



For Immediate Release
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Inside Digital Photo Radio & TV Launches The McNamara Report

Renowned Technology Editor Michael J. McNamara Hosts New Weekly Radio Segment

Carson City, NV – July 24, 2008 -- [Inside Media Networks'](#) popular technology talk show [Inside Digital Photo](#), expands programming to include a new weekly radio segment, "The McNamara Report". Hosted by Michael J. McNamara, renowned photo expert and former Executive Technology Editor of Popular Photography Magazine. The McNamara Report will feature reviews and industry analysis delivered with candid insight geared to professional photographers.



McNamara has written hundreds of articles and had thousands of his photographs published (including over two dozen Pop Photo covers). With over 25 years as a professional photographer and over 17 years experience testing film, digital cameras, and imaging products, Mike combines an extensive knowledge of traditional photography with an in-depth understanding of digital imaging and consumer imaging trends.

"We're thrilled to include The McNamara Report on our program," states CEO/Anchor Scott Sheppard, "Mike's expertise, reviews, and analysis on photography trends and issues is sure to get the attention of our growing global audience of 70,000 professional photographers. The segment is also a perfect resource for our other technology audience base of 250,000 [Inside Mac](#) and [Inside Digital Design](#) Radio Show listeners."

Michael's articles and interviews have been quoted and featured on broadcast television including; ABC, CBS, NBC, CNN, PBS, and QVC, and major newspapers such as; USA Today, Business Week, The Wall Street Journal, The New York Times, The Boston Globe, and Photo Industry Reporter. His articles and photos have also appeared in American Photo, Woman's Day, Boating, Travel Holiday, American Baby, Stuff, and Fit Yoga magazines.

Mike has hosted trend setting panel discussions that include a 2005 CES SuperSession examining the impact of cell phone cameras on the digital camera market, and in January, 2006 he hosted a CES panel predicting future developments in digital imaging technology.

For more information visit: <http://www.insidedigitalphoto.com>

About Inside Media Networks (IMN)

IMN creates targeted talk programming for technology, digital imaging, creative, B2B, and consumer markets. They have successfully built audiences by leveraging Web 2.0 online content distribution tools, podcasts, blogs and social networks. IMN also provides consulting services to clients wishing to establish or expand their own brand efforts. For more information on their services, programs and partners visit: <http://www.insidemedianetworks.com>