

# The McNamara Report

Insights into Photo Products, Trends, and Techniques

**For Immediate Release**  
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## **Michael J. McNamara Launches “The McNamara Report” Website & Blog**

*Former Popular Photography Executive Tech Editor Provides Unique Insight  
& Analysis of Photo-Related Products and Industry Trends*

**Hopewell Junction, NY – November 18, 2008** – Michael J. McNamara, former Executive Technology Editor for Popular Photography Magazine, and a world-renowned expert on digital cameras and imaging products, announces today the official launch of “The McNamara Report” website and blog at: <http://www.mcnamarareport.com>. This web site will provide the perfect content platform for Mike’s insight and analysis of photo-related products, industry trends, and key issues affecting pro photographers and photo enthusiasts. As Editor-in-Chief of this report, Mike will continue to provide manufacturers and photographers an unbiased perspective and comparison of product features and usability based on his extensive hands-on experience.

In addition to the McNamara Report website, Mike hosts an exclusive weekly segment on the [Inside Digital Photo Radio and TV show](#). Inside Digital Photo’s growing global listener base and distribution outlets provide instant audience and attention for “The McNamara Report” in addition to providing a natural extension of content and reference information. The audio commentary from these shows will be available on the website, and Mike will expand upon the topics with additional materials, web links, photos, and graphics. The website will also showcase articles describing his first-hand experience with new cameras, printers, software, display devices, and storage systems, plus it will include photographs and videos illustrating product features, step-by-step tutorials, and advanced imaging techniques.

The McNamara Report is available for immediate advertising, editorial, and review opportunities and will include articles, website banners, newsletter links, special reports, produced radio ad spots, video tutorials, and extended audio segment sponsorships. Special bundle packages and cross-promotion opportunities on Inside Digital Photo, Inside Analog Photo, and other key Inside Media Networks programs are also available for 2009 marketing communications and PR planning.

### **About Michael J. McNamara**

Mike is the former Executive Technology Editor of Popular Photography Magazine, and a renowned expert on digital cameras, printers, camera phones, and color management systems. During his twenty-year editorial career, Mike has written hundreds of articles and had thousands of his photographs published (including over two dozen Pop Photo cover images). He’s been interviewed on ABC, CBS, NBC, CNN, PBS, and QVC television, and been quoted in USA Today, Business Week, The Wall Street Journal, The New York Times, and The Boston Globe. His articles and photographs have won several awards, and he’s been published in American Photo, Woman’s Day, Boating, Travel Holiday, American Baby, Stuff, and Fit Yoga magazines. He currently writes the monthly “Selling Points” column for Photo Industry Reporter magazine (<http://www.photoreporter.com>).



### **About The McNamara Report**

The McNamara Report is both a content portal website and radio segment discussing the latest technologies, issues, and trends affecting pro photographers, photo enthusiasts, and the imaging industry. The weekly audio commentary is an exclusive segment available on Inside Digital Photo Radio & TV, broadcast, online, and a popular iTunes download. On “The McNamara Report” website, Mike expands on the topics covered in the radio interviews with additional information, web links, photos, and graphics. The website also encompasses analysis, articles, photo illustrations, and hands-on reviews covering the latest cameras, printers, software, display devices, and storage systems. Portfolios of Mike’s award winning portrait, fashion, nature, and sports photography can also be viewed on the website. For more information visit: <http://www.mcnamarareport.com>.