

# Amateur stills fill *Bild* to gills

GERMAN tabloid newspaper *Bild* wants all its readers to take pictures for the paper – so at the start of December it put branded digital cameras onto the shelves of supermarket Lidl for as little as Euro 69.99 (£60 at the time of writing). The cameras do video as well as still images.

Eva Werner, a spokeswoman for the German Journalists' Association, told the *International Herald Tribune* that she feared *Bild's* amateur photographers could undermine the work of their full-time counterparts by ambushing celebrities or interfering with police work at the scene of an accident. "It poses a threat to quality journalism, the more images from non-professionals that are pushed onto the market even though professional images are available," Werner said.

There are reports of *Bild* – origi-

nally *Bildzeitung*, "the picture paper" – offering amateur snappers Euro 500, about £430 at early December exchange rates, for published pictures. There's certainly room for scepticism: Tobias Fröhlich of *Bild's* owners the Axel Springer group told the *IHT* that the paper might pay for top-quality images it used or establish a contest for the best content submitted each week.

Even if the quoted figure is for promotional purposes, it's more than twice what many professional photographers get for standard pictures. And how many people will *Bild* have to pay to wade through the dross resulting from proud camera owners pressing the "send to *Bild*" button on their new toy? Heaven forfend, for that matter, that professionals should pseudonymously send hundreds of pictures of cute kittens.

Heaven forfend, too, that professionals should use a different pseudonym to submit "amateur" pictures to get the current higher rate.

This scheme does rather contrast with that promoted by Archant, formerly Eastern Counties Newspapers. One Rachel Dorman posted a message on the Flickr photo-sharing website thus: "Hey there, fellow Brightonians. I work for Archant Life, publisher of *Sussex Life* magazine, and I have a special request for anyone who would be willing to help us out... The January '09 issue of *Sussex Life* is to include a supplement on Sussex Towns & Villages, and..." You know what's coming next? "I must stress that we are not able to pay for images, but the photographer will be credited on the page on which the photo is used."

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## What photo book publishers want

FOR PHOTOGRAPHERS who want to get publishing deals for books of their work, there was advice at November's London Freelance Branch meeting. Our speaker was publisher Dewi Lewis, whose company is best known for its photography list.

What are publishers looking for? Dewi gets about 200 submissions a year, of which 20 will be published. A surprising number of works are rejected purely on the basis of the ill-conceived title their creators gave them. "Be very clear about what's special about your work," advises Dewi. Your opening pitch should be in one or two sentences. "Our attention is grabbed in the first few lines. How do you differentiate your work from other peoples?"

For photography book pitches you need to assemble a book dummy – "put together the story you have to tell through photographs, even if only photocopies laid on top of each other." Dewi is amazed that so many photographers come to him with "hundreds of images, but won't do the work to put them in sequence to tell their story. I always say to them, it's like an author saying, I have a thousand wonderful sentences, could you please put them in order for me?"

The photographers' involvement shouldn't stop at publication. Picture

## The pod people are here!

THE *GUARDIAN* and *Observer* have just moved to a new site at King's Place in Kings Cross. Their operations will completely change. The staff will be re-organised into "pods", with the podhead making decisions about whether a story should be covered most prominently in print or online, or possibly with video and audio as well.

We understand that news stories won't go to a news editor anymore: they'll be submitted to the news podhead. Each pod covers several areas that are autonomous at the moment, but each of the sections that have become subsumed into a pod will have their own contact for contributors.

Things are still in transition at the *Guardian*, with a lot of *Guardian* people still not sure how the new system will work. Some sections will integrate faster than others. Most of the appointments in the new pod-style *Guardian* are listed at [www.podpeople.notlong.com](http://www.podpeople.notlong.com)

Quality Street, the network for contributors to the newspapers formerly known as broadsheets, is tracking the changes and passing on the names of the new editorial contacts among its members as new information comes to light. They need you to pass on to them any updates on the new *Guardian* set up that you may have. To sign up, go to [www.londonfreelance.org/QualityStreet](http://www.londonfreelance.org/QualityStreet)



The *Guardian* has left the building: one last image of the greyish monolith on Farringdon Road.

And if as a photographer you find yourself out and about in the vicinity of the new *Guardian* King's Place, we'd like a photo of it for our Freelance stock image library: see [www.londonfreelance.org/fl/0807appe.html](http://www.londonfreelance.org/fl/0807appe.html) for what else we need from you.

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