

Wednesday night:

Rick Shaw  
"POYi & The Emerging Photographer Initiative"

Kim Komenich  
"Fall of the Marcos Regime in the Philippines: Then and Now"

Randy Cox  
"Clinton: 1982"

Story critiques

MPW  
63  
online



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Matt Busch

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Leah Beane

Liz Pierson

# Make photos prompt action

by Duane Dailey

A new book tells how short messages make our society move. "Microstyle: The Art of Writing Little" help writing-impaired photojournalists create moving words. Author Christopher Johnson says our attention span has shrunk. We run an attention deficit. Our words must fit today's readers. Johnson writes about headlines, brand names, sales slogans, bumper stickers and Tweets.

Write short, concise, powerful messages. Write words that stick in our memory. Write words that inform, provide poetry, add beauty and move us to action. Writing little fits social media.

This week, photographs carry the load. A person seeing your photos should "read" the story, Randy Olson reminded us last night. But, a few words confirm what we think we see. Words nail it. The right words will help lift us off our butts. At best, they make us march into the streets. Let's make a photojournalistic spring.

*Stripped of self, lost in moments  
yet perfectly aware,  
Our pictures sing.*

a haiku by David Rees



RANGE  
VOL 63 ISSUE 4  
FINDER  
9.28.11  
CLINTON



# Heds grab readers

by Duane Dailey

Pictures need words. Photojournalism blends photos and words into a story. Together, they are stronger than either working alone. In the beginning, a few words help you sell your story. While shooting, a hed helps you stay focused on “the story.” But always be testing that hed. Ask, “Is this the truth?” Finally, good heds make viewers want to read your creation.

Headline writing is a skill as valuable as focusing a camera. Thankfully, that’s not automated. Heds are still the domain of the human brain. Hone your word skills every day.

You’re asked to tell the story in one sentence. Condense that: The headline.

So far, most heds at MPW63 float in a verb-free zone. Begin to think of words that convey action, direction or utility. Answer the unasked question hanging over each story: Why should I bother to look at this?

Good heds are vital when you have no photos to show, but just an idea. The hed becomes an advertisement that grabs attention of editors. With the right words you will have an easier time convincing someone to support your photo story—or long-term project. Words work.

Initially, the hed conveys your hypothesis of what the story will be. Most likely, the working

hed won’t be the final version. But, a good hed at the beginning helps focus your attention. However, don’t let that head misdirect your thinking. Be willing to change as facts accumulate. Make the hed fit reality. As documentary photographers, we want facts not hype. Seek truth in heds.

From label heds shift to story-telling heds. “Unwed mother” morphs into “Unwed mom: ‘I needed a baby.’” Or, “Teen mom: ‘All my friends envy me.’” Adding a few words to a label makes

us say: “What? Let me see that!” Good heds don’t ramble, stutter or mutter. They hit hard.

In idle moments during the breaks in documenting, think of needed words. Write them down

as you go. Polish your words into shiny gems. You’ll need more words, but the hed is the top of your needs for now.

On the go, write down details for captions: Names, ages, quotes. Gather words as you work. Don’t leave all the research for the final hour of the workshop. A full notebook will be your friend on the last night of the workshop.

Words will be part of your final package. There is no “Write Hed” button on your digital camera. (Nikon’s working on that, I’m sure.) But for now: Think, write, edit, and refine. All you need are a few good words.

All you need are a few good words.



## ON COVER

(Top left) The town square from above, echoing the 1982 photo story “The Village Square.”  
*Photograph by Roberto Muñoz*  
(Lede photo Clinton Airport on Wednesday morning.  
*Matthew Busch*

## LEFT

Photographer Roberto Muñoz prepares for a flight over Clinton, MO on Wednesday morning to take an aerial photo as an element of his photo story.  
*Matthew Busch*



Cat Szalkowski-Patneau  
Kansas City, MO  
Freelance

closest & farthest

Samuel He  
Singapore  
The Straits Times



*How long did it take you to get to Clinton?*  
Drive is a little under an hour and a half, but I missed the turnoff for highway 7 so it took us two hours.

*Is Clinton similar to your hometown?*

In terms of the people and their attitudes, just because it’s Missouri, it’s Midwest, a little bit. There’s less implants obviously, since it’s a small town some people have been here their entire lives. The friendly attitude, the welcoming attitude, I think it’s really similar.. there’s just the, you know, size difference.

*How did you hear about the workshop?*

I heard about it for the first time through the University of Missouri as a grad student and was a member of the crew one year so after doing that I decided I wanted to subject myself to this kind of torture, thought it was a good idea to, you know, kick myself in the butt. [laughs]

*What would you like to take away from the workshop?*

I think it’ll make me more marketable in my own head. I think in order to find a job right now, its competitive, and you just need to learn how to sell yourself and you need to be really positive as a shooter, and something like this is going to tear you down and build you up and make you that much stronger. I’m hoping that the tear down is over soon so I can start building myself back up and start selling myself later [laughs].

*Is there any typical subject matter portrayed in your hometown, or anything that’s typically missing or avoided?*

I feel like there’s a lot of national things that are pulled from AP a lot, and they focus more on spotty type news than ongoing issues. One thing that is shocking to me right now is that there’s been flooding on highway I-29, there’s so much water in these farmer’s lands, and it’s damaged for at least a couple years and it’s crazy that it’s just not being covered.

*Favorite part of the workshop?*

It’s interesting to me that even super talented and amazing people come here nervous. We’ve got this pool of absolutely phenomenal photographers but everyone’s a person at the end of the day and this isn’t a workshop about egos, it’s just a bunch of really nice, nurturing people getting together to support each other to do what they love to do.

*How long did it take you to get here?*  
About 23 hours, and several plane fights.

*Is Clinton similar to your hometown?*

Not at all. Singapore is a huge city. I wouldn’t say it’s a huge culture shock, but many things are different, like being able to park your car in parking lots that are almost always empty. Everything is much slower.

*How did you hear about the workshop?*

The workshop is huge in Singapore. At least five of my colleagues have been here in the last 30 years. A good friend of mine was at Macon last year, he had too many good things to say, I just had to come.

*What do you think would be the best thing for you to take away from the workshop?*

Back at the newspaper we get to work on stories too, but I’m usually doing it on my own time. So I kind of have leeway on how much time I have to shoot, how many frames I have to shoot... I’m still being challenged by 400 frames. So I hope that it will become the way I shoot at home.

*Is there any typical subject matter portrayed in your hometown, or anything that’s typically missing or avoided?*

I think that varying levels of censorship exist, on a policy level and a personal level. There are things that remain generally unspoken, for example, we are not encouraged to talk about race and religion. Issues like sexuality are not addressed in the mainstream media that much, but it’s changing, and it’s changing quite fast.

*You’ve already found a story, then, about the Chinese restaurant in town, was it easy to find the story?*

No, I don’t think it was easy but I kind of came here wanting to do a story about a Chinese immigrant family because I speak the language and I’m just really interested to find out more because for example the Chinese restaurant owner’s story is really the story of my two grandparents who came down to Singapore, they were first generation Singaporeans just like he is first generation American, so I don’t know how much of that will come out in pictures, but just on a personal level the little things are the most interesting.

photos by Matthew Busch

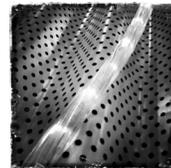
# get to know YOUR CREW

compiled by Liz Pierson  
infographic by Leah Beane  
self portraits on Hipstamatic



**Ben Hoste**  
*graduate coordinator*  
*grad student*

Hometown: *Echo Park, CA*  
Favorite hobby: *Spending time with friends, laughing and crying simultaneously*  
Favorite place in Clinton: *Optimist Park*  
Stuck on a desert island...food? *Deli sandwich*  
Music: *Wilco*  
Celebrity crush: *Julia Stiles*  
Nikon or Canon? *Neither - pinhole*



**Pinar Istek**  
*graduate coordinator*  
*grad student*

Hometown: *Ankara, Turkey*  
Favorite place in Clinton: *Benson Center*  
Car: *'95 Volvo*  
Stuck on a desert island...food? *Coconut*  
Music: *Not sure. I guess quality pieces of all sorts*  
Feelings on Hipstamatic? *Ain't no big deal*  
Celebrity crush: *Adrian Brody*  
Nikon or Canon? *Fuck yeah Canon*



**Matthew Busch**  
*photographer*  
*senior, 5th year*

Hometown: *Crowley, TX*  
Favorite hobby: *Trail running, rock climbing*  
Favorite place in Clinton: *Airfield. Colors are amazing in the a.m.*  
Celebrity crush: *Helena Bonham Carter*  
Nikon or Canon? *Both are amazing. Love Nikon's sharpness & ISO sensitivity & color & durability. Yeah, I just like Nikon*



who is  
**HANGING OUT**  
in the mpw pit?



**Christie Megura**  
printer  
senior

Hometown: *Plano, TX*

Favorite hobby: *Spending time with family*

Favorite place in Clinton: *The Mexican restaurants that I ate at...twice in one day*

Music: *Anything but country-tough coming from Texas*

Feelings on hipstamatic? *My phone is from 1999*

Nikon or Canon? *Canon*



**Andrew Schriver**  
printer  
sophomore

Hometown: *Fayetteville, AR*

Favorite hobby: *Skiing*

Stuck on a desert island...food? *Nutella & whole wheat*

Celebrity crush: *Leica M9-P*

Music: *Fitz & the Tantrums/Death Cab/Pretty Lights*

Nikon or Canon? *Nikon*



**Katie Currid**  
multimedia  
senior

Hometown: *Lawson, MO*

Favorite hobby: *Baking*

Celebrity crush: *Mark Twain*

Stuck on a desert island...food? *Peanut butter*

Feelings on hipstamatic? *Overused. Also I don't have an iPhone so it might be jealousy*

Nikon or Canon? *Canon*



**Chris Parks**  
multimedia  
grad student

Hometown: *Clarksville, TN*

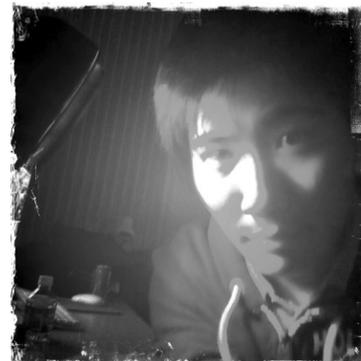
Favorite hobby: *Spending egregious amounts of money on video game crap, most recently retro*

Favorite place in Clinton: *The backroads*

Music: *Italian 70's exploitation movie soundtracks*

Celebrity crush: *Free healthcare*

Nikon or Canon? *Switch-hitter*



**Yi-Chen Lee**  
multimedia  
grad student

Hometown: *Taipei, Taiwan*

Favorite hobby: *Watching movies and analyzing them*

Celebrity crush: *Michael Jordan*

Favorite place in Clinton: *Parkfield Inn*

Stuck on a desert island...food? *Cheese*

Feelings on hipstamatic? *Cool*

Nikon or Canon? *Canon*



**Sarah Hoffman**  
vortex  
junior

Hometown: *Minneapolis, MN*

Favorite hobby: *Chasing other people's dogs*

Car: *Subaru*

Celebrity crush: *Javier Bardem*

Stuck on a desert island...food? *Mangoes*

Music: *Car tunes with the windows down*

Nikon or Canon? *Canon*



**Nick Schnelle**  
vortex  
senior

Hometown: *St. Louis*

Favorite hobby: *Cigs & beer & records*

Favorite place in Clinton: *Wherever David Rees is at*

Celebrity crush: *Tom Waits*

Feelings on Hipstamatic? *If it's a photo that intrigues me, how it was shot doesn't matter.*

Nikon or Canon? *Canon*



**Tatiana Fernandez**  
vortex  
grad student

Hometown: *Santo Domingo, Dominican Republic*

Favorite hobby: *Playing my güira*

Music: *Bachata*

Car: *Katie's car, it comes with baked goodies*

Feelings on hipstamatic: *Makes my Blackberry pictures look crappy*

Nikon or Canon? *Canon*



**Liz Pierson**  
Rangefinder editor  
junior

Hometown: *Chicago, IL*

Favorite hobby: *Tree climbing and trampolines*

Car: *Jane Fonda my Honda*

Music: *Bruce Springsteen*

Celebrity crush: *Today? Robert Downey Jr. and a million others. And Eminem. And Brett Favre.*

Nikon or Canon? *Nikon*



**Leah Beane**  
Rangefinder editor  
junior

Hometown: *Florissant, MO (STL <3 <3)*

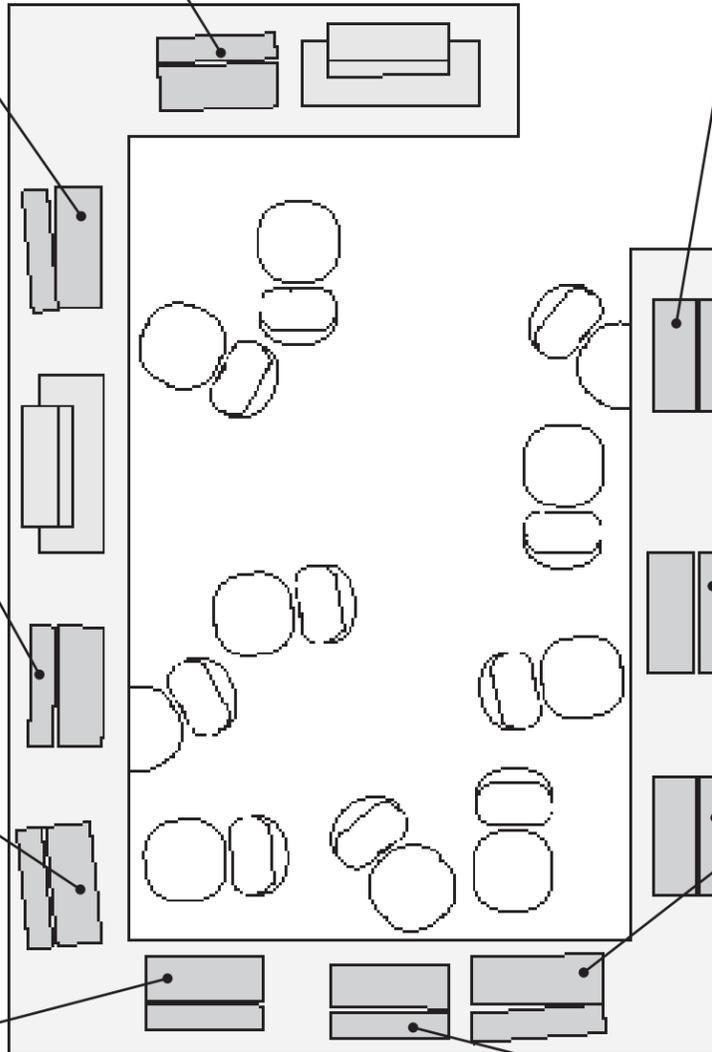
Stuck on a desert island...food? *Potatoes*

Favorite hobby: *Art and reading*

Music: *Sufjan Stevens*

Feeling on hipstamatic? *HIPSTA HIPSTA*

Nikon or Canon? *Nikon 4 eva.*



**Lizz Cardwell**  
*conciierge  
sophomore*

Hometown: *Kalamazoo, MI / London, UK*  
Favorite place in Clinton: *Ben Franklin Cafe*  
Car: *Mr. Walter Valdez (white Volvo)*  
Music: *Standard liberal indie playlist*  
Feelings on hipstamatic? *"so hip"*  
Nikon or Canon? *Canon*



**Timmy Huynh**  
*limo driver & network assistant  
grad student*

Hometown: *Lancaster, PA / Austin, TX*  
Favorite hobby: *Sports, Apple stuff, bouldering*  
Favorite place in Clinton: *My bed*  
Stuck on a desert island...food? *Cliff Bars*  
Car: *Hyundai Elantra*  
Celebrity crush: *Hayden Panettiere*  
Nikon or Canon? *Canon for life*



**Rachel Coward**  
*Nikon assistant  
16th grade*

Hometown: *Tulsa, OK*  
Favorite hobby: *Creating the perfect cookie*  
Car: *spent all my money on camera gear instead*  
Music: *Bon Iver*  
Celebrity crush: *Taylor Hanson, pre and post mmmBop*  
Feelings on hipstamatic? *It's cheaper than developing film...*  
Nikon or Canon? *Canon (but don't tell Brien Aho!)*



**Kristen Zeis**  
*floater/coordinator's assistant  
senior*

Hometown: *St. Louis, MO*  
Favorite hobby: *Drinking with my photo friends*  
Favorite place in Clinton: *MPW headquarters*  
Car: *Light blue Saturn L200*  
Music: *You name it, I like it...other than intense country*  
Feelings on hipstamatic? *Only if I don't have an SLR on hand*  
Nikon or Canon? *Canon*

