

Photo guidance for newspapers

Photographs can help to get a story in the newspaper, but they need to be good quality. Here are a few tips on how to get your snaps spot on.

Working with photographers

Although journalists and photographers tend to have less time these days to get out to events, if your story is interesting enough they may attend.

Ring your local newspaper and follow up with an email with all the details of the event. Give them plenty of notice and follow up with a phone call a few days before your event.

If a photographer comes along, work with them and be helpful about setting up shots. You can also get some pointers from them about how to get a good photo yourself in future.

If you don't get anyone along, make sure you have a camera, or even a phone on you, to get your own photos to send to the paper.

Getting permission

- Make sure everyone in the photo knows that it will be sent to the press and ask their permission.
- If there are children in the photo, you will also need signed permission from their parents.

Taking your own photo: getting the right shot

- Check out the location of your picture prior to the photocall and make sure it looks its best.
- Make sure you are close enough. Photos of people or events are better when they are close and fill the shot.
- Avoid line-ups and traditional cheque-presentation photos. Action shots are much more engaging so more likely to get used by the newspaper, so have some fun! Give people something to do if they're not already doing something.
- Avoid taking pictures of people either eating or drinking.
- Include Diabetes UK branding if possible by wearing one of our t-shirts or having a banner in the background.
- Be aware of what's around your subjects when you take your photo. Lamp posts coming out of heads, random people walking by, other charities logos should all be avoided.
- Beware of reflections if the people in your photo wear glasses. Ask people to remove sunglasses and play around with the angle of the light so you don't get too much glare.
- Get horizontal and vertical shots so the newspaper has options when formatting the story.
- Take lots and lots of shots – you will get a good one amongst them.
- Don't be afraid to move people where you want them – this might mean being a bit bossy
- Photos need to have high resolution so should be at least 1MB in size.

Examples of good photos for the press

