

Photography Guidelines

Photographing a news story or event

- Try to find an interesting angle.
- 'Action shots' always look much more interesting on the page than people standing in groups and smiling politely at the camera. Timing is crucial!
- Is there anything your subject(s) could wear, use or hold to help illustrate the story?

Background and lighting

- Always be aware of your background. Are there people wandering about who are going to interfere with the shot? Is there enough light? Are there any unsightly signs or damaged paintwork behind your subject(s)?
- If in doubt, take your picture outside but make sure you are facing away from the sun and be careful of shadows on faces.
- Inside buildings, avoid taking photographs of people or other subjects against brightly lit windows or bright lights.

Dark buildings and camera phones

- Churches are often quite dark inside. This means that many shots taken inside them are blurred, especially if they are taken with camera phones. To get maximum stability, cradle the phone in both hands and rest your elbows against a pew or chair.
- You will obtain best results by mounting your camera on a tripod. Take several shots: movement can create blurring if your shutter speed is much slower than 1/60 sec.

Group photographs

- You are in charge of the shot! Ensure you are close enough to the group to see everybody's faces. Check that everyone is clearly visible, and tell them to move if need be.
- If it is a large group, arrange everyone on steps, or ask the front row to sit or kneel, rather than lining everyone up in a row. If required, ask them to turn to the side as this allows them to stand closer together.
- If you are focusing on an individual, it is better to take a close-up photograph rather than a full-length one from far away.

Safety shots

- Make sure you take two or three photographs each time, especially in dark places or of groups of people. The more you take, the more likely it is that you will end up with a decent image. You may also find that people relax more after the first photograph has been taken and will therefore be smiling more naturally in your second or third image. Check that everyone is visible and has their eyes open!

NB: Safeguarding

- If you are taking photographs of specific children who can be easily identified in a particular location, you need written permission from their parents, carers or schools. Schools usually have standard permissions: if in doubt, ask members of staff. Group shots – or shots that do not show the whole face – are safer. You can download a permission slip from [our Toolkit folder](#).

Picture quality

- Images for publication and use on social media accounts must be of a sufficiently high resolution. Please note that a poor quality or low-resolution image is likely to be deemed unsuitable for publication.

- If you are sending them to us, it is best to e-mail images as separate jpeg file attachments, at least 250KB in size, or as printed photos for scanning. Please do not submit images embedded in Word documents!

Our address is:

The Comms Team
Church House
99 Crane Street
Salisbury
SP1 2QB

- To get an idea of what we share, [click here](#) for photos on Facebook or [here](#) for Flickr.
- If you are sending them to the media, it is best to e-mail images as separate jpeg file attachments, as above.
- Another option is to supply one main photo and then a link to an online sharing folder. [Click here](#) to visit our Public Dropbox, which we use to share large files.

NB: Please ensure that you include the following information with your image(s):

1. Your name and contact details. Please supply a return address if you would like your printed image(s) to be returned.
2. The name of the photographer, if different.
3. The full names (titles, first names, surnames) of all those pictured.
4. A brief description (approx 50 words) of the event/story to accompany your image(s).

Feel free to get in touch if you have any questions.

Your Comms Team are:

Gerry Lynch, Director of Communications
01722 438652, gerry.lynch@salisbury.anglican.org

Michael Ford, Communications Co-ordinator
01722 438652, michael.ford@salisbury.anglican.org