

## **Photojournalism tipsheet**

By Doug Cospers

### **Photos guidelines**

- News photos also tell a story.
- News photos, like news stories, are about people, so include people in your photos -- people doing something that tells the story
- Get up close, then get closer

### **Photo Caption guidelines**

- Cutlines **describe the action** and **identifies the main characters** by name in the **present tense**.  
For example: on a photo of a football player making a point: State's Jan Johnson scores a last-minute goal against Tech.
- It may contain **second or third sentences of background**, but these are written in the **past tense**.  
For example: on the photo of the football player: State's Jan Johnson scores a last-minute goal against Tech. The score meant that State will compete in the Cotton Bowl in April.
- Every photograph must have a **photo credit**. This is the name of the photographer who took the picture (photo by Billy Bob Johnston) or credit given to the source of the photo, such as: photo courtesy of the Department of Education.