

Will Photobuyers Want My Pictures?

⇒ **Advance Notes:** How do you break into the world of stock photography? What do you do first? How do you make yourself valuable to buyers? The answers to these questions aren't as mysterious as they may seem.

Today I want to talk about the people who send you checks... photobuyers. How do you know what photos you should be sending to them, - how do you know what they need?

Since we talk with a dozen or more editors (photobuyers) a day here at PhotoSource International, -we pretty well know what's important to them, and how they go about finding the photos they need.

Now, when I say photobuyers, I'm not talking about commercial art directors at advertising agencies, corporations, and graphic houses...

I'm talking about photo editors in the editorial stock photography arena -book publishers, magazine

publishers...

These people work within a dependable budget, -usually \$50 to \$150 per picture (for inside use - covers are more). That's standard. But there are two important points for editorial stock photographers to keep in mind.

1.) Most photo editors are authorized to pay more than \$150 per picture (inside use) if the image is a difficult one to find.

And number 2.) Photo editors don't buy just one picture; they buy many in that same subject area.

So if you ever wondered how some stock photographers hang in there and make a success of stock photography... and continue to live where they want to live, work at



their own time schedule, be their own boss -this is their secret:

1.) They focus on a specialized area -or a select few areas -that they love to photograph.

2.) They build a deep selection of photos in that area or areas (because that's their passion), and they continue to photograph all aspects of that subject matter.

There are thousands of subject areas that a beginning stock photographer can choose from.

The range is huge. For example, horses -but not horses in general: pintos, quarter-horses, thoroughbreds, etc. -and western, eastern, dressage, working horses, polo horses, etc. etc.

Or your interests maybe in aviation, or WWII airplanes, or single engine airplanes.

Medicine. If you are a nurse or doctor, you can gain access for photo coverage where the rest of us might be

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PHOTOSHOP CS3

by David Arnold and Gail Rutman

Just 18 months after its last upgrade, Adobe has again released a new version of Photoshop: CS3...and digital photographers are upgrading in droves. Let's look at some of the features that are encouraging so many to pay \$199 to upgrade from an earlier version, about the same to upgrade from Photoshop Elements, or \$649 to buy Photoshop CS3 outright.

Interface. Instead of the old double-column toolbar that chewed up working space, you can now use a single-column toolbar. But if you

prefer, you can still stay with the two-column version. You also have options for palette positioning, such as docking palettes together and collapsing with a single click for more working space.

Making selections. The new Quick Selection tool is easier and cleaner. You use it much like the old Lasso tool, but the results are more precise. After making your "quick selection," turn to the new Refine Edges tool for even greater precision. Bottom line: better results in less time.

Curves. One of Photoshop's most powerful tools, Curves has traditionally been difficult to master. But in CS3 the Curves dialogue box has changed significantly, and makes this feature much easier to both learn and apply. For example, the Show Clipping feature makes it easy to determine exactly where to set your

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Key words in this issue: Checks | Photobuyers | Stock Publishers | Magazine | Focus | Deep Selection | Horses | Medicine | Photoshop CS3 | Law enforcement | Competition | Auto-Align Layers | Thumbnail Creation | Camera Raw | Quality Images | Lightroom 1.1 | Pet Photography

NEWSWORDS: Who Took those Photos? Money In Your Old Photos | Canadian Candid Camera | Photo Cell Phone Naughtiness | Specialize! Specialize! | Under The Cover Of Darkness

Photo Stock Notes



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denied, or find it more difficult for thorough and frequent coverage.

The same with law enforcement.

Horticulture. Gardening, but what area of gardening? Flowers, rose gardening? Vegetables, rhubarb? Field crops, sunflowers?

That's why successful editorial stock photographers find they have very little competition in their very specific areas of specialization. And the longer they stay with their particular subject areas, the more knowledgeable they become and the more expertise they build up.

And as a result, the more valuable a resource they become for the photobuyers at the publishing houses that produce magazines and books in those areas of interest.

CAN YOU MAKE MONEY?

These publishing houses have monthly budgets ranging from

\$20,000 to \$50,000 to \$175,000 per month to lease the photography they need.

You might ask, "Has the Internet, with its expanded search engine capabilities, replaced print publishing?"

The answer is no.

Have you been to a Borders or Barnes and Noble recently? Have you visited a magazine rack at Wal-Mart or the airport? They are big and growing.

People are hungrier than ever for information, entertainment and education, and that includes "in print" form.

If you know how to produce good images with your camera, and you have researched the web to find publishers of books, magazines and periodicals that need photos in the subject areas you love to photograph, you're going to find that those publishers will consider you

an important resource.

Rohn Engh, veteran stock photographer and best-selling author of "Sell & ReSell Your Photos" and "sellphotos.com," has helped scores of photographers launch their careers. For access to great information on making money from pictures you like to take, and to receive this free report: "8 Steps to Becoming a Published Photographer," visit <http://www.sellphotos.com>

The featured Photographer this week on the *PhotoSourceFolio* is

Russell Grundke



rgrundke@msn.com

<http://www.photosourcefolio.com/2560>

white and black points (highlights and shadows).

Brightness/Contrast. In the past, the first refuge of beginners was the brightness and contrast sliders. But these sliders changed the extreme values, blowing highlights and losing shadow detail. CS3's sliders pay more attention to the mid-tones, providing more predictable results.

Black and white conversion. Often, an impressive color image lost its impact when converted to black-and-white. CS3's b/w sliders, however, give you more control with less effort, resulting in a better quality photo. Use the supplied presets, modify them, or start from scratch.

Auto-Align Layers. Whether you're shooting a wedding for money or your kids for fun, group shots, can be a read headache. Groups al-



ways manage to ensure that at least member has their eyes closed, their mouth open, or their tongue sticking out. But now you can take several photos, put each on a separate Photoshop layer, then use the Auto-

Align Layers feature to analyze the differences and seamlessly merge the best elements.

Smart Filters. In previous versions of Photoshop, applying filters (sharpening, noise reduction, etc.) made permanent changes to the pixels, so if you went back after other adjustments to tweak a filter setting,

you did permanent damage to the image. CS3's Smart Filters feature allows you apply filters to a layer, thus making for nondestructive filter adjustments.

Photoshop CS3 also includes a much improved version of Bridge. Formerly, Bridge was sluggish. We

used it, but we were always frustrated by the time it took to generate reasonably sized thumbnails. In CS3, thumbnail creation is significantly faster, sorting and labeling is easier, and metadata display is much improved. And to further speed image evaluation you can now select several similars, display them side-by-side, and click on the new loupe too to examine them at 100 percent.

The integrated Adobe Camera Raw has picked up some of the best features from Adobe's new Lightroom program, including the dramatic fill light, recovery, and vibrance adjustments. In addition, Camera Raw can now deal with TIFFs and JPGs as well as raw files, making your workflow much smoother if you're shooting multiple file formats.

The bottom line: higher quality images in less time.

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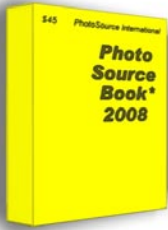
David and Gail are Oregon-based stock photographers who have been writing about photography and computers since 1980.

Let the photo-buying world know where to find you. . .

Get Aboard Today!

The ship's pulling out Sept 19th. Yes, this is the week for those savings and bonuses you

can experience if you choose to be in the PhotoSourceBOOK photo directory this coming year of 2008. The PhotoSourceBOOK goes out to 3,000 of our top buyers in January.



THE TOTAL PACKAGE

	September 19-25 FIRE SALE		September 26-October 2 PRICE GOES UP	October 3rd on NO DISCOUNTS NO BONUSSES
Your listing in PhotoSourceBOOK 2008	<u>Regular Price</u> \$495	<u>Fire Sale Price</u> \$385 (\$100 Discount)	<u>2nd Week Price</u> \$435 (\$60 Discount)	<u>3rd Week (Regular) Price</u> \$495
Fast-Action Bonuses				
Your own page on the PhotoSourceBANK for one year	(\$59)	FREE	FREE	\$59
Entry in the BLUE PAGES	(\$99)	FREE	\$50	NOT AVAILABLE
2008 Photographer's Market	(\$26.99)	FREE	\$13.50	NOT AVAILABLE
LightBOX for one year	(\$59)	FREE	FREE	NOT AVAILABLE
CD Copy of PhotoSourceBOOK 2008	(\$45)	FREE	FREE	NOT AVAILABLE
TOTAL PACKAGE	<u>Regular Price</u> (\$784)	<u>Fire Sale Price</u> \$385	<u>2nd Week Price</u> \$498.50	<u>3rd Week (Regular) Price</u> \$554
		 \$399 Savings	\$285.50 Savings	

You will have those photobuyers coming back to you with photo need requests.

If you're not familiar with our directory, you can check it out at <http://www.photosourcebook.com/firesale.php> Read what fellow photo suppliers have to say about the directory, also the photo editors and researchers. Also read about our money-back guarantee.

From the chart below, you can see there are substantial savings waiting for you if you sign up during **Fire Sale week, Sept 19-25.**

The low price for all of this is a steal. But you have to sign up before Tuesday, September 25th.

And be sure to get in before the door closes. The directory is limited to 250 photographers.

So don't delay. Sign up when the sale starts on Wednesday Sept. 19th. Or sign up by phone (toll-free) 800 429-0677.

Again, go to <http://www.photosourcebook.com/firesale.php> for complete details. ---Rohn

ANOTHER LIGHTROOM BOOK

In our June column we reviewed four books about Lightroom 1.0. Now Lightroom 1.1, which boasts several improvements over 1.0, is out. (If you're using a registered copy of version 1.0, go to www.adobe.com/products/photoshoplightroom for a free 1.1 download.) And O'Reilly has published a unique book devoted to the new version. Photoshop Lightroom Adventure, by Mikkel Aaland (Sebastopol, CA: O'Reilly Media, 2007, ISBN 0-596-10099-X, 350 pages, \$39.99, <http://www.photosourcefolio.com/bookstore/one.htm#059610099X>) is definitely not your standard text. In their press release the publisher calls it "the most beautiful photography software book available," and we have to agree. The author led a group of photographers and Adobe employees on a trip to Iceland, where they shot during the day and processed the images—using Lightroom, of course—each evening. Their in-depth Lightroom immersion and round-the-clock interaction led to some dramatic



results, which Aaland describes in useful and attention-holding detail. The text is supported by numerous photos (in various stages of development) and detailed explanations of how these results were obtained. Several of the participants created detailed "recipes" which are presented in a form that will aid you in applying them to your own images. And Aaland does all this while still covering Lightroom's commands and capabilities module by module. The best Lightroom book so far. —David Arnold & Gail Rutman

Love Notes

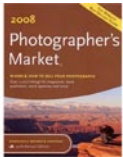
"You provide a good up to date service for many photographers. I really enjoy reading the updates that I receive."

- Larry Jenkins, Photographer, Dominican Republic

"The PhotoSourceBANK has been a big help to my stock photography business. For example, when the National Geographic was finding photos for their book, Desk Reference To Nature's Medicines, the photo researcher found my name and keywords in the PhotoSourceBANK and that led eventually to them using 28 of my photos in the book."

—Dennis Light, Photographer, Chicago IL

GoodStuff



2008 PHOTOGRAPHER'S MARKET, 31st Annual Edition. <http://www.photosourcefolio.com/bookstoreone.htm#1582975019>. If you want to sell your photos or digital images, this is the reference book you need. This new 2008 edition will be coming out next month. It includes: complete, up-to-date contact information for more than 1,700 photography markets; inspirational interviews with working photographers; articles and information on the business of photography, business tips and practices as well as new markets to explore. (\$26.99). Check it out at Amazon.com. Contact: Writer's Digest Books, F & W Publications, Inc., 4700 E Galbraith Rd, Cincinnati, OH 45236. Phone: 1 513 531-2690. E-mail: photomarket@fwpubs.com.

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.

WHO TOOK THOSE PHOTOS? "Apparently an unknown press photographer took it upon himself to re-present well-known pictures made by known photographers of the past for his own benefit and glory. He took credit for others' photographs in writing and during interviews. This was not a mistake of memory; it was intentional." <http://digitaljournalist.org/issue0708/the-bizarre-story-of-joe-o-donnell.html>

MONEY IN YOUR OLD PHOTOS. An overlooked art form: Collecting. Once dismissed as a minor art, photography has started to attract the attention of collectors globally. Sean O'Toole profiles three enterprising local collectors. <http://free.financialmail.co.za/07/0914/life/alife.htm>

CANADIAN CANDID CAMERA. A Google product, "Street View", that allows users to view street-level, photography may violate Canadian federal privacy rules by failing to obtain consent from individuals featured in the photo images, according to Canada's federal privacy commissioner. <http://www.businessinsurance.com/cgi-bin/news.pl?newsId=11122>

PHOTO CELL PHONE NAUGHTINESS. "I saw a colleague use his cell phone camera to film under the skirt of an unsuspecting female colleague..." http://news.yahoo.com/s/ucethic/20070917/cm_ucethic/cellphonenaughtiness

➡ Continued on page5

ADS WE'VE READ

(Ed note: If you are satisfied with this product, (or not satisfied), let us know and we will pass on your comments to our readers..)

Pet Photography Secrets, is a book that reveals anything and everything you ever wanted to know about pet photography. How to get you dog to sit still for a photograph and how to capture the love in your pets eyes with every shot. This book is guaranteed to improved your pet photography.

Have you ever noticed that even the dogs that know how to "Sit" and "Stay" still get up and walk around as soon as you crouch behind your camera? Or as soon as you make noise to get your pets attention they just come running? Or how about when you spend a whole day shooting pictures and when you look at them on your computer you find a bunch or Red-eye animals and washed out colors?

Some people will invest thousands upon thousands of dollars into "do it yourself" photography kits, and "all inclusive" gimmicks. This book will show you the "light" so to speak when it comes to taking better pictures. This site is not about sales pitches, and better gimmicks, its just about you, you camera (any camera) and the knowledge to get out there and take the images that you've been looking for! <http://daisy501.tainui12.hop.clickbank.net>



Joe Carlson



Lee Traynor



Tyler Pittman



Hannah Elmquist

Copyright Photographs Register a U.S. Copyright! Protect photos, images, pictures. www.GoCopyright.com

Easy Way to Sell Photos No Setup fees. No monthly fees Free powerful easy to use software. www.photorelect.com

Sell Photos For Profit? How to Use Your Digital Camera to Make 1,000's Every Month. www.cameradollars.com

Sell Your Photos Here. Here's How I Made \$37,383.75 With My Camera! www.5starrated.com

SPECIALIZE! SPECIALIZE! Camera makers bring niches into focus A glut of mainstream digital cameras has manufacturers zooming in on specialties from astronomy to birding and stereo photography.
http://www.news.com/2300-1041_3-6208134-1.html?part=rss&tag=6208134&subj=news

UNDER THE COVER OF DARKNESS. Nighttime Digital Photography With Adobe Photoshop CS3. Book. Have you ever looked at some nighttime images and wondered how they were able to achieve such good results?
<http://blogcritics.org/archives/2007/09/13/115000.php>

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Focus On Key Issues For Editorial Stock Photographers

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