

Shop Talk

May 2003

RAVA



publication of the Rochester
AudioVisual Association

Genesee C C, Here We Come

Tuesday, May 20 Set for Visit

As you travel west on I-90, you probably have seen on the left, the Genesee Community College buildings high on a hill.

Barry Chow will host RAVA as we visit our 3rd community college where we will see the digital TV studio, 2 edit rooms, the computer lab for multimedia, 2 distant learning labs plus a mobile DL lab and one of 10 smart classrooms.

Dinner will follow in Batavia at Alex's Restaurant, 9322 Park Road.

So we know who to plan for,
please call Paul Tracy, 292-3439.

Tuesday, May 20 – 6:00 PM

Directions: From Marketplace Mall, it is 35 min. From Irondequoit or Penfield, with going-home traffic it may be an hour.

Take I-90 to exit 48 (Batavia)...Go right heading north on route 98, and at West Saile Dr. turn right. Keep going past the small airport on the left and make a right onto Bank Street Road. This road crosses back over I-90. Then turn left onto College Road. Use 2nd driveway to parking lot. 3rd Bldg on left is Conable Technology. Use south entrance.

See map on back page.

First Tuesday

Nancy Rosin, Activist and Frustrated Filmmaker

RAVA's newest member, who is struggling with a grant film of Rochester's public market, will be our guest at lunch next Tuesday.

As she tackled the subject, shooting today's market. she uncovered its history that unwound a.

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Nominations

Tracy & Armstrong For President & VP

Paul Tracy, RAVA's current vice president for program, has been picked for RAVA's 30th chief by the Nominating Committee, chairman Walter Dixon, Bob Barnes and Dick Powers.

Fred Armstrong, current Membership Chair, has been nominated for the number two slot, the important job of coordinating the programs.

Long time secretary Keith Bullis will stand for re-election. Tom Cummings, treasurer, will be up for his first election. He was appointed last year to take over when illness made it imperative for Tim Slater to step down.

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Tom Proietti To Speak At RAVA Annual Meeting

Tuesday, June 17 RAVA will hold its 47th annual meeting at the Brighton Town Lodge on Westfall Road, west of Clinton, next to the Islam Temple.

Tom Proietti, who joined RAVA this year, will speak about tomorrow's television.

The two main items of business will be the election of the 2003-2004 officers and voting on a motion to increase the dues. At its March meeting, the Executive Council voted to raise the dues from \$25 to \$30. Dues were last raised 25 years ago. RAVA dues are the best professional bargain in town.

Shop Talk

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

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April Monthly Meeting

Annual Scholarship Dinner

Certainly one of the RAVA highlights every year is the awarding of scholarships. It is so refreshing to see the happy faces as students step up to receive their recognition.

They speak fluently of their work, goal and dreams with words gushing out. A few are more modest and appear a bit awkward while being sincere.

Again this year, six were honored with a new school joining the ceremony, SUNY Geneseo. In a most admirable show of strength, Finger Lakes Community College did not nominate a student for the honor this year

The six who were honored are on page 4 along with the names of the contributors.

The 50 at the dinner saw two good examples of student work. An excerpt of "Founders Keepers" by Joe Loporcaro, St. John Fisher, was a spoof about a college student losing his lamp. Closing the evening was "Philadelphia Cheesesteak Debate" by Scott Vosbury, RIT, filmed with a humorous, tongue-in-cheek style.

March First Tuesday

**Richard Young,
"A Closer Walk"
Cinematographer**

RAVA members had a treat when they lunched with Rochester's premiere cinematographer, Richard Young, hearing many inside stories and details of filming Robert Bilheimer's epic documentary, "A Closer Walk."

Richard found that people all over the world were most cooperative, even such notables as the Dali Lama and the UN Secretary General. In the latter case, Richard was given half an hour to do the interview. Any major mistake would be fatal.

One time they ran out of film and had quite a time securing the correct film locally.

The script was not set. It was fluid, depending upon what stories they uncovered as they went to the most impacted countries suffering from the global AIDS epidemic. Haiti was just one example he related.

Richard brought a TV player/monitor unit so he could show some of the scenes as he spoke.

Now the challenge is get the film shown widely to alert the world's population to the severity of AIDS.

April Third Tuesday

First Tuesday was shifted to allow the Scholarship dinner to be on the 1st Tuesday because of the spring break.

**Bob Kimmel,
AV Businessman**

If you haven't met Bob Kimmel yet, you'll be pleased when you do. His pleasant smile and warm manner are out front.

In case you do not know who he is, Bob works with another RAVA member, John Frederick at AV Solutions, a division of Business Methods, with the title of Project Manager. That means he works with clients as they build and install AV systems.

Bob has been with BM for about seven years.

Much of the lunch was spent talking about the general state of the AV business during this period of a soft economy and RAVA. In regard to the latter, Bob has been appointed to RAVA's Membership Committee, working with Fred Armstrong. That brings to mind one of RAVA's strongest membership supporters of all time who was the beloved AV dealer, Alex Dunbar, predecessor to Langie AV.

Continued from page 1

Nancy Rosin

broader story than just the public market.

Nancy also coordinates TV Dinner that she can explain at lunch. In her spare time she works part time with Ann Pearlman at Pearl Video.

Join us for lunch next Tuesday,
May 6, 12 noon
Spring House, 3001 Monroe Ave.
Please call Walter Dixon, 671-7741

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Nominations

Paul has been at MCC for over three years coordinating AV media use on the campus. On the side he has his own company, Envision Productions. He also handles AV for his church, NewSong Church.

Fred started in animation in New York City and later formed Animatus Studio in Rochester. He does freelance work as a grip as well as acting. Recently he coordinates the animation the animation aspects of the High Falls Film Festival.

News

Malcolm Spaul

An early scholarship winner, Malcolm Spaul, at RIT is back in the Film and Animation School after directing a special Computer Lab for five years.

Malcolm as an RIT graduate student in 1980 produced an Oscar nominee film,

SUNY Geneseo Gets New Studio Set

Chris Pruszynski is in 7th Heaven.

WUHF-TV Fox Rochester, Channel 32, gave SUNY Geneseo its news studio set and furniture when it completely redid its studio for the revamped news format.

This set will be used for student production work. The WOKR Channel 13 set that Geneseo was given several years ago will now be used exclusively for instruction.

Chris is certainly building an excellent film/video program

Red Wing Baseball Dinner

For the third year some RAVA members have had a table at the American Legion dinner welcoming the Rochester Red Wing baseball players the night before the season opener.

Coordinated by Tom Hanney, RAVA members and families hosted first string catcher, Brandon Marsters on April 2 at the Diplomat Party House.

The next day Brandon hit a homerun in the season opener at Syracuse, but the Red Wings lost.

RAVA-SMPTE Student Festival Plans Underway

RAVA's vice president, Paul Tracy, will head the annual Slavin Student Film & Video Festival for 2003.

This year the Festival will be on Oct. 14 instead of in September as it has been since its inception. Last year the Festival made a major move when it was held at the Little Theatre after many years at RIT.

Letters have gone out to more than 200 colleges across the country and a few local high schools, inviting students to submit their films and videos by July 1.

In July a panel of SMPTE RAVA members will screen all of the entries in four categories – Animation, Fiction, Nonfiction and Experimental to select the best in each category.

White Hots Are Branching Out

Tom Hanney's quintet, that has been playing every Monday night at the Little Theatre Café for more than a year, now has a number of gigs.

Upcoming dates are:
Fri., May 2 – Montage Grill –
8:30 – 11:30 PM
Sun., May 11 Mother's Day
Brunch – Empire Brewing
12:00 – 2:30 PM

Scholarship Recipients

Eric Romanowski
SUNY Brockport



A broadcasting major with a 3.5 GPA, Eric was production director for WBSU, SUNY. He was selected to attend the Collegiate Broadcasters national conference Dec., 02 in Kissimmee, FL.

Rebekah Manville
Monroe Community College



In her 1st year, Rebekah has excellent grades while working as an intern photojournalist at WROC-TV Ch. 8. Anxious to learn, she volunteered to be a teaching assistant. She goes above and beyond to make a film/TV career.

Kevin Heist
Genesee Community College



Kevin is a 1st year student with a 3.65 GPA while being president of the TV Club. He edited the Genesee County United Way promotional video and built a green hard-cyc screen for the TV studio.

Scott Vosbury
Rochester Institute of Technology



A 3rd year student maintaining a 3.6 GPA, he was nominated because of his strong abilities -- academic, quality of film work and potential fine filmmaker. In demand by his peers to help, he organizes the quarterly school screenings.

Narina Crain
SUNY Geneseo



In her 3rd year with a 3.3 GPA, Narina is news director for WGSO radio and news anchor for GSTV, campus television station. A talented musician, she plays in the Geneseo Symphony Orchestra.

Joe Loporcuro
St. John Fisher College



A transfer from RIT, Joe in his 3rd year has mastered digital video and non-linear editing software. He has grown as an artist and is rated as top of his production class. He amazed classmates with his unique, hilarious video.

N A B 2003

RAVA member Chris Pruszynski, SUNY Geneseo, has put down the high points of his impression of this year's NAB.

This year's National Association of Broadcasters convention in Las Vegas drew an estimated 89,000 registrants, down somewhat from peak years when attendance exceeded 100,000. The NAB bills its convention as "The World's Largest Electronic Media Show" and has adopted some new language to deal with the changing electronic media landscape.

Think of yourself as a "producer?" You're not. Now you are a "content creator." Are you a "broadcaster?" Wrong again - you are in the business of "content delivery." If you're not one of the above, maybe you are in business of "content management." But don't worry - NAB is still the place for you.

Products of note included:

- A palm-sized High Definition professional Mini DV camcorder from JVC. JVS says it will be available in May. No list price was announced.
- The Synergy line of possibly affordable

digital video production switchers from Ross Video

(www.rossvideo.com).

- A Direct DV recorder from Laird Telemedia (www.lairdtelemedia.com). Laird says its CapDV can eliminate the lengthy log and capture process required to transfer DV tape content to a computer for non-linear editing. The baser version has a capacity of 3.3 hours and lists for \$1,300.
- Apple's Final Cut Pro 4.0

Scholarship Sponsors

RAVA appreciates and gratefully thanks the following for their support

Animatus Studio,
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David H. Stern
Visual Horizons,
Stanley Finegold
Warren White

Dick Powers

Past president Dick Powers had a momentous March. He realized a life-long goal to race his 1962 MGA at the world famous Sebring track in Florida.

Actually Dick was in three races. They were called Vintage Races, referring to early cars. One was an hour endurance race.

The next time you see Dick, ask to see his pictures. (*Dick, please bring your race album to the RAVA annual meeting.*)

In March he had surgery on his right eye for a torn retina. He looks very distinguished with his eye patch! Earlier he had similar surgery for a left eye torn retina which has healed nicely.

March Monthly Meeting

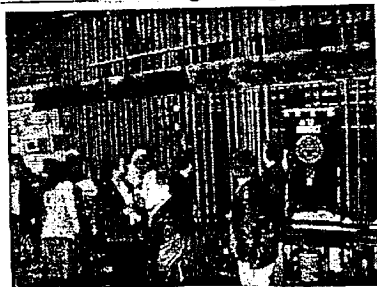
Eastman Theater Tour

The opportunity to go back stage at the venerable Eastman Theater brought out a good number of RAVA members, some with spouses.



Stage manager Ron Stackman took us on stage. Some highlights.

- > It will go through a 3-phase renovation over several years.
- >It has no wings to speak of.



Kevin McPeak, director of Technology, toured us through the large recording control room, two smaller studios and the edit suite.



Editorial

“Fighting For Rochester’s Future”

A partnership among the Democrat and Chronicle, WXXI-TV (Channel 21), WXXI-AM (1370), WXXI-FM (91.5) and WORK-TV (Channel 13).

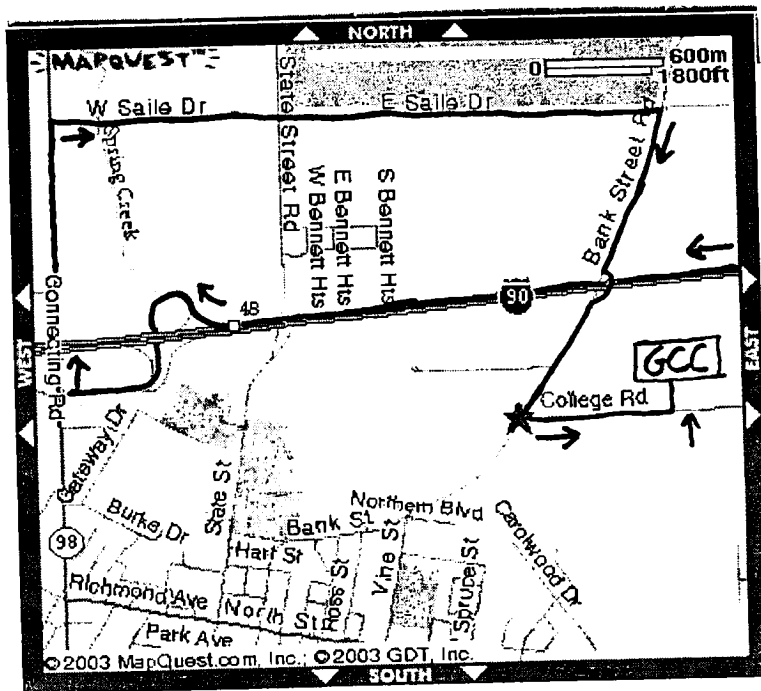
What might RAVA contribute toward this challenge to our community? With the expertise that our members have, possibly RAVA could make a significant contribution using many of our talents.

You may have seen two Sunday special 8-page sections in the D&C already published on Economics and, last Sunday, on Education. Coming will be sections on Health Care, Public Safety and Taxes. This project

will probably generate more enthusiasm for improving Greater Rochester than anything every thought of or done in the past.

I suggest that RAVA devote the June First Tuesday to the subject by inviting some key leaders of our community to join us in a luncheon brainstorming session. I would appreciate any feedback from you.

Editor Tom Hope



We adjourned to the Java next door for a light supper.