



erg Pavilion

HEALTHCARE

MEDIA KIT



Acclaimed, award-winning photographer Joe McNally is known worldwide as the quintessential “pro’s pro;” an extremely versatile, deeply experienced assignment photographer whose jobs have brought him to over **70 countries** and counting. McNally is often described as: Authentic, empathetic and articulate, an exceptionally skilled technical photographer who pairs extraordinary camera know-how with a vivid imagination and an ongoing, vibrant creativity. Always curious, always adapting to the conditions at hand and the relentless advances in camera technology, he has photographed **FIVE cover stories** for the **National Geographic** (amongst an overall **FIFTEEN coverages**), and **SEVEN covers of LIFE Magazine**. McNally is known for his penchant to get his camera in “a different place” and has twice climbed the world’s tallest building, the Burj Khalifa in Dubai, in addition to climbing the Empire State Building four times. Joe McNally has an extraordinary ability to photograph simple assignments with intimacy and grace, as well as master movie-scale productions with large crews, tremendous pressure and countless moving parts.



Science



15 National Geographic Coverages

7 LIFE Magazine Covers

5 National Geographic Covers

4 Olympic Coverages

Audience

275.2K



AWARD-WINNING BLOG

<https://joemcnally.com/blog/>

243K



283K



QUARTERLY NEWSLETTER

16K Mailing List

60.2K



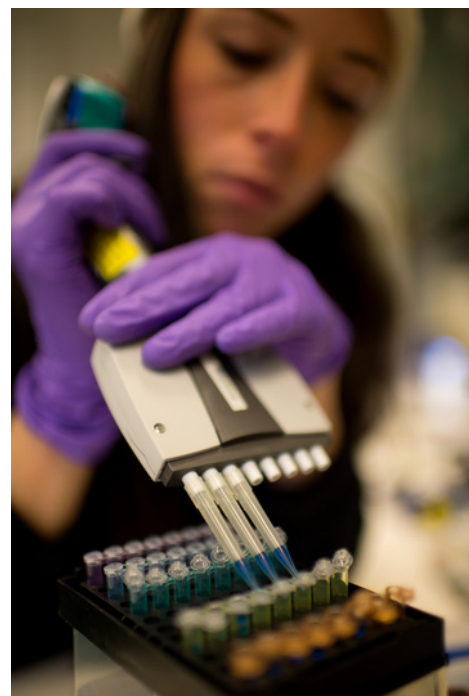
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COVERING THE MIRACLE OF MODERN MEDICINE

Documenting the wonders, emotions, and interactions that occur as health professionals strive to save lives daily is anything but routine. Moments are fleeting, emotions are high, and sensitivities are often at an elevated level. The quality of care being delivered, and the well-being of the patient are paramount.

The photographer documenting during this often life and death swirl must be savvy and acutely aware of the possibilities and the limitations to be observed. Experience is key, and technical knowledge is demanded. All of that must be coupled with the ability to relate to people in stressful situations, an empathetic eye in the camera and an extremely well-developed sense of staying out of the way. The operating theatre is not for a newcomer or someone trying to figure out the camera settings during open-heart surgery, but well-suited for someone of Joe McNally's caliber.



Respected Professional

McNally has taken his cameras and his sensibilities into operating rooms, birthing suites, patient examination rooms, ICU's, ambulance command centers, nursing stations, diagnostic labs and classrooms, faithfully observing and documenting the day-to-day drama and the marvel of medical and scientific innovations.

Technically Excellent

Excellence in camera work, lighting, and a skilled eye that knows how to find a picture in the often drab hallways of a hospital are all key. Medical jobs demand an intuitive ability to know when to step forward and when to stay in the background. McNally knows how to feel the heartbeat of a coverage.

Versatility and Visual Creativeness

An effective photographer telling the story of a hospital must know that a hospital is not brick and mortar, and medical teams are not most effectively pictured standing together in a smiling group in a hallway. The medical institution to be covered, and its people, represents hope, the resounding and ongoing triumph of technology, and a full range of human emotion, from overbrimming joy to heartbreaking sorrow. This demands a unique and formidable skill set. The technical prowess to emphasize and depict the technology in vibrant ways, as well as the storytelling skills to effectively cover the hands that heal in emotionally powerful ways. McNally has the experience and humanity to communicate these stories.

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