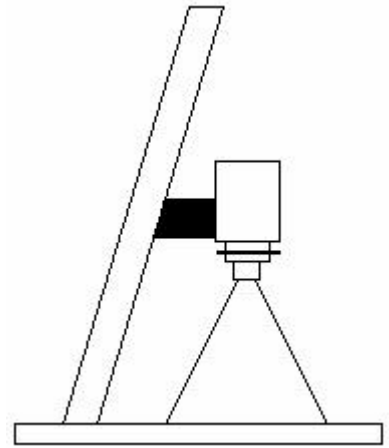


Contact Sheet

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I Really Like Your Picture

This is the phrase that strokes the ego of a photographer more than about any sentence in the English language. It is just hard not to smile and get ready to tell the story about how you created that masterpiece. Somehow, a thank you to the person is just not enough, and they need to know everything about that image. But, after a while, there is the feeling that you would like to sell that image since **so many people have liked your picture**. Also, some of your relatives have received a copy of the print for their den (at your expense, of course, for their birthday - - or a Christmas present). And since you gave a copy to Uncle Bill, Aunt Edna expects her copy next Christmas.

At the April meeting of the Eastern Idaho Photographic Society, **Tim Sommers** gave a lecture about the next step in what to do with your images. What markets for photography match your type of images? What type of materials do these people require? Tim stated that the starting point for all of these questions is to purchase a book called *The Photographer's Market* which lists almost every magazine and publishing house as well as every stock agency in the world. With each listing is included the editor of the magazine, the type of photographs that they use for their magazines (or books, calendars,

etc.), phone numbers of people to contact in the magazine along with a brief description of the magazine or book. The people who publish this tome have done an incredible amount of legwork for you in trying to give you some help with the marketing of your images. Also, it is updated on a yearly basis so that most of the information should be current.

However, Tim cautioned that in spite of the information listed, you must do some of the legwork yourself. You should find a copy of the magazine that you find a description for in *The Photographer's Market*. (Many times you may be able to find this magazine at Barnes and Noble Bookstores and peruse before buying. It may not be the type of magazine that you want to submit your images to.) See whether the photo editor is listed in their company description. See whether the phone numbers match your book's listing. **Call the photography editor and ask for their guidelines for image submission.** Ask them whether they want slides, digital files, prints, etc. To date, Tim states that the majority of the editors want to see slides and very few want digital files. Therefore, expect to send duplicates of your best slides - - and not just an e-mail type of digital file that would have no cost to you!

Tim emphasized that you must send **your best images on the very first submission**. Remember that there are thousands upon thousands of other photographers who have been told by their friends, “Hey, I really like your pictures. They are much better than what I see in magazines!” Sound familiar? That photo editor must see how good of quality of image that you are going to submit to them. You must get him to remember your name and your style of work. For this reason, you must loupe each of your slides for maximum clarity. Make sure the composition is perfect.

The next part of Tim’s discussion was not what we wanted to hear. Tim emphasized that you must keep after the photo editor! Sometimes, a magazine will hold onto a submitted image for six - - or more - - months before using it in their publication. They may **require** that you do not submit duplicates to any other publication until they decide on what to do with your image! And Tim has had a couple of slides that were LOST by the magazine - - and no compensation was given to Tim for their loss! You must send of SASE (self addressed stamped envelope) along with your images if you expect to get anything back.

The next part of the discussion was about the bookkeeping portion of this venture. Keep track of where you took the image, whether it was in the wild or on a game preserve. Many magazines like what lens was used, the film, the camera, the date of the image, etc. All slides must have your name and address on them. Your home record keeping must have what images you have sent to which magazine, when they were submitted, when you last talked to them.

Boy, this is way too complicated for me. What about stock agencies where I can just submit my image and let the money roll in? These companies are fraught with numerous problems also. Most of them require a minimum of a thousand slides for your first submission - - and then another 300 – 400 additional submissions every three to four months. Also, many of these agencies will require you to stop submitting your work to various magazines.

If you really want your images to be published in a magazine, Tim emphasized that you should **go for it**. But be prepared for some rejection slips, a lot of phone calls on your part, and a lot of record keeping for your images. And don’t expect to quit your daytime job!

Thanks, Tim!

Club Notes

Keep in mind that we do submit images to the *Idaho Falls Magazine*. Their publication schedules are such that they will want their fall pictures in the early summer. (For example, they wanted summer pictures on their April 1 deadline.) They like slides that tell a story, are a very good scenic representation of our area, or show a little humor. If you present a digital image, the file size must be about 30 megs in size. Please let Roger know what images you have for the magazine.

Roger has sent an e-mail to all members stating that the Art’s Council is teaching a class for amateur photographers to be done on Saturday mornings. You would earn about \$30 for teaching this class.

Since some people are intimidated by talking to a group, we are setting up a suggestion box so that people can just drop their ideas into the box and we can discuss them at future meetings.

The Tautphaus Park Zoo is giving members of our club free entry into the Zoo on May 15 from 6:30 a.m. to 9:00 a.m. or on May 22 from 5:00 p.m. to 9 p.m. so that we can photograph some of their creatures. They are also going to ask that we teach about 2 classes each month on amateur and advanced photography of zoo animals.

We still need people on our list to arrange some of the educational evenings that our club presents. You do not have to give the talk yourself. You can arrange for someone outside the club to give the talk on some subject.

Our discussion and follow-up about our summer show on the Greenbelt was tabled until the next meeting since the sub-committee that is involved with the planning had not met yet. This will be further discussed at the May meeting. We have been informed that we will not have as much room for this year's show. Also, the fee for the area will go from \$40 to \$50 this summer. Would we be able to get sponsors if the sponsor doesn't feel he is getting the large exposure of being part of the Duck Race? There are tons and tons of very valid questions that we will try to get answers for before the next meeting.

We had a photo shoot on the Greenbelt several weeks ago that had at least a half dozen members present.

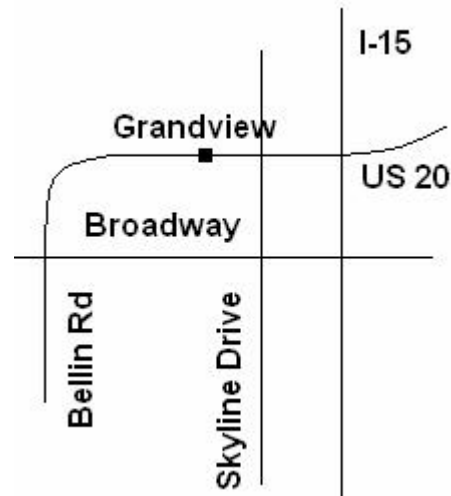
Remember that if you use one of these images in our Advancement Program, you will get bonus points.

There was also a trip to Yellowstone National Park that left from North Highway Café at 5 a.m. on 24 April. Hopefully, there was good attendance on this shoot. (This newsletter was written before that weekend!)

The *Post-Register* is asking that we use their gallery for our images starting on May 1st and continuing to June 15th. They have enough room for about 50 prints. They did not suggest any theme for the exhibit. They will ADVERTISE our show in their newspaper - - and the prints can be for sale.

Our New Meeting Room

Don't forget that we are at our new meeting facility on 1900 Grandview (SEE MAP BELOW). Bring your friends with you!



Monthly Meeting

Date: May 6, 2004

Time: 7:30 p.m.

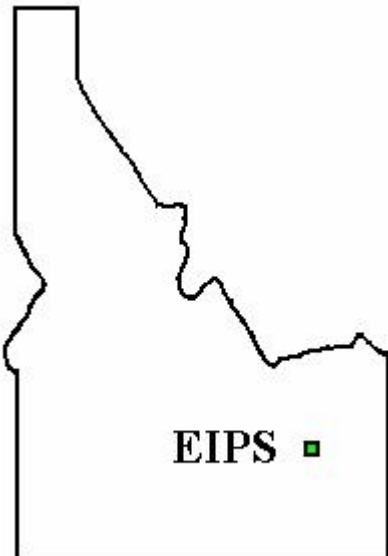
**Location: 1900 Grandview
(see map on pg. 3)**

Program: John Hoobler,
superintendent of the Eastern Idaho State
Fair, will talk about fair entries. Also,
he wants to discuss some of the aspects
of studio photography.

**The Advancement Program
theme for April is: *Snow*. Bring your
three best prints/slides and join us on
May 20 at 7:30 p.m. at 1900
Grandview in the Conference Room.**

Brian and Tamara Brown (well
known commercial and portrait
photographers in I.F.) are offering an all
day digital workshop on May 8 at the
LaRitz Hotel. They emphasize work
flow solutions with ½ of the session
being on Photoshop and the other half on
scanners, file types, dealing with printers
and outside labs. Cost is \$75 for entire
day (\$55 before April 28). If you bring a
friend, you will get a \$10 discount.
Their phone numbers are 529-1718 or
521-2209.

Tim Sommers – President
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Graffiti