



Executive Summary

THE MAKING OF THE MISSION SERIES:

21st Century Technology and Humanity Working Together Toward A Better World

I. What is the American Photo Mission Series?

- A. This section sets up the basic premise of the project: The American PHOTO Mission Series sponsored by Microsoft embodies humanitarian work at its best – illuminating the work of 16 charities that encompass a variety of good causes throughout the country revealing the spirit that drives people to work and sacrifice in order to improve the lot of others
- B. Encompassing the commitment of dedicated artists working with leading non-profits, supported by a corporation known for world-class philanthropy and a world-renowned leading industry publication.
- C. It also covers the three main venues by which the public can access the visually stunning Series:
 - i. The three newly published books containing exemplary altruistic works of sixteen charitable groups as captured by six internationally acclaimed photographers
 - ii. The 16-page editorial in the July/Aug issue of **American PHOTO**,
 - iii. The Hachette-based Mission Series website <http://www.popphoto.com/missionseries>), the final Microsoft-sponsored venue that features passionate images of volunteerism, captured by leading photographers who themselves have volunteered their time and talent to bring the project to fruition.

II. Photography & Philanthropy: A Natural Blend

- A. This section explores the natural choice of photojournalism to showcase the deep sense of responsibility and lifelong commitment to the welfare of others that the charities represent. Under discussion: the photography industry's roots in compassion – i.e., these images freeze moments of intimate reality—a force to implement social change.
- B. This section features brief synopses of the sixteen charities, expounding the humanitarian work of each, linking to their respective websites, and offering details on how visitors to the site can donate to each charity.
 - i. **NEW YORK CHARITIES:** *New York Restoration Project* – www.nyrp.org; *New York Cares* – www.nycares.org; *Gods Love We Deliver* – www.glwd.org; *City Harvest*- www.cityharvest.org; *Citymeals-on-Wheels* – www.citymeals.org; *Coalition For The Homeless* – www.coalitionforthehomeless.org; *All Stars Project Inc* – www.allstars.org; *Fresh Air Fund* – www.freshair.org; *Puppies Behind Bars* –

www.puppiesbehindbars.com; VASCA- www.vasca.org; Miracle House – www.miraclehouse.org

- ii. NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN – www.missingkids.com
 - iii. IMAGINE ASIA – <http://www.stevemccurry.com/imaginasia/>
 - iv. INNVISION – A SAN FRANCISCO AREA CHARITY – <http://www.innvision.org/>
 - v. SPECIAL OLYMPICS – www.specialolympics.org/
 - vi. EARTHJUSTICE – ARCTIC NATIONAL WILDLIFE <http://www.earthjustice.org/>
- C. “The Mission Series Photographers;” this section offers a closer look at the creatives behind the project, with a brief bio of each photographer - *Matthew Jordan Smith, Art Wolfe, Phil Borges and Trenton Times, Steve McCurry, Vincent Versace*, - collectively known as “*The Mission Series Photographers*” (MSP)

III. How It All Began: From Inspirational Good Works to Digital Workflow

- A. This section examines:
- i. How MicroSoft, a corporation known for world-class philanthropy, conceived of this project and why photography was the media to express these concepts
 - ii. “*Making the Mission Series*” – A brief overview of the technology and how the photographers used it, including their insights. How the photographers applied digital workflow technology to capture, distribute and communicate the messages of these noteworthy causes in compelling ways
 - iii. *The Glimmer Behind The Glamour*, reviews how Microsoft reached out to a worldwide photographic magazine, American PHOTO, to select the appropriate photographers – how the latest digital technology was utilized to create these stories.

IV. Contacts For The Project

For more info: go to: http://www.pophoto.com/article.asp?section_id=50&article_id=2414

THE MAKING OF THE MISSION SERIES:

21st Century Technology and Humanity Working Together Toward A Better World

I. What is the American Photo Mission Series?

The American PHOTO Mission Series sponsored by Microsoft embodies humanitarian work at its best – illuminating the spirit that drives people to work and sacrifice in order to improve the lot of others.

The Series encompasses the commitment of six dedicated photojournalists working with 16 leading non-profits, supported by a corporation known for world-class philanthropy and a leading industry publication. Its mission: to celebrate the humanitarian efforts of the selfless staff, volunteers and founders of organizations that make a difference.

This unique photojournalism captures the deep sense of responsibility and lifelong commitment to the welfare of others. Photographic history has its roots in compassion by creating images that freeze moments of intimate reality into a force for implementing social change.

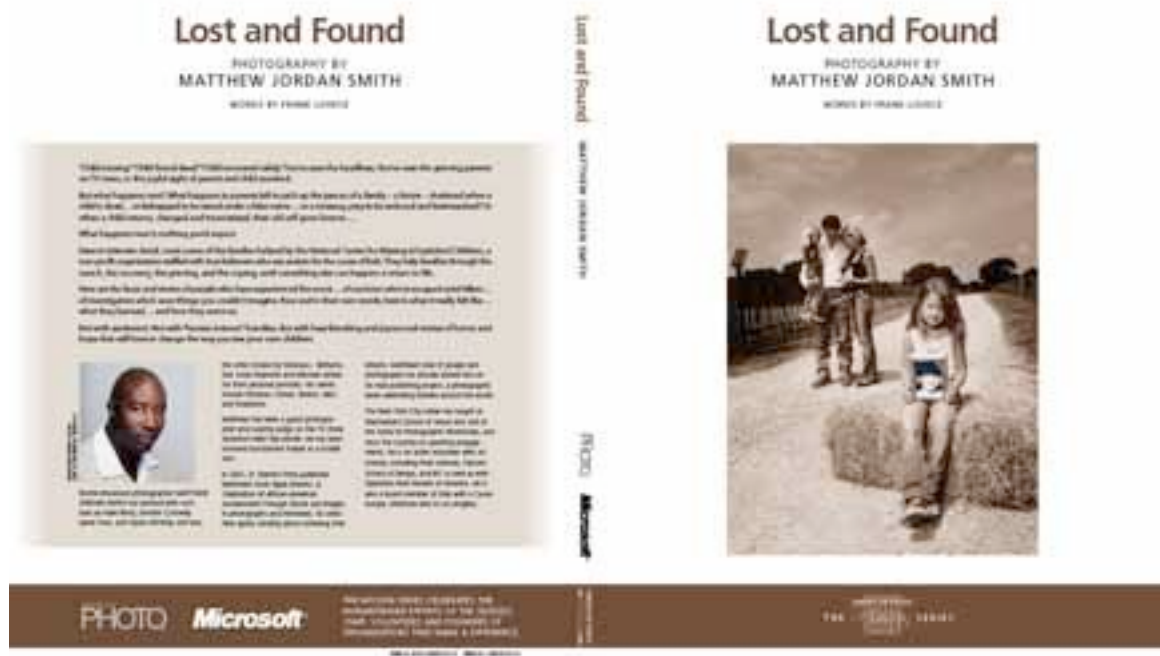
For more information download the PDF of the News Release:

<http://www.popphoto.com/assets/download/AmericanPHOTOMissionSeriesPressRelease.pdf>

C. The Three Main Venues By Which The Public Can Access The Mission Series:

i.) The marriage of photography and activism abounds on the pages of the **three newly published American PHOTO Mission Series books**. The organizations whose work is documented by our team of volunteer photographers face a world full of needs and challenges, but all share a common goal: to improve lives, sometimes in small, incremental ways and sometimes on a grand scale. The exemplary altruistic works of the charitable groups as captured by internationally acclaimed photographers create books of visually stunning images that portray the spirit of helping others.

1.) **Lost and Found**; *photography by Matthew Jordan Smith, words by Frank Lovece.*



.....“there are times in our lives when we are called upon to use our talents to help others. I am thankful for this opportunity to use my photographic eye to document the history and efforts of the national Center for Missing & Exploited Children, an organization that helps to reunite missing children with their families. This project was an emotional journey, one that will stay with me for the rest of my life. It is impossible to know what the families I’ve met along the way have endured. Yet their courage, hope, strength and faith have helped me bring their stories to life on the pages of this book.” – **Matthew Jordan Smith** –

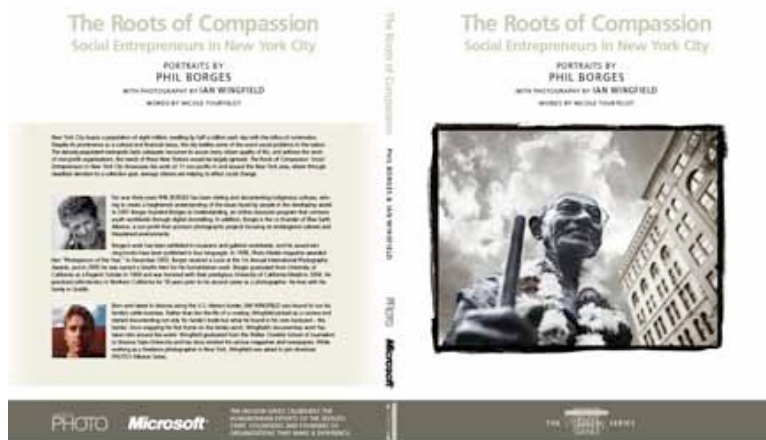
In this volume, you will read about the people whose bitter experiences have spawned the Missing Children’s Act; the first child found thanks to the AMBER Alert system; the family of Elizabeth Smart, who was found thanks to the efforts of the National Center for Missing & Exploited Children; an organization that works tirelessly to fight child abduction and victimization, and safely reunites missing children with their families; a woman who has ADVO’s “Have You Seen Me?” direct mail campaigns to thank for the return of her son. You’ll meet the families, like John and Revé Walsh, who have turned their tragedies into programs and laws that protect America’s children.

You’ll come face-to-face with recovered children. You’ll read their stories – stories that moved photographer Matthew Jordan Smith to show us their faces. Our thanks to Matthew for his outstanding photography and to Microsoft for supporting the entire Mission Series. Passion is the force that animates the thousands of people who have donated endless hours of work to these organizations. Passion is also a word that often comes up when describing photographers and their work. Every picture is a promise, a leap of faith: that in seeing the world as it is, we will be moved to make it better. That hope, as Tocqueville observed, can become a way of life. It is our hope that this will be just the beginning of a continuing effort to focus attention on the people and organizations that are doing so much for us all.

2.) **The Roots of Compassion- Social Entrepreneurs in New York City**; *Portraits by Phil Borges, with Photography by Ian Wingfield, words by Nicole Tourtelot:*

.....“There is a massive transformation going on in our society that is hardly reported by the media. Hundreds of thousands of ordinary people are coming forward to solve problems that free-market economics and government fail to address. These social entrepreneurs are creatively finding ways to carry out their vision

in ever-increasing numbers. Sixty percent of the two million non-profit organizations registered in the US today came into being in just the last 20 years. I was pleased to spend my time focusing my camera on individuals who have made a lifelong commitment to the welfare of others. It was an inspiration to spend time with the founders who saw a need, dreamed up a solution, and brought that vision to fruition. It was very educational to share ideas with the executive directors who have the difficult task of garnering support for their respective



organizations. After talking with the volunteers who selflessly devoted several hours a week in support of these organizations, I wanted to do a book on volunteers and their motivations.”

– *Phil Borges* –

That brand of optimism abounds on the pages of the Mission Series books. The organizations whose work is documented by our team of volunteer photographers face a world full of needs and challenges, but all share a common goal: to improve lives, sometimes in small, incremental ways and sometimes on a grand scale. In this volume, we meet organizations that handle New York City’s specific needs through innovation, commitment and passion.

- **New York Cares** provides a choice of activities—including sports and recreation, volunteer-supported school activities, and supplemental learning—for children living in disadvantaged communities.
- **Coalition for the Homeless** believes that “decent shelter, sufficient food, affordable housing, and the chance to work for a living wage are fundamental rights in a civilized society.” For over 20 years, this advocacy and direct service group has translated this mission into tangible acts—running a crisis center for people who have “reached the end of their rope,” a job training center, a summer camp for homeless kids, and a van that drives around, offering food to people on the street.
- **Citymeals-on-Wheels** is a team of volunteer cooks and individuals who deliver fresh food to the infirm and elderly.
- **Miracle House** offers affordable, temporary housing and support to out-of-town cancer and AIDS patients, their families and their caregivers.
- **God’s Love We Deliver** provides free meals and nutrition counseling for individuals with HIV/AIDS and other serious illnesses who are unable to prepare food for themselves.
- **Puppies Behind Bars** trains prison inmates to raise puppies to be guide dogs for the blind and for law enforcement—a controversial-sounding program that is working surprisingly well for all involved.
- **VASCA** enables senior citizens to attend adult camping facilities in the tri-state area. The two-week camping experiences provide social, cultural and educational activities that they may not get in the big city.
- **City Harvest** rescues leftover food from New York City’s hotels and restaurants and redistributes it to the hungry. In a land of both excess and poverty, this organization’s ubiquitous trucks have become a welcome part of the city.
- **The Fresh Air Fund** gives disadvantaged children a chance to spend their summers in camps or with host families in rural areas surrounding the city.
- **All Stars** believes that young adults can grow and mature through performance activities. Volunteers help kids act, sing, and dance...all in the interest of fostering personal growth in the challenging atmosphere of the inner city.
- **New York Restoration Project** is singer/actress Bette Midler’s dream of a greener, revitalized New York City come to fruition. Run-down, empty lots and underutilized parks may soon be a thing of the past, thanks to the efforts and passion of Ms. Midler and neighborhood volunteers who do the bulk of the work.

3.) **On Thin Ice-The Arctic National Wildlife Refuge**, *Photography by Art Wolfe, words by Art Davidson:*

“The Arctic Plains, the narrow strip of low-lying tundra nestled between the northern slopes of the Brooks Range and Arctic Ocean, has been the focus of a heated debate ever since oil was discovered beneath its frozen expanse. On one side of the debate is the pro-oil lobby, which includes the present Bush



administration, most of Alaska’s Congressional representatives, and Big Oil. On the other side is the pro-environment lobby who believe the coastal plain and the entire Arctic national Wildlife Refuge (ANWR) should be left undeveloped. The latter consists mainly of environmental groups and local indigenous peoples, the Yup’ik and the Gwich’in, who call the coastal plain “the place where life begins. As an environmentalist and a natural history photographer who has made a living for the past thirty years documenting the natural world, I feel a special obligation to reveal what is at risk, should the Bush administration have their way. I have donated my time, energy, expertise, and that of my staff, to the production and completion of this book. All proceeds (charitable contributions) will benefit EarthJustice, a dedicated group of environmental lawyers who work on behalf of all of us to preserve some our greatest natural areas, including the Arctic National Wildlife Refuge.” – *Art Wolfe* –

There is a photograph that appears on page 88 of this book that is unlike any of the others. It shows barrels lying half-submerged in the Jago River delta, rusting and neglected. Look carefully and you can see a small oil slick.

Now, look at the rest of the book: stunning, beautiful imagery of the rich natural habitat that is Alaska’s Arctic National Wildlife Refuge. Nature photography legend Art Wolfe has put his passion into capturing these images not just for their beauty alone (and they are indeed beautiful) but also for the underlying message. Some people think there’s a lot of oil under the pristine landscapes depicted in this volume, and are willing to dig and destroy what’s on the surface for the chance of enriching themselves with what may lie below. If these lands are dug up in search of oil, as is the desire of the current administration, much of this beauty will be replaced by more scenes like the one on page 88. Art Wolfe doesn’t want that to happen. And so his solution is to show the region’s natural beauty. All he wants you to do is look.

Art Wolfe’s photographs urge us to look at what is there and see what could very soon be tragically lost. As one of the most highly acclaimed nature photographers of our time, Art Wolfe has the recognition and ability to hammer this message home. And Art Davidson, in his inspired text, puts the battle for this land in its proper perspective. Our thanks to both Art Wolfe and Art Davidson for donating their time and talent – and especially to Microsoft for sponsoring and underwriting this entire series.

..... Earthjustice, represents hundreds of organizations with litigation to enforce environmental laws and protect natural resources. EarthJustice has worked to defend the Arctic National Wildlife Refuge – not only the Arctic’s unspoiled wildlife habitat, but also the people of the land.

In 1892, naturalist John Muir wrote, “*let us do something to make the mountains glad.*” The photo on page 88 is an urgent call to action. This time, it’s up to us to make the tundra glad.

(ii.) **American PHOTO Magazine;** one of the world’s leading venues for photography, showcases the spirit that drives people to work and sacrifice in order to improve the lot of others. An expose of the Series hits the newsstands in the July/August issue of American PHOTO Magazine. This special 16-page editorial and companion inspirational web site showcase the subject of volunteerism, revealing the spirit that drives people to work and sacrifice in order to improve the lot of others. *Click here for more info* <http://www.pophoto.com/americanphoto/>

The American PHOTO Mission Series

“For the American Photo Mission Series, we asked six photographers to go out and create new bodies of work, all focusing on the subject of volunteerism. Our goal was to document the spirit that drives people to improve the lot of others.

{Pic credit: The photo Staff of New Jersey’s Trenton Times- captured the Special Olympics Spirit}

*“Ordinarily, our job is to find and publish the best images made by the world’s top photographers. For the **American PHOTO***

*Mission Series, however, we asked six photographers to go out and create new bodies of work, all focusing on the subject of volunteerism. Our goal, simply, was to document the spirit that drives people to work and sacrifice in order to improve the lot of others. But the photographers who undertook the task -- National Geographic’s **Steve McCurry**, fine-art photographer **Phil Borges**, veteran commercial photographers **Vincent Versace** and **Matthew Jordan Smith**, **Frank Jacobs III** and the photo staff of the **New Jersey Trenton Times**, and nature photographer **Art Wolfe** -- ended up doing much more. They uncovered and illuminated the workings of charities that feed and house the poor, that find missing children, that protect our natural resources, that provide an enriching setting of competition and companionship for the physically and mentally challenged, and that bring education to a hard-put ethnic group in Afghanistan. In doing so, they displayed the instinct for compassion that has always driven photography.*

*This effort would not have been possible without the help of **Microsoft**, which funded the entire project and provided technical assistance throughout. It is our hope that this is just the beginning of a continuing interest in the people and organizations that are doing so much for us all.” **By David Schonauer, Editor In Chief, · Photo by Frank Jacobs III**
July/August 2006*



(iii.) **The WebSite;** publisher, **Hachette Filipacchi Media, U.S., Inc.**, has developed a companion website that features passionate images of volunteerism, captured the six-Mission Series photographers who themselves have volunteered their time and talent to bring the project to fruition (please click on) <http://www.pophoto.com/missionseries>

This white paper details how this amazing project came about – blending the interests of the country’s leading corporations, creatives and charities, and how they have helped better the world one photo at a time.

For more on a truly engaging project, filled with uplifting and upbeat humanitarian stories, read on.

II. PHOTOGRAPHY & PHILANTHROPY: A NATURAL BLEND

A. Photojournalism is a natural choice to showcase a deep sense of responsibility and lifelong commitment to the welfare of others. With its ability to freeze moments of intimate reality while also suggesting the epic scope of men’s lives, photography has been a force for social change since it was invented in the mid-1800s. Consider these installments in photography’s rich history of compassion and passion for the needy: Jacob Riis’s tenement photos, which were used by 19th-century reformers to urge better living conditions for the poor; the depression-era Farm Security Administration’s legendary team of photographers, who documented the gaunt faces of the hungry and the desperate eyes of the hopeless, including Dorothea Lange’s iconic migrant mother with her unsmiling children; Ansel Adams’ ecological activism as a well-known complement to his photos that captured the beauty of Yosemite and the West like none before. From its inception to the present, photography forces the person behind the camera to confront both physically and emotionally what he or she sees through the viewfinder.

Volunteerism also has a long history – particularly in the United States. Many reference French aristocrat Alexis de Tocqueville who traveled to America in the 1830s and noted in his magnum opus, *Democracy in America*, that people here were endowed with a deep sense of responsibility to others. Though Tocqueville has been oft-quoted, his words remain illuminating: “Although private interest directs the greater part of human actions in the United States... it does not regulate them all, and I have noticed a hundred instances in which they hardly ever failed to lend faithful support to one another.” Today, signs of America’s native spirit of volunteerism are everywhere, in small towns and big cities; in red states and blue states. Those who take the time – and have the opportunity to look – will see what Tocqueville saw.

Certainly, a look at the compassionate works of today’s charitable organizations is what the American PHOTO magazine’s Mission Series project offers the viewing public. This unique effort features the work of six different American photographers who have traveled across the nation and around the world to document the instinct for private activism aimed at public good. In a sense, the project represents the natural blending of philanthropy and photography: two parallel histories whose roots intertwine in the depths of compassion.

As David Schonauer, Editor In Chief, American **PHOTO** Magazine says, “ It isn’t surprising that so many photographers passionately believe their pictures can help change the world for the better.”

B. THE CHARITIES: *The American Photo Mission Series Charitable Outcomes*

Of course, the real beneficiaries of the American Photo Mission Series are the sixteen charities listed below. Examples of their good works, passionate causes, and strong humanitarianism are captured in the discerning lens of Mission photographers. But who are the organizations behind the good works?

While much of today’s media focus is on event-driven causes – prompted by unprecedented catastrophic natural disasters – these non-profits work diligently, tirelessly for causes in which they believe day-to-day, year in and year out. Here are the details on the people behind the causes, how they came about – and how you can help them continue their compassionate missions.

(i) **The New York Charities**
–Phil Borges

New York Restoration Project

Renowned entertainer Bette Midler founded the nonprofit New York Restoration Project (NYRP) in 1995 with the belief that clean and green neighborhoods are fundamental to the quality of life and that every community in New York City deserves an oasis of natural beauty. Modeled on the Central Park Conservancy and other successful public-private partnerships, NYRP partners with individuals, community-based groups, and public agencies to reclaim, restore, and develop under-resourced parks, community gardens, and open space in New York City, primarily in economically disadvantaged neighborhoods.



To ensure that parks and community gardens never return to their formerly blighted state, NYRP conducts environmental education, recreational, and other community programs to engage local residents of all ages in the life and well being of their neighborhood open spaces.

With parks in northern Manhattan and the South Bronx—as well as 60 community gardens throughout New York City's five boroughs—NYRP is committed to programming these valuable public amenities with enriching activities and events. These include environmental education programs for at-risk neighborhood youth, park festivals for local families, and boating activities at the Peter Jay Sharp Boathouse, to name just a few. ***To find out more or to donate, visit www.nyrp.org***

New York City Cares

New York Cares was founded in 1987, by a group of friends who wanted to take action against the social problems facing New York City. After searching in vain for meaningful ways to fit volunteering around their demanding work schedules, they formed their own organization.

Today, New York Cares engages more than 27,000 volunteers in service to our city every year, connecting them to over 850 nonprofit agencies, public schools and other deserving organizations, who feed our homeless, serve our seniors, read to kids, protect the environment, and make numerous other invaluable contributions to the community.

The unique approach to volunteering has been so successful it has been replicated in more than 50 cities across the country and around the world through the Hands On Network system of affiliates.

To volunteer, donate, purchase New York Cares merchandise, sponsor a program, or get involved in other ways, ***visit www.nycares.org***

God's Love We Deliver

God's Love We Deliver's mission is to improve the health and wellbeing of men, women and children living with HIV/AIDS and other serious illnesses by alleviating hunger and malnutrition. The organization prepares and delivers nutritious, high-quality meals to people who, because of their illness, are unable to provide or prepare meals for themselves. It also provides illness-specific nutrition education and counseling to clients, families, care providers and other service organizations.

The 1,800 volunteers for God's Love We Deliver are very special. Outnumbering staff by a

ratio of 24 to 1, the agency claims it would not function, even for a single day, without strong volunteer support. Volunteers prepare and deliver meals, assist at events, and pitch in at the offices of our Development and Finance Departments. They come from all walks of life and from diverse socioeconomic, religious and ethnic backgrounds, and live throughout the agency's service area, which spans 440 square miles. **To find out how you can make a difference, visit www.glwd.org**

City Harvest

Millions of pounds of good, edible food are thrown away each year by New York City food businesses. At the same time, more than one million people are hungry, one third of them children. City Harvest is the link between those who have so much and those who have too little. Founded in 1982, City Harvest is the world's first food rescue program.



This year, the non profit will rescue over 19 million pounds of excess food from all segments of the food industry - including restaurants, manufacturers, wholesalers, greenmarkets, hotels, corporate cafeterias, grocery stores and farms - and deliver it to more than 500 agencies throughout the five boroughs using a fleet of 15 trucks and volunteers on foot. Each week, City Harvest helps over 260,000 hungry New Yorkers find their next meal.

City Harvest was started by a volunteer, and volunteers still help City Harvest feed hungry New Yorkers today. City Harvest gets help from over one thousand individual volunteers and hundreds of New York organizations, including corporations, the FDNY and NYPD, schools, churches, synagogues and youth groups. They do it all for the same reason; they want to help people in need. Join the front lines of the fight against hunger - become a City Harvest volunteer. **To donate money or food or to volunteer, visit www.cityharvest.com**

Citymeals-On-Wheels

One in four elderly New Yorkers is living alone, too poor to buy food, or too frail to shop and cook. Home-delivered meals allow them to keep their independence and dignity while remaining in their own homes and neighborhoods.

Citymeals-on-Wheels hand-delivers more than two million meals each year to vulnerable elders who have nowhere else to turn. There are over 17,000 frail New Yorkers who rely on this lifeline of food and human company, and the need is growing every day. There are many ways for corporations to contribute to Citymeals – from sponsoring a special event to starting an employee-giving campaign or offering special in-store programs for customers to give.

Donations in any amount are welcome and will help to bring elderly neighbors the nutritious meals they need. The agency ensures that a full 100% of your donation will be used only for the preparation and delivery of meals. **To donate time or money www.citymeals.org**

Coalition For The Homeless

Coalition for the Homeless is the nation's oldest advocacy and direct service organization helping homeless men, women, and children. It is dedicated to the principle that decent shelter, sufficient food, affordable housing, and the chance to work for a living wage are fundamental rights in a civilized society. Since its inception in 1981, the Coalition has worked through litigation, public education, and direct services to ensure that these goals are realized.

The Coalition for the Homeless provides a continuum of care for homeless New Yorkers with programs that provide a lifeline for homeless men, women, and children including housing assistance, job training, crisis intervention, and more. It provides vital services to over 3,500 New Yorkers each day. The Coalition Advocacy Department works to promote effective,

long-term solutions to the problem of modern homelessness through public education, litigation, organizing, and policy research. *For more information, visit <http://www.coalitionforthehomeless.org>*

All Stars Project Inc

The nation's leading privately-funded development program, the All Stars Project, Inc. (ASP) is dedicated to promoting human development through the use of an innovative performance-based model. The ASP creates outside of school, educational and performing arts activities for thousands of poor and minority young people. It sponsors community and experimental theatre, develops leadership training and pursues volunteer initiatives that build and strengthen communities.

Programs sponsored by the All Stars Project are made possible through the generosity of more than 5,000 individuals, as well as hundreds of corporations and foundations. Additionally, hundreds of volunteers participate throughout the year in All Stars Project programs. *To find out how you can help or become involved visit www.allstars.org*

Fresh Air Fund

Since 1877, The Fresh Air Fund — an independent not-for-profit agency — has provided free summer vacations **to more than 1.7 million** children from New York City's toughest neighborhoods. Each year, thousands of children visit volunteer host families in 13 states and Canada through the Friendly Town Program or attend Fresh Air Fund camps.

Throughout the year, The Fresh Air Fund utilizes its facilities at Sharpe Reservation to offer camping and educational opportunities to a variety of organizations and associations. In response to the events of September 11th, 2001, The Fund has extended its weekend camping programs to the children and families affected by the tragedy.

The Career Awareness Program focuses on expanding the educational and career options of New York City adolescents.

The Fresh Air Fund has been featured in countless newspapers, magazines and Web sites, along with television and radio coverage. *To find out more or to donate, visit www.freshair.org*

Puppies Behind Bars

When Puppies Behind Bars President Gloria Gilbert Stoga and her husband adopted a labrador retriever in 1990 from one of North America's most prestigious guide-dog schools, she was amazed to discover how much time, effort, love, and money (\$25,000) is behind each guide dog.

She was introduced to the idea of prison inmates as puppy raisers by Dr. Thomas Lane, a vet in Florida, who thought that prison inmates would make excellent puppy raisers for guide dogs – those who take specially bred puppies into their homes when the pups are just eight weeks old and who spend the next sixteen months teaching them basic obedience skills and socializing them to enter the world at large. Not only do inmates have unlimited time to spend with the puppies, but they benefit from the responsibility of being puppy raisers in ways that are especially important to their rehabilitation.

Puppies Behind Bars, Inc. formally came into existence in July 1997, with an initial program at the Bedford Hills Correctional Facility in November 1997 with five puppies in the Bedford Hills Correctional Facility, New York State's only maximum-security prison for women. The program is now in five correctional facilities raising approximately fifty puppies.

The pups live in the cells with their primary raisers, go to classes administered by Puppies Behind Bars once a week, and are furloughed two or three weekends a month to 'puppy sitters' who take the dogs into their homes in order to expose them to things they won't experience in prison. *For more information about the program or to make a donation, visit www.puppiesbehindbars.com*

Volunteer Association for Senior Citizen Activities (VASCA)

VASCA is a not-for-profit organization committed to reducing isolation among New York City's elderly population. For more than 45 years, VASCA has provided vacations for low-income older adults at its affiliated camping sites located in tranquil settings within close proximity to New York City. At these sites, individuals are offered the opportunity for socialization, companionship and a respite from the challenges of city living. The concept of camping for older adults began in the 1950's when an innovative director of a senior center in the Bronx encouraged the director of a children's camp to host a group of older adults for a one-week session. Many of these individuals were living in tenements without air conditioning and could never have afforded a vacation on their own.

Today's camping sites are tailored to the specific needs of older adults, both in construction and programming. Most importantly, the therapeutic value of these respites has made an enormous impact on the elderly that stretches beyond their week or two away from the City. VASCA is a vital resource for the rapidly growing low-income and isolated senior population. As the cost of living rises, seniors in particular have difficulty keeping up with escalating expenses. ***To donate or for more information visit www.vasca.org***

Miracle House

Miracle House provides housing, meals, and advocacy to caregivers and patients coming to New York City for critical medical treatment.

It began sixteen years ago when a handful of New Yorkers gathered to address a growing concern. Loved ones were suffering from the devastating effects of AIDS and there were not enough resources to help them. Miracle House was created to provide assistance for the caregivers so they could, in turn, support their loved ones. Over the years, the organization has expanded its mission and now supports a wide range of patients and caregivers. This includes those seeking cancer treatment and consultations, burn therapy, advanced seizure clinical trials, and specialized cardiac care. Services and programming include a guest facility, meals programs, patient/caregiver advocacy and volunteerism. ***To learn more about how you can help or to find out more about staying at Miracle House visit www.miraclehouse.org***

**(ii.) National Center For Missing & Exploited Children—
Matthew Jordan Smith**

The National Center for Missing & Exploited Children's® (NCMEC) mission is to help prevent child abduction and sexual exploitation; help find missing children; and assist victims of child abduction and sexual exploitation, their families, and the professionals who serve them.

Established in 1984, NCMEC provides services nationwide for families and professionals in the prevention of abducted, endangered, and sexually exploited children, including serving as a clearinghouse of information, operating a tip line, providing technical assistance to individuals and agencies, offering training programs, and coordinating child-protection efforts. ***To get involved or learn more about NCMEC, visit www.missingkids.com***



(iii.) ImagineAsia–
Steve McCurry

Imagine Asia helps children in rural Asian communities by addressing fundamental education and health care needs. It works in partnership with community leaders and local NGOs to establish primary schools, which offer the added benefit of medical care. Recently, Imagine Asia has funded and facilitated the registration of two schools as well as supplied textbooks in the Hazaraja region, which is home to the Hazara ethnic minority. As a minority, Hazaras have faced oppression and deprivation, and the Hazarajat region is one of the most underdeveloped in the country. As Shiites, the Hazaras are a religious minority as well. Literacy rates are low, especially among women. U.N. studies have found that nearly one-third of Hazarajat's children suffer from stunted growth. The caves, which were once part of an ancient monastery, are now makeshift homes for displaced people.



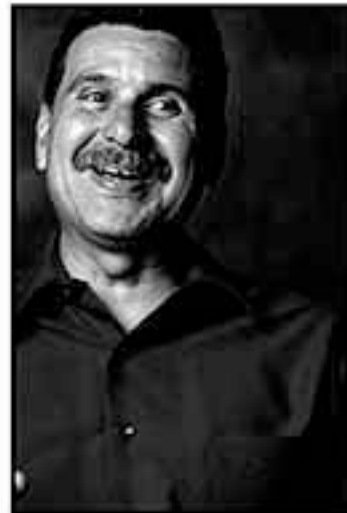
Imagine Asia's future goals include providing stipends for teachers and administrative staff as well as funding for learning materials and teacher training, and monthly medical clinic and doctor visits to schools. *To volunteer, donate or learn more visit www.stevemccurry.com/ImagineAsia/*

(iv.) InnVision–
Vincent Versace

InnVision is Silicon Valley and surrounding area's leader in alleviating homelessness through an innovative and comprehensive service delivery model sustained through collaborative partnerships and efficient use of resources.

Founded in 1973, InnVision got its start when members of nine downtown San Jose churches began noticing with alarm that more and more people were sleeping in downtown doorways. Determined to help, they formed the San Jose Urban Ministry - now InnVision - and started handing out blankets, dishing up hot food and making housing referrals.

Today, InnVision programs reach throughout the South Bay and serve more than 15,000 men, women, children and mentally ill adults each year at 17 different sites, and address the multiple needs of people in transition, including emergency shelters, transitional/supportive housing, food, clothing, showers, laundry, healthcare, job training, classes, children's programs and access to telephones and computers. This non-profit corporation has an annual budget of \$6.5 million; over 100 dedicated staff members; more than 2,000 volunteers; and an impressive track record.



The InnVision approach to breaking the cycle of homelessness is innovative and comprehensive. Donations - whether cash, clothing, appliances, electronics, computers, food, or other monetary contributions - create for InnVision the ability to provide housing, programs and services to homeless men, women and children.

InnVision has opportunities for all kinds of volunteers of all ages and group sizes. *To find out more, visit www.InnVision.org*

(v.) Special Olympics–
Frank Jacobs

Special Olympics is an international nonprofit organization dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition. Special Olympics offers children and adults with intellectual disabilities year-round training and competition in 26 Olympic-type summer and winter sports. There is no charge to participate in Special Olympics, which offers children and adults with intellectual disabilities year-round training and competition in 26 Olympic-type summer and winter sports.



Special Olympics currently serves more than 2.25 million persons with intellectual disabilities in more than 200 Programs in more than 150 countries. Those numbers are the result of an overwhelmingly successful Campaign for Growth that began in 2000. That year, Special Olympics made a bold commitment to reach 2 million athletes by the end of 2005, while simultaneously changing attitudes about people with intellectual disabilities around the world. Over the course of those five years, in addition to providing more than 1 million more athletes the opportunity to experience the joy of sport, Special Olympics transformed itself. *To get involved or donate, visit www.specialolympics.org*

(vi.) EarthJustice
–Art Wolfe

EarthJustice is a non-profit public interest law firm dedicated to protecting the magnificent places, natural resources, and wildlife of this earth and to defending the right of all people to a healthy environment. It brings about far-reaching change by enforcing and strengthening environmental laws on behalf of hundreds of organizations and communities.



EarthJustice lawyers fight to protect wild places like the Arctic National Wildlife Refuge, to defend the creatures that depend on them, and to keep air and water clean and healthy. EarthJustice policy specialists work to persuade legislators to resist efforts to sacrifice places like the refuge for short-term gain at the expense of long-term destruction.

EarthJustice depends on contributions from tens of thousands of supporters to sustain its people and make possible its work. *To donate, take action, or learn more, visit www.EarthJustice.org*

II. C. THE PHOTOGRAPHERS

“The Mission Series Photographers” (MSP), as they are collectively labeled, represent the very attributes they have so compellingly captured in digital photographs – compassion and humanitarianism at its best. They come from many photographic specialties – including nature, fine art, commercial and photojournalism – but all represent the true spirit of self-less giving that is the heart of the American Photo Mission Series.

Award-winning Nature Photographer Art Wolfe

William Conway, President of the Wildlife Conservation Society has called Art Wolfe “the most prolific and sensitive recorder to a rapidly vanishing natural world.” Certainly, his work has won awards throughout the world. In April 2000 Art Wolfe was awarded a coveted Alfred Eisenstaedt Magazine Photography Award. In 1998, he was named Outstanding Nature Photographer of the Year by the North American Nature Photography Association and in 1996 Photographer of the Year by Photo Media magazine. Wolfe is consistently praised for his vision and control of subtle color differences and lighting. Magazines the world over publish his photographs and stories. Wolfe has also ventured into the world of television production with *On Location with Art Wolfe*, *Techniques of the Masters* and *American Photo's Safari*. His latest instructional video is *The Living Wild*, which documents his work in locations around the world.



In 2000 he released his first self-published work, the award-winning *The Living Wild*, recognized as one of the year's top ten books by the Independent Book Publishers Association. In 1998, The National Audubon Society recognized Wolfe's work in support of the national wildlife refuge system with its first-ever Rachel Carson Award. Art Wolfe's stunning images interpret and record the world's fast-disappearing wildlife, landscapes and native cultures, and are a lasting inspiration to those who seek to preserve them all.

Art Wolfe's photographs are recognized throughout the world for their mastery of color, composition, and perspective. His vision and passionate wildlife advocacy affirm his dedication to his work. Wolfe's photographic mission is multi-faceted. By employing artistic and journalistic styles, he documents his subjects and educates the viewer. His unique approach to nature photography is based on his training in the arts and his love of the environment.

Contact: Art Wolfe- awi@nwlinc.com or Art Davidson – writer artd@gci.net

Phil Borges, Honored For Capturing Cultural Diversity

For over 25 years, Phil Borges has been visiting and documenting indigenous and tribal cultures around the world. Through his projects, he strives to promote and preserve cultural diversity by creating a heightened understanding among cultural and ethnic groups. His images tap deeply into the human spirit of his subjects, whose warm and honest faces peer out from colorless and spectacular landscapes.

Recently Phil developed a program called Bridges to Understanding. Bridges is an on-line classroom program connecting children from indigenous and tribal cultures with their contemporaries in North America for the purpose of exploring and preserving cultural diversity. The Bridges curriculum guides students as they examine their own culture and explore the lives of children with beliefs and customs very different from their own. The Bridges website is www.bridgesweb.org.

Phil's exhibit and award-winning book, *TIBETAN PORTRAIT: The Power of Compassion*, focused on the people of Tibet, marginalized by the Chinese occupation of their homeland. "With direct, uncompromising gazes, his subjects, old and young, stare back with a wisdom and strength that seems born of suffering," writes the Washington Post. In 1998, he joined Amnesty International to present *ENDURING SPIRIT*, an exhibit and book celebrating the 50th anniversary of the signing of the Universal Declaration of Human Rights.

Phil has hosted three television documentaries for Discovery and National Geographic as a part of his current project Spirit of Place. This current series explores selected indigenous cultures that still maintain a spiritual dialogue with the natural world. The exhibit and upcoming book focuses on these animistic cultures and especially their shamans who mediate the connection with the world of spirit.

Photographs by Phil Borges have been collected and exhibited in museums and galleries worldwide. His award winning books have been published in four languages and in 1998; he was presented the Photo Media Magazine "Photo person of the Year" award. In December 2003, Phil was honored with the Humanitarian Award at the 1st Annual International Photography Awards. Phil teaches and lectures internationally and is co-founder of Blue Earth Alliance, a 501c3 that sponsors photographic projects focusing on endangered cultures and threatened environments. (c) 206-313-7738

Contact: phil@philborges.com or Julia@philborges.com Ian Wingfield at iwingfield@yahoo.com

Iconic Image Maker Steve McCurry

Steve McCurry, recognized universally as one of today's finest image-makers, has won many of photography's top awards. Best known for his evocative color photography, McCurry, in the finest documentary tradition, captures the essence of human struggle and joy. Member of Magnum Photos since 1986, McCurry has searched and found the unforgettable; many of his images have become modern icons.

Born in Philadelphia, McCurry graduated cum laude from the College of Arts and Architecture at the Pennsylvania State University. After working at a newspaper for two years, he left for India to freelance. It was in India that McCurry learned to watch and wait on life. "If you wait," he realized, "people would forget your camera and the soul would drift up into view."

His career was launched when, disguised in native garb, he crossed the Pakistan border into rebel-controlled Afghanistan just before the Russian invasion. When he emerged, he had rolls of film sewn into his clothes, images which would be published around the world as among the first to show the conflict there. His coverage won the Robert Capa Gold Medal for Best Photographic Reporting from Abroad, an award dedicated to photographers exhibiting exceptional courage and enterprise. He is the recipient of numerous awards, which include Magazine Photographer of the Year, awarded by the National Press Photographers Association. This was the same year in which he won an unprecedented four first prizes in the World Press Photo Contest. He has won the Olivier Rebbot Memorial Award twice.

Steve McCurry has covered many areas of international and civil conflict, including the Iran-Iraq war, Beirut, Cambodia, the Philippines, the Gulf War, and continuing coverage of Afghanistan. McCurry's work has been featured in every major magazine in the world and frequently appears in National Geographic magazine with recent articles on Tibet, Afghanistan, Iraq, Yemen, and the temples of Angkor Wat, Cambodia. McCurry is driven by an innate curiosity and sense of wonder about the world and everyone in it. He has an uncanny ability to cross boundaries of language and culture to capture stories of human experience. "Most of my images are grounded in people, and I try to convey what it is like to be that person, a person caught in a broader landscape, that you could call the human condition."

A high point of his career was the rediscovery of the previously unidentified Afghan refugee girl, which many have described as the most recognizable photograph in the world today. When he finally located Sharbat Gula after almost two decades, he said, "Her skin is weathered; there are wrinkles now, but she is as striking as she was all those years ago."

Contact: studio@stevemccurry.com

Acclaimed Fine Art Photographer Vincent Versace

Vincent Versace is a recipient of the Computerworld Smithsonian Award in Media Arts & Entertainment and the Shellenberg fine art award and is a two-time nominee to the Photoshop Hall of Fame. His work is part of the permanent collection of the Smithsonian Institution's Museum of American History.

Vincent is the photographer of Immediate Assistants Medical Rescue Go team and one of the members of the photographic team of Eco-Challenge. He has been commissioned by the San Francisco Presidio National Park to produce a book and create a permanent collection of art for the park. He is an American Photo Magazine Mentor Trek instructor and has led Mentor treks to San Francisco, Costa Rica, Santa Fe, Egypt and Australia. Vincent is member of the board of directors of Los Angeles chapter of the American Photographers Association. He is also a member of the National Association of Photoshop Professionals "Instructor Dream Team" and teaches regularly at Photoshop world as well as being a regular instructor at the Santa Fe Photographic and Palm Beach Photographic Workshops. Vincent will be starting his third year as the host of the Epson Print Academy and his second year teaching the Digital Landscape Workshop Series with Moose Petersen. He is currently a member of Microsoft's Digital Imaging Applications Group and founding member of both the Epson Stylus Pros and Lexar Elite Photographers. He is the former artist in residence for Altamira Group and former consultant to the president of Kodak's Digital & Applied Imaging Group.

In addition to being one of the featured artists of Epson, Lexar and Nikon Electronic Imaging, he is also one of the photographers used by Epson, Lexar, Adobe, Nik Multimedia, GretagMacbeth, X-Rite, Monaco, Microsoft, Alienware Computers, Apple Computers, Roland, Dynalite Strobe systems, Photoflex, Luminos, Kodak, LowePro, and Nikon to beta test their software, color management systems, computers, digital cameras, digital backs, flash media, lighting systems, hi-resolution printers, ink and Inkjet media, and scanners.

Articles about his work and his use of the biomechanics of emotion in photography in conjunction with a digital workflow have appeared in the American Photo, Popular Photography, Shutterbug, Petersen's Photographic, PC Camera, What Digital Camera, Studio Design and Photography, Professional Photographer, Digital Imaging, Digital Camera and I/O Magazines.

Vincent was a featured guest speaker at the 1998 national convention of Professional Photographers of America, and was asked to be part of the Vision Gallery at the 1999 fall Seybold Show held in San Francisco.

Vincent is an alumnus of the University of Southern California School of Cinema and Television Masters of Fine Arts program, the American Conservatory Theatre (A.C.T.), Wayne State University, The University of Michigan and Boston University School of Fine Art. He is the former student of the critically acclaimed photographer C.J. Elfont and has studied with Stephen Book (Spolin technique/Alba emoting), Sydney Walker (A.C.T.) and was the teaching assistant to Tad Z. Danielewski.

His work is recommended by United Talent Agency, the William Morris Agency, International Creative Management, Creative Artists Agency, Gold/Miller, Mosaic Media, Anonymous Content and Blue train Entertainment.

Contact: Vnc2@aol.com or Vincent@versacephotography.com

Dedicated Photojournalist Frank Jacobs

A therapist once said that her clients refer to people with no physical or mental disabilities as “temporarily abled”. The label simply points out that even the healthiest among us will one day, in the course of aging or injury, be faced with some form of disability. From this particular perspective, most of us truly are, at best, only temporarily abled. It all depends on how you look at things.

For Frank Jacobs III, a photographer with the Trenton Times, covering the New Jersey Special Olympics brought a similar new perspective to the idea of competition. He came to realize that he was not just shooting gifted and disciplined athletes with intellectual disabilities. “They deserve to be classified as elite athletes, period,” says Jacobs. Consider Donald Biscoti, who bench-presses 400 pounds and helps other members of his fitness center use perfect form. “We have some pretty remarkable athletes, and they’re at that level because they train throughout the year and they’ve committed to their sports,” says Marc Edenzon, president of the Special Olympics New Jersey.

The Special Olympics is an international organization that provides year-round sports training and competition to more than 1.7 million people with intellectual disabilities in 150 countries. What Jacobs and his photo staff discovered when they covered the competition in their state between 2001 and 2004 was the pride that comes from such commitment. It was written on every athlete’s face.

Contact: franknikon@aol.com

Celebrated Matthew Jordan Smith Photographs The Stars

World-renowned photographer Matthew Jordan Smith has worked with such stars as Halle Berry, Jennifer Connelly, Jamie Foxx, and Oprah Winfrey, and was the artist chosen by Vanessa L. Williams, Star Jones Reynolds and Michael Jordan for their personal portraits. His clients include Pantene, L’Oreal, Revlon, HBO and Showtime.

Matthew has been a guest photographer and surprise judge on the TV show America’s Next Top Model. He has been honored by Eastman Kodak as a Kodak Icon.

In 2001, St. Martin’s Press published Matthew’s book *Sepia Dreams: A Celebration of African-American Achievement Through Words and Images*. In photographs and interviews, 50 celebrities spoke candidly about achieving their dreams. Matthew’s love of -people and photography has already started him on his next publishing project, a photographic book celebrating families around the world.

The New York City native has taught at Manhattan’s School of Visual Arts and at the Santa Fe Photographic Workshops, and tours the country on speaking engagements. He is an active volunteer with art schools, including Pratt Institute, Parsons School of Design, and RIT, as well as with Operation Role Models of America. He is also a board member of Kids with a Cause Europe. Matthew lives in Los Angeles.

Contact: mjs@matthewjordansmith.com

III. How It All Began:

A.) From Inspirational Good Works to Digital Workflow

Today's creative professionals and digital media companies are under tremendous pressure to deliver effective, high quality results to clients in less time than ever before. Workflow efficiency and the ability to rapidly iterate through the design/edit/proof phases of a project are fundamental to success. To help meet these challenges, Microsoft and its partners began working to provide a range of high-powered digital media and content solutions based on the Windows XP Professional operating system.

The germ of the Mission Series idea began during this system development process. Who better to give input for the latest digital creative workflow technology than the world's best photographers? The company reached out to the best of the best – and what they found created an outstanding new product and so much more.

(i.) Capturing Compassion ... One Photo At A Time

The first step was to assemble a team of world-class photographers: Art Wolfe; Phil Borges; Steve McCurry; Vincent Versace; Frank Jacobs; and Matthew Jordan Smith (*for details see II.C: The Photographers*). These are artists at the top of their game, renowned for capturing the essence of a photographic subject in a particular discipline. They are among the early adopters in digital imaging, visionaries who understand the limitless possibilities the electronic media brings to further their art. More, they are compassionate humanitarians, photographers who also embody the true spirit of the project, with a history and a willingness of donating their time and talent to illuminate humanity at its best.

Contacting high-powered photographers may have started with system input, but it soon became a lesson in the passions that drive six of the most prolific and honored photographers working today. In gathering information about what these photographers needed in terms of technological support, Microsoft discovered what drove them artistically. Simply put, Microsoft uncovered the passion of compassion that these photographers brought to each subject. They discovered the many charitable causes fueled the vision of these consummate professionals, either in active involvement or in intense interest. Being a corporation renowned for its own philanthropic concerns, Microsoft's discovery quickly developed into a plan of action. The company proposed that the photographers use the new Windows XP Professional Operating System to capture the good works of a charity or charities of that photographer's choice. And they donated the technology to further the cause.

Microsoft then reached out to one of the world's foremost photographic magazines, American Photo, with the idea to combine the best of charitable compassion, corporate excellence, and creative inspiration. The magazine shared the vision and offered to highlight and support the resulting photojournalistic series – in its own pages, in three limited series book editions, and on a specially developed website.

The American Photo Mission Series was born.

(ii.) Making The Mission Series

In the field or in the studio, the six American Photo Mission photographers used the latest technology to capture the plight of the neediest and the most passionate of all those who help them. For some of the photographers who donated their time to shoot the American Photo Mission Series, the job meant traveling to remote locations, such as Alaska's Arctic National Wildlife Refuge or the Afghan town of Bamiyan. Others, such as Art Wolfe who is used to working in the remotest of locations, digital photography and digital workflow are both a means and an end. The end: the final photographic product while still on location. The means: a source of inspiration during the process. As Wolfe himself says, "Reviewing shots immediately opens the photographers up to experimenting in ways never previously available," he says. "It all leaves me right where I want to be, on a mountain with my finger on the trigger, awaiting dawn." [\[photo Art Wolf in Alaska- available\]](#)

Others traveled shorter distances, but in the end each photographer reported feeling what Matthew Jordan Smith put into words when he said, "This project was an emotional journey." Deadline constraints meant that the work had to be done quickly and efficiently, which in turn meant that a smooth digital workflow would be crucial to the success of the project. "Early in this project, I recognized the advantages that digital technology brings to my photography," says Smith. "With my busy shooting schedule and the tight project deadlines, we need more than one computer to stay on track, so having two high-end Dell Dimension workstations networked using Windows XP Professional was a blessing. We can scan, edit, retouch, print, communicate with clients via e-mail, and burn CDs and DVDs all at the same time." **[Photo of Mathew Jordan Smith at his computer available]**

Steve McCurry's New York studio features multiple computers networked with a Microsoft Windows Small Business Server. Preparing the images for the Mission Series project presented special challenges because of the large number of pictures McCurry made in Afghanistan and because of the short deadlines. For McCurry, the aspect of digital workflow that appealed most, however, was the superior image quality it yielded. "The primary advantage of digital workflow is the control it provides," he says. **[Photo of Steve McCurry in his studio available]**

For Vincent Versace, as well as for Frank Jacobs III, getting the Mission Series work shot, edited, retouched, and printed in the time frame of a week would have been impossible without the PCs they use for their own work. **[Photo of Vicent Versace on his laptop] [Photo of Frank Jacobs working at home available]**

Working on the Mission Series required Phil Borges to take time away from his own nonprofit organization, Bridges, which builds ties between children of different cultures through photography. That organization essentially dictates the computer operating system Borges uses for all his work. "The whole developing world is PC-based," he says. "The advantages of this, in terms of cost-efficiency, cannot be discounted." Microsoft donated a full lab with 17 laptops to Borges's program, meaning that his organization now has a uniform platform that, as he puts it, "appeals to both amateur and pro photographers but doesn't confuse the kids we're working with." **[Photo of Phil Borges on location- available]**

GET INVOLVED

- i. Phil Borges's Charities: **New York Cares** (212) 228-5000 www.nycares.org; Coalition for the Homeless (212) 776-2002 www.coalitionforthehomeless.org; Citymeals-on-Wheel (212) 687-1290 www.citymeals.org; Miracle House (212) 989-7790 www.miraclehouse.org; God's Love We Deliver (212) 294-8137 www.godslovewedeliver.org; Puppies Behind Bars (212) 680-9562 www.puppiesbehindbars.com; VASCA(212) 768-9166 www.vasca.org; City Harvest(917) 351-8700 www.cityharvest.org; The Fresh Air Fund (212) 897-8890 www.freshair.org; All Stars (212) 941-9400 www.allstars.org; New York Restoration Project(212) 333-2552 www.nyrp.org; Art Wolfe's Charity: www.earthjustice.org (510) 550-6700 .
- ii. Art Wolfe's Charity; **Earthjustice** (510) 550-6700 www.earthjustice.org
- iii. Steve McCurry's Charity: **ImagineAsia** 212-722-7039 www.imagine-asia.org ;
- iv. Matthew Jordan Smith's Charity: **National Center for Missing & Exploited Children** 1-800-THE-LOST (1-800-843-5678) www.missingkids.com ;
- v. Vincent Versace's Charity: **InnVision** (408) 292-4286 www.innvision.org
- vi. Frank Jacob's Charity: **Special Olympics** (202) 628-3630 www.specialolympics.org

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(iii.) A Glimmer Behind The Glamour

So, how do the Mission Series photographers use the latest digital technology to create their magic? Here's a closer look at just two of the photographers – Steve McCurry and Matthew Jordan Smith – using the latest Microsoft platform to further their art.

Steve McCurry

Microsoft Windows XP Professional and Microsoft Windows Small Business Server 2003 are at the heart of his new, digital imaging network, which has significantly boosted Steve McCurry's productivity. To provide a more stable and robust platform for his growing body of digital work, McCurry's studio recently installed a brand new computing network with high-end workstations running Windows XP Professional. Microsoft Windows Small Business Server 2003 serves as a focal point for the networked computers, with connected storage for 2 terabytes of image files that can be accessed from any of the four workstations via a Gigabit Ethernet network.

The backbone of his new system consists of Dell Dimension desktop and server systems, storage solutions from Lexar and LaCie, scanners from Imacon and Nikon, printers from Epson, and software from Adobe, Extensis and Microsoft and others. To ensure accurate matching of color between displays and printers, McCurry's entire system is color calibrated using the Monaco OPTIX package. The broad hardware and software support provided by Windows XP Professional enables all of these solutions to interoperate together in a unified workflow.

High Performance Scanning Workflow

For scanning from his 35mm and medium format film, McCurry's studio utilizes Imacon Flextight and Nikon Coolscan 9000 ED film scanners, both connected to a single Windows XP Professional scanning workstation. After scanning, the digital files are cleaned up and optimized in Adobe Photoshop CS by one of McCurry's staff, and in most cases sample prints are produced using an Epson Stylus Photo 2200 or Stylus Pro 9600 photo inkjet printer.

Digital scans, especially those from medium format originals, can be much larger in size—in some cases, hundreds of megabytes—than files produced directly from cameras. Good through-put for this film scanning workflow is critical to make this approach work smoothly and efficiently. “Our new Windows XP-based solution has helped cut our overall scanning and file prep time by a third,” says McCurry, “Every ounce of performance helps when dealing with the volume of work we produce.”



Secure Image Catalog

When final files are approved, they get archived through the Gigabit Ethernet connection to one of the one-terabyte external hard drives connected via high-speed IEEE 1394b ports to the Windows Small Business Server 2003 system. They also get imported into an Extensis Portfolio 7 image management database, and keywords are assigned. This system helps ensure that whenever a project comes up, McCurry's staff will be able to quickly find just the right image. All images are also backed up frequently using the centralized backup features of Windows Small Business Server 2003.

Benefits

With his new system based on Windows XP Professional, McCurry is getting truer results in less time than in the past. And when you are as busy as McCurry is, time is money.

Even when shooting film, most of his images are delivered to clients in digital form after having been optimized in the computer. He can't easily imagine how his operation would run as smoothly today without digital imaging.

Besides the workflow advantages, his Windows XP based digital imaging solution offers many other benefits and McCurry has plans to improve his business by harnessing its new capabilities. For example, he is considering the use of multimedia technology to enhance his gallery exhibitions by employing Microsoft Photo Story software to tell the story of his work and the effort that he puts into capturing his best images. Such a show would be presented on flat panel displays in conjunction with the prints in his exhibitions.

McCurry also has plans to make it easier for Magnum Photos, his agency, to view and select his images. To that end, he is researching the use of Extensis Portfolio's NetPublish feature to make his library of digital images available online, hosted through his Windows Small Business Server 2003 system. This would allow McCurry to make images available to Magnum, as well as give him the opportunity to sort through images for book projects while on the road.

With his new digital workflow based on Windows XP Professional, Steve McCurry is taking full advantage of the benefits of digital imaging. He looks forward to capitalizing on these advantages as he continues to share his photographic vision with the world.

Matthew Jordan Smith

Similarly, Matthew Jordan Smith recently installed a modern, high-powered digital workflow solution based on Microsoft Windows XP Professional, and hardware and software from leading industry providers including Adobe, Dell, Epson, Extensis, Lexar Media, Microsoft, X-Rite/Monaco, Sony, and Wacom. His decision to migrate to Windows XP was based in part on the wide range of solutions available, as well as the platform's robust and secure networking, end-to-end color management, and overall stability and performance.

Smith recognized that a transition to digital capture, in conjunction with a laptop computer, would enable him to review images with clients immediately after (or even during) a photo shoot. Art directors could provide feedback in real-time so that additional shots could be obtained while the set was still up. To accomplish this Smith plans a significant upgrade of his digital imaging equipment and software. Instead of a single computer that didn't quite have the performance to handle his critical digital imaging needs, he opted for two high-end Dell Dimension workstations (one for him and one



for his assistant) that were networked using Windows XP Professional. He also brought in a Dell laptop computer for location capture. Within his studio a wireless network enables full access to the digital image files, printers, and other resources from the laptop.

Smith's imaging workstation is outfitted with dual Sony flat panel displays, along with the latest Windows-based Photoshop CS image editing software from Adobe. Card readers from Lexar Media are used for rapid downloads from his cameras, and both his scans and his digital captures are captioned, cataloged, and managed using Portfolio 7 software from Extensis. To handle the business side of his business, Smith relies on the secure Web browsing features of Windows XP Professional with Service Pack 2 (SP2) and the productivity features of Microsoft Office Professional 2003 software.

(Celebrities such as Vanessa Williams seek out Smith for his signature approach to creating dynamic portraits.)

The decision to migrate to Windows XP Professional was based in part on the wide range of solutions available, as well as the platform's robust and secure networking, end-to-end color management, and overall stability and performance.

Critical Color from End to End

Critical color is an absolute requirement for the fashion and entertainment industry clients Smith works with. Celebrities too require him to go the extra mile to achieve a signature look. Therefore, Smith is very careful with his color output, working with a carefully calibrated and color-managed

computer system is a must. It is necessary for Smith to ensure not only his monitors but his printers have accurate color ICC (International Color Consortium) profiles. Because Windows XP Professional has built-in support for ICC color matching, Smith can carefully match output across different devices and printers. To ensure a consistent and accurate display of color, he calibrates his monitors regularly using the Monaco OPTIX colorimeter. He also configures his printers with the latest profiles, which in Windows XP he is able to install effortlessly by simply double-clicking on file. He also relies on Photoshop CS, which provides a rich set of capabilities for matching colors and converting profiles in his image files. With his new color-managed workflow, Smith is able to produce large prints with consistent color that match his display, which means they match his vision of what the final print should look like.

The first time he created a large print using the Epson, Smith was hopeful that the end-to-end color management support in Windows XP Professional and Photoshop CS would translate into a perfect print. Taking it to the limit of the 44-inch roll paper in the Epson Stylus Pro 9600, Smith prepared an image for a 40"x60" print. - he was amazed with the results.

Digital Image Management

Windows XP Professional provides a richer environment for Smith to organize his growing collection of digital images. Downloading images to his computer is easy, since Windows XP automatically recognizes when he inserts a new media card into his Lexar readers, and prompts him for the correct action. He can easily transfer the images to his master image folder, batch renaming them in the process, and then sort them in the Windows shell or within Adobe Photoshop CS. Browsing through his JPEG, TIFF, or Photoshop image files is simple too, as Smith can customize any folder in Windows XP to display pictures using Thumbnail view. This allows a quick and easy way to review his collection of images, and locate those he wants to work with for a given project.

Benefits

Busy with many new photographic assignments, Smith is making full use of his high-performance digital imaging system running Windows XP Professional. He is exercising more control over his images, is better able to find just the image he needs when he needs it, and can process big images much faster than with his previous setup and produce output with consistently accurate color. "I can't believe the difference in time," says Smith. "It used to take an entire month of printing around the clock to output all new images for my portfolios, and now we've cut that time down to a week."

With his high-end Dell computer workstations running Windows XP Professional and a creative workflow revolving around Adobe Photoshop CS, Extensis Portfolio, and Epson printers, Smith is working more efficiently than ever. The enhanced productivity and performance is opening up a whole new world for him, and enabling him to achieve the benefits of an all-digital photographic workflow. Smith summed up his satisfaction with his new Windows-based workflow as he worked on one of his favorite images: "This is really, really great!"

For more information about Matthew Jordan Smith's work, call his agent Lewis Von Arnam at 212-541-4787 or visit his Web site at: www.matthewjordansmith.com

Microsoft Solutions for the Media & Entertainment Industry

Creative professionals and digital media companies are under tremendous pressure to deliver effective, high quality results to clients in less time than ever before. Workflow efficiency and the ability to rapidly iterate through the design/edit/proof phases of a project are fundamental to success. To help meet these challenges, Microsoft and its partners are working together to provide a range of high-powered digital media and content solutions based on the Windows XP Professional operating system. Whether your creative work involves music, video, graphic design or still photography, solutions built on Windows XP enable you to do get your creative work done in less time and with higher quality results than ever before.

For more information about Microsoft solutions for digital audio and video, go to:
www.microsoft.com/windowsmedia.

For more information about digital photography using Microsoft Windows XP, go to:
www.microsoft.com/digitalphotography

IV. Contacts For the Project

To Contact Microsoft

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

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