



# Community Media Center of Santa Rosa

## Program Guide

April 13th, 2009 to April 26th, 2009

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### PRODUCERS ROUNDTABLE

CMC will be hosting a Producers Roundtable late spring/early summer and all CMC members are invited to attend. Our Producers Roundtables are a great way to show off your work, get feedback, get inspired, and see what other members are working on! We will keep you posted as this event develops.

### HOMETOWN VIDEO AWARDS & MEDIA CONFERENCE

The 2009 Alliance for Community Media's International Conference and Tradeshow "Community Media at the Crossroads" & the 2009 Hometown Video Awards ceremony will be held in Portland, Oregon from July 15th to 18th 2009! Check out the ACM website at [www.ourchannels.org](http://www.ourchannels.org).

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## CMC's APRIL 2009 FEATURED PROGRAM: "TAMING OF THE WILD HORSE"

CMC is happy to announce that the production "Taming of the Wild Horse" is our featured program for April 2009! Produced by CMC member B Sullivan, "Taming of the Wild Horse" is a two part sequence on death & dying. Congratulations to B Sullivan for being picked for this months CMC featured program! To watch "Taming of the Wild Horse" check out our website at [www.communitymedia.org](http://www.communitymedia.org)—click on the "TV for the Web" tab, and go to our "Featured Shows".

## CHECK OUT OUR BRAND NEW CMC USER LOGIN & ADOPT-A-PROGRAM WEBSITE FEATURES

Thanks to our latest website updates, internet users can now create a web login at the Community Media Center of Santa Rosa website ([www.communitymedia.org](http://www.communitymedia.org)). The new web login will enable the public to offer a variety of imported programming that can be "adopted" by active CMC members!



All programming aired on CMC channels represent a local voice and are either produced, submitted, or adopted by local residents. If you find that any of the programs requesting "adoption" represent your voice and you are interested in "adopting" a program or if you have created a program and you would like to request it's "adoption" simply go to our website, click on the programming tab, go to the adopt a program graphic, create a login, and we will guide you through the rest of the process!

Current programs requesting "adoption" cover a variety of topics and currently include the programs "Democracy Now!", "Liberty News TV", "Nothing is Safe" and more. Check out our website for more details!

On top of page: Still from "Taming of the Wild Horse" produced by B Sullivan

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



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### *Production Tips*

#### *White Balance Tricks*



Working with scripts on your next project? Try out this helpful trick to keep your white balance in check!

“I just videotaped a presentation during which several people had to stand in the middle of the stage reading from scripts printed on white paper.

The talent had trouble keeping the paper from bending over and when it did stay straight the engineers had trouble with the white surface presented to the camera playing havoc with our exposure.

Both problems were solved by using a glue stick to paste the paper to 8 1/2 by 11 inch pieces of blue poster board.

The cardboard kept the script stiff and its color brought the contrast ratio under control.”

\*\*Tips from “Tips To Clip”  
August 2002  
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 [dpoinxter@communitymedia.org](mailto:dpoinxter@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 April & May 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

**Th, May 7 10:30am– 12:30pm**  
**Instructor:** Isaac Lefkowitz

**Sat, May 9 3pm– 5pm**  
**Instructor:** Jill Newman

**Sat, May 30 3pm– 5pm**  
**Instructor:** Juan De laO

#### Digital Video Editing

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

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

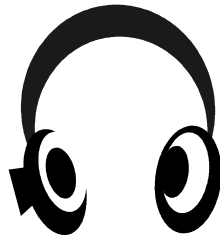
**Tue 6-9pm, Th 6-9pm, Sat 2-5pm**  
**May 5, 7, 9**  
**Instructor:** Juan De laO

#### 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

**Sat., May 30, 2pm- 5pm**  
**Instructor:** Jill Newman



#### Color Correction in Final Cut

Prereq: Final Cut Pro, 2 completed projects 1 session fee: \$10.00. 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, May 14, 6pm-9pm**  
**Instructor:** Evan Johnson

#### Field Sound

Pre-requisite. 1 session. Fee \$10.00 Improve your field sound with external microphones.

**Th, May 28, 6-9pm**  
**Instructor:** Evan Johnson

#### Blue/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

**Thurs., May 28, 6pm- 9pm**  
**Instructor:** Juan De laO

#### 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

#### Studio Camera/Crew Basics

1 session. No Fee. Start the studio experience learning the camera and crew positions.

**Sat, May 2, 10am-1pm**  
**Instructor:** Evan Johnson

#### TV for the Web

Pre-req.: Completed Final Cut Project 1 session. Fee: \$10.00 Upload a short project to the web.

**TH, May 7, 6pm-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.

**Sat, May 9, 10am –1pm**  
**Instructor:** Evan Johnson

#### Final Cut Key Frame Process

1 session. Fee \$10.00. Pre-req: 2 completed aired projects. Picture in Picture, "Ken Burns Effect", The Pen, and other tools.

**Sat, May 9, 10am –1pm**  
**Instructor:** Evan Johnson



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*Check out our website at [www.communitymedia.org](http://www.communitymedia.org)*

### 2009 CMC PROGRAM SUBMISSION SCHEDULE

Due Date	Schedule Starts
(Friday)	—> (Monday)
03/06/09	—> 04/13/09
03/20/09	—> 04/27/09
04/03/09	—> 05/11/09
04/17/09	—> 05/25/09
05/01/09	—> 06/08/09
05/15/09	—> 06/22/09

### 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](http://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