

NHLI CAPTION GUIDE

Editorial Caption Style Guide for Hockey Photographers

Caption Field Structure

The caption field should contain a full description of the image along with all relevant information since this is the one field that is most frequently used for searches. The information needs to be arranged in a consistent and structured pattern, and should follow a simple formula:

Formula:

DATELINE - MONTH (D): Who What When Where. (Photo by Jane Photographer/NHLI via Getty Images)

Examples:

PHILADELPHIA - NOVEMBER 10: Center Peter Forsberg #21 of the Philadelphia Flyers is checked by right wing Matt Bradley #10 of the Washington Capitals at the Wachovia Center on November 15, 2005 in Philadelphia , Pennsylvania . The Flyers defeated the Caps 5-2. (Photo by Jane Photographer/NHLI via Getty Images)

GATINEAU , QC – JANUARY 9: Defenseman Martin Frechette #12 of the Gatineau Olympiques takes a shot on goal during the QMJHL game against the Saint John Sea Dogs at Robert-Guertin Centre on January 9, 2005 in Gatineau , Quebec , Canada . The Olympiques defeated the Dogs 2-1. (Photo by Jane Photographer/NHLI via Getty Images)

HAMILTON , ON - JANUARY 23: Dan Focht #44 of the Hamilton Bulldogs (C) celebrates the winning goal with teammates (L-R) Thomas Plekanec #14 and Jason Ward #16 during the AHL game against the Syracuse Crunch at Copps Coliseum on January 23, 2004 in Hamilton , Ontario , Canada . The Bulldogs defeated the Crunch 3-2. (Photo by Jane Photographer/NHLI via Getty Images)

Dateline Format

The caption starts with the “Dateline”. This consists of the City or location (when a city can not clearly be identified) in capital letters, followed by the state, or territory. Use the two-letter postal codes for US states and Canadian provinces (e.g. ANN ARBOR, MI or GATINEAU, QC)

This is followed by a space, a dash, another space, the month in which the picture was taken (in capital letters), a space, the day on which the image was taken (in single or double digits as needed), a colon, and two spaces.

Completed Dateline Examples

Stand Alone City: “ PHILADELPHIA – NOVEMBER 10: “.

Regional City : “ GATINEAU , QC – JANUARY 9: “.

Regional City: "NASHVILLE, TN – OCTOBER 5: " .

The first sentence describes, in present tense, who is in the photo, what the photo shows, when and where the photo was taken. Do not abbreviate in this field - write out the full names of locations or venues, cities, states and countries (when necessary) so that it is searchable. The full date needs to be formatted "on Month DD, YYYY". This sentence structure (who, what, when, where) helps editors and customers understand the content. When extra references to events or actions need inclusion in the sentence - clarity becomes vital. Using this standard for all captions makes complicated caption information readable for Picture Desk Editors so they can quickly understand, complete or correct it. This will also help us to keep the style consistent from the simplest to the most complicated captions.

Wherever possible, use "active" verbs (i.e: stops a shot, protects the net, crouches in the crease, skates, scores, faces off, checks, argues) rather than "passive" ones (i.e: is seen, playing, is displayed) – you must include a verb to make it a complete sentence.

All identifiable individuals in a picture must be named correctly. Where a number of people are pictured, indicate "from left to right" (L-R) unless they are identified by a uniform number, or other obvious mark (in sunglasses). Whatever method is used, make identifying individuals clear to the searcher.

DO NOT GUESS. DO not make educated guesses. If you ID a person, the ID must be accurate.

A second sentence may be added to describe why the photo is significant to a particular story, and would contain relevant information pertaining to the moment. This can include scores, records set, and details on the origin or result of the story that is shown in the photo. Background information should be worded in past tense.

The photo credit needs to be added at the very end of the caption, and must adhere to the following format: (Photo by Joe Photo/NHLI via Getty Images)

Additional Caption Style Requirements

Photo Manipulation

(i.e. changing the content of the photograph) is a very serious issue in the editorial photo industry. It is imperative that we maintain our editorial integrity with both our customers and our competitors. Any mistake may breach industry standards and jeopardize our business practices. Because of these strict rules, it is imperative to add special wording to the captions whenever this policy could be called into question.

See additional [manipulation guidelines](#) .

Precise Dates

Note that every effort should be made to research precise dates for captions, including the exact day, month and four-digit year. The Create Date for the photo is always the date in which the photo was originally taken, not the date on which it is transmitted.

Always double check to make sure that the date of the event matches in all captioning field areas where dates are required. (There are usually three date references: Two in the Caption, one in the Create Date.)

Caption Style

Captions should only provide detailed, factual information - describe what the photo shows and in what context it is taken without expressing judgment or personal opinion. Do not guess, re-interpret or assume anything if you do not have all the facts. It is up to the client to mould the photo text to fit in with their publication and the use of the image - we simply provide the basic facts and information for clients to work from. Spelling is crucial. A misspelled name or venue can result in a client failing to locate a valuable image.

Special Punctuation Warnings

Do not use keystroke characters (such as copyright symbols, umlauts, tildes, or commonly used French accent marks) in any caption fields. These characters do not digest properly onto the Editorial Site.

If you copy / paste full sentences from the internet, emails or after using Word spell check, you must replace all common punctuation characters in FotoStation, Photoshop or Photo Mechanic, as all punctuation copied from other programs does not digest properly onto the Getty Images site.

Athletes should be named and identified in the following way: Position (may be omitted if not appropriate) – First and Last Name (use Official Roster spellings of names) – jersey number – team. Although not mandatory, the players' position is often used by customers in searches (i.e. center scores or goalie saves), so it is often a good idea to include the position when appropriate.

Example: "Center Braydon Coburn #5 of the Philadelphia Flyers checks an opponent into the boards..."

Always include both teams or the full event name in the caption sentence, e.g. "Philadelphia Flyers against the New Jersey Devils", "Western Conference Semifinals", etc.

Example: "Philadelphia Flyers against the New Jersey Devils"

Example: "Tampa Bay Lightning against the Calgary Flames during the Stanley Cup Finals"

In the body of the caption, all cities in the USA should be referred to with their state (e.g. "Philadelphia , Pennsylvania ") and all cities outside of the USA should be referred to with their province and country (e.g. "Montreal , Quebec , Canada "). In the main caption sentence, the state should be spelled out even though we use the postal abbreviation in the dateline section.

Specific Caption Fields

Object Name

For all submissions, the following format must be followed. Punctuation characters such as dashes, ampersands "&" apostrophes cannot be used in the Object Name. There is a 31 character limit:

Media event ID

Photographer initials

Sequential number (001, 002, etc.)

Underscore

Slug (Short 16 character description - Home Team at the end)

Example: 17558742AB001_Ltng_Flames

Event Name or Headline

This field should be the official name of the event. The home team is always listed last i.e. "Visiting Team v Home Team." Examples:

Saint John Sea Dogs v Gatineau Olympiques

Stanley Cup Finals – Tampa Bay Lightning v Calgary Flames

Credit

NHLI via Getty Images

Source

NHLI

Byline

This field should contain the photographer's name, in the format First Name – Middle Initial (if any) – Last Name.

All bylines must be submitted to Getty Images in advance of a new photographer's first submission..

Byline Title

Contributor

Caption writer

This field lists the initials of each person that created or edited the photo or the accompanying caption. Use two-or three-letter initials, separated by "/"; each subsequent "editor" (anyone who handles the image) should add their initials to the end of the string.

Caption

This field contains the full and detailed description of what the photo depicts, including the basic who, what, when, where, why information. In order for us to move pictures in a timely fashion to customer view, it is imperative that all images arrive with complete captions. See above for full details.

Copyright

2013 NHLI

Create Date

This lists the date when the photo was originally taken, entered in the form of [YYYYMMDD] (year-month-day).

FIELD PHOTOGRAPHER'S NOTE: Most caption software will reference your computer's own date field for the default Create Date entry of "Today". This can be incorrect if the local time is past midnight, or the date has become corrupted (a common Macintosh default date after a system crash is 19470729, or 19040101). Please double-check that the date is set correctly before you start working, or after your computer crashes.

Keyword

Photographer will enter an image identification number in the keywords field of the meta data for each game photo. The identification sequence is as follows: **Season start year** (4 digits) followed by **game type** (2 digits) followed by **game number** (4 digits) No punctuation is required. Each portion of the sequence is determined as follows:

1. Season start year (4 characters)

This number will be 2013.

2. Game type (2 characters, left padded with 0)

01=Preseason

02=Regular Season

03=Post Season

04=All Star

3. Game number (4 characters, left padded with 0 when necessary e.g., 0096, 0113, 1129)

Each game is assigned its own specific number. The NHL will provide Photographer with game number assignments prior to the season.

An example of a complete image identification number is as follows: All game action photos taken during regular game 24 played on February 12, 2013 will be listed as: **2013020024**

The NHL Game Numbers can be found [HERE](#)

Province

Use the two-letter state or province abbreviations. See [APPENDIX B](#)

Country

This consists of two separate fields that are often displayed together, and lists the spelled-out name and three-letter code of the country in which the photo was taken. Use the three-letter country code as specified in [APPENDIX A](#)

Media Event ID#

Media Event ID Numbers for all regular season games can be located elsewhere on this site. If you are covering any other events that will be transmitted to the Getty Images photo desk, you must contact us in advance to receive an event ID#. Contact michael.lawrie@gettyimages.com to receive an event ID#. For last minute needs, the New York Photo Desk is reachable at 646-613-3741.

Personality

This field identifies the individual(s) who are the key subject matter in the image. Only the official roster name should be entered into this field (Do not use nicknames). Semi-colons (no spaces) are used to separate names when more than one person is portrayed.

The following rules apply to data input:

Only those visible in the image should be included in this field.

Names must be entered in the following style: First Name Last Name (e.g. Henrik Sedin).

Names must be separated by a semicolon {;}...without a following space (e.g. Alex Ovechkin;Mike Green;Rick Nash)

Do not include professional titles (e.g. "NHL Commissioner" Gary Bettman or "Coach" Alain Vigneault). Only the individual's name should be used (e.g. Alain Vigneault).

Use the name by which the person is most commonly known. Always refer to the team's official roster for correct spelling. It is recommended when captioning to cut and paste the players' names from the official rosters on NHL.com to prevent spelling errors.

When in doubt, refer to existing content on the Editorial site.

NOTE FOR PHOTO MECHANIC USERS:

To enter **Personalities** in Photo Mechanic, simply amend the caption with the following at the end of the caption:

Space *** Space Local Caption Space *** Space PlayerName NoSpace Semicolon NoSpace PlayerName

(and no more than five names in that field)

Sample: NEW YORK - SEPTEMBER 24: Rick Nash #61 of the New York Rangers scores on goaltender Jaroslav Halak #41 of the New York Islanders on October 24, 2014 at Madison Square Garden in New York City. (Photo by Joe Photo/NHLI via Getty Images) *** Local Caption *** Rick Nash;Jaroslav Halak

See more on this [HERE](#)

Category

S (This translates to Sports)

Supp Categories

HKN HKO SPO

APPENDIX A

Country Codes

CAN = Canada

USA = United States

APPENDIX B

State & Province Abbreviations

United States

Code	Name	Code	Name	Code	Name
AL	Alabama	LA	Louisiana	OR	Oregon
AK	Alaska	ME	Maine	PW	Palau
AS	American Samoa	MH	Marshall Islands	PA	Pennsylvania
AZ	Arizona	MD	Maryland	PR	Puerto Rico
AR	Arkansas	MA	Massachusetts	RI	Rhode Island
CA	California	MI	Michigan	SC	South Carolina
CO	Colorado	MN	Minnesota	SD	South Dakota
CT	Connecticut	MS	Mississippi	TN	Tennessee
DE	Delaware	MO	Missouri	TX	Texas
DC	District of Columbia	MT	Montana	UT	Utah
FM	Federated States of Micronesia	NE	Nebraska	VT	Vermont
FL	Florida	NV	Nevada	VA	Virginia
GA	Georgia	NH	New Hampshire	VI	Virgin Islands, U.S.
GU	Guam	NJ	New Jersey	WA	Washington
HI	Hawaii	NM	New Mexico	WV	West Virginia
ID	Idaho	NY	New York	WI	Wisconsin
IL	Illinois	NC	North Carolina	WY	Wyoming
IN	Indiana	ND	North Dakota	AA	Armed Forces the Americas
IA	Iowa	MP	Northern Mariana Islands	AE	Armed Forces Europe
KS	Kansas	OH	Ohio	AP	Armed Forces Pacific
KY	Kentucky	OK	Oklahoma		

Canada

Code	Name	Code	Name
AB	Alberta	NU	Nunavut
BC	British Columbia	ON	Ontario

MB	Manitoba	PE	Prince Edward Island
NB	New Brunswick	QC	Québec
NF	Newfoundland	SK	Saskatchewan
NT	Northwest Territories	YT	Yukon
NS	Nova Scotia		

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