

## HELP WANTED

**The Ledger** in Lakeland, Florida is looking for a **Photo Department Image Technician**.

Technicians must be familiar with all aspects of digital imaging including Macintosh, Photoshop, monitor calibration, thermal printers, flatbed scanners, film scanners and telecommunications.

Two to three years experience in the four-color image process preferred.

**Contact: Tony Ranze**

**Directory of Photography**

**e-mail: Tonyr81322@aol.com**

**Phone 941-687-7860**

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## ZUMA,

the Heaven's Gate cult suicides. The JonBenét Ramsey murder case was reaching its peak when the Heaven's Gate story broke at 8 p.m. EST, March 28, 1997. McKiernan was in Atlanta, Ga. on assignment when he had to fly to California to cover the mass suicide.

"Our job, without sounding too pious, is to tell the truth and to bring home photos that tell the story," he said. "If things didn't go on, we wouldn't be in business."

Sometimes, covering the darker side of humanity gets to his shooters, McKiernan said.

"It's tough when you see the horrible things in the world. The key is to stay objective," he said. "What ends up happening in these photos is usually something went wrong and by us taking these

photos maybe we're bringing about awareness. I think people need to know what happens."

However, it's not all bad news at ZUMA Press.

As an adjunct to ZUMA Press run by director Jim Tunell, ZUMA Hollywood is fast becoming the most comprehensive source for celebrity and personality photos.

While scorning the paparazzi influence, ZUMA acknowledges the huge and insatiable demand worldwide for pictures of famous people.

From glamorous movie openings to high-end stylized portraiture as well as celebrity news, ZUMA Hollywood files contain images of virtually every film and recording celebrity.

The library also includes almost every nationally-known politico

and a large share of the Fortune 500 CEOs and other business personalities.

McKiernan said he plans to have bureaus opening in New York, Washington and Boston in the new year as well as launching a web site: [www.ZUMAPress.com](http://www.ZUMAPress.com).

Besides its own photographers covering breaking news stories and features, ZUMA Press also works with numerous newspapers whose photographers may have captured valuable images of interest beyond the paper's borders.

ZUMA, having relationships with hundreds of magazines, frequently acts as an agent, helping the newspaper to profitably negotiate the complex world of photo usage and publishing rights.

As an assignment and stock agency, ZUMA Press has indeed become a major player.

When the next major news story hits, you can be sure that ZUMA's credit line won't be far from the lead photo.

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