



SHOP TALK

Rochester AudioVisual Association

November 2000

Editor Tom Hope

November First Tuesday
Conversation with

Nick Nickson, Radio Guru

Guest at RAVA's luncheon next Tuesday will be Nick Nickson who might be called Mr. Rochester Radio.

Nick came to Rochester in 1947. For many years he was at WBBF in many capacities. His voice is well known on the air.

About ten years ago he moved to WHAM where he sells radio time. He also does commercials for many of his clients.

RAVA President Tom Hope, first got to know Nick when in 1955 Tom headed the first big Boy Scout show in the War Memorial and recruited Nick to handle the announcing. This will be interesting luncheon.

**Tuesday, November 7, 12 noon -
election day**
Spring House, 3001 Monroe Avenue

For your reservation, please call Walter Dixon, 671-7741 by Monday afternoon.

Monthly Meeting

Digital Photography at Finger Lakes CC

Digital photography has taken over at Finger Lakes Community College.

Our host and speaker will be Jeff Adams who heads the college Educational Technology Center.

Now in its fourth year, digital photography is increasingly being used for print, Power Point presentations, web pages and reports. They even have digital cameras that cost as little as \$50! Jeff says accessories are an important element.

He will compare the cost of digital photography to that of regular film photography.

December Special

The SMPTE is inviting RAVA families to join them at an Imax show, Journey of Man, on Tuesday, Dec. 5.

Details will be mailed to you shortly. There is a Nov. 22 deadline for getting tickets.

The subject is so popular that he teaches a 15-hour course (5 nights, \$55) for the public.

We will have dinner first to allow those who cannot get away early to make it in time for the meeting.

**Tuesday, Nov. 21 – 6:00 PM –
Dinner**
**Manetti's Restaurant – Parkway
Plaza**
20 Muar St., Canandaigua
See map and parking instructions -
back page
**7:45 PM - Meeting – Finger Lakes
Community College**

For dinner reservation, please call Walter Dixon, 671-7741 by Monday, Nov. 20.

Coming

Annual Holiday Party

Friday, December 8

Program and arrangements to be announced after Thanksgiving
Save the date !

October First Tuesday
Conversation with . . .

Bill Pearce
Retired WXXI President

After college Bill was hired to set up the education network for the Rochester School System which took several years. Next he went down to Long Island for a similar assignment that took a year.

At that point he was hired to head up WXXI where he remained for the next 29 years until he retired for years ago. He shared a few thoughts from his WXXI days. One accomplishment that he is most proud of is the fact that WXXI is one of only seven public stations across the country that has three stations – television, AM and FM radio.

Bill was most anxious to talk about his current project. It is indeed ambitious. He is developing a two hour, two part documentary of the Iroquois Tribe Confederation. A few nuggets.

The Confederation is the forerunner of the U.S. Constitution.

Bill has gotten an initial grant of \$50,000 which went to pay several consultants doing research and the first writing. Bill has gotten nothing for himself at this stage.

The two writers are John Rutledge and James Wilson.

The production will likely be done in Nebraska.

September First Tuesday
Conversation with

New Film Festival Executive

Jodell Raymond, organizing executive director, related the five year effort to launch a local festival by former RAVA member and organizing executive of the Film Office Jerry Stoeffhaas and his associate June Foster, now the Film Officer.

A thorough study was made of the themes of festivals occurring in New York state as well as nearby states. That led to the decision to have a Rochester festival recognize women in film – production as well as in front of the camera. Its name will be **High Falls Film Festival** although the event will probably not be in the High Fall area.

The initial festival will be **October 17-21, 2001.**

One of the most significant steps taken by the new board was to hire Catherine Wyler, daughter of the famous Hollywood director, to be the festival artistic director.

Recent developments. Jodell has stepped down as executive and Bill

Coppard, Little Theater owner, is forming an executive committee.

Officers are President Mary Falleson Bellucco, Eastman Kodak; Vice President June Foster, Film Office; Judy Seil, Secretary; Monroe County; Loretta Scott, Treasurer; City of Rochester; Jeff Newman, Legal Counsel, Remington, Gifford, Williams and Colicchio.

Other board members: Lorie Barnum, Susan B. Anthony House; Bill Benet, Rochester Council on Occupational Safety and Health; Wyoma Best, Chamber of Commerce; Bill Coppard, Little Theater; Rocco DiGiovanni, Monroe County; Peter Dowd, Eastman House; Stephanie Gradinger, City of Rochester; Marsha Jones, Planned Parenthood; Thomas Edward Hall, Visitors Assn.; Terry Lawler, New York City, Women in Film and Television; Bob Nolan, Monroe County; John Richardson, Eastman Kodak; Nathan J. Robfogel, RIT; Malcolm Spaul, RIT; Jerry Stoeffhaas, NY State Office for Motion Picture and Television; and Gwendolyn Tripp, GeVa Theater.

There is so much more intriguing information about the station he did not have time to cover. We certainly will have him back for an encore.

News

June Foster Nominated

June Foster, Film Office head, has been nominated for the Athena Award to be made by the Women's Council of the Greater Rochester Metro Chamber of Commerce. The award will be made January 18, 2001.

Laura Hudson Dies

Former member and SHOP TALK editor, Laura Hudson, died October 6 in Florida. A memorial service was held in Rochester on October 15.

Laura fought cancer for eight years but did not let it slow her down. She continued many activities as RAVA members know. Most people were not aware of her illness.

Laura grew up in Beaver Falls, PA, a small steel town on the Ohio River. She was a graduate of Alfred University.

She came to Rochester in 1959 to take a secretarial job at Kodak. By 1970 she had become a media producer based at the then new Marketing Education Center on the Genesee River south of Rochester. She retired in 1986 after 27 years at Kodak.

Laura did consulting work for the next eleven years. When her husband Dean, a RAVA past president, retired from Kodak in 1992, they devoted time to various volunteer organizations such as the Communication Media Management Association as well as RAVA.

In 1997 they built a home and moved to Lakeland, Florida. She and Dean never had children.

Laura who was such an upbeat person will be missed.

Animation Film Praised

Leonard Maltin, noted film critic for *Entertainment Tonight*, has a particular interest in animation.

He was sent the Student Festival first place animation film made by RIT student, Po-Chun Lin. Read what he had to say about the film.

"I was very pleased to watch RENDER OUT. It fulfills everything I think a student film should achieve; it's bright, original, ambitious, but most importantly, successful in what it sets out to do. Most of all, it's entertaining. I hope Po-Chun continues to work in this medium and sets himself new goals each time out."

Such praise would inspire any student.

RAVA Treasury

Treasurer Tim Slater reported that at the end of our last fiscal year, May 31, 2000 the RAVA treasury stood at \$1,236.00 with all bills paid.

Of that amount \$321.70 are dedicated funds being held for the scholarship program.

Scholarship Time

Soon you will be receiving information about the RAVA 2001 scholarship program.

Dan Reardon is reviving the schedule used a number of years ago. You will be sent information with the December meeting notice so that you can make a contribution in 2000 in order to take advantage of the tax deduction.

Next year the Scholarship program will undergo the biggest change in many years. Two colleges have been added to the program, Finger Lakes Community College and Batavia Community College.

This will allow three four-year colleges to compete for one or more scholarships and three community colleges to do likewise.

RAVA Membership Directory

Each member was sent a form by Secretary Keith Bullis to bring your data up to date for the new directory.

Most members have returned theirs, but some are still outstanding. If you are one, please fill it out today and mail it to Keith.

If the form has been misplaced, call Keith for a new one or give him the data over the telephone. 586-5862.

September Meeting

23rd SMPTE-RAVA Student Film & Video Festival

To open the fall program year more than 80 members and students viewed and applauded the nine winning videos screened in Carlson Auditorium on the RIT campus, Tuesday, Sept. 12.

The nine films and videos came from four colleges – Columbia University and CUNY both New York City, SUNY Fredonia and RIT.

All nine winners had been put on a single tape with intros narrated by Walter Dixon.

Eastman Kodak awarded two film grants to three students who used film. Amalia Zarranz and Gustavo Moraes of Columbia University will get free motion film of their choosing up to \$1000. David Heinemann, also at Columbia, received a \$500 film grant. Gloria Read made the presentations.

Each of the ten winning students (one film had co-producers) received a festival certificate plus a bag of goodies from Eastman Kodak including two books, one on color and the other an excellent Student Movie Handbook, a baseball cap and more.

Following the presentations, the winners were honored at a late supper at Chi Chi's Mexican Restaurant. The parents of one winner drove here from Ohio for the occasion.

The 23 annual events over the years have been organized by the current SMPTE Rochester chairman, Vince Slavin and his energetic wife, Kathleen. Last fall at its annual conference in New York City, the SMPTE recognized and honored Vince for service to the Society.

Judges

Art Cosgrove, *Eastman Kodak Co.*
Kathleen Slavin, *Vincent T. Slavin Productions*
Vincent T Slavin, *Vincent T. Slavin Productions*
David Stern, *University of Rochester*
Timothy Stoeffel, *WXXI-Television*
John Weiksnar, *Electric City Publishing*
Barry Zimmerman, *University of Rochester*



*Four student winners with
Howard Lester, RIT Dept. Chair;
Gloria Read, Eastman Kodak Company;
Vincent T. Slavin, SMPTE Rochester Chair*

**Student Film Festival
Winners**

Nonfiction

1st Place
Searching For Papa
video
Joseph Bellavia, RIT

Experimental

1st Place
TV Dinner
video
Scott Zarzycki, RIT

Animation

1st Place
Render Out
computer animated
Po-Chun Lin, RIT

2nd Place
Feminist Creation Myth
computer animated
Evelyn Zehraoui, RIT

Honorable Mention
Haunted Carnival
computer animated
Yu Fang Lin, RIT

Fiction

1st Place
H & G
film
Amalia Zarranz,
Gustavo Moraes
Columbia University

2nd Place
Crossover
video
Gustavo Mercado
CUNY New York

Honorable Mention
The Garden
film
David Heinemann
Columbia University

Honorable Mention
Pressure
video
Andrew Brumbaugh
SUNY Fredonia

**Distance Learning At
Exponential Growth Rate**

Distance learning annual spending could reach \$11.5 billion by the year 2003 up from a 2000 forecast of \$1.44 billion.

If that growth prediction holds up, it would mean that distance learning will double

each of the next three years.

This optimistic outlook comes from a report by W.R.Hambrech & Co. which also points out that "distance learning" is a broad term being used in many situations.

October Meeting

**Hollywood Comes To Rochester
With Digital Special Effects**

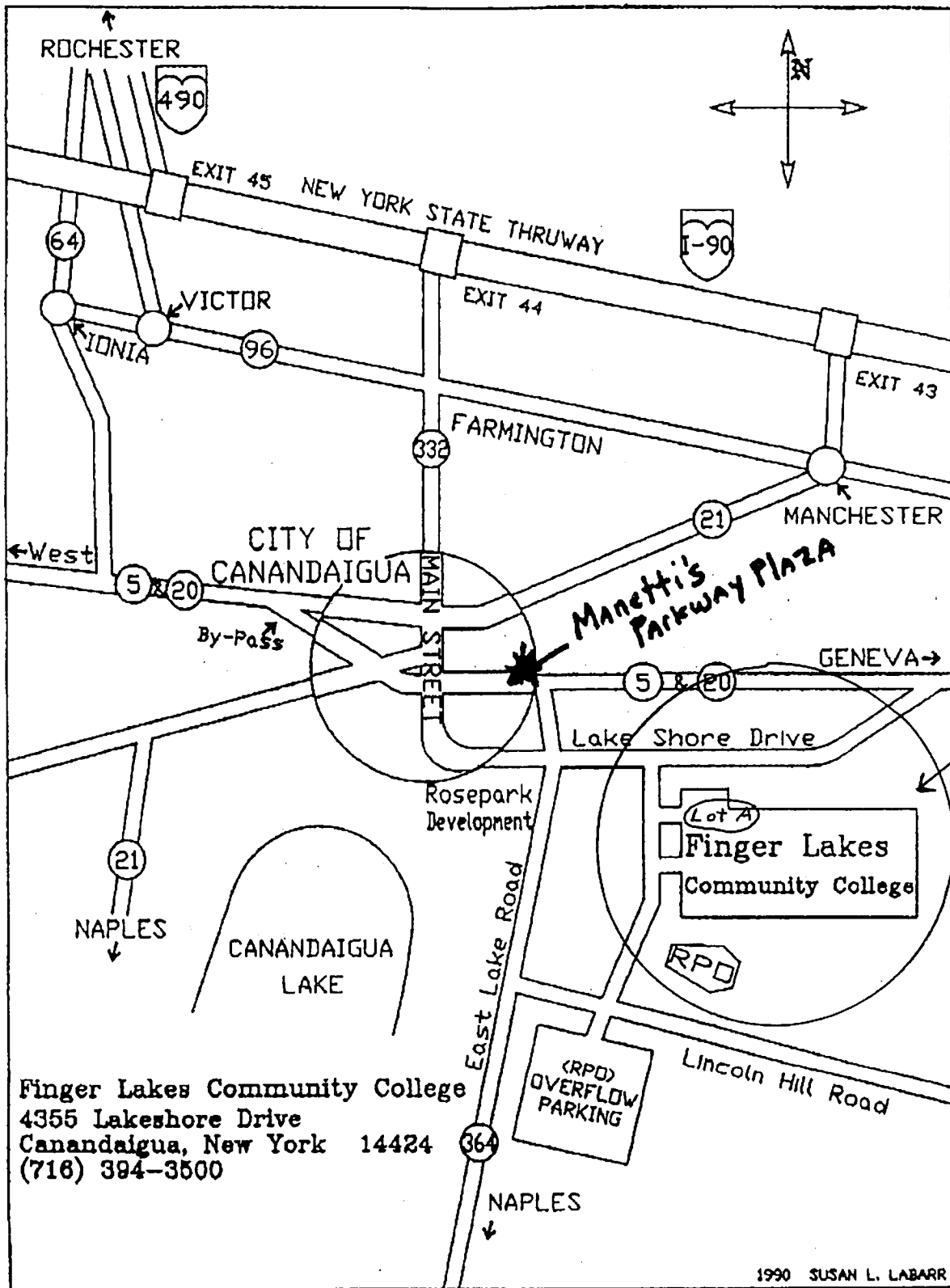
Steve Wright of Kodak's Cinesite in Hollywood spoke at a joint meeting of RAVA and SMPTE Oct. 10 at Kodak Park. More than 40 attended.

Steve has done digital cel animation, 3D and compositing, for such films as "Batman", "Air Force One" and "Mission Impossible II," to name three.

The audience appreciated the way Steve was able to make highly technical information quite understandable. Items covered included film scanning, 4K spatial resolution and 10-bit data, color correction, compositing using matte extraction and despill operations, geometric transformations, motion tracking (in 2D and 3D), speed changing and finally film recording and digital mastering. Editor note: *The subject is much too technical to detail here.*

Wright concluded with a demo reel and live demonstration of the Cineon image compositing and manipulation.

Students from the Eastman House Selznick School of Film Preservation had plenty of good questions for the Q&A session.



Finger Lakes Community College
4355 Lakeshore Drive
Canandaigua, New York 14424
(716) 384-3500

1990 SUSAN L. LABARR

Park in Visitor Lot A
Go in front door behind center flag pole