



Content



Your pictures must be newsworthy or be a picture of the day that is striking enough to cause a reaction.



The reader must be able to understand the story from looking at the picture.



Your pictures must be of the moment. There should be something in your image which means it could only be taken at that time.

For example, a political billboard that could be taken any time (morning, afternoon, yesterday, tomorrow) is not a news image. It is a stock image to go with a news story. But a political billboard being installed, or people protesting that billboard or people reacting to it is a news picture.



Your pictures must be as current as possible. The 24-hour news window is a guideline meant for occasional, international or exclusive news. Our clients want your pictures within the hour. DO NOT wait until the end of the day of shooting to file your images.



Make a tight edit and previsualise your shoot so you know the ultimate set of images you want to send. The set should have nice variety overall: wide shots that tell the story, action, reaction and details all in a combination of uprights and landscapes.

Limit your shoot to 20 images except for red carpet and fashion, and nationally/internationally important spot news. Make sure each picture is unique. DO NOT send duplicates or similar frames.



Your pictures should be an accurate and fair representation of the scene photographed. They should be in colour. Nothing should be added, removed or altered. Post production processes that alter the scene or manipulate the photo are not allowed.



All images should be taken according to the law of the country they were taken. In the UK, images must be taken in line with IPSO (Independent Press Standards Organization) guidelines.