



SHOP TALK

Rochester AudioVisual Association

February 2002

Next Meeting

Corporate Communications on the Move

RAVA will visit one of the hottest media companies in town, Corporate Communications on Tuesday, Feb. 19.

Headed by RAVA's Terry Palis and Vice President Matt Mitchell, CC is the major media supplier under contract with Eastman Kodak. They actually maintain on office in the Kodak complex.

Last year Corporate Communications moved from their offices in the Little

Theater area to expanded facilities on South Union street just off Monroe Avenue

CC will provide wine and cheese refreshments as people arrive between 5:30 and 6:00 PM. Those attending will receive a sampler packet including a CD, and will see the latest work of the highly creative company.

Since So. Union is a one-way street, you must enter So. Union from Monroe Ave.

There is a parking lot right next to the company.

After the meeting we will adjourn to Woodys on Monroe Ave. for dinner. Don't miss this evening.

Please call **Walter Dixon, 671-7741 not later than Tuesday - 9:00-10:00 AM**, so we will know how many to plan for.

Tuesday, Feb. 19 5:30 PM Corporate Communications 108 So. Union off Monroe.

Spring Schedule

February 19 - Meeting -
Visit Corporate
Communications

March 5 - First Tuesday - TBA
19 - Meeting with SMPTE
New Avid digital
Edit System

April 2 First Tuesday - TBA
9 Scholarship Awards
and dinner

May 7 First Tuesday - TBA
21 Meeting - TBA

June 4 First Tuesday - TBA
18 Annual meeting picnic
Bill Pearce White House
Presidents' productions

July - dinner cruise - TBA
TBA =to be announced

Fresnel Name Change

Fresnel Optics, a name known worldwide as a major source of a special lens (*fresnel lens*) used in overhead projectors, light houses and dozens of other applications, is no more.

Its new name is **Reflexite Display Optics**. Also changed is its web site:

Joe Lupone, a new RAVA member, became the company's president last summer. The company is owned by Reflexite Inc.

Shop Talk.

<http://www.ggw.org/rava/>

Editor: Tom Hope, 442-1310

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*January Meeting***Scottish Docudrama**

Skilled film making talents of four men combined to create a fascinating short documentary feature, **The White Cockade**, about the Scottish uprising of 1745-46. That milestone struggle forever changed Scotland as it fell under English rule.

The story is smoothly built around a Scotsman dictating to a scribe the tale of the clansmen's bloody fight against the English forces.

Inspired by Leif HerrGesell, the four as a labor love spent two years in making the video. Leif, Jim Hughes, as editor, Thom Marini, handling photography, and Tim McDonough, audio, produced a strong visual story that should be a winner at festivals.

Several years ago when Leif saw re-enactments of the Scottish uprising, he visualized a great, moving story. The battle scenes are beautifully photographed and edited. Much of the re-enacted battles at London, Ontario are in effective slow-motion. The audio of narration, lip sync and music give the film a real polish.

Two of the producers were drafted as actors. Both played their roles professionally, Leif as the Scotsman dictating and Jim Hughes as the scribe. Leif also plays a clansman warrior who later reminisces where he lives after moving to South Carolina in America.

A map at the start was helpful to orient the viewer. Some in the audience wished there might have been more maps along the way to help in following the story line.

Jim Harte, who arranged the meeting, closed the program with a great surprise. After the screening, his neighbor, Rob Brown, stepped around the screen dressed in Scotch kilts playing a bagpipe. What an ending!

The White Cockade can be purchased from Mule &

Johnny Films, 6245 Rossier Rd., Canandaigua, NY 14424 for \$28.74 or \$24.99 if you pick up the print yourself.

What is The White Cockade? It is the emblem worn by the Scots on their hats to distinguish them from the English.

Call For Ideas

Put on your thinking cap

The logo for RAVA's newsletter, **SHOP TALK** was designed 35 years ago when the newsletter began. We were the *Film Luncheoners* so it was a neat idea to use 35mm film sprockets in the logo

Today the media mix has changed. Videotape, the compact disc and others based on the computer are in vogue.

If you want to noodle around some concepts, let us see them by the April Scholarship dinner. Get them to **SHOP TALK** editor Tom Hope before the May Officer Board meeting.

We shall be printing a new supply of **SHOP TALK** letterheads during the summer.

What Are Members Doing?

David Striks

Like many other RAVA members, David wears more than one hat. He has three. During the day he holds down the job of video producer for the City of Rochester. He and Dwight Vesty hold forth in the basement of City Hall along with still photographers Ira Srole and Dave Mahoney. They are part of the Bureau of Communications.

At RIT Dave is an adjunct professor, teaching a course on Managing Media Presentations. Essentially it is a Power Point program.

In his spare time he has a company out of his home - Rochester Video Production.

For the city Dave's most recent production is an Employee Orientation video for the Bureau of Parks, Recreation and Human Services in two versions. One is for direct use. The other is for televising over cable Channels 26 and 40.

Local Film Honored

75 Years of Memory, a short documentary made by Dan Celso and Tom Hanney for Camp Stella Maris, has been given the Award of Distinction by the Communicator Awards.

The Recession Hurts

Two RAVA members have felt the sting of recession.

Vince Slavin, current chair of the SMPTE Rochester Section, has not found work after leaving the U of R Med School over a year ago. Vince is an experienced cameraman and producer.

As of Jan. 31 Keith Bullis's job at Frontier was eliminated. Keith, RAVA secretary for several years, is now taking some further computer training to broaden his skills. He has had extensive hospital AV and photography experience.

Business PEOPLE 6F

DemocratandChronicle.com

David Garbe, Legal Video Associates. *Nice story, Dave*

These videos are strictly legal

■ I-man taping service thrives as eyes and ears of lawyers, judges.

BY STAFF WRITER
DAVID TYLER

When David Garbe graduated from Monroe Community College in 1985, he thought he would find a lucrative job in commercial and industrial video production. He would help companies with little expertise make instructional and promotional movies.

"That was great until the invention of the camcorder, and that changed everything," Garbe said.

Garbe did find a way to make videography work for him, though. He gradually built up a business in the legal industry. Today, Garbe has parlayed his experience into a thriving one-man operation, Legal Video Associates.

Garbe handles a variety of services for legal clients, from filming depositions and hearings to taping site inspections or accident victims for insurance purposes.

Videography is starting to play a more important role in the legal community, Garbe said. Attorneys often will depose a witness on video to accommodate the health of the witness or the travel schedules of an expert.

"And these tapes have to be done right," Garbe said. "There are no second takes."



AINEE K. WILES staff photographer

David Garbe uses a variety of video equipment to make sure his recordings for lawyers and judges capture court proceedings and witness depositions accurately.

Which is why Garbe lugs about seven crates of equipment to each job, making sure the sound quality, lighting and camera work are up to snuff. He must juggle the concerns of attorneys on both sides and the requirements of a judge to ensure the best quality video and avoid issues that could get a case thrown out.

"You can't light one witness a certain way and then light another witness differently or you risk creating the impression of bias," he said.

Garbe has done work for a variety of local clients, in-

cluding the Monroe County District Attorney's Office. Yet about 50 percent of his work comes from out-of-town attorneys who want to save the expense of flying to Rochester to depose a witness.

Garbe also does "day in the life" videos that record the activity of an accident victim for a day and help opposing sides reach damage settlements. In some cases, Garbe will videotape a factory or assembly line so a judge can view working conditions.

The videography doesn't take the place of a court re-

porter. It allows a jury to see and hear a witness, rather than just listen to the reading back of testimony.

William P. Smith Jr., a partner with the Woods Oviatt Gilman law firm, has used Garbe's services several times and praises the work.

"It's critical that you get a good recording," Smith said, "because doing it over can get expensive. Dave's work has always been excellent."

For more information:
www.legalvideoassociates.com

Films Become Archival

Saturday, Jan. 19 was a sad day for film buffs. But it ended up on a bright note.

The films were not lost or destroyed. They just moved. On that day the nation's at-one-time largest (more than 6000 titles) public library 16mm circulating film collection came to an end.

The day was touted as the *Great film move day of 2002*. Called the "Rundell team" after the Reynolds Film collection in the Rundell Library 15 volunteers spent much of that Saturday transferring 2700 16mm titles (more than 3000 reels) from the Rochester Public Library on Clinton Ave. to Visual Studies Workshop on Prince Street at University. The collection includes hundreds of feature films.

At VFW the prints were carefully placed on shelves, keeping the same numbering system used by the library.

Rich Della Costa, Visual Studies film man, served breakfast and lunch to the crew as a token of thanks and appreciation for their hours of labor.

RAVA member Kate Kressmann-Kehoe deserves a pat on the back. She, who single-handedly runs the AIVF Salon (American Independent Video Film) in Rochester, was responsible for recruiting many of the Rundell Team.

Eight or 10 years ago half of the Reynolds Library collection (3,000 16mm prints) were donated to world renowned film historian Jim Card. After his death the collection went to Morgan Wesson. Now the other 3000 have gone to VSW.

Nominating Committee

Bob Barnes, RAVA's 26th president, has been named as chairman of the 2002 Nominating Committee.

Serving with him will be Dan Reardon and Jim Harte, both past presidents.

Four RAVA officers are elected – president, vice president for program, treasurer and secretary. The election will be held in May and the new officers installed at the June annual meeting to

AIVF Salon

As some of you know, Kate Kessermann-Kehoe, a fairly new RAVA member, coordinates a monthly meeting mainly seeing new productions of local people.

Kate maintains an e-mail mailing list that includes several RAVA members. If you would like to be included, I am sure Kate would love to have your e-mail address. She works out of her home while caring for their small child. Her telephone number is 244-9629.

Salon meetings are held on Wednesday nights at Visual Studies Workshop, Prince at University. The spring schedule is

Feb. 6,
March 6,
April 3,
May 1
June 5.

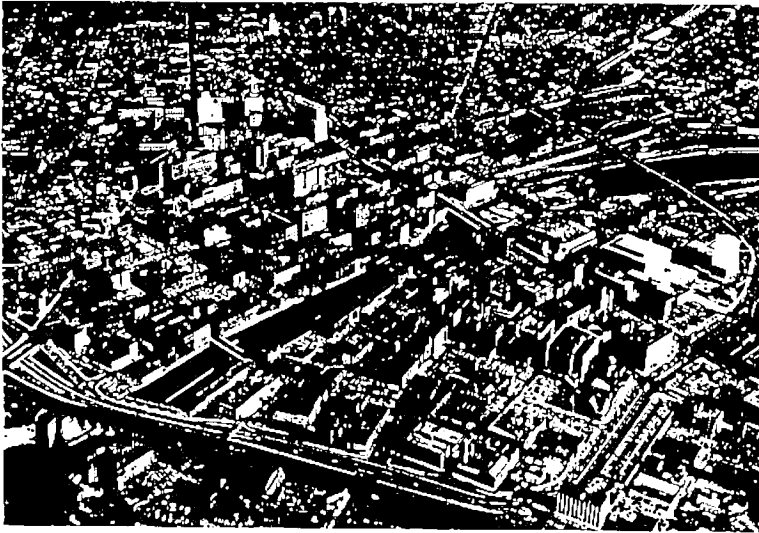
serve through the June 2003 annual meeting.

Three officers are appointed by the president – chairs of scholarship and membership committees and the SHOP TALK editor.

FILM News

SPECIAL REPRINT
from
Volume XXI No. 2
1964

The Newsmagazine of
Film, Filmstrips, Records,
Educational TV



Story Of The
REYNOLDS AUDIO-VISUAL DEPARTMENT
of the
ROCHESTER PUBLIC LIBRARY

Historic Film Library

Rochester's Public Library is noteworthy for having had the largest public library 16mm film collection in the world. It is a story worth knowing.

Most of today's RAVA members have grown up in the age of television and videotape. While TV was invented earlier in the last century, it did not become widely used until after midcentury. Videotape was invented in 1956.

The history of television and videotape is prefaced by 16mm film.

35mm film has been and continues to be the principal theatrical medium. 16mm brought film to the classroom and training venues plus large meetings and events.

Until the 1970s 16mm film was the major production medium outside of Hollywood.

The Rochester Story. John Lowe, director of the Rochester Public Library in the 1940s, envisioned 16mm film as a new library medium. In 1948 he assigned a young librarian, Norman Moore, to set up a circulating film operation similar to the familiar book lending system. The timing was fortuitous.

The Reynolds Foundation had just made a major gift to the library. Mr. Lowe used much of it to form the Reynolds AV Division. Under Norman's direction, (*he was one of RAVA's four founders*) and that of his successor, Bob Barnes (*a RAVA president*), the collection grew to 3,721 films by 1963 and by 1990 to over 6,000. Circulation in 1963, according to a 1964 feature story in *Film News* approached 2 million

Federal aid to education which began in earnest in 1959 brought an AV coordinator to 21 of the 26 school districts. Many of them made active use of the Reynolds films which tended to be enrichment more than instructional. Three districts used more than 2000 films annually. Another 14 used more than 100 titles per year.

The Reynolds Foundation made annual grants for film purchases. Over the first 16 years gifts totaled \$327,000 over and above the regular library budget. In today's economy that would certainly be excess of \$ 1,000,000.

By the 1980s videotape in cassette form began to take over as a principal medium in the classroom and elsewhere. In the early 1990s the Reynolds AV Library gave way to video and the computer.

Norman Moore – *A RAVA founder*. Head Reynolds AV Dept. 1948 to 1963. Then a head librarian in Maine. Retired there. Now deceased.

Robert W. Barnes - *RAVA president 1996-97*. Head Reynolds AV Dept. 1963 to 1989. Retired. Began at Library in 1958 in the Science and Technology Dept.

RAVA Officers Board Meeting

At its Jan. 15 meeting, following are the highlights.

- **Treasury** is \$489.01 (as of Feb. 9) not counting scholarship monies starting to come in.

We will be receiving \$1200 from Bob Forster in payment for an unused ticket.

When that is received, the 45th anniversary program will end up in the black.

- **Membership.** In 2000-2201 we added six new members. Almost \$400 is due in current and back dues.

- **Scholarship.** David Sterns has been added to the Scholarship Committee. Others are Dan Reardon, Chm., Earl Kage, Dick Powers and Tom Hope. We have already heard from several colleges with their scholarship nominee. The dinner will be held in the new Metro Café at Days Inn, East and Alexander Tuesday, April 9.

- **Program.** The winter & spring meeting programs are jelling. See schedule, Page 1.

- **Letterhead.** Pres. Tom Hope suggested we might consider designing a new letterhead for SHOP TALK to replace the current one based on 35mm film. If so, the new design should be ready by summer when a supply of SHOP TALK first page should be reprinted.

RAVA Membership

So that you can see the composition of our membership, following is a summary.

Education	-	33 %
Bus. & Ind.	-	15
Dealers	----	10
Producers	--	23
Services	----	15
Other	-----	4
		<u>100 %</u>

RAVA's Operating Philosophy

RAVA has been functioning now for more than 45 years. One of the key factors in its successful long life has been its operating philosophy:

1. It has attempted to maintain a **broad membership base** – related to the application of media as a communicating medium - essentially half in the education world and the other half in the business world – industrial and media production disciplines.
2. By **meeting twice a month** at different times of the day, most members can make at least one meeting every month or so if they desire to.
3. Over the years a **spirit of comradery** has developed from the networking.
4. The goal is to have **leadership shared** by involving many in running RAVA so as not load the task on the backs of a few.