



# AURORA MULTIMEDIA WORKSHOP

## PRESENTED BY NIKON

Boulder, CO, May 26-29, 2010

Headquartered at the University of Colorado, ATLAS Building

*Updated 5/26/2010 Tentative, subject to change.*

Hello, and thank you for registering for the Aurora Multimedia Workshop! We first want to say that we look forward to meeting and working with all of you, and if at any time you have questions please call us at 1-800-745-3211.

### Workshop History

This is the 28th year of the Summit Workshops and changing times called for the creation of the first Aurora Multimedia Workshop, assisting experienced still photographers with the transition to new media. Beyond the technical aspects of audio and video gathering, we'll delve deeply in to multimedia theory and the future of the profession. For over 25 years, we have brought together the world's best photographers and editors for a week of learning, networking and creating.

### Who Should Attend

This workshop/conference will cover not only the technical and creative evolution of the profession in recent years, but also examine storytelling in new media and address business issues and content delivery systems for working professionals. With that in mind, attendees should be working professional or advanced amateur still photographers looking to enter the profession. We'll assume a solid working knowledge of still photography and focus mostly on basic techniques of video and audio gathering to compliment your photography skills, adapting your digital workflow, project management, scripting, the art of the interview and other relevant topics. See the tentative schedule posted online for a full listing of topics.

### Host Site and Hotel

The host site is the University of Colorado at Boulder (CU). Daily classes and evening presentations will take place on campus at the new high-tech ATLAS facility.

<http://www.colorado.edu/atlas/newatlas/about/directions.html>





Instructors and many of the workshop participants will be staying at one of three recommended hotels (listed) below. Other hotel and motel rooms are available in a variety of price ranges and can be found by visiting online sites such as hotels.com and checking proximity to the CU campus. If anyone is interested in having a roommate, please let us know as we will compile such a list and email it those requesting someone to share room expenses.

#### Recommended hotels:

The Millennium Harvest House Hotel, just north of campus and a short walk from Atlas, and adjacent to the 29th Street Mall area, with many restaurants and shops in the area, has offered a special rate of \$129-\$159 (depending on room choice). From hotel website enter rate code "1005AURORA" where prompted or call 800-545-6285.

The Best Western Boulder Inn, just to the east of the campus and a short walk from Atlas, has offered a special rate of \$99 a night, please call 800-223-8469 and mention reference code "Aurora Multimedia" to receive the discounted rate.

The Boulder International Hostel, just off campus to the west side, is a budget property with a variety of economical lodging options (\$27-67 per night) near shops and restaurants "the Hill" area. Call 303-442-0522.

#### Transportation/Car Rental

The Boulder Denver region features excellent transportation outlined at RTD-Denver.com including frequent bus service from Denver International Airport to central Boulder (60 minutes average) and a variety of bus lines within Boulder for easy transportation around town. All of the recommended hotel properties are within a 10 minute walk of the ATLAS building where all workshop instructional sessions will be held, so unless you wish to explore the surrounding area on your own time outside of the workshop, we don't feel a car is necessary.

All three workshop locations (Millennium Hotel, ATLAS, Bacaro Venetian Taverna) are also conveniently on the local Boulder HOP bus line, see the bus info posted on the workshop web page for more information. If you choose to drive to campus, there is free neighborhood and pay parking across from campus, or most conveniently, the Euclid Parking Deck just a half block west of the ATLAS building. That parking deck is \$3 per hour/\$20 per day Thursday and Friday and \$3 all day on Saturday.





### Opening Reception, Wednesday May 26

We'll welcome workshop attendees, sponsors and faculty Wednesday evening with a reception, dinner and opening program from 5 p.m. to 10 p.m. at the Millennium Harvest House Hotel. We would like you join us for drinks, dinner and the company of fellow photographers, while we discuss the state of the industry and show inspirational projects to set the tone of the week.

### Dinner, Friday, May 28

Though the program does not conclude until Saturday, we would like you to join us for a group dinner Friday night. The dinner will be held downtown in the Pearl street area of Boulder. We'll have a cash bar leading into a dinner hosted by Nikon.

### Breakfast/Lunch/Coffee

We'll provide morning coffee/tea at 8am each day Thursday to Saturday as well as a lunch midday to keep the flow of the day going. There is also an onsite cafe (Pekoe Sip House) in the ATLAS building open Thursday and Friday for additional espresso drinks, and a small selection of breakfast items.

### The Workshop

While there have been many workshops teaching multimedia, ours is very different. This is clearly Phase II -- the practical training needed to move into multimedia production, and beyond that, a look at the future of story telling and communication in this visual age. Presenters will share how multimedia fits into the future from the perspective of the hottest new media ad agency in North America (Crispin Porter+ Bogusky) to how traditional news media are transitioning (Sports Illustrated on the tablet, Associated Press in multimedia) to the goals of a new division of a highly respected picture agency (Aurora Novus) to tips from documentary filmmakers. This is not just training for today, but a vision of the future -- which isn't that far off.

New this year to the workshop lineup, this workshop/conference prepares photographers for creating effective multimedia projects and examines the challenging new world of visual storytelling. Partnered with one of the most progressive picture agencies today – Aurora Photos and Aurora Novus – this workshop provides instruction in combining still photographs, sound, narration and video. The program also goes beyond by bringing some of the nation's leaders in new media to show and tell where the future leads.





Headquartered on the University of Colorado campus in their brand new high-tech ATLAS building, these four days go well beyond any other workshops concentrating on new media.

The how-to of producing multimedia is accompanied by understanding the platforms where it appears. Sports Illustrated is one of the first major magazines to appear on a tablet. SI's director of photography, Steve Fine, will tell how they did it -- and thus reinvented the magazine. Melissa Wiley of the National Geographic magazine will discuss how they are moving the Great Yellow Border into this new age. Mike Lutzky will illustrate how the Associated Press is moving to content on tablets and Jose Azel and Corey Rich of Aurora Novus will show how one of the most innovative picture agencies in the country has moved to creating new content for clients.

Jeff Graham, a vice president of Crispin Porter + Bogusky will show how the hottest agency in this country now puts 90 percent of their creative power for major corporations into new media. But for all that vision, there will be practical teaching from top documentary filmmaker Peter Mortimer of Sender Films, concept to execution from Kevin Moloney, the New York Times contract photographer for the Mountain West states (and the top-rated photojournalism program director at the University of Colorado), the amazing opportunities of a new breed of digital cameras that also produce amazing video by Mark Kettenhoffen of Nikon and the motivating charge of one-time National Geographic photographer Dick Durrance who will present, "Sparking Ideas: Eight keys to Big Ideas." Bill Hanson of Apple will be on hand to educate on video and audio technical aspects as well as instruct in Final Cut Pro. To teach the art of the interview and scripting for multimedia, University of Colorado's Jim Sheeler, winner of the Pulitzer Prize for feature writing in 2005.

While much of the workshop will be conducted in seminar style, participants are encouraged to bring their own computers and photography/audio/video equipment to follow along with the instruction. Nikon will provide 15 Nikon D3s dSLR body and lens kits for attendees to demo during the workshop. At the close of the program Saturday we'll have an optional hands on Final Cut Pro instructional session for up to 30 attendees in an adjoining computer lab where you'll be able to work through the basics of Apple's industry leading video editor. Space for the Final Cut Pro training is limited, so please call or email our staff to request a space.





## The Workshop and the University of Colorado

We're proud to partner with the University of Colorado's School of Journalism. As the flagship University of the State of Colorado, CU-Boulder is a dynamic community of scholars and learners situated on one of the most spectacular college campuses in the country.

The workshop will be centered at CU's new state of the art ATLAS facility. The ever-expanding landscape of the networked age requires new and adaptable skill sets within both academic and commercial paradigms, and ATLAS was built specifically to address these needs. High tech auditoriums combined with computer labs featuring the latest Apple workstations make the perfect host for the workshop.

## Additional Information

With ten instructors and staff onsite, and attendance that will be capped at 60, each student can be assured a low student-to-instructor ratio, excellent networking and a diverse experience in the media world. The combined knowledge of the faculty is outstanding and attendees have a chance to get not one or two opinions on the growing world of multimedia, but a dozen points of view from a cross-section of the profession assembled nowhere else.

Beyond learning the technical ins-and-outs of photography and pushing your creativity to a new level, we also encourage participants and faculty to get together and relax – swap stories and get to know each other as people, not as instructors vs. students. Over the years at the Summit workshops, the evening programs have ended with informal gatherings at a “local watering hole”—enabling you to spend social time with the instructors and fellow participants.

## Multimedia Project Critique

Attendees are encouraged to submit one short finished piece of their existing multimedia portfolio in advance of the workshop. These short pieces (likely 30 seconds to 3 minutes in length, no more than 5 minutes in length) will be reviewed in advance of the workshop and a handful will be selected for projection and critique by the group in Thursday night's session. We will not be able to show every piece submitted in the time allotted, but would





like to select a cross section from our attendees to project. You do not need to submit a project in order to participate in the session, it is open to all attendees to listen to the faculty critiques of the projects projected before group.

Upload 720p (1280 x 720) resolution H.264 compressed .MOV, .M4V or .MP4 files. File size should not exceed 200MBs. We're using the Vimeo encoding guidelines, so any additional questions should be addressed here: <http://www.vimeo.com/help/compression>

When finished upload to the following FTP Site:

Site: **[ftp.richclarkson.com](ftp://ftp.richclarkson.com)**

Username: **workshopftp**

Password: **Aurora2010** (case sensitive)

Once logged on, please drop your finished multimedia piece onto the folder "AuroraMultimediaWorkshop". The folder is a dropbox, you will not be able to see the contents, you will only be able to upload your file to folder.

Please rename your piece **LastName\_FirstName\_ProjectName.m4v** (or .mov, etc) so we can attribute the files to the correct participant when reviewing. We will send a confirmation email that we've received your piece within the next business day. Please email [bwilhelm@richclarkson.com](mailto:bwilhelm@richclarkson.com) with any issues you have in the upload process.

### Final Cut Instruction

Saturday afternoon we have optional Final Cut Training (no additional cost) for those interested from 2pm to 6pm. This will now be in the main workshop classroom (auditorium) with 30 Apple laptops provided on an RSVP basis. These laptops are all accounted for based on the RSVPs we've already taken, but if you wish to attend with your own laptop installed with Final Cut Pro, or just wish to observe the session, it is now open to anyone interested.

### The Faculty

As you know, this faculty comes from a variety of backgrounds and experiences, and one of the advantages of having a group of eight to 10 instructors is that you can get more than one opinion. This faculty has been brought together because of their exceptional accomplishments and their willingness to share and teach. Added to the group will be experts from the sponsoring organizations—many of whom were once working





photographers. You should always feel free to discuss career questions with the faculty. Because all of the faculty are working professionals, some last minute substitutions may be necessary.

This year's faculty includes:

#### JOSE AZEL

No picture agency or photographer's group is pushing as fast into new media and visual narratives as Aurora and its sister group, Aurora Novus. A freelance photojournalist doing major assignments for National Geographic, Time, Life and Sports Illustrated among others, he founded Aurora in 1999. Today it is one of the world's most innovative and leading agencies. Azel received a BA from Cornell University and a masters from the University of Missouri. The company's base offices are in Portland, ME where he lives today .

#### JAMES BALOG

One of the most innovative photographers and project producers working today, he has combined photo reportage with fine art in his previous acclaimed projects that include "Survivor," a book and exhibition of portraits of the world's threatened species. Today, he is in his third year of the Extreme Ice Survey documenting the melting of major glaciers over the world with 30 Nikon cameras in weatherproof housings doing time-lapse pictures over a long term. He will show and tell of his multimedia presentation to the United Nations Climate Change Conference in Copenhagen this past winter.

#### DICK DURRANCE

A storied career that included a stint as staff photographer at the National Geographic where he won the White House News Photographer Association title of "Magazine Photographer of the Year" to another career in advertising where ASMP named him "Advertising Photographer of the Year," he also was an Army photographer in Vietnam. In recent years, he and his wife produced a collection of photographs from the national parks, he then embarked on another career as a photographer of signature golf courses and today, reinvented himself again as a motivational speaker. He is a graduate of Dartmouth who honored him recently as an outstanding graduate. He and his wife, Susan Drinker, live in Glenwood Springs, CO.





## STEVE FINE

As the Director of Photography at Sports Illustrated, Fine has been very involved in the development of the magazine's thrust into new media – including the launch of the iPad version. A veteran of the magazine, after a stint as sports picture editor of the The New York Times, he returned to SI as deputy director in 1992 and was promoted to lead the department and the magazine's visuals in 1996. His leadership led to his being named picture editor of the year this spring in the prestigious Lucie Awards.

## JEFF GRAHAM

As a vice president and group account director for Crispin Porter + Bogusky, he heads the team launching Microsoft's Windows Phone 7. He previously led the teams producing campaigns for such clients as Volkswagen and Best Buy. The agency is currently considered one of the "hottest" advertising agencies in the world and their major thrust today is in new media and multimedia. Jeff is a graduate of the University of Missouri School of Journalism and the John Cook School of Business at Saint Louis University.

## BILL HANSON

An experienced photographer and film maker, Bill Hanson for the past 26 years has been national consulting engineer, professional media production for Apple. As part of the U. S. Education Division of Apple, he specializes in professional media production solutions for educators. He travels from and resides in the Sacramento Mountains of New Mexico.

## MARK KETTENHOFEN

Though today he works with other photographers, his own career including 20 years as a combat cameraman in the Navy culminated in him winning the all-services competition, NPPA's Military Photographer of the Year. A passionate photojournalist, Kettenhofen today works with photographers from the nation's leading newspapers and magazines that range from six Olympic games to presidential inaugurations. He recently published a book with Bill Fortney, "America From 500 Feet II." He graduated from the Syracuse Military Photojournalism program. Although he travels the world for Nikon Professional Services, he lives in Colorado today.

## MIKE LUTZKY





His title at the Associated Press today is Global Director of Sports but Tom Curley, the president and CEO of the AP is very clear about his role: to take the entire AP into a new era of reporting using new media and innovation in all delivery systems. He led AP's first ever consumer product, an Olympics destination site during last year's winter games. Earlier in his career, he worked as a staff photographer at the Washington Post and then with McKinsey & Company in Washington. He has an MBA from the Tuck School of Business at Dartmouth and an MFA in photojournalism from RIT.

#### KEVIN MOLONEY

For more than 13 years, he has taught the photojournalism classes at the University of Colorado while taking assignments throughout the Mountain West for The New York Times. Freelancing also for a variety of other publications including most of the Time, Inc. and National Geographic magazines, he is one of the nation's most effective teachers. His students and graduates have been major winners in World Press Photo, Pictures of the Year, PDN's top young photographers list and many grants -- and there is always a waiting list for CU students to take his classes. And he is published almost every week in The Times and last week, a section front full page picture. He is a graduate of CU and is currently finishing a master's degree from Denver University.

#### PETER MORTIMER

The founder for the adventure film company, Sender Films, he produces both acclaimed documentaries as well as adventure segments for television including a landmark show on climbing pioneer Chris Sharma which won a sports Emmy. With more than 50 other awards for his films, he is also an avid climber. He received a BA from Colorado College and an MFA from USC's School of Cinema and Television where he was recipient of the Hollywood Foreign Press Scholarship. His company is based in Boulder today.

#### COREY RICH

A recent partner and vice-president in the Aurora group, Rich is one of the world's leading adventure photographers, who - with both great photographic talent and business acumen - created a business run from his offices in South Lake Tahoe. His first coffee table book was published a year ago -- "My Favorite Place: Great Athletes in The Great Outdoors." He attended San Jose State University.

#### JEFFREY ROBERTS





A career in photography management and sales, Jeff Roberts works from Aurora's New York offices. He comes to Aurora most recently from publisher of Popular Photography and American Photography magazines where he led them into new content on an innovative website as the publishing world moved to reach readers where they are. Prior to those magazines, Jeff was publisher of Photo District News taking it from a rather obscure publication that dealt with the New York professional photography scene into as the major voice for professionals throughout the nation.

#### JIM SHEELER

Winner of the Pulitzer Prize in feature writing while on the staff of the Rocky Mountain News in 2005 for “Final Salute,” the story of the Marine escort officer that returned the bodies of slain Marines from Iraq, while also tending to the needs of the surviving families. The accompanying pictures were by Todd Heisler, who also won the Pulitzer for the photographs. Since the Rocky Mountain News ceased publication, Sheeler has taught in the Colorado School of Journalism and will soon be joining the faculty of Case Western Reserve University in Cleveland. A University of Colorado graduate, he and family have lived in Boulder.

#### AMI VITALE

A freelance photographer best known for her international news and cultural documentaries, her coverage from the middle east and Africa have appeared in many magazines including assignments for National Geographic Traveler and Adventure, Time, the Smithsonian and the New York Times. Her many awards and grants include the Inge Morath Award by Magnum and the Alexia Foundation World Peace grant. She is a graduate of the University of North Carolina.

#### CRAIG WALKER

Winner of the 2010 Pulitzer Prize in Feature Photography, Craig Walker’s story of the recruitment and training of an 18-year-old high school boy into a soldier that ended up in Iraq appeared in the Denver Post. The entire project over two years was planned at the outset not just for print but as a multimedia show. The Pulitzer committee acknowledged it was the first photo award to have multimedia as a significant part. Walker came to the Denver Post in 1998 from the Berkshire Eagle in Pittsfield, MA. He is a graduate of the Rhode Island School of Photography. Craig will be joined by TIM RASMUSSEN,





assistant managing editor, photography, and MEGHAN LYDEN, multimedia editor.

#### MELISSA WILEY

The director of photography and video for National Geographic Digital Media, she is responsible for the overall direction of the photography and video sections of National Geographic online. She redesigned that site and this past spring, Ad Age magazine named it the top site in the country. She came to the Geographic Society from Discovery Communications as online interactive producer.

#### BRETT WILHELM

Joining the staff of Rich Clarkson and Associates LLC in 1999 after graduating from the University of Colorado with degrees in Environmental Science and Italian. He has headed the workshop programs while also completing a regular schedule of original photography projects. Growing up in a military family, he attended schools in Europe and Asia before attending CU. He lives in Boulder today.

#### RICH CLARKSON

Founder of the Summit Series of workshops, Clarkson is a former director of photography of the National Geographic Society, assistant managing editor/graphics of the Denver Post and photo director at the Topeka (Ks.) Capital-Journal. His company in Denver does original photography for a number of clients and has produced 23 coffee table books in the past 25 years. A past president of the NPPA, he is a consultant in educational photojournalism programs including the governing board of Brooks Institute. He is a graduate of the University of Kansas where he was recipient of the William Allen White National Citation, their highest journalism recognition. He lives in Denver.

#### Sponsors

This workshop exists because of the support from our sponsors. Their attendance and financial assistance is what makes it possible to bring together such a talented group of faculty members. You can make appointments during the week to speak individually with the instructors as well as the sponsor representatives. These manufacturers see this





workshop as a unique event and are making significant contributions to the program and the week.

**Nikon Professional Services** will bring 15 D3s dSLR kits, with a body and two lenses for participants to demo for the workshop. They'll also have staff on hand to assist with getting the most from this newest generation of dSLRs.

**Apple** will have representatives for instruction with Final Cut Pro and Aperture 3.

**Olympus** will provide 15 of their LS-11 Audio Recorders for participants to demo.

### Weather

Late Spring in Boulder is beautiful...most of the time. When the sun is shining, daytime highs can range from the mid 70s to 80s while nighttime temperatures can dip into the 50s. Keep in mind that at over 5000 feet, Boulder has the potential for rain and snow this time of year as well and drastic weather and temperature changes that can happen during the course of the day. While almost all of the sessions are classroom based, please pack accordingly, especially when venturing out to photograph. Remember to dress in layers so you can adapt to changing conditions.

### Clothing/Attire/Gear/Packing List

The week is very casual. Some attendees and faculty elect to dress up a little for the opening reception and group dinner, but it is certainly not expected.

We recommend bringing all of the photography equipment you normally shoot with so that you may experiment with ideas garnered from our sessions. Nikon will bring an assortment of gear, but not enough for all. If you wish to shoot on your own time, we'd hate for you to miss a picture opportunity because you're missing a lens that you've left at home. If you wish to shoot sunrise/low light images or play with timelapses with the Nikon loaner equipment, **please bring a tripod**. Also plan on bringing plenty of note taking materials (we'll have power and internet access for your personal laptops). Please bring a set of headphones for use with the multimedia demo equipment and the Final Cut Pro classes.





### Helpful Hints

Networking is important in photography, and we hope you take full advantage of it during the workshop week. At our workshops over the years, photographers have made contacts that have advanced their careers. There is no better example than Chris Anderson, one of our faculty members at the Photography at the Summit Digital Workshop in 2002. Several years prior he came to the Photography at the Summit and with the lessons learned and contacts made, he quickly moved up the ranks of photojournalism, moving on to become one of the early members of the prestigious VII agency.

### Tuition

Participants canceling after May 1st will forfeit their entire \$300 deposit, but that deposit is fully applicable to any future workshop. If you have paid only your deposit, please remember that the remainder of the registration fee needs to be paid May 5th. We will not automatically charge the card on file for the remainder, so please call our offices at 800-745-3211 to authorize final payment.

### Questions

Please check back frequently with [www.photographyatthesummit.com](http://www.photographyatthesummit.com) for any changes and announcements. If you have any questions about the workshop, please call us at 1-800-745-3211 or contact us via email:

Brett Wilhelm, workshop director, email: [bwilhelm@richclarkson.com](mailto:bwilhelm@richclarkson.com)  
Stephen Nowland, workshop staff, email: [snowland@richclarkson.com](mailto:snowland@richclarkson.com)  
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