



Community Media Center of Santa Rosa

Program Guide

October 27th, 2008 to November 9th, 2008

2008 ACM CONFERENCE & WESTERN ACCESS VIDEO AWARDS UPDATE

Several CMC staff members will be attending the 2008 Alliance for Community Media Western Region Conference and Western Access Video Excellence Awards ceremony.

Check out the next program guide for an exciting report back!!!

For more information about the conference or the 2008 WAVE Awards, check out the website www.acmwest.org

CMC HOLIDAY HOURS

The Community Media Center of Santa Rosa would like to wish you a wonderful holiday season!

Please note that in observance of the upcoming holidays, we will be closed on the following days:

- Thurs November 27th 2008
- Thurs December 25th 2008
- Fri December 26th 2008
- Sat December 27th 2008
- Thurs January 1st 2009

We apologize for any inconvenience this may cause.



Inside This Program Guide

- **CMC Videos Highlight Santa Rosa**
 - **CMC Featured Program:
Gospel Video Showcase**
- **Programming & Class Schedules**
- **Production Tips & more!!!!**

CMC VIDEOS HIGHLIGHT LOCAL EVENTS

CMC Media Production Specialist Juan DelaO recently produced two videos that compiled video gathered by CMC staff members and interns. The videos capture live footage from the 2008 Santa Rosa Rose Parade and the Santa Rosa Downtown Market.

The video "[Santa Rosa Rose Parade](#)" highlights the 2008 Luther Burbank Rose Parade & Festival. More than 350 volunteers join forces to create this yearly memorable event which passes through Fourth Street from B Street to E Street in Santa Rosa's historic Courthouse Square. The video includes footage of the school marching bands, scout troops, and non-profit organizations gathering & marching in the parade.

The video "[Wednesday Market 2008](#)" highlights the Santa Rosa Downtown market. Friends and family attend the Wednesday Night Market from mid-May thru August in downtown Santa Rosa. The market provides fresh fruits, produce and fun all in the same place. The Market starts from Fourth Street from B Street to D Street. At the Wednesday Night Market you can find local growers, artists, cuisine, non profit services, community services, and entertainers.

The videos will air on Our Channel on Santa Rosa Comcast Cable Channel 30 and on the AT&T U-Verse system on Channel 99. Specific air times for "Santa Rosa Rose Parade" can be found on the November 10, 2008 to November 23, 2008 program guide. Check our program guide listings for more details!

ABOVE: Still from "Wednesday Market 2008" created by CMC staff & interns
Video descriptions written by Juan De la O & Desirée Poindexter

FEATURED PROGRAM : GOSPEL VIDEO SHOWCASE

CMC is happy to announce that the series production "Gospel Video Showcase" is the CMC featured program of the month for October 2008. "Gospel Video Showcase" is a weekly series produced in the CMC Live Link Studio by New Beginnings Church, Eshawn Zuniga, Pastor Cecil Hale, and Lisa Brown. Congratulations!!

To watch "Gospel Video Showcase", check our program listings or take a look on our website at www.communitymedia.org— click on featured programs under the "TV on the Web" tab.



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Production Tips

PRODUCTION TOOLS: Create Your Own Color Filters

"It's easy to make your own colored filters and diffusers for the mini gooseneck lamps used to illuminate our equipment in dimly-lit venues. The models with finned heat-sink lamp hoods have two slots on the underside for holding filters available from the manufacturer but, Jay Massengill, video production manager for LabCorp, writes that you can make your own for free.



Cut a sample-colored gel or diffuser from an out-of-date Rosco swatchbook. The dimensions don't have to be precise because the stiffness of the material will hold it in the mounting slots. The wider you cut the gel, the more deeply it will bow downward and the more it will spread the light. On the other hand, if you don't want any extra light spilling out, cut the gel more narrowly."

*-Tip from Dick Reizner's "Tips to Clip"
Videography Magazine, May 2002*

Do you have helpful production tips you would like to share with other Community Media Center members? CMC would like to hear them!!!

E-mail your tips in to Desirée Poindexter at dpoindester@communitymedia.org and they may end up in the newsletter portion of the program guide! Please include your name in the email!!!



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CMC Upcoming Class Schedule October & November 2008

Check out these upcoming classes offered to CMC production members. Payment may be made in advance by credit card, check or cash, or previously arranged volunteer hours. Please notify CMC if you need to cancel a class **at least 2 weekdays in advance** in order to have your class fee refunded. Pre-requisites may apply. Check with your mentor or the front desk for details!

Int To Prod

Intro to Production

A Pre-requisite for all other classes. One session—free with production membership. Classes added as needed

Sat November 1, 10am - 12pm

Instructor: Mary Harmon

**TH November 6,
10:30am - 12:30pm**

Instructor: Isaac Lefkowitz

Sat November 15, 2pm - 4pm

Instructor: Juan De la O

TH November 20, 6pm - 8pm

Instructor: Evan Johnson

Sat November 29, 3pm - 5pm

Instructor: Jill Newman

03 Digital Cam

Digital Field Camera

1 session. Fee \$10.00. Basic operation & care of our video cameras

Sat November 8, 10am - 1pm

Instructor: Jill Newman

TH November 20, 10am - 1pm

Instructor: Bill Dunphy

Sound Workshop

Field Sound

1 session. Fee \$10.00. Pre-req: Digital Camera
Find out how to easily improve audio for your next field production.

TH November 13, 6pm– 9pm

Instructor: Evan Johnson

Field Lighting

1 session. Fee \$10.00. Pre-req: Digital Camera
Lighting techniques and safety using our field kits.

TH, November 20, 6pm-9 pm

Instructor: Jill Newman

Soundtrack

1 session, \$10.00 fee.
Make your own music.

Sat November 22, 10am-1pm

Instructor: Juan De la O

Studio TV Camera

1 session, No Charge. A 1 session starter for TV studio production.

Sat November 1, 3pm-6pm

Instructor: TBA



Digital Studio Char Gen

1 session, \$10.00 fee. Digital titling for the studio project.

Sat November 29, 10am-1pm

Instructor: Mary Harmon

Live Link Production

3 classes, \$20.00 fee. Pre-req: Complete aired production. Run your own studio interview show.

3 Saturdays

November 8, 15, 22, 10am-1pm

Instructor: Evan Johnson

Live Type (New Class)

1 session. Fee \$10.00
Getting started in title animation with Final Cut Express "Live Type" program. Final Cut Express and 1 aired production required to take this class.

Thursday, Oct 30, 6-9pm

Instructor: Juan De la O

Sound Booth

1 session. Fee \$10.00. Final Cut Express and One aired production required to take this class.

Thursday, Oct 30, 6pm-8pm

Instructor: Jill Newman

04 FCEX1

Final Cut Express

3 sessions. Fee \$20.00. Basic instruction in non-linear editing.

November 6, 13, 20

Three Thursdays 6pm– 9pm

Instructor: Juan De la O

TV for the Web

1 session. Fee \$10.00
Learn how to upload a short project to the web. You will create a free web account to do this.

Sat Nov 22, 2pm– 4pm

Instructor: Jill Newman



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Check out our website at www.communitymedia.org

2008 CMC PROGRAM SUBMISSION SCHEDULE

Due Date	Schedule Starts
(Friday)	—> (Monday)
09/19/08	—> 10/27/08
10/03/08	—> 11/10/08
10/17/08	—> 11/24/08
10/31/08	—> 12/08/08

OUR BUSINESS HOURS:
 M-F 10:30am –6pm *
 *We are closed every Thurs. from
 1:30 - 2:30pm*
 Sat & Sun. Business Office is Closed

OUR PRODUCTION HOURS:
 M 10:30am-6pm
 T&W 10:30am-9:30pm
 TH *open for classes & equipment
 Check ins/out only from
 10:30am-1:30pm & 2:30pm-9:30pm*
 F 10:30-8pm
 Sat 10am-6pm
 Sun Closed

NEXT CMC ORIENTATIONS

Wednesday October 29th @6pm

Attend one of our one-hour orientations and discover how to use our resources! Learn more about membership, mentors, classes, equipment, legal stuff and more...

Call Xoe at our Front Desk to sign up or for more information at:
707.569.8785 x325



Community Media Center Of Santa Rosa
 1075 Mendocino Avenue
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Santa Rosa Comcast Cable Channels:



Info Channel
CHANNEL 26



Education Station
CHANNEL 27



cityVIEW
Government Media
CHANNEL 28



Our Channel
Public Access
CHANNEL 30

AT&T U-Verse System

CHANNEL 99
 Navigate to Santa Rosa
 Community Channels