



RESTRICTED

**HEADQUARTERS
FIFTH ARMY SIGNAL SERVICE
ARMY PICTORIAL SECTION
APO #464 U.S. ARMY**

LGR / shl
16 April 1944

PHOTO MEMO NO. 4: "Home Town Coverage."

TO: : All Still Photographic Personnel

1. In spite of recent memos concerning still picture captions there continues to be a flow of incomplete and carelessly prepared captions from cameramen. All cameramen will take immediate steps to remedy this situation. The important rules to be followed are repeated below:

a. All names, in full, will be printed in CAPITAL letters, including the "home town." Rank of individuals will be included.

b. A brief but accurate personal background concerning subject will be included citing home address, civilian occupation, length of service in the Army, service overseas, military job and items of human interest that always exist. Getting the latter is largely dependent upon the ingenuity of the cameraman in "getting to" the subject or his buddies.

c. Every effort will be made to attach a copy of the citation with the caption in cases of decorations.

2. Technically, the coverage of the "home town" type has, in general, been acceptable and above average. However, in order to further improve these pictures, more attention should be given to:

a. Exposure. Check carefully in order to make it accurate.

b. Subject Animation – A man doing something is far more interesting than a man who is obviously “mugging” the camera. This problem necessitates clever selection of angles in order to keep the face of the subject prominent and recognizable.

c. Revealing identity of organizations and equipment – Exercise care in selecting camera angles and backgrounds in order to eliminate identifying marks such as signs, shoulder patches, etc. Censorship prohibits, in many cases, releasing such material for “home town” distribution. Organizations should be included in the caption material only. (Note: Some items of equipment that are commonplace within the theater, but not releasable for reproduction in news channels include the multi-barreled .50 caliber machine gun, 8-inch howitzer, 57mm gun, half tracks with combination 37 mm and .50 caliber machine guns, rocket guns (not including (bazooka), Bailey bridges, radar equipment, and close-ups of gun mechanisms.)

d. Crop in the camera – Move in, filling the negative with subject material thus insuring recognizable faces upon reproduction.

e. Placement of subject – Keep faces out of heavily shaded areas.

f. Grouping – Whenever possible, attempt to get two or three people in the picture from the same “home town” area. i.e., area covered by the same newspaper. All names, etc., must be included in captions of group pictures of this type.

3. This is written with full realization of the hardships encountered by cameramen in the field. It should be born in mind, however, that for “home town” distribution, the best pictures are worthless unless accompanied by complete and carefully prepared captions.

/s/ LINDEN C. RIGBY
Major, Signal Corps

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