

HUBBARD COMMUNICATIONS OFFICE  
Saint Hill Manor, East Grinstead, Sussex

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ISSUE II

PHOTO-POLICY FOR MAGAZINES

(Of great interest to any photographer. Note: the term "Auditor" in the text refers to "The Auditor", the International Journal of Scientology).

A great deal of interest is shown in our Auditor photos. Therefore, the interest must not be permitted to go stale.

How to go stale on photos: Use RECORD shots only. Record shots are head-on dull group pictures, or single faces with no spark. Using standard events over and over, always shot from the same angle, always similarly lighted. The absolute minimum of group shots should be used where the group each faces the camera like a high school graduating class.

Using the same dramatic personae continually is poor.

What we want is Feature News shots. By definition, a feature news shot means a posed, manipulated picture that tells a story. This is also called a "genre" in the old pictorial school. It is not just a record of an event. It may be but it is also a made event.

These, then, are two different types of pictures - the Record shot and the Feature News Shot. We have to do some of the former, as it's all we'll get. We must then make up for it by mainly deriving the latter.

A Feature News Shot requires imagination and direction.

Example: Student A reading with delight a letter which the caption states tells her she has 29 preclears lined up when she gets back from Saint Hill. That is a Feature News Shot. One had to get the idea, go find a student who had some preclears waiting, get hold of the photographer and get the shot properly done.

Example of a record shot: no imagination; somebody with a camera shoots George Brown being handed his classification.

Record shots are really harder to do as one has to be on the ground at the time of event. This is all right for fires and train wrecks but we don't have them often.

To get a volume of pictures requires a lot of dream up, based, it is true, on what really is going on, but planned and reformed to make better presentation.

If you will notice in a local weekly newspaper, the staff photographers fill up a lot of pages with group shots and record shots. Cast of "Ophelia" on stage at High School, showing a lot of lined up people facing the camera or a basketball team all lined up facing the camera, etc. Then one of these photographers does two little girls threading a needle painfully at a sewing class and lands front page.

You can turn a record shot into a news feature shot by having the basketball team actually simulate playing or the cast do the scene. Or have the team "get word Malborn challenges them to play," or have a cast member who twisted her ankle yesterday twist her ankle again for you in front of the cast in a "scene at rehearsal."

Directed, planned or redone news is more interesting for our purposes than groups facing the camera in "Napoleons." So we mainly do Feature.

Strikingly lighted portraits and feature and landscapes should be what we do in The Auditor.

Posed groups doing "Napoleons" are all but taboo, and only used because we can't get anything else from Auckland. But even then, I would be more likely to do a photomontage of them or with cut-out faces scattered through an article on Auckland. A photomontage would be the Auckland new quarters with faces pasted around it in some rhythmic pattern in the modern mode.

Don't put pictures on things with paper clips. The picture ripples and won't copy or photo-litho.

Polaroids can't be blown down with the print as they're only 3½" x 4½" in the first place. And ranking them in neat blocks of pictures went out in 1910.

While it's less work to do it this way, magazine appearance depends upon industrious formulation of artistic patterns. Following the easiest way doesn't produce a good magazine.

And that's photo-policy for magazines.

LRH:ei

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