

# How your Catholic Herald can help tell your story

*The following are a selection from some of the questions we regularly receive regarding coverage by the Catholic Herald. If, after reading these, your questions still aren't answered, please don't hesitate to contact us at [editor@superiorcatholicherald.org](mailto:editor@superiorcatholicherald.org).*

## **What kind of stories will interest the Catholic Herald?**

It varies. Potential stories about faith-filled Catholics living their faith get our attention. Is what they do and how they live an inspiration to others? Then we want to know about them. Is there someone who has had a positive impact on your school or parish? In what way or ways? Let us know. Are members of your school community helping out someone who has come upon hard times? We want to know. Are they responding to a community need?

**I called the Herald one time about something happening at our school, but they couldn't cover it, so I never called again.**

We get a lot of requests and suggestions regarding stories and photo opportunities – and we're glad we do! However, limited amount of staff and a tight budget prevent us from covering all of them. We suggest you remain in regular contact with the Herald at [editor@superiorcatholicherald.org](mailto:editor@superiorcatholicherald.org). We might not be able to cover something this time, but the next time we might be able to make it, so, please, stay in touch with us.

## **One of our parents wrote story about a teacher for our newsletter. Why can't you just publish that?**

Newsletters are a great help in providing us with background and in developing stories. Please make sure we are receiving your school's newsletter at [editor@superiorcatholicherald.org](mailto:editor@superiorcatholicherald.org). When the Catholic Herald reporter does a story, the angle of and approach to that story have been discussed, and she brings a fresh perspective to the subject, as well as knowledge of the style in which it should be written.

## **We send news releases to papers that serve our area. What about those?**

News releases can be a big help, as long as they are thorough in the information they provide. Please email them to us at [editor@superiorcatholicherald.org](mailto:editor@superiorcatholicherald.org). If it is an announcement for an event that is open to the public, e.g., a play, a dance, a fundraiser, etc., please make sure it arrives at the Herald a minimum of 10 days prior to our publication date. Always include the name of a contact person and a phone number, in case we have questions.

## **If we shoot pictures of an event, will you publish them?**

We like to know what events are happening at your school so if there is something to which we can assign a photographer, we will. Unfortunately, as noted above, we can't cover everything. When we can't cover something, we welcome the opportunity to see your digital photos – 1200 x 1600 pixels, which we will consider for use in the Catholic Herald or on our website.

### **What else should we know about taking and submitting photos?**

Photos taken while an event is occurring have the best chance of being published. For example: Photos of students planting a garden tell a story. Photos of students decorating the church for Christmas tell a story. Think “doing.” Show what is happening rather than what happened.

As much as you might like to get “everyone” in the picture, oftentimes the best photos are those that show fewer people in action.

We ask that complete information accompany the photo, i.e., names of people in the picture, the event, place, date, and name of photographer.

Here are some very basic guidelines for taking photos:

- Photos must be sharp and well-lighted.
- Get close to the subject.
- Action tells a story.
- The simpler the background, the better.

Photos unlikely to be published are:

- “line-ups” of people,
- large groups in which the people are not identifiable,
- award and check presentations, and
- anything that is posed or appears to be posed.

Under no circumstances should a photo be submitted of a re-enactment of an event (“Stand there like you did when you were ...”) or staged (“Make it look like you are ...”). Do not submit photos that have been altered with PhotoShop or similar programs.

We have enclosed a sheet titled “Photo tips: What to do and not do” that can guide you if you are hoping to get photos published in the Catholic Herald.

### **What if I still have questions?**

Contact us. If you email us at [editor@superiorcatholicerald.org](mailto:editor@superiorcatholicerald.org), someone will get back to you within 24 hours. When you do contact us, please include a phone number where you can be reached.

**Thank you!**