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. Having worked with her 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 EMediaLive 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).

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 companies. 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.”

Aply, 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), 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...