

Photojournalism Mini Workshop

November 12, 2009

Presented by Barry Headrick

Agenda:

What is photojournalism?

How do you do it?

What can I do with my photo stories?

Model releases.

Equipment – three levels of recommended items.

What is Photojournalism?

From Wikipedia, the free encyclopedia

Photojournalism is a particular form of [journalism](#) (the collecting, editing, and presenting of news material for publication or broadcast) that creates images in order to tell a news story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism.

Photojournalism is distinguished from other close branches of [photography](#) (such as [documentary photography](#), [street photography](#) or [celebrity photography](#)) by the qualities of:

- **Timeliness** — the images have meaning in the context of a recently published record of events.
- **Objectivity** — the situation implied by the images is a fair and accurate representation of the events they depict in both content and tone.
- **Narrative** — the images combine with other news elements to make facts relatable to the viewer or reader on a cultural level.

Like a writer, a photojournalist is a [reporter](#) but he or she must often make decisions instantly and carry [photographic equipment](#), often while exposed to significant obstacles (physical danger, weather, crowds).

photojournalism (*uncountable*)

1. A form of [journalism](#) in which a [story](#) is told primarily through [photographs](#) and other [images](#)

journalism (*usually uncountable; plural [journalisms](#)*)

1. The activity or profession of being a [journalist](#).
2. The aggregating, writing, editing, and presenting of [news](#) or news articles for widespread distribution, typically in [periodical](#) print publications and [broadcast](#) news media, for the purpose of informing the audience.
3. The style of writing characteristic of material in periodical print publications and broadcast news media, consisting of direct presentation of facts or events with an attempt to minimize analysis or interpretation.

Photojournalist

An individual who uses the images taken with a camera to tell a story.

Slogan

F8 and be there.

Online Depth of Field Calculator

<http://www.dofmaster.com/dofjs.html>

How do you do it?

News

Carry equipment at all times.

Practice your rapid response techniques at least once per month.

Attend events that might be newsworthy such as parades, celebrations, demonstrations, riots, etc.

Practice shooting at events and become very proficient with setting up your camera for action photos.

Gather supporting information: names, places, background information, descriptions of what you saw. Date/time is automatically recorded in your image files. Carry notebook and pens or mechanical pencils (pens freeze in winter) or some post-it notes to record information. Or a small audio recorder. It generally takes longer to write the supporting story than it takes to download and post-process your photos.

RAW files are not accepted by most users of news photos, shoot in raw AND jpeg or jpeg only, or have your laptop handy to convert your raws to jpegs.

News is time sensitive, carry a list of organizations that you would like to receive your images. A laptop with a wireless web connection is handy for emailing photos directly to the recipients. Add their web sites as favorites in your internet browser. "Yesterday's news" is not a good thing.

Newspaper photographers have been arrested for trespass to get their stories.

Story Telling

Weddings in the photojournalistic style

Capture the story of the wedding day.

Include establishing photos of all locations, photos of signs indicating where you are, wide angle photos of buildings and other locations.

Photograph all items that were created for that day: invitations, place cards at the dinner table, wedding cake, signs posted at hotels with the client's names, table decorations, hall decorations, photo display boards (watch out for reflections from glossy photos), head table before anyone is seated, the meal, buffet table with food visible, decorated wedding vehicles and/or limo, any signs that were created such as "just married" on the vehicles, table assignment signs for the guests for dinner, flowers, bride's and bridesmaids' bouquets, rings, wedding dress before the bride puts it on, the gift table with all of the gifts on it, the guest book with signatures (photograph every page after all the guests have signed),

Capture all events in real time with minimal guidance for your subjects: arrivals at church and reception, church processional, wedding service if permitted, ask to photograph an 'arranged' service after the 'real' service if you cannot photograph during the 'real' service, church recessional, receiving line.

Include head shots of key participants: B & G, wedding party, family. Old people and young people should all be photographed if possible.

Visit my October, 2008 client's web site for examples of a wedding photographed in photojournalistic style:

<http://www.wendygirl.com/gallery/v/wedding/>

I shoot between 900 and 1,500 photos per wedding, about ¼ of them are selected in the first edit by the clients and the images are narrowed down from there.

Other Stories

Other photojournalism projects can be created from your travel photography, participation in an event like Heritage Days or a parade, open house events at the university or NAIT or a TV station. Remember to write a supporting story with names, places, date/time, and an overall narrative of the event.

Create personal projects from birthdays, reunions, barbeques, planting and harvesting your garden or flower bed, births, new pets, moving to a new home, renovations to your home, activities like woodworking projects or parachuting or bungee jumping, sports activities, etc.

Contact magazines like the AMA member's magazine Westworld to sell your project.

Schedule an IACC member's showcase presentation with the club.


Create your own personal web site like www.BarryHeadrickPhotos.ca (this site uses a SmugMug power user account, \$60 US per year, plus URL registration of approx. \$17 US).

Create a photo book – London Drugs, etc.

[VIEW OUR PRICES](#)

CATEGORIES BRANDS ◀ Page 10 of 12 ▶ **BOOKMARK THIS PAGE**

CORRECTION NOTICE
London Drugs Moments Photo Book
Item Number: N/A
Photographic Album should state \$2 each additional page and the Coffee Table Photobook should state \$1 each additional page. London Drugs regrets any inconvenience this may have caused their customers.



Software available for both PC and Mac platforms!

Introducing our **NEW** easy-to-use **FREE** software for creating photobooks at home!

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- Image tools (crop, resize, zoom, pan, fade, filter)
- Grid and justification for fine tuning
- Text and image layers, move to background/foreground
- Text and image rotation of any angle

LONDON DRUGS Moments Photobook

From \$34.99

Photographic Album
Premium quality photo book on Photo Paper and produced using photographic technology.
14 pages + \$1 each additional page

Choose from:

Coffee Table Photobook
Modern coffee table book on Quality Bond paper and produced on a digital press.
20 pages + \$2 each additional page

LINKSYS by/par Cisco
Linksys Productivity Wireless N Router
Maximize wireless coverage. Network.

Verbatim Insight Hard Drive
Sleek piano-black finish adds style and elegance to your PC accessories. Features an Always On LCD that displays a personalized drive name and available free space.
• View the Always On LCD display without power
• Identify drive and free space without connecting to a PC
• Includes Nero Backup software

SAVE

Photography Locations in Edmonton

<http://www.newlightphotography.ca/photolocations.htm>

<http://www.robtingaphoto.com/locations.html>

<http://www.edmontonweddingguide.com/photovideo2.htm>

<http://www.trulives.com/locations.htm>

<http://www.photoalberta.ca/wordpress/?p=72>

<http://blog.shandrophoto.com/tag/edmonton-photography-workshop/>

Indoors

Rutherford House
Timms Centre for the Arts
Neil Crawford Centre
St. Andrew's Centre
Pedway under Legislative Grounds
Muttart Conservatory
Citadel Theatre
West Edmonton Mall – Santa Maria Ship
Ramada Hotel Courtyard
Edmonton City Hall
Edmonton Public School Archives
Prince of Wales Armoury

Outdoors

Fort Edmonton Park
Rutherford House
U of A Arts Building
Royal Alberta Museum
Emily Murphy Park
Dick Mather Gazebo
MacKay Avenue School
Legislative Grounds
Con Boland Gardens
River valley
High Level Bridge
Whyte Avenue

Who uses the photos?

CTV Edmonton

On Oct 11, 2009, **Richard Ozero** <Richard.Ozero@ctv.ca> wrote:

Hi Barry, You can upload images through our website. On the right hand side of the page www.ctvedmonton.ca there is a link called "my news" - if you click on that it should walk you through being able to send us pics. You can call us at 444-news as well. We do pay for news photos that we use. Do you have a current event captured? Thanks.

Edmonton Journal October 9, 2009

Photo desk: 780-429-5390

Email: pictures@thejournal.canwest.com

Web page for submissions: <http://www.edmontonjournal.com/send-us-your-news/index.html>

File formats: Accepted file formats include: jpeg, gif, eps, psd, mpeg, avi 8 MB maximum.

Please supply a caption and as much supporting information as possible: when was the photo taken, location, names of the people involved, circumstances surrounding the photo. Photos can be used in the printed paper and/or the web site. Their email is monitored constantly, so that submitters do not need to call the photo desk.

They will pay up to \$200 for the main photo on the front page. Other usage is paid less.

Employment Opportunities:

I spoke to one of the photographers at the Edmonton Journal booth at the photographic trade show on Oct. 17. He said he was the first photographer hired there in 13 years. Overall in Canada, about four photographers are hired per year. The only way to get a job is to take many many photos and develop a reputation as a proficient news photographer.

Other Information:

If the Journal has a photographer at an event, they will not buy photos of the event from anyone. The Journal will not use a photo unless it will not be used in any other news publication (they don't want the same photo to appear in the Journal and the Sun).

Be sure to read the license agreement (see below) because you are giving up a lot to submit your images.

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Edmonton Sun Oct 9 2009

The Sun did not return my phone message requesting further information.

Web page for submissions (your scoop): <http://www.edmontonsun.com/yourscoop/>

File formats:

- **Video:** .AVI .FLV .MPG .MPEG .MP4 .SWF .MOV
- **Audio:** .MP3 .RA .WAV
- **Image:** .JPG .JPEG .GIF

File size must be less than 25mb.

Tell us as much as possible about what you're submitting. Try to include specific details that answer the questions who, what, where and when. (*) Denotes a mandatory field.

Assignment of Rights

I hereby confirm to Sun Media that I am the owner of all rights in the picture(s), videos or recordings (the "Material") that I am sending to Sun Media and I am granting Sun Media and its affiliated companies, a worldwide, irrevocable, royalty-free and non-exclusive license to use, reproduce, distribute, transmit, broadcast and publish that Material for any purposes, on any material form and in perpetuity. I attest that the Material is an original work and is authentic and that the shooting of this Material did not infringe any law or regulation.

By checking the check box and by clicking on the "Submit" button, I acknowledge having read this assignment of rights and agree to be bound by its content.

Edmonton Examiner October 9, 2009

The Edmonton Examiner did not respond to the email inquiry that I sent to them.

Web Opportunities October 9, 2009

Lots of stock photo agencies such as: www.istockphoto.com, www.shutterstock.com.

To open an account as an image provider, you usually have to submit a portfolio for their review. If accepted you can submit images for consideration. Most/all agencies have very tight rules around model releases for any persons visible in your photos. Every image is reviewed before acceptance. There are very high standards for noise and other problems (artifacts, sharpness, etc.) in photos. Agencies offer different rates for payment, more money if exclusive. Avoid any corporate logos or anything that can be identified as belonging to a particular company, such as the overall shape of cruise ships.

From the shutterstock web site October 14, 2009:

8,497,185 royalty-free stock photos
90,559 new stock photos added this week
195,840 photographers

Comments from landscape photographer BTS who has been contributing for about 1 ½ years, with about 160 photos submitted:

So I'm up to \$234 on Istockphoto. About \$180 on Shutterstock. I've basically quit contributing to shutterstock as I've done 25% better on 33% fewer pictures on istockphoto, and I figure that giving them away for 25 cents apiece on shutterstock cuts into my sales on istockphoto, probably...

Istockphoto samples: four best-selling images



Shutterstock examples, top four sellers



Completely different approach: open a professional account on SmugMug

www.SmugMug.com

Professional account: \$149.95 U.S. per year, sell your image files or prints from the SmugMug web site. Upload whatever images you have, you are responsible for your own trademark infringements and model releases. You get a percent of the selling price that you set for your images. You can sell merchandise (prints, t-shirts, coffee mugs) from the SmugMug site and/or sell digital image files (jpegs) directly to the purchaser.

Model Releases

From: Chantal Thorlakson [mailto:thorlak@telusplanet.net]

Sent: Friday, October 09, 2009 4:20 PM

To: barry.headrick@telus.net

Subject: Model Release

Hi Barry,

Great to hear from you. How are things going? Best generic model release that I've seen is at the front of the book "Photographers Market Place." Here is the sample release that I use in a stock photography class. Modify it for you purposes. Hope this helps. Good luck.

Best regards,

Chantal Thorlakson

Night Stock Photo

www.nightstockphoto.com

Accredited member of PPOC

Sample Model Release

(Sample from Photographer's Market 2006)

MODEL RELEASE

In consideration of \$ _____ and/or _____, receipt of which is acknowledged, I, _____, do hereby give _____, his/her assigns, licensees, and legal representatives the irrevocable right to use my image in all forms and media and in all manners, including composite or distorted representations, for advertising, trade, or any other lawful purposes, and I waive any rights to inspect or approve the finished product, including written copy that may be created in connection therewith. The following name may be used in reference to these photographs:

My real name, or _____

Short description of photographs: _____

Additional information: _____

Please print:

Name _____

Address _____

City _____ State _____ Zip code _____

Country _____

CONSENT

(If model is under the age of 18) I am the parent or guardian of the minor named above and have the legal authority to execute the above release. I approve the foregoing and waive any rights in the premises.

Please print:

Name _____

Address _____

City _____ State _____ Zip code _____

Country _____

Signature _____

Witness _____ Date _____

Suggestion: Use this sample release and modify it to suit your needs, print it on your business letter head. In “valued consideration of” can be emailing them photos for them to have and use. Also be sure to include a line for their email address and telephone number. When someone has signed a release for you and allowed you to photograph them, follow up as soon as possible with a thank you email or note card and fulfill your side of the agreement.

Equipment?

Anything that says Nikon on it and is really expensive.

Need fast lenses (2.8 or faster) for low light live action shooting like weddings, news events.

Need fast autofocus for live action shooting like weddings, riots, explosions, wars, fast-moving parades.

Need fast framing rate (9 fps is pretty good) for fast action.

News photographers use wide angle lenses to capture the entire scene after pushing their way to the front of the crowd.

Wedding photographers use standard zooms like 24 to 70 for most images.

Longer lenses up to 300 are good for head shots, distant subjects.

Macro lenses are not typically used in news photography.

Prices below from the McBain web site, October 14, 2009.

For best results full-frame Nikon D3, up to ISO 3200, 9 fps, dual CF slots, \$5099, 24 – 70 2.8 \$2049, 14 – 24 2.8 \$2149, 70 – 200 2.8 \$2679 (wait for the new VR II model for sharper corners), TC-14E 1.4 teleconverter for 70-200 \$429, SB-900 flash \$599

Alternate full-frame body: Nikon D700 \$2949, same sensor, autofocus, and metering as the D3. You lose dual card slots, it is not as rugged as a D3, smaller battery (change batteries more often), slower framing rate. You gain: smaller, cheaper, lighter. You keep: same image quality as a D3.

Alternate set-up with crop sensor: Nikon D300s, up to ISO 640, \$2069, 18 – 200 3.5-5.6 \$949, SB600 flash \$279. Lower framing rate, lower maximum 'great' ISO of 640 vs. 3200.

Additional for any of these Nikon bodies: 50 1.4 AF-S \$429

Point-and-shoot alternative: Fujifilm Finepix F200 EXR \$369, two extra batteries Fuji NP-50 \$50 each, SD cards, semi-hard mini case

Point-and-shoot weatherproof alternatives: Pentax W60 (no longer available, Errol's W60 is for sale at about \$275, W80 is not as good as the W60 was), Canon PowerShot D10 \$399

For wedding work: have a complete second set of equipment for backup.

Additional: memory cards, such as 8GB fast cards, camera bag, cleaning equipment (camera cleaning cloths, lens pen, bulb blower, bulb blower for sensor, lens cleaning fluid, lens cleaning tissue), neck strap with pockets for memory cards, extra batteries for camera, extra batteries for flash, TTL cord for flash so you can hold the camera in one hand and the flash in the other for better off-camera flash results, monopod, notebook, mechanical pencils (pens freeze in winter), polarizing filter, small flashlight, cell phone, laptop with wireless wan connectivity and software (Lightroom, Photoshop Elements) to convert raws to jpegs and email them to prospective users, and extra laptop battery, weather protection cover for camera and lens and flash, small grey card for setting white balance.

Hoodman 3 inch LCD hood for viewing the LCD in bright sunny daylight, \$130.

