



FOR IMMEDIATE RELEASE

**2013 SHOOTOFF VIDEO WORKSHOP WILL BE HELD 2-5 MAY**

ARLINGTON, Va. – Veteran, active duty military and civil service videographers will gather at the Navy League Building for the annual Shoot Off Video Workshop this May. Participants first attend training sessions featuring industry leaders and guest speakers. Then the “Shoot Off” begins! The remainder of the workshop is a 36-hour competition where each team of participants must produce a short news, documentary or feature entry. Teams are assigned a mentor to assist in successfully completing their projects.

The workshop features a roster of guest speakers that includes Bethany Swain (University of Maryland), Bill Gentile (American University), Garrett Hubbard (Garrett Hubbard Studios), Arun Chaudhary (Revolution Messaging) and Jim Fabio (NFL Films). “Some of the best speakers, mentors, and judges throughout the industry volunteer for this event,” says Johnny Bivera, Executive Director and founder of Shoot Off Visual Media Workshops. “These workshops are for all levels and provide professional development, offering essential training to our military and civil service photographers and videographers,” Bivera added.

Hands-on mentoring is a big part of what the Shoot Off is about. “The mentors are the real strength of the workshop,” Video Workshop Producer Juan Femath says. “Mentors are former and current military videographers, broadcasters, and producers. They are subject matter experts that have the experience and desire to share their knowledge with others. Once the competition starts, the learning becomes a very organic process.”

The vision of these workshops is to enable visual media professionals to come together regularly and share their knowledge and experiences. “The Shoot Off has allowed me to stay in touch with my military family, and to network with some of the best talent currently working in the industry,” Senior Staffer Maureen Stewart affirms. “Seeing the participants’ passion come to life through their lenses is a great experience.”

Despite the sequestration looming over military and civil service budgets, year three of the Video Shoot Off will carry on as scheduled. “We’re a not-for-profit organization,” Program Director Blake Stilwell says while talking about the all-volunteer staff. “We’re all here because we care about our profession. The registration fees cover operational costs and enable us to do this again next year.” Femath agrees, adding, “For \$80, you get an industry level video workshop specifically tailored for military, civil service, and federal multimedia professionals. It’s also a great venue to interact with your fellow peers from other services and government organizations.”

The workshop owes a great deal of gratitude to our partners in the industry who help sponsor the event. “Companies like Adobe, Avid, Canon, GoPro, and Digital Juice, just to name a few ... we wouldn’t exist without them,” added Femath. “Just like our staff, mentors, speakers, and alumni, we hope they’ll always be a part of the Shoot Off family.”

The Shoot Off Video Workshop is not limited to military and government personnel. Civilians, multimedia journalists and anyone with an interest in visual media are welcome to register and participate.

Registration is now open at [www.ShootOffVideo.com](http://www.ShootOffVideo.com)  
For questions or inquiries please email [videoshootoff@gmail.com](mailto:videoshootoff@gmail.com)

