

BEFORE YOU PUBLISH YOUR PHOTO, MAKE SURE YOU KNOW

PHOTOJOURNALISM 101

GOOD PHOTOJOURNALISM ALWAYS:

- Shows real people, places and events.
- Helps the reader understand what is happening and why it matters.
- Includes context to add depth to a story.
- Looks like it did in real life.
- Includes the name of the photographer.
- Aims to observe, record and document reality, not invent or embellish it.
- Is truthful, respectful, and free from bias.



GOOD PHOTOJOURNALISM NEVER:

- Alters photos from reality. No filters, no photoshop, nothing.
- Stages photos to look real or to look like something is happening that isn't.
- Uses AI to generate, edit or alter photos.
- Uses photos obtained illegally in any way, such as taking them from online sources without permission.
- Misleads the reader or misrepresents the reality of the situation.

**THE
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