

TIPS

TIPS FOR TAKING NEWSWORTHY PHOTOS:



BE CREATIVE. The more interesting your photo, the greater your chances of media pick-up. A shot of the shop floor is more interesting than the “grip and grin.”

BE BRIGHT. Lighting is one of the most important aspects of photography. Great light and vivid colours can make the difference between a spectacular photo and an unusable one.

USE TIGHT, DETAILED SHOTS. Large, clear images within tight shots display the most detail. And they add flavour to the story, creating intimacy with the viewer.

CAPTURE ACTIONS AND REACTIONS. Don't stage your photos! Natural and action pictures are catchier, and increase your chances of media coverage.

INCLUDE A CAPTION. Give your photo context and answer all five Ws: Who is it, Where are they, What is happening, When, and Why?

LET A PROFESSIONAL DO IT. CNW's photographers have the experience, the knowledge, and the creativity to achieve the kind of newsworthy angle editors are looking for.



CNW

www.newswire.ca