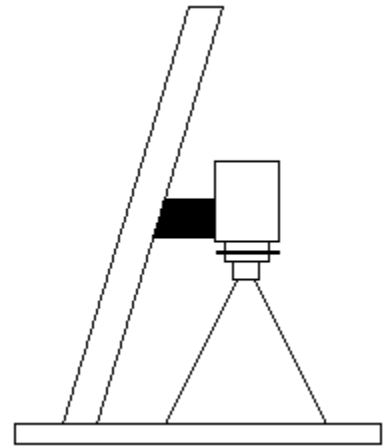


Contact Sheet

Journal of the Eastern Idaho Photographic Society

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Magazine Life

All of us have our favorite magazines that we read. We read the print, look at the pictures, maybe think about what we read and saw, and then put the magazine away. At the March meeting of the Eastern Idaho Photographic Society, we saw magazine publishing from the other side: producing the print and images and story. We don't realize how much effort goes in to what we see on the page.

Steve Smede, an editor and producer at Harris Publishing in Idaho Falls, stated that their company does twelve different magazines, some monthly and others quarterly. They cover diverse subjects such as boating, snowmobiling, potato production, golf, and the *Idaho Falls Magazine*. From this list you can see that he has to wear many different hats. Each of these have a totally unique audience which wants their topic covered "just for them".

What drives Steve is something that he remembered reading a long time ago in a sports magazine. All reporters may have the same shot at a story. The microphones are turned on, some celebrity answers some questions about some event, and the reporters write this information for their various publications. But which story is the one you will **want** to read – and remember? Rick Riley was a sports reporter at the Masters Golf Tournament in Augusta, Georgia, when Jack Nicklaus was in his early years. He saw a man really cheer a

spectacular shot that Jack made

and realized that this was his story. He then proceeded to write about the sounds and the people who followed an emerging star in the field of golf. Rick found a fresh approach to writing about a topic that could be very boring. Steve has used that approach for many of the articles that he is responsible for in the various magazines that Harris publishes.

One of the problems Steve finds in this world involves photography. With the publishing of *Idaho Falls Magazine*, there is much imagery but not the type that he can find in a stock agency. You can't take a stock photo of some falls and list it as the falls in Idaho Falls. People that read the magazine know that the photo is 10-15 years old, that this barn burned down two years ago, that this business went out of business last year in your shot of the downtown area. For this reason Harris Publishing hired **Kort Duce** as a full time photographer in about 2000. Kort then gave us about a half hour of some of the images he has done for the various magazines. Steve said that since Kort came on board at their magazines, the stories have really improved since the writers can now write their stories and not have to spend their time getting the photographs, many of which were really kind of just snapshots and not as well taken.

Kort stated that he shoots about 90% digital with a Nikon D2X using from 10 – 400 mm lenses. Most of his

files are done in TIFF and some JPEG. (Some of the RAW files are so proprietary between various camera manufacturers that they can't be converted into a standard format easily.) He states that he really enjoys the challenges of covering the wide variety of topics their magazines promote. But it can be a very difficult profession to break in to. For example, in a recent article about sports photography, the up front costs to become a full time sports photographer can range from \$15-50,000 dollars!

But even with a full time photographer on board, there is a need for more photographs – and more articles. If you have an idea about a good article for one of their publications, Steve said that the ideal route is to write the article **and** take the photos for the article. Remember that this is a local magazine for local people doing things in the Idaho Falls region. Also, remember that there is about a 6 to 18 month lead time for each magazine. They will pay you for your efforts in that they will buy “first North American rights” to your images. This means that they will use your image once in their magazine, although some of these images may also be used in their promotion on their Internet site. If you land a cover shot this could mean about \$300 to the photographer. (Steve stated that major magazines such as *Time* may have a budget to handle up to \$30,000 for one of their covers.)

All of us have our special reasons why we like Idaho Falls with our enjoyment of photography. We need to put these two things together and share them with Steve. He has opened up a large area where we can promote our photography while he promotes our region. Thanks, Steve and Kort, for

bringing your information to our meeting. The photographs were spectacular - - and your magazine helps show the rest of the world why we really enjoy where we live.

Club Notes

A couple of months ago we were told that the *Post-Register* Show was not going to happen because we had been in their gallery a couple of times in the past 20 years, but there looks like we may still get an invite. We are trying to confirm the exact dates of the Post-Register Show. Keep taking your images so that you will have fresh images to present.

Special thanks to Farr's Jewelry for the use of the digital projector at the last Advancement Program. We learned a lot!

Roger has almost completed the updating of our web site. He still needs more pictures from each member to include in the gallery sections. Also, if you have some images of the various National Wildlife refuges, different ghost towns, Yellowstone Park, the Tetons, please share these with Roger. He is trying to set the site up so that a visitor to our region would know where to take some good images. In this way they will continue to visit our site when they might be planning a trip, trying to decide what time of the year to visit, etc. If we have this much information on the web site, he feels that the web visitor will want to visit and join our club on a permanent basis.

From our lecture in March, you found out why there has to be such lead times for their images and photographs. Don't forget to get in the fall and winter images for the Idaho Falls Magazine to

Roger. Don't forget the images for the Chamber of Commerce, also. We want to get **your** images into the community and show the quality of **your** work.

The August Show and Sale is fast approaching. We would like to have a coordinator to make sure that everything is done at the right time to make the show run smoothly. Please volunteer. Everyone who had a booth had some sales last year, and if we continue to do the show properly, we will have more sales in future events - but only if we all work hard now!

Field Trips

We don't care that the eagles didn't come back to the fish kill in northern Utah. We're still going to keep planning field trips. In March we went to the cutter races at Sandy Downs - - and we hope to see some of those images in our next few Advancement Programs.

Keep track of the next field trip at www.eips.net. Tell Cathy where you want to go. Share your photo trips with the rest of the club!

Advancement Program

The theme for April is: MONOCHROME. Bring your three best images, slides, digital files and share with your colleagues on April 19 at 7:30 p.m. in the Conference Room at 1900 Grandview Avenue. It is amazing how much you can learn when you share your images and see other presentations of the same topic.

As a reminder the topics for the remainder of 2007 are:

May – Photographer's Choice

June – Fog

July – Photographer's Choice

August – The Past

September – Photographer's Choice

October – Critters

November – Photographer's Choice

December – Color Explosion

f/stops

- Controls the amount of light passed through the lens.
- Going from f/8 to f/5.6 doubles the amount of light reaching the film.
- This happens whether you are using 35 mm lens or a 500 mm lens.
- Through standardization, an f/8 setting on your Nikon 50 mm lens will let in the same amount of light as on your Sigma 50 mm lens at f/8, your Tokina 28 mm lens at f/8, your Tamron zoom lens set at 210 mm and f/8.
- f/1.0 is a "fast" lens, shutter is wide open.
- Available f/stops: 1.0, 1.4, 2.0, 2.8, 4.0, 5.6, 8.0, 11, 16, 22, 32, 45, 64, 90, 128.
- Based on area of circle = pi times diameter Squared.
- Square root of 2.0 is 1.4. This is the reason for some of the odd numbers.

f/stop

- The physical size of the f/stop opening varies by the focal length of the lens. For example:
- Using 100 mm lens at f/4, you have $100/4 = 25$ mm opening.
- 100 mm lens at f/16 = 6.25 mm opening.
- 20 mm lens at f/4 = 5 mm opening.

Monthly Meeting

Date: Apr. 5, 2007

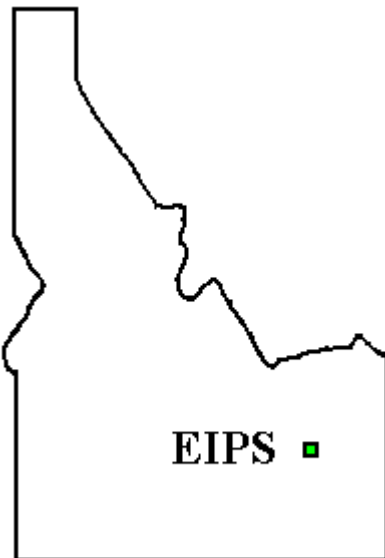
Time: 7:30 p.m.

**Location: 1900 Grandview
in the Conference Room**

Program:

Every one of us has tried to take bird photographs. Now we will see how it should be done! **Jason Briggs** of the Snake River Audubon Society will share his photography with us. He also will show us about remote triggers for getting some of the images.

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Graffiti

EIPS is a group of amateur and professional photographers who meet on the first Thursday of each month for our educational lecture. Then the third Thursday is our Advancement Program where we share some of the images we have done. We meet at 7:30 p.m. in the 1900 Grandview Ave conference room. We all become better photographers!

Get out of the house. Get those cameras fired back up again. Enough with getting your indexing up to date! Or sitting in front of your computer with PhotoShop! Get busy!

