



Community Media Center of Santa Rosa

Program Guide

November 10th, 2008 to November 23rd, 2008



Inside This Program Guide

- CMC of Santa Rosa staff & members finalists & winners at the 2008 WAVE Awards!!
- Programming & Class Schedules
- Production Tips & more!!!!

2008 WAVE AWARD RESULTS!!!!

The Community Media Center of Santa Rosa is happy to announce that several of our staff and production members were finalists in this years Western Access Video Excellence Awards!!! The WAVE Awards highlight the producers of outstanding local programs shown on the public, educational, and government access channels. Xoe Huffman, Front Desk & Web Channel Specialist here at the Community Media Center of Santa Rosa, did a stellar job as this years WAVE Awards coordinator. Way to go Xoe!!

This years WAVE Awards ceremony was held on October 24, 2008 at the Cable Center in Denver, Colorado. A full list of the categories, finalists, and winners can be found on the ACM Western Region Website at www.acmwest.org. CMC would like to congratulate the following staff and production members who where finalists and winners of the 2008 Western Access Video Excellence Award:

Drum roll please....

CMC of Santa Rosa 2008 WAVE Awards FINALISTS

- Isaac Lefkowitz, CMC of Santa Rosa Education Production Specialist
"Roseland Prep", Educational Access—Professional
- Jill Newman, CMC of Santa Rosa Media Production Specialist
"Homestead d'Art" - Entertainment/Variety Programming—Professional

CMC of Santa Rosa 2008 WAVE Awards WINNERS

- Patricia Wilburn, CMC of Santa Rosa Government Services Manager
"Companions For Life", Special Audience Programming—Professional
- Shari Borkin, CMC of Santa Rosa Member
"The Wow Wee Kazowie Art Show #3", Educational Access—Community Producer

Congratulations to you all! Check out the next program guide for a full report highlighting the topics discussed at the Alliance for Community Media Western Region Conference!

UPCOMING CMC HOLIDAYS

Please note that in observance of the upcoming holidays, the Community Media Center of Santa Rosa will be closed on Thursday 11/27/08. We will be open on Friday 11/28/08 from Noon-8pm. Hours will resume as usual on Saturday 11/29/08. Have a great holiday.

Left: CMC Executive Director Dan Villalva & staff Xoe Huffman, Jill Newman, and Desiree Poindexter enjoy the 2008 ACM Western Region Conference & WAVE Awards. Photos courtesy of Jill Newman.

-Newsletter portion of PG compiled by Desirée Poindexter, Admin/Human Resources/Public Relations Coordinator



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Production Tips

PRODUCTION TOOLS: Interview Tips



"Many producers like the idea of interviewing people while they are driving a car. If you expose the subject, the background will usually be blown out; if you expose for the background, the subject will be in silhouette. To lower the contrast, check the background. See if it's possible to arrange your shot so you are shooting against the shady side of any buildings or objects. You can also improve the situation by stretching a piece of Cinescreen over the side window.

Check the road on which you will be driving. Is one lane less bumpy than the other? You can also smooth the ride by letting some air out of the tires. If possible, it is much safer to hire a tow truck to pull the car. Your subject will be able to concentrate on the interview instead of traffic."

-Tip from Dick Reizner's "Tips to Clip"

Videography Magazine, November 2006

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 dpoinindexter@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 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

TH November 20, 10am - 1pm

Instructor: Bill Dunphy



Digital Studio Char Gen

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

Sat November 29, 10am-1pm

Instructor: Mary Harmon

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

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

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

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

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

Soundtrack

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

Sat November 22, 10am-1pm

Instructor: Juan De la O



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2008 CMC PROGRAM SUBMISSION SCHEDULE

Due Date	Schedule Starts
(Friday)	—> (Monday)
10/03/08	—> 11/10/08
10/17/08	—> 11/24/08
10/31/08	—> 12/08/08
11/14/08	—> 12/22/08
11/28/08	—> 01/05/08

Check out our website at www.communitymedia.org

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

November 11th @ 6pm
& November 22nd @ 11am

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

Santa Rosa, CA 95401

707.569.8785 ph

www.communitymedia.org

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