

Meet the Editor

# Getting on Track With Stephen Nathans-Kelly

by LAUREE PADGETT

To kick off my new column last issue, I interviewed Barbara Quint, world-renowned info pro and editor-in-chief of *Searcher: The Magazine for Database Professionals*.



Lauree Padgett

Having worked with bq for 16-plus years, I could have written the article without interviewing her. This time I am profiling someone I have had little contact with in the past: Stephen Nathans-Kelly, editor-in-chief of *EventDV*, who I quickly found out is one busy guy.

## A Little Background

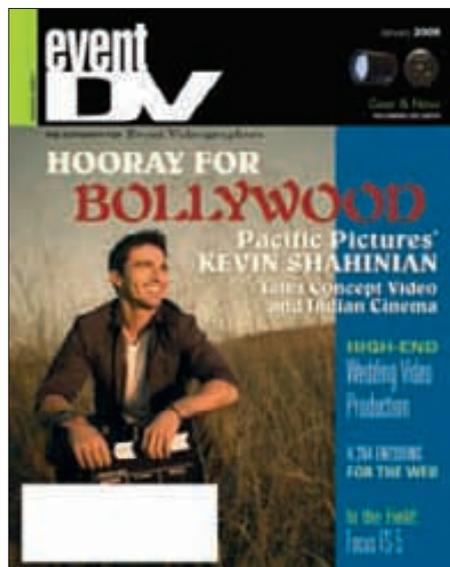
Nathans-Kelly has been the editor of *EventDV* since 2004. But let's step back a bit and start with his college years at Wesleyan University (Middletown, Conn.), where he received his bachelor's degree in 1991. After that, he worked at a boarding school in Massachusetts, editing the alumni magazine, coaching cross-country and track, and serving as an advisor to student publications.

In 1995, he became the associate editor of *EMedia and CD-ROM Professional* (then owned by Online, Inc.), the precursor to *EMedia* magazine. When ITI purchased the publication in 1997, it became *EMedia*, and in 1998, Nathans-Kelly took over as its editor. *EventDV* started out as a section in *EMedia* in mid-2004. It emerged as its own monthly magazine 6 months later.

He also edits *EMediaLive*, the *EMedia-Live DVD Resource Guide*, *EventDV.net*, the about-to-be-launched *EventDV-TV*, and *Streaming Media Global Xtra*. (Feeling like an underachiever yet?) And he's executive editor of *Streaming Media* magazine. He also writes a book review blog called First Look Books ([www.firstlookbooksblog.com](http://www.firstlookbooksblog.com)).

## EventDV ... And More

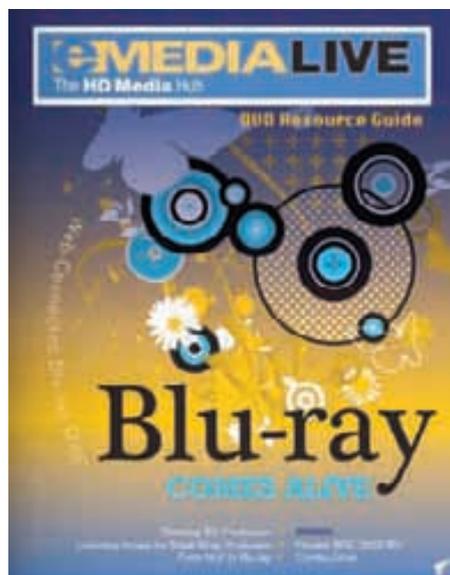
I'll let him describe his publication in his own words: "*EventDV* is a business and technology trade magazine for professional event, wedding, and corporate videographers. Most of our readers run their own independent studios, ranging from small mom-and-pop operations doing 10–15 weddings per year to much larger studios that shoot 100–200 sports or school events." He notes that bigger studios tend to take on five- and six-figure corporate projects while offering production and editing services to other compa-



nies. Despite the range of output, these companies have two things in common: "They run their own businesses and focus primarily on video production."

And why do people read *EventDV*? He explains: "In addition to covering the technology they use (which several other magazines do), we focus on the business aspects of building and maintaining an independent studio in the event video industry, which no other magazine covers."

This focus on video gives *EventDV* a unique readership compared to ITI's other publications, with the exception of *Streaming Media*. He acknowledges that there's some overlap between these two publications in terms of the technologies that the readers of both use. "*EventDV* readers, like *Streaming Media* readers, deliver digital video online and need to know how to encode and compress video to make it travel smoothly across the web and look good to its audience." But he adds that there are definite differences: "*Streaming Media* comes at the topic from more of an enterprise angle and looks at the business of streaming itself. *EventDV* is much more about running a small business that may use streaming technology or services,



while *Streaming Media* looks at streaming at an industry level."

Aptly, the other ITI pub that overlaps with *EventDV* is another one he edits—*EMediaLive*. "*EMediaLive*, with the tagline 'The HD Media Hub,' is focused on the optical media industry, which includes DVD and CD, but with more attention to the new HD disc format, Blu-ray Disc."

According to Nathans-Kelly, most *EMediaLive* readers are either working in the optical media manufacturing industry or working in high-end studios that specialize in Blu-ray Disc production for the movie industry and at the enterprise level. But there are differences in these two publications: "*EventDV* readers have an interest in Blu-ray Disc technology because some of their high-end clients are asking for high-definition videos delivered on Blu-ray Disc, but they're working with Blu-ray on a smaller scale than *EMediaLive* readers, so there's some overlap in terms of technology and relevant product news."

When asked about hot topics for 2009 and beyond, he provides a threefold response: "The move to HD, both on the production and delivery end; using social networking and video aggregation sites such as Facebook and Vimeo to make video businesses more visible and extend their marketing reach; and the 'fusion' of event videography and photography thanks to new high-definition digital cameras, such as the Canon 5D Mark II, that capture stellar still images and cinematic video in the same camera."

The biggest development for *EventDV* in 2009 will be *EventDV-TV* ([www.eventdv-tv.com](http://www.eventdv-tv.com)), which he feels represents a new direction for the magazine: "Video is much more the way our readers learn, teach, and communicate than print. As a new online video portal, it will deliver a wide variety of video content to its audience, including video tutorials, studio tours, 'secret of my success' clips, 'behind the scenes' videos from innovative event video productions, as well as video tie-ins with print columns and articles, and regular updates from local videographer associations."

Regular *EventDV* columns and sections cover key aspects of the business and aesthetic aspects of event video, running an event video business, and developments in HD video technology. Instead of conventional product reviews, two sections discuss how specific products are used in a video producer's everyday workflow, either when shooting on location (In the Field) or editing back in the studio (In the Studio).

As for upcoming concerns or problems for the industry, he paraphrases a former president from Arkansas: "It's the economy, stupid." Specifically, in the realm of



Stephen Nathans-Kelly

*EventDV*, he is concerned about the impact the recession economy will have on independent video studios.

## Beyond Work

Now that you know what Nathans-Kelly does at ITI, you may be wondering what he does the rest of the time. Although born in Durham, N.C. (he roots for the Duke Blue Devils), he also lived for about a year in Galway, Ireland, where "I was ostensibly going to college ... at University College-Galway, but I spent just as much time soaking up the music scene and hitchhiking around the west coast of Ireland."

As for upcoming concerns or problems for the industry, he paraphrases a former president from Arkansas: "It's the economy, stupid."



These days, he likes to build things with his 5-year-old son. And judging from his First Look Books blog, he also reads novels and writes reviews (he recommends *Sing Them Home* by Stephanie Kallos, which you can check out on the blog), walks his dog, and listens to new bands. He used to spend time collecting doo-wop 45s from the 1950s, but he's now running marathons and editing video in his spare time.

Maybe he figures out how to fit all his professional and personal activities into a 7-day week while he's out there running. That secret would be something he could share with the rest of us.

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