

SHOOTING STARS

BY MARC SEROTA

Award Winning – Acclaimed Photographer





This book is half instructional book and half a conceptual career building manuscript on how to pursue a 30+ year career in photography, become a veteran award winning photographer, get paid to travel around the world several times over, meet and photograph every personality that you wish as well as every major event you could ever hope to experience and make content creation thru photography your life's work.

Photography has given me everything I have in my life. Photography has enabled me to not only have a front row view of history and pretty much steal moments in time, but photography has enabled me to share my photos not only with clients but with the friends and family that I love the most. My career began the first time I touched the camera somewhere around the age of 12 or 13... It was a Vivitar 110 Instamatic film camera (you can Google that to see just how old I am). I also believe that no matter your age. We have more in common than you think because anyone reading this book today might also have received their very first camera around the age of 12 or 13 (or earlier) when they got their first smartphone.

*All main photos © Marc Serota
Cover Photo of LeBron James taken before game against the NY Knicks
All background images stock.adobe.com*



Serota shoots Shaquille O'Neal for Getty Images during media day for the Miami Heat

PRO BASKETBALL



Center Joel Anthony, right, is known for his defense and his screens and for moving the ball.

The Heat's Chalmers and Anthony will walk a thin line.

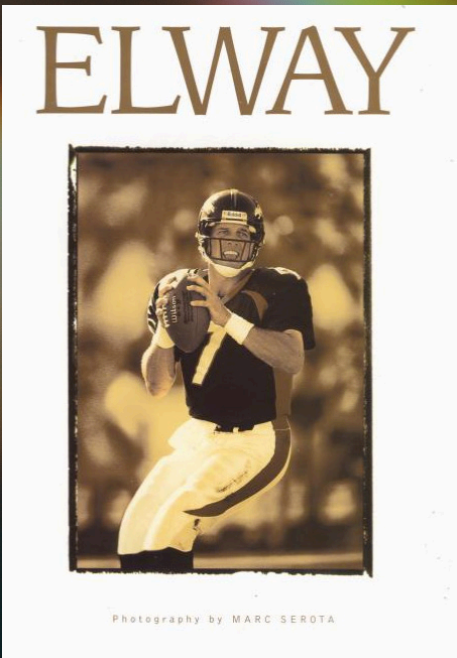
assemble a capable roster around the new core. Kerr calls them "good shooters and good guys." James, whom Chalmers gave his No. 6 jersey to when he joined the team, would seem to agree. "It was great to see it unfold like it did," James said. "There was a point where they only had two guys under contract and that was Mario Chalmers and Michael Beasley. And that was the only thing they had at one point in the summertime, and to see how they were able to put the team together, so far has been good." But keeping the team together may be something else entirely. Chalmers is one of several Heat players who have made the training room a regular stop this preseason. Carlos Arroyo, who is also vying to start at point guard, has been hurt, too. As have forward Jamaal Magloire and guard Eddie House. Miller, a swingman and one of the league's best 3-point shooters, reportedly injured his right thumb on Wednesday and could miss three weeks. But of most concern is Wade, who injured his right hamstring early in the Heat's first preseason game. As a result, the three members of the greatest N.B.A. free-agency coup will have been on the court together for all of 3 minutes 17 seconds heading into Tuesday's season opener against the Celtics and their big three — Ray Allen, Kevin Garnett and Paul Pierce — in Boston. Wade will miss the rest of the preseason out of caution. James recently rested a sore hamstring and returned Monday against the Bobcats. "It's a delicate situation for us," James said. "We need team chemistry. We're not like Boston, L.A. or Orlando with one or two new guys coming into the system. We have a brand new team." Spoelstra is just eager to put

One of Serota's many tear sheets from his assignments covering sports news and lifestyle for the New York Times

INTRODUCTION

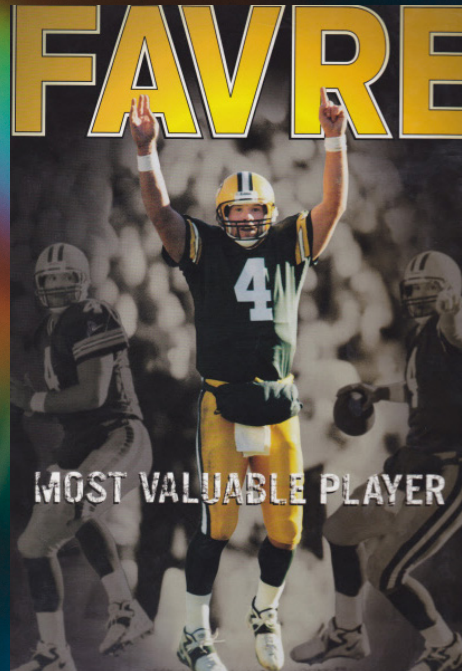
Throughout my career, I have covered over 500 assignments and logged over 35,000 images on Getty Images as well as 10 straight years of 100 assignments or more for Reuters news pictures and the Associated Press. I've shot Super Bowls, World Series, Stanley Cup's, The NBA Finals, and several Olympic Games. Lastly, I will say that it should be noted that every photo in this book was taken by me or one of my assistants on paid professional photoshoots and that all the experiences and stories are completely authentic.

Before getting into chapter 1. I want to list a few highlights of my career that, in my eyes, help justify why the hell you're reading this book in the first place. During my two years at the Art Institute of Fort Lauderdale, where I studied apply photography and majored in photo journalism, I had the opportunity to meet a really cool guy and phenomenal photo editor who gave me my first shot as an intern at the Miami Herald newspaper. Later in the book, you can read about the creative way I warmed my way into the Miami Herald and how I snatched my first internship in my first quarter of art school. I will sbe explaining how important internships are, that opportunity at the Miami Herald spring boarded me into every other opportunity I've seen in my career.



Photography by MARC SEROTA

Serota is authorized pictorial biography on Denver Broncos Hall of Fame quarterback John Elway



Serota's authorized pictorial biography on Green Bay Packers Hall of Fame quarterback Brett Favre



Award winning "frog" photo that appeared in Sports Illustrated

LEADING OFF

FROGGIE WENT A-COURTIN' TROUBLE

■ An amphibious trespasser steps on it before the cleated left foot of Honduran striker Carlo Costly can step on *him* during a friendly with the U.S. last Saturday in Miami Gardens. The croaker escaped a more Costly encounter; so too did the Yanks, who were 1-0 winners.

Photograph by Marc Serota/Getty Images



Sports Illustrated PRESENTS

JIMMIE STANDS ALONE

WITH A SECOND STRAIGHT CUP TITLE, JIMMIE JOHNSON STAKES OUT HIS SPOT AS THE BEST DRIVER OF THE CHASE ERA ||| BY LARS ANDERSON

IT WAS JAN. 23, 2007, A TUESDAY AFTERNOON AT THE HENDRICK MOTORSPORTS headquarters in Charlotte, when Rick Hendrick stepped out of his black '07 Chevy Tahoe and into the chill of the winter air. The start of the NASCAR season was still 26 days away, but Hendrick's internal rpm's were already redlining as he walked into a vast showroom to give his preseason pep talk to the 550 employees that form his race team. After shaking hands with several drivers and crew chiefs—including Cup champion Jimmie Johnson and Chad Knaus—the 58-year-old Hendrick stroled through the crowd toward a platform, like the President squeezing through the House of Representatives to give the State of the Union address. Hendrick had already won six Cup titles, and now he wanted more.

"If we keep working at it, we can win the championship again this year," he said. "Nobody has the talent and depth that we have in this room. Let's just stay focused on what's important, and that's bringing home another trophy."

This may not have been the stuff of Rockne or Lombardi, but the crowd thundered in applause. Hendrick's words clearly lit a fire inside of everyone in his organization, because now, 10 months later, Hendrick reigns over the sport as no other owner has in the four-year history of the Chase for the Cup format. Not only did his drivers win half of the 36 races this season, but they also finished first (Johnson), second (Jeff Gordon) and fifth (Kyle Busch) in the standings. "This is about as good of a year as an owner could ever hope to have," said Hendrick before the final race of '07 at Homestead-Miami Speedway. "It's just been a dream kind of season."

Especially so for Johnson, who became just the 10th driver to repeat as NASCAR champion. Johnson started the season fast—he won three of the first six races—but then endured a summer slump. After wrecking at Indianapolis Motor Speedway on July 29 to finish 39th in the Allstate 400, Johnson fell to ninth in the standings. Suddenly his season was on the brink: He was in danger of missing the Chase for the first time in his career.

To make matters worse, Johnson was without Knaus, who

A 10-time winner in 2007, Johnson strikes what is becoming a familiar pose following the Homestead race.

With Knaus

calling the shots, Johnson won six of the final 12 races of the season—including four of the last five—to beat Gordon by 77 points for the title.

was serving a six-week suspension for a rules violation on June 22 at Infineon Raceway in Sonoma, Calif. During his "forced vacation," as Knaus called it, he watched races from his office, helpless to stop his driver's free fall in the standings.

But there was an unseen upside to the suspension: It gave Knaus, one of the most intense crew chiefs in the garage, a break from the unrelenting grind of the NASCAR schedule. "For whatever reason, we've had a problem with slumping in the middle of the season for the past few years," Johnson says. "I think it was because we just got a little tired. But this year we've really tried to stay as fresh as possible and not burn ourselves out. We've given our guys breaks when they've needed it, and Chad got a six-week break. Maybe it helped us stay a little fresher when the Chase started. The Chase is all that really matters, anyway."

Indeed, when Knaus returned to his seat atop Johnson's pit box, the dominance of the 48 team returned as well.

In Knaus's first race back Johnson finished third at Michigan, then went on to win six of the final 12 races—including four of the last five—to beat teammate Gordon by 77 points for the title. "Jimmie and Chad have something very, very special together," says Gordon. "I know everything that goes into their cars and everything about their setups, and they're still beating us. It's frustrating, but you've just got to give them credit. They're the best right now."

On the final Friday of the season, after the top two drivers of 2007 posed for pictures at Homestead, Johnson and Gordon stepped into an elevator together. The two friends had waged a season-long battle for the Nestlé Cup, and when the elevator doors opened to the lobby, a cluster of autograph-seekers awaited them. Gordon—the four-time Cup champion who is Johnson's co-owner, mentor and standard-bearer—stepped back, allowing Johnson to lead the way.

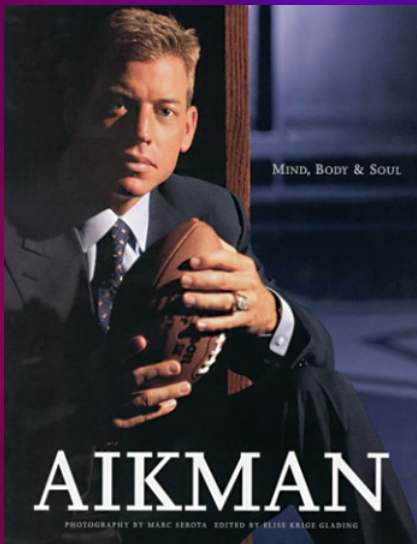
It was a small gesture, but it was symbolic of what Johnson has accomplished. Finally, he's no longer in Gordon's shadow. Finally, he's known simply for what he is: the fastest, most successful driver of the Chase era. □

Portrait of NASCAR cup champion Jimmie Johnson for Sports Illustrated

My second big break was when I met a great photo editor from a picture agency called Agence France-Presse, also known as AFP... That dude not only introduced me to some great photographers but the opportunity to shoot world-class athletes at championship events. These opportunities put me in a position to photograph award-winning moments and work for every major client, newspaper, and magazine that I have ever inspired to work for. From Rolling Stone, ESPN the Magazine, Sports Illustrated, Life magazine, People magazine, Newsweek, and Vanity Fair to major newspapers like the Washington Post, the New York Times, the LA Times, the Boston Globe, the Miami Herald and the LA Times. Now I think we're ready to dive into the meat and bones of this book by starting with the fundamentals and work our way right on up to how to make money taking pictures.



New York Times photo of Shaquille O'Neal in the playoffs for Getty images



Cover of Serota's Dallas Cowboys quarterback Troy Aikman book

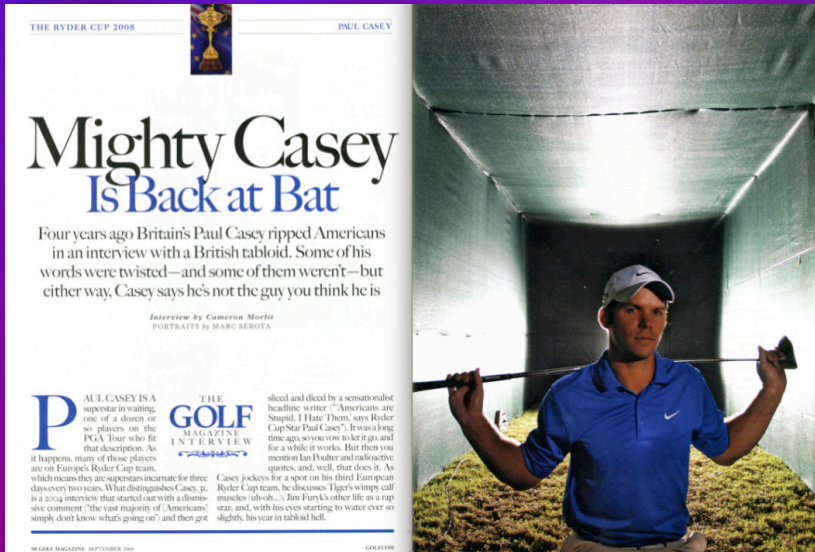


Photo of PGA golfer Paul Casey for Golf Magazine

