



## **“Digital Photography Life” Show Launches on Personal Life Media Podcast Network**

*Creators of “The Digital Photography Show” bring Podcast Award-nominated formula to new network.*

**Los Altos, CA (PRWEB) November 11, 2008** -- Personal Life Media™, Inc. (PLM) a publisher of lifestyle podcasts and blogs for people on the leading edge of culture, is pleased to announce the addition of “Digital Photography Life: Make Every Shot Count” to the network. This new podcast by Scott Sherman and Michael Stein is a new show from the creators of one of the most successful photography podcasts, “The Digital Photography Show.” The Digital Photography Show was nominated for two Podcast Awards in both 2007 and 2008, including the “People’s Choice” award, putting it in the top ten of over 4,000 considered shows in both years.

“Working with professionals like Scott and Michael to create the best show in the world for photo enthusiasts has been an intense collaboration,” said Susan Bratton, CEO of Personal Life Media. “They are superstars in the space and are truly focused on serving their listeners. Our expertise in optimizing podcasts to grow audience and sponsors is a perfect match.”

Leading industry pundits and expressed their support for Scott and Michael in their new podcast:

**Scott Kelby**, best-selling technology writer, editor and publisher of Photoshop User Magazine, and President of the National Association of Photoshop Professionals said, “I’m totally psyched about the launch of Digital Photography Life. Scott and Michael are two of my all-time-favorite podcasters in the field. People ask me all the time what they can do to improve their photography - my tip for today is subscribe to Digital Photography Life.”

**Rick Sammon**, author, photographer and television and radio personality said, “Scott and Michael and the kinds of über-enthusiasts I most enjoy talking with. They bring the enthusiasm of true fan-boys to digital photography. Better yet, they have a knack for attracting listeners who are every bit as motivated and cool as they are. As a guest and as a

listener, I can't wait to be a part of Digital Photography Life."

### **About Digital Photography Life:**

Digital Photography Life is geared to the digital photography enthusiast, the passionate shooter who wants to learn everything about the latest cameras and software, the best photography techniques, and the most helpful resources. Scott and Michael have long-standing relationships with some of the industry's most influential leaders and gurus, such as the aforementioned Scott Kelby and Rick Sammon, as well as leading names such as Kevin Kubota, Jessica Claire and David Jay. They also have contacts at the most influential companies that market to the digital photographer, including Nikon, Canon and Adobe.

Scott and Michael believe that much of their success lies in the fact that neither of them are professional photographers. Rather, like the majority of their audience, they are passionate amateurs who love the art and opportunities that digital photography offers them and their families. Digital Photography Life will provide its listeners with reviews, tips and tricks and shopping advice.

A strong community is also an important part of Digital Photography Life. The show will be supported by an online photography album, a Twitter account, Facebook and MySpace pages, and a fan-run Flickr group.

Digital Photography Life presents a targeted sponsorship opportunity for companies that want to reach and foster the enthusiast market. The inaugural sponsor of Digital Photography Life is Smugmug.

Scott Sherman said, "Smugmug provides exceptional services for the digital photography enthusiast. Photos displayed on Smugmug look fantastic. Smugmug's tiered services model serves everyone from people who just want to share their family photos to professionals who need a seamless show and sell solution. Smugmug gives professionals and hobbyists who want to market their pictures an extremely easy, flexible and attractive option for selling their work. We think they are a perfect fit for our highly-motivated audience."

Chris MacAskill, co-founder of SmugMug, said, "It is very exciting for SmugMug to team up with Scott and Michael. Our customers are so passionate about photography that it only makes sense for us to expose our service to more passionate photographers."

Through their support, Smugmug has demonstrated their commitment to the digital photographer by making available this free resource.

## About Personal Life Media

Personal Life Media (<http://www.personallifemedia.com>) is a multimedia lifestyle brand providing entertaining and authentic personal content to socially conscious adults, and is the first podcast and blog advertising network for advertisers to reach the "cultural creatives" market segment. Expert hosts deliver motivational programs, talk shows, reality-audio, interviews, advanced techniques and guided exercises in blogs, web audio, video and podcasting formats.

The network offers 35 free weekly audio and video programs, podcasts and companion blogs about happiness, relationships, family, sensuality, life purpose, wealth creation, conscious business, wellness. Additional areas of interest include the men's movement, women's issues, hobbies, book reviews, life coaching, ecology, creativity, weight-loss, beauty innovation and cosmetic surgery, retirement, conscious business, ethical sales, spirituality, personal and global transformation. A free multi-show podcast player widget is free for any podcaster or fan at <http://personallifemedia.com/widget>

Access the shows for free from a browser or subscribe via RSS or iTunes and listen on an iPod or MP3 player. Personal Life Media is headquartered in Silicon Valley, California.

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