

STANLEY LEARY

People & Location Photographer

Making your job easier

www.StanleyLeary.com

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Give Stanley a call for your next project at 770.998.3504 or email him at stanley@stanleyleary.com.

Client List

EDUCATION

- Agnes Scott College
- Berry College
- Blessed Trinity High School
- Clayton State University
- Dalton State University
- East Carolina University
- Florida State University
- Fordham University
- Galloway School
- Georgia Southern University
- Georgia State University
- Georgia Tech
- Kennesaw State University
- Kenyon College
- Landmark Christian School
- Marist Catholic School
- Mississippi State University
- North Carolina State University
- North Georgia College & State Univ.
- Old Dominion University
- Ohio State University
- Princeton University
- Reinhardt College
- St. Joseph Catholic School
- St. Martin's Episcopal School
- Southern Catholic College
- Southern Methodist University
- Southern Seminary
- Southwestern Baptist Theological Seminary
- Southern Polytechnic State University
- Stetson University
- Union University
- University Of Alabama Birmingham
- University of Maryland
- University Of Michigan
- University of Nations, Kona, Hawaii
- University of South Carolina Upstate
- University Of Tennessee At Martin
- University of Virginia
- USC Upstate Spartans
- Virginia Commonwealth University
- Wake Forest University

Stanley works to make your job easier



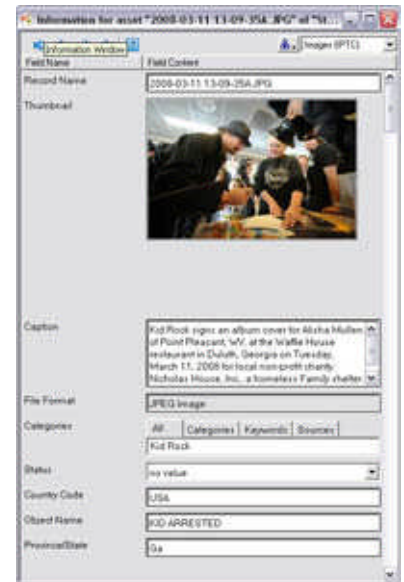
Stanley usually provides a DVD-R immediately following your event. The ID information is printed directly on the inkjet-writable DVD-R, which is more archival than a paper label. The data includes the name and date of your event plus Stanley's contact information making it easy to locate images later.

A duplicate DVD-R is kept on file by Stanley as an off-premises backup for you. Everyone should make their own backup as well.

Each image is high resolution JPEG. Usage rights of the images are negotiated prior to the assignment.

For most editorial assignments, photo identification is embedded with the image. This is helpful when writing cut-lines for your newsletter or matching the photo

Here is example of the same example of the photo in PhotoShop now in MediaDex.



As you can see, the information is the same. Since Stanley has done this work for you, after setting up the software like MediaDex to recognize IPTC then you only need to drag the folder from the DVD-R, which Stanley provided to you into the database software and let it ingest the images. You do not need to add any more information. The name of the event is searchable and you can find people because you can search the caption for names.

You can also use services on-line like [PhotoCore](http://PhotoCore.com). This provides a live, searchable database for you to use. Your photographers can upload from anywhere in the world and you can determine access by creating accounts for

Whitefield Academy
Woodward Academy

FAITH BASED

Baptist Press
Calvin Center
Catholic News Service
Celebrate Life International, Inc
Cooperative Baptist Fellowship
Faith And The City
Florida Baptist Convention
Impact 360
International Mission Board, SBC
Lifeway Christian Resources
North American Mission Board, SBC
Presbyterian Today
Pure Fashion
The Community Institute, Inc.
The Georgia Bulletin
United Methodist News Service
World Council Of Churches
World Journalism Institute
Youth With A Mission

NONPROFIT

Annie E Casey Foundation
Associated Builders Contractors of Georgia
Atlanta Regional Commission
Burke County Public Library, Inc.
Georgia Council of Chiropractic
Georgia Trial Lawyers Association
Medical Association of Atlanta
National Education Association
The Foundation Center
The Saint Joseph's Mercy Foundation
Yamacraw
YMCA

EDITORIAL

ABCNews.com
Athlon Sports
Black Star Publishing
Boston.com
British Broadcasting Company
Chiropractic Economics
Corporate Legal Times
Country Magazine
Creative Publishing International
Discovery Channel
Drug Store News
ESPN.com
Farm & Ranch Living
FederalNewsRadio.com
Hollywood Reporter
Home Channel News
Journal of Accountancy
MSNBC.com
San Jose Mercury News
SFGate.com
Sports Illustrated
SYNC Magazine
The New York Times
The Olympian
The Washington Times
Travel Weekly Magazine
Upper Deck
Volleyball Magazine
Wall Street Journal
WashingtonPost.com
WireImage
Yahoo News

with the person in a story.

One of Stanley's clients has 500 plus new portraits made every year. Many of the faces are new. The office staff uses the imbedded identification to match the portraits to bios. This helps those who have not met the new people to match the person with the name.

Below is an example of what this looks like for you when you are using Photoshop to view the images. Go to the menu option **Menu>File Info** to pull down the box.



If you have many photographs made each year and have ever had trouble locating a particular photo the above example should interest you. This ID information is recognizable by most image archiving software such as [Extensis](#) or [MediaDex](#) . The file information box of Photoshop is known as [IPTC](#) for short.

photographers, designers and clients. Look at some of Stanley's examples [here](#).

With this service provided by Stanley, you can find a photo within seconds. If you choose to save all the images on a server then the artist only needs to click to place the photo into their design. It only takes a second.

You can use the information printed on the DVD-R to locate a project, place the DVD-R the computer and just drag the photo from the Database straight into your document.

Today we must be good stewards of our budget and resources. Since Stanley has completed most of the data entry for you he has saved you hours of work that translates into savings for you.

There is more than meets-the-eye in Stanley's photos. Not only has he provided you with the images you need, he has increased their value to you because of the wealth of information he has provided about those images.

The ease of use, the ability to locate quickly a single photo in you collection and the in-depth information about that photo all located together is what makes a photo shoot by Stanley more valuable to you.

Yes, Stanley truly does work to make your job easier.

COMMERCIAL

Allsouth Renovations
American Die Technology
American Power Conversion
AmeriGlo
Bank of America
Burmeister Group
Defenderworx LLC
Delta Airlines
Design Directions Inc.
Enzymatic Deinking Technologies
ESPN.COM
fTRANS
Fulcrum Construction
GTP Enterprises Inc
Hoffman York
It's for Vets
J. M. Huber Corporation
Ladder to the Moon
Lind-Bergeron
Media2K
Medical Economics Magazine
Merial Ltd.
Merchandise Mart
Molloy Communications
Morning Glory Farms
MSI International
National Basketball Association
Raintree
Robert Rytter & Associates
Roni Hicks & Associates
Russell Athletic
Sears & Roebuck
St. John & Partners
SouthTrust Bank
Summit National Bank
Sunny Crest Publishing
TetraData
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