

PCNY Luncheon
New York City's Top Photo Editors
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Laura Krausman McMillan, Director, East Coast Assignment Photography,

WIREIMAGE: Hi. (*Prepared text*) When I was a publicist, having Kevin Mazur at your event meant that you were going to get a hit in *Rolling Stone* magazine. I used to think that Kevin had the coolest job in the world. When Kevin asked me to come work for him and run Kevin Mazur Photography for him, I was beyond excited about the opportunity but I was honest with him; what did I know about photography, what did I know about selling a photo? And he said to me, "Laura, that stuff you can learn. I need someone who knows how to talk to managers, who knows how to talk to a publicist, who knows how to shmooze a client. That, I knew how to do. And soon I knew how to spec out production, too, and I learned what the magazines wanted: fashion magazines wanted full-length photos, head-to-toe, feet not cut off; *Rolling Stone* liked backstage, candid shots, nothing set up; *In Style* wanted atmosphere shots of the party to go with the celebrities. Now I had the coolest job in the world. During this time, Kevin got himself something new to play with, a digital camera. Gone were the daily trips to the lab, the high costs for film and processing, and the extra day we'd take to have slides duped so you could send out packages to different publications. With a digital camera you have the photos immediately. I worked with Kevin for about a year when he started to get some calls from his photographer friends on the west coast, all who were shooting digitally, and they wanted to start their own agency; a photo agency started and run by photographers. By combining their existing successful franchises and expertise in entertainment, music and fashion, Kevin Mazur, Lester Cohen, Jeff Vespa, Steve Granitz and AP photographer Michael Caufield launched WireImage.com on January 1, 2001. Today WireImage has over 100 employees and 300 photographers -- Acclaimed professionals and industry veterans whose work is featured in major domestic and international magazines, newspapers, websites, television programs and advertisements. With operations in New York, London, Los Angeles and Japan, the company provides professionally licensed photography and assignment services to the world's media on a real-time basis. WireImage has achieved #1 market share in entertainment photography syndication. WireImage's leadership has led to brand name recognition among publicists, celebrities and photo editors. WireImage's strong momentum in entertainment syndication is fueling its expansion internationally and into other photographic categories such as high-end portraits, sports and news.

And we're growing! I guess the one thing I have to say is we are doing really well in syndicating of photos, but I like to tell publicists who call us about jobs is we can't guarantee placement but we try our hardest to make sure it gets where it needs to go. That's your job. So, I, too, will answer any questions. Thanks!