you with ideas on what to submit. **We'd suggest setting realistic internal goals and deadlines among your Heritage Album committee to have content in and submitted by to insure a timely return of the finished product to your members.**

1 SORTING MEMBER PAGES

We can only create member pages based on the information given. Here are some things to keep note of:

- Heritage can only accept member sort information via spreadsheet (xlsx or csv). No Word Documents can be accepted.
- If you are sending in a spreadsheet that came from Heritage **DO NOT DELETE ANY COLUMNS**. Please only update information that is relevant, and please do not change a members bar file. This is the only indication we have of who is who.
- The Heritage Album is considered a time capsule. Please do not update any rank information about members. If they are photographed as an officer while our team is at your department, we cannot list them as a lieutenant when the book is printed.
- You do not have to resubmit member portraits taken by Heritage. The copy that is sent to the department is for department use. The only member photos that should be sent back is makeup photos that need to be photoshopped.
- **We are able to sort member pages by alphabetical sworn/alphabetical unsworn or rank alphabetical/unsworn by department and alphabetical -ask your department guide Kathryn, about these options!**

Any other arrangement of members besides these two options is considered a custom sort and incurs a charge. Custom sorts start at \$999 depending on department size.



OPTION 1
Alphabetical Sworn-Alphabetical Unsworn



OPTION 2
Rank-Alphabetical, Unsworn by department-Alphabetical

For any members not photographed, we can include them as well based on your preference (see page 10). For any members who choose to opt out, please reach out to your department guide, Kathryn, for the necessary forms.

2 GATHERING CONTENT IS EASIER THAN YOU THINK! Please read page 11 carefully for a full explanation of the size/quality of images we need in order to produce a quality album. Not adhering to these parameters may cause your album to be less appealing than you desire. **Remember: Quality in, quality out!**

- Poll your department members and retirees to ask if anyone may have any items they would like to see in the album.
- Check with local newspapers to see if they have any archived information on department events.
- Check with your local historical society/museum.
- Gather information from official city/county meeting notes.
- Your local library could have information, as well as sources online.
- If you have an agency museum, this would be a great starting place.

3 ORGANIZING MATERIAL

Our albums are divided and arranged into different sections. We suggest creating folders of categories of content to submit to us. The following are some examples of categories:

- Cover
- Title Page
- Table of Contents
- Acknowledgments/Dedication/Letters from the administration, such as the chief/sheriff/mayor/etc.
- Past Leaders
- Current Leaders
- History Section - Please make sure to send historical images with corresponding text for interest.
- Old/New Buildings/Current stations/Past and present equipment
- Past and present badges/patches
- Old memorabilia (past uniforms, weapons, pay rates, equipment, etc)
- Past and present major events
- Group and team photos with corresponding text
- Family members (father/son, husband/wife, etc. who have served or are now serving)
- Community involvement (descriptions of community events or outreach is very helpful)
- Training (members/facilities/equipment, etc.) with corresponding text
- Awards/honors
- Memorial section for fallen members
- Section for those service in Military
- Retiree section
- Fun stuff (picnics, parties, sports teams, etc.)
- Miscellaneous photos that may be used anywhere within the book

4 DIGITAL SUBMISSION OF CONTENT

- Photo content limits are relative to the amount of members photographed. If less than 300 members were shot, we highly suggest up to 250 images in your album. If over 300 members were shot, we suggest up to 300 images. We also advise you to double check that no duplicate images have been submitted.

PLEASE NOTE THAT PAGE CONSTRAINTS & IMAGE QUALITY MAY RESULT IN NOT ALL IMAGES SUBMITTED BEING USED IN YOUR ALBUM.

We're here to help!
Call your department
guide Kathryn at
800-311-5260 ext. 101

• *While scanning images, it is important to scan the images at the correct resolution and only of the original image. Small photos must be scanned at 100-150% of their original size at a resolution of 300 dpi and saved as a jpg, tif, or png file. If it is a large photo such as an 8 x 10 or a 5 x 7, it can be scanned at 100% of its original size. All digital images should be a minimum of 2 mega pixels (resolution 1600 x 1200 pixels or better). Save and name the image file with an image number.*

• Complete a word document that will reference back to this image number and include a detailed explanation of how you would like your image cropped or enlarged, in which section you'd wish the image to appear, and any caption or text that goes with the image. Please include such a word document for each section of images. (Example—image 0012 in fun stuff, please crop out dumpsters, etc.)

• We suggest that you **DO NOT** copy images from a website. Websites are memory sensitive and use low resolution images that are too small and too low quality to be reproduced for inclusion in the book. Please Note: Any photographic prints or text documents submitted to Heritage for us to scan will incur an additional charge of \$10/item scanned plus will not be able to be returned. Patch or Badge scanned at no charge.

• For text submission, all text should be typed in Microsoft Word and saved in the individual documents by section (ex. chapter 1 Acknowledgments, chapter 3 History Section, etc.), Text should be typed in a font such as Arial or Times New Roman and saved as a Word Doc or file. Text must be spell checked, grammar checked, edited and proofed PRIOR TO submission. Put each document in the folder with any other material belonging to that section.



• **DO NOT** embed or place any images/photos in with the text document as this greatly reduces the quality of the image since it is no longer the original image file. If you wish to place an image within the text document, just mark in your text file “insert image #0012 here”. We can then place that image within the document and wrap the text around it as suitable.

• Include a folder labeled “cover” which would include your organizations logo or other images to be featured on the cover as well as the desired wording for the cover.

5 SUBMISSION DEADLINE

• We cannot begin the design phases until **ALL** your miscellaneous content is submitted. You will receive a thumb-drive with categories that you can drop your photos and files into. All you have to do is send it to us when you have finished! Mail thumbdrives to: 450 Dearmanville Rd., Anniston, AL 36207. We will only begin the design of your Albums when **ALL** content is received. We strongly suggest having your content submitted within 90 days of completion of your member photo sessions. Content submitted later than that will delay the completion of the final project and possibly cause some concerns among members who have already paid for their product. **CONTENT NOT SUBMITTED WITHIN ONE YEAR AFTER PHOTO SESSIONS MEANS SPONSOR ACCEPTS RESPONSIBILITY FOR ALBUM COST SHOULD THERE BE NEED OF REFUNDS TO MEMBERS.**

NO CONTENT CAN BE SUBMITTED AFTER THE THUMB-DRIVE HAS BEEN SENT IN. THIS CAUSES CONFUSION AND DELAYS. IF THE CONTENT IS NOT SUFFICIENT, IT WILL BE SENT BACK TO THE DEPARTMENT. PLEASE MAKE SURE THAT EVERYTHING ON THE THUMB-DRIVE IS ALBUM READY (PRINT READY).

6 SUBMISSION AVENUES

• WHEN YOU'RE DONE FILLING YOUR THUMBDRIVE WITH CONTENT PLEASE SHIP IT BACK TO US AT: 450 DEARMANVILLE RD., ANNISTON, AL 36207. PLEASE INCLUDE ALL OF YOUR CONTENT ON THIS THUMBDRIVE. RECEIVING MULTIPLE EMAILS OR DROPBOX FILES WITH DATA & IMAGES IS CONFUSING AND HARD TO KEEP TRACK OF.

ALBUM PROOFING

Digital proofing will be provided for corrections throughout the project and prior to printing with a final version hard copy proof provided before final approval. The production time for your hardcover proof is 2 weeks. Please make certain you have many sets of eyes look through the final hard-copy proof. Once you receive your first proof, you have up to 10 days to review the proof and make any corrections. We provide up to 5 hours of complimentary design time for revisions. Once the final version has been approved, no further changes can be made and the organization accepts full responsibility for the correctness of the completed Album.

1 REDESIGN

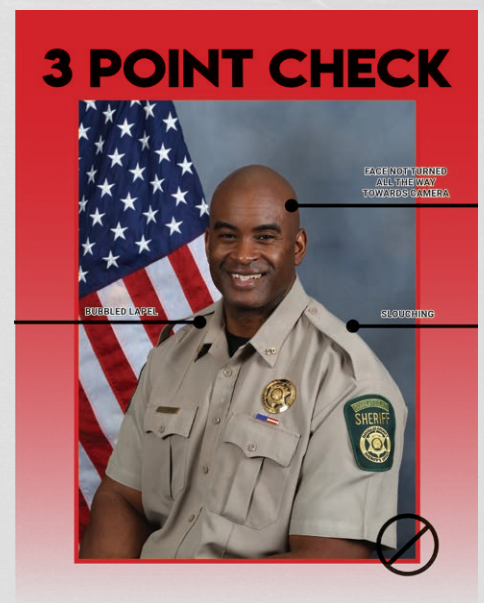
- If your album requires a complete redesign at any point, a redesign fee of up to **\$700** may be implemented. You would not be charged this without your prior knowledge and consent.

2 MEMBERS MISSING PHOTO SESSIONS

- You inevitably will have members who miss the scheduled photo sessions. Heritage can change and match backgrounds for any members who may have missed your photo sessions in an effort to create uniformity in your member pages. We can provide these photoshopping services for up to 5% of your total members. If more than 5% missing member images are needing background swaps we can do that for an additional charge of \$10/image. If department chooses not to incur this charge, you could either (1) have someone internally photograph the missing members and replace the background thru photoshopping them yourselves (matching digital background will be supplied) and submitting with supporting text data for each member image, (2) add the submitted members with no background swap in a separate section to maintain uniformity on regular member pages and entitled “members missing photo sessions”, or (3) simply list the members names with no images.

3 INSTRUCTIONS FOR PHOTOGRAPHING MISSING MEMBERS

- Missing member images must be submitted with the miscellaneous content or prior to. Photos should be portrait orientation, have plenty of room above the member’s head and on both sides. Photograph members posed with their left shoulder angled toward the camera, showing their patch. **Leave plenty of space on the sides, top, and bottom of the picture so there’s room to crop them.** Make sure the picture is not too high up on the member’s body. The photo should go down to the member’s lower waist. Have the member looking at the camera. Their nose should be almost straight forward. Member needs to be at least five feet away from the background to prevent a strong shadow. If you are using studio lights, the main light is on the photographers right. If you are not taking the photos in front of the chosen background but want to have the backgrounds for the images replaced in Photoshop to match the rest of the pictures in the album, it is best to use either a solid blue or a solid green background. **Choose a color that is not in the uniform so that it will be easy to distinguish the uniform from the background. This makes switching out the background easier.**



ALBUM DELIVERY

Once a hardcover proof has been sent into production and printed, all changes are final. If additional revisions are needed after receiving your hardcover proof, design and reprinting fees may apply. Please note additional revisions will require a new hardcover proof to be produced and approved. Please allow 2-3 additional weeks if an additional hardcover proof is reprinted. Final hardcover book runs cannot be printed until final hardcover proof has been approved.

Once your album design has been approved and hard cover has been signed off, we will put your albums into printing production. Your albums will take anywhere from 2-4 weeks after the final approval to be printed and delivered. Your albums will be delivered in bulk to your department and you will be provided with a list of any members who have ordered an album, to be dispersed to.

NO BOOKS WILL BE REPRINTED AFTER FINAL PRODUCTION. NO EXCEPTIONS WILL BE MADE.

TIMELINE

Here's an ideal timeline of the Heritage Album process.



PROGRAM CHECKLISTS

PRE-SHOOT SPONSOR CHECKLIST

- Physical locations for shoot (address and room)
- Choose your album style
- Patch/logo
- Distributing flyers and posters
- List of members
- Contact photographer
- Promo set-up

NOTES

CONTENT CHECKLIST

- Receive thumbdrive
- Watch instruction video
- Gather historical information with text:
 - Past leaders/Current leaders
 - Major events
 - Group/Team photos
 - Family members
 - Community Involvement(The list goes on. Anything important to your members is important to us.)
- All photos at least 1 MB
- Grammar and spell check all documents
- Select member sort
- Send back thumbdrive (please send within a bubble mailer or padded envelope)

NOTES



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