

Robin Rowland

Photojournalism/ Visual Journalism 2010

PULSE 2009 Media and Journalism Conference
Wilfrid Laurier University Student Publications

Wilfrid Laurier University
November 6, 2009

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Photojournalism

Visual Journalism

- Photography
- Video
- Audio (for audio slide shows)
- Multimedia
- Graphics
- Geotagging of photography and video with a GPS

**Absolutely,
positively,
the most
important
thing
you
will learn
this weekend**

Anticipate Moore's Law

and plan
accordingly



Anticipate Moore's Law and plan accordingly



Google's basic business plan

Ken Auletta, *Searching for Trouble* New Yorker Oct. 12,
2009

Moore's Law

Wikipedia says “Moore's Law describes a long-term trend in the history of computing hardware, in which the number of transistors that can be placed inexpensively on an integrated circuit has doubled approximately every two years.”

What Carver Moore of CalTech actually wrote on April 19, 1965.

The complexity for minimum component costs has increased at a rate of roughly a factor of two per year ... Certainly over the short term this rate can be expected to continue, if not to increase. Over the longer term, the rate of increase is a bit more uncertain, although there is no reason to believe it will not remain nearly constant for at least 10 years. That means by 1975, the number of components per integrated circuit for minimum cost will be 65,000. I believe that such a large circuit can be built on a single wafer.

[Wikipedia entry for Moore's Law](#)

Butter's Law of Photonics

Gerald Butter's law says: “that the amount of data coming out of an optical fiber is doubling every nine months. Thus, the cost of transmitting a bit over an optical network decreases by half every nine months.”

Wikipeda

Rowland's corollary to Moore's Law

There is always someone, somewhere who is in a garage, basement or lab who is applying Moore's Law in unanticipated ways. That person will change the world two years later.

Steve Jobs – Apple II computer

Bill Gates- MS DOS operating software

Tim Berners-Lee – World Wide Web

Mark Andreeson - the Mosaic and Netscape browsers

Graham Nash (Crosby, Stills, Nash, Young) – the photo quality ink jet printer

Jerry Yang and David Filo – Yahoo!

Larry Page and Sergei Brin – Google

Mark Zuckerberg - Facebook

The experts won't have a clue
about what is going to happen.....

If the experts don't know....



And the majority of
media managers
and executives
have no idea what
Moore's law is.....

Perry White, editor of The Daily Planet

Even Superman....

.... couldn't
save the
Daily Planet



A long time ago (but in this galaxy), the way was clear...

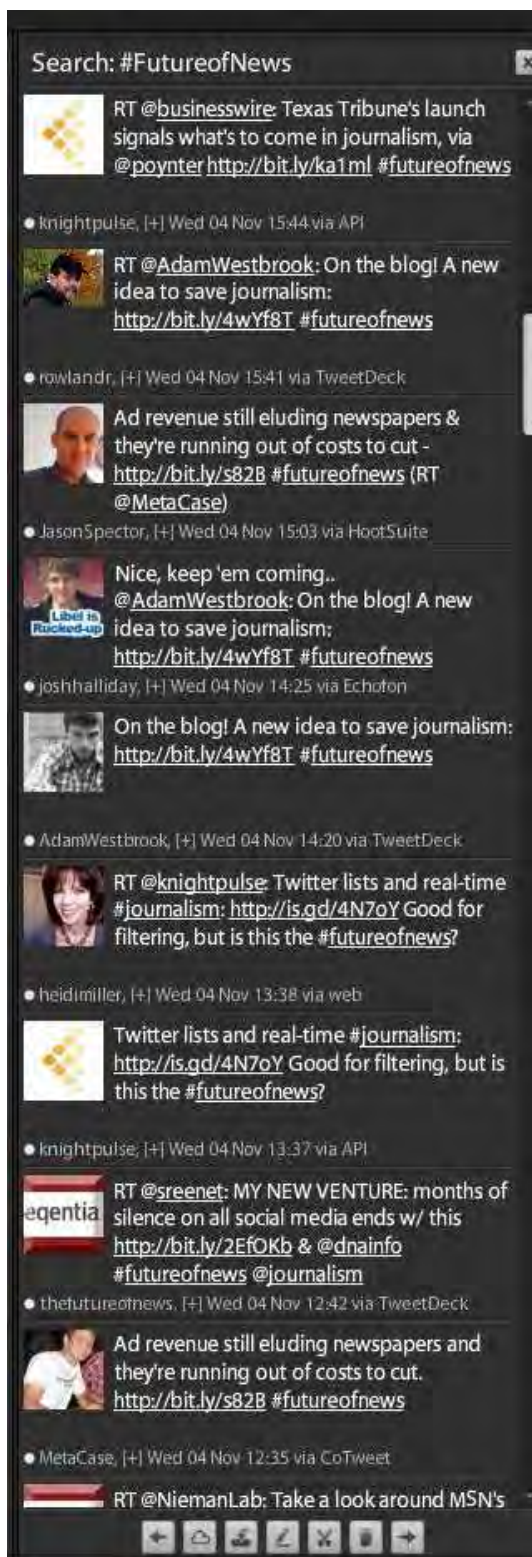
If you were on the staff of
Excalibur in March 1973 and
you wanted a career in
journalism, you:

- Went to some place small in the boonies to get experience and pay your dues.
- You then moved to a medium sized daily or TV or radio station.
- Then you made it big on a big city daily, major TV station or network.....



Now We're not sure.....

- Plan your career, as best you can, knowing that the technology **WILL** change every two years in unexpected ways.
- Follow #futureofnews on Twitter (if Twitter isn't obsolete in two years)



Vietnamese government officials say that nearly 100 were killed after a tropical storm struck the country, 20 still missing. about 2 hours ago

With the “means of [binary] production,” so inexpensive these days you can always start your own international news wire, like Michael van Poppel did with BNO on Twitter. (as of 2350 hrs ET, Nov. 4, 2009, BNO had 1,380,338 followers and was on 4,896 Twitter lists.)

- *(if you're a journalist or want to be and you're not following BNO, you don't get it)* Follow BNO on Twitter.
- Website [Breaking News Online](#)

Michael von Poppel was 17 when he founded BNO two years ago. Now he is quickly becoming a major player on the world media stage...

Breaking News Online: How One 19-Year Old Is Shaking Up Online Media

Written by [Marshall Kirkpatrick](#) / July 14, 2009 12:12 PM / 36 Comments

[» Prior Post](#) [Next Post »](#)



Michael van Poppel used to be like a lot of young people, trawling the internet for interesting news about the world. Just like many others have considered doing, he created a place where he could post the most interesting news he finds, as fast as he can. Today he's one of the most-watched movers and shakers in online news media - and he's not yet twenty years old.

In September 2007, when seventeen years old and living in the Netherlands, van Poppel decided to launch a news aggregation business called [Breaking News Online](#). Months later, somehow, he came into possession of a full video of an Osama Bin Laden statement before any of the major news outlets had it, and sold it to Reuters.

That was just the first strange chapter in a very strange story leading up to today, when van Poppel announced plans to release a push iPhone app for his fast-growing [Breaking News Online network](#) next month. A 19-year old announced that he would be releasing an iPhone app in a month and many people around the world took pause and noticed. How did this all happen? Asking that question illuminates some of the most interesting trends on the web today.

twitter

[Home](#) [Profile](#) [Find People](#) [Settings](#) [Help](#) [Sign out](#)



BreakingNews

Name [BNO News](#)
Location [Global](#)
Web <http://www.bnonew...>
Bio [Live breaking news and developing stories non-stop](#)

The future of journalism belongs to **YOU** **NOW**

Idea: Climate Pulse, the news aggregator

By: Headshift & evectorz

I was very excited earlier to read about a new venture, currently in alpha-testing, which promises to put theories on the clash between journalism, social media and user-generated content into practice.

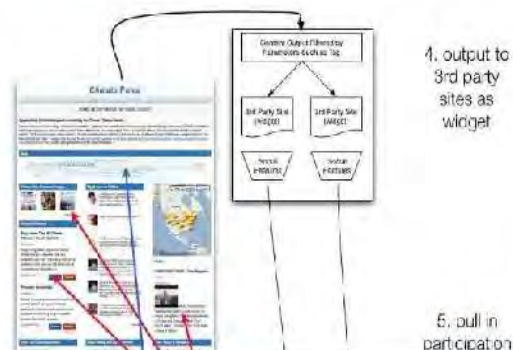
London-based developers [Headshift](#) have teamed up with Italian company [Evectorz](#), and produced a new form of content management.

It's best left to [Headshift's](#) [Robin Hammar](#) to explain more:

“...[it] basically monitors and aggregates blog posts, news websites, twitter tweets and a wide range of other sources we've configured in the backend. An editor can then curate this content and display it as they wish – for example letting the flow appear as a raw feed, tagging or geo-tagging content, featuring the best stuff, etc.

In other words, content is aggregated around a **single topic** – but **then edited** by a professional. They decide what is quality and what isn't.

They've created a test site, called [Climate Pulse](#), to try this out ahead of the COP Copenhagen meeting. Check out the diagram:



Disclaimer

All the views expressed on this site are my own and not those of my employers, past or present.



Tags

Adam Westbrook

Africa Barack Obama BBC

blogs Broadcast

Journalism Journalism

4 Channel 4 News City

University Comedy Club Comedy

radio Journalism Genocide Change

Journalism

journalism Kenya Local radio

London Me Multimedia

Multimedia

journalism Multimedia

Journalism News

Newspapers politics

Radio Radio News Sonoma

Station Television The

Fourth Estate

One example is Adam Westbrook, a British freelancer, who is charting his own course (and has a large Twitter following for both his practical advice and his visions of the future of the media.)

Adam Westbrook

You know things are changing fast....

This is Cody Brown's Blog on Journalism, NYC Startups, and What Makes Things Cinematic

A Public Can Talk To Itself: Why The Future of News is Actually Pretty Clear

25 October 2009 with 45 comments

267 tweets
retweet

Nothing will replace newspaper companies or what they do. For the past few months an un-holy alliance has consumed the media nerds on Twitter as two traditional foes have attempted to etch the above idea into stone. For those who make (or used to make) a living in the newspaper industry, the idea is at the crux of nearly every editorial and is used as an argument to support [micro payments](#), [government funding](#), [an illegal form of price fixing](#), and, you know, [vice](#). For those outside the industry, the biggest rallying cry came from NYU professor Clay Shirky. He calls it the '[great unbundling](#)' and **asserts that there will never be another competitor to *The New York Times***; its pieces will be atomized and continue to spin into products like [538](#) and [Craigslist](#).

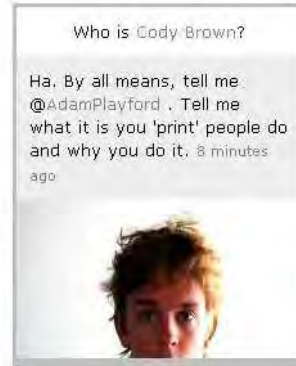
Shirky provides an [extensive historical analysis](#) to support his claim and while I agree with most of it, I think he ultimately misses the conclusion. **Not only will the original mission of newspapers like the NYT sustain itself online, it will be revived in a way their founders could have never imagined.** What's lost in most discussions about the future of news is just what that original idea for a newspaper like the NYT really was and how the internet is in a unique position to execute it for the first time. [\[Read more →\]](#)

MySpace is to Facebook as Twitter is to _____

6 August 2009 with 89 comments

664 tweets
retweet

The past few weeks have come with two major reveals for the weirdos who follow online social networks. The first was his



When a NYU undergrad named Cody Brown writes a blog on the future of the media that goes viral in 24 hours and gathers followers who are considered major media gurus.

Cody Brown

In 1976, you updated your status....



by sending a snail mail postcard that arrived home three weeks later. You could only show your slides after you got home.

Here I am on the back of a narrow gauge rail car in Norway!

In 1976, you took photographs on your backpacking trip....



by using a single lens reflex camera that was manufactured to last at least 10 years

And you were using expensive 35mm slide film so you were very careful about choosing your shots.

In 2010, you take photographs on your backpacking trip....



by using the photo app on your Iphone
and instantly updating your status

Most news organizations have text and photo Iphone apps



So plan for what might happen next in tech



Have you pre-ordered the latest **TRICORDER** release?

Or are you waiting because there are rumours of an Icorder?

It's not just a neat new gadget....



That new gadget will govern:

How you do your job in the field.

How much (and even if) you are paid for your work.

Therefore, how you pay your rent and what you can afford to eat.

What happens when the terabyte Ipod is released?



Brian Storm (of Mediastorm) predicts a multi-terabyte dockable high definition player within a couple of years.

What happens when the dockable multi-terabyte HD Ipod is released?



Every thing visual – ***including your own work*** – could be available (for a price) on Itunes or another download service.

Does that mean the end of broadcast television entertainment?

What does that mean for broadcast news?

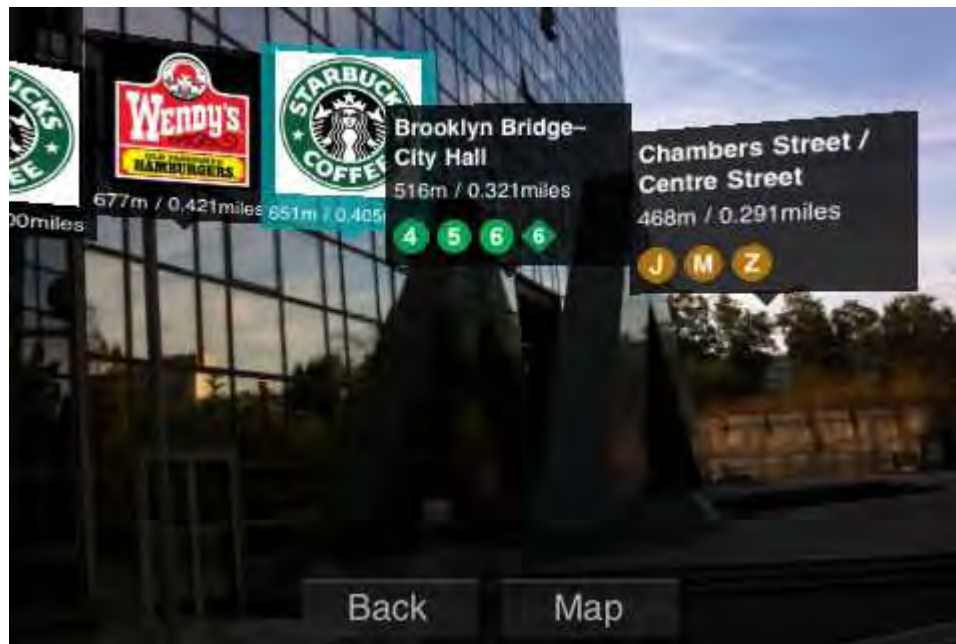
What about “augmented reality?”

Location-based journalism that employs technology to layer visual information with text.

New York Times said this week it is experimenting with augmented reality location journalism in New York City.

Already exists as an advertising medium on the Iphone. (Bionic Eye. Not available in Canada-yet)

Was on the drawing board just a few months ago.





Anticipate Moore's Law and plan accordingly

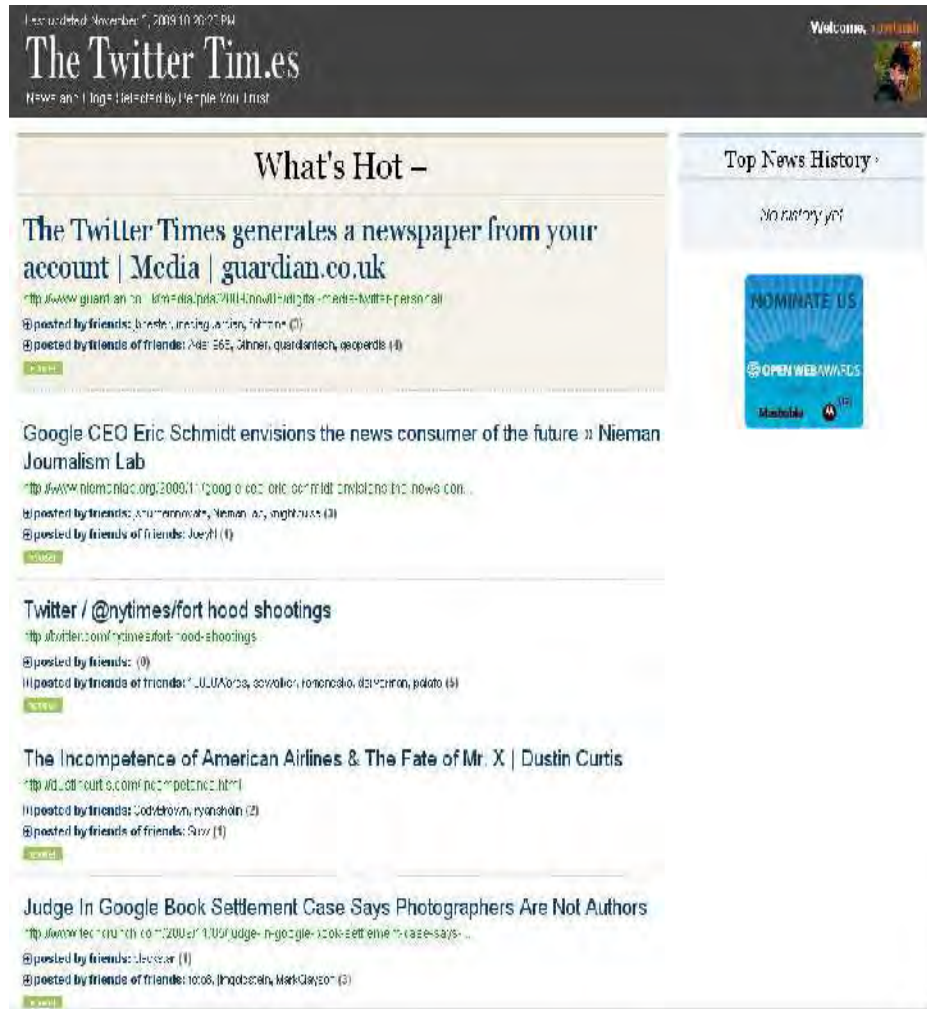
Google's basic business plan

Ken Auletta, *Searching for Trouble* New Yorker Oct. 12,
2009

BREAKING NEWS

(Even though it happened Thursday morning)

Twitter introduces *Twitter Tim.es*



- Twitter suddenly introduces a Tweet generated “newspaper” on the morning of Thursday November 5.
- Twitter generates the newspaper from the its reading of the people or organizations you follow. So the news items in Twitter Tim.es don't always come from your followers.
- So popular that it took six hours to generate my first paper (Twitter had estimated one hour).

What hasn't changed

Tell a good story in the best way you can

Visual story telling



“I caught some fish”

This fresco from Santorini (Thera) in the Aegean, painted approximately 1550 – 1450 BCE tells a story.

A news release in Carrara marble Trajan's column



The “emperor’s
scrum:” The Roman
Emperor Trajan
holds a news
conference. :-)

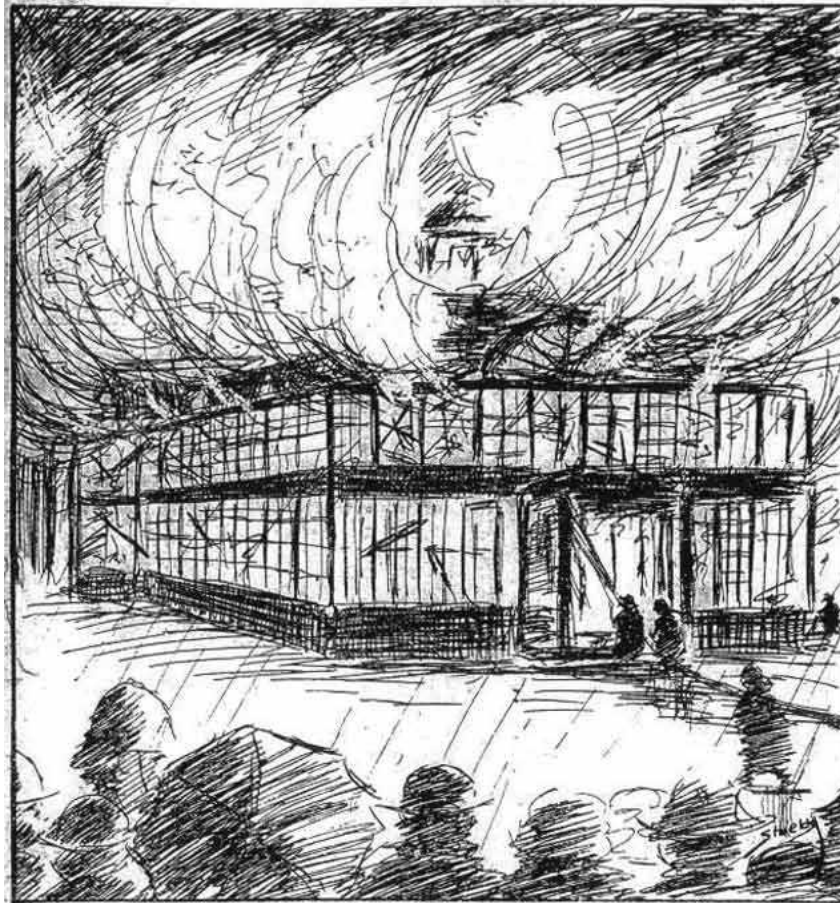
(Carrara marble column
built in 113 to
commemorate Trajan's
victory over Dacia, now
Romania. It is the main
source of images of the
Roman Army.)

“Visual journalism” existed before widespread use of the camera



Engraving of the “Crystal Palace” at the CNE in 1871.

“Visual journalism” existed before widespread use of the camera



Transportation Building Five Minutes After It Took Fire.

When the building burned down in 1906, the old *Toronto Telegram* sent a quick sketch artist to the scene. Newspapers did not yet have the ability for “breaking news” photos.

Tell a story

- Tell a story with one picture in a single moment...
- Toronto celebrates after Italy wins the 2006 World Cup. (Robin Rowland/CBC)



The front page picture



- The main front page picture tells the story of the day for that paper.
- It's the picture you notice.
- Newspaper photographers often shoot one or two images: front page and inside (Shoot more for the web)

A picture is worth a thousand words



- A news photo can tell more in a glance than a headline or text.
- The news photo can be a historic document.
- It also sells papers

- In *The Globe and Mail* front page we see the jet hitting the tower
- And a moment earlier
- A broadsheet newspaper front page can handle more pictures than a tabloid

Wires services and photo agencies

- Wire services
 - CP, AP, Reuters, PA, AFP, EPA, EFE, Xinhua
 - Transmit thousands of pictures every day
- Photo agencies
 - Getty Images, Keystone Press Agency
 - News photos and stock



The Golden Age



- Picture magazines began in the 1890s as newspaper supplements when *photogravure* perfected, lasts until new technology in the 1920s.
- ***Life***, in the US, title bought by *Time* and relaunched as a picture magazine in 1936.
- ***Look*** launched in 1937 in the US.
- ***Picture Post*** launched in 1938 in U.K.
- ***Paris Match***, founded in France 1949.
- Could not compete with TV.
- *Picture Post* dies in 1957; *Look* in 1971; *Life* ends as a weekly in 1972 continued as an occasional publication, died again and is now a website.
- *Paris Match* survives

LIFE on the web

Advertisement

Become a fan of **LIFE**  Find us on Facebook

Find Photos... 


MAKE THIS MY HOMEPAGE


NEWS


CELEBRITY


TRAVEL


ANIMALS


SPORTS

Today's Top Photos



1 of 25

Army Reels From Ft. Hood Shooting

Army Sgt. Maj. Leroy Walker Jr. wipes tears during a candle light vigil on Friday at Fort Hood, one day after 13 people were killed in a bloody rampage.

[See More From the Shooting Spree at Ft. Hood](#)

Advertisement

Huge Sale: Fly from \$39



A major airline just slashed fares to 60+ cities across the U.S. Travel is valid into February 2010.

As seen on **TRAVELZOO**

Most Popular



1.
Superbad
Anti-Whaling Stealth
Boat
8 Images



2.
30 Dumb Inventions
30 Images



3.
Whaling's Gruesome
Catch

MOVING PICTURES



LIFE Goes Bowling
Strike! Watch bowlers of the 1940s knock down the pins with flair.



Oscar the Grouch
As Sesame Street turns 40, the happily miserable Oscar shares some memories.



Trash-can

Guest Editor

LIFE

The photo essay



- A series of photos with captions
- A series of pictures and long form text tell the story together.
- **Life** July 19, 1968. Disillusioned young American backpackers living in a cave in Crete.

A new golden age?

With the World Wide Web
and faster bandwidth the
photo gallery /photo
essay show is reborn.
And you can add the
audio slide show

Silicon is cheaper than
printing and paper.
Reaches around the
world.



The audio slide show is a photo essay with natural sound or narration. It is the cheapest form of multimedia.

<http://www.cbc.ca/news/photogalleries/polarprom/index.html>



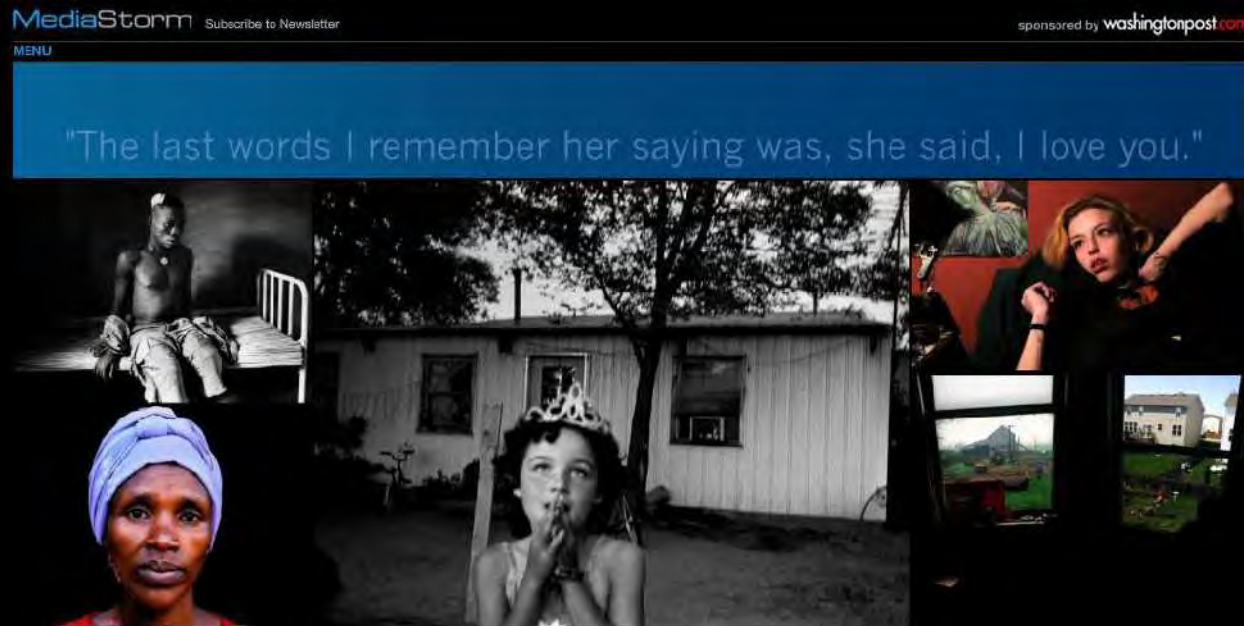
The Globe and Mail's “Talking to the Taliban” won Canada's first newspaper Emmy

The series combines

- Photographs
- Audio
- Video
- Text
- With companion articles in the “dead tree” edition
- *Talking to the Taliban.*



Mediastorm makes long form multimedia documentaries.



Mediastorm

A dark age coming?

HOME CATEGORIES ARCHIVES CONTACT SUBSCRIBE



Harrison McClary

Harrison McClary is a commercial photographer based in Brentwood, Tenn., a suburb of Nashville, represented by Black Star in New York. In his career, Harrison has worked as a news photographer covering major events such as the World Series, Super Bowl, Masters golf tournament, and presidential elections. His photos have appeared in most major U.S. daily papers and in many magazines, including the Saturday Evening Post, Sports Illustrated, Time, Newsweek, Woman's World, Family Circle, and Country Weekly. As a commercial photographer, he has worked on annual reports for Dole, General, Hertz, and Exor. He has also

A Photo Credit Doesn't Pay the Rent

By Harrison McClary in Stock Photography on November 5th, 2009

In the belt tightening world of editorial photography, many media outlets now offer a photo credit, rather than monetary compensation, for the use of your photo. "It will be great advertising for your work," they tell you, "and getting published by us will help you professionally."

Should you buy this argument?

Here's what I can tell you from my experience:

1. The vast majority of readers never look at photo credits. They glance at the photo and then jump over to read the story. So much for "great advertising."
2. Editors generally don't look at where you've been published, unless the publication is very prestigious. Assigning photo editors are more interested in the quality and breadth of your portfolio. They want to know if you are consistent, if you are dependable, if you can overcome obstacles to pull off a shoot. These things all mean far more than whether you have been published in a particular outlet.

Ultimately, the best way to help yourself professionally is to do what professionals do — get paid for your work.

In standard stock uses, a quarter-page photo in a small, regional publication should bring in enough for you to buy a nice, new iPod touch. And that's worth a lot more than a photo credit.

Thanks, But No Thanks

Recently, an editor of a local magazine called asking to use my photos of a popular country music singer. I inquired as to the publication's usage rates.

"We don't pay for photography," the editor said in a snotty, entitled tone.

"That's nice," I replied. "And I don't give away my work for free."

End of conversation.

102 tweets

retweet

- There is a popular but wrong belief that photos on the web are "public."
- Photographers are under pressure to work for much lower fees or for free.
- Some economists say our work has "no value" because of the large number of shooters.
- A photo credit doesn't pay the rent

What you can do

In the 21st century whether you are employed or self-employed, you must be flexible and adaptable. Anticipate technical changes brought by Moore's Law. Always tell good stories.

In the long term, you are *always* working for yourself.

What you can do now

Practice

Practice

Practice

Take photographs every chance you get in every possible situation. Digital allows you to practice.

Get those 10,000 hours of experience that will make you a “journeyman” whether or not you are working. Push yourself. Do more than your best.

What you can do now

You are working for yourself.

**Be professional.
Starting today.**

Begin now to practice professional work flow.

Upload the photographs to your computer ***immediately*** after completing any personal shoot, school project or professional assignment.

BACK UP to external hard drive (s).

(A Western Digital “passport drive” fits in a safety deposit box)

Practice safe photography

Create and use metadata.

Record the who, what, when, where and why of the image.

Make it easier to find your work in the future.

Establish your copyright and credit.

Metadata helps Google find you.

METADATA is your personal protection.

Practice safe photography

You can add Metadata with

Photo Mechanic (Windows and Mac)

Adobe Photoshop

Adobe Lightroom


Apple Aperture

Windows Explorer plug in

Other programs

METADATA is your personal protection.

Practice safe photography



halloween_harlequin.jpg

Description IPTC Camera Data Video Data Audio Data Mobile SWF Categories Origin DICO

Document Title: Harlequin at Hallowe'en

Author: Robin Rowland

Author Title:

Description: A man dressed as harlequin takes part in Hallowe'en on Church St. Toronto, Oct. 31, 2009. (Robin Rowland)

Rating: ★ ★ ★ ★ ★

Description Writer: RR

Keywords: costume; gay; Halloween; Hallowe'en; streetscape; Toronto; harlequin

i Semicolons or commas can be used to separate multiple values

Copyright Status: Copyrighted

Copyright Notice: Robin Rowland

Copyright Info URL: [Go To URL...](#)

Created: 31/10/2009 – 10:41:32 PM Application: Ver.1.0

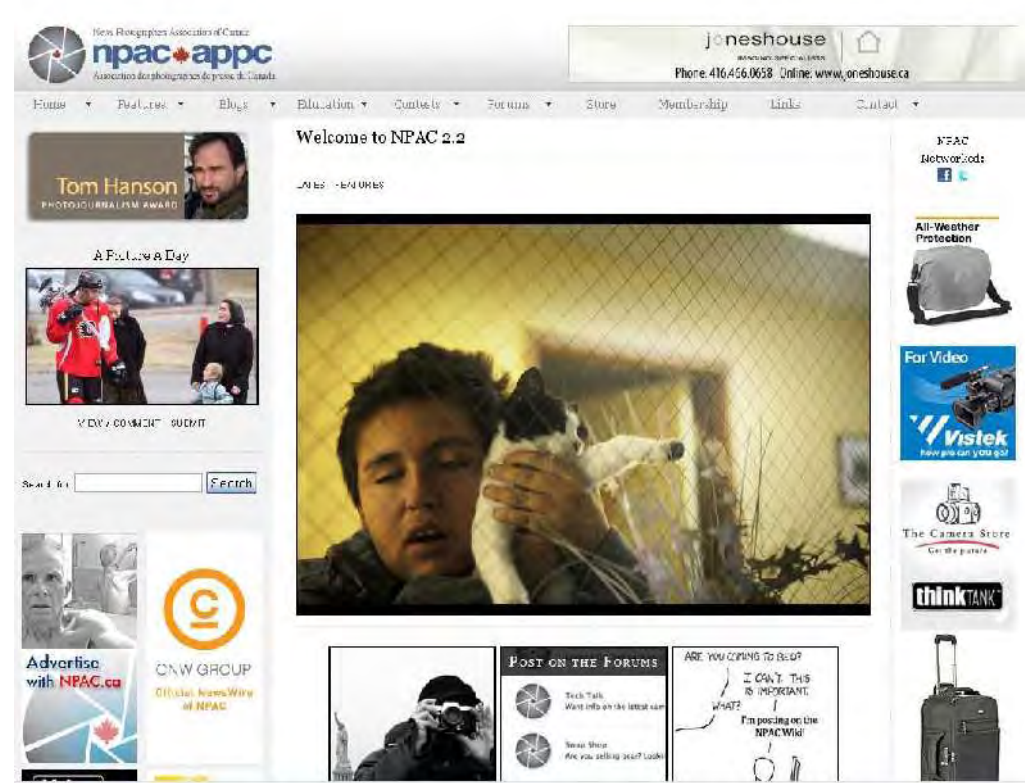
Modified: 01/11/2009 – 11:11:59 PM Format: image/jpeg

Powered By **xmp**

Export... OK Cancel

Become a student member of the News Photographers Association of Canada

- Cost for students is \$30 a year.
- Gives you access to the members only job board for both internships and real jobs.
- You may ask for critique and feedback.
- You can attend the annual convention in April for a student portfolio review from top photo editors.



Become a student member of the News Photographers Association of Canada

- The NPAC Conference will be held on April 23-25, 2010 in Toronto.
- Friday night Trade Show / Portfolio Review: Location TBA
- Conference: Toronto Marriott Bloor Yorkville
- Pictures of the Year awards (including student POY's)
Thompson Landry Gallery, Distillery District.



<http://npac.ca/> NPAC

Creating a career in an uncertain world

- Have a good portfolio ready for the April convention or when ever you go job hunting.
- Plan NOW for a number of personal projects that will sustain your creativity in good times and bad. These projects can become part of your portfolio.
- Attend as many and as varied workshops as you can afford (both in terms of dollars and time) to improve your skills, meet contacts and new friends.

Your personal projects

- A number of short term personal projects, always creating new challenges.
- A medium term project to sustain interest.
- Combine the above or create separately a long term, that is a seven to ten to twenty year project, on a story, or subject or location that inspires **PASSION AND COMMITMENT**.

(It doesn't matter whether or not this project will make you money immediately. Passion eventually sells)

Workshops

- Pikto in Toronto offers a series of short weekend professional workshops, most in downtown Toronto. (<http://www.pikto.ca>)
- The Maine workshops in photography, video and multimedia. (<http://theworkshops.com>)
- Santa Fe workshops
www.santafeworkshops.com
- Eddie Adams Workshop.
<http://www.eddieadamsworkshop.com/>
- *(Adams workshop is prestigious, tuition (not travel or hotel) is free, admission by portfolio, competition fierce)*

In an uncertain world do you work
for free?

NO

NEVER

Respect
yourself, your work and your colleagues.

In an uncertain world do you work
for free?

Given the state of today's marketplace

- What you can do is work for *personal reward*.
- Is the story *important enough* that you are willing to work for a greatly reduced rate (even barter) for the satisfaction of seeing the story out there? If not, say:

"NO. Show me the money."

But I need the credits....

Why should I work for free for you when I can work for free for me?

- Credits were needed when the only outlet was print. But in those days they usually actually paid you for your work (even if it was a pittance)
- How can you be sure someone will even notice the credit? (the public and most editors usually don't)
- Create a blog and/or a photo blog and a professional website.
- Post on Facebook and Flickr (but remember to ensure you have a copyright notice).

We can't pay you for your work...

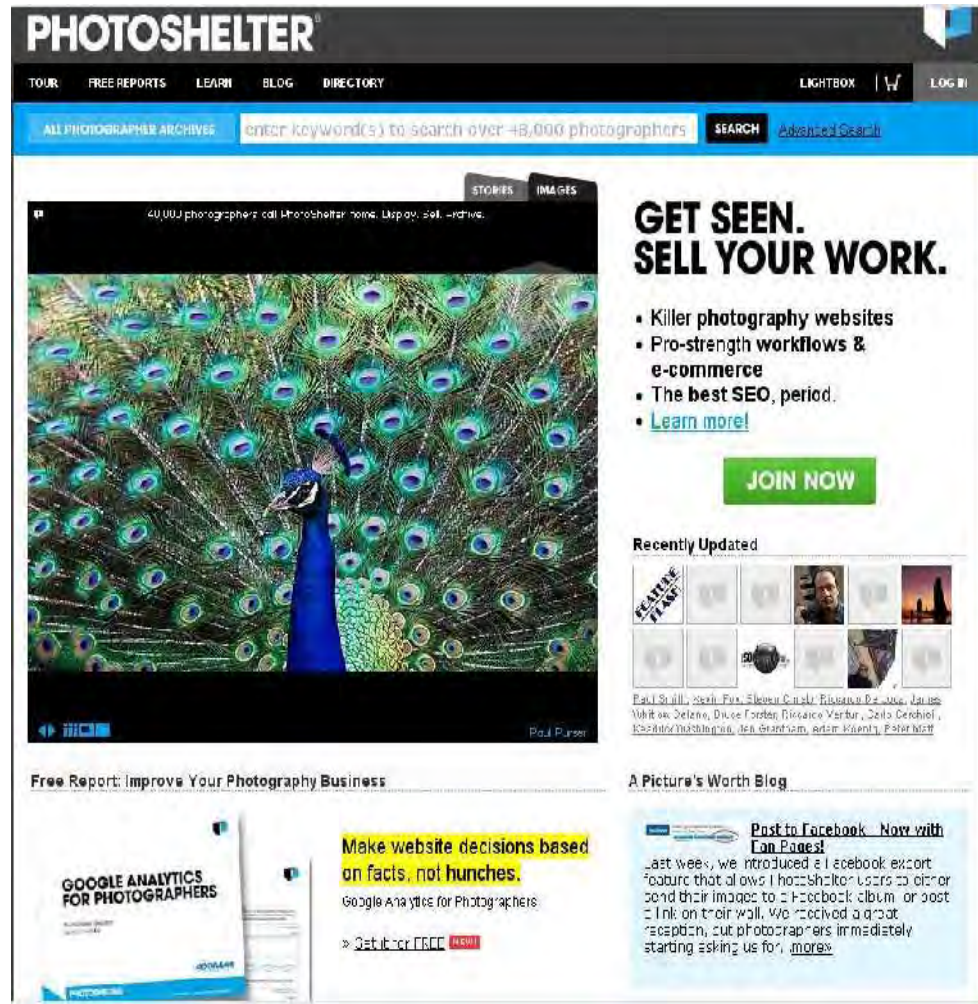
REPLY

**WHY SHOULD I WORK FOR
FREE FOR YOU**

**WHEN I CAN WORK FOR
FREE FOR ME?**

Remember the executives of that company are going to get a big fat bonus no matter what they do, while you do all that work and get nothing. Put the pix on your blog, Flickr, Facebook or Photoshelter pages (or all four)

Create a Photoshelter account



- An online archive and sales service.
- Sells at “market price” using Photoquote.
(Doesn't mean you are going to get market price all the time)
- Free level of membership (pay if you sell)

Photoshelter

Photoshelter exports to Facebook

facebook Home Profile Friends Inbox Robin Rowland Settings Logout

My Photos - Halloween

Photo 18 of 19 | [Back to Album](#) | [My Photos](#) [Previous](#) [Next](#)

A photograph of a child in a costume surrounded by people dressed as bees at a Halloween celebration. The child is in the center, wearing a yellow and black costume. They are surrounded by people wearing bee costumes, including hats and vests. The scene is indoors, possibly at a party or event. The photo is taken at night, with some lights visible in the background. The photo is credited to Robin Rowland.

Copyright Robin Rowland

A person takes a cell phone photo of a child surrounded by men dressed as bees during Halloween celebrations on Church St. Toronto, Oct. 31, 2009. (Robin Rowland)

From your album: "Halloween"

Why should everyone else be paid except you?

Here's what Harlan Ellison has to say on that



http://www.youtube.com/watch?v=mj5IV23g-fE&feature=player_embedded

When (or if) you get a staff job



- Most major media outlets in Canada are union shops, where the Guilds work to shield you from the media corporations.
- Contracts and salary scales are posted in online contracts so even you are not seeking a job in a union workplace, the salary scales in each city/region will give you an idea of the going rates.

When (or if) you get a staff job



- Canadian media unions are working to ensure diversity in the workplace.
- In a union shop it is still your personal responsibility to know how the collective agreement/contract affects your job. You can seek help from your shop steward.
- CMG.ca CEP.ca

BEWARE OF the BOOMERS

- In the next few years, thousands of boomers intend to retire. They are doctors, lawyers, judges, professors, engineers, economists, copy editors and cops.
- They all have DSLRs and good prime glass. They have the money to buy the best equipment and most will have a pension.
- They all intend to become “professional” photographers.
- THAT WILL BE YOUR COMPETITION.

What about my future?

- Millions of people will have cameras.
- If the bean counters and executives bring journalistic work down market just as the public ability to produce continues to improve, when the two meet in the muddy middle, the media will not survive.
- A consensus is emerging among the more technically savvy that for professional journalism, including visual journalism, to survive and thrive, it must find a way to work at the highest level possible -and the public will pay for that. (The HBO model)



- Plan everything knowing that the technology will change every couple of years.
- Follow your bliss. Find your passion and photograph that.

LIVE LONG AND PROSPER