

BirdWatching

GUIDELINES FOR PHOTOGRAPHERS

Revised 8 December 2011

BirdWatching (formerly *Birder's World*) is a bimonthly magazine for people with a broad interest in wild birds and birdwatching. Our readers are intellectually curious and well educated. They own many field guides and other books about birds, and they read widely. To satisfy them, we strive to publish photos that enhance their enjoyment of the hobby and make them better birders, and that make them say, "Wow!" This document contains answers to the following questions:

- How can I get my pictures published with *BirdWatching*?
- How can I become a recipient of your want-list?
- Do you accept photos of captive birds?
- Field ethics
- What formats do you accept?
- How should I handle film and prints?
- Submitting digital photographs: Dos and don'ts
- Where should I send my photos?
- How long do you hold photos?
- Liability
- How much do you pay for photographs?

How can I get my pictures published with *BirdWatching*?

There are five ways you can have your photographs published with *BirdWatching*:

1. Bird Photography Forum

<http://cs.birdwatchingdaily.com/BRDCS/forums/15.aspx>

A popular discussion area on our website. Participants view and share photos of birds, discuss cameras, lenses, and other equipment, and share tips and techniques. Registration is required to post photos and to comment. There is no payment for photos posted in the Bird Photography Forum. Instructions for participating in the forum can be found on our website.

2. Online photo galleries

<http://cs.birdwatchingdaily.com/brdcs/media/>

A popular photo-sharing area on our website. Participants post, view, and comment on photos of birds. We choose from photos posted in the online galleries for our Photo of the Week contest, Photo of the Day, and Fieldcraft. Registration is required to post photos and to comment. There is no payment for photos posted in our online galleries. Instructions for posting photos in the galleries can be found on our website.

3. Photo of the Week

<http://www.birdwatchingdaily.com/Online%20Extras/Photo%20of%20the%20Week.aspx>

A weekly photo contest on our website. From pictures of birds posted in the online galleries, we select one to be Photo of the Week. Then, every other month, we ask a professional photographer to choose the best Photo of the Week over the previous two months. The winner receives a free one-year subscription to *BirdWatching*, and we publish the winning photo in the magazine. There is no payment for photos published in Photo of the Week. Guidelines for participating in Photo of the Week can be found on our website.

4. Your View

A popular two- to four-page section in every issue of the magazine featuring stories and snapshots of birds encountered by readers in their backyard and beyond. Contributors receive a complimentary copy of the issue in which their story or photo appears. There is no payment for text or photos published in Your View. Instructions for participating in Your View can be found on our website.

5. Solicited photos

Photographs of birds and other subjects that appear on the cover and interior pages of the magazine. Well in advance of publication, we contact individual photographers and/or distribute a list of images we desire (our want-list) to photographers who possess large, active stock files. From the photos they provide, we select the images that ultimately run in the magazine. Payment is made upon signing a contractual agreement for one-time use of the photo. We do not pay research or holding fees for such photo submissions. We are not responsible for unsolicited photographs.

How can I become a recipient of your want-list?

We are always looking to work with new photographers, but we add new names to the list of photographers who receive our want-list rarely, and only after we review their portfolios. We will not review websites.

If you would like to have your work considered, please send a written query and portfolio to:

BirdWatching Photo Editor
P.O. Box 1612
21027 Crossroads Circle
Waukesha WI 53187-1612

Include a CD or DVD containing 20-40 full-resolution digital images (JPG files are acceptable), a resume, and a few examples of your best published work. Identify the birds in your images. Landscape images that show top birding spots are also of interest. We'll review your work as our schedules allow.

Do you accept photos of captive birds?

In general, no. Our intent is to publish only photographs that show birds in the wild in their natural habitat. We will consider images of birds in captivity or controlled situations, such as in a zoo, wildlife center, or rehabilitation facility, but only rarely.

Field ethics

We expect photographers to follow the North American Nature Photography Association's Principles of Ethical Field Practices and the American Birding Association's Code of Birding Ethics.

North American Nature Photography Association's Principles of Ethical Field Practices
<http://www.nanpa.org/committees/ethics/>

American Birding Association's Code of Birding Ethics

<http://www.aba.org/about/ethics.html>

We further expect photographers to disclose fully if their images show captive birds or were obtained in controlled situations.

What formats do you accept?

Digital: TIFF or high-quality JPG files. See "Submitting digital photographs: Dos and don'ts" (below).

Film and prints: We accept transparencies and prints only when digital images are unavailable. Send transparencies and prints only after we request that you do so. We accept no liability for transparencies and prints that we do not request.

If we request transparencies, 35mm color transparencies are preferred, but we also accept 35mm duplicate slides. Clear, sharp, color prints, including those made from high-quality inkjet printers, will be considered only when color transparencies or digital files are unavailable.

How should I handle film and prints?

We accept transparencies and prints only when digital images are unavailable. Send transparencies and prints only after we request that you do so.

Film: Slides should be free of dust and fingerprints, scratches, and other blemishes. Send transparencies in flat plastic protectors (sheets) and put each slide inside an individual transparent sleeve. Include the name of the photographer and the name of the bird species on each transparency. For our mutual protection, photos should be sent by couriers such as UPS or Federal Express, which provide package tracking.

Prints: Do not write directly on prints. Ink may bleed to the front or smear another photo, and pen pressure may mar the print. Protect your photographs with rigid cardboard; even

postmarks may ruin enclosed prints. For our mutual protection, photos should be sent by couriers such as UPS or Federal Express, which provide package tracking.

Submitting digital photographs: Dos and don'ts

DO photograph subjects in RAW format or using the highest-quality JPG setting. Save your selected images as TIFF files before sending them to us.

DO NOT digitally retouch your images to alter reality. Do not remove distracting elements such as foreground branches or clean up cluttered backgrounds. Do not add to the foreground or background. We are assuming that your digital image reflects what your camera recorded at the moment you made the picture.

DO keep digital processing to a minimum. Acceptable adjustments include color balance, contrast, dust spotting, and sharpening. But please, do so lightly.

DO NOT crop your image. Shoot loose, not tight. Do not fill the frame with the bird. Give us lots of room to crop your images. It's sad but true: we reject many outstanding photos -- specially when we are picking cover pictures -- because they are composed too tight.

DO send RGB files: We will convert to CMYK using our own color profiles designed for the best magazine reproduction.

DO submit files on CD or DVD. Do not submit images by e-mail unless the photo editor has requested that you do so.

DO write the name of the photographer on each CD or DVD using a Sharpie or similar marker. Do not place adhesive labels on CDs or DVDs.

DO send a proof sheet(s) showing all the digital images you are submitting and the file name of each image. Printouts showing 12 to 15 images per sheet are ideal. Include the name of the photographer on each sheet.

DO include a digital caption in the File Info portion of Photoshop. Include the name of the photographer and the name of the bird species and other pertinent information, such as location, flora (if known), and time of month. Information such as this may be the deciding factor whether your image is chosen for publication.

DO send a cover letter.

Where should I send my CD or DVD?

BirdWatching Photo Editor
P.O. Box 1612
21027 Crossroads Circle
Waukesha WI 53187-1612

Please enclose a photocopy or delivery memo listing photos submitted. Include your daytime phone number, as well as fax number and e-mail address.

How long do you hold photos?

We generally hold want-list images for about four months. Transparencies and prints are returned after the issue is in print. Photos under consideration for the cover and Your View are sometimes held for extended periods. We will expedite our editing of solicited photos upon request. You will be notified by letter or e-mail on the status of your images. For additional information, please contact Associate Editor Matt Mendenhall at (262) 796-8776, ext. 223, or mmendenhall@birdwatchingdaily.com.

Liability

Solicited photos: *BirdWatching* is not responsible for unsolicited photos of any format. We accept no liability for transparencies and prints that we do not request. We accept responsibility for transparencies and prints that we request only while they are in our possession, but we have absolutely no control over any photos after they have been

received by the post office or courier. Consequently, our liability during return shipment must be limited. Your best protection is to send high-quality dupes or professionally digitized images. We will return transparencies and prints that we request at our expense by courier, usually UPS. Be sure to include your street address; couriers cannot deliver to P.O. box numbers. If you do not have a physical street address, returns will be via priority mail, United States Postal Service.

Unsolicited photos: *BirdWatching* is not responsible for unsolicited photos of any format, and we will not return unsolicited photos unless they are accompanied by a self-addressed envelope of adequate size on which appropriate return postage or a courier's shipping label is provided. Unsolicited photos that are not returned will not be filed for future consideration.

How much do you pay for photographs?

Our payment schedule is \$250 for a cover, \$200 for a full two-page spread, \$120 for a full page plus, \$100 for a full page, \$80 for less than a full page, \$50 for a one-column photo based on a three-column page, and \$50 for a cover inset. Payment is made upon signing a contractual agreement for one-time use of the photo. There is no payment or contract for photos used in Your View or for photos that have been loaned for courtesy use. We do not print URLs in our photo credits.

Last updated: 8 December 2011