

# Warren Miller Media Award

## Jimmy Petterson & Ari Heinilä

The Warren Miller Media Award was presented to world-traveling videographer and writer **Jimmy Petterson** and videographer **Ari Heinilä** for their "Raiders of the Lost Snow", a 6-part series first shown on Finnish television and produced by Motion Ltd..

"Raider of the Lost Snow" (2007) is TV-series about the world of skiing, hosted by Jimmy Petterson, author of the book, "Skiing Around the World". The series is loosely based upon the book. The episodes include three main ingredients—good skiing, travel, and a story. They are not strictly ski films, nor are they travelogues. The key element in each episode is a story carried by Jimmy's sense of humour and spiced by his guitar music and the ski-bum lifestyle.

Motion Ltd is a production company owned by **Ari Heinilä**. Since 1988, Motion has produced more than 100 TV-programs for all major TV channels in Finland. Motion has a large video archive of outdoor activities, sports and exotic countries. Ari with Hannu Mikkola found the Finnish skiing magazine Skimbaaja.

In 2008, Jimmy and Ari were awarded the Hirsch Award for Snowsports TV Broadcasting by the North American Snowsports Journalists Association (NASJA), which is judged every 3 years.

### *Excerpt from the book **Skiing Around the World** by Jimmy Petterson*

No country has been more meaningful to my many years as a ski journalist than Chile, for it was there that my career in ski writing and photography began back in 1985. I had planned an adventure trip to ski in Chile, and I came upon a ski-bum scheme to help me save money on lift tickets. A friend of a friend of mine, who happened to be the editor of the Finnish ski magazine, Skimbaaja, helped me realize my sneaky plan. **Ari Heinilä** wrote a to-whom-it-may-concern letter, introducing me as a ski journalist. I carried this document with me throughout my travels, hoping that it would be my passport to free skiing all around Chile.

In actual fact, I had never written an article about skiing or anything else, nor had I ever had any kind of photograph published, and I had no intention of doing any journalism. I was a poser—an impostor—an unscrupulous, conscienceless ski bum planning to scam the South Americans.

A funny thing happened. At a few of my stops, the local people were even more gullible or generous than I had ever expected. I not only scored free lift passes but the locals gave me complimentary hotel rooms and meals to boot. Confronted by this kindness, I found that I actually had a conscience after all, and I felt compelled to try to return the favor.

There was somewhat of a stumbling block to my new plan. I was traveling around with a hand-me-down, Russian-built Zorki 10 camera, not really the dream camera for a budding young photojournalist. It had a fixed 45-millimeter lens, I had never used it before, and I had also never used slide film in my life. Nevertheless, I decided that I did not want to be a cheat and a liar after all...



Jimmy Petterson



Ari Heinilä