



Photographs

Two approaches...

A. Staff photographers are assigned to cover events on a regular basis.

B. Submitted photos are used when they are of appropriate news value to our readership as a whole. Team photos are published only in recognition of significant championship achievement.

Helpful Hints

A. Advance notice is critical. Because most sporting events are scheduled far in advance, planning is possible. E-mail or fax all schedules. On schedules, include date, opponent, location (be specific) and time (be specific). Call days or weeks ahead regarding photo opportunities. When talking with someone, please make

a note of his or her name so that if there is a problem or question, it is easier to resolve the difficulty.

B. Accuracy is critical. Please have correct times, dates and scores. Spell all names correctly. Mail or fax team rosters.

C. Consistency is critical. Call when you win **and** when you lose. Consistency improves your chance of the appropriate coverage.

D. Deadlines are critical. The earlier in the day you contact the sports desk, the better. In the evening, for next-day publication, calls should be made by 10:15 p.m. If you are out of town, don't wait to return home. If it is not possible to call by 10:15 p.m., call afterward, but understand that the report may not be published in the following morning's paper.