

Sending images

Some tips from the Press Association

- Readers expect better pictures and want pictures with impact.
- Pictures are used to illustrate a story, when the picture leads the story.
- How are they used? For stories, live and archive, fact files, case studies, Q&A?
- Talk to the picture desk beforehand – get an understanding of their needs. This builds trust and generates enthusiasm for your idea.
- **Delivery:** only send Jpegs, never Tiffs, 15mb compressed to 800k
- Your picture idea has to be newsworthy, topical, photogenic, not people in suits; also they must be well-timed, relevant and honest
- Always make sure pictures are well captioned – put details in the body of the email and always credit the photographer.