



NEWSWORTHINESS

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



UNDERSTANDABLE

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



OF THE MOMENT

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

e.g. 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. A political billboard being installed, or people protesting or reacting to the billboard, is a news picture.



CURRENT

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.



TIGHT EDIT

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 (*e.g. wide shots that tell the story, action and reaction shots, related detail shots*) all in a combination of portrait and landscape orientation.



LIMITED NUMBER

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.



FAIR AND ACCURATE

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.



COMPLIANT

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 Organisation) guidelines.