

S.I. Newhouse School of Public Communications

Master of Science Project Inspirations

Spring 2024

Isaiah Vazquez

Capturing Gold Inspirations

At the beginning of this project, I wanted to gather several resources related to various areas of the project. Some of the topics included creating a workflow strategy, finding professional imagery from coverage of similar events, and handling potential burnout after multiple days of mentally and physically demanding events. The team's leadership (Professor Jon Glass, Professor Seth Gitner, and I) first referenced major wire services to understand their methods of project execution. The researched topics included the pre-planning stages down to the execution, captioning, and post-processing. Additionally, we searched for photographers' work from comparable winter sports coverage, particularly the Winter Olympics. We held ZOOM meetings where we hosted Andrew Scott from USA TODAY and Eric Seals from the Detroit Free Press. They spoke about their Olympic coverage experience. When we arrived at Lake Placid, we wanted to identify resources and find ways for students to gain inspiration and apply it to their coverage. We provided students with several photographers and wire service best-ofs as resources for potential imagery.

1. Getty Images. (n.d.). *Your source for all Olympic & Paralympic Games content.* Olympics. <https://www.gettyimages.com/collections/olympics>

Getty Images, self-described as a global visual content creator and marketplace, serves as the Official Photographic Agency of the International Olympic Committee and the Olympic Games. Other information-gathering agencies, like Reuters and the Associated Press, are competitors. Getty Images will send a team of up to 140 professionals to photograph, edit, and aid in the process and delivery of more than 2.5 million images to their clients worldwide. Getty

has covered 28 Games since 1968—14 – 14 Summer Games and 14 Winter Games. The agency has also served as the official photographer for the PGA, FIFA, NBA, MLB, NHL, UFC, NASCAR, and more.

Related Articles: Best of the Pyeongchang 2018 Winter Olympics

<https://www.gettyimages.com/editorial-images/sport/events/best-of-pyeongchang-2018-winter-olympic-games/775100827>

Content Summary: The Best of 2018 Pyeongchang Winter Olympics page features galleries with the best daily images from various South Korean venues. This is part of a larger collection of images from Getty Images Olympics documentation.

2. Associated Press. (n.d.). *Beijing 2022*. AP Photos.

<https://apimagesblog.com/beijing-2022>

Since its inception in 1846, The Associated Press (AP) has been the perennial newswire agency. The news agency has covered the Olympic Games dating back to the 1920 games in Antwerp, Belgium.

Content Summary: The Associated Press has curated galleries for the Beijing 2022 Winter Olympics based on unique themes throughout the Games. Several themes included the last reminders of COVID-19, the highs and lows of Olympic pursuit, and a visiting photographer's views of Beijing.

3. Schwaberow, J., & Engel, C. M. (2022, September 15). *Back to the madness:*

Documenting the New Era of college sports in the NCAA. PhotoShelter.

<https://go.photoshelter.com/back-to-the-madness-documenting-the-new-era-of-college-sports-in-the-ncaa/>

Jamie Schwaberow and C. Morgan Engel, owner and staff photographer of NCAA Photos and Clarkson Creative Photography, are based in Denver, Colorado. Schwaberow has served as director and owner of NCAA Photos since photographer Rich Clarkson retired from the post in 2010. Engel has been with the agency since 2020, after completing internships with

two NFL teams, the Minnesota Vikings and the Los Angeles Chargers. Engel and Schwaberow, along with Justin Tafoya (not included in the presentation), developed the workflow system they now use for all 90 NCAA Championships.

Content Summary: During the 2022 PhotoShelter Summit, Jamie Schwaberow and C. Morgan Engel spoke about the tools NCAA Photos and Clarkson Creative utilize for coverage of the NCAA Men's and Women's Basketball Tournaments. Photographers and live editors upload their coverage of March Madness to multiple FTP servers and provide access to clients (including NCAA social media and Getty Images) using Photoshelter. The Men's and Women's Final Four presentation includes instruction on the use of tools like 14+ remote cameras with varying perspectives and the working photographer's use of three handheld cameras each. The duo offers advice for event coverage of a similar scale and creative problem-solving. They suggest ideas to create strong photography from new perspectives and capture the in-between moments throughout the action.

I first learned about the process during my 2022 internship with NCAA Photos/Clarkson Creative. I used what I learned as a starting point to create systems for photography, delivery, and archiving for the Lake Placid 2023 FISU Winter World University Games, covering 85 events in 12 days. It was comparable to how the NCAA, the NFL, and the MLB handle a high-volume image library.

4. Getty Images. (2018, December 4). *Sports - Quick Guide IPTC Fields*. Quick Guide to Getty Images' Caption Style And IPTC Fields.

<https://contributors.gettyimages.com/article/3224>

Content Summary: The guide outlines Getty Images' approach to processing and captioning and explains the metadata categories and their uses. It includes the Who? What? When? Where? and Why? of captions.

The guide was used as a roadmap to create Capturing Gold's Photo Processing Guide for the coverage of the Lake Placid 2023 FISU Winter World University Games. It provides guidance for organizing sports categories, captioning formats, and templates.

5. Andy Scott, January 3, 2023, **Online Presentation** [Webinar] *Andrew P. Scott Photography*. Andrew P. Scott Photography. (n.d.). <http://www.apscott.com/>

Andy Scott, Deputy Director of Multimedia at USA Today, oversees a team of editors and photojournalists. He shapes the visual coverage of all Gannett properties, including USA Today, throughout the United States.

Content Summary: Scott spoke about his Olympic Games coverage and demonstrated detailed metadata filing from individual events throughout the games.

6. Eric Seals, December 5, 2022, **Online Presentation** [Webinar] *Seals, E. (n.d.). Eric Seals*. <https://www.ericseals.com/>

Staff photojournalist Eric Seals, who has covered the Summer Olympics in Rio, Beijing, and South Korea, the Iraq War, the Super Bowl, the World Series, the College Football National Championship, and the NBA Finals while at the Detroit Free Press, is a Staff Photojournalist for the Detroit Free Press. Seals has been recognized with several awards, including the Michigan Press Photographers Association's Multimedia Photographer of the Year, several other Photographer of the Year awards, and ten regional Emmys.

Seals is a regular coach at workshops across the United States, including The Alexia Fall Workshop, the NPPA Multimedia Immersion Workshops (at Syracuse University), the Lens Collective at the University of Mississippi, and more.

Content Summary: Seals spoke to the students and university faculty about his experience covering the Olympic Games and the College Football Playoffs. He stressed the importance of creating unique imagery.

7. Swney, L. (n.d.). *Sport*. Logan Swney. <https://loganswneyphoto.com/sport>

Swney, a sports photographer based in New Zealand and Zurich, was hired as a freelance photographer to fill gaps in the coverage during the second half of the Lake Placid 2023 FISU Winter World University Games.

Related articles: **Ski Jumping** (<https://loganswneyphoto.com/ski-jumping>)

Swney's expertise is Winter Sports photography. He has won multiple awards for his work, including the World Sports Photography Awards and the Tokyo International Foto Awards. He was instrumental in inspiring students at the ski jumping facility, offering unique approaches and tools to capture the event.

8. Bello, A. (n.d.). *Olympic sports*. Olympics029: OLYMPIC SPORTS: Al Bello Photographer. <http://www.albello.com/olympic-sports/Olympics029/>

Al Bello is an inspiration to sports photographers across the globe. He has worked for Getty Images since 1993 and served as Chief Sports Photographer for North America from 2004 to 2019. He now serves as a Special Sports Correspondent. He's covered 14 Olympic Games and was most recently named a Pulitzer Prize Finalist with Getty Images for their coverage of the COVID-19 pandemic. He's active with the Eddie Adams Workshop, The Creative Live Workshop, The National Press Photographers Association Short Course, The Richard Clarkson Workshop, the Poynter Institute, and more. He has been recognized with awards from the World Press Photo Competition, the Lucie Foundation, the National Press Photographers Association, and more.

Content Summary: Al Bello's portfolio of coverage of the Olympic Games.

Ever since I began pursuing photography as a career, I have taken inspiration from Al Belo and his work. He possesses a wealth of technical knowledge and has had access to and created a wealth of amazing imagery over his career.

9. Hassenstein, A. (n.d.). Sports. <https://www.alexanderhassenstein.com/sports.html>

Alexander Hassenstein is a Canon Ambassador based in Munich, Germany. The Getty Images Staff Photographer has covered 16 Olympic Games, six FIFA World Cups, and 19

Champions League Finals. He specializes in sports coverage, including (European) football and winter sports like skiing.

10. Smith, P. (n.d.). *Patrick Smith*. Maryland Photographer Patrick Smith.

<https://www.patricksmithphotos.com/index>

Patrick Smith is a staff photographer for Getty Images based in Baltimore, Maryland, covering events throughout the United States and across the globe. His experience ranges from the FIFA World Cup to the Summer and Winter Olympics, the Indianapolis 500, March Madness, and more.

Smith's accolades run the gamut from Pictures of the Year International's Sports Photographer of the Year to the White House News Photographers Association's Photographer of the Year. He was a Pulitzer Prize finalist for Breaking News Photography and has won NPPA Best of Photojournalism multiple times.

11. Garrison, E. (n.d.). *Elsa Garrison*. <https://www.elsagarrison.com/index>

Elsa Garrison is known as the first woman staff photographer at Getty Images. Since becoming part of AllSport in 1996 (and Getty in 1998), she has captured defining moments in sporting events worldwide. Garrison has covered the Olympics, World Series, Super Bowl, NBA Finals, US Open, FIFA World Cup, and the NCAA Final Four.

Famously known by only her first name, Elsa is a pioneer who achieved many firsts in sports photography. She is a mentor to women and underrepresented groups.

12. Satloff, D. (n.d.). *Portfolio*. Dustin Satloff.

<https://www.dustinsatloffphotography.com/index>

Dustin Satloff is a New York-based sports photographer in the editorial and commercial spheres. His experience includes working as a Venue Photo Manager for the Pyeongchang 2018 Olympics, the Tokyo 2021 Olympics, and the Beijing 2022 Olympics and serving as a Photo Coordinator for Sports Illustrated.

Related articles: **Winter Sports**

(<https://www.dustinsatloffphotography.com/portfolio/G0000zxGu9iUeF4M>)

Much of his work focused on multiple Olympic Games, NCAA Championships, and skiing championships worldwide.

13. Lim, Y. T. (n.d.). *Yong Teck Lim*. YONG TECK LIM. <http://yongtecklim.com/>

Content Summary: Yong Teck Lim is a Senior Photo Editor for Getty Images, based in Singapore. He was a sports intern for the agency and graduated from SUNY Buffalo's offshore campus. Lim participated in the 32nd Eddie Adams Workshop and was an inaugural grant recipient of the Doug Pensinger Photography Fund.

Lim has also represented Canon in product launches and placed as a finalist in multiple sports photo competitions.