

Live News Policies

Content Needed:

1. Your pictures must be news worthy or be a picture of the day that is striking enough to cause a reaction.
2. The reader must be able to understand the story from looking at the picture.
3. Your pictures must be of the moment. There should be something in your image which means it could only be taken at that time.
 - a. For example, a political billboard that could be taken any time morning, afternoon, yesterday, tomorrow is not a news image. It is a stock image to go with a news story.
 - b. A political billboard being installed, or people protesting that billboard or people reacting to it is a news picture.
4. Your pictures must be as current as possible. The 24-hour news window is a guideline meant for occasional, international or exclusive news. Our clients want your pictures within the hour. Do not wait until the end of the day of shooting to file your images.
5. Make a tight edit.
 - a. Previsualise your shoot so you know the ultimate set of images you want to send.
 - b. Make sure you have a nice variety of overall (wide shots that tell the story), action, reaction and details all in a combination of uprights and landscapes.
 - c. Make sure each picture is unique. **DONOT SEND DUPLICATE OR SIMILAR FRAMES.**
 - d. Limit your shoot to 20 images, except for red carpet and fashion, and nationally/internationally important spot news.
6. Your pictures should be an accurate and fair representation of the scene photographed. They should be in colour. Nothing should be added, removed or altered. Post production processes that alter the scene or manipulate the photo are not allowed.
7. All images should be taken according to the law of the country they were taken. In the UK, images must be taken in line with [IPSO \(Independent Press Standards Organization\)](#) guidelines.

Metadata Needed:

8. HEADLINE: Photos should have a short simple headline naming the event covered, the city and country the picture was taken. The Headline field is a separate IPTC metadata field, do not confuse this with the Title field.
 - a. DO NOT PUT A DATE IN THE HEADLINE.
 - b. If you are shooting UK Weather, please put UK Weather: at the beginning of your headline, why its news worthy and finish with the closest town, county.

9. CAPTION/DESCRIPTION: Photos should have a caption in the caption/description field of the IPTC meta data.
 - a. These captions should be in English.
 - b. They should answer the basic journalistic questions.
 - i. Where (please include the closest town and the country you are in),
 - ii. When (please spell the month for our US clients)
 - iii. Who – make sure any famous or well-known people including politicians, religious figures, actors, musicians, you tube stars and sports figures are named. If you are photographing children, youths or young women that are obviously identifiable, the newspaper editors would like their first name, age, and where they are from, or a note in the caption that permission for publication was obtained.
 - iv. What is going on?
 - v. Why is it happening or why is it newsworthy?

or

 - vi. How did it happen? Or How is it news worthy?
- c. They should be no longer than 600 characters. This is usually 2- 3 complete sentences. DO NOT LIST KEYWORDS.

Exceptions:

With all things in life there are exceptions. The Live News team will consider each exception on a case by case basis. If you think you have an exception, please get in touch with us by ringing +44 (0) 1235 844 690 or emailing news@alamy.com

Examples of exceptions are –

1. Spot News
2. Embargoed Photos
3. High Demand Exclusive Images
4. Features
5. Remote International events where internet service is unavailable
6. Red Carpet and fashion (only a numbers exception)

The Small Print

If your images fail upload multiple times in a row, you will have to reapply for news permissions.

The Live News team makes the final decision. Everyone on the news team has years of experience working with newspapers, magazines and photo agencies. We know what our clients want. Please respect that knowledge.