



THE

LAST FRAME

November 2005

St. Albert Photo Club's Monthly Newsletter

Photojournalism 101

(Editor's note: Due to my having to travel to Fort Mac during Bruce Edwards' presentation, no images are available.)

Do you remember the June 1972 picture by Vietnamese photographer Nick Ut of a nine-year-old girl, Kim Phuc, fleeing her village after a napalm attack?

This picture won Nick a Pulitzer prize!! We've all seen those eye-catching images that immediately grab our attention when our eyes glance across the front pages of daily newspapers.

From disasters around the world to local snippets from our own community, we cannot deny the lure of a great photograph that is a reflection of our current times.

On November 9, 2005, Bruce Edwards, a news photographer from the Edmonton Journal, was the guest speaker at the St. Albert Photo Club.

He captivated us with his description of his approach to news photography and treated us to a visual feast of some of his favourite images from his 25-year career at the Edmonton Journal.

Bruce's Beginnings

Bruce was a graduate from NAIT's Photographic Technology program and began working in the darkroom for the Edmonton Journal in the early 1980s. This work was quickly supplemented with some occasional shooting that then led to more part-time photography work under the guidance of a darkroom technician. Soon thereafter, Bruce was hired as a full-time staff photographer.

Current Situation for News Photographers

Today, all photographers working for the Edmonton Journal, including 10 staff members and any freelancers hired, shoot digital

photography.

Digital photography permits the photographer to review his/her results immediately and thus gives him/her the opportunity to be more creative.

However, most imagery today is viewed on a computer and then discarded.

Each photographer views his/her day's assignment on a laptop computer every morning.

The photographer does not even have to report to the Edmonton Journal in the morning.

About half of a photographer's assignments include material supplemented by a reporter.

However, reporters tend to gather their material via telephone.

Once the images are captured, they are downloaded to the (photographer's laptop and then sent to the photo desk via cell phone or an Internet wireless "hot spot (much faster).

Each assignment is typically completed with 40 to 50 photographs. When a major event, such as a fire, happens, the Edmonton Journal will choose the photographer who is closest to the news event but may have to "blow off" other assignments.

In the darkroom era, B.D. (Before Digital), the photographer cropped, dodged and burned the images.

Today, with digital, control of the images becomes the domain of another person, "the designer".

Newspapers, unlike the popular fashion magazines, do not want much image manipulation of their photographs.

A news photographer can use image-editing computer programs such as Adobe Photoshop to recreate what he/she really say by lightening, darkening and colour correcting the images.

"Photo illustrations" and

<p>DECEMBER GUEST SPEAKER None</p>	<p>DECEMBER COMPETITION None</p>	<p>Click here to access our website</p>	<p>JANUARY GUEST SPEAKER</p>	<p>JANUARY COMPETITION Open</p>
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“composites” published by the Edmonton Journal are always noted as such.

Bruce’s News Photography Equipment

Bruce’s camera equipment requirements are minimal, as the days of fast prime lenses and multiple cases of lighting gear are gone.

Instead, he uses two 4-megapixel Canon 1D digital camera bodies – one with a 16-35mm wide-angle zoom lens and one paired with a 70-200mm telephoto zoom.

Over 90 per cent of Bruce’s photography is accomplished with the former setup.

This lens yields a field of view approximating that of a 24 mm wide-angle lens as a result of the 1.6 chip-conversion factor.

Newer digital wide-angle lenses, such as a 10-24 mm lens, can extend this range.

A 300mm f/2.8 lens that is used primarily for sports photography completes Bruce’s outfit.

This lens coupled with a 1.4 teleconverter and the 1.6 chip-conversion factor achieves an effective focal length of over 670mm!!!

If You See It, You Have To Shoot It!!

A successful news photographer such as Bruce has to find new angles of familiar subjects and look for “off beat” photo opportunities to remain competitive.

Expressions and gestures often enhance news photographs.

There are no second chances in this genre of photography and very few photographs are set up, except for fashion and corporate shots.

Over 90 per cent of news photography is just getting there on time.

Fires, for example, are often extinguished before the photographer arrives. If you see it, you have to shoot it!!

Sports Photography

The strongest sports photographs are “reaction” shots and not “action” shots.

Rodeos are the exception to this, as the action is the most riveting part of the sport.

Indoor rodeo images are usually shot at 1600 ISO.

Bruce prefers not to use a flash because airborne dust can be an issue and will only use a flash as a

fill source.

He sets the flash to its manual setting, often at its minimum output at about 1/16th power, where the flash just acts as a “kicker”.

Portraits

When Bruce shoots portraits, a flash is used as a bounce source and white walls or windows are often used as a bounce surface.

Bruce will resort to using the Through-the-Lens (TTL) setting on his flash and will dial the flash down until he finds the optimal setting.

He avoids using direct, on-camera flash, as this usually destroys the mood.

Bruce views Canon’s flash system as once of the system’s weakest components.

Once again, using a digital camera provides Bruce with a chance to instantly review his images.

The major goal of news portraiture is to get more than just a “mug shot”.

One advantage to Bruce is that he gets to meet all kinds of interesting people.

Odds N’ Ends Advice

Bruce can photograph anyone or anything in

public when doing editorial photography.

The Edmonton Journal always uses people’s names in their published images but only has to provide the name.

Information on model releases is not required as is the case with stock and commercial photography.

Bruce feels that aerial photography is best accomplished by shooting through an open window of a small Cessna plane flown by one pilot, as this approach better communicates his intentions and the use of helicopters is too expensive.

Scale is also important to Bruce. When he shoots subjects of a small or large size, scale is demonstrated by incorporating something of a known size into the photograph.

Who Owns the Image?

One question that came up during Bruce’s presentation was who really owns his images?

In reality, both the Edmonton Journal and Bruce own it together.

If a news image is sold to a non-competing market, such as a book or magazine publisher, the fee is split between the Edmon-

<p>St. Albert Photo Club</p> <hr/> <p>Vol:5 Issue:3 PUBLISHED MONTHLY September - June</p>	<p><u>PRESIDENT</u> Derald Lobay</p>	<p><u>SECRETARY</u> and <u>TREASURER</u> Allen Skoreyko</p>	<p><u>PROGRAMME DIRECTOR’S</u> Derald Lobay Doug Poon</p>	<p><u>CLUB CONTACT</u> Doug Poon (780) 973-7035 dougpoon@shaw.ca</p>
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ton Journal and Bruce.

In the past, the Edmonton Journal eventually assumed all fees and the photographer received nothing.

Today, the trend is that whoever sells the image (Edmonton Journal or Bruce) gets the money.

We are Blessed!!

Finding employment as a news photographer is very difficult, especially with a major daily such as the Edmonton Journal.

I think we should feel blessed that we have some of the best news photographers working in the Edmonton area so we can continue admiring the great work Bruce has accomplished in his industrious career with the Edmonton Journal.

Article-Derald Lobay

Club Point Standings

As of November

Derald Lobay	6
Tracey Guzak	3
Sieg Koslowski	3
Al Popil	3
Eric Hagedorn	2
Andrew Macleod	1

REMINDER

Send up to 5 images to Tracey Guzak for your gallery on the web.

tifoso1@shaw.ca

MONTHLY COMPETITION

November

Subject: Footwear



1st Place - Tracey Guzak



Left, 3rd Place - Andrew Macleod

Below, 2nd Place - Eric Hagedorn



NOTE: No entries were submitted in the transparency competition.