



Professional Photographers of Canada  
Photographes professionnels du Canada

Professional Photographers of Canada (PPOC)  
April 8, 2020

For immediate release

**PPOC recommends that these Front Porch type of sessions do not take place at this critical time.**

There has been a lot of controversy on various Photography groups regarding the increasingly popular Porch Portraits/ Front Step projects, and variations. We have been contacted by several photographers upset to see this happening in their area when they are abiding by the suggested public health measures and are staying home. We have also heard from photographers who don't understand why they should not do these kinds of photography sessions, if they are being safe about it, are doing it for charity, and are following their region's suggested public health restrictions.

Our country is currently in the early phase of a Global Pandemic. Given the increasing number of cases in Canada, the risk to Canadians is considered **high**. Extreme measures have been implemented in an attempt to stop the spread of COVID-19. We are in the midst of a serious health crisis like nothing we could ever have imagined.

There is a lot of conflicting and confusing information out there regarding non-essential businesses with restrictions varying from province to province, and city to city. Photography is **not** an essential service or business. Daily, we hear the direction from Canada's top health officials repeating the same message:

- Stay home!
- Work from home (if you can).
- Only go out for essential reasons.
- Keep a safe distance of at least 2 metres from other people (if you must go out).
- Go out to exercise but stay in your own neighbourhood (in certain provinces).

For these reasons PPOC strongly recommends that these types of sessions do not take place at this critical time. We cannot be too careful! This virus is extremely contagious, and is killing people all over the world. Sadly, we are seeing the death count rise daily in our country. **This virus can only move, if YOU move.**

Louise Vessey MPA SPA, Chair of the Professional Photographers of Canada states "I understand that photographers are suddenly cut off from most 'in real life' social contact and thus their clients; but this type of photography is not a necessary interaction, nor is it an essential service. Although most do it with the very best of intentions, it still leaves room open for mistakes that could potentially cost lives. Some photographers may knock on the door or ring the doorbell, pass someone in the street, a child

could run over to hug them, or their built in photographer instinct to go over and fix hair, pose the client and assist could easily kick in. These potential actions risk passing on, or catching COVID-19. “

“Of course I too have the ‘itch’ and would love to go out and have fun photographing porch sessions for charity, get some needed media exposure, bring a little light and fun into people's days and tell their stories. I get the ‘feel good’ aspect of this type of session. **But now is not the time.** These stories will still be there once the dust settles and we are on the other side of this Pandemic crisis. We can photograph and tell their stories when the time is right. This is **serious!** Any risk is not a risk worth taking no matter how small you believe it is.”

*The Professional Photographers of Canada is a not-for-profit organization that represents portrait, wedding, commercial, and military photographers from across the country. The Association promotes photographic excellence through education and exploration of image artistry and establishes standards of professional performance.*

For further information visit our website [PPOC.ca](http://PPOC.ca)

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209 Light Street  
Woodstock, Ontario  
1 (888) 643-7762