



Community Media Center of Santa Rosa

Program Guide

March 30th, 2009 to April 12th, 2009

PRODUCERS ROUNDTABLE

CMC will be hosting a Producers Roundtable late spring/early summer so get your clip submissions ready!! Our Producers Roundtables are a great way to show off your work, get feedback, and see what other CMC producers are up to!! We will keep you posted as this event develops.

INTERNATIONAL COMMUNITY MEDIA CONFERENCE

The 2009 Alliance for Community Media's International Conference and Tradeshow "Community Media at the Crossroads" will be held in Portland, Oregon from July 15th to 18th 2009! Highlights of the conference include the 2009 Hometown Video Awards Ceremony. Check out the ACM website at www.ourchannels.org.

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CMC LAUNCHES "COMMUNITY REPORTS"

Addressing the rising interest in locally produced news, the Community Media Center of Santa Rosa has launched an ongoing public affairs video project called "Community Reports". These current event stories will be produced by CMC member journalists and CMC staff.

Starting off the "Community Reports" project are a sequence of 3-minute long segments created by CMC producer and Sonoma County resident, Charlie Woods, who helped the community media center staff develop the project. The segments highlight different aspects of the current Sonoma County real estate crisis and cover local issues such as home foreclosures, modifying loans, and more. Future segments of "Community Reports" will be produced by other CMC production members and will cover a variety of topics.

This new project embraces the concept of citizen journalism which "*is that people without professional journalism training can use the tools of modern technology and the global distribution of the Internet to create, augment or fact-check media on their own or in collaboration with others*" as described by freelance journalist Mark Glasser on the Wikipedia.com website. In addition to the video project, a citizen journalism class is in the works which will be offered soon to CMC production members that will encompass several topics including how to create and distribute a news story.

Locally produced media and citizen journalism are now more accessible than ever thanks to the dynamic combination of modern technology, the internet, and community media/public access centers around the world. To keep up with new demands and technological changes, the CMC has updated its equipment, revised its training, and continues to expand its services to Sonoma County residents and community organizations with new, innovative endeavors such as the "Community Reports" video project.

To watch the latest "Community Reports" video, check out our program guide, or to get more information visit our website at www.communitymedia.org. "Community Reports" can also be found on Comcast Cable system channel 26 and on the AT&T Universe system channel 99 under "Santa Rosa Community Channels".



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Production Tips

Smooth Moves: Pans & Tilts for Art, Photo, and Document Capturing



The Problem: You're trying to make some smooth camera movements while copying paintings, photographs, or documents to video, but your tripod isn't up to the task.

The Tips: Hugh Kinniburgh, director of media for Thomas Kinkade, avoids shaking the camera during in and out movements by detaching his remote zoom control from the tripod handle. **Remember the prime rule of video:** 'It doesn't have to be. It just has to look like it is.' Keep the camera still and move the document. Mount the document on a large piece of cardboard. Lock the camera in a vertical position, then slide the document under it. **If all else fails, we might be able to 'Fix it in post'.** Many editing systems will allow you to scan the whole document and then digitally move the window through which are viewing.

For another method of making smooth pans and tilts: Try adjusting the drag to slightly stiffer than you would normally use and attaching a large rubber band to the tripod's pan handle. Moving the handle by applying a steady pull on the rubber band will usually smooth out the action."

**Tips from "Tips To Clip" April 2005 by Dick Reizner

Submit Your Production Tips!!

Do you have production tips you would like to share with other Community Media Center members? CMC would like to hear them!! Simply submit your tip by email to Desirée Poindexter at dpoin Dexter@communitymedia.org and we may print it in the newsletter portion of the program guide! Please include your name in the email for recognition!!





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CMC Upcoming Class Schedule March & April 2009

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!

Intro to Production

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

Sat., April 4, 10am-12pm
Instructor: Jill Newman

Wed., April 8
10:30am-12:30pm
Instructor: Pati Wilburn

Sat., April 25 2pm- 4pm
Instructor: Evan Johnson

Digital Video Editing

3 Thursday sessions. Fee \$20.00.
Basic instruction in non-linear editing using Final Cut Studio Pro 6.0.5

Thurs., April 9, 16, 23, 6-9pm
Instructor: Evan Johnson

Soundtrack

1 session. Fee \$10.00
Make your own music for your editing project- no copyright worries!

Sat., April 4, 2-5pm
Instructor: Juan De laO

Field Lighting

Pre-req. Digital Field Camera.
1 session. Fee \$10.00. Lighting safety and use in our light kits.

Sat., April 18, 2pm- 5pm
Instructor: Evan Johnson

Color Correction in Final Cut

Prereq: Final Cut Pro, 2 completed projects
1 session fee: \$10.00

Here is your chance to fix it in the mix. Chroma key (Green or Blue screen) techniques also discussed..

Sat., April 18, 2-5pm
Instructor: Mary Harmon

Digital Field Camera

1 session. Fee \$10.00
Basic operation and production with Panasonic DVC60 video cameras.

Thurs., April 9, 10am-1pm
Instructor: Isaac Lefkowitz

Sat., April 11, 2-5pm
Instructor: Jill Newman

Blue or Green Screen Lighting

1 session. Fee \$10.00
Prereq: Studio or field lighting, Digital Field Camera, or approval of instructor

Thurs., April 16, 6-9pm
Instructor: Mary Harmon

Live Type Digital Titles

1 session, Fee \$10.00
Add sparkle to digital titling

Thurs., April 23, 6pm- 9pm
Instructor: Mary Harmon



Studio Camera/ Crew Basics

1 session. No Fee.

Start the studio experience learning the camera and crew positions.

Thurs., April 2, 6-9pm
Instructor: Jill Newman

Digital Studio Control Room

3 Saturdays, Fee \$20.00
Prereq: Studio Camera, Digital CG class is advised.

Instruction in the digital "Toaster" and control room positions

Sat., April 11, 18, 25, 10am- 1pm
Instructor: Juan De laO

Digital Studio Character Generator

1 session. Fee \$10.00. Pre-req: Studio Camera. Learn how to make titles for the studio production.

Thurs., April 9, 6-9 pm
Instructor: Jill Newman



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Check out our website at www.communitymedia.org

2009 CMC PROGRAM SUBMISSION SCHEDULE

Due Date	Schedule Starts
(Friday)	—> (Monday)
02/20/09	—> 03/30/09
03/06/09	—> 04/13/09
03/20/09	—> 04/27/09
04/03/09	—> 05/11/09
04/17/09	—> 05/25/09

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

Wed. March 25th, 2009 at 6pm

To become a member, 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