



AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS

**For Immediate Release from the American Society of Media Photographers (ASMP)**

Contact: Eugene Mopsik, ASMP Executive Director, 215.451.2767 or  
E-mail [Mopsik@asmp.org](mailto:Mopsik@asmp.org)

**ASMP launches two new education programs:  
*Working Digitally* and *Marketing, Pricing &  
Negotiating***

The American Society of Media Photographers (ASMP) has created two new education programs to address the needs of working publication photographers. *Working Digitally*, presented by ASMP members Judy Herrmann and Mike Starke, is a full day seminar covering the key concerns of photographers working in the digital environment. "Judy and Mike blend the technical and the practical very well making the information usable in the real world" says Kim Kauffman "It is obvious to me that ASMP has hit the nail on the head providing it's members with top notch usable content" says Daniel Levin. *Marketing, Pricing & Negotiating* is an evening seminar hosted by Detroit photographer and ASMP member Blake Discher providing valuable information and tips to ensure your business survival and growth. Learn how to use the Web as a marketing tool, understand the value of your work, learn how to justify your fees, and how to prepare an estimate that sells. "Real World info that I can begin using today to improve my business performance, especially as it relates to shooting digitally and web-based marketing. He (Discher) had the audience hanging on every word and I believe we would have happily sat there till midnight if possible, " says Clem Spalding. These programs will be traveling to ASMP chapters around the United States and are open to the public.

For more information and schedule please visit  
[www.asmp.org/register](http://www.asmp.org/register).

**More...**

### **Working Digitally: Program Description:**

This information packed full-day seminar provides the road map you need to succeed in the digital environment. Learn about estimating, pricing and problem solving for digital shoots, color management, evaluating equipment, digital delivery and archiving files. Know how to use RGB, CMYK, FTP and ACR? Judy Herrmann and Mike Starke, each with over 10 years of digital experience, make it all clear and provide you with the information and resources to get the job done. Get on the digital highway now!

#### **Working Digitally**

Major Sponsorship by Olympus America

Additional sponsors include: Adobe, Chimera, Lightware, & the ASMP Foundation

Presented by the American Society of Media Photographers

Speakers: Judy Herrmann and Michael Starke

#### **Working Digitally - Topics Covered:**

- Pros & cons of digital capture
- Problem solving for digital shoots
- Costs associated with digital capture
- The digital workflow
- Useful tools for digital photographers
- Electronic delivery of files
- Understanding color for reproduction
- Color management overview
- Creating and using profiles
- Estimating and pricing digital shoots
- Evaluating files and equipment
- Testing digital cameras
- Protecting digital assets
- Archiving digital files
- Digital Asset management

#### **Working Digitally - Speaker's note:**

Our goal with this seminar is to provide a comprehensive road map for publication photographers who are struggling to make digital capture work for their businesses. Digital capture brings many exciting creative opportunities but the associated costs--not only the cameras

but the computers, software, accessories and training--can make the transition daunting. By giving attendees a clear overview of what they need to know from creative, technological, production and business viewpoints we're filling a much needed void in digital photography education.

In this seminar, we cover everything from capture to delivery to print. We talk openly about the advantages, the downsides and the liabilities associated with digital capture and offer advice on how exploit the opportunities while minimizing the risks. We show how digital capture affects your thought process as a photographer--going through a typical digital shoot step by step, and we talk about useful tools for the digital photographer--things that help you work faster, smarter and more efficiently. We demonstrate how color management works, show how to make and apply profiles and explain how to work with printers. We discuss how digital capture impacts estimates and pricing--the questions you need to ask clients and the new services you can offer them. We explain how to evaluate equipment, test cameras and examine files for potential problems. Finally, we examine how to protect, archive and manage digital files. It's a lot to cover in one day so we also provide a detailed list of resources including books, tutorials, websites, listservs, tips, articles and even sample estimates and invoices from real digital shoots. We believe that this seminar provides attendees with all the tools they need to make the transition to digital capture as painless as possible.

### **Working Digitally - Handouts include:**

Resource Lists on:

- Recommended Reading
- Useful Websites
- Digital Photography Listservs
- Raw Conversion Tools
- File Browsers
- Production Tools
- Digital Delivery Tools
- Pricing Websites

Tips for:

- Estimating Digital Shoots
- Pricing Digital Services
- Minimizing Digital Liabilities
- Protecting Digital Assets
- Archiving Files
- Image Databases

Articles on:

- Electronic File Delivery
- The Digital Revolution
- The Truth About Digital Photography
- Controlled Vocabularies for Image Databases

Sample Estimates & Invoices from Digital Shoots

### **Working Digitally: Bios of Presenters**

Judy Herrmann and Michael Starke of Herrmann + Starke digital photography have worked collaboratively since 1989 and made the transition to digital imaging in 1994. Their articles on the topic have appeared in Photo District News, How Magazine and Japan's "I" magazine. Their digital photography has appeared in numerous annuals including the Graphis Digital Photography Annual, PDN/Nikon Self Promotion Awards, How International Design Annuals, and Pix Digital Annuals. Their work has also been featured in Communication Arts, How, American Photo, Photo Electronic Imaging, The Big Picture, Digital Imaging and Digital Capture magazines. They have given seminars for Photo Plus East, Photo West, Photo Pro Expo, the How International Design Conference and numerous graphic arts related organizations. They are members of the Olympus Camedia Masters program, ASMP and EP. Examples of their work can be found at <<http://www.HSstudio.com>>.

## **Marketing, Pricing & Negotiating: Program**

### **Description:**

Take the mystery out of pricing, become search engine savvy, learn how to determine your target audience and how to negotiate to win jobs. This evening seminar, hosted by Detroit photographer Blake Discher, will provide valuable information and tips to ensure your business survival and growth. Learn how to use the Web as a marketing tool, understand the value of your work, learn how to justify your fees, and how to prepare an estimate that sells. Give us three hours and this seminar will show you the way!

### **Marketing, Pricing & Negotiating**

Sponsors include: Adobe, Chimera, Lightware, & the ASMP Foundation  
Presented by the American Society of Media Photographers

Speaker: Blake Discher

## **Marketing, Pricing & Negotiating – Topics Covered:**

- Creation of Marketing Plans
- Determining How to Charge
- Elements of Pricing
- Estimating
- Negotiating Tips
- Growing Your Business
- Marketing Methods including the Web
- Networking

## **Marketing, Pricing, & Negotiating: Bio of Presenter**

Detroit Photographer Blake Discher specializes in people and travel photography for editorial, advertising and corporate clients. He combines his photographic knowledge with today's technology, mastery of lighting and people skills to provide images to leading editorial publications and Fortune 500 corporations for advertising and annual reports throughout the world.

Blake's fascination with photography began in the eighth grade and he's been hooked ever since. He unselfishly shares his knowledge of photography and marketing with students and other photographers through his involvement with the American Society of Media Photographers.

It's Blake's keen ability to make subjects feel at ease in front of the camera that takes him around the world to produce award-winning photographs for clients such as General Motors, DaimlerChrysler, American Airlines, and Oracle. "With the help of new technology, I can produce and deliver photographs much more efficiently, helping to meet today's tight deadlines. Digital photography has dramatically improved my ability to work more closely with photo editors and art directors half-way around the world," said Discher. A professional photographer for 20 years, he shares his home with his wife Lesley, a dog, and two cats. When not working he's usually tinkering with one of his four British-made vintage Triumph automobiles. Examples of his work can be found at <<http://www.fireflystudios.com>>.

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## **ASMP Information:**

For almost sixty years, the American Society of Media Photographers (ASMP) has been the premier trade association for promoting and protecting the interests of working publication photographers. Membership in ASMP continues to be recognized worldwide as a commitment to professionalism, quality, good ethics, and as a sign of

proven experience. Founded in 1944 by a handful of the world's leading photojournalists, ASMP has grown to over 5000 members in 40 chapters in the United States and in many foreign countries. ASMP is built on the cornerstones of education, information, and advocacy. ASMP members are drawn from every photographic specialty— advertising, annual reports, corporate/industrial, architecture, underwater, editorial, fashion, medical, sports, special effects, and more — but are held together by their common problems and concerns. ASMP calls upon the wealth of information available from within its experienced membership and from industry leaders to develop solutions that work. ASMP has the determination and clout to make its voice heard. ASMP is photographers helping photographers through community, culture, commerce, and publications.