



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

**November 1, 2005
Volume 2, Issue 3**

NEXT MEETING:

November 8, 2005

@ 6:30

Location: Technical Concepts
284B Quarry Rd., Milford

TOPIC:

MCA-I/CT DVD Project

Input & Planning Stage

*Learn more on pages 1 & 3**

Directions:

From North: I-95 to exit 40, Woodmont Road. Left at end on exit ramp. At 2nd light, turn left onto Research Drive. At stop sign & turn right onto Quarry Road. Take first driveway on left into Quarry Road Business Park. Bear to right and go around building on right. We are the 2nd to last unit, 284B.

From South: I-95 to exit 40, Old Gate Ln. Left at end of exit ramp. At traffic light turn right onto Woodmont Rd. At next light, turn left onto Research Drive. At stop sign, turn right onto Quarry Road. Take first driveway on left into Quarry Road Business Park. Bear to right and go around building on right. We are the 2nd to last unit, 284B.

Non-members are always welcome at our meetings!

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

Membership Initiative

Help us increase membership! Refer a new member and receive a \$10 Gift Certificate.

Connecticut Film Commission – New Website & Production Guide

Over a year ago, the CT Film Commission merged with the Department of Travel and Tourism, under the leadership of Executive Director Jennifer Aniskovich.

Visit the New CT FILMS Website: info@ctfilm.com, which will launch at the end of October. Synergies exist between film and tourism. The website’s goal is to combine **art, film, history** and **tourism** into one website with a uniform big picture that represents culture and tourism around the state. With the new website all the resources and information are pooled into a single location with a plethora of information for all aspects of CT art, film, history and tourism.

The new website means a **Production Guide**. The guide is a searchable database listing everyone from talent ... location ... studio ... to grips ... and so on. It is a self-service listing system. Go to CTFilm.com and follow the prompts to create a listing. The website will also offer uniform press releases of events of interests. Opportunities and fellowships that

affect film will be in the art division section. Sign up for the newsletter that will list all divisions.

The second phase of the website will have a self-posting feature for events. The Calendar of events will have upcoming program events.

Keep your eye out for these new features coming in mid-2006.



DVD Project Proposal – Part 1 continued on page 4

Now that the chapter website is complete and fully functional, it is time to begin planning the chapter’s DVD Production Demo that we have been talking about since early last year. The Production Demo will give people a chance to see MCA-I/CT memberships talent as a whole. Members such as writers, lighting, and makeup who traditionally haven’t had opportunities to create demo reels will have an outlet to show their work. As a result, potential employers who review the demo will have the entire media and communication community at his or her fingertips.

The first step in creating the DVD will be discussed at the November 8th meeting held at Technical Concepts in Milford. The meeting’s goal is to discuss the functional planning stages of the DVD. The board will present a draft view as a starting point. We will be seeking creative input to enhance the functionality of the interactive pages. We hope member creativity and interaction will

enrich the functionality of the DVD. Integral to the success of the project is to identify the steps that will be required to complete the project and develop committees to tackle each task. All committee’s will be in a small scope to allow for the assignment to be completed without becoming a burden to the members of the committee. We want the project to work for everyone and for all involved to enjoy the process. In the meeting we will also be seeking leadership for each committee.

Down the road we will be facing challenges. The challenges will be discussed at the meeting for everyone to begin considering possible solutions.

CONTINUED ON PAGE 3

Special Thanks for your contributions to the Newsletter:

Francie Anne Reiley
farspeaks@hotmail.com

MCA-I/CT Board

Tech-Tips

Page of 4

Audio Books – Gritty but Consistent VO Work

Voice Over talents have a rewarding opportunity to make a consistent income working with publishers reading audio books. There are definite benefits to this kind of work, the first being that there is a lot of work available. It is not glamorous work, so a lot of people pass up the opportunity. Unlike most other VO jobs, you get to play the entire cast of characters. Not only can this be challenging, but it is also a good way to practice and expand your range. An added benefit is the knowledge that you are helping the community of the blind or disabled that depend on audio books for reading.

Once you have signed with a publisher, you will receive printed books. You can often request these to be large print and double-spaced to make room for your notes. Your responsibilities will include reading the book before recording, researching voices and accents, and making pronunciation notes.

Time commitments will vary by project depending on the complexity of the book or number of pages. But it is standard for a job to pay per completed hour. Keep in mind that each completed hour requires 2 hours or more of production work.

You may be producing your audio books from home, in which case the VO talent is not only recording themselves but also editing out page turns and mistakes. Here is where time management is crucial. A good day will have 3 – 6 hours of recording time. During these hours you will read chapters of the book and edit your work. In the end your salary from audio books will vary depending on experience. Rates run anywhere from \$75 per recorded hour to \$300 per recorded hour. Volunteer positions are also available if you would like to just test the waters. **Tip:** “Read & Repeat” Read a chapter, then edit it. Editing is a real time process – this method will help catch mistakes.

Building a Home Office – PJ's and Slippers vs. Suits and Ties

Home office's are a growing trend in the media industry. With the growing accessibility and affordability of editing systems, audio recording programs and video cameras, it has become more and more appealing to build a home office that can lower overhead, increase profits, and allow you to work in your undees! So the big question is how do you set up an office that is functional, affordable, and comfortable?

The key is planning. Before you even pick the room, think about what your office will need in terms of equipment (video decks, monitors, mixing boards, microphones, computer systems). Then pick a room you feel will have the space to fit your needs. Sketch out a floor plan. Purchasing the proper desks, lamps, comfortable chair and equipment is key. Take your time in building the room. Find the best deals by shopping around and looking for coupons on sites like www.dealcoupon.com. The less you spend

in your initial set up, the faster your income will turn into profit. Getting business is key to a successful home office. Research you market – VO, editing, audio). Get listed on sites like MCAICT.ORG, CTFILMS.COM, or other production databases. Come to MCA-I/CT meetings and network.

Not everything is perfect; there are cons to consider in home office living/working. You will be minimizing your contact with the outside world. There will be thinning of the line between work life and personal life. Home chores will interfere with work.

Home offices take getting used to. Draw out a schedule so you can go out and see the sun at least twice a day. Set solid work hours and don't answer your home phone line during those hours. Tip: going out for coffee in the morning can help you get in the work mood.

Memorable Quote:

“Ladies and gentlemen, I can envision a day when the brains of brilliant men can be kept alive in the bodies of dumb people.”

Dr. Michael Hfuhruhurr
The Man With Two Brains



I love Tech-Tips! TECH TERM TRIVIA

Zoopraxis
AKA: Zoopraxis-scope

An early movie process developed by Eadweard Muybridge in the 1870's, which involves a disc that includes serial pictures being rotated in front of a light source, to create a sense that the objects projected were moving.

Tell us your Tech Term!
okorn@mcaict.org

Got a Tech-Tip you would like to share? E-mail it to
okorn@mcaict.org

NOTICE

Member Highlight will return next month.

Contact Osi at okorn@mcaict.org to be our Member Highlight of the Month. Send your bio and photo to okorn@mcaict.org.

DVD Project Proposal – Part 2 *continued from page 1*

One of the challenges we face is developing categories for the buttons on the DVD. MCA-I/CT has a wide range of members. It will be a challenge to make sure all of our categories cover all of our members.

Resources will also be a challenge. The DVD production will require time and equipment from production companies and/or individuals who will be willing to donate them. We will need computers for editing, sound recording, graphics and animation.

Developing the DVD mailing list will be an ongoing task. The thought is to get between 1000 to 2000 copies duplicated and distributed. The DVD Demo would be sent to organizations such as The Advertising Club of CT and both chapters of The American Society of Training and Development in CT.

Another facet of the DVD Demo, will be an MCA-I/CT version of a 48 hour film project. This will be an event where MCA-I/CT members team up against other MCA-I/CT teams to create 1-3 minute videos from scratch about a topic that will be assigned on the day

the contest begins. The teams will be given a deadline of two weeks. This event will take place in early 2006. Details will be discussed at the meeting.

As you can see there are a great number of details to be worked out and discussed during this meeting. We hope everyone that can attend will. Please contact the board for any further information about the DVD Demo Project.

Thank you,
MCA-I/CT Board



Opinion Letter – **Male/Female Voice-OVER -- a 50-50 balance?**

Male voice-over talent has dominated the industry long enough! So say many skilled female voice-over talents. It's true, in the early years, (before recorded time), that men held virtually all the voice-over jobs, recorded most of the advertisements, and narrated most of the industrial work. Today, although there is a more fair balance between women and men heard over the airwaves, there's not yet a 50-50 balance. So, why do the scales still tip in men's favor? The quick answer is the all-too-common "boy's club" mentality that still pervades the studios. But, is this entirely true?

Most producers seem to be enlightened and open to new ideas, and hopefully more will "hear" the light as well. So what gives? There are many, many new voices out there. We hear them almost daily through demo submissions, web casting sites and casting director suggestions. Obviously narration and commercial work could easily be cast either way, and often is. Yet many women's voices

still go unheard in favor of men's. Audiobook producers have the longest way to go in catching up with the fairness scale. Any book written without a specific "voice" should be made available to a female voice in audition and consideration. So, producers, you know who you are, consider a woman's voice for that next project. Level out the scales. You will be very glad you did.



Want to Request a Chapter Meeting Topic?

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

Raise Your Voice!

Be heard! Submit an article for the Newsletter or Website. Have an opinion? Tell us about it! Email all articles and letters to
okorn@mcaict.org

Do your want your info listed on MCA-I/CT's Website?

Let us know!

*E-mail me at
okorn@mcaict.org*

Got some spare time?

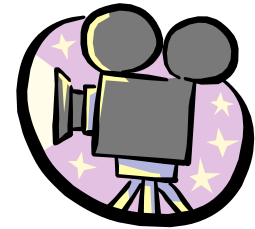
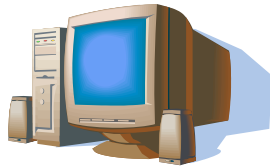
The board has many projects it can't get to. If you have any spare time at all to volunteer, let us know and we'll make sure you are kept busy!



Your 2005-2006 Board Members!

President	Jamie Boss	Jamie@technicalconcepts-ct.com	203-877-9096
Vice President, Programming	John O'Neill	John@KinMedia.com	860-659-5898
Co-Chair of Programming	Cathie Reese	Cathie@geomatrixproductions.com	203-389-0001
Secretary	John Ferrante	jjfsr@juno.com	203-268-5019
Treasurer/ Webmaster Liaison	Gulnar Jeffereis	gulnar@gipro.net	203-790-1044
Communications/Newsletter	Osi Korn	okorn@mcaict.org	917-273-7524
Membership	Craig Mikhitarian	TheBros@aol.com	203-431-9575
Member-At-Large for Programming	Ryan Broadbin	ryanbroadbin@snet.net	203-260-3152
Member-At-Large for Membership	Joan Franzino	JoanFranzino@aol.com	203-434-2575
Member-At-Large for Communications	Steven Washer	swasher2@comcast.net	860-688-5296
Member-At-Large Freelancer Member Contact	Francie Anne Riley	farspeaks@hotmail.com	914-649-0437

The next Board Meeting will be held on Wed. Oct. 26th at **7:00pm** at Technical Concepts in Milford. All members are welcome.



Member meetings are held on the **2nd Tuesday of each month** at various locations throughout CT. Go to our website for next meeting topics and location. Visit our Website: www.mcaict.org



MCA-I Connecticut Chapter
284 B Quarry Rd.
Milford, CT 06460