

Those Stolen Credit Card Numbers

⇒ **Advance Notes:** Is this a problem on the Net? Well, to credit card companies (the Big 4), yes, it's a problem. But it must not be that big a problem, since those companies continue to grow and prosper.

Know anyone who has been ripped off and lost some money? It's actually difficult to steal a credit card number traveling electronically across the Net. Otherwise our banking system would fail. It's easier to grab a receipt out of a trashcan at a restaurant or hotel lobby. While hackers have broken into databases - the incidents are exciting to hear about, but rare.



Presently, e-commerce merchants are trying out a new protection technique. On phone orders and some mail orders, the merchant is asking for the "CID" number of the

card (on the back of MasterCard, Visa, and Discover cards, and the front of American Express). And remember, you're not liable for more than \$50 in fraudulent credit card usage, and credit card companies are known to forgive even the \$50.

So where's the problem? Credit card fraud is actually an issue for the Big 4 credit card companies. But the credit card companies and banks are not about to admit it. Why? The question of consumer confidence. Financial institutions downplay the problem. Customers will lose faith in the Net if they feel it is not secure.

Does all this apply to stolen

photos? In the stock photo industry there's 'big brother' protection by the large corporate stock agencies (the Big 3), who each have an oak table and swivel chairs filled with attorneys searching out cases of misuse of their photos. If they find a case, it's to everyone's benefit when they publicly expose the culprits, which can deter potential future infringement attempts. We all benefit by that.

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Photo Stock Notes



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Doing your homework

When travelling on assignment or on spec, always do your homework before leaving, and arrive a few days early to explore. The goal of **travel photography**, especially for editorial, is to capture the unique identity of a destination, helping readers choose a vacation that best suits their needs and desires. This is virtually impossible if you never spend enough time in a country to appreciate the culture and people.

"...Seen one Bedouin, you've seen 'em all..."

Pick up any travel guide to the Middle East and look at the pictures of bedouins in different countries. Invariably, they begin to look all the same. Now, look at the souks without reading the captions. Can you tell whether they are in different countries or not?

Often, the only defining photos are those of known monuments and special interest sites. If you want to be published regularly, it is your primary job to stand out from the crowd. This is accomplished by taking new perspectives on the required shots and truly insightful photos of the rest.



PRE-TRAVEL HOMEWORK

Virtually no place on earth has not been photographed, at least once. This makes research all the more important. Knowing what must be shot, what has been shot, and from what perspective, is the first step in planning an assignment.

Let's face it, you are being sent to capture certain monuments, places of interest and cultural identities. These must planned beforehand, since no editor is going to pay for you to return to Agra because you forgot to capture the Black Taj or Agra Fort ⇒ Continued on page 2

in your excitement to capture the Taj Mahal with the perfect light.

The second goal of your research is to identify any and all unique aspects of the destination, its culture, and people. All your work in-country will be guided by this insight. What secondary monuments have rarely been shot? What are the people known for? What is their cultural and ethnic history? How do they differ from their neighbours? Is there a culinary specialty? What is the best hotel and what is the oldest? Who are the indigenous people? How is the political and religious climate? What other cultures have had a historical impact? How does music, art and dance figure into daily life and ceremonies?

Travel guides...the obvious and the obscure

The first place to start research is the most obvious choice for any destination...Lonely Planet, Rough Guides, etc. I use any one of these, depending on their coverage and the target readership for the assignment. Lonely Planet has extensive research of what to see and shoot, but is still essentially for back-pack-

ers and low income travellers. I find their hotel reviews to be biased by this. Rough Guide, on the other hand, is for couples and families from 30 to 50 years of age with more disposable income. However, they sometimes overlook the hard-to-find or less popular sites.

Using any of the general guides, you will already have a good feel for the country, its people and the culture. Make a first itinerary based on this information. This is your 'don't come home without these shots' list.

The obscure falls into two types of books: Herbert Ypma's "Hip Hotels," and a locally published specific country guide. Hip Hotels is my bible for hotels that must be seen. If one exists in the assignment country, I contact them immediately to set up a shoot date. Whether these photos end up in the assignment package or whether they remain for a future article, I can almost always find a market for this work.

Local guidebooks exist for most countries, written by a foreigner who for some reason has a passion for that country. They provide in-

sider insight to almost every aspect of a country, and will always highlight places and activities missed in the general guides. They can often be hard to find, but a quick search on Google and Amazon will invariably bring something to the surface. To know the subtle nuances of the people and their lives, you will need at least one such guide.

With the obscure in hand, you can finalize your itinerary knowing that 95% of the work you will need to do has been accounted for. The last 5% happens on the scene in the country once you have explored and gotten lost a few times.

Mark Abouzeid is a freelance photographer, specializing in travel, hospitality and architecture. His work has been seen in The Washington Post and Arizona Republic Magazine. He regularly travels on assignment throughout Europe and the Middle East. His Tuscan landscapes and architectural work supply the websites Villasantuscany.com, Tuscanyandvillas.com and InTuscany.net. Mark was awarded the Standard of Excellence from the Web Marketing Association in 1999 and 2000 for his contributions. He has studios in Greenwich, London, as well as Tuscany, Italy. <http://www.markabouzeid.com>

ADS WE'VE READ

Who likes SPAM? ...the Internet version, that is. If you detest junk Email, you can get rid of it with **Spam Bully**. Sign up to try it Free. Rated a "Best Buy" by WIRED magazine. <http://daisy501.spambully.hop.clickbank.net>

The featured Photographer next week on the *PhotoSourceFolio* is

Charles Haire



charles@chpix.biz

<http://www.photosourcefolio.com/1112>

This month's FLASHBACK February

In February 1860, the photographer **Mathew Brady** ([books by this author](#)) took the first of several portraits of Abraham Lincoln. Lincoln went to New York City to give an anti-slavery speech at the Cooper Union. He thought a por-

trait might help his presidential campaign.

Brady was one of the first Americans to get into photography, and within a few years he was known as one of the best portrait photographers in the country. person to take a photo-president when he photographed Zachary Taylor in 1849.

The portrait part because Lincoln Brady usually used mobilize his subjects, reach Lincoln's head. absolutely still for several minutes of his own free will. The photograph worked out, though, and it was published on the cover of *Harper's Weekly*, the equivalent of today's *New Yorker* magazine. Lincoln later claimed the photograph and the Cooper's Union speech had made him president.



Brady was the first graph of an American tographed President

was difficult to take, in was so tall (6'4"). a head clamp to im-but the clamp didn't

So Lincoln had to stand

Watch for developments in the field of stock photography in PhotoStockNotes

PHOTOGRAPHY IN THE NEWS

You'll be the first to know...

Note: If the URL is long, it may extend to two lines. In that case - clicking on it won't work. Instead, "copy and paste" the URL.

NICE WORK IF YOU CAN GET IT. Can Taking Photographs in Public Be a Crime? - A Morristown, N.J., court will decide whether to dismiss an indictment of a man and his girlfriend who were arrested for taking photographs of women's buttocks in public places, such as parades and fairs.

<http://rising.blackstar.com/can-taking-photographs-in-public-be-a-crime.html>

YAH SHOOOR. Predictions are that within the next five years all of what used to be routine photographic work will go, and all that will be left is the relatively tiny fine art market and high-end niche assignments such as corporate awards and other events where only a professional can guarantee to capture the specific images that are needed" (Guardian Unlimited Technology) http://www.stockphototalk.com/phototalk/2007/02/prostockmaster_.html#more

JUST DOIN' MY JOB. Photographer detained - Sitiveni Moce was detained at the military camp in Nabua for about an hour and later released. He was on an assignment at the church when soldiers allegedly manhandled him.

<http://www.fjtimes.com/story.aspx?id=56343>

EXTRA ART. Company introduces New Line of Photo Templates. These templates allow professional and serious amateur photographers to make an artistic statement that is not available with traditional print formats.

<http://www.creativepro.com/story/news/25137.html>

JAZZ UP YOUR SLIDE SHOW. Photodex Introduces ProShow MediaSource, Royalty-Free Slide Show Content Solutions for Photographers - ProShow MediaSource features professional content that is easy-to-use and versatile. By eliminating the need to create and search for quality content that compliments their photography; photographers can spend less time creating slide shows and more time behind the lens.

<http://www.creativepro.com/story/news/25125.html>

THAT RIGHT MOMENT. It's 'The Shot': Pinckneyville Photographer's NCAA Photo Goes Down in Collegiate History - The shot by sports photographer Doug Daniels has become the shot seen around the world since last year's NCAA Tournament game between Iowa and Northwestern State in Detroit.

http://www.duquoin.com/articles/2007/02/03/local_news/january_25/news1.txt

PHOTOGRAPHY AS CHRONICLER. Photography exhibit a poignant reminder of continuing human rights struggles Only a few decades ago, our country was engaged in a bitter struggle over equality for African-Americans, and today, many Americans still confront the frightening realities of poverty, violence and lack of access to health care. All of these people and more than 40 others are sensitively captured by Pulitzer Prize-winning photographer Adams... <http://www.tennessean.com/apps/pbcs.dll/article?AID=/20070204/ENTERTAINMENT05/702040334>

THE DIGITAL RACE. Kodak Lost U.S. Digital Camera Lead in 2006, IDC Says - Kodak had 16 percent of the market, behind Canon Inc.'s 20 percent and Sony Corp.'s 17 percent, Christopher Chute, an analyst at Framingham, Massachusetts-based IDC, said in an interview.

<http://quote.bloomberg.com/apps/news?pid=20601087&sid=abwWQdsVYC1o>

SLOWDOWN? Getty: Adding Images, But Not as Quickly as You Might Expect - It seems there are three explanations for this from photographers:

<http://rising.blackstar.com/getty-adding-images-but-not-as-quickly-as-you-might-expect.html>

NICE TOOL. ReaSoft Tool Converts over 340 File Formats, All RAW Types - ReaConverter 4.0 is a professional image converter for designers, digital artists and photographers. The program supports virtually every known image file format, popular and obscure.

http://www.pdnonline.com/pdn/prodtech/news/article_display.jsp?vnu_content_id=1003541609

ALL EYES. Sony Wins Bid for Ipix Camera Technology Patents; When President Bush gave his 2003 State of the Union address, Ipix captured the room with a panoramic image for online viewers. Movie star Will Smith relied on similar 360-degree photos to go house-hunting in Philadelphia from his California living room. EBay used Ipix technology to display items sold online. So when the struggling Reston Company announced it was auctioning off the patents for its high-resolution camera technology after filing for Chapter 7 bankruptcy in July, former chief executive



Ethan Martin



Zach Rouw



Avery Bundgaard



Tevin Pittman

Photographers websites
Display and sell your photos. Set it up easily & try for free www.photium/freetrial

Top 6 Websites for stock photo
www.ez4results.com

Fine Art Photography
Spectacular Nature & Landscape Photos. Online Gallery & Prints. www.jasonchristensenphotography.com/

Enter a Kuler Color World Create & Explore Startling Color Combinations. Register for Free. www.Adobe.com

Clara Conti wasn't surprised to receive more than 400 inquiries.

<http://www.washingtonpost.com/wp-dyn/content/article/2007/02/04/AR2007020401109.html>

HOT CAKES. Olympus, Nikon Raise Profit Forecasts on Yen, Camera Sales. Olympus Corp. and Nikon Corp., two of the world's five largest digital camera makers, raised their profit forecasts for this fiscal year as a weaker yen helps spur sales of photography equipment.

<http://www.bloomberg.com/apps/news?pid=20601101&sid=aJRbwc5LR.t8>

THEY'RE WATCHING US. DigitalGlobe Announces USGS Acquires AirPhotoUSA High-Resolution Imagery
AirPhotoUSA, a DigitalGlobe company, and a leading provider of aerial information solutions, announced today that the U.S. Geological Survey (USGS) has purchased AirPhotoUSA high-resolution aerial photography. This is the fourth USGS contract awarded to AirPhotoUSA for off-the-shelf aerial imagery and covers 16 urban areas totaling more than 40,000 square miles. <http://biz.yahoo.com/prnews/070205/lam035.html?v=78>

PHOTOGRAPHY CENTER. New hope that photography center isn't a flash in pan. Plans to establish a national photography center for Scotland have moved a step forward after organizers revealed revised proposals for the troubled initiative. <http://thescotsman.scotsman.com/index.cfm?id=187192007>

INNOVATION. Kodak Releases New Photographic Plug-Ins: Kodak Professional Image Enhancement Plug-Ins allow consumers to quickly and easily improve the most common problems associated with digital images. There are four professional and three standard versions available and each program is designed to target a different problem area. Photographers can download a free trial of the Image Enhancement Plug-Ins software by visiting <http://www.asf.com/>.

ANOTHER PORTAL. A New Version of Stock Photo Interface by FeaturePics.com - Consumers in the United States and several other countries can review, manage, and purchase images in a more efficient way when using featurepics.com web site. <http://www.stockphotographer.info/content/view/419/92/>

PhotoStockNotes

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Focus On Key Issues For Editorial Stock Photographers