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Hit photography podcast network This Week in Photo joins the SmugMug family.

The most important voice in photo podcasting joins the most influential brand in photography.

MOUNTAIN VIEW, CA – (Oct 25, 2022) – SmugMug, the world’s most influential name in photography, has announced two strategic additions to their expanding family of brands: This Week in Photo (TWiP), the beloved photography podcast network and media powerhouse; and its Editor in Chief, professional photographer, and industry influencer Frederick Van Johnson, who joins SmugMug to lead content and new media while continuing to grow and evolve This Week in Photo.

“It’s an ideal match,” says SmugMug+Flickr VP of Marketing Scott Kinzie. “Our purpose at SmugMug is building a better world through the power of photography, and This Week in Photo has been inspiring, educating, and connecting photographers for more than a decade. Naturally, we’re massive fans of [Johnson’s] work.”

“Frankly, it’s time for TWiP to evolve,” Johnson adds. “I’ve built a wonderful podcast and community of photographers, but I believe TWiP can reach many more photographers, produce more amazing content, and expand the dialogue around photography — and its impact on our world. I just had to find the right team to work with, and SmugMug is the obvious choice because of its unprecedented brand recognition and reach into the photography industry.’

SmugMug is well known for working tirelessly to increase the influence and impact of photography worldwide. From its acquisition of Flickr in 2018 to its award-winning series SmugMug Films, the brand is showing no signs of slowing down.

“We’re among very few truly photographer-centric brands in the world,” says Kinzie. “We’re always looking for opportunities to support these cornerstones of the photographic community, so when we realized Frederick shared our vision for the future of photography, it became clear that this relationship was great not only for photographers but also for the art of photography itself.”

This Week in Photo, or “TWiP” as it’s known affectionately by fans, is an accessible media powerhouse with regular podcasts, blogs, and an active community covering the many facets of our industry. Since 2008, professional photographer and marketer Frederick Van Johnson has been honing the TWiP brand and network which now boasts weekly photo critiques, interviews, courses, tech reviews, and more.

Johnson is uniquely situated to start meaningful conversations in the photography community and has seen a lot of change over the years. From his transformative tour of duty, serving as a decorated combat photojournalist with the United States Air Force, to marketing and product work with industry giants like Adobe, Yahoo!, and Apple.

“A decade ago, it was all about gear and the latest tech,” he says. “They also wanted to know how to build a portfolio or gallery with the tools of the time. People still love their gear, but today we’re increasingly seeing folks get into business, trying to make a go of it as a pro photographer. The commitment to empowering photographers is what I’ve long admired about SmugMug since signing up in 2004. I’m stoked to join them in their mission of getting more photographers informed, inspired, and entertained—it’s the opportunity of a lifetime.”

<https://www.smugmug.com/community/this-week-in-photo>

About SmugMug

Photographers around the world trust SmugMug with more than just their photos. They trust SmugMug with their memories, their passion, and their businesses. SmugMug provides passionate photographers at every level of experience a place to store, share, and sell high-quality photos. At SmugMug, we love your photos as much as you do—and we’re focused on helping you celebrate and preserve all of life’s important moments.