

A person in a wetsuit is sitting on the edge of a boat, looking out at a tropical beach. The background features palm trees and a sunset over the ocean. The person's hands are on their head, and they appear to be resting or observing the scene.

OWUSS  
Sport Diver  
Internship  
Report 2011

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As an art school student, my senior thesis consisted of constructing and photographing underwater installations using reclaimed plastic. I truly loved my project and wouldn't change a thing, but upon graduation I realized that my conceptual art background probably didn't truly prepare me for the world of rent payments and health insurance. I decided "practical" job experience might be a good idea. As a result, the Our World Underwater Scholarship Society's internship with Sport Diver magazine took hold in my mind as a beneficial career-building experience.

I have always been in love with being underwater. During my internship with Sport Diver I actually celebrated the 10-year anniversary of my PADI Open Water certification. It is hard to believe 10 years have passed since I first entered the water with braces and a regulator in my mouth. My initial love for diving grew into a love of marine conservation, underwater photography, and art. I hope to combine these fields into a career and I am extremely grateful for the experiences I had working at Sport Diver.

My OWUSS internship with Sport Diver turned out to be much more than a simple "behind the scenes" look at a popular magazine. I honestly feel as if the experience will help prepare me for the next phase in my career path.

Patricia Wuest greeted me at the Orlando airport. Patricia is currently the managing editor of Scuba Diving magazine. She has worked for Scuba Diving and Sport Diver, both of which are currently owned by Bonnier Corp. Patricia gave me an initial tour of the Bonnier offices and helped me get settled. She was an amazing resource for me and I truly appreciate all of her help and advice.

My first days in the office involved getting a lay of the land and settling into my own temporary office near all of the staff working on Sport Diver and Scuba Diving. On my first day I assisted Carrie Garcia, the photo editor of Sport Diver, as she photographed a number of different BC's for an upcoming issue. The studio photography process can be very meticulous when it comes to scuba gear. We had to situate each BC on a clear stand that Carrie designed to give them a filled-out feel. The pre-press department at Bonnier goes in later and photoshops out the stand and combines multiple images to replace areas of the image that need adjustment. Carrie has to photograph each piece of

My first day on the job, photographing gear in the studio with photo editor Carrie Garcia.



gear a number of times, from multiple angles, in order to capture all of the detail and ensure that there are enough options for the art director to use in the layout of the article. In the upcoming weeks I returned to the photo studio a few more times to assist with more gear photo shoots. I worked with Carrie and Katy Danca Galli, the photo editor of Scuba Diving, to photograph dive computers. Again, it is an extremely detail-oriented process, as the photo editors have to send images they are taking to the art director who takes a look at them and asks for any necessary adjustments. Monica Alberta, the art director of Scuba Diving, worked with Carrie and I in the studio to come up with a creative way to display the dive computers for the opening spread of a ScubaLab article. Ultimately, this studio photography experience was very beneficial for me. I learned about the many nuances of photographing gear, including lighting, camera settings, and angles, all while trying to be both creative and efficient. This process also gave me a glimpse into the digital workflow of the office and helped me understand how work passes from one person to another in order to prepare the magazine for publication.

During my first week I met with Eric Michael, the editor of Sport Diver, to discuss my goals for the internship and establish a list of projects I would work on during my time at Bonnier. Eric really wanted to help me tailor my experience to fit my interests, which is something I greatly appreciated. We settled on three main topics that I would focus my research on while working in the office. After learning about my senior thesis project, Eric became interested in putting together an article about artists who use marine debris in their work. This article became one of my topics for research. I discussed my interest in looking into ecotourism or voluntourism within the diving industry. Eric was interested in being able to feature voluntourism trips in various articles so that became my second research topic. Eric also needed someone to look into diving in Puerto Rico for an upcoming reader's trip so I agreed to research Puerto Rico as a third topic.

In between working on my individual research, I took on some short-term projects that lasted anywhere from a few hours to a couple days. I completed photo research for an article in Sport Diver's Dive Life section about Project AWARE's Dive for Debris Campaign. I also searched for potential images for a Sport Diver feature on artificial reefs. Some of my research involved emailing photographers directly. It took me about



20 minutes to compile my four sentence email to David Doubilet and Jennifer Hayes, due to my fear of sounding like a completely unprofessional crazy fan. I researched topside activities in Athens, TX for a sidebar in Sport Diver's State of Diving. I read and took notes on a PEW environmental group report about shark fishing for an upcoming shark conservation piece in Sport Diver's Dive Briefs section. I transcribed an interesting interview with Jeff Leicher from Jack's Dive Locker in Kona about his mission to install mooring buoys, which ended up enlisting the help of the Grateful Dead's Jerry Garcia. Features editor, Mary Frances Emmons, discussed these projects with me and also asked me to take on a short piece on my own. I researched and wrote a short piece about the recently dedicated Captain Kidd Living Museum in the Sea in the Dominican Republic. My name will appear in the byline in the September issue of Sport Diver. I never expected any of my writing to be published during this experience, so it was an awesome surprise.

Halfway through my internship I was offered the opportunity to assist with Scuba Diving Magazine's ScubaLab gear tests, featuring dive computers. My participation involved two day-trips and five freshwater dives. For the first round of testing our team assembled at Blue Grotto Springs. I took all of the topside photos for the day, including testers studying the computers, setting up gear, and getting into the water. I also took some shots of the computers themselves. Floyd Devine, the ScubaLab manager, let me use his go-pro underwater video camera, which was a lot of fun to play with. I love getting the chance to dive in new environments, and diving in Blue Grotto was like diving in a large bowl-like underwater cavern. It was unique and I am very excited that I had the opportunity. Two of my photographs from the trip will also be published in the ScubaLab article, which really made the trip too good to be true. During the second round of testing at Blue Spring State Park I was given the opportunity to actually participate in the computer testing. I completed two dives, during which I assessed two different models, a Hollis and an Oceanic. By no means do I consider myself to be extremely technically knowledgeable, so I was happy to know that Floyd just wanted "a regular diver's response". After the diving, I wrote up my rankings and notes, which would ultimately be compiled in the computer reviews and article.

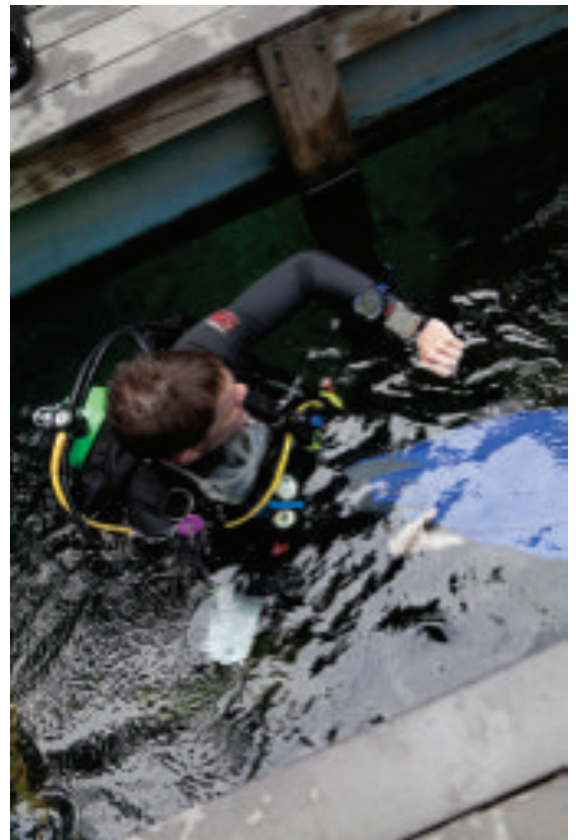


Top Left: My photograph of the ScubaLab test team appeared on the homepage of scubadiving.com. Two of the images will appear in print.

Top Right: The article I wrote for Sport Diver's September issue.

Bottom Left: One of my images from the dive computer tests at Blue Grotto Springs.





Images from the Blue Grotto Springs computer tests. The bottom right image will appear in print in Scuba Diving Magazine.

Back at the Bonnier offices I was included in multiple meetings. One of these meetings was actually a company wide annual staff meeting in which Bonnier CEO Terry Snow gave a presentation on future trends within the magazine publishing industry. It came as no surprise to me that in the upcoming years customers should see more emphasis on digital media outlets such as smart phone and iPad applications. I was also very happy to be able to participate in Sport Diver's Edit Planning meeting for 2012. At this meeting the Sport Diver staff brainstorms ideas for the upcoming year's issues. I was able to throw some of my ideas into the mix and comment on other's suggestions. I really appreciated being able to look in on this process in order to understand how a yearlong vision for the magazine comes together. To understand how articles come together within each issue I participated in more informal meetings where the layout for each article was discussed. Elizabeth Fleener, Sport's Art Director, would put up sample InDesign spreads on the wall in order for the rest of the staff to take a look and make suggestions for any possible changes. During one of these meetings I was able to get a sneak peak at Sport Diver's redesign, which I can't wait to see in print.

During my last week in the office I often sat in with Carrie Garcia, the photo editor of Sport, in order to get a better understanding of her day-to-day workflow. One of my favorite parts of her job involves reviewing the work of the photographers that the magazine sends on assignments. I was able to get a first look at some gorgeous underwater photos taken by Berkeley White in New Zealand. Carrie goes through all of the images and creates a 'selects' folder where she stores the best images for Elizabeth to use as she is laying out the article. Through Carrie I also learned a lot more about the role of contributing photographers, including contracts, payment requests, uploading images to FTP, and stock photography. She would readily tell me that many of these subjects were not the most glamorous part of her work, but from my point of view it was truly valuable information.

As my internship finished up, I also reported back to Eric Michael with the results of my three longer research topics. I consolidated my Puerto Rico research into a map and two word documents. The map displayed information about diving in different regions of Puerto Rico as well as dive operators running trips out of those locations. The first word document listed PADI dive operators and information on diving in different regions as well as specific dive sites. The second document included information about





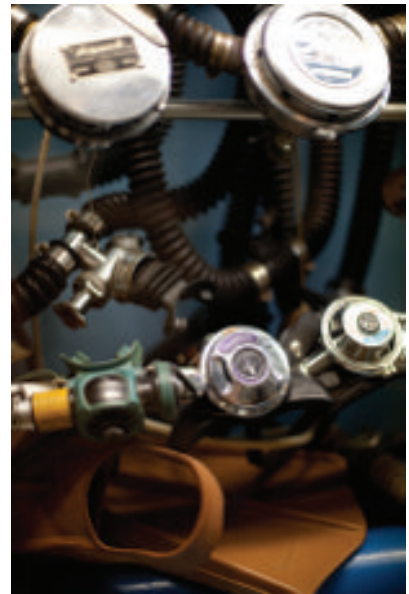
Above: The layout wall in the Sport Diver offices. Below: The map I created as a result of my Puerto Rico research.

lodging in each of the regions we determined would probably be the best for the upcoming reader's trip. Puerto Rico quickly became a diving destination I would love to visit.

My second research topic involved voluntourism; i.e. trips divers can take which also involve a community service or marine conservation component. I compiled a list of trips ranging in length from under a week to six months in destinations all over the globe. I personally believe incorporating marine conservation and recreational diving is important, and Eric is hopeful that he will be able to highlight some of these trips when he runs future articles on different destinations. While researching this topic I contacted a friend of mine who works in the ecotourism industry. He put me in touch with Graham Casden, the owner of Ocean First Divers in Boulder, Colorado. Graham began telling me about the many 'green' initiatives he has been pushing within the diving industry. His dive shop began working with a company called Ecologic Designs in order to create a wetsuit reclamation program. Divers can donate old wetsuits at Ocean First Divers for a \$20 in store credit. These old wetsuits are taken to Ecologic Designs where they are turned into laptop cases, and other products. In the upcoming months I will be writing, and possibly photographing, this program for a short piece that will run in Sport Diver.

My final research topic involved artists who use marine debris in their work. These artists will be included in an upcoming Sport Diver feature. I began researching a number of different artists, but narrowed my list down to the four who will be included in the article. I personally contacted each artist and they all gave me the go ahead to include them in the article. When I head back to the San Francisco Bay area in October I will be able to personally interview and photograph a couple of the artists. I am extremely excited to have such a strong continuing involvement with this article, even though my internship experience has officially ended.

On the last official day of my internship, and after my internship concluded, I found myself diving in the Florida Keys. I began planning a trip to the Keys with Katy Danca Galli and Floyd Devine after we worked on the ScubaLab gear tests together. The trip became an opportunity to gather work related information and photographs, but also a chance for me to have a great time diving.



Above: A photograph I took out the window on the drive down to Key West. Below: Items on display at the History of Diving Museum in Islamorada, Fl. The orange diving helmet on the left is a part of the museum's collection of homemade diving gear. The red helmet sitting next to it actually has old irons attached to it for weight.



We began the trip with a tour of the History of Diving Museum in Islamorada, which Eric Michael had arranged for us. The Museum Director, Debra Illes, showed us around personally. I found it completely fascinating to learn about some of the earliest apparatus used in man's attempt to explore underwater. The museum contains an extensive collection documenting the change in diving technology over time. I will be working on a short piece about the museum, which will hopefully include some of the photographs from my visit.

After our stop at the museum in Islamorada we continued on all the way to Key West. We completed two dives on the USNS Gen. Hoyt S. Vandenberg, the world's second largest purposely-sunk artificial reef. Coincidentally the Vandenberg will be featured in a Sport Diver article in the upcoming September issue. It was awesome to actually dive the wreck after doing photo research on it and watching the article come together in the office. Despite the moderate visibility, the wreck was impressive. Schools of baitfish hovered above the bow, with barracuda carefully watching the action. Floating through a few of the interior rooms, which used to provide a solid footing above water, was a surreal experience. So was looking down at the two huge satellite dishes, already showing signs of coral growth. A cute fist-sized octopus peering out of piping along the railing cemented the Vandenberg as a great dive, which will only get better with age.

The next day we completed three dives with Looe Key Dive Center. These were the kind of dives that make me LOVE shallow water diving. During our nearly hour long dives we discovered elkhorn, staghorn, and pillar coral, as well as nurse sharks, sting rays, huge midnight parrotfish, barracuda, and lobster. Again, the visibility left something to be desired, but I can't complain because I will take practically any day diving over not diving at all.

My experience with the OWUSS Sport Diver internship renewed my optimism about my future as a photographer, artist, environmentalist, and diver. I am encouraged to continue pushing myself into a non-traditional career path. I am excited about the connections I made with the Sport Diver and Scuba Diving staff and I am very hopeful that the future will hold even more collaboration. I am extremely grateful for the opportunities provided to me by OWUSS and Sport Diver and I know the experience will benefit me professionally.

Above: An image I took while helping Katy Danca Galli photograph Key West dive operators. Below: Key limes, a photograph of me diving the Vandenberg, courtesy of Floyd Devine, and Katy and I at the Southernmost Point.



\* I would like to extend a huge thanks to: Monica Alberta, Katy Danca Galli, Floyd Devine, Mary Frances Emmons, David Espinosa, Elizabeth Fleener, Carrie Garcia, Eric Michael, George Wozencraft, and last but not least, Patricia Wuest.