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SCHOOL OF JOURNALISM AND MASS COMMUNICATION
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Education

B.A. in English and Comparative Literature, Columbia College, N.Y., 1970.
M.A. in Journalism and Mass Communications, University of South Carolina,
2007.

Work Experience

Instructor, School of Journalism and Mass Communications, University of South Carolina. Fall 2009 schedule: J537, Advanced Photovisual Communications; J463B, Freelancing for Creative Professionals; J364, Introduction to Visual Communications.

Author of nine books, 1998–present. These include books on hiking in the San Francisco Bay Area; walking, hiking, and kayaking in Cape Cod; and digital photography (see “Publications/Books,” below).

Under contract to write a history of the Santa Clara County Parks and Recreation Department; project involves 30 oral-history interviews and archival research into preservation of open space in California’s Silicon Valley from the 1950s to the present.

Copy editor for publishers of nonfiction books, 2000–present. Edited 20 books on a variety of topics, including photography, photojournalism, graphic design, art, sales and marketing, and travel (see “Books Edited,” below).

Owner, David Weintraub Photography, 1980–present. Corporate and editorial photography for clients such as the American Bar Association, *Audubon*, California Federal Bank, *Entrepreneur*, *Forbes*, *Information Week*, *Sierra*, *Smithsonian*, and *Sunset*; stock photography represented worldwide by Photo Researchers and Stock Boston.

Freelance writer for newspapers and magazines, 1980–present (see partial listing in “Publications/Articles,” below).

Photography instructor (Academy of Art College, UC Berkeley Extension, City College of San Francisco), 1988–2001.

Staff writer, *Photo District News*, 1986–2001 (see partial listing in “Publications/Articles,” below).

Freelance photographer, The Associated Press (San Francisco), 1988–1991.

Staff photographer, *Oregon Journal/The Oregonian* (Portland, Ore.), 1980–82.

Staff photographer, *Statesman-Journal* newspapers (Salem, Ore.), 1976–79.

Staff photographer, *Oregon Journal* (Portland, Ore.), 1975–76.

Publications/Books

Walking the Cape and Islands, Menasha Ridge Press, 2006. The first comprehensive guide to the walking trails of Cape Cod, Martha’s Vineyard, and Nantucket; with an introduction covering the region’s climate, geology, and human and natural history, and sidebars on flora and fauna.

Peninsula Tales and Trails, Graphic Arts Books, 2004. Commissioned by the Midpeninsula Regional Open Space District to celebrate the San Francisco

- Bay Area public agency's 30th anniversary; contains material gathered from 30 oral-history interviews, archive research, and field work.
- Afoot and Afield in the San Francisco Bay Area*, Wilderness Press, 2004.
Comprehensive guide to San Francisco Bay Area hiking trails; with an introduction covering region's geology, climate, and natural history, and sidebars on human history, flora, and fauna.
- Top Trails: San Francisco Bay Area*, Wilderness Press, 2004. Guide to the best San Francisco Bay Area hiking trails, with detailed information on local flora and fauna.
- Monterey Bay Trails: Outdoor Adventures in Monterey, Santa Cruz, and San Benito Counties*, Wilderness Press, 2001. Guide to the best Monterey Bay Area hiking trails; with an introduction covering the region's geology, climate, and natural and human history.
- Adventure Kayaking: Cape Cod and Martha's Vineyard*, Wilderness Press, 2000.
Guide to the best kayaking on Cape Cod and Martha's Vineyard; with an introduction covering the region's geology, climate, and natural and human history.
- North Bay Trails: Outdoor Adventures in Marin, Napa, and Sonoma Counties*, Wilderness Press, 1999. Guide to the best hiking trails of northern San Francisco Bay Area; with an introduction covering the region's geology, climate, and natural and human history.
- East Bay Trails: Outdoor Adventures in Alameda and Contra Costa Counties*, Wilderness Press, 1998. Guide to the best hiking trails of eastern San Francisco Bay Area; with an introduction covering the region's geology, climate, and natural and human history.
- HP Guide to Digital Photography* (unpublished manuscript). Commissioned by Hewlett-Packard, a basic guide to the concepts and techniques of digital photography, including how to use relevant hardware and software.

Book Chapters

"Everything You Wanted to Know, but Were Powerless to Ask," in *Visual Communication Research Designs*, by Keith Kenney. N.Y.: Routledge, 2009, pp. 198-220.

"So You Want to Freelance," in *Photojournalism: The Professionals' Approach*, 6th ed., by Ken Kobré. Burlington, Mass.: Focal Press, 2008.

Books Edited

- 60 Hikes in 60 Miles: Houston*, Menasha Ridge Press
- Day and Overnight Hikes, Palm Springs*, Menasha Ridge Press
- Mountain Biking Orange County*, Menasha Ridge Press
- Digital Stock Photography*, Allworth Press
- The Best in Tent Camping, New York*, Menasha Ridge Press.
- Creative Careers in Photography*, Allworth Press.
- Photo Styling: How to Build Your Career and Succeed*, Allworth Press.
- The Photographer's Guide to the Digital Darkroom*, Allworth Press.
- Photographing Children and Babies*, Allworth Press.
- The Photographer's Guide to Negotiating*, Allworth Press.
- Baseline Selling*, David Kurlan.

Mastering Nature Photography, Allworth Press.
Day & Overnight Hikes in the Great Smoky Mountains National Park, Menasha Ridge Press.
The Graphic Designers and Illustrators Guide, Allworth Press.
The Best of the Appalachian Trail: Day Hikes, Menasha Ridge Press.
Pinhole Photography, Focal Press.
Photojournalism: The Professionals' Approach, Focal Press.
Sexed Universals in Contemporary Art, Allworth Press.
Backpacking Idaho, Wilderness Press.
Kings Canyon National Park, Wilderness Press.

Conference Papers

"When the Bomb Plant Came to Town: The Aiken Standard and Review and the Savannah River Plant." Presented at AEJMC Convention 2007, History Division.

"Earth Day in America: Political Protest or Fête?" Presented at the America Celebrates conference, October 2006, at the Sorbonne, Paris.

Awards

Bryce W. Rucker Excellence in Student Research Award (2007).
Kappa Tau Alpha Top Scholar Award (2007).

Publications/Articles

"Notes from the VisCom Classroom." Ongoing blog, begun in May 2007, for Black Star Rising, the Web site of the Black Star photo agency (<http://rising.blackstar.com>). Blog describes my experiences teaching visual communications at the University of South Carolina.

"Eye on Image-Making." Ongoing blog, begun in February 2008, for Black Star Rising, the Web site of the Black Star photo agency (<http://rising.blackstar.com>). Blog describes my reflections on the state of the image-making industry.

"Bay City Strollers," *Hemispheres Magazine*, March 2006. Hiking in the San Francisco Bay Area for United Airlines' in-flight magazine.

"A Paddler's Paradise," *Hemispheres Magazine*, June 2005. Kayaking on Cape Cod for United Airlines' in-flight magazine.

"Birds and Butterflies," *Easy Street*, Winter 2004. Profile of local business in Aiken, SC.

"Walking the Woods," *Easy Street*, Fall 2004. Three walks in Hitchcock Woods, Aiken, SC.

"A New Eye on National Parks," *Outdoor Photographer*, December 2003. Profile of digital photographer Stephen Johnson.

"Monte Bello Tales & Trails," *Bay Nature*, October–December 2003. Travel article on San Francisco Bay Area hiking destination.

"What To Expect When You Go On Press," *Photo District News*, September 2001. How photographers can improve the quality of their books.

"Aftershocks In San Francisco's Photo Community," *Photo District News*, March 2001. Economic conditions in San Francisco during the dot-com boom.

"Fast Lens Fun in the Summer," *Outdoor Photographer*, June 2000. Equipment review of Sigma 300mm f2.8 lens.

- "Natural Selections," *ARTnews*, May 2000. Profile of artist Maria Fernanda Cardoso.
- "Basic Marketing," *Outdoor Photographer*, April 2000. Sales and marketing tips for photographers.
- "Travels With Roger Ressmeyer," *Photo District News Showguide*, October 1999. Profile of science photographer who has shot for *National Geographic*, *LIFE*, *Time*, *Newsweek*, and many other publications.
- "Sell This Book," *Photo District News*, April 1999. Advice for photographers on how to promote their books.
- "'Anti-Paparazzi' Laws Proposed In Congress," *Photo District News*, May 1998. Report on proposed federal legislation to control celebrity photographers.
- "Joshua Ets-Hokin Takes Stock," *Photo District News*, May 1998. Profile of high-end San Francisco wedding photographer.
- "Jeffrey Becom's Passion For Color," *Photo District News*, March 1998. Profile of Pacific Grove (CA) photographer who studies cultural uses of color.
- "Edge Treatments," *PC Photo*, February 1998. Instruction for photographers on how to create digital borders and frames.
- "Sunset Magazine's Makeover," *Photo District News*, November 1997. Report on changes at venerable California-based publication.
- "Barrie Rokeach's Night Aerials," *Photo District News*, May 1997. Profile of Berkeley-based photographer and pilot.
- "Women In The Material World," *Photo District News*, January 1997. Report on documentary book project organized by Peter Menzel and Faith D'Aluisio as a follow-up to their previous book, *Material World*.
- "Leo Kim Finds Elegance In The Mundane," *Photo District News*, October 1996. Profile of Minneapolis corporate photographer.
- "Lighting As Unifying Thread: Paul Franz-Moore," *Photo District News*, September 1996. Question-and-answer session with a San Francisco-based lighting master.
- "Market Report: San Francisco," *Photo District News*, June 1996. In-depth coverage of commercial photography in San Francisco.
- "The Aama Chronicles," *Photo District News*, March 1996. Profile of author/photographer Broughton Coburn.
- "Environmental Portraiture," *ASMP/Northern California Newsletter*, November/December 1995. Article based on interviews with top Northern California photographers.
- "BrownTrout Publishers: Rounding Up Top Stock Shooters," *Photo District News*, November 1995. Report on San Mateo-based calendar publisher known for its work with top photographers.
- "Photographing Shorebirds," *WildBird*, April 1995. Collection of author's shorebird photography, along with tips for photographers.
- "George Fry Tells Stories With Lights," *Photo District News*, March 1995. Question-and-answer session with Menlo Park-based lighting master.
- "Opalenik Gets Below The Surface," *Photo District News*, January 1995. Report on photographer's innovative darkroom technique.
- "The Digital Evolution Symposium," *Photo District News*, January 1995. Report on symposium to discuss implications for photographers of rapid changes in technology.

- "Portfolio Basics," *ASMP/Northern California Newsletter*, September / October 1994. Tips for photographers on how to create a first-class portfolio.
- "Living In A Material World," *Photo District News*, September 1994. Report on documentary book project organized by photojournalist Peter Menzel.
- "Leaving the Crows Behind in Yosemite," *New York Times*, June 19, 1994. Article and photographs for the Sunday travel section on backpacking in a remote part of Yosemite National Park.
- "A Walk on the Wild Side," *Alaska Airlines Magazine*, March 1993. Account of the author's three-week trek on California's 211-mile John Muir Trail.
- "Jim Marshall Rocks And Rolls With The Musicians," *Photo District News*, February 1993. Profile of the dean of rock-and-roll photographers.
- "Rick Smolan Turns To Scanners," *Photo District News*, April 1992. Report on "Day-In-The-Life" founder's work with digital technology.
- "Chris Wahlberg's Major Symphony In B&W," *Photo District News*, April 1992. Profile of photographer for the San Francisco Symphony.
- "Is Film Dead?" *Photo District News*, December 1991. Report on ASMP program concerning the future of silver-based imaging.
- "Patrick Cudahy's Cowboy Calendar," *Photo District News*, October 1991. Profile of Arcata (CA)-based photographer who photographed cowboys.
- "101 Ways To Succeed in Stock," *Photo District News*, September 1991. Report on presentation by Marty Loken, stock-agency owner and industry guru.
- "Daniel J. Cox Talks To The Animals...(Almost)," *Photo District News*, September 1991. Profile of Montana-based wildlife photographer.
- "Jim Pickerell On Stock Photography," *Photo District News*, May 1991. Report on ASMP program featuring noted photographer and author.
- "Tracking Gary Braasch," *Photo District News*, April 1991. Profile of widely published Oregon-based nature photographer.
- "Update: Jock Sturges' Child Pornography Case," *Photo District News*, April 1991. Continuing coverage of San Francisco-based photographer's legal problems.
- "String of Puppies' Deemed Improper Copy," *Photo District News*, April 1991. Continuing coverage of copyright-infringement lawsuit by Point Reyes (CA) photographer Art Rogers against artist Jeff Koons.
- "Around The World With Robert Holmes," *Photo District News*, January 1991. Profile of award-winning travel photographer from Mill Valley, CA.
- "Gregory Heisler's 'Photogeneralism,'" *Photo District News*, January 1991. Report on ASMP seminar given by renowned photographer whose credits include *Time*, *LIFE*, and *Sports Illustrated*.
- "Public Forum Airs Child Porn Controversy," *Photo District News*, November 1990. Continuing coverage of the Jock Sturges case and its effects on the San Francisco Bay Area photography community.
- "Attention: You Are About To Be Appropriated," *Photo District News*, October 1990 (co-authored with Nancy Madlin). Examination of the "appropriation" movement in modern art, and its effects on photographers.
- "Photog Victim Of Child Porn Laws," *Photo District News*, September 1990. Report on the investigation of San Francisco photographer Jock Sturges by the FBI and local police for child pornography.
- "Ed Kashi Follows His Dream," *Photo District News*, August 1990. Profile of Berkeley-based photojournalist and his work in Northern Ireland.