EDITING AND MARKETING A PHOTOGRAPHY BOOK

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ABSTRACT

Photojournalists often sacrifice their personal relationships, their health and sometimes even their lives to create compelling images that tell important stories. But if photography is not seen, then it cannot tell a story. As the publishing world changes and evolves, photographers are taking on new responsibilities including self promotion and marketing. This project includes both a practical component where an entire book of photography was compiled using the photographs from the 2010 Missouri Photo Workshop in Macon, Missouri and an analysis of book marketing and promotion within a Uses and Gratifications theory of research. Interviewing five professional photographers and editors about their own experiences in publishing and promoting photography books, the analysis shows there is a market for the medium, but that photographers are increasingly expected to do their own promotion and distribution. Some large book publishers still produce photography books, but even in those cases, the photographer often signs away many rights and royalties. So while more work is required, the analysis shows that photographers’ increased involvement in publishing their own book is a positive thing.