

## EXCUSE ME?

*Social media tools are the rage, but one thing's for sure, they can be an interruption*

## STOCK FOOTAGE

### ROUNDUP

*A complete list of online stock libraries*

## MAKE IT SOCIAL

*A recap of the program at ProVideo with Jason Weaver from Sway*

## MCA-I MILWAUKEE

*Jon Hornbacher traveled to Milwaukee to take a peek at their latest program*

## ABOUT FACE

*Barry Polterman presents at MMI and shows us a new style of corporate communications*



**Rich Rubasch**  
TILT MEDIA INC.

## *Social...Interruption*

**A** lot is being said about social media and how it can be used as a marketing tool. MCA-I and AAF Madison have both had programs centered on social media and you can't turn a corner without hearing about the next cool podcast, or who is tweeting who. The media has grabbed hold of it and has had quite a bit of fun with the new medium.

I peeled open the latest issue of Studio magazine and read the editor's letter appropriately titled "What Twitter Has Taught Me" and the very last paragraph, as if on cue, said, "The e-mails, alerts, invitations, posts, voicemails, blogs, articles, RSS news feeds and tweets await. Hold on - someone just forwarded me a video that I have to watch first."

This kind of made my point. It used to be that we would criticize the short attention span of our elementary school aged kids, but with all the short bursts of disruptive "info" we are barraged with, we have become the ones with the short attention span. How many videos can a person watch in a day, and how important are they anyway?

In the next few days, count how many times you check your email each day. How many tweets do you send out? Now go back and read them again and decide if they were really worthwhile.

Seems to me that we are being taken down a road where everyone wants our attention. Look at this cool app....you can send small insignificant messages every couple minutes to absolutely no one and it will be cool! Look at this community? It consists of people who may or may not be who they say they are and may or may not actually do all the things they say they do. Look over here, we have the coolest communities.

There is a strong sense of anonymity in the online world, and for some this is the holy grail of socializing. Still, I prefer the realness of actual networking, where you can put a face to a name, get a real handshake and the body language is just hanging out there waiting for interpretation!

There is nothing wrong, I suppose, with online social networking, unless it becomes a disruptive habit at your "real" job. I'm sure this fact is becoming more of an issue with HR departments across the corporate spectrum. How much of this online virtual social world is related to actual work and how much is really for entertainment value, or personal ego boosting (checking how many people responded to a tweet and if you have gained any new followers)?

I can imagine that when the director calls for a ten minute break, everyone on the set whips out their mobile devices and starts clicking away.

I hope that my reputation in our industry will be firmly established by what we do and who I am, and not by how many clever tweets I post, or how long my list of followers happens to be.

To respond, mail your letters to.....

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Biz Card Ad (2.25" x 3.6" - Vertical)	\$25	\$110
(3.6" x 2.25" - Horiz.)	\$25	\$110

## *Stock Footage Resources*

We all have probably used stock shots in our productions, and it's becoming more and more the norm. Special thanks to Millimeter magazine for putting together this comprehensive list of stock footage providers!

### **Artbeats**

**[www.artbeats.com](http://www.artbeats.com)**

Artbeats has been around since the infancy of stock footage houses and has a huge library. They now claim to be shooting new HD footage on the Red One camera. Notables are that all footage is immediately available for download, you can buy single clips or entire libraries, and they have biweekly podcasts that demonstrate techniques for AfterEffects and editing programs.

### **BBC Motion Gallery**

**[www.bbcmotiongallery.com](http://www.bbcmotiongallery.com)**

Most of the BBC footage was originally shot for broadcast shows, therefore it has a very high quality production value. And with exclusive rights to CBS News footage and The Hollywood Reporter's libraries, clips can be available as short as a few hours after shooting! They round out their offerings with extensive world material that spans the globe, and includes both natural beauty and conflict zones.

### **Bennett-Watt HD Productions**

**[www.bennett-watt.com](http://www.bennett-watt.com)**

For your next travel documentary, contact Jim or Kelly Watt for stock shots from around the world. For the last eight years this couple has built up their library. You can even download ready to go segments for fly-fishing or an original cooking series.

### **Creatas Footage**

**[www.creatas.com](http://www.creatas.com)**

Creatas has amassed quite a few collections into its offerings including Corbis, Redhot, Rocketclips and Rubberball. They pride themselves on the creative concepts for use in spot work by agencies.

### **Ecofootage.com**

**[www.ecofootage.com](http://www.ecofootage.com)**

Ecofootage provides footage that emphasizes issues that threaten the planet. Perfect for your next environmental documentary! Their site also offers other media elements as well as training, funding and marketing materials, duplication and distribution.

### **Footagebank HD**

**[www.footagebank.com](http://www.footagebank.com)**

Footagebank has plenty of HD clips as the name suggests, but they have aggressively moved into the mobile media based clip market. Shooting on Panasonic P2 and Sony XDCAM cameras, they are creating an entirely new clip library for lower budget web and mobile device videos.

### **The Footage Resource**

**[www.thefooteresource.com](http://www.thefooteresource.com)**

With an easy to use web site and no-nonsense pricing, this library is worth a look. From corporate, industrial, real estate and finance related footage, along with plenty of geography and scenics, there is a lot to browse. Stock shots start at only \$5 and once you sign up for a free account, you can automatically download one free stock shot!

**continued on page 12**

# Make it Social

Hot off a recent presentation for Madison AAF, Jason Weaver of Sway Marketing brought his expertise in social media networks to Pro Video for our March Program. His presentation included some basics of how social media can work for various clients, and he also showed some pretty cool sites for organizing your life on the web. The advantages of RSS feeds and podcasting were also introduced.

And if you manage multiple social sites like MySpace, Facebook and Twitter, Sway Marketing sells a package called Shoutlet that can help get everything in order and really streamline the process.

Thanks to ProVideo for hosting and providing the scrumptious sandwiches. Visit Sway at [www.swayonline.com](http://www.swayonline.com)



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# *MCA-I Milwaukee Style*

**By Jon Hornbacher - Tilt Media Inc.**

The world of exploding technology was on display at the Greater Milwaukee MCA-I April meeting recently. Held at Tanner-Monagle's new state-of-the-art studios in downtown Milwaukee, the gathering of about 40 MCA-I members focused on two subjects: Podcasting and Music Scoring.

John Tanner gave us a quick overview of their custom-built 800 square foot sound stage, designed for both recording musicians as well as video shoots. The space is optimized for ideal acoustics, from its 500-pound lead-lined doors to the thousands of neoprene rubber disks that separate the floor from the sub-floor and walls, providing perfect sound-proofing.

David Conner, composer and audio engineer at Tanner-Monagle, discussed the world of podcasting. There are currently over 800 million podcasts available on the web, and advertisers are starting to take notice. Sponsorship dollars of podcasts have gone from \$3 million in 2005 to \$240 million in 2007, and in the years to come it promises to become a billion-dollar industry.

While many successful podcasts have little production value, Conner contends this is a field of tremendous opportunity for the production community. He played samples of high-quality podcasts (both video and audio) and low-quality ones, noting that the top podcasts tend to be in the former category. Content, not production quality, is king in podcasts. But because it's an area where more and more businesses and advertisers are heading, it's worth us knowing as much as possible about the subject. A good place to start is [podcastingnews.com](http://podcastingnews.com).

"What music does best is communicate directly to the heart," said John Tanner. His songs cover the gamut of music, and he's using the latest technology to do so. Almost every conceivable musical sound is now available on his two hard drives. Real recordings of acoustic instruments offer a world of options for almost every budget, and the music software he uses can tweak those sounds to perfection.

It can all be accomplished inside the sequenced world of the computer, via studio recordings of musicians, or a mixture of both. The software used can even generate sheet music sent to a live orchestra. Often, Tanner collaborates with Bob Monagle, co-owner and accomplished guitarist, to create songs of any style.

The meeting offered an informative and fascinating overview of podcasting trends and high-end audio production for videos.



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## *Barry Poltermann*

In February on the MMI campus, Barry Poltermann presented a compelling example of social media on the internet. It's called About Face Media and he showed several shining examples of effective videos that get the dialog started. Although his background is in larger full-scale productions, Barry has turned to the simpler craft of telling a well constructed story using a documentary format and a somewhat underproduced look. See samples at [www.aboutfacemedia.com](http://www.aboutfacemedia.com)



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# Spring Seminar

**Wednesday May 20th, 2009  
Hilton Garden Inn  
Madison West/Middleton  
1801 Deming Way, Middleton**

## **Option 1: TWITTER AND SOCIAL NETWORKING FOR BUSINESS:**

About the Seminar Ready to use Twitter for your business? Ready to get more leads? Ready to start that conversation online that will lead to more potential customers? Learn the ins and outs of Twitter and how to use it for business. In Twitter For Business, Marcelo Lewin, will show you how to start conversations, how to track conversations, how to convert leads into possible customers, plus much more, all using the totally hot and free tool known as Twitter.

About the Presenter Marcelo Lewin is a technology entrepreneur having created multiple successful companies in the past including MyInternetDesktop.com, which was acquired by Internet Appliance Network in 2001 and PixelHeadsNetwork.com, which was acquired by ProMAX Systems in 2008. He loves interactive media and has been designing, developing, producing and managing large interactive media projects since 1995 for companies such as Toyota, NBC, Walt Disney, plus others.

## **Option 2: BUILDING STRATEGIC CAREER OPPORTUNITIES:**

About the Seminar This session challenges Media Communications professionals to face transitions they are tolerating, or losing sleep over, and start to look at them as opportunities. Exercises include conducting a health check for their own and their clients' businesses -balancing how their skills, products, and services match the evolving needs of clients. Participants develop personal toolkits to manage their own careers, and develop concrete next steps for professional development and business development. Peggy will randomly select three individuals who will receive a complimentary one hour phone coaching session. The sessions would need to be scheduled and conducted by the end of 2009. The sessions would focus on a particular issue they are facing, and want to get an action plan in place.

About the Presenters (This session has two presenters: Peggy O'Keefe is a Business Communications Professional and Multimedia Specialist. Her career has included experience as a corporate executive, educator, and consultant in strategic media communications and technology. Jeff Boarini is currently the Director of Media Production for McDonald's Creative Services and is responsible for their Graphics, Photography, Staging and, Video Production units, as well as for the Media Center.

**Visit [www.mcai-madison.org](http://www.mcai-madison.org) for more information and to register online.  
Early bird registration until Thursday, April 30th. Sponsorships available.**



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## ***Stock Footage Resources***

from page 3

### **Getty Images**

**[www.gettyimages.com](http://www.gettyimages.com)**

It's no surprise that Getty Images claims to be the world's largest variety of stock footage. It is huge. There is a new offering called One80 which is much more stylized with high production values, and they claim this is in keeping with the demands of the industry to provide something new in stock imagery.

### **Global Imageworks**

**[www.globalimageworks.com](http://www.globalimageworks.com)**

With more than 10,000 digitized clips and more added weekly, this is a wide ranging and sometimes eclectic library.

Probably not for your average corporate video, but some very compelling shots for a variety of uses.

### **Oddball Film + Video**

**[www.oddballfilm.com](http://www.oddballfilm.com)**

For 20 years, oddball has been the definitive source for odd, eclectic and unusual footage. With over 50,000 elements there is a lot to love. And the easy to use database with Quicktime clips makes it easy to find that perfect shot.

### **Sony Pictures Stock Footage**

**[www.sonypicturesstockfootage.com](http://www.sonypicturesstockfootage.com)**

More than 120,000 shots fill this comprehensive library from more than 30 years of TV and film production. With hard to recreate special effects shots to extreme sports and more.

**continued on page 14**



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## Visuality Gets Results.

Visuality is a full-service, concept-to-completion media production and messaging development firm. Headquartered in Madison, Wisconsin, we work with clients around the U.S. We produce everything from viral videos to online animations, high-definition television and radio ads, interactive DVD, multi-media packages, print and outdoor, web sites and e-learning platforms.

With an award-winning, industry-leading team of media and communications professionals, Visuality applies innovative strategic insights, a compelling creative vision, and cutting edge media production capabilities to everything we do.

From strengthening our clients' relationships with members to developing high-profile, attention-grabbing media and public relations campaigns, Visuality enjoys a dynamic record of success.

Over the years, our team has worked with countless associations, unions, coalitions, not-for-profit groups, healthcare institutions and professionals, candidates, political organizations, businesses, and more to build the connections they needed to be successful.

As your media partner, Visuality will help you build connections, deliver your message, and get results. To view samples of our work and read case studies on some of our campaigns, visit our web site at [www.visuality.com](http://www.visuality.com).

Build Connections. Deliver Your Message. Get Results.



## ***Stock Footage Resources***

from page 12

### **Stockxpert**

[www.stockxpert.com](http://www.stockxpert.com)

Although it began as a stock photography community, it now offers a full range of stock video. And if you have shots you would like to sell and need a storefront to sell them, look no further than Stockxpert.

### **Thought Equity Motion**

[www.thoughtequity.com](http://www.thoughtequity.com)

The Smithsonian collection is the latest addition to this library of over 250,000 HD clips. Downloading is the rule, as most of their clips are delivered via download. They also offer free research services and 24/7 support.

### **WPA Film Library**

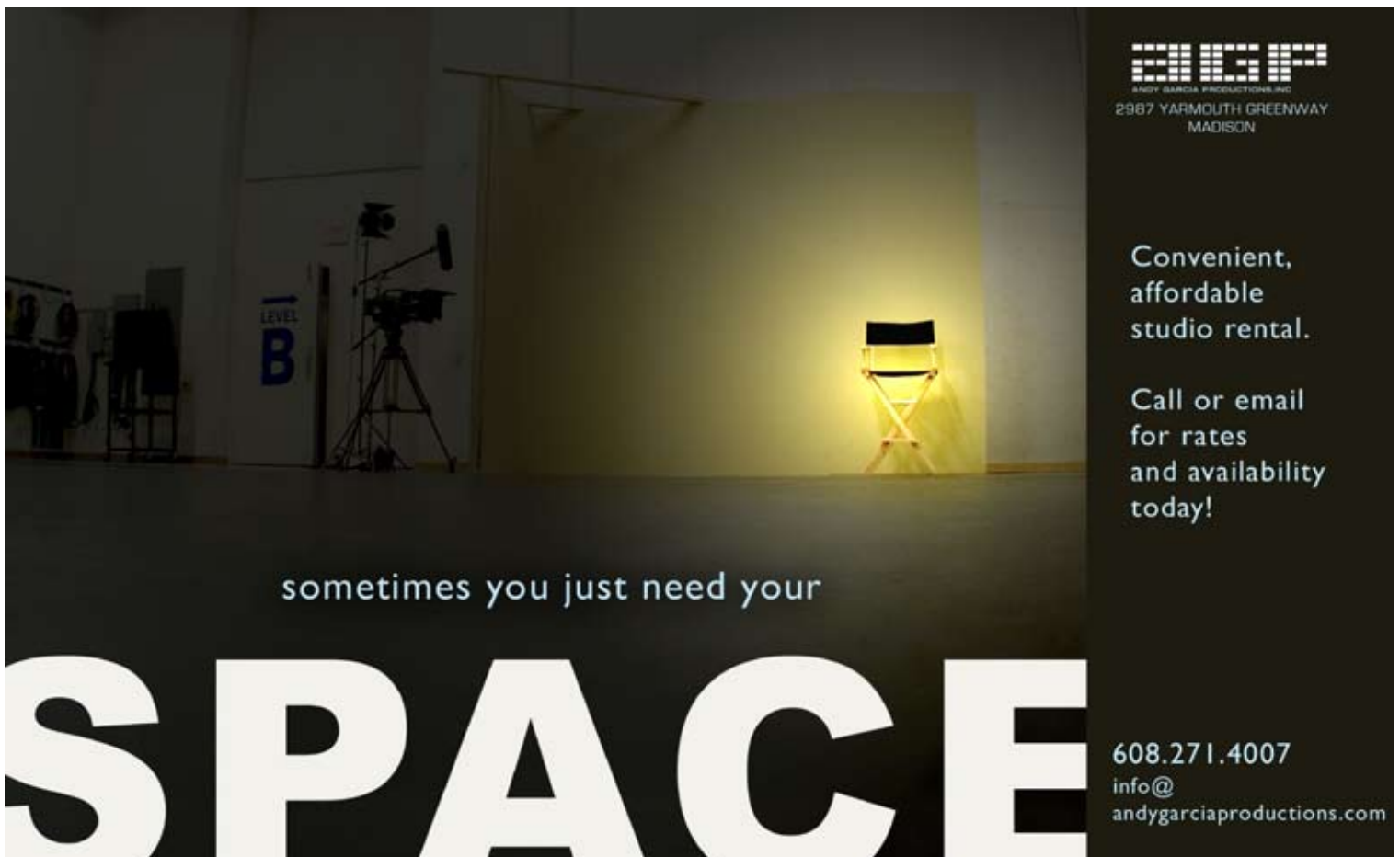
[www.wpafilmlibrary.com](http://www.wpafilmlibrary.com)

This library is mostly known for its extensive historical stock footage. And keeping up with the trend, they are in the process of making all of its library available for viewing online, as well as downloading.

### **iStock Photo**

[www.istockphoto.com](http://www.istockphoto.com)

No list is complete without mentioning iStock Photo, however Millimeter did not include this in their list. Known as the affordable stock source, iStock has added plenty of new stock HD video shots as well as Flash videos and more. It is owned by Getty Images and has great licensing options.



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## Going a Bit Green

**Hawke Taylore - Taylore Studios (from creativecow.net)**

Today everyone is either doing their earth-friendly part. Sometimes, going green can be costly. Here at Taylore Studios we have made some of those changes and we have actually saved some money doing it. Here are a few tips on how we did it. Maybe you can benefit from it as well.

**1. Those crazy swirly bulbs.** At some point I noticed that we were using a lot of incandescent light bulbs. 100, 60 & 40 watt varieties were all over the studio for just the general lighting. I decided that it is time to change all those out to the fluorescent swirly style and see if they will work here. I went to the local store and found not only low wattage bulbs (10 watt replacements for 40 watt) but also I found them in 5600k sunlight correction as well. I decided to change all of the bulbs at one time. And as a pleasant surprise, the electric bill went down \$50.00. So within two months, the bulbs paid for themselves. As a result of the bulb color; the clients seem to be more contented during their stay. I don't know if it is supposed to have that effect. But here it does.

**2. Let that tree keep growing.** I am a bit of a tree hugger so we have always tries to conserve paper whenever possible. Much of our business is phone calls and email based. We send emails with contracts attached so there is only one document printed at the time of signing. By the way, shredded documents make great cat litter.

**3. Paper or plastic?** When possible, we will minimize us of paper documents and have items on web viewing only. Our plastic discs for CD's or DVD's that are no longer useable can be recycled here locally. My wife makes sure that all other plastic and aluminum cans get recycled as well. Simple and at no cost to us. (I think my wife is cashing in on the aluminum cans for shopping money)

**4. Got gas?** Fuel prices are down right now this has given us the opportunity to get the vehicles tuned to maximize gas mileage. Simple things can make a difference for you as well: Fuel up first thing in the morning, and always use the slowest setting on the nozzle. Both of these together reduce how much gas turns to vapor before it hits your gas tank. Also, keep your tires inflated to proper levels I've gained about 5% in mileage since I keep up on tire pressure. Empty out all that junk in your car. The more your vehicle has to carry, the worse mileage you get.

**5. Let the river flow not your faucet.** All of our fixtures are water saving devices. We have come a long way since the first years of water saving toilets that you have to flush twice. An investment in washers and proper plumbing goes a long way to save you money with the water bill.

These are just a few ideas to get you started turning company into a green company. Without spending all of your green (Money that is).

## Soundbites

### Jennifer's Talent Gets A Facelift!

Actually, her web site did. Just visit [www.jenniferstalent.com](http://www.jenniferstalent.com) and you'll find a whole new searchable site...to get started call the office for your own username and password at 414-277-9440. The site also uses VoiceZam, a new standard in voiceover technology with all the features you need to find the right voice. And if you need a video audition right away, their FTP delivery means no shipping charges or waiting to see the latest auditions. And with all the changes, you can still count on their good old fashioned customer service...give them a call!

### Tilt Media Goes A Little Greener

In an effort to use less videotape, Tilt Media has become a DG FastChannel dealer so that TV spots can be delivered electronically rather than on standard Betacam SP tape stock. This is a savings of not only time, but money, and it's pretty good for the environment as well!

DG FastChannel is the nation's largest distributor of electronic broadcast media and all of Madison's channels, including Charter, receive spots and programming from DG.

By encoding a single file and uploading it once, spots can be distributed to multiple channels via a simple online interface. DG also supports HD, so once stations begin accepting HD spots, the process is just as easy.

Tilt Media will offer the service to its clients effective immediately. Call Rich at 273-8458 to inquire about the DG Fastchannel service.

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