

# Putting name to a face a lot of leg work

It's every editor's nightmare, and it happens to the best of them.

I'm talking about the dreaded mistaken picture identification bug which occasionally infects all newspapers.

Despite the best of intentions, it sometimes happens that a proud mom and dad pick up the paper to see their beloved offspring pictured there for all the world to see, only to discover upon reading the outline underneath that the youngster is bearing the name of the mayor's kid.

I am not guiltless when it comes to contributing towards these cases of wrongful identify. One of my most noteworthy gaffes came several Halloweens back when my daughter Marissa teamed up with my wife Susan to set out on a little trick-or-treat trek.

Dressed up as they were in outrageous costumes complete with painted faces and long wigs, they attracted the attention of a *Tribune* photographer cruising the neighbourhood for Halloween photo opportunities.

When Susan and Marissa said they were attached to me, the photographer



**From Where I Live**

*Bruce Stapley*

decided to forego the usual identification note-taking and simply call me by phone in the morning to tell him who was who.

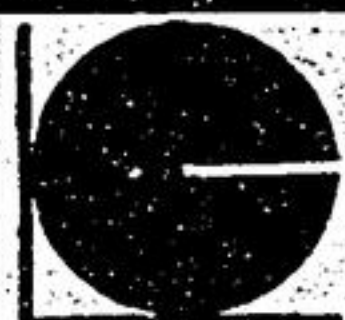
A basic no brainer, I chuckled. Of course Susan was the brunette and Marissa the blonde, I told him. I had, of course, forgotten all about the wigs, which had transformed Susan into a blonde, while switching Marissa's coiffure to that of a brunette. Needless to say, I was ridiculed mercilessly for weeks to come by these two unrelenting females for not being able to tell them apart.

Fortunately, however, uncertain photo ID situations are usually resolved before the paper goes to press. Covering the sports scene as I do, there are many perils that go with making sure the kid

twisting unrecognizably while executing the big play gets credit when the editor chooses to grace the sports page with his image.

But while a copy of the team lineup including identifying numbers is all it should take to ensure a correct identification, athletes seldom pose face on for pictures taken in the heat of the fray. Consequently, editors must become

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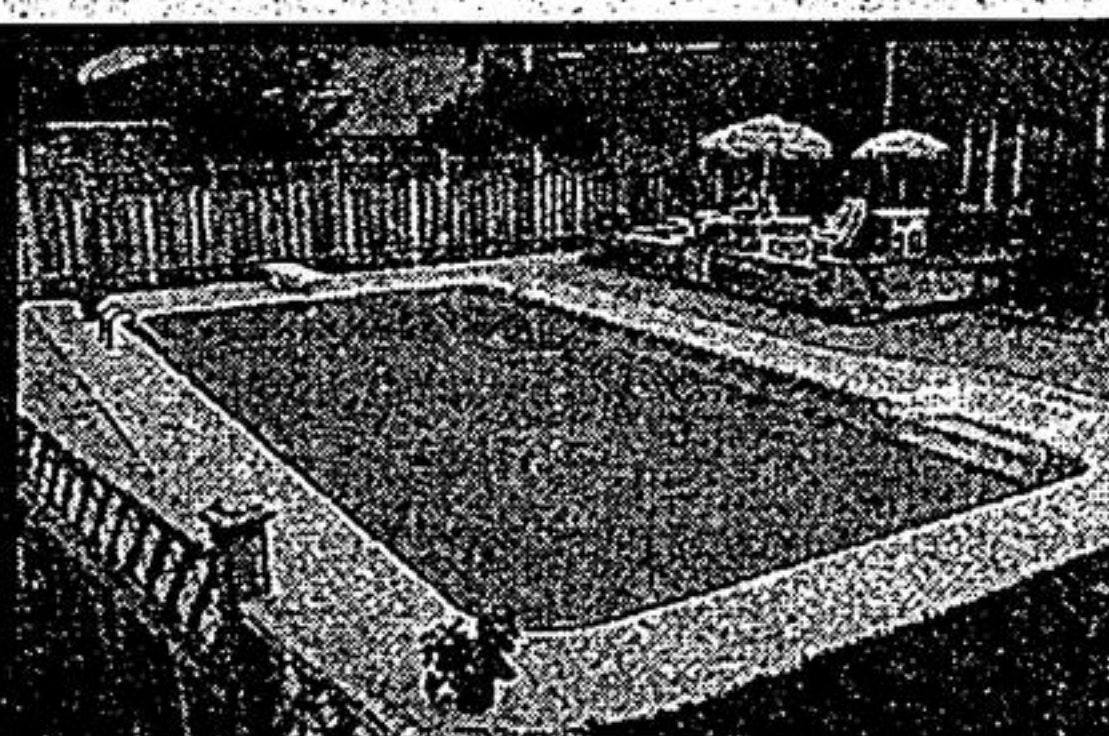


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