

PHOTOJOURNALISM: Surviving the Digital Challenge

A Seminar plus valuable information about video equipment choices
Saturday, Oct. 6, 2007 • 9 am - 5 pm • American University



The White House News Photographers Association and American University's School of Communication present a one day seminar/workshop with leaders in our field to discuss the challenges facing photojournalists and videojournalists, and how to survive them. Panasonic representatives will demonstrate the latest High Definition cameras. The event is highlighted by an exhibit of winning photographs and videos from the 2007 WHNPA "The Eyes of History®" annual competition.



9:00 am – 9:15 am

Opening Remarks

Larry Kirkman, Dean of American University's School of Communication (SOC).

9:15 am – 10:30 am

From Stills to Video

Lucian Perkins of *The Washington Post* and **Stephen Crowley**, staff photographer for *The New York Times*, on making the transition from still photography to videojournalism, the state of the industry, the technology-driven demand for change.

10:45 am – Noon

New Markets

Freelancer **David Snider** on new venues and new markets for still images by introducing sound and movement with computer programs. **Pierre Kattar** of *washingtonpost.com* and WHNPA 2007 Video Editor of the Year, on the grammar of moving images.

Noon – 1:00 pm

lunch

1:00 pm – 2:00 pm

The Revolution

AU journalism professor and video journalist **Bill Gentile** shows a brief PBS video that illustrates his shift from stills to video. **Michael Rosenblum**, founder of Video News International (VNI) and pioneer in the use of hand-held digital cameras, will be discussing the tools that are revolutionizing our craft.

2:00 pm – 3:30 pm

Equipment

Panasonic presents its latest **High Definition cameras** that use memory cards to enable videojournalists to acquire and edit with speeds faster than video tape. These are the machines that are driving the changes in our craft.

3:45 pm – 5:00 pm

The Future

How do photojournalists/videojournalists survive the challenges posed by rapidly changing technology and market? Where do students look for jobs? How do working professionals adapt to these new conditions? How do we use the Internet to our advantage?

Glenn Luther, accomplished photojournalist and videojournalist recently graduated from American University's School of Communication. **Michael Rosenblum**, founder of Video News International (VNI), the precursor of The New York Times Television Company, pioneer in the use of digital cameras that are revolutionizing the news and information-gathering industry. **Evan Nisselson**, founder and CEO of Digital Railroad, which develops ground-breaking digital imaging applications for the professional photo industry. **Jim Brady**, editor of *washingtonpost.com*, the first web site to win an Emmy for original videojournalism and three consecutive Edward R. Murrow Awards for its video and multimedia coverage.

Penn Camera is a sponsor of this event

Ward Hall 2 • American University • 4400 Massachusetts Avenue NW • Washington, DC

Admission is free. Please RSVP by e-mail no later than October 3rd with Elizabeth Draughon at draughon@american.edu. Or dennis@whnpa.org

The White House News Photographers Association is proudly sponsored by:

