



Connecticut Chapter

**media** communications  
association  
international

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

November 1, 2004

Volume 1, Issue 2

## **Membership for 2005!**

*It's that time of year again! Don't forget to send in your MCA-I CT membership for next year!*

**The next chapter meeting will be held on Tuesday, November 9<sup>th</sup> at the University of Hartford TV Studio on West Hartford. Doors open at 6:30 PM**

**MCA-I CT Christmas Party in December!** Great fun, food and conversation!

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

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

## **September & October meetings begin the year!**

The first two chapter meetings brought out many interested members to September's creative editing workshop and October's production budget presentation.

John O'Neill did a great job planning the creative editing workshop held at Technical Concepts in Milford. Producers from various production companies throughout Connecticut were all given the same script and visual materials and asked to edit together their own creative version of the spot. The spots were shown during the meeting and discussed at great length among the attendees. Individuals key to the creative process gave their input as to why various

editorial directions were chosen and answered questions from the membership. The creative designs by all the editors were top-notch!

The October meeting was held at Deloitte & Touche in Wilton. Jamie Boss provided a unique approach to understanding the dynamics of today's smaller video budgets. Using a DVD for video clips and PowerPoint presentation for the main talking points, Jamie gave many examples of how and why various budget considerations were chosen. Additionally, examples of smaller budget projects were submitted by other production companies.

## **Music & Sound Design Workshop**

Even though we usually think of video and film as visual experiences, we really cannot afford to underestimate the importance of sound. What is it that music and sound effects contribute to a video or film? The November 9<sup>th</sup> meeting will address many of these mysteries!

The meeting format will be similar to September's editing workshop. Various professionals will take the same material and put their own creative twist on the end product.

This time composers and sound editors from around Connecticut will be given the visual elements and voiceover narration from a short documentary promo that Essex TV produced for the Discovery Channel. The style, tone and energy of the sound track will be determined by the

individual composers and editors.

Hearing how different professionals respond to the same challenge will open the door for a wide-ranging group discussion. Some of the questions that will be answered are:

What is the difference between music and soundtrack music?

What can music and sound effects do for a dialog that visuals cannot?

What comes first...music or the picture?

Original score versus library music: Which is better? Which is cheaper?

Don't miss this creative and timely presentation at the University of Hartford TV studio, Tuesday, November 9<sup>th</sup>. See you there!

# TECH-TIPS

---

## **Blue Screen** *“Be careful of filters”*

You've spent hours setting the stage, moving lights and making the blue-screen stage look just like the room where most of the video interviews were shot. The problem comes when you screw that Pro-Mist filter onto the camera lens have the same “look” as the footage shot on location. The Pro-mist type of filters are of the light-refracting type, which put a light or glow around the subject. Great for good looking video but a real “Key” killer for bluescreen or Ultimate work!

## **Final Cut Pro Editing** *“HD playback”*

You rented the camera, up-graded to FCP 4.5 HD and brought the HD footage onto your harddrive via firewire. The only problem is you don't have an HD monitor to view the footage. If you are lucky enough to have a 23” Apple widescreen monitor, it is truly an HD monitor. You can now play the video back full screen and see the HD picture in all its glory! BTW, if you just want to learn the ins and outs of editing with HD, try to find a copy of Apple's Final Cut Pro HD sampler DVD disk. It has 720p and 1080i footage that you can import into FCP and experiment in the fine art of HD editing.

## **Audio** *“Lost without a pop-filter”*

Your shoot involves recording the VO on-location. Everything you need is on hand...great mike, stand, earphones and...good grief, there's no pop-filter and this guy's voice is positively going to pop! What can you use? Most good shooters always bring along a couple of mesh scrims to selectively knock-down luminance within the shot. Using one of the scrims as a pop-filter in front of the mike looks a little funny but works great!

## **Audio** *“Sound proofing your home studio”*

It's great to have a home studio where you can record your narration and MP3 it to a waiting producer. Outside noises can, however, creep into the audio and spoil a perfect VO. Most people think a sound blanket nailed to the wall will cut down noise coming from the outside. In reality, a sound blanket will only muffle the sound reflection within the room and reduce the audio echo. The real “starting point” to good soundproofing begins with sealing up all air leaks coming from the outside into your studio. Try this. Drive your car at 60 mph and crack the driver's window open ever so slightly. Considerable outside wind-noise and road sounds will pour in. Now shut the window. Voila...quiet again. It wasn't that the glass window had great soundproofing properties, just simply that the air “leaks” were eliminated. Once air leaks are eliminated, sound insulation begins to work.

## **Video Engineering** *“Crazy video levels”*

You set up your camera with a waveform monitor and video monitor. Picture looks fine and waveform is good. Next you patch in a second monitor and waveform in series for the producer. The picture is now dark and waveform measurement is low. What happened? Quite possibly you forgot to throw the termination switch on the middle monitor to the “off” position or the cable you used to patch in the second monitor had excessive in-line resistance! Try a different cable.

---

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

---

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

## The new "Freelancer" & "Equipment" lists

This issue of the newsletter incorporates the first "Freelancer" list and first "Equipment for Sale" list. As a member, you can have your individual information included in the Freelancer list at no charge. Just let us know the categories and we'll make sure it gets included in the next mailing. Additionally, we have an "Equipment for Sale" list that includes professional equipment that members are looking to sell or trade. Inquiries for the Freelancer list should be directed to Craig Mikhitarian and inquiries for the equipment list should be directed to Jamie Boss.

Remember, for \$25 we can include your postcard, 8-1/2 x 11 printed sheet or brochure in our bi-monthly mailing. All you need to do is provide us with 450 sheets, postcards or brochures and a

check for \$25. This ends up being far below the mailing costs for 450 mailings and connects you to our 450 person mailing list.

Mailing materials and \$25 check should be directed to Jamie Boss.

Freelancer list! Equipment for sale list! Advertising mailers! Being a member of the Connecticut MCA-I chapter connects you to our industry!

*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!*

*Want to advertise yourself or your business in our monthly mailing? Provide us with 450 printed sheets or brochures and \$25. Your information will be included in our next 350 plus mailing! ...Sorry, no business cards.*

## Your 2004-2005 Board Members!

President	Jamie Boss	203-877-9096	Jamie@technicalconcepts-ct.com
Secretary	John Ferrante	203-268-5151	jjfsr@juno.com
Treasurer	Gulnar Jeffereis	203-761-3555	gjeffereis@deloitte.com
Programming	John O'Neill	860-659-5898	John@KinMedia.com
Advertising	Maureen Witkowski	203-887-3734	senshimo@hotmail.com
Communications	Katherine DiGiulio	860-747-3992	mdigiulio@snet.net
Membership	Neal Thomassen	860-518-1761	NThomassen@aol.com
Member-at-large	Ryan Broadbin	203-260-3152	jtbroadbin@snet.net
Member-at-large	Craig Mikhitarian	203-431-9575	TheBros@aol.com
Member-at-large	Elizabeth MacGuire	860-644-0690	ERM999@aol.com
Member-at-large	Steven Washer	860-697-2561	washers@kmbs.konicaminolta.us

The next Board meeting will be held on December 1<sup>st</sup> at 7:00 PM at Technical Concepts in Milford. All members are welcome to attend the board meetings. **Member** meetings are held on the 2<sup>nd</sup> Tuesday of each month at various locations throughout Connecticut.

## Committees

We would like to establish specialized working committees within our chapter to capitalize on the experience and skills of our membership. If you have a particular love for a skill or craft that is a part of our industry and would like to form a working committee with members who hold the same interest, please let us know. The board will help you get started! This is a great way to contribute to the overall skill base and knowledge of our members.

## Member Showcase

Every chapter meeting will have a member showcase this year. If you have a video that you produced and would like to show a three-minute segment or less, please contact John O'Neill to schedule your video for the next meeting. Only video clips of a professional nature will be shown. We will accept Betacam, DV-Cam, DVC-Pro 25, DV, DVD and DVD-R formats.

### **MCA-I Connecticut**

C/o Technical Concepts  
284B Quarry Road  
Milford, CT 06460  
Milford, CT

PHONE:  
203-877-9096

FAX:  
203-877-9044

E-MAIL:  
[Jamie@TechnicalConcepts-CT.com](mailto:Jamie@TechnicalConcepts-CT.com)

---

## Directions to Meeting

### **From I-84 east:**

Take exit 41 and turn left onto S. Main St. Follow Main St. (turning into North Main St.) approximately 3.5 miles to it's junction with Route 44. Turn right onto Albany Turnpike (Rt 44) and travel 1.7 miles to its intersection with Route 189. Take a sharp left onto Bloomfield Ave. (Rt 189) and follow for 1/2 mile to the University entrance on the right.

### **From I-84 West:**

Take exit 48 and, at the light, turn right onto Asylum Ave. Continue on Asylum Ave. for approximately 1 1/2 miles and take a right onto Scarborough Street. At the end of Scarborough, take a left onto Albany Turnpike (Rt 44). After less than a 1/4 mile, bear right onto Bloomfield Ave. (Rt 189). Proceed to the University entrance 1/2 mile on right.

### **Once on campus:**

Proceed forward to parking lot D on your right. Enter lot at second entrance. The television studio is in the lower level of Harry Jack Gray Center (center building) opposite the second entrance to lot D. Once inside, the studio entrance is on the right across from the entrance to the Wilde Auditorium.