

STANLEY LEARY

People & Location Photographer

www.StanleyLeary.com

The Digital Communication Age

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

The Digital Communication Age

We know Information Technology is paramount to business growth. As a company grows larger, perhaps goes global, it is essential with today's narrow margins to have systems in place for a controlled sustained growth.



ESPN Gameday Chris Fowler (left) and Kirk Herbstreit (right) react to Lee Corso (center) putting on the Clemson's mascot head as his team to win in the Clemson and Alabama Chick-fil-A Kickoff Classic at the Georgia Dome on Saturday, August 30, 2008 in Atlanta.

Links

- [Bio](#)
- [Blog](#)
- [Calendar](#)
- [Client List](#)
- [Past e.Newsletters](#)
- [360 Spherical Panoramas](#)



Alabama running back Mark Ingram (22) faces down Clemson safety Chris Clemons (22) rushing for 12 yards to the Clemson 20 for a 1ST down during the Chick-fil-A Kick-off Classic at the Georgia Dome on Saturday, August 20, 2008 in Atlanta.

The WashingtonPost.com, NewYorkTimes.com, Google and many other corporations use visuals to communicate (and grab a reader). Unlike the printed page video, audio, multimedia and things like virtual reality are used to communicate in company web sites and e.Newsletters.

Professional communicators now have new and exciting ways to tell their stories. The earliest professional communicators sat around the campfires telling the stories and communicating their tribe's culture through the ages.

The printing press story tellers could communicate to larger

Speaking Engagements

NORTH GEORGIA TECHNICAL COLLEGE, CLARKESVILLE, GEORGIA

Guest Lecturer, Aug 2008
Business Practices & Marketing

ABWE, PENNSYLVANIA

Guest Lecturer, Sep 2008
Teaching volunteer missionary photographers.

UNION UNIVERSITY, JACKSON, TENNESSEE

Guest Lecturer, Sep 2008
Teaching multimedia to communication majors.

Today computers are taking on a new role in corporate world. Computers are no longer only

**REINHARDT COLLEGE,
WALESKA, GEORGIA**

Adjunct Professor, Fall 2008
Teaching Photojournalism

**UNIVERSITY OF THE
NATIONS, KONA, HAWAII**

Guest Lecturer, Feb 2009
Teaching Lighting, Portraiture and
Business Practices in School of
Photography program.

**SOUTHWESTERN
PHOTOJOURNALISM
CONFERENCE, FORT
WORTH, TEXAS**

Guest Speaker, Feb 2009
Teaching Business Practices

for bean counters. We use them to connect with people all over the world and sometimes in the same room.

Early on computers replaced the typewriter. During the 80s email and the Internet entered the work place. In 1993 the World Wide Web changed business, as well as almost everything else, forever. Now, in addition to an email address we have url addresses, blogs, and social media pages like Facebook.

Change today is moving at a rapid rate. Newspapers and other traditional ways of communication are losing their subscription base. People no longer watch the evening news or pick up a paper, they just go to the web at their convenience. They are seeing what their social network of friends have found and recommended and finding things they recommend to their circle of friends.

Google makes it possible to navigate through millions of websites to locate information through their search engines. It uses sophisticated algorithms to help organize more relevant pages first on the list. Different than AltaVista or other search engines did just a few years ago.

Progressive companies are learning how the web can help solve their communication

audiences. The radio opened up audiences to hearing the stories and then TV helped us to go globally.



Alabama defensive lineman Lorenzo Washington (97) forces Clemson quarterback Cullen Harper (10) to throw the ball away during play at the Chick-fil-A Kickoff Classic at the Georgia Dome on Saturday, August 30, 2008 in Atlanta.

The printed page let the audience interact with information at their leisure whereas radio and TV were real time. When an audience saw or listened was in the control of the networks. Not until tape recorders and VCRs were we able to change radio and TV to something you could record and watch later.

Blogging allows communication to be interactive. Comments posted on a blog allow interaction with the information.

problems. It is no longer necessary or even practical to gather around a table all the people needed to insure those who must know understand a product, procedure or pricing.



Companies need fast, reliable ways share ideas throughout their infrastructure. Many companies have introduced intranets that are like the Internet, but are in-house only and closed to the public. Many have hired Google to help them with tools for their company where they can share documents, calendars, spreadsheets and more within their project teams. You can now not only Google the World Wide Web but your company website and even your own computer. Google is a new noun and verb in our English language.

Many years ago the newspaper industry recognized the ability of fine photographs to draw the readers into a story. Even today the top-slot for a newspaper photo is on the front page above-the-fold. Just glance and that picture it can sell a paper.

I have been blogging for a few years through my [own blog](#) and the [Rising Black Star blog](#). I began producing multimedia packages (combining still images with audio). This is a powerful means of communication that can reach people on an emotional level. Examples can be found on my [website](#) under Multimedia section.

Lately I have even been shooting [Sphere Panoramic Photos](#) (360 degree) – it is a whole new way of looking at things! These new mediums are what helped me to communicate more effectively with my audiences than ever before.

Most of you are familiar with my photography; however, you may not be aware that I design websites for clients' as well as offer workshops teaching company staff members a variety of visual communication skills and the combining of visual means of communication for the web.

Using the latest interactive photography techniques, designing websites, teaching and helping companies with strategy has helped me to be today's story teller around the campfire—a campfire with the world sitting around it.

Examples can be found at my website

