

IN DEPTH



**AUTHOR PROFILE**  
**IAN DAY FRPS**  
 Having started his career as a NCTJ trainee photographer at the Halifax Evening Courier, Day has held roles including head of sports photos at The Press Association

**GLORIOUS TECHNICOLOR**  
 The West Indian Carnival, Chapeltown, Leeds, 29 August 2016. Picture by Simon Hulme/Yorkshire Post Newspapers

**PHOTO FINISH**  
 Marcel Kittel wins the first stage of the 2014 Tour de France in Harrogate from Peter Sagan, after Mark Cavendish had crashed at the bottom of Parliament Street, 5 July 2014. Picture Bruce Rollinson/Yorkshire Post Newspapers

## What newspaper picture editors are looking for



### ARE YOU TRAINED?

If you are serious about becoming a photojournalist, then good-quality training is essential to help you develop the correct skills; not just technical ability, but skills in media law and practice. The National Council for the Training of Journalists (NCTJ) is a good source of training information.

### HAVE YOU DONE YOUR HOMEWORK?

Research the names of the editor, picture editor and news editor before you approach a newspaper. Also, know and understand the patch the newspaper covers. You are more likely to get the attention of the picture editor if you ask for them by name and have a good understanding of the title – it shows that you are serious.

### HAVE YOU GOT IDEAS?

Understand the style of the newspaper you are pitching to – only submit interesting picture story ideas that you know the readers of that title will enjoy.

### ARE YOU CREATIVE?

You will need to demonstrate your photographic skills to the maximum; there's no point in presenting a lacklustre set of images to a very busy picture editor. They

don't want to see family snaps, they want to see creative, imaginative images that are able to stop the readers in their tracks. You will only get one chance to demonstrate your talent, so make sure your portfolio is very good. You should be able to show off your talent in 10 to 15 great photographs across varying subjects. Don't forget to demonstrate your video skills for online products.

### DO YOU CAPTION?

Always provide a full, descriptive caption with all your images. Remember the five 'Ws' which are vital in quality caption writing – who, what, where, when and why. For example, there is nothing worse than looking at a cracking weather photograph supplied without a caption. A good caption should read: John Smith jogs through Roundhay Park, Leeds, today, Monday 2 January 2017, after overnight temperatures plummeted to -8 across the region. Picture: Joe Bloggs.

### ARE YOU READY TO KEEP LEARNING?

The challenges of press photography can be unexpected. Never assume anything and always be willing to learn new skills and ideas.

# Pictures that speak more loudly than words

Ian Day FRPS, the assistant editor of Yorkshire Post Newspapers, shares advice from 25 years in the field

Press photographers are a creative, highly talented breed who have the skills to cover many photographic disciplines. They have to think quickly on their feet and be able to plan for each assignment to help produce first-rate images.

They must work in ever changing environments, locations and weather conditions; if you don't like getting cold and wet,

this isn't the career for you. Press photography is, to me, the best job in the world, simply because every day is exciting and different.

Competition is fierce, with so many experienced and talented staff and freelance photographers already producing high-quality work. You will need to stand out from the crowd if you want to break into this arena.



**GOOD SHOUT**  
 Actor Brian Blessed pictured at Sheffield University, on 3 April 2006. Picture: Simon Hulme/Yorkshire Post Newspapers



**SIGN OF THE TIME**  
 Charlie Hebdo vigil organised by French journalist Mireille Mason-Beguïn, held in Millennium Square, Leeds, on 11 January 2015. Pictured is Sophie Gautrais, 19, a French exchange student showing her emotion during the two-minute silence. Picture: James Hardisty/Yorkshire Post Newspapers