

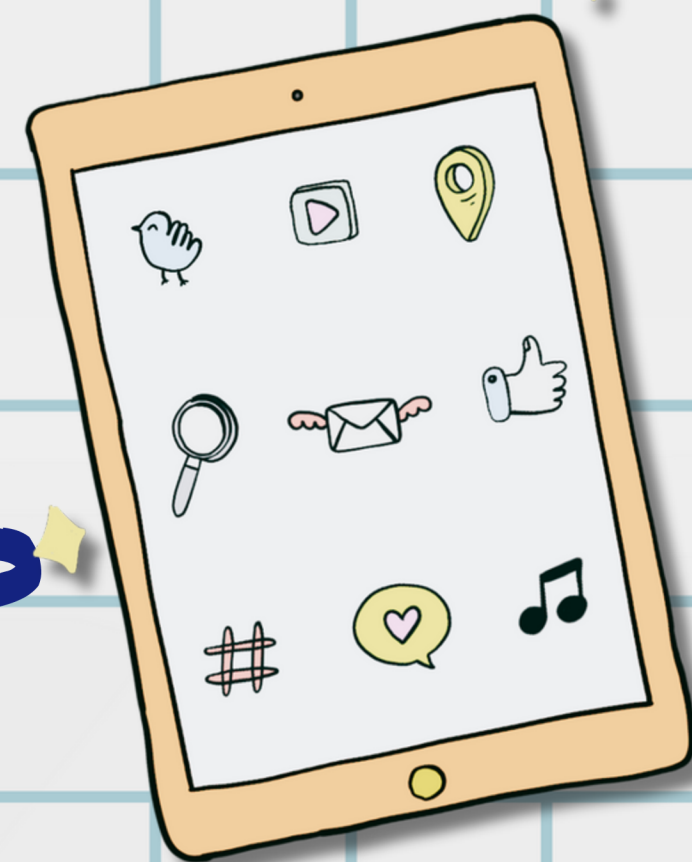
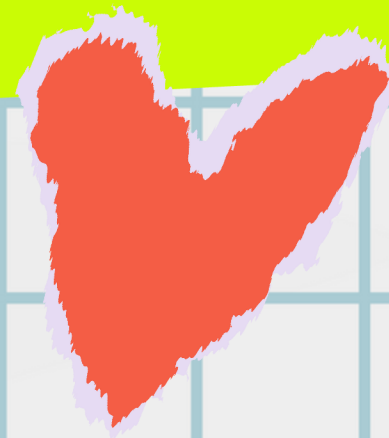
# USING PHOTOS



in



# NEWS STORIES



NEWS  
PHOTOS HELP  
TELL THE  
STORY

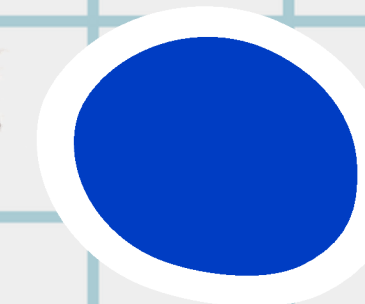
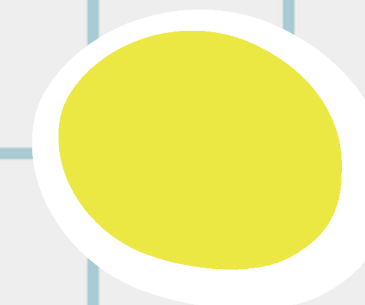
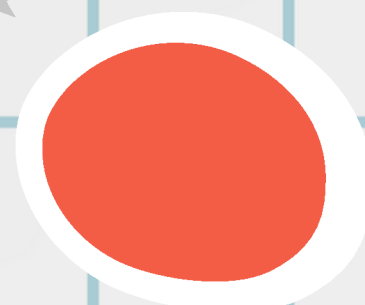


DO

- SHOW REAL PEOPLE DOING REAL THINGS, LIKE YOU'RE NOT EVEN THERE!
- USE PHOTOS THAT MATCH THE MOOD OF THE NEWS STORY.
- TAKE MORE PHOTOS THAN YOU NEED. YOU CAN PICK THE BEST ONE LATER!



News photos are like a window into what's happening.



GREAT NEWS PHOTOS  
WOULD NEVER:

DON'T

- USE FILTERS, AI OR PHOTOSHOP
- MAKE PEOPLE ACT OUT A NEWS STORY TO LOOK REAL.
- USE OTHER PEOPLE'S PHOTOS WITHOUT PERMISSION.

(IT'S OK TO STAGE PORTRAITS BUT NOT PHOTOS OF LIVE EVENTS)

