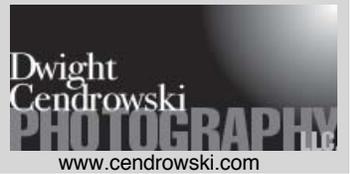


# Photo Talk

Vol 2 Number 3  
Spring-Summer 2007

A newsletter of photographic trends  
and the world through these eyes.



**W**elcome to another in an occasional series of newsletters

from Dwight Cendrowski, corporate, agency and editorial photographer since 1978.

Spring brings more expansion to the business. In addition to the photos, Dwight wrote the articles for three company magazine assignments. A sample is on his photo website homepage.

He also brings added value to clients who need both photo and video services.

Visit the website where you will find a link to the video site and recent samples from photo/writing assignments.

**In addition** to licensing stock photos directly to publishers and companies, Dwight's work is now represented by Alamy. Look for more images to come on the site at [www.alamy.com](http://www.alamy.com).



## Doing it all..words & photos

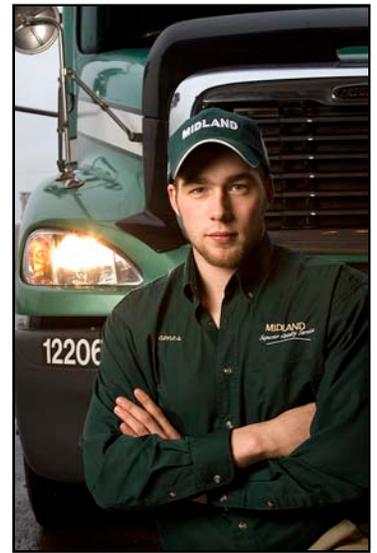
**Winter and spring** saw Dwight traveling for the Swedish publishing firm Appelberg, which designs the company magazine for Haldex, one of the world's largest makers of brake components. Bringing his writing skills to the forefront, Dwight visited three companies for three stories...a brake relining center in Grand Rapids, Michigan; JB Hunt offices in Arkansas; and the headquarters of Midland Trucking in New Brunswick, Canada.



Dwight interviewed managers and workers at the facilities and researched the trucking business to tell the inside story of the large trucking fleets, their histories, and how they maintain their brake systems. (Note to good drivers looking for a new career: the biggest problem facing the trucking business today is finding qualified drivers!).

He then explored the maintenance yard, photographing mechanics and drivers to tell the visual story. "My background and heart is in photojournalism," explains Dwight. He brings a storyteller's talents to each assignment, whether photos, writing or both. See a sample of an Appelberg assignment on his

website homepage at [www.cendrowski.com](http://www.cendrowski.com).



## "Lights, camera....."

**Dwight** brings added value to clients by providing video services in addition to photography. This past quarter he covered a sales meeting for SPX Corporation, providing the client with DVDs to expand the presentation's reach to more of the sales force.

The National Association of Broadcasters called, explaining that to complete a tribute to Michigan Congressman John Dingell they needed an interview of the Easter Seal's CEO in Michigan. Dwight set up a studio in the agency offices, prepared the audio, and interviewed the CEO on camera. He had the footage out

to the NAB's New York production house the next day.

Dwight has the expertise to handle any communication need, from still to motion or both. He brings 30 years of lighting know-how to every project, as well as a firm but light touch to get the expressions he needs with the least amount of disruption.

Video is here in a big way. And just as an out-of-focus photo creates a poor impression in a company brochure, so too an amateurish web video says 'non-professional.' Take a look at some video samples at [www.dwightcendrowski.com](http://www.dwightcendrowski.com)

## A better name?

**Still photos**, stills in motion, Quicktime videos, YouTube. Whew! The photo business will never be the same. In fact, maybe even calling us photographers is becoming dated. Perhaps a better title would be image-makers. With increasing numbers of still photographers adding motion to their businesses, the lines are becoming blurred.

But it still boils down to seeing, composing, and communicating a vision, the client's vision, to an audience. Whatever the medium, we're basically telling a story. So look for the person best able to tell that story in a vivid, clear fashion.

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