

INCREASING CONTRIBUTION OF NEWS PHOTO AGENCIES INTO JOURNALISM BY EVOLVING TECHNOLOGY

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Abstract:The publication of news photos in the journals directly begun in the beginning of 20th Century although news photos had emerged as a profession in the last quarter of 19th century. At the same time, the photos taken immediately distributed among and used in different media organs. In the beginning, the news were distributed by using a specific technique in the emerging agencies, before the photos. The economic reasons were determining factors at establishment of the news agencies in different European countries and in Northern America. Before that, hand-written commercial news letters were disseminated by copying them again by hand-writing. The qualified news coming on time in commercial and capitalist system became important as much as production. Thus, the new circles and groups emerged which were ready to pay for reaching quickly to news. When those increased in numbers, it was realized that the dissemination of news to large areas could be a profitable job. Consequently, the ‘news agencies’ as institutions emerged as a response to a rising need.

Today, the news agencies with specific responsibilities in the global communication network just transmit the news and visual material. But some agencies only work on the photos. These agencies transmit photos to all news centers in a short time by connecting with a contracted photographer in that region, or in a region close to the event. These agencies are not numerous as the news-focused agencies. Especially, the agencies that provide only news photos or dominantly news photos help transmitting the news photos to the far places in the world. Their working systems are generally based on subscription system. The agencies which send regularly news photos to the subscribed journals give this service with employed or contracted news photographers. The agencies studied at this paper continue to provide services with its full archive within the body of a different group.

This paper examines global photo news agencies such as Black Star, MagnumPhotos, Sygma Photo (GorbisImages), SipaPress, Gamma Agency (Eyedea), Viva Photo Agency, ContactPressImages, Vu Photo Agency, GettyImages, EPA (European Pressphoto Agency), Zuma Prens Photo Agency, I.Stock Photo and VIIPhoto (Seven), in terms of their contribution to the journalism.

1. RISE OF NEED FOR NEWS PHOTOGRAPHY WITH PRINT OF NEWS PHOTOS IN THE NEWSPAPERS

The most important value in our age is ‘information’. Information gives direction to the society and helps for its development. The cycle of the information is as follows:

- Information arises, found or discovered
- Information recorded,
- Information used, utilized
- information developed,
- Information transmitted,
- information archived

Information has a life according to the cycle above. Although type and characteristics of information may change, this cycle does not. (<http://bilgi.nedir.com/#ixzz2Gtxj9ehl>, 03/01/2012). The news is a type of information and one of the most important information at our age.

One of the most important part of the news is the news photo. In the beginning, only pictures and drawings were used in European Press until the invention of photography by Nicephore Niepce. Painters were drawing the events as they were and these drawings were printed at the newspapers. But there were always suspicions about how much these pictures reflected the reality. Because the pictures were an intellectual activity and open to the interpretation of the artist. But the photography started to take place of the picture with Niepce's first photographic image and invention of Daguerrotype by Jacques Mande Daguerre. [In the beginning, some publishers and editors did not like the idea that the photography replaces the pictures.](#)

But the hesitations gone away when important newspapers such as the World by Joseph Pulitzer begun to use news photo and increased their circulation.

The first photography published with the halftone method in The New York Daily Herald in 4th of March, 1880 which shows the suburb Shanthytown.

"In 1904, Daily Mirror newspaper published only photos at its pages and Illustrated Daily News in New York followed it only in 1919. (Freund, 2008, p.96) But unfortunately it was technically impossible to print the photos directly over the newspapers. Therefore they were printed with half-tone technique by the painters. The photojournalism came about when the photos begun to be printed directly over the newspaper. First photos in the weekly and monthly journals which take longer to get prepared printed in 1885. The first patterns for photos were produced out of the newspaper facilities. When the success means speed, the newspapers could not wait for the photos get prepared outside and the media investors did not want to invest in the machines for photojournalism. (Ibid.) Despite to all these negative conditions, news photos became so common in years. In the beginning it was only fashionable but now it became institutionalized.

1.2 Permanent News Photographers In The Press

"These are the photojournalists; observes of people and events who report what is happening in photographs; interpress of fact and occurrences who write with a camera; skilled communicators whose images are transmitted visually via the printed page". (Rothstein, 1956, p.1) Yet, the first photographers were not well-educated otr experienced. "Not all photographers were sensational, and straight coverage saved photojournalism from total disrepute, so photographs grew in popularity. More photographers were hired to staff newspaper. These were the first generation of news photographers who learned to cover assignments in narrowly news-oriented style; to scoop the opposition with the first shot to 'hit the front pages' A front-page photo was a prize rewarded by a bonus, particularly if it was an exclusive. Training was haphazard at best, but one that trained generations of excellent news photographers. A teenager could get a job in photography department by accident. Ernie Sisto, (*New York Times staff photographer*) recalls that as a teenager he went to the Times to apply for a job as an artist. He got off the elevator on the wrong floor and was asked; 'Hey kid, you work into photo?' He took the job and stayed 50 years. Other photographers who began careers in the 1920s are representative of the area. In the 1920s, training was usually in association with an older, seasoned photographer. It was real on-the-job-training: A younger would help carry cameras and learn by observing. There were few school for photography. Early training was mixing chemicals". (Hoy, 1986, p.176)

Initially, although many news photographer started off learning from their masters or by chance, others following them next generation were more informed and conscious. Because the growing profession of journalism with developing technology was more and more careful about its regular staff. Especially in many newspapers in the United States, regular news photographers who will contribute to their circulation later on started working. Roll film and installation and removal, ease of its bath, the production of hand-held cameras caused the formation of a generation devoted to work. Additionally, "transmission of photos over telephone lines was probably the most dramatic innovation of this era. It made photojournalism a truly mass medium. Starting in 1935, newspaper across the country received approximately 100 photos a day from Associated Press and another 100 from United Press". (Ibid., p.179)

Actually "great news photo distill the confused brew of human affairs. They extract from a war the one moment that speaks for all the horrors of all the battles; they snatch from a long political campaign the instant when a candidate most clearly reveals his characters; they witness the extraordinary events-catastrophes, victories, pioneering that determine the flavor of an entire era. Yet the photojournalist is not a historian who, from a detached vantage point, discerns the great acurrents of an age. Instead, he swims in the roiling sea of events along with his subjects-and often obtains his insights through quick reflexes or sheer luck".

(Photojournalism, 1972, p.20)

1.3 Establishment Of Photojournalism Agencies

The photos taken by the news photographers working at the newspapers were not enough because the need for the news photos rose more and more and because the regular photographers of the newspapers were working in the whole country. Also the photos for international news were needed. With these arising needs, some “freelance” photographers started to work. Because these independent photographers did not receive monthly salaries, and only paid per photo or photo-interview, the editors and owners preferred them. But the relations between the independent photo journalists and the newspapers needed to be mediated and the news agencies were not good candidates for his job since they were more focused on the news. New institutions for this were news photo agencies. Thus, the independent photographers became affiliated with agencies. (Freund, 2008, p.141)

One of the first photojournalist agency established by George Grantham Bain (1865-1944) in the USA. George Grantham Bain was the journalist and writing for journals. He was sending his photos with his writings. He realized that the editors who receive a lot of similar articles were more interested in the photos. In this direction, Bain opened a number of photo agencies, including Mantauk Photo Concern in 1898 to capture this opportunity. (Ibid.)

As these agencies became successful, new agencies established. With the rising demand, the number of agencies rose worldwide tremendously. They were taking 50 % or more from the sales depending if they have to share it with another agency. The photographers who are taking the risks personally could not control the sales. Therefore Robert Capa with his friends established Magnum photo agency in 1947. (Ibid., p.142)

The aim of Robert Capa was to establish his agency as a cooperative and to share the income equally between cooperative members. So, the founders and the members take their share from the income and keep the copyrights of their own photographs.

“The Founding Fathers” were Robert Capa, David Seymour (Chim), Henrie Cartier-Bresson, George Rodger, William Vandivert, ve Mria Eisner. They had all equal share. In 1949, Wener Bischof, Erens Haas ve Gisele Freund joined to the agency. (Ibid.) By the medium of image, they tried to express their feelings and opinions about current problems. (Ibid.). Additionally, freedom was very important for Magnum’s institutional culture: freedom of time for the photographers, freedom from the commercial pressure, freedom to behave badly, freedom to fire bad people. (Miller, 2012, p. xiii) At those years, many agencies established in Europe and USA. (Amar, 2008, p.73)

Photographers were generally exploited and paid very low, they tried to find solutions for their problems. Between 1970-1973, many photo agencies were shut down and had to dismiss many photographers. French photographer Raymond Depardon working at Dalmas stated: “I was working for 1500 frank per month. I was exploited, I had no idea about the management of agency. I did not know to whom they sold my photos and for which price. (Ibid., p.81).

1.4 Contribution Of News Photo Agencies To Journalism With Developing Technology

Today, the news agencies with specific responsibilities in the global communication network just transmit the news and visual material. But some agencies only work on the photos. These agencies transmit photos to all news centers in a short time by connecting with a contracted photographer in that region, or in a region close to the event. Their working systems are generally based on subscription system. The agencies send news photos to the subscribed journals regularly.

News photo agencies work with photographers in two ways. Staff Photographers are stationed in different parts of the World or are selected from related region, according to the financial strength of the agency. They have staff photographers especially in the main centers such as New York City, Washington, Berlin, London, Zurich, Paris, Beijing, Hong Kong, Moscow, Tel Aviv, Istanbul, Tokyo, Sydney, Toronto, Madrid and Dubai or freelance photographers working with a staff photo editor.

However, the profession of photojournalism gradually began to lose against the TV. People preferred the TV as motion picture against the photograph as still image. Thus, "in the 1950s, the TV which has become the dominant visual medium, negatively impacted pictorials as well as cinema. Excellent view of the age of television could be watched now in people's living rooms. While only 9% of American families had TV in 1950,

this proportion had risen to 87% by the year 1969. As in the radio of 1920's and 1930's television was a success as a means of entertainment, and later strengthened in the field of journalism. News starting as a 15-minute program had become half an hour by the year 1963 ". (Oral, 2011, p.117)

However, journalism with developing technology began to take a different mission. This mission was advertising. Therefore, the advertising industry that emerged as a result of consumer society has changed the nature of in news photo agents. Thus, agents started to provide advertising photos to advertising agencies and to newspapers. Shrinking journalism and economic problems caused by increasing weight of the TV caused photo agencies to work for advertising sector. The most important development in the last decade of the last century was that two leading riches in the stock image field. Famous software company Microsoft boss Bill Gates and Mark Paul Getty heir to the Getty Oil Rich established big companies in the image area. (Ibid., p.127).

If the photo gives the desired message simply, the message is understandable no matter what is the education, language, religion and nation of the person looking at the photo. The most important example of this thesis is that some of the news photographs in the world media could effect world public opinion. TV was not so widespread, in the 30s, 40s, and 50s so that photographs were very efficient and frequently used at those times. This is true especially for the impact of war photographs over a wide audience. Especially photo-interviews were the most widely read sections of the newspapers "(Kanburoğlu, 2003, p. 94)

Yet, did photography change the world? Of course. Photo did not stop wars, misery, or diseases. But it successfully fulfilled the task of informing and creating awareness the formation of the anti-war groups, changing some of the wrong political decisions, the organization of campaigns in Africa for hunger, measures taken in response to the global pollution. Social problems in the changing and growing the world are increasing today as it was yesterday. Unresolved problems create new problems. Photos' role as the most effective way of explaining this and similar situations, thus increasing social sensitivity, which is one of the ways to find solutions to the problems, becomes more vital. (Ibid., p.95)

Of course, not every news photo published in newspapers has been informative and educational for public. Sometimes these photos have been part of the magazine news. But "newspapers or periodicals could lead and motivate the readers to reading, by offering them visual means of entertainment (Gezgin, 1994, p.34).

1.5 The Most Influential News Agencies Today

Today, there are 12 major news agencies which provide photography to media and advertising. These agencies are as follows:

Black Star: Black Star is a New York City-based photographic agency that offers photojournalism, corporate assignment photography and stock photography services worldwide. Black Star was founded in 1935 by Kurt Safranski, Kurt Kornfeld, and Ernest Mayer, three German Jews fleeing the Nazi regime. When Life was launched in 1936, Black Star became an important supplier of photographs to the new magazine. According to photo historian Marianne Fulton, Life brought Black Star 30 to 40 per cent of its business. Black Star, in turn, contributed to Life becoming the most popular magazine in America for nearly three decades, with tens of millions of readers. Noted Black Star photographers include Robert Capa, Andreas Feininger, Germaine Krull, Philippe Halsman, Martin Munkácsi, W. Eugene Smith, Marion Post-Wolcott, Bill Brandt, Henri Cartier-Bresson, Charles Moore, and Mario Giacomelli. In recent decades, corporate assignment photography has emerged as the largest segment of Black Star's business. The company claims to have captured more photographic images for more annual reports than any other photo agency or service in the world. ([http://en.wikipedia.org/wiki/Black_Star_\(photo_agency\)](http://en.wikipedia.org/wiki/Black_Star_(photo_agency)), 07/12/2013)

Magnum Photos: The world's most prestigious photographic agency was formed by four photographers – Robert Capa, Henri Cartier-Bresson, George Rodger and David "Chim" Seymour . They created Magnum in 1947 to reflect their independent natures as both people and photographers – the idiosyncratic mix of reporter and artist that continues to define Magnum, emphasizing not only what is seen but also the way one sees it. Englishman George Rodger, another of Magnum's founding photographers, recalled how his colleague Robert Capa, the agency's dynamic leader, envisioned the photographers' role after World War II, which had itself been preceded by the invention of smaller, portable cameras and more light-sensitive film: "He recognized the unique quality of miniature cameras, so quick and so quiet to use, and also the unique qualities that we ourselves had acquired during several years of contact with all the emotional excesses that go hand in hand with war. He saw a future for us in this combination of mini cameras and maxi-minds." (<http://inmotion.magnumphotos.com/about/history>, 07/12/2013)

Sygma Photo (GorbisImages), Sygma Photo was established in 1960 in Newyork. Corbis Image bought all archive of Sygma Photo. "Corbis is privately owned by [Bill Gates](#), who founded the company in 1989 under the name Interactive Home Systems. One major reason for starting the company was Gates's belief that people

would someday decorate their homes with a revolving display of digital artwork using digital frames.^[4] The company's name was changed to Continuum Productions in 1994 and to Corbis Corporation a year later. "Corbis" is Latin for "wicker basket", which at the time referred to the company's emerging view of itself as a receptacle or storehouse for visual media". (<http://en.wikipedia.org/wiki/Corbis>, 07/12/2013)

Sipa Press: "Sipahioğlu established SIPA Press with his husband American journalist Phyllis Springer and Athens reporter of Cumhuriyet Newspaper Kosta Daponte in 1969, informally. She was very talented in managing and locating the photo journalists in the news centers. In this way SIPA became a trademark and collected one of the richest photo archives. Established in 1973 officially, SİPA could not follow technological developments and sold to French media group Sud Communication in 2001. (http://tr.wikipedia.org/wiki/G%C3%B6k%C5%9Fin_Sipahio%C4%9Flu, 07/12/2013)

Gamma Agency (Eyedea): "Gamma is a French photo agency, founded in 1966 by Raymond Depardon, Hubert Henrotte, Hugues Vassal and Léonard de Raemy. Gilles Caron joined the agency shortly after its foundation. Gamma became a prestigious photojournalism agency: photographers who have worked at Gamma include William Karel, Georges Merillon, Chas Gerretsen, Catherine Leroy, Françoise Demulder and Emanuele Scorcelletti" ([http://en.wikipedia.org/wiki/Gamma_\(agency\)](http://en.wikipedia.org/wiki/Gamma_(agency)), 07/12/2013). Yet "in 1999, the agency was bought by Hachette Filipacchi photo group (GHFP), a division of Hachette Filipacchi Médias" ([http://en.wikipedia.org/wiki/Gamma_\(agency\)](http://en.wikipedia.org/wiki/Gamma_(agency)), 07/12/2013)

Vu Photo Agency: 1986 yılında kuruldu. "VU" is known as an « agency of Photographers» more than a photographic agency, claiming this way the specificity of each identity whom it belongs. Its name shows an ambitious connection, since VU is the eponym of a famous french magazine of the 20's which was very innovative in a pictorial sense of way. From hot news to long lasting investigation, from formal work to intimate story, the VU' photographers have built since twenty years a plural and moving panorama of photography" (<http://www.agencevu.com/about/index.php>, 07/12/2013)

Contact Press Images: "Contact Press Images is an international photojournalism agency founded in 1976 in New York City by French-British journalist and editor Robert Pledge and American photojournalist David Burnett, and focused on independent production on photo journalism. Annie Leibovitz joined Contact Press in 1967" (http://en.wikipedia.org/wiki/Contact_Press_Images, 07/12/2013)

Getty Images: It was established by Mark Getty ve Jonathan Klein Getty in 1993. "Getty Images, Inc. is a stock photo agency, based in Seattle, Washington, United States. It is a supplier of stock images for business and consumers with an archive of 80 million still images and illustrations and more than 50,000 hours of stock film footage. It targets three markets—creative professionals (advertising and graphic design), the media (print and online publishing), and corporate (in-house design, marketing and communication departments). As Getty has acquired other older photo agencies and archives, it has digitised their collections, enabling online distribution. Getty Images now operates a large commercial website which allows clients to search and browse for images, purchase usage rights and download images. Costs of images vary according to the chosen resolution and type of rights associated with each image." (http://en.wikipedia.org/wiki/Getty_Images, 07/12/2013)

EPA (European Pressphoto Agency): "Epa was founded in 1985 by seven European [news agencies](#). The agencies, [AFP](#) of [France](#), [ANP](#) of the [Netherlands](#), [ANOP](#) (now Lusa) of [Portugal](#), [ANSA](#) of [Italy](#), [Belga](#) of [Belgium](#), [dpa](#) of [Germany](#) and [EFE](#) of [Spain](#) were motivated by what they saw as a lack of alternatives to the Anglo-Saxon picture services offered at the time". (http://en.wikipedia.org/wiki/European_Pressphoto_Agency, 07/12/2013) EPA produces feature packages of news photos of specific events, containing up to 25 pictures with a concise text. These news photos contribute to the historical documentation of the world in which we live, and are searchable in the EPA webgate. The major part of the EPA archive - containing over three million photos - is available online through the EPA webgate". (<http://www.epa.eu/news-photos>, 07/12/2013)

Zuma Prens Photo Agency: "Zuma Press is one of the world's largest independent press agencies and wire services. It was founded in 1993 by photojournalist Scott McKiernan, with a global staff of over 50, covering over 100 news, sports, and entertainment events worldwide. Regular clients include AOL, TIME, NEWSWEEK, Sports Illustrated, Paris Match, Stern and People magazines, the New York Post newspaper. The agency represents more than 2,100 photographers as well as large collection of newspaper archives, over 100+ worldwide including Daily Mail, El Universal[disambiguation needed], London Telegraph, Toronto Star, Los Angeles Daily News, San Antonio Express-News, Sacramento Bee, St. Petersburg Times, and Palm Beach Post. The company also represents major picture agencies like Action Images, DPA, EFE, EPA, and Gamma. (http://en.wikipedia.org/wiki/ZUMA_Press, 07/12/2013)

iStock Photo: "He company was founded by Bruce Livingstone in May, 2000. Originally iStockphoto was a free stock imagery website. Over the course of time, it transitioned into its current micropayment model.

The website was originally supported by CEO Livingstone's web development firm, Evolvs Media, but began charging money in 2001. iStockphoto has been profitable since then". (<http://en.wikipedia.org/wiki/IStockphoto>, 07/12/2013) iStock Photo is the biggest online photo supplier.

VIIPhoto (Seven): "VII was officially launched at the Visa Pour l'Image Photo Festival in Perpignan, France on September 7, 2001 by Alexandra Boulat, Ron Haviv, Gary Knight, Antonin Kratochvil, Christopher Morris, James Nachtwey, and John Stanmeyer. Four days after the agency was launched, James Nachtwey photographed the collapse of the World Trade Center building in New York. He was soon joined in New York by fellow members, Morris, Haviv and Kratochvil. At the same time, Boulat, Knight and Stanmeyer flew to Pakistan and Afghanistan. Thus began the agency's association with covering conflict-related photographic stories. (http://en.wikipedia.org/wiki/VII_Photo_Agency, 07/12/2013)

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