



Put them in the picture

Being part of the people agency





Application

Application is quick and easy and will allow you to be added to our database of potential media recruits

We ask for just a few, simple details that will allow us to offer you jobs with newspapers, magazines and TV programmes. Once these details have been received, they will be added to The People Agency's database and you will immediately begin receiving offers via email. There are hundreds of people on The People Agency's database so you should do as much as possible to set yourself apart from the crowd.

There are basic three things you can do to increase your chances of getting selected for the best media placements:

- Tell us more about yourself beyond the initial application form – 'Your Story'.
- Send us a recent picture of yourself.
- Keep in contact.

It's all about you...

After the initial application process you are given the chance to tell us about yourself – 'Your Story'. There are lots of things about you that may be of interest to the media, some of which you might not think are relevant. The key is to tell us as much about yourself as you can and we will sift through it.

Areas that might be of interest:

Family — how many children do you have, do you have a twin, have you had IVF, did you marry your childhood sweetheart?

Socialising — do you do an evening class, do you enjoy karaoke, do you go to the gym?



Health — do you have asthma, have you had laser eye surgery, have you ever had acupuncture?

Finance — do you run your own business, do you love to shop for expensive clothes, do you have have a second home, do you have a mortgage?

Personal — do you have a phobia, what do you do for a living, do you look like a celebrity, do you have a special talent?

Say "cheese" ...

It is really helpful if you send us a recent picture of yourself. You can do this after the initial application, at the same time as you fill in 'Your Story'.

Don't be a stranger...

Offers of work will be sent to you via email so it is really important that you check them regularly. Some daily newspapers sometimes need people at very short notice. Also, if your details change (address, telephone number, etc) or you wish to update your story then you can do this at any time by logging in and amending your profile.



Receiving offers

Once you are on our database The People Agency will forward you details of placements that match your profile.



Watch your emails

These will be sent to you by email so it is important that you check your inbox regularly – with some jobs, it can really be first come, first served!

Some of the emails we send you will not be appropriate. For instance we may receive a request from a national newspaper for a woman, aged over 40 who has got divorced and met the man of her dreams. We will send this request to all women on our database who are over 40 – we do not know whether they have been divorced or not!

But some of the offers that we send you will be appropriate and you will then have to ask yourself a few questions:

- Does the description of the person sound like me?
- Is it for a publication or TV programme that I would be happy appearing in?
- What is the payment on offer?
- When do they need someone?
- What's involved?

If you feel comfortable with the offer, then put your name forward. You do this by replying to the email and stating that you are happy for you to be considered for the placement. Something along the lines of "Yes – put my name forward" is ideal.

You can also ask questions at this point and, if we know the answers, we will be happy to tell you more.

Think carefully...

It is crucial that you have a good think about each time you put your name forward for a case study placement. Some articles may be slightly personal or embarrassing – so think carefully before you volunteer to have your bikini line waxed on *This Morning* or put your name forward to talk to *The Daily Mirror* about your sex life.

No guarantees

Just because you have put your name forward for a placement, does not mean that you will be offered the work.

We may get dozens of positive responses from people wanting to be that particular case study. If the request is quite general, e.g. "We are looking for a woman over 18 for a makeover", then we will get even more responses.

Improve your chances

There are certain things you can do to improve your chances of getting noticed and selected. These were outlined on page 3 but are repeated here:

- Tell us more about yourself beyond the initial form by updating your profile – you need to log into the website to do this.
- Send us a recent picture of yourself – again, you need to log into the website to do this.
- Keep in contact by updating your profile as your life changes – a new child, getting married, buying a home, losing weight...



Agreeing the details

Once you have been selected you will be given all the details of the placement.

Newspaper and Magazine Placements

Which title? – if you are unfamiliar with the newspaper or magazine then we will give you more details. You can also go out and buy the publication to better understand the contents and style.

What's the story? – you will be told more about the story. You will be told about where in the publication you will appear, which journalist you will be working with and the context of the article.

Who is the journalist? – journalists work in different ways so it will be useful to know who you will be speaking to. The People Agency will tell you everything you need to know.

What's involved? – you may be required to take time off work or travel. Most of the national newspapers and magazines are written in London so a few people will be required to travel to the capital.

Most articles require a phone interview and a photographer will come to you to take a snap. However, some stories require more effort such as a face-to-face interview or a studio photoshoot. We will tell you what is involved.



Just tell me when! – you will be told when you will be needed and how long for.

Show me the money! – you will also be informed how much money you will be paid and when

TV and Radio Placements

Which programme? – if you are unfamiliar with the TV radio programme, we will tell you all about it. It will also be a good idea to watch or listen to the show to get to know the style of the programme.

What's the story? – you will already know the basic outline of the story but you will also be told more about the feature and the reason the programme wants to talk to you.

Who is the presenter? – presenters have different styles and The People Agency will tell you about who will be talking to you.

What's involved? – you may be required to go to a studio to do your interview. Therefore, you may have to take time off work or travel to London or your local TV or radio station.

Just tell me when! – you will be told when you will be needed and how long for.

Show me the money! – you will be informed how much money you will be paid and when.



Working with...

NEWSPAPERS AND MAGAZINES

Newspapers and magazines love to illustrate their stories with the experiences and opinions of everyday people.

To do this they will need to speak to people like you. This is where The People Agency comes in. We match everyday people with the journalists and ensure that they get the best person for the article.

The Interview

The journalist will want to speak directly to you. Once you have been selected for the article, the next step will be the interview. The interview will be conducted:

One the phone – the journalist will call you
Face-to-face – the journalist may require you to travel

You need to remember a few things when you do the interview:

- Be honest
- Don't get drawn into talking about something you are not comfortable with.
- Simply, tell the journalist you don't want to discuss that
- Be chatty. Don't just give one-word answers
- Don't name and shame. If there are other people involved in your tale, be careful about being mean or slanderous. The journalist will know more about this but take care
- Spell out any words and names that are difficult. Some journalists are not the best spellers!



The Photoshoot

There are different types of photoshoot:

- The snap
- The studio shoot

The 'snap' is the simplest form and will basically involve a photographer coming to you to take a few simple pictures. It will be up to you to choose what to wear and you will also be required to do your own hair and make-up (both men and women!).

The photographer will come to your place or work, your home or wherever is more convenient for you. Just tell The People Agency and we will arrange the rest.

The studio shoot is a bit more glamorous. You will be required to go to a specific photographic studio and this may be in London. The shoot may take an hour or more.

You may have the assistance of a stylist to help you select some clothes and a hair and make-up artist to make you look your best. However, not all studio shoots will have these.

We will tell you what support you will have but be prepared to take your own clothes and do your own hair! The photoshoot will be directed by the photographer who will tell you how to sit, stand and move to get the best shots. Just follow their instructions and have fun.

The journalist will decide which photos will appear in the final article but you can always ask to receive the negatives so you can get some photos to share with your friends and family. There is no harm in asking – but do say on the day, not weeks later.