

Shop Talk

RAVA



publication of the Rochester
AudioVisual Association

January 2003

Public Safety Training

January's programs will be exciting!

January 7 at the Spring House RAVA's First Tuesday guests will be Daren Hammond, producer of training videos used in training police, fire and emergency service people, and Muffy Meisenzahl, head of ECO, Emergency Operations Center. This is the center that swings into action in the event of a terrorist attack.

January 21 we will see most unusual training facilities. - One example: a five-room house that police have to enter to subdue a family argument. To shoot or not to shoot is the lesson. Other - the Defensive Tactics Training Room, a Tactical Response Simulation (miniature city), Fire Maze Room, Crime Scene Simulation, Prison Room and Firing Range.

We will also go into the EON - Emergency Operations Center where law enforcement heads will assemble to coordinate and direct action for an emergency. These two operations, training and EOC, are housed in the 1-½ year old facility on Scottsville Road by to the airport. *See page 3.*

First Tuesday, **Jan. 7 - 12 noon**
Spring House 3001 Monroe Ave.
Please call Walter Dixon 671-7741
by Monday, Jan. 20 for a seat

Monthly meeting, **Tues., Jan. 21**
5:00 - 5:45 PM starts
Public Safety Training Center
1190 Scottsville Road
Please call Paul Tracy, 292-3439
so we know how many will attend.

Those who can make it at 5:00 will spend time in the video production area. At 5:45 the tour of the training facilities will begin.

Welcome to 2003

And the new look for SHOP TALK

After many years, SHOP TALK has had a face-lift, a major one to be sure, to bring it into line with the many new media that now dot the landscape. We hope you like it.

Credit for the basic design goes to Alice Gerace of Finger Lakes Community College. Then the final execution of the masthead that you see above was put together by Keith Bullis. Paul Tracy furnished several of the little icons.

New member directories should all be distributed or mailed by early January. If you have not received yours yet, call Tom Hope who has been distributing them. (585) 442 1310.

2003 RAVA programs are being finalized by V.P. Paul Tracy and his committee. This unusual January program is just one of those you should find intriguing as well as valuable for your work

World Premiere

'A Closer Walk'

Sunday, Jan. 19 after six years Robert Bilheimer will realize fruition of his dedicated effort to visualize the global epidemic of HIV. His 90-minute documentary will be premiered at the Dryden Theatre followed by a wine reception in the George Eastman House parastyle.

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

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November First Tuesday**Arts Advocate
Arnie Rothschild**

Here is a man with a mission, Arnie Rothschild.

Our guest is proposing to set up a new organization to be called Funds for Arts, Culture and Entertainment, to be known as F.A.C.E.

Arnie sees F.A.C.E. as serving the Greater Rochester arts world similar to the job of the United Way for those agencies dealing with people programs. The arduous and time-consuming task of fund raising done every year by each organization would be consolidated and relieve each staff of much such work.

The proposal, however, has its critics. An editorial recommends that Arnie's idea should be combined with the Arts and Cultural Council for Greater Rochester and the Rochester Area Community Foundation. But Arnie has done his homework. Some 15 years ago the two organizations attempted a joint fund

November Meeting**Video Propulsion Moves To Expanded Quarters**

The two-year old video production company defied the soft economy and moved into space three or four times the size of their previous space.

Paul Lossowski and David Barker now have three state-of-the-art non-linear edit suites at 400 Air Park Drive, Suite 90 across from the airport off of Scottsville Road. Two suites are equipped with Final Cut Pro and the third has an Avid Express as well as a Premier 6.0. They also have a dub room, space for a future small studio and a conference room plus several offices.

Being next to the airport, they will not fit the future studio for sound recording.

Before forming Video Propulsion, Dave had a company Pulse Productions. Paul operated TelePro. They got together in January 2000. And business has been good.

raising program but it was abandoned.

Arnie is giving up his job as chairman of the Rochester Broadway Theater League after 10 years to devote his time to launching his proposal.

December "Meeting"**IMAX 3D Galapagos**

RAVA members and families plus those of the SMPTE had a wonderful treat Dec. 3. The 3D film, "Galapagos" is a spectacular film, doing justice to the IMAX 3D system at the Tinseltown Theater complex.

The fascinating islands in the Pacific Ocean off the coast of Ecuador have long been a popular tour site for the adventurous sole.

RAVA and SMPTE members were amazed at the camera work. Producer Al Giddings explained the complexities. "The biggest and toughest challenges of filming an underwater film using the camera, which weighs 1700 pounds, and to maneuver the camera in a natural history configuration...trying to do moving shots and drift with the current, trying to get to the sharks and other animals (when filming on land) when you need four or five people just to help you get the camera to the shooting position....It would take 10 people to get the camera into the water and then between two to five of us to get it to the bottom."

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Film Premiere

The premiere is being staged by the HIV Vaccine Trials Unit of the U of R Medical Center. Tickets are at a premium. RAVA was issued 30 tickets as thanks to West Irondequoit High School, MCC and St. John Fisher that are furnishing video units for the reception.

Eventually *A Closer Walk* will run worldwide and nationally on television. Locally Bill Coppard will show it at the Little Theatre. RAVA members were privileged to get a preview of a half hour of the footage at our 2002 annual meeting.

Scholarship Upbeat

As RAVA's exemplary scholarship program prepares for its 27th year, the committee feels up-beat. A seventh college has been added to the program so that now all local colleges with film and other media programs are included. In April SUNY Geneseo will have a scholarship winner for the first time.

Another good note. The Eastman Kodak Co. is doubling its contribution to the Scholarship Fund. Likewise, the committee is making a greater effort to reach other companies that may wish to

County Emergency Operations Center

Greater Rochester and environs have a new state-of-the-art emergency control center equipped with the latest in technology, according to Muffy Meisenzahl, County Emergency Manager. The Center has linkage to local state and national command centers.

When you visit on Jan. 21, you will see the newest in communication systems - video conferencing and large screen video projection plus live eye television for instantaneous visual and audio connection from the field to EOC, the command center.

hire outstanding film and communication media graduates.

The committee realizes that the economic condition is soft, but hopes that RAVA members will continue to show their support.

With this issue of SHOP TALK is a special letter from the Scholarship Committee asking RAVA members to continue their strong support of the nationally recognized program.

The current committee headed by Dan Reardon includes Ginger Hunneyman, Earl Kage, Dick Powers and David Stern. President Tom Hope is an ex-officio member.

Strong Support from Eastman Kodak

From the start of RAVA's scholarship program in 1997 Eastman Kodak has generously contributed to the scholarship fund. Over 26 years it has provided \$13,000. Now for 2003, it will double its contribution to \$1000! This gift was made by John Mason, who heads Kodak's student film programs and currently is national president of the SMPTE.

For the September Vincent T. Slavin Student Film and Video Festival (co-sponsored by SMPTE and RAVA) Kodak awarded \$1000 in film to the top student producer in each of four categories - fiction, nonfiction, animation and experimental. In addition Gloria Read handed each winner, including those who were awarded honorable mention, a goodie bag with a number of items such as a student film-making handbook, the Cinematographer Field Handbook and a copy of *In Camera On Campus* magazine, published quarterly.

RAVA Officers Meet

The December meeting at Char Broil was attended by all six officers.

The treasury was just over \$1000, \$300 being dedicated to Scholarship.

The High Falls \$200 check had never been deposited and will have to be reissued.

Approved the new design for SHOP TALK masthead.

When new SHOP TALK paper is printed plus stationery and envelopes, for next year, the treasury will be approximately \$800.

Five members are behind in dues. (one has since come in.)

The Scholarship program is reported elsewhere. The dinner will again be held at the Metro Café in the Treadway Inn at East and Alexander.

A new membership flyer will be printed after it has been updated.

Programs for 2003 are in the planning stage. Only January has been set.

Tom Hope commended Secretary Keith Bullis for the excellent job he has been doing, one being the new directory.

Hanney and Dixon Score With Music Programs

RAVA has two members who rank as musicians par excellence, Walter Dixon and Tom Hanney.

On a snowy Saturday night, Nov. 16, Walter played a solo piano request program before a near full house at the South Bristol Cultural Center, operated by Nancy and Larry Dickens. Several RAVA members had planned to attend but, luckily, were scared out by the snowstorm. Walter did not try to get home after the concert but stayed overnight with the Dickens.

A week later, Monday, Nov. 25, Tom Hanney and his White Hots group (his harmonica plus three guitars) played to an appreciative

standing room audience at the LittleTheatre Café. The White Hots that night introduced a CD that sold well.

The White Hots have had great reviews.

> D&C's Jeff Spevak: "*Live at the Little* sounds like an evening of hangin' with Gypsy-jazz guitarist Django Reinhardt at a Paris café between the world wars."

> Frank DeBlase, City Newspaper, wrote "The White Hots groove....a slick collection of material performed with virtuosity and nonchalance....a perfect soundtrack for wining, dining, dancing and romancing."

>Michelle Picardo, FREETIME Magazine: "...have been sizzling at their weekly Monday night stint and made a great decision in getting it down on record."

News Bits

Past President Marries

If you look through your new directory, you will see that Dean Hudson, RAVA's 12th president, has remarried. Word is that his new bride, Marcia, is from Rochester. How do we know? Dean had said that he gets back to Rochester from his Florida rather frequently.

Dengler Studio

Building Sold

While Bill Dengler is still doing field recording work, he closed his studio per se. And now he happily reports that he has sold it to a Kodak man who lives a bit away from town but wanted a city apartment. His wife is an architect.

Bill had two students renting upstairs that the new owner inherited. That helps to pay the taxes.

A New Baby

When you see Joe Messineo, Philips affable sales rep, be sure to give him a special greeting. He is a new father!

State of Local AV Business

Things are happening in the Rochester area AV business. Considering the soft economy, the local AV business must be faring better.

Langie AV has added a salesman.

Another AV company had the best 3rd quarter ever.

Business Methods has announced a new unit, AV Solutions. Whether it will be a distinct division and profit center could not be confirmed at press time.

Yet people are still looking for work in Rochester's AV world.

People

Dave Striks has closed his company, Rochester Video Production, and is devoting 100% of his time to the city video job

Rich Della Costa had good news. He has resumed working fulltime at Visual Studies Workshop.

Keith Bullis, RAVA's secretary, is going to be doing wedding videos along with his wedding still photography....His wife, Barbara, is back at work after being laid up for nine weeks. At first it was

thought she had gout in a toe but then it turned out to be gangrene. She may lose part of her toe.

John Cerquone, the popular and well-known former Sony rep in town, has taken a job at Circuit City.

Buhl Optical Moves to Rochester

Several years ago Rochester-based Navitar purchased Buhl Optical Co., Pittsburgh, PA, one of the nation's leading lens manufacturers. Now the Buhl manufacturing, sales and accounting operations are consolidated with Navitar at the 200 Commerce Drive building, according to Julian Goldstein, Navitar president.

The combined Navitar-Buhl operations now serve more than 3000 customers in 60 countries. Buhl will function as a Navitar Division. Navitar began as D O Industries, founded by Julian's father, the late David Goldstein, more than four decades ago

At one time Rochester was a major center for manufacturing in the burgeoning AV industry of the mid 20th century. Led by Eastman Kodak, then a major factor making film, projectors and cameras, other important companies were Graflex, 3M, Projection Optics and D O Industries, to name four.

Historical

The suggestion has been made that SHOP TALK periodically run a story on some historical aspect of our industry. I hope to oblige.

CINE SPECIAL CAMERA

In some ways the Cine Special 16mm motion picture camera helped to pave the way for television and today's videotape technology. It certainly was the workhorse for nontheatrical film production used in education, business, medicine, etc.

Those working in the days before World War II and immediately after the war relied on the Kodak Cine Special 16mm camera. An industry grew up around that camera. This led to the design and introduction of other more sophisticated 16mm cameras.

When Eastman Kodak designed the camera in the early 1930s, the tools were planned for manufacturing 3000 cameras. By 1950, they had sold more than 10,000 cameras, three times the expected life for the tools.

By the 1950s Bell & Howell brought out a 16mm camera to match its well-known 35mm Eyemo that was the backbone of military use in WWII. Then Maurer came out with an excellent 16mm camera. The Swiss Bolex, the French Beaulieu, and the most famous German Arriflex followed. The latter is still widely used as a surprising number of films continue to be shot on 16mm film.

An interesting sidelight. This picture is of Lloyd Reber and Francis William Davis in an Ohio State University mid-1930s experimental radio program to teach photography via radio. It bombed. Photography is too much a visual medium.

Reber, a motion picture instructor on the left, has one of first Cine Special cameras and a light meter. Davis, right, chairman of the Photography Department, has several still camera models.

Note: Lloyd came to Kodak and supervised the making of its informational films for years. Now 96, he has lunch every Friday with a group of retired Kodak executives including your editor.

