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**JEFF MEDFORD AND ROSS HOCKROW OF CINESTORIES JOIN VIDEO THEATER
LINE-UP AT PHOTO VIDEO WEST**

*Filmmaking and Editing Are Subject of CineStories' Seminars Offered During Photo
Video West April 27-28, 2013*

San Diego, CA (April 11, 2013) – [Photo Video West](#), the West Coast's largest educational [photo and video show](#) taking place April 27-28 in Del Mar, is proud to announce co-founders of CineStories, Jeff Medford and Ross Hockrow, are joining the line-up of videography seminar speakers. Medford and Hockrow are scheduled to give two seminars in the event's Video Theater, including "Get in Motion: Photographers Everywhere" on Saturday, April 27 at 10:30 am and "Out of Order: The Art of Storytelling Through Editing" on Sunday, April 28 at 10:30 am, said Ken Loyst, co-producer of Photo Video West.

"The seminars taught by Jeff Medford and Ross Hockrow are perfect for anyone who is interested in learning about filmmaking and editing," added Loyst. "Whether you're an aspiring filmmaker or a lifelong photographer who wants to learn how to make films for your photography clients, you won't want to miss out on these valuable seminars offered during Photo Video West."

In "Get in Motion: Photographers Everywhere," Medford and Hockrow teach attendees how to use their existing artistic talent, training and equipment to make compelling films. In this seminar, attendees will learn the principles of filmmaking and visual storytelling, how to produce films using tools you already own, and how to use your talents to make web commercials, wedding films, birth-announcement films, family films, and films for events.

Filmmaking is all about storytelling, and the editing process is where a filmmaker's story comes to life. In "Out of Order: The Art of Storytelling Through Editing," Medford and Hockrow show attendees how to unlock the power of footage by learning to create and enhance a story through editing. Taught using Adobe Premiere Pro, attendees will walk away from this seminar learning the theory of editing and the process of applying it.

CineStories is a successful filmmaking company that has produced commercial work for Fortune 500 companies, private vendors, and high-end clients such as Skype and Expedia. Medford and Hockrow founded CineStories in 2011, a year after working together on the Photo Fusion Revolution Tour, an educational photography tour. In

2011, they launched the largest educational tour of the year, the Get In Motion Tour, and three national educational tours in 2012. Prior to CineStories, Medford got his start as an assistant for the legendary Monte Zucker, quickly rising to executive director and producer for Monte's educational appearances. After Monte's passing, Medford formed the Monte Zucker Photographic Education, dedicated to keeping his educational legacy alive. Hockrow is an award-winning filmmaker and education who has directed six feature films, three short films and many music videos. Hockrow is currently in post-production for his feature film, *Out of Order* and his book *Digital Filmmaking: The How's and Why's of Storytelling*, releases this Spring.

Photo Video West serves as a forum for professional photographer and videographers to see the best brands, source for deals on equipment and gain valuable education from some of the best-known names in the industry. The two-day event also puts a greater emphasis on videography, offering educational seminars and how-to instruction on various video topics. The Video Theater sponsored by Video Gear features six seminars on topics ranging from an introduction to the world of camera movement, to a crash course in HDSLR video and its techniques. For a complete schedule of seminars, visit www.photovideowest.com/schedule-tickets.html.

[Photo Video West](http://www.photovideowest.com) takes place from 10:00 am – 5:00 pm on Saturday, April 27 and 10:00 am – 4:00 pm on Sunday, April 28. Advance tickets for a one-day pass are \$12 per person. For those who want to attend both days, weekend passes are available in advance for \$20 per person. A portion of all ticket sales will benefit the Museum of Photography Arts (MOPA) in San Diego. Tickets are available for purchase online at www.photovideowest.com.

PHOTO VIDEO WEST

Photo Video West is recognized as the “go-to” event for photography enthusiasts on the West coast. Held April 27-28, 2013, the weekend-long conference and expo offers valuable education, shared interests with fellow attendees, and the best deals for buying and selling photography equipment. Whether an amateur interested in improving family portraits or an advanced professional interested in meeting top experts in the field, Photo Video West is not to be missed by those who share in the joy of being behind the lens. Visit www.photovideowest.com or call 619-312-1212 for more information.

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