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Each year, Byrne delivers a four CD mini music library to the network and its affiliates containing 20 new musical tracks with variations in style ranging from orchestral to hip hop. Also included in the library is a collection of short musical stingers; "Audio Icons" of CBS's musical theme created by Bing! Bang! Boom! in 1999.

Beyond network branding and imaging, Bing! Bang! Boom! custom-scores promotional spots for numerous CBS hits. Byrne describes the process:

"The promo producers post the picture file to be scored on a secure server the night before the project begins. We complete a rough of the score and sound design by mid-afternoon the following day. The producers give feedback on additional changes and the final broadcast-ready score is available on their server by that evening."

Winner of numerous awards including The Northwest Regional Emmy and International Monitor Awards; Byrne looks forward to writing and producing music of all genres for the next 22 years. Bing! Bang! Boom!'s integrated music and sound designs can be heard on television, film and on the internet. For more information visit www.bingbangboom.net.

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For the long-term customer – Bring it all together

The experience of well over 100 years as a provider of visual communications has established The Irwin-Hodson Company as a leader in the industry. Beyond their commitment to their craft, a key component to continued success is continually nurturing and developing the long-term relationships with their clients.

Clients expect exacting standards and demand the highest quality product as a result from any visual communications company. That is a given. However, consistently matching that bar with performance will gain your clients' confidence and as an outcome: a relationship develops. The Irwin-Hodson Company has found by employing a professional and dedicated staff and investing in developing technology meeting clients' needs is a daily presumption. To bring the client relationship to fruit in the long-term requires an additional component: ingenuity.

Possessing a total commitment to service forms the foundation with a client. The adaptability to say, "Yes, we can do that." is the key to exceeding expectations and elevating the association to the long-term. Diversification of services provides the adaptability aforementioned. Promotional item services and a marking division compliment providing a full range of print services. In the case of Irwin-Hodson Company, providing the full-scope of these products facilitates "Yes, we can."

Experience also plays a pivotal role. Engage your clients as the expert you are. Consult with them by relying on your background. Case in point: The Irwin-Hodson Company was established in 1894. The expanse of that history enables their customers to depend on them as a resource.

The conclusion is clear. Service, Experience or Technology alone may win you the occasional client. But to truly be successful transform that occasional customer into a vested client who views your company as a touchstone for their needs: Follow Irwin-Hodson's example. Present customers with a broad menu of tools to select from and provide the adherence and knowledge to best put those tools to work.

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In addition to being an award-winning figure in the Portland photographic community, Susan Frost leads a successful management and marketing consulting firm, SEF Consulting Inc. Frost is the author and publisher of a guide to marketing your business; *Blueprint for Marketing* (SEF Publications). However, Frost is most recently recognized for her work as a commercial photographer.

Recently, BRAVO! Development Inc. selected Frost as the photographer of choice to provide wall decor for their BRIO Tuscan Grill and BRAVO! Cucina Italiana restaurants. Nearly 150 of Frost's lifestyle images of Italy decorate the BRIO Tuscan Grill at the Country Club Plaza in Kansas City, Missouri. Frost continues to provide images for all new restaurant locations throughout the United States.

With a specialization in travel and architecture imagery, Frost seeks to reveal the beauty of each location and moment in time by forever capturing it on digital format. It is this dedication to her craft, which made Frost an easy choice for a number of publications featuring her work.

The photographer and author of *Portland, Oregon: A Photographic Portrait* (Twin Lights Publishers Inc.), the coffee table book features 150 of Frost's images in addition to her research detailing Portland's history. Additionally, her photos of the Portland Streetcar are featured in *Making Cities Work* (John Wiley and Sons). Frost has appeared on the cover of the Portland Oregon Visitors Association membership directory for two consecutive years.

Frost's images have been on display at regional art galleries such as: Lawrence Gallery, AIA Gallery, Artreach Gallery and the Primary Elements Gallery.

Susan Frost is President Susan Frost Photography (www.frostphotography.com) division of SEF Consulting Inc. (www.sefconsulting.com)

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If you're looking for a professional voice talent, with national experience, who is efficient and fun to work with - look no further. Kymberli Colbourne is your Worldwide Voice of Choice. Kymberli's versatile voice gets your message heard, from Radio to TV, Narration to Animation, or Training to Technical. Whether your project is Industrial, IVR or PSA, Message-On-Hold or In-Store Promo, Documentary or Audio Book, Kymberli can get the job done.

Kymberli's voice is "...fun, sexy, warm, inquisitive. I like the maturity in her voice too. A warm and fuzzy female voice that can also be funny and authoritative is hard to find." says Justin Taylor of Voice Image Productions.

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The American Society of Media Photographers grows, adapts and develops in direct relation to the media they represent. Under the original moniker of American Society of Magazine Photographers, founded in 1944, the ASMP has acted as a focal point for its principles of professionalism, ethics, community and camaraderie.

Andy Batt, President of the Oregon Chapter, attests to the ASMP's efforts in exploring methods to continually improve the interaction between photographers and their clients in the industry. Batt's vision for the Oregon Chapter is to strengthen the direct value of the ASMP to its members, create greater awareness of the benefits of employing members to clients, and act as a unifying voice for Oregon's membership community.

Commitment to the aforementioned principals are demonstrated by the continued perfection



of the standards and practices; best illustrated by the ASMP Professional Business Practices in Photography; essentially, the business bible for professionals, now in its sixth edition. This guide offers a quick reference to marketing techniques, terminology and negotiation skills. The advantage to a potential client working with an ASMP member is the expectation of the highest standards of professionalism complementing the creative energy and skill of the photographer.

Another pivotal component of the ASMP's umbrella of services is the mentoring program. This opportunity allows up-and-coming photographers to work directly with industry veterans to best improve their business model. But why mentor? Most notably, mentoring allows the evolution of a common vocabulary among all participants: A unified language of industry intricacies, resources and access to the professional/social network. The benefit to a client is found in a professional photographer who not only possesses the talent to provide high-quality imagery, but can interface with the client with equitable understanding. By employing a common language, issues such as copyright protection, licensing and effectively communicating client expectations are facilitated.

As a means of developing the culture and community among ASMP members, the organization hosts a series of lectures from experts in the industry. On May 23, 2007 Tom Ashe, an internationally recognized consultant and educator in digital photography and color management, will deliver the lecture: Digital Printmaking & Color Management: What You Need to Know. These events serve a two-fold purpose: to promote and provide education among members and construct a forum for members to interact on a social level.

The Oregon Chapter's website (www.asmporegon.com) provides a key component to the ASMP's success. For the consumer of photography services, the site showcases the work of regional photographers and methods of searching for a photographer by location and specialty. For members the site provides resources ranging from an assistant directory to a recap of board meeting minutes.

The ASMP is making a considered effort to codify its principles among its membership by providing an organization which, is not only a benefit but an accessible resource in a continually-changing industry.