

# **Alan Hereford • D.P. - Camera Operator**

448 Ignacio Blvd. #290 • Novato, CA 94949 • (415) 246-5363 • alan@DP-CamOp.com

## **Cooking/Lifestyle Shows:**

**Avec Eric** (*Ripert of Le Bernardin*) Produced by A La Carte Communications (2<sup>nd</sup> unit)  
**The Green Kitchen** Exec. Produced by Alice Waters as part of Slow Food Nation  
**The Victory Garden** Produced by WGBH  
**How Do You Iron Chef?** Produced by Turnpike Productions  
**Joanne Weir's Cooking Class** (Season I & II (DP)) Produced by A La Carte Communications  
**Local Flavor** (with Andrea Immer-Robinson) Produced by JGR Productions for Delta Airlines  
**Small Space, Big Design** Produced by Brainbox Productions for HGTV. (DP)  
**Recipe TV Featuring the World's Greatest Chefs** Produced by Entertainment Studios (DP)  
**Easy Entertaining With Michael Chiarello** Produced by Silver Plume for Food Network  
**Semi-Homemade Cooking with Sandra Lee** Produced by follow Productions for Food Network  
**Mavericks of Napa** (*Pilot*). Produced by Triage Entertainment for Fine living (DP)  
**Michael Chiarello's Napa** (*Season III*). Produced by A La Carte Communications for PBS (DP)  
**Weir Cooking in the Napa Valley** (*Season II*). Produced by Susie Heller for PBS

## **Reality Shows:**

**Mythbusters** Produced by Beyond Productions for Discovery Channel  
**Battleground Earth** Produced by The Greif Co. for Planet Green  
**Prototype This** Produced by Beyond Productions for Discovery Channel  
**How To Get The Guy** Produced by David Collins  
**Top Chef** (season I) Produced by Magical Elves Productions  
**The Turnaround** for CNN  
**Model Behavior** (*Pilot*)

## **Documentaries:**

**Surgery Saved My Life**  
**Genetic Savings & Clone**  
**Matrix II & III** behind the scenes documentary (film) – Produced by EMP / HBO-Warner Brothers  
**Colors of Diversity: 150 years of the Northern California diocese.** Produced by Grace Cathedral  
**Teens in Trouble**

## **Corporate:**

I have done a ton including: image pieces, product shots, training, multicam, talking head, customer testimonial, etc.

### **Types of Projects:**

Narrative, Documentary, Cooking Show, News Magazine, Corporate Image, Commercial, Infomercial, EFP, EPK, Press Junket, Multi Cam, Truck, Studio

### **Specialty Experience:**

Data Wrangling, P+S Pro35 and other lens adapters, Sports Lens, Time Lapse, Endoscopic Camera, Jib, Car Rig, Hidden Camera, Scan Converter, Video & HD Engineering, Field Sound

### **Partial Client list:**

ABC, PBS, WGBH, CBS, TNN, TBS, HBO, A&E, Nickelodeon, The Golf Channel, Fox, Discovery Canada, The Food Network, HGTV, Fox Spots Net, C-Net, Warner Brothers, Universal Pictures, Disney, Maiden Lane Inc., OWN+P, Organic, Goodby Berlin & Silverstien, YNR Marketing, PVP Media, Brain Child Creative, NBA Entertainment, Adventure Pictures, Magical Elves Productions, Magnetic Image, Beyond Productions, A La Carte Communications, Paul Swensen Productions, Gordon Productions, Vertical Online, Eric Matthies Productions, Herzog Productions, Tele Film, Harambe Pictures, The Concept Organization, Follow Productions, Triage Entertainment, Big Picture Film and Video Arts, Miller Freeman, Archdiocese of San Francisco, Grace Cathedral, Inca, Levi's, Apple, Media 100, Avid/Softimage, E\*TRADE, Bank of America, Fidelity Investment, San Francisco Ballet, Intergraph, Doscocil, Hewlett Packard, Agilent, BayGroup International, McKesson

### **How I got to this point:**

5/89 Graduated from the **Chicago Community Film Workshop** and immediately started working on student films at **Columbia College**.

1/91 Started part time at **Ritz Camera**, and worked my way up to store manager.

2/94 Started working as a P.A. at the equipment rental house **Magnetic Image** then worked my way through sound and lighting to become the in-house cameraman.

2/99 Officially became a freelance Cinematographer.

12/07-present: Teach Cinematography at **Berkeley Digital Film Institute**

### **I am constantly upgrading my skills through classes and seminars such as:**

HD Workshops *mini-VariCamp*

*HD Cinematography* taught by B. Sean Fairburn S.O.C.

*Commercial Cinematography* taught by Geoff Boyle in St. Thomas, USVI)

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