

PCNY Luncheon
New York City's Top Photo Editors
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T. Brittain Stone, Photography Director, *US WEEKLY*:

Hi. I guess the interesting thing that comes out of that little brief bio, that I actually wrote, which is kind of tedious I apologize, is that in fact we do see something like, and probably nothing compared to the AP, but about 40,000, last week was 60-70,000 images a week. The pictures that we run aren't so much the ones that we're looking for so much as they're the ones that percolate to the top and tend to be colorful and have star power and have some sort of news import and are related to things going on with either Cameron and Justin, Jen and Ben, Ashton and Demi, although they're getting a little boring, etc etc. So basically we're, my whole staff, we're basically glorified messengers and we're glorified sifters. We see all the material from agencies and from PR firms and from across the pond, from wire services etc, and we collate and sift, and we print out, we do a lot of printing to color machines, it's not very exciting. And every single day we have a look at the photos and we carve the magazine out of that stuff. The pictures that make it are basically A-list-ish, fun, colorful, semi-nude, pretty much anything that would be titillating or exciting or pretty, just plain pretty for the reader. Since there's very little text in this magazine the pictures have to say an awful lot or they just have to be or have a really great color blue in them. It's pretty superficial what I do and what we do. I think you have to think that way in terms of the way we approach our photography. That's kind of it, thanks.