

# Shop Talk

# RAVA



publication of the Rochester  
AudioVisual Association

July 2003

## August Playtime for RAVA

### 3 August Events

As summer wanes, RAVA has three popular events on the calendar...all in a 10-day span!

#### Finger Lakes Excursion Saturday, Aug. 16

Here's your chance for a day of fun and interest. Visit a historic opera house (Geneva) and walk the streets (Seneca Falls) that inspired "It's A Wonderful Life" starring Jimmy Stewart.

And for those who want to make it a day, you can end up at the Humphrey Bogart Film Festival in the South Bristol Cultural Center.

9:30 am - gather at Mario's Via Abruzzi parking lot Saturday morn. Please call Paul Tracy, 663-0399, or E-mail before Saturday so he knows whom to expect. See enclosed flyer.

#### Miniature Golf Fun Tuesday, Aug. 19

It's fun time for the entire family. Again we will play at historic (1938, on the National Register) Whispering Pines (7:30 pm) after dinner next door at Parkside Diner (6:00 pm). This has become an annual event. Let Dick know by E-mail [mgahmogca@rpa.net](mailto:mgahmogca@rpa.net) or call 323-2687, by noon Tuesday.

### RAVA Welcomes New Administration

Paul Tray, RAVA's 30<sup>th</sup> president, and vice president Fred Armstrong, both newly elected, are off to a flying start, as seen by the exciting August fun schedule.

Tom Cummings and Keith Bullis were both reelected treasurer and secretary, respectively. Paul's three appointments are Roxanne Saxton as Membership chair, Dan Reardon repeating as Scholarship chair and Tom Hope repeating as Shop Talk editor.

Noteworthy is the appointment of Roxanne to her first leadership role in RAVA.

#### Red Wing Baseball Tuesday, Aug. 26

Plans are underway to attend one of the final home games on the Red Wings 2003 schedule. Lets hope by that time they are on a closing winning streak in order to make the playoffs. Those interested, please mark your calendar now. You will hear more about getting tickets, etc. It is always a fun night for RAVA families.

### Fall Schedule

Saturday, August 16 Finger Lakes Excursion  
Tuesday, August 19 Miniature golf  
Tuesday, August 26 Red Wing baseball game  
Tuesday, September 9 First Tuesday

Tuesday, September 23 Regular meeting  
Tuesday, October 7 First Tuesday  
Tuesday, October 17 Vincent T. Salvin  
Student Film and Video Festival,

**Shop Talk**

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

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May First Tuesday

**New Member  
Nancy Rosin**

Quiet Nancy has a ready smile and is a person easy to talk to. You will enjoy meeting her. She has been around the track in experience.

Most of her time is spent working with Pearl Video, mainly doing productions for school systems. Her first love, however, is serving as coordinator of TV Dinner, a volunteer activist operation.

What brought Nancy to the attention of RAVA is her work with a city grant to make a video on the City's Public Market. But that has proved to be a major problem. She has a tiger by the tail. She has shot 100 hours, yes that is 100. In doing the research and shooting, Nancy has uncovered a fascinating history with the potential for many stories. The Public Market that should be plural because through the years there have been a number markets, has played a key role in much of Rochester's growth through the centuries.

Now Nancy is looking for another grant in order to complete at least the basic public market story. We'll stay tuned and keep you appraised.

**May Meeting****Genesee C C  
Outstanding**

Genesee Community College, with the newest campus in this area, is the pride and joy of Barry Chow, director of Video/Telecommunications Services and our host May 20.

With this tour RAVA has visited all three of the area Community Colleges – Monroe and Finger Lakes, each twice – and now, Genesee. Its new single-building campus is well designed. Classrooms on three floors encircle the core with a spectacular atrium library, a spacious commons, the attractive lunchroom and the gym and swimming pool.

In the new, as of 2000, Conable Technology Building, the multimedia lab with Maya software from Alias Wavefront for modeling, animation and dynamics rivals RIT. The new 30x40 TV studio with two analog and two digital cameras plus an extra large control room, able to hold an entire class, with a state-of-the-art dual analog-digital switcher, were the envy of the RAVA visitors. A modern audio edit suite and two video edit suites, one analog and one digital, round out the telecommunication center.

Ten smart classrooms and a distance-learning classroom all with the latest equipment put GCC right there at the top for its fortunate students. That includes 40 from foreign countries.

**June - Annual Meeting****Tom Proietti, Guru**

Tom's rapid-fire talk at RAVA's 47<sup>th</sup> annual meeting was a barnburner (I'd hate to be a student having to take lecture notes!)

He spent half an hour on his life and experiences, setting the stage for his theme "Death of the Networks!"

Syracuse Newhouse graduate, newspaper reporter, television sales, establishing St. John Fisher's media program, cable station vice president and back to his first love, next to golf, teaching, at MCC.

His annual trip with students to London allows him to get a different perspective on media trends. His credentials are solid for his forecast.

Tom backed up his scary outlook for the networks with many facts. Listenership of radio is down with one exception. National Public Radio is up. What does that tell us?

Viewership of network programs is declining. News programs are increasingly entertainment. Even popular situation comedies are hurting. Newspaper circulation is off.

People, especially the younger generations, are increasingly depending on the Internet for their news and communications. The gloomy outlook - It is a downhill battle for network and cable television, radio and newspapers.

## News

### Tom Cummings Heads Local Cornell Club

RAVA Treasurer, Tom Cummings on June 1<sup>st</sup> became president of the Rochester Cornell Alumni Club Association.

He has 300 of the local 3000 Cornell grads in the club. Tom graduated from Cornell in 1980.

### Jim Harte Family Visits Ireland

Jim Harte has been to Ireland many times, but in late June and early July his entire family spent almost three weeks there. Jim and Theresa have three children, two young sons, James and Kevin, and three-year-old Claire.

Next fall when RAVA resumes its First Tuesday luncheons, you may be sure that Jim will have pictures and some interesting tales about his trip.

### It's Number 3 For June Foster

Rochester's Film Officer, June Foster, spent a month in Los Angeles this spring as she became a grandmother for the third time!

### Bill Dengler, A Man With Grace

Long time RAVA member, Bill Dengler, passed away quietly at his home July 17. Bill's upbeat mood belied his long battle with cancer. See page 6 for more.

### Jeff Jones Heads To Alaska

New member, Jeff Owens by the time this newsletter is issued should be in Alaska where he will be shooting for the two months on a new documentary he is producing on salmon fish, regular versus farm-raised. He should have some interesting tales to relate next fall when he returns.

### Delco Plant Fire Cancels Movie Scene

You may see on TV news the spectacular fire that engulfed the old, vacant Delco plant on Lyell Ave. The Fire Bureau Captain fighting it said it was the worst fire he had ever seen in his entire career.

In case you missed it, in the June 24<sup>th</sup> D&C, a story told that the Delco plant was to have been the setting for a scene in a movie, *Peter: The Film*, being produced by Boston filmmaker, Christian Capozzoli. He still plans to shoot much of the film in Rochester.

### History Buffs Alert

Rochester will be the site of the 12<sup>th</sup> Photo History Symposium Sept. 19-21. The event will bring a dozen from across the country and two from the UK who will join three locals in presenting a variety of fascinating subjects.

Example: Larry Gubas, New Jersey, listed as Zeiss Historian, will trace the Zeiss story from the time Carl Zeiss started his lens company in 1846 into this century.

The Photo History symposium is held every three years at the George Eastman House. It opens Friday night with a reception, Holiday Inn Henrietta. Saturday 17 in the Dryden Theatre speakers will make their presentations. Sunday at the Holiday Inn will be the Photographic Trade Show, 9:00 to 3:00.

Registration is \$80 that includes the Friday reception; the Saturday talks with lunch and the Sunday trade show. For information visit the TPHS website @ [www.tphs.org](http://www.tphs.org) or send a letter to *Photo History XII*, P.O. Box 10434, Rochester, NY 14610 or call Editor Tom Hope for the list of speakers and their topics 442-1310.

*If at least 10 RAVA members wish to attend, we will be given a discount. Call Tom Hope, 442-1310.*

## RAVA Annual Meeting Minutes

Tuesday, June 17, 2003  
Brighton Town Park Lodge

Presiding President Thomas Hope  
7:05 PM Meeting called to order.

**Treasurer Tom Cummings.** 2002-2003 income down \$400 from previous year. There is need to increase the income. Past dues need to be collected, first step. Increase dues is another.

**Membership Fred Armstrong.** 10 new members joined in 2002-2003, the most in memory. Bill Sanford, a scholarship winner and student at St. John Fisher, joined as a regular member, a first. Only one member was dropped. Those new members present were introduced. All other members introduced themselves.

**Scholarship Dan Reardon.** \$2100 was awarded to six students, \$350 per student. That amount was up from \$300 per student last year. Tom Proietti said the honor on a student's resume is more important than the money.

**Secretary Keith Bullis.** Tom Hope spoke for Keith who had to leave early. Keith's written report tells of the new loose-leaf directory. Also notices are now being sent out by e-mail.

**Program Paul Tracy, vice president.** Continuation of noon meetings proved good. BUBL "underwater" program at Roch. Mus. And Sci Center, a highlight. Program Committee met twice, each time to plan programs for the following half year. Need to met this.

Possible summer activities: (1) Play miniature golf at Whispering Pines.

(2) Saturday, Aug. 16: tour Smith Opera House (Geneva) that has been refurbished. Go on to Seneca Falls for lunch; Tour town where ideas for Frank Capra's film, "Bedford Falls," originated. Those who wish could then return to South Bristol Cultural Center for Bogart Festival to see "Casablanca."

**Dues.** Tom entered a motion from the RAVA Executive Council that had voted to raise regular dues to \$30 from \$25 and retiree

and student dues to \$15 from \$12.50. Seconded. Passed unanimously.

**Election Walter Dixon.** 25 ballots were cast electing the Nominating Committee slate. Paul Tracy - President; Fred Armstrong - vice president; Keith Bullis - Secretary and Tom Cummings - Treasurer.

Tom Hope thanked those officers who had served with him. He remarked that this past year was really a "banner year" with a strong program, an entirely new directory, more new members in one year than possibly in several decades and only one member dropped. He then turned the gavel over to new President Paul Tracy.

**New Business.** Paul presiding. Tom said that several people had said they were sorry they missed the County Training Facility and Emergency Center tour and hoped it might be repeated. Fred took note as a potential repeat next fall or winter.

Dick Power suggested that we should have an evening of dinner and miniature golf at Whispering Pines. Several applauded the suggestion.

Someone asked if we might have a Red Wing baseball night.

Paul said that a summer trip has been planned for Saturday, Aug. 16. Tour Smith Opera House in Geneva and then go to Seneca Falls for lunch and tour. Seneca Falls is the town that became Bedford Falls in Frank Capra's "its A Wonderful Life." For those wish to make it a full day, that evening there will be the Humphrey Bogart Film Festival at Larry Dickens's South Bristol Cultural Center, showing "Casablanca" and another film. A flyer had been printed that was inserted into the printed annual report.

7:45 PM Meeting adjourned

Tom Hope introduced Tom Proietti who spoke for the next 75 minutes on the "Death of the Networks." Reported elsewhere in Shop Talk.

Secretary Pro Tom Dan Reardon

## Jewish Film Festival Was 3<sup>rd</sup> Event

Little Theatre and Dryden Theatre were the setting for this year's festival July 13-20.

23 films were shown. A children's animated film opened the

festival Sunday afternoon, July 13. 8 feature films from Israel, France and Germany, 6 documentaries and 8 shorts, one from Hungary, followed over the next 7 days.

Contributions exceeding \$50,000 from 46 supporters underwrote the event, Friendly's being the key sponsor.

## Meet New Members

**Merri-Lou McKeever,**  
 General Manager  
 Presentation Technologies  
 Eastman Kodak Company  
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 Rochester, NY 14652-4167  
 Tele: 722-7271  
 Fax: 722-7300 – E-mail:  
 merri-lou.mckeever  
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 Tele: 722-7271

A native of Jamestown, NY Merri-Lou received a BA in Business Administration. from Alfred State U.

Over the next 30 years she held nine jobs. some 1 to 3 years, before assuming her current management position in 1999. She started as a secretary and then held the following jobs editor of a sales newsletter, accounting/bookkeeper, software programmer 6 years, trainer, product development, quality assurance, product commercialization 7 years, operations manager 4 years before heading the slide projector business.

Merri-Lou is married to Les Medall, a financial advisor. During her "spare time" she is an active Lollypop Farm volunteer. Also she enjoys gardening, reading, birding and travel. She and Les have been to Europe, Africa, China, Thailand and Peru.

A personal note. In Jamestown her great aunts hung out with Lucille Ball!

**Diane DeHond**  
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Born in Carthage, NY, Diane was raised in Auburn. Now living in Brighton, she finds it "feels" much like Auburn. A volleyball scholarship took her to St. John Fisher and a degree in communications-journalism. She loved writing and especially poetry. Also she knew RAVA's Gary Cumminale well.

She worked for pre-Time-Warner cable in master control. Then videotaped weddings for Memories in Motion. For her sports love, she officiated volleyball games and coached girls swimming. Since 1999 she has been involved with AmeriCorps, the domestic Peace Corps. She was assigned to work with the Irondequoit Youth Board as her duty. Someone described her as a "jack of all trades and master of none!"

Diane, a single mom, has four children, 8 to 15, three sons and a daughter. When she finds free time, she enjoys gardening and coaching a co-ed softball team.

Did we write free time?  
 That is something.

**Jeffery Owen Jones**  
 Independent producer  
 44 Parker Drive  
 Pittsford, NY 14534  
 Tel: 383-1109  
 E-mail: [jeff@jowjo.com](mailto:jeff@jowjo.com)

Have you ever heard of Richard Halliburton? RAVA now has a clone of Halliburton!

Jeff is New York City born, but raised in Westport Ct. He graduated from Williams College in journalism (newspapers). Then on a Fulbright Scholarship he earned an MA in Hispanic Studies in Uruguay. He then spent some time in Spain.

Next he was a reporter for The Baltimore Sun followed as a writer for Psychology Today in Del Mar, CA. 2 ½ yrs. Back to Spain for 3 yrs, he did freelance writing and film dubbing. Back to New York City for 25 yrs. with CBS in programming and TV marketing. On the side he did documentary production for New York's public station, Channel 13, and won an Emmy. That brought him to Rochester in 1999 as vice president of WXXI-TV for 2 years. He is now independent and teaches at RIT as an adjunct lecturer.

Currently he is producing a documentary on farm-raised salmon versus wild salmon. He will spend the summer in Alaska on the film.

He is married with a 4-year old boy, the apple in his eye.

## Special Luncheon

### “Fighting For Rochester’s Future”

Anyone who read the Democrat and Chronicle in April, May and June was aware of the major program fostered by the D&C – “Fighting for Rochester’s Future.” It certainly made an impact based on the number of thoughtful Letters to the Editor as well as news articles. In years to come we will know results.

Jane Sutter, managing editor of the Democrat and Chronicle for the past year and a half and the program’s spark plug, was RAVA’s special luncheon guest May 27. And special she was.

A rare luncheon opportunity, on short notice, brought out nine RAVA members who had a lively conversation with Jane, all revolving around Rochester’s potential and future.

A sampling of comments. Earl Kage zeroed in on the cultural aspects. He cited a large number of Xerox recruits whose wives, when their husbands were looking at moving to Rochester, asked about Rochester’s cultural opportunities – an art gallery, the symphony, etc.

Fred Armstrong spoke about revitalizing downtown and the tussle between the East End and the High Falls areas. He and Larry Dickens mentioned how on a Friday night downtown traffic was bumper to bumper. Jim Harte said the concern over

### The Man With A Horn

On short notice space does permit the deserving tribute. As a young Army trombonist, Bill landed a fill-in job with the Glenn Miller touring band that became regular. Later he played with the Tommy Dorsey orchestra. As a teacher he started doing audio recording that became his life’s work.

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safety downtown is overblown. But everyone agreed that Rochester has a poor crime rate, especially in a few areas that do not affect downtown.

Diane DeHond, Paul Tracy’s assistant at MCC, hopes schools can build on the attributes and experiences of students. It should be positive reinforcement. Jane mentioned that most high schools no longer publish a school paper. The D&C is working to restore one at Franklin HS. *P.S. Diane joined RAVA on the spot, giving a check to Membership chairman Fred Armstrong.*

Jane told a bit about her role as managing director, running the day-to-day operations. She has a planning meeting in mid morning and then one at 3:30 pm to finalize the next morning’s front page unless later there is some breaking news at the last minute

Conclusion. This was probably one of the most stimulating RAVA luncheon meetings in years.

### RAVA Officers Meet

Paul Tracy, RAVA’s new president, held his first Officers’ Meeting following a picnic supper at retiring prexy Tom Hope’s home. Others attending: Fred Armstrong, new v.p., Keith Bullis, sec’y and Tom Cummings, trea.

Paul announced that Roxanne Saxon will be RAVA’s new Membership Chair. Dan Reardon and Tom Hope continue as scholarship chairman and Shop Talk editor respectively.

Now with better financial data, Paul asked each officer to submit a budget for 2003-2004. Last year expenses exceeded dues and other income. Increasing the annual dues to \$30 should bring in about \$260 more, which will help. RAVA now has 56 paying members and total dues will be \$1515.

The summer and fall schedule was discussed. *See separate article.*

Paul reported that 27 student videos have come in so far for the Slavin Student Festival set for Tuesday, Oct. 14 at The Little Theatre. Judging will be done at David Stern’s home.

Deadline for photos and corrections to Keith Bullis for the directory is Aug. 1.

New membership form. Fred is going to find a graphics person to design a new edition.

RAVA’s web page needs more work. We will explore idea of putting Shop Talk online.

## Student News

### Count Your Blessings

How many times have you heard that saying? Or maybe even said it yourself.

It applies to us as we talk to RAVA's newest – and youngest member, our first student member, William Sanford. Bill joined RAVA in May, the first student to do so. As a 2002 Scholarship winner, he was given a one-year membership gratis. Now he has paid his \$12.50. (Raised to \$15 at the annual meeting.)

In February 2002 when Bill was interviewed by RAVA's Scholarship Committee, his film work on an Indian tribe was impressive. So was his size. At 5'10" he weighed 350 lbs!

He had mistakenly been given some medicine six months earlier that shot his weight up from less than 200. Over the next year and a half he was hospitalized twice for long sessions as doctors tried to correct the early error.

Twice they thought they had corrected it and twice Bill went back to St. John Fisher, only to have to drop out as his weight continued to climb to 490 lbs. Now it seems that the "bad" medicine is out of his system and he has been told his "water" weight will drop 80 to 90 lbs. by September so he can resume college.

And he wants to become active in RAVA.

### Raeanne Wright Aims High

The RAVA 2002 scholarship winner, has set her sights high. In January 2004 Raeanne will be going to London to enroll in the National Film and Television School, working toward her masters.

In order to qualify, she attended a work shop and took a trial competitive test.

### Penfield High Had Its Third Annual Film Fest

Area schools are getting more heavily into film making. Last February Penfield High School held its 3<sup>rd</sup> Annual Film Festival, showing 12 student-made short films.

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He is house bound. He would appreciate talking to RAVA members. His telephone is 383-8737.

Bill, we look forward to seeing you at RAVA meetings in the fall or winter.

### Two RIT Students Score

Last month RIT student, Kimberly Miner, Suffield, CT, won a gold medal from the Student Academy Awards (the Oscar organization) for her film, *Perpetual Motion*, a film recognized in the RAVA-SMPTE Slavin Student Film Festival last fall.

Scott Vosbury, RIT, took second place in the National Association of Television Program Directors 2003 Student Video and Film Production Awards for his film, *SoFA: Pricelss*, tying with an Australian student. Each student received \$1000 and their respective schools also received \$1000. Scott was the RIT winner of a RAVA scholarship last April.

### Kodak Donates Film to Florida State University

Dr. Ray Fielding has built the Florida State Film School into one of the nation's premiere schools in his 13 years there.

To honor the work he has done, Eastman Kodak at a brunch in Los Angeles gave the school 25,000 of feet of 35mm color film. Ray has been in teaching and administration at six different schools for 46 years.

FSU is the only film school in America that pays for all of its students' production expenses.

## RAVA

### Program 2002-2003

- Sept. 10 – Vincent T. Slavin Student Film and Video Festival  
 Oct. 1 – John Marianetti & Bonnie Garner, BUBL Graphics  
 15 -- Tour BUBL Project, Roch. Museum & Sci. Center  
 Nov. 5 -- Arnie Rothschild, Arts Advocate  
 19 -- Tour new Video Propulsion studios  
 Dec. 3 -- 3D IMAX film "Galapagos" at Cinemark Theater  
 Jan. 7 -- Muffy Meisenthal & Darren Hammond, preview 21<sup>st</sup>  
 21 -- Tour County Public Safety Training Facility and  
 Emergency Operations Center  
 Feb. 4 -- Member networking; 1927 film "Around Cape Horn"  
 18 -- Tour Navitar and Buhl Optics company plant  
 Mar. 4 -- Richard Young, Dir. of Photography of "A Closer Walk"  
 18 -- Backstage at Eastman Theater and Recording Studio  
 Apr. 1 -- 27<sup>th</sup> Scholarship Awards Dinner  
 15 -- New member Bob Kimmel, Business Methods  
 May 6 -- New member Nancy Rosin freelance producer  
 20 -- Tour Genesee Community College AV facilities  
 27 -- Brainstorm with Jane Sutter, D&C Managing Editor  
 June 3 -- New member Merri-Lou McKeever, Gen. Mgr.  
 Presentation Technologies, EK  
 17 -- Annual Meeting. Speaker Tom Proietti, MCC

## Headline Is Right

Headline writing is an art.  
 Whoever wrote this headline hit  
 the nail on the head.

*"Optics expert was a picture  
 of gentleness, grace" \**

I personally knew Dr. Rudolf  
 Kingslake, retired Kodak  
 Director of Optical Design and  
 Engineering, then a UR optics  
 professor plus a prolific author.  
Rudy was a true gentleman.

\*D&C, Tribute, July 14, 2003

Tom Hope

## Charles Lee

The world has some  
 interesting people. One is Charles  
 Lee, Buffalo, a retired television  
 cameraman for years. On the  
 side, for a number of years he  
 produced the film for the Miss  
 Universe Contest. Also he is a  
 classic car owner. I called him  
 the other day to see if he would  
 consider speaking at a RAVA  
 meeting. We're too late. He is  
 now confined to a wheel chair!

Tom Hope

## Success Runs In the Family

Dr. Bethel Powers, Dick's  
 wife, is an accomplished author.  
 Her second book, *Ethics in  
 Nursing Homes*, is just out, on  
 Amazon. Her first was a quali-  
 tative book, *Dictionary of  
 Nursing Theory and Research*.  
 Bethel is on the faculty at the UR  
 School of Nursing.

## New John Wiley Optics Encyclopedia

Editor Tom Hope is currently  
 authoring an entry, a full article,  
 on Lenses for the forth-coming  
 Optics Encyclopedia to be  
 published in Berlin by the  
 German branch of John Wiley &  
 Sons.

It covers motion picture (film)  
 camera and projection lenses,  
 video, including television as  
 well as consumer, camera and  
 projector lenses plus video  
 conferencing, security and  
 surveillance lenses.

Since 9/11, both video  
 conferencing and surveillance  
 lenses have taken a quantum leap.  
 Today borders of many countries  
 are completely covered by video  
 cameras using high powered  
 lenses ranging up to \$100,000  
 each.

Tom is no optics engineer so  
 he has a coauthor in California  
 who is an expert on lenses.