

Contact Sheet

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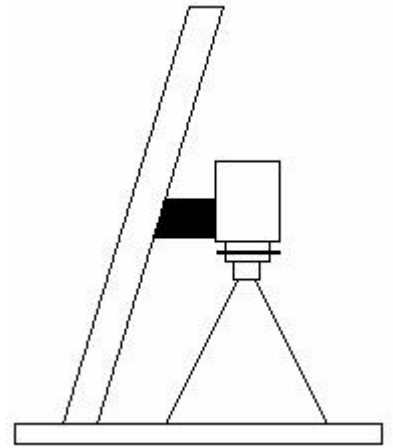


Photo Stock Agencies and Getting Started

Photography is a really neat hobby for most of us. We love the time spent taking the pictures, trying to get the best image for the available light, getting up super early to catch the morning sunrise and the golden light on a mountain area that is 100 miles from our house. Pretty soon, however, we have a stockpile of negatives, prints - - and gas receipts - - that we accumulate with not much else to show for our efforts. Those that have been shooting for a while realize that we live in a very unique area with spectacular images. We take those images and want to sell them to people in this area, and what do we get? "Oh, those are really good images. Thanks for showing them to me. Next time I'm in the Park, I'll take my camera and take that image." Will they be able to do that? Possibly, but highly unlikely.

Kriss Russell told us how we can reduce our frustration of not being able to find a market for our images - - and the solution is to join a stock agency. All of us have tons of images just sitting in our negative books, in our shoeboxes of prints, on our photo CD's. Many of these images can be put to work earning you money - - while you sleep, while you work, while you're out taking more pictures. If your images are in the hands of a stock agency, someone might be looking at them right now and

deciding that **they want to buy that**

image. But this will only happen if you take the effort to join the stock agency - - and prepare the image for their needs.

Stock agencies may sell a lot of images, but the people who buy them have very specialized needs. If you are making a travel brochure for your Chamber of Commerce, you want to show potential visitors what they can do in your area. You want people in the picture having fun. You want people riding their snowmobiles through the powder in Island Park. But you don't want to be a commercial for SkiDoo, or Polaris, or Arctic Cat. Therefore, the image that the photographer submits must have all of the logos removed. Yes, the Chamber of Commerce could scan the image into PhotoShop and remove these offending items, but they have a deadline and they need these images **yesterday.**

Very simple images are another large source of sales. They like pictures of light bulbs, spoons, parts of a chair, etc. Where the brochure designer used to paste in clip art, they now want to paste in a picture - - maybe it will be your picture - - that they can get quickly and readily and printer friendly. Hence, there is the need for a stock agency on the Internet dealing with **digital images.** No more slides to look at on color corrected light boxes. No more prints to shuffle through. No more portfolio images to wade through to find the right image. **No more in house**

photographer to deal with – and we know how cantankerous those photographers can be when someone wants to crop their images improperly, or put words over the bear's eyes, etc. But as a graphic design artist, you really don't care about the photographer's feelings. You have a product you are promoting, and you just need that image as a starting point.

Kriss started dealing with digital stock agencies about one year ago. She states that they want the image to be in really sharp focus. They don't like a lot of manipulation of the image with unusual tints or filters used. They want the image in JPEG format and at least 2.5 megapixels for the image. If you have some noise in the sky or some spots that show up, these must be corrected before submission. Take out all logos, words on storefronts. In essence, they want very generic pictures that the graphic designers can plug into about any subject.

Stock agencies are very careful about model releases. If a person can be recognized in the picture, get a model release. If you are at a public event, then this is not necessary. Use a generic model release even though the stock agency will provide you with one of theirs. This is so that you can put the same person's photo onto several online stock agencies.

To get started, go onto the internet and GOOGLE "internet stock photography". A couple of agencies that Kriss has dealt with are as follows: Istock, Shutterstock, Dreamstime, and Getty. Get their tutorials and read them carefully. Take notes and then prepare 3-5 images for their review. Submit the photos with the application for registration to their agency. You will usually hear back from them within 2 –

14 days. One thing that Kriss mentioned is that these agencies do not require exclusivity and you can have the same image on several sites at the same time. But the stock agency will review ALL images that get posted on their site. They will place a watermark on all images shown on their site until someone wants to download the image at which time the image will be given to the client without the watermark.

Kriss mentioned that the best way to start would probably be with Istock since they are the easiest site to understand and deal with. Once you feel comfortable with their portal and interface, then you can branch out into other agencies. Most of these agencies will pay the photographer from \$.20 to \$7 for each use of your image. This may not sound like much, but Kriss stressed that many of her images have been selected numerous times so that she has used this money to buy a couple of lenses for her camera from these types of sales and income. And most of these images have been ones that were just collecting dust in her photo albums prior to this. The photographer still retains the right to remove the image at anytime from the stock agency. At present she is negotiating for one of her images to be used exclusively by a company for part of their logo - - and this may mean many hundreds of dollars for that image.

Thanks, Kriss, for showing us another avenue for obtaining some income from our photography.

Dues are due.

Please submit your \$25 yearly dues check to EIPS and give it to Doug Jensen at this meeting. These dues support the newsletter, pay for part of our banquet. You get a lot in return!

What that guy who won't buy your picture about the Park doesn't realize!

How many times have you taken an image only to notice later that the foreground is more out of focus than you want it to be – or there is something in the background that shouldn't be there. You go back to reshoot the image, and now there is a problem with the setup. Once, I had a hayrake in a field that cast very interesting shadows on a uniform snow that I liked. But the closest tine on the rake was just slightly fuzzy on my negative. First time back, it was nice and sunny in IF but foggy over in the Palisades Creek area where I had found the hay rake. Second time back, the sun was out but the snow looked like popcorn with no uniform gentle curves on the shadows. Third time back, the snow was correct, but someone had ridden a snow machine next to the hayrake and destroyed the image. Fourth time back, the dirt had blown from the field onto the snow and the shadows were just plain distorted and lost in the mud on the surface of the snow. End of winter!

Next winter was even less successful since they discarded a very large underground storage tank against the hayrake. So, try to get it right the first time around since the encore efforts may be for naught.

Advancement Program

For March, the theme is: **Travel**. Please bring three of your best images and share them with us at 7:30 p. m. on 16 Mar 2006 in the conference room at 1900 Grandview Ave. We will all learn from each other.

For 2006, the remaining themes will be as follows:

April – Photographer's Choice

May – Wood

June - Photographer's Choice

July – Lights or Fire

August - Photographer's Choice

September – Nature

October - Photographer's Choice

November – Cityscape

December - Photographer's Choice

Club Notes

In spite of the fact that this message is included in almost every newsletter, there seems to be very little urgency in responding. This is excellent exposure for you since you get credit for the picture, and the club gets free advertising. Roger Heng issued a plea for us to get our images into him for inclusion in the publication of the Eastern Idaho Magazine. The deadline dates for 2006 are as follows:

April 13 – summer

July 13 – fall

October 12 – winter

Field Trip

Joe and Mike set up a trip to northern Utah for about 18 Feb to take photos of eagles. Many went down the night before to get the best early morning light. Please give them your input as to where you would like to go for pictures. Don't be afraid to lead a group since your favorite area is an area that you know better than anyone else. And we will learn from you - - but you will also see how others approach your area with fresh eyes.

Monthly Meeting

Date: Mar. 2, 2006

Time: 7:30 p.m.

**Location: 1900 Grandview
– Conference Room**

Program:

The editor is in Wisconsin with grandkids when this normally goes to press. Therefore, I do not know the program at this date. But we will have an excellent presentation for you. Come and enjoy.

Graffiti

EIPS is a group of amateur and professional photographers who have joined together to further the art and craft of photography. Please join us and expand your horizons. Sharing knowledge makes all participants better at their craft. We 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. at 1900 Grandview Ave in the conference room. You will be a better photographer as you learn from us and we learn from you!

DUES ARE DUE!

Contact Doug! \$25 per family per year! What a deal!

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