



August 5, 2008

Dear Editor/Producer,

Enclosed you will find a copy of **WHAT MATTERS: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time** (Sterling, Hardcover, \$27.95, Sept. 16, 2008).

**WHAT MATTERS** presents 18 socially-conscious photo-essays about essential issues of our time by the foremost photojournalists of our generation, including **James Nachtwey** and **Sebastião Salgado**.

The images are elucidated by trenchant commentary from leading writers, thinkers, and experts in their fields including: **Jeffrey Sachs** (*The End of Poverty*); **Samantha Power** (*A Problem from Hell: America in the Age of Genocide*); and climate change guru, **Bill McKibben** (*The End of Nature*).

**WHAT MATTERS** was created by *New York Times* bestselling author, **David Elliot Cohen**, co-creator of the *Day in the Life* and *America 24/7* photography book series. It contends that great photojournalism has changed the world in the past—Cohen offers important examples in his introduction—and that the photographs in **WHAT MATTERS** can change the world now... concretely and immediately.

Some stories in **WHAT MATTERS** will make you cry; others will make you angry. That is the intent. **WHAT MATTERS** was built to inspire action. And to facilitate that action, both the book and website: **WhatMattersOnline.com** include an extensive menu of resources, web links and effective action readers can take now. (The entire book is also available free of charge online.)

I hope you will point your readers and viewers to this important book, timed to inspire pre-election discussion. I will be in touch shortly to discuss review and interview possibilities. Cohen has previously appeared on nearly all major national television and radio news programs and his books have been featured and reviewed in most major magazines and newspapers.

For more information, please visit **WhatMattersOnline.com**.

Sincerely,

Caroline M. Brown  
Senior Publicist  
646.688.2531  
[cbrown@sterlingpublishing.com](mailto:cbrown@sterlingpublishing.com)

## CONTACT:

Caroline M. Brown  
Senior Publicist  
646.688.2531  
[cbrown@sterlingpublishing.com](mailto:cbrown@sterlingpublishing.com)



FOR IMMEDIATE RELEASE .....

# WHAT MATTERS

*The World's Preeminent Photojournalists and Thinkers  
Depict Essential Issues of our Time  
Created by David Elliot Cohen*

- New book asserts photographs can change the world — immediately & concretely
- Hard-hitting stories by 18 top photojournalists address essential issues of our time
  - Commentary from 18 best-recognized experts elucidate the photos
    - Release timed to spark pre-election debate
    - Publisher, author offer entire contents of book with extensive “What You Can Do” resources **FREE** online — <http://www.whatmattersonline.com>

For more than 150 years, photography has revealed truths, exposed lies, advanced public discourse, and inspired people to demand change. Socially-conscious photojournalists, armed only with cameras, have repeatedly changed the world. That legacy lives on in **WHAT MATTERS**, a new book timed to inform pre-election debate and inspire direct action.

**WHAT MATTERS: The World's Preeminent Photojournalists and Thinkers Depict Essential Issues of Our Time (Sterling, Hardcover, \$27.95, Sept. 16, 2008)** presents 18 powerful, page-turning photo-essays by some of the foremost photo-journalists of our age. These stories, edited by *The New York Times* best-selling author/editor **David Elliot Cohen** (*A Day in the Life* and *America 24/7* series), include trenchant commentary from the best-recognized experts and thinkers in their fields:

- Ansel Adams Award-winning photographer **Gary Braasch** and climate-change guru **Bill McKibben** (*The End of Nature*) provide “A Global Warming Travelogue” that takes us from melting Antarctic ice cave to hydrocarbon-belching Chinese power plants.
- Renowned conflict photographer **James Nachtwey** and bestselling poverty expert **Jeffrey Sachs** examine the causes and cures of global poverty in “The Bottom Billion.”
- United Nations Award-winning photographer **Brent Stirton** and water expert **Peter Gleick** chronicle the everyday search for clean water from Bangladesh to Tanzania in “Thirsty World.”
- UNICEF Photographer of the Year **Stephanie Sinclair** and child marriage expert **Judith Bruce** introduce us to the preteen brides of Afghanistan, Nepal, and Ethiopia.
- **Marcus Bleasdale, Samantha Power** and **John Prendergast** take us to “The Scorched Earth of Darfur” and prescribe the necessary action that the international community must take.

The juxtapositions can be startling: Emmy-nominated director/photographer **Lauren Greenfield's** images of young upscale consumers in New York, LA and Shanghai contrast starkly with **Shehzad Noorani's** "Children of the Black Dust" — young child laborers recycling batteries in Bangladesh, their faces blackened with carbon dust.

Other stories in **WHAT MATTERS** include:

- "Economic Miracle, Environmental Disaster," a story about Chinese pollution by **Stephen Voss** and **Elizabeth C. Economy** of the Council on Foreign Relations.
- "Images of Genocide," shot in Rwanda, Kosovo and Cambodia by the photographers of **Magnum** and interpreted by genocide expert **Omer Bartov** of Brown University.
- "Global Jihad" by the photographers of **The Associated Press** and **Fawaz Gerges**, author of *The Far Enemy: Why Jihad Went Global*
- "The Price of Oil Addiction" by World Press Photo Award-winner **Ed Kashi** and **Michael Watts**, director of the Center for African Studies at the University of California, Berkeley.
- "The End of Malaria" by **Maggie Hallahan** and **Awa Maria Coll-Seck**, executive director of the Roll Back Malaria Partnership



#### **ABOUT THE EDITOR**

**DAVID ELLIOT COHEN** is co-creator of the renowned *Day in the Life* and *America 24/7* series of photojournalism books. Four of these volumes were *New York Times* bestsellers. Several others were national and international bestsellers. A graduate of Yale University, Cohen has appeared on most major US news programs. His award-winning books have been featured on the covers of *Time* and *Newsweek*, in *The New York Times*, *The Wall Street Journal* and *USA Today* among many other periodicals worldwide. His *pro bono* books have benefited victims of the 1989 Loma Prieta earthquake, the 1995 Oklahoma City bombing, AIDs education programs in Africa and most recently, AIDS orphans in Uganda.

### **WHAT MATTERS**

**David Elliot Cohen**

**Sterling Publishing Co., Inc.**

ISBN 978-1-4027-5834-8

Hardcover / 8x10 / Full Color / 336 Pages

\$27.95 U.S. / \$29.95 Canada / Free Online E-version

**ON SALE Sept. 16, 2008**

<http://www.whatmattersonline.com>



**STERLING**

387 Park Avenue South  
New York, NY 10016  
Phone: 212.532.7160

[www.sterlingpublishing.com](http://www.sterlingpublishing.com)

**New York / London**