



## Connecticut Chapter Newsletter

**media** communications  
association  
international

***“Professional development for television, corporate, advertising and industrial communication professionals in Connecticut”***

June 3, 2005

Volume 1, Issue 6

### **Membership for 2005!**

We have gained in membership this year! Our chapter is really growing! Bring a friend to the next meeting.

### **Non-members are always welcome at our meetings!**

There is a \$10 charge at the door for non-members.

### **VariCamp comes to Connecticut!**

Want to learn about the Panasonic VariCam? Go to [www.hdexpo.net](http://www.hdexpo.net) or call 1-818-842.6611 to find out more. Connecticut classes are scheduled for June 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> in Waterford. Call now!

### **Member Showcase a great success!**

The Member Showcase held last month at the Holiday Inn at North Haven was one for the record books. With at least 35 presenters showing off their stuff, the format was different than in years past. We went to great lengths to allow demo reels of any kind to be seen and heard. While most of the reels were video based, we accommodated audio only, CD-ROM based, DVD based, animation reels and graphic reels. Truly a multimedia event!

The video projector and audio system were graciously supplied by H.B. Communications and the laptop, DVD player, VHS player, DV-CAM deck and Betacam SP deck were made available by chapter members. Jeff Young did a wonderful job as laptop play-master of the

evening, making sure that all of the CD-ROM based media were set to go. His help and knowledge were greatly appreciated!

Our goal was to make the showcasing opportunity available to all members, not just video producers. As a result, voiceover artists, animators, graphics designers, camera operators and actors were able to participate, which maximized the networking potential of the event.

The combined talent of our organization was truly a joy to behold. Great job by all!

### **June Wrap Party to be held at SBC in Branford**

It's the end of our fiscal year and the annual MCA-I CT Wrap Party will be held June 14<sup>th</sup> at the Southport Brewing Company Restaurant, 850 West Main St. in Branford. Doors open at 6:00 PM.

This year's party will be co-sponsored by Video Evolution LLC and Pro-Source of Fairfield. They will have on display the full line of ~~24pas~~ SD and HD cameras, as well as a large display of related equipment. Here's your chance to ask those HD related questions you have been dying to ask!

The Connecticut Final Cut Pro User's Group will be joining us for the occasion, which will enhance networking possibilities. To find out more about the User's Group, go to [www.fcbug.org](http://www.fcbug.org) Keith Larsen

is the User Group's very capable President. If you have any interest at all in Final Cut Pro, you will find this group indispensable!

The get together will include the wonderful SBC food, a cash bar and fantastic networking opportunities. So run out, get more business cards printed and bring them down to Branford on June 14<sup>th</sup>. There will be a \$10 donation at the door for members and a \$15 donation for non-members.

You can print out directions to the restaurant by going to [www.southportbrewing.com/directions.html](http://www.southportbrewing.com/directions.html).

I hope to see everyone on the 14<sup>th</sup>!

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**THE LONGER YOU ARE IN  
THE MEDIA  
COMMUNICATIONS FIELD,  
THE MORE YOU WILL  
REALIZE HOW MUCH YOU  
NEED TO LEARN!**



**I love Tech-Tips!**

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*Got a Tech-Tip you would  
like to share? E-mail it to  
[Jamie@technicalconcepts-ct.com](mailto:Jamie@technicalconcepts-ct.com).*

## **Fork-lift Opportunities** *“Don’t forget the C-clamps!”*

Whenever I am shooting on location, I always keep a sharp eye peeled for a forklift. Wonderful aerial shots can be obtained by simply having your client’s forklift operator raise the camera and tripod on a pallet. I always carry at least two large C-clamps in the truck to firmly secure a pallet to the forks. Then I lash the tripod down for the trip. Once I get the shots I need from a stationary position, I ask the operator to barely crack the down lever for a controlled descent shot!

## **Beans, Beans, Beans!** *“When High-hats aren’t low enough”*

Low shots can really emphasize the dramatic in a scene. Half the time I find a high-hat isn’t low enough for my tastes. Over the years I have collected a variety of camera “bean-bags” that allow me to plop the camera down wherever and have a very low, stable platform to shoot from. Bean bags are also great for when you’re shooting from rolled down car windows when the car is in motion, using fire hydrants or parking meters as a tripod, shooting from a moving boat or just tied down to the hood of a moving car for dramatic POV shots. If you haven’t had the experience of using a camera bean-bag, try it. You’ll like it.

## **Filming Munchkin land!** *“Micro-cam magic”*

So you want to have an actor interact with a miniature set during a blue screen shoot? Orienting or indexing the talent to the set can be a technical nightmare. One of my tricks is to use a Sony xc-999 MicroCam (or lipstick camera) to capture the miniature set and then feed the output into our Ultimatte’s background plate. Positioning the actor becomes a snap and the blue screen process doesn’t require further compositing or manipulation.

## **Two heads are better than one** *“Ultimate Ultimatte”*

It’s the double-take, “Look Ma, it’s two [of the same persons – clunky – can you say it’s two people?] talking to each other at the same time” shot. In many cases, careful scrutiny will show that one of the actors is not looking exactly where he or she should be looking. By using Ultimatte and recording the scene real time, I have found that coaching or positioning the actor when responding to his or her blue screen background plate is not only a home run, but also is *very believable*. I position a clothes manikin in the spot that best simulates where the actor should be looking and have the actor use the manikin as the mark!

## **Instant office set** *“Don’t forget your Home Depot card!”*

It’s 9AM and the shot list calls for the actors to be shot in front of three styles of backgrounds - by 2PM. One background is a patterned wall-papered look, one is an expensive boardroom “oak wall” look, and the third is a soft textured look. The studio you rented has only a white wall. What do you do? Run, don’t walk to Home Depot. Buy four 8-foot 2X4s, four six-inch-long 3/8” carriage bolts, washers and wing nuts, along with two eye hooks and enough chain to hang something from the light grid. Take two 2x4s, drill two holes 1 foot from each end and attach two eye screws to hang it from the beam. Clamp your choice of two matching 4’ x 8’ sheets of Home Depot wall-paneling that conforms to your shot list. Hang the panels so there is a gap to the floor and clamp the other 2x4s to the bottom. Viola! Instant interchangeable backdrops! Yeah, I like Home Depot!

## The New Board is elected!

The 2005-2006 MCA-I CT Board has been elected and the entire board is looking forward to continuing the momentum that we have built up during the past 12 months. The coming year will bring many new chapter functions, such as an enhanced website that will make information available to all, and the chapter DVD demo reel project. We will also keep our overall goal of professional development in mind as we plan for upcoming meetings. As the Member Showcase demonstrated, we have a strong core of talented, capable members who are a credit to the Connecticut video and media industry. I am personally looking forward to the coming year and wish all of you a great summer!

Thank you for your continuing support!

Jamie

## Your new 2005-2006 Board Members!

President	Jamie Boss	203-877-9096	<a href="mailto:Jamie@technicalconcepts-ct.com">Jamie@technicalconcepts-ct.com</a>
VP, Programming	John O'Niell	860-659-5898	<a href="mailto:John@KinMedia.com">John@KinMedia.com</a>
Co-Chair, Programming	Cathie Reese	203-389-0001	<a href="mailto:cathie@geomatrixproductions.com">cathie@geomatrixproductions.com</a>
Secretary	John Ferrante	203-268-5151	<a href="mailto:jjfsr@juno.com">jjfsr@juno.com</a>
Treasurer	Gulnar Jeffereis	203-761-3555	<a href="mailto:gjeffereis@deloitte.com">gjeffereis@deloitte.com</a>
Webmaster Liaison	Gulnar Jeffereis	203-761-3555	<a href="mailto:gjeffereis@deloitte.com">gjeffereis@deloitte.com</a>
Communications	Katherine DiGiulio	860-747-3992	<a href="mailto:mdigiulio@snet.net">mdigiulio@snet.net</a>
Newsletter	Katherine DiGiulio	860-747-3992	<a href="mailto:mdigiulio@snet.net">mdigiulio@snet.net</a>
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Programming Asst.	Ryan Broadbin	203-260-3152	<a href="mailto:jtbroadbin@snet.net">jtbroadbin@snet.net</a>
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Member contact	Francie Ann Riley	914-649-0437	<a href="mailto:farspeaks@hotmail.com">farspeaks@hotmail.com</a>
Communications Asst.	Steven Washer	860-697-2561	<a href="mailto:swasher2@comcast.net">swasher2@comcast.net</a>

Is there something special you would like to see at the chapter meetings?

Let us know! Send any board member an e-mail or attend a board meeting and tell us what you would like!



I love Tech-Tips!

## **One heck of a year!**

Keeping with our theme of professional development, the number of seminar style meetings held this year was very impressive . They ranged from business ideas for low budget productions, working with talent agents, and high-end animation to the future of television production and insight as to the individuality of the editing process. The coming year also holds great promise for chapter seminars and the board will consider all requests for meeting ideas. Take a chance! Let us know what pushes your buttons! E-mail or call in your suggestions to John O'Neill or Cathie Reese.

## **Wanted...Ideas for chapter projects!**

The board earnestly wants to develop chapter projects, such as a PSA or mini-documentary, so that members can experience working side by side with each other and also to make MCA-I CT better known throughout the state. If you have an idea for a PSA or other community based project and think our chapter would enjoy the task, please contact us. The best way to get to know others in our field is to work with them.

### **MCA-I Connecticut**

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### **Do you want to be listed in the DVD Production Guide?**

Let us know! Send me an e-mail to

[Jamie@technicalconcepts-ct.com](mailto:Jamie@technicalconcepts-ct.com). Give me your ideas and what category is best for you!

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### **New Corporate rates for members!**

Corporate rates for businesses with 2-3 employees is now \$60 each. Four or more employees is \$50 per person.

