

Shop Talk

RAVA



publication of the Rochester
AudioVisual Association

January 2004

Welcome to 2004

*Here's wishing you a good, a
healthy and a successful year.*

First Tuesday Lunch

Tom Marini & Indian Poetry

Filmmaker Tom Marini, our guest Tues., Jan. 6, will show work-in-progress clips from his personal film project on Native American poetry by Dan C. Jones (SaSuWeh) of the Ponca Tribe in Oklahoma. "It's too hard to describe. You have to see it to understand it."

Two years in the making, Tom is now in the editing stage.

Join us at our first 2004 luncheon.

Tuesday, Jan. 6 – 12 noon
Spring House, 3001 Monroe Ave.
To make a reservation, please call
Fred Armstrong – 232-1740
by Monday, Jan. 5.

Monthly Meeting
Tues., Jan. 20

Salmon - Wild vs. Farm-Raised

That is the subject of a documentary being produced by new RAVA member Jeff Jones. He will talk about it and show clips from the film, "Salmon Tales" (working title) at the January 20 meeting.

Jeff describes the subject as being "about the environmental, health and political controversy over farm-raised salmon versus wild salmon."

Last year he spent eight weeks in three trips to Alaska and British Columbia. He filmed

RAVA Joins Arts Council

Following the RAVA luncheon last November with guest Sarah Lentini, Arts Council Executive Director, the RAVA Officers Council voted to have RAVA become a regular member of the Arts & Cultural Council for Greater Rochester for a fee of \$50.

We will be aligned with 135 organizations and agencies such as Eastman School of Music, Downtown Cabaret Theatre, Geva Theatre, Garth Fagen Dance, Memorial Art Gallery, Movies On A Shoestring, Eastman House, WXXI, Visual Studies Workshop, to name a few. Nearly a thousand individual artists are also members.

The benefits are many. It will give RAVA more prestige in the Rochester community. It will offer opportunities for support. It will give RAVA a voice in the cultural scene. Special RAVA events will be listed in the Council's Newsletter. RAVA meetings will be announced by WXXI, just to name five.

In 2002 RAVA member Stirlin Harris was one of the recipients of the Council's Annual Arts Awards.

Sarah Lentini is the Executive Director and Raymond A. Santirocco, PhD, of the Monroe County Legislature, is president.

Did You Know?
RAVA is probably the
oldest local professional
AV media organization in
the United States!

Inside

- 2 County Training
- Kodak Post Production
- IMAX 3-D "Bugs"
- 3 CMI
- Film Office
- High Falls Fest
- Scholarship
- 4 New Brochure
- RAVA Web Page
- Scholarship Winners
- Two Past Presidents

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November Meeting

County Police-Fire Training

One of RAVA's most interesting meetings in many years had a repeat. A dozen RAVA members, who missed the Training Center meeting last year, including four Cub Scouts with Jim Harte, were fascinated.

They saw how a policeman, first on the scene, would handle a threatening man in a building before more cops arrived. They went into the model of a small home where a deranged person was holed up. They watched jujitsu being taught in a gym. They crawled in a mockup house with a serious burning fire. And they sat in the County Emergency Operations Center, a large hall similar to NASA's Mission Control in appearance, where a major catastrophe would be managed.



December First Tuesday

Kodak Post Production

Feedback from those attending was enthusiastic. After a lunch, members went to the Kodak Post Production facility that is only for Kodak sponsored projects.

As host Randy Sparrazza pointed out, "We support the world for telecine. Our eyes are the industry's eyes."

Kyle Alvut, colorist, feels that the telecine program continues film as a viable option in the digital world.

Film can be transferred to a hard drive at 235 megabytes per second. (*Ed. Note: we will not attempt to give more of the technical data.*)

To show what can be done, footage from "A Closer Walk," Bob Bilheimer's AIDS film, was shown.

Film is one of the best media for archiving with a life exceeding 50 years. DVD is expected to have a life of 50 to 80 years.

December Meeting

IMAX 3D Bugs Movie

The December family movie has become an annual event for RAVA and SMPTE members. In recent years we have been going to a 3-D IMAX show at Tinseltown.

This year's offering was "Bugs." Most of the film was shot with extreme closeups of thousands of bugs. Sequences showed their living conditions and life cycles. The patience of the cinematographer was evident. We saw dozens and dozens of bugs most people had never heard of.

This year we attended on a Saturday afternoon since "Bugs" was not shown on Tuesday evening.

Mark your calendar now
 Jan. 6 - noon
 Jan. 20 - 5: 30 pm



News

Film Office Hires Scholarship Winner

RAVA scholarship winner in 2001 Dwight Craven has been hired by June Foster as assistant director in the Film Office. This past summer Dwight was a summer intern in the Film Office. See scholarship winners story.

The assistant position has been open since TC Pellett left to take a position at the Eastman House.

June was pleased to report that in the 2003 3rd quarter the Film Office was responsible for \$1,000,000 of spending in Greater Rochester.

Also the Film Office has secured funding for 2004 from the Greater Rochester Visitors Association after the annual County support was dropped. One of June's big efforts this year will be to increase membership in the Film Office.

CMI in Top 100

For the second time CMI Communications, the city's premier audiovisual staging and rental firm, has been included in the Rochester Top 100.

President of CMI and RAVA member Eric Smith was delighted to learn his company ranked 84th in 2002 for growth over a three-year period. The company also made the list in 2000. Since they did not submit financial records for 2001, they missed the list that year.

CMI does 35% to 40% of its business locally and another 20% in New York State. 40% to 45% is national. CMI continues to grow as the recession wanes. In the past three years it has added four employees, giving them 29 fulltime as they go into 2004.

Cont. from page 1

fishing families in Petersburg, then the beautiful Indian fishing village of Kake and finally innovative developments to keep the village economy afloat.

The documentary is for US public or cable television and foreign markets such as Canada, Europe, Latin America, East Asia, Australia and New Zealand.

Dinner will follow for those who wish to chat with Jeff about his film or visit.

Tuesday, Jan. 20 – 5:30 pm
Spring House
3001 Monroe Ave.

Please call Fred Armstrong so we know how many to plan for
232-1740

Scholarship

Awards dinner is set for Tuesday, April 20 at the Spring House. Our goal is to raise \$3,500 for seven scholarships. Make your contribution now. See results story on page 4.

High Falls Festival

Correction. In the last issue of Shop Talk the account of the festival's origin was not accurate.

The idea of a women's festival originated in the Film Office in 1997. By 2000 an organization was in place and High Falls was incorporated. The Festival premiered in 2001 and each of the past two years has been successively better.

The festival was run out of The Little Theatre offices

initially. Bill Coppard stepped in when the first acting director moved on. The third festival last fall was run by Ruth Cowan who earlier had worked with June Foster in the Film Office. Ruth is now permanent Managing Director with an office next to June's in the Visitors Association building.

Editor's sidebar. Two films were voted by the audience as the best feature and the best documentary.

Winning feature film was "In America" which I have not yet seen.

"My Architect" was chosen as best documentary that I saw the last night of the Festival. It is outstanding. I have now seen it a second time and am more impressed. It should certainly be the Oscar winner. In my opinion it is the best documentary in a decade and possibly of all time. See separate review.

Scholarship Winners Success Stories

Chris Pruszynski happily reported that a SUNY Geneseo scholarship winner, **Narina Crain**, has landed a plum job in Chicago at super station WGN-TV. Narina is a full-time paid newsroom intern for six months.

Narina successfully went through a competitive application process and interview in Chicago last month. She begins work in January as a news writer. She will return to Geneseo for commencement in May.

Chris "is convinced that Narina's experience in going through the RAVA scholarship selection process provided her with a valuable advantage when she prepared her portfolio and interview for WGN." He was laudatory of the RAVA Scholarship Committee and the Sponsors who make the scholarships possible.

Katie Datar, a Brockport RAVA scholarship winner, is a reporter for Time Warner R News. A year ago she started as an intern desk assistant. Now she is a full-fledged reporter in front of the camera.

Dwight Craven won his RAVA scholarship at Finger Lakes Community College. He transferred to SUNY Brockport to pursue his bachelor degree and still has to earn four credits. As reported elsewhere, after serving last summer as an intern in the Rochester Film Office, he worked part-time in the fall. Now he has been made assistant director, working fulltime.

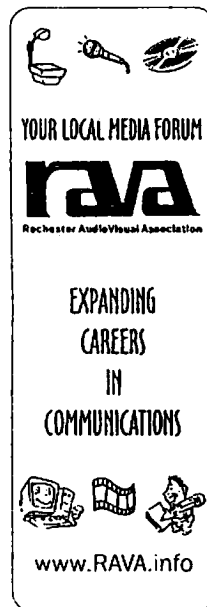
RAVA's Outreach New Brochure & Web Page

Year 2004 will see RAVA making itself better known.

Roxanne Saxton will have a brand new brochure, the first in many years.

RAVA's internet web page is under active development and upgrading.

Alice Gerace has come up with an entirely new brochure for new members, including a distinctive cover with three panels instead of four. It will be printed shortly.



Pres. Paul Tracy is also RAVA's webmaster. Since the page has gone independent, Paul has been upgrading the page. It is still a work in progress. If anyone has suggestions, Paul will be pleased to hear them. Take a look at it - www.RAVA.info

The page has a number of segments: Home, RAVA News, Message Board, RAVA Calendar, RAVA Photos, AV Employment, Shop Talk Online, RAVA History, Membership, Feedback and Search.

Editor's Notes

Visit With Two Past Presidents

During a Florida vacation in November I had the opportunity to visit RAVA's 14th president, Will Robinson, and Betty Ann Brunton, the 19th president.

During Will's tenure as RAVA head, two significant events occurred. The RAVA Copyright Symposium was held (this will be detailed in a future Shop Talk) and the first scholarship awards were made. Will retired 17 years ago as an AV professor at MCC. He moved to Spring Hill, Florida on the Gulf Coast north of Clearwater where he and Arlene literally themselves built a lovely home on a canal. They planted grapefruit and tangerine trees that are now bearing delicious fruit.

Betty Ann, then Lentine, was the first woman to be a RAVA president. She was involved with audiovisual at Eastman Kodak in the downtown Kodak office. She married another Kodaker, Jack Brunton who was in sales for the Motion Picture and Audiovisual Davison. When they retired, they moved to Florida and now are in Palm Harbor near Clearwater. Betty Ann works for a health company. Jack, also a retired Army colonel, today is active in security functions.

Do you know someone who could benefit from RAVA? Who would enjoy our meetings?