



City of Homer

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Administration

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Memorandum 14-120

TO: Mayor Wythe and City Council
THROUGH: Walt Wrede, City Manager
FROM: Katie Koester, Community and Economic Development Coordinator
DATE: July 28, 2014
SUBJECT: *Alaska North to the Future, Volume V*

I am pleased to present the draft 8 page spread the City of Homer has purchased in the book *Alaska North to the Future, Volume V*. It is important to note this is not the final copy. I will submit final copy and high-resolution images by the end of the month to Wyndham Publishing who will assemble the layout in their template and the City will be given a chance to approve the final proof. However, I mimicked the layout of the published book to be able to provide as accurate of a mock-up as possible.

Throughout this process I have tried to pay special attention not only to showcasing Homer's natural beauty but also demonstrating the accessibility, infrastructure, industry and quality of life here. Each image was carefully selected to communicate this story, many explicitly shot for the book. The text has been painstakingly paired down to between 200-300 words per 2 page spread (1,077 total word count) to provide a visual balance between text and images. Brevity in text cannot be overestimated; if text is too long or complicated, no one will stop to read it.

I would like to give special thanks to two industry professionals, Taz Tally and Jim Lavrakas who have guided me through this process, loaning not only their beautiful images but also advice and wisdom.

Dr. Taz Tally is President of Taz Tally Seminars, a computer publishing, consulting, and training company. He is the author of numerous books and professor of digital photography, scanning, Photoshop and pre-press fundamentals. A renowned photographer, Dr. Tally is well known for his black and white images that are the background in this project. He also contributed a number of the foreground images.

Many of you know Jim Lavrakas as the director of the Homer Chamber of Commerce. He brought to Homer 30 years of experience as a staff photographer and photo editor at the Anchorage Daily News and applied those skills to this project pro bono. Mr. Lavrakas took time out of his busy schedule to shoot images explicitly for this spread in addition pulling images from his stock of high quality pictures taken over his many years as a photojournalist and photo instructor.

Both of these professionals love Homer and embody what it is that I tried to communicate in the piece that is so great about Homer; the artistic, high quality, community minded people who make up this place we are fortunate enough to call home.