



**Rich Rubasch**  
TILT MEDIA INC.

## *The Best Of...*

### **INSTANT EVERYTHING**

*We have everything we need right at our fingertips whenever we want it*

### **HOLIDAY PARTY**

*Festive photos from our annual Holiday Party...everyone's a winner!*

### **PRO TRACK RECAP**

*So, what is ProTrack anyway? Here is a photo recap.*

### **EPIC TOUR, DUDE**

*A look inside one of the most fascinating office complexes in Wisconsin...awesome*

### **WAVE AWARD SHOW**

*It was an awesome night celebrating the best of the best, packed into a 50 minute show!*

### **KARL'S WAVE RECAP**

*If you missed it, you missed a great show.*

**A**pparently I have to go over this again. There are a few things in this industry that you really must get to know, and at the student meeting at MATC I was made aware that some of you out there haven't heard about these industry gems. What is an industry gem? Well, usually it's free. It provides something unique in the industry and fills a niche that nothing else does. And they are out there.

#### **Creative Cow ([www.creativecow.net](http://www.creativecow.net))**

This is the one-stop site for everything video production from jobs to business and forums for every type of software and production tool you can imagine. But most of all it is truly helpful. You will not find a community online this generous and experienced and they genuinely care about finding answers to your video production questions. Visit it today, create a user ID, fill out your profile and you can thank me later.

#### **MPEGStreamclip ([www.squared5.com](http://www.squared5.com))**

If you have ever been asked to pull some spots off of a client DVD, or rip an entire video from a DVD and convert it to an AVI movie, look no further than MPEG Streamclip. It is the swiss army knife of file conversion, but it really excels at getting movis off of DVDs. Best thing about it is that it is free...yup, free. And it's safe. What do I mean by that? Well, it will only rip non copy protected

DVDs so you won't be tempted to rip a bunch of DVDs from Family Video. It won't work. But if you want to demux multiple VOB files from a DVD to MPEG2 and AC3 audio, it can do it. It is so full of tools it is impossible to list them all. There is a Mac and PC version and with each new update it just keeps getting better. We have it on every single machine and I use it several times a week. Go right this minute and download it.

#### **Levelator ([www.conversationsnetworks.org](http://www.conversationsnetworks.org))**

This one is relatively new to me and I was told about it at ProTrack. Levelator is a simple tool to normalize and compress voice tracks in your video. It has no interface, really, except for a simple window where you drag your voice tracks.

I don't recommend dragging a mixed clip onto Levelator, but if you have a bunch of interviews and the levels and volume is all over the place, Levelator will get them nicely leveled and sounding great. Used for podcasts where levels can fluctuate up and down, we found it workds very well on interviews from different cameras and setups.

#### **Wimpy Player ([www.wimpyplayer.com](http://www.wimpyplayer.com))**

What tool do you use on your desktop that will play any .swf or .flv file easily and accurately? Wimpy Player, of course. Again, this gem is free and comes in both Mac and Windows versions. Couldn't be simpler interface and works

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**continued on page 15**

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1/4 page (3.6" x 4.75")	\$50	\$225
Biz Card Ad (2.25" x 3.6" - Vertical)	\$25	\$110
(3.6" x 2.25" - Horiz.)	\$25	\$110

## *Have a look at that list over there*



**T**his marks the first issue of the new 2009 Sponsor and Advertising year and we don't have to remind you that our economy is having fits right now. For that reason we should all recognize the significant contribution each one of our sponsors and advertisers has made to our organization. It took lots of phone calls and emails from the board and we aren't done yet. We're gonna keep bugging you.

If you have considered becoming a sponsor or advertiser of our organization in the past, this could be the year.

With the help of our Communications Chair, Nick Carvin, and Barry over at Vivid Media, ([www.vividmedia.com](http://www.vividmedia.com)) we have completely revamped our chapter MCA-I Web site with a cleaner look and feel. ([www.mcai-madison.org](http://www.mcai-madison.org)) There you will find current information about events, programs, seminars and opportunities. You will also find links to our sponsor web sites. As a sponsor this benefit can be invaluable to you, certainly, but also to our members who are looking for services or suppliers. A win-win for sure.

So consider becoming a sponsor if you are not listed on the facing page, or if you don't have an ad in this issue. The price of admission is not high, the benefits are great, and the support is truly appreciated.

We are working on continuing to inspire and teach through our programs, event and seminars. From high end

directors, producers and social media professionals to networking and an international community of video production experts, MCA-I is the place to learn and grow.

It isn't often that a good deal comes along, but I will argue that a sponsorship in MCA-I gives back in more ways than one. Most sponsorship levels include a place at the front of every Storyboard, an ad in every issue, (see if you spot the new ones in this issue) a link on our chapter Web site and a listing in the Membership Directory, not to mention a mention at all our programs and events. And we didn't even mention that our sponsors support one of the best professional development organizations in our region.

And that's a good thing, now that we mentioned it.

Contact any of our board members listed over there on the left if you want us to get you more information on sponsor or advertising rates and benefits. We will send a simple PDF file that lists all the levels and rates along with a simple form to send in.

We'll do the rest...with your help.

So, what's in store in this issue? Well, we look at the Superbowl ads, take a look into the past couple of programs and provide a few tips and info along the way. Enjoy, and if you think a sponsorship is a good fit for your company, give us a shout.



## 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.



# STORYBOARD

## Soundbites

### Visuality Wins Two Major Awards

Visuality recently received two major awards for its work on the Wisconsin Education Association Council's (WEAC) "I believe great schools benefit everyone" public relations campaign.

Visuality was awarded two 2009 National Education Association (NEA) Public Relations Council Awards including:

The Judge's Discretionary Award and The Norm Delisle Broadcast Award.

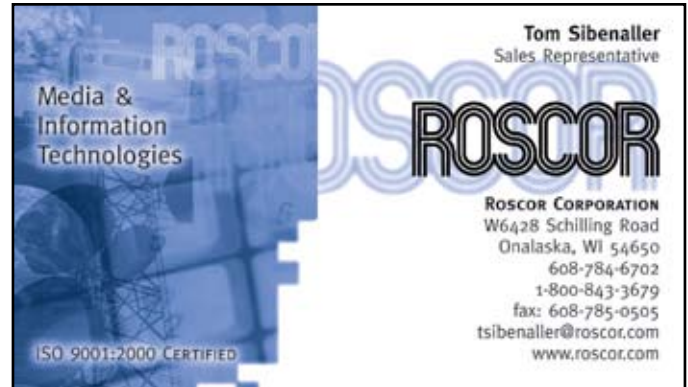
Visuality received this award for outstanding achievement in paid broadcasting for its extraordinary work on the WEAC "I believe" public relations campaign which included billboards, radio advertising, sponsorships, web advertising, print advertising, web videos, and the [ibelieve.weac.org](http://ibelieve.weac.org) website.

Visuality was honored for its targeted campaign to public and external audiences to promote Wisconsin public schools, school staff, student achievement and WEAC.

"Over the past 8 years, Visuality's work with many education association's throughout the country has been recognized by NEA," says Visuality's President Jay Sapiro. "It's an honor to work with these clients and help them spread their important messages about education to the broader public."

Visuality specializes in creative message development, state-of-the-art video, audio, web-design, and interactive media.

Visit [www.visuality.com](http://www.visuality.com)



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# Director's Cut

Not many of us can say we have met a bigtime director, but everyone at our January meeting can, thanks to Billy Nahn of Nahnsense and Michael Graf of Spot Filmworks (and ProVideo for the venue). We got not only a taste of the high quality work they do, but some great production stories and insight into the world of bigtime production.



# STORYBOARD



# Studio MATC

Our February student meeting, coordinated by Bess Selje, took us once again to the MATC Truax campus to see the new studio, experience the latest green screen technology by Reflec Media and watch some student work. The studio was moved to its new location, which was previously a teacher lounge.

Mike Gelman presented Reflec Media's green screen technology which uses an LED light ring



# STORYBOARD



## Studio MATC

mounted to the camera lens and bounces that light off of the special gray fabric. We also saw some cool LED and fluorescent lighting.

David Flatt, studio coordinator explained the value that the studio and control room provide to students in the visual communications program. Thanks to all who participated.



Visit [www.reflecmedia.com](http://www.reflecmedia.com) for more information.

## Ad-tastic

**I** only have a couple of Superbowl traditions, one of which is that we have sushi. This year I made my first gumbo and it turned out great. The rest consists of your normal snacks. We watch the game in surround, turned up pretty good during the game, but we kick it up during the Star Spangled Banner, commercials and the halftime show. This year it was pretty special. Not sure what your listening environment was like, but Jennifer Hudson totally nailed it and the mix was great. I was also blown away by the Boss, but I knew I would...we share the same birthday.

Once again we were treated with some great looking, and sounding spots. One of my favorite sound design picks was the Coke Heist spot, where the bugs took the guys Coke. Pepsuiber caught me by surprise since I had seen it only the night before during Saturday Night Live. And of course GoDaddy stands out (two in the top twenty) since it is produced right here in Madison...go ProVideo!

I tallied them up and there were 100 TV spots throughout the game. Of those, one third, or thirty-three spots, were either movie trailers

or TV promos. I think that tracks with last year. Only eight were car spots, and except for a Ford regional spot during the local break, only Hyundai, Audi and Toyota bought ad time.

One surprise for me was the Star Trek trailer. I had heard that the director was making the film to appeal to moviegoers, not Trekkies. I applaud him for this, and the trailer looked very slick and engaging. CG is certainly becoming hyper-real. Even GI Joe looked pretty good.

I didn't get the Jay Leno spot with him tooling down the highway...I know he has a new show coming out, but the funny facial expressions and a cool blue convertible didn't say very much to me...was it an inside joke?

We were all set with the 3D glasses and we had the DVR all set for a few repeat viewings. The kids loved it, but we could have used a little less of the Chuck promo. The rest of the 3D stuff looked pretty good, but it is WAY better if you go down to the iMax and see it in a real theatre. Coraline should look pretty spectacular.

I hope you enjoyed the show. I think the better team won after an epic battle with enough twists and turns, and outright athleticism to keep us all fixated on the screen till it was all said and done and we had the kids off to bed....until next year.



Doritos: Crystal Ball



CareerBuilder.com: Tips



Hulu: Alec in Hollywood



E\*Trade: Talking Baby



Pepsi Max: I'm Good (Full Version)



Bridgestone: Taters



Coke Zero: Mean Troy



Doritos: Power of the Crunch



Bud Light: Swedish



Bud Light: Meeting



Monster: Need a new job?



Pepsi: Pepsuiber



NBC: LMAO



Transformers 2: Trailer



Star Trek: Trailer



Godaddy.com: Enhanced



Godaddy.com: Shower



Taco Bell: Overrated



Denny's: Thugs



Bud Light: Bud Light Lime



Pepsi: Refresh Anthem



Land of the Lost  
Movie: Trailer



Year One: Trailer



Audi: Chase



Budweiser:  
Clydesdales/Generations



Teleflora: Talking  
Flowers



Coke: Heist



Cheetos: Chester the  
Cheetah



Cash4Gold.com:  
Heere's Money



Bud Light: Drinkability



Budweiser: Clydesdales  
Stick



Coke Classic: Avatar



Bridgestone: Hot Item



Pedigree: Crazy Pets



Sobe: Lizard Lake 2D



Overstock.com: Bling  
and Boozer



NBC: Heroes Football



Monsters vs. Aliens:  
Trailer



Budweiser: Clydesdale  
Circus



Castrol Oil: Edge  
Monkeys

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## The Best Of...

from page 1

perfectly too. It's as simple as dragging the file onto the window and it scales the window to the source file size and plays it back. Wimpy has other great tools, but this free player is tops.

### Firefox ([www.mozilla.com](http://www.mozilla.com))

This is not a new one, but as browsers go, it is still a true gem. Having trouble with some sites usng Safari on a Mac? Internet Explorer have too much of that Bill Gates pocket protector feel to it? Firefox will take the blah out of browsing. Not because it adds any particular flashiness, but because it works. That makes it a gem in my book.

### Pete's Plugins ([www.petewarden.com](http://www.petewarden.com))

Pete Warden has been developing useful plugins for some time and since they are free they are especially cool. Created for both Mac and PC, he also makes some useful effects for Final Cut Pro as well as After Effects. I once had a need for a plugin similar to one he created, but with a little more control. I emailed him if he know what I was looking for, and within one hour he sent me an updated version with the requests I had. It was a very cool plugin and I use it to this day.

### TMTS ([www.mattias.nu/plugins](http://www.mattias.nu/plugins))

If you use Final Cut Pro for editing, the Too Much Too Soon set of plugins are a nice free addition to your arsenal. Not only do you get effects for clip tweaking, but you also get some cool transitions.

### Sheffield Plugs ([www.pistolerapost.com/pluginz/](http://www.pistolerapost.com/pluginz/))

These are a handful of cool plugins for experimenting with different color treatments to footage. Most of them are actually quite useful and they are well designed, and since they are free, an instant gem!

Enjoy these gems, one and all!



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