

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.

Eye Contact

One thing that is certain in our industry is change. It seems like constant change. It also feel like you could count the number of months since Twitter became such a national fascination on your fingers. It's been around longer, for sure, but as a national sensation it seems very young. YouTube seems almost old, but it posted its first video in 2005.

Linkdin is still big in business circles but Facebook gets an awful lot of media attention. Google and Microsoft have their eyes on all of the above.

Technology is moving at blazing speeds even with the swirling recession going on around us. The movers and shakers are still planning their next big moves and among all this swirling the biggest buzz is occurring in social media and mobile media. Texting, YouTube, Twitter.

For MCA-I members this is all very exciting stuff and most of us are plugged into the hype. Some use it to truly expand their endeavors, while others enjoy the sheer entertainment of it. Some might even say that the secret to their success is a particular social media site.

Perhaps.

But one thing that none of these sites can advertise is a very simple social phenomenon that we in MCA-I like to call "eye contact."

It's not one of those intangibles, but rather

is quite tangible indeed, and when paired up with a genuinely sincere handshake. It's an irreplaceable part of doing business.

Twitter might be a way to get a foursome together for a round of golf, but its not the tweet that will land that next job. More likely it will depend on a trust factor that can only be established with the simple elegance of a face to face meeting, a firm handshake and a smile.

MCA-I members know this too.

You can say what you want in an email or on the phone, but eye contact paired with sincerity and genuine enthusiasm can be a little extra something that truly makes the difference.

Mostly because it's real.

Prove that anything on Twitter is real.

Georgia Roeming, founder of the GEO Group and known to us as the "Mother of MCA-I in Madison" reminded me of these self evident truths at our recent Summer party which took place at the Capital Brewery. The measure of MCA-I perhaps is not the programs or the resources or the benefits, but it might just be that the real benefit is the personal contact we make whenever we gather.

Which is also why our membership is our greatest asset. So, while we have seen shrinking numbers in our membership lately, I encourage you to get the word out. Invite a colleague to a program or event. Joining MCA-I just might be the best decision they will make to expand their career. And they'll thank you for it.

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**Nick
Carvin**
VISUALITY

Let's Do It!

Do you remember when you first decided you wanted to work in the media arts? Maybe you were excited about film as a kid. Maybe you discovered a gift for creative writing in high school. Or maybe you've loved to draw for as long ago as you can remember. We all share a common love for communication arts through many ever evolving types of media. Why not utilize that common interest to come together and bolster our own careers and advance our professional development? As your newest chapter president, I am privileged to help you get the most out of your membership.

You are the most important aspect of our organization's success, and we want to bring you more of what you want. That is why we are taking the results from a recent survey in an effort to continually improve our organization. There have been some recent exciting changes at the International Level as well. They are committed to operating at lower costs, which will leave more money for local chapter benefits.

Sure, we are all weary of this recession and the disarray it may have caused our careers. This downturn has affected all of us in some way. This only emphasizes the importance of becoming more active in MCA-I. Now is the time to increase your networking! What better place to do this than at our monthly programs and special events?

There are many members who have found work directly through MCA-I connections. Moreover, many employers have found just the right creative professionals through the MCA-I Madison network. Our programs offer learning opportunities for the latest technologies, techniques, and trends in your industry. Don't miss out. If you're not involved, you're not taking full advantage.

Here are some easy ways you can become more involved. Volunteer on a committee. We could use some help with the WAVE show, our special events, and our student membership. Maybe you're interested in helping create the Storyboard Newsletter or helping out with our communications. Enter your work in the WAVE Awards competition. Attend all of our programs. Come to our seminars and annual parties. Contact a board member today!

I would like to send special appreciation to all of our sponsors. We would not be THE strongest MCA-I chapter without your support.

So, let's do this! Let's think back to why we love our craft in the first place. Let's practice our story telling techniques, let's convey our clients' messages, and let's collaborate with one another to create some of the best media projects Madison has ever seen!

Summer Party



Members and friends alike gathered at the Capital Brewery for the annual MCA-I Madison Summer Party. It was a balmy evening of fun and a few prizes. Special thanks to Cory Christianson at Stone Mill Media for sponsoring the event, and thanks to all who came out for a few cold ones and a little networking.



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MCA-I Benefits Roundup

Did you know that MCA-I member benefits go way beyond local chapter benefits? Here's a partial list. For the complete listing of member benefits and how to get them go to www.mca-i.org.

FINAL DRAFT

MCA-I Members receive 25% off the retail price of Final Draft and Final Draft AV.

Final Draft (\$169 - regular price \$229) is the number-one selling word processor specifically designed for writing movie scripts, television episodics and stage plays.

Final Draft AV (\$149 - regular price \$199) is the only dedicated full-featured scriptwriting software specifically designed for the professional writers of commercials, corporate and training videos, documentaries and presentations.

OMNIMUSIC LIBRARY

Omnimusic is a 175-CD, 4000+ track music resource packed with the highest quality music tracks in the styles most needed for contemporary media production. MCA-I members get "special treatment" from

Omnimusic with a Special MCA-I discount on all annual 'blanket' packages.

- 10% Discount on all Standard Licensing Rates
- 50% Discount on the 15cd Omni-FX Sound Effects Library
- 30-Day FREE trial of any 10 Omnimusic CDs

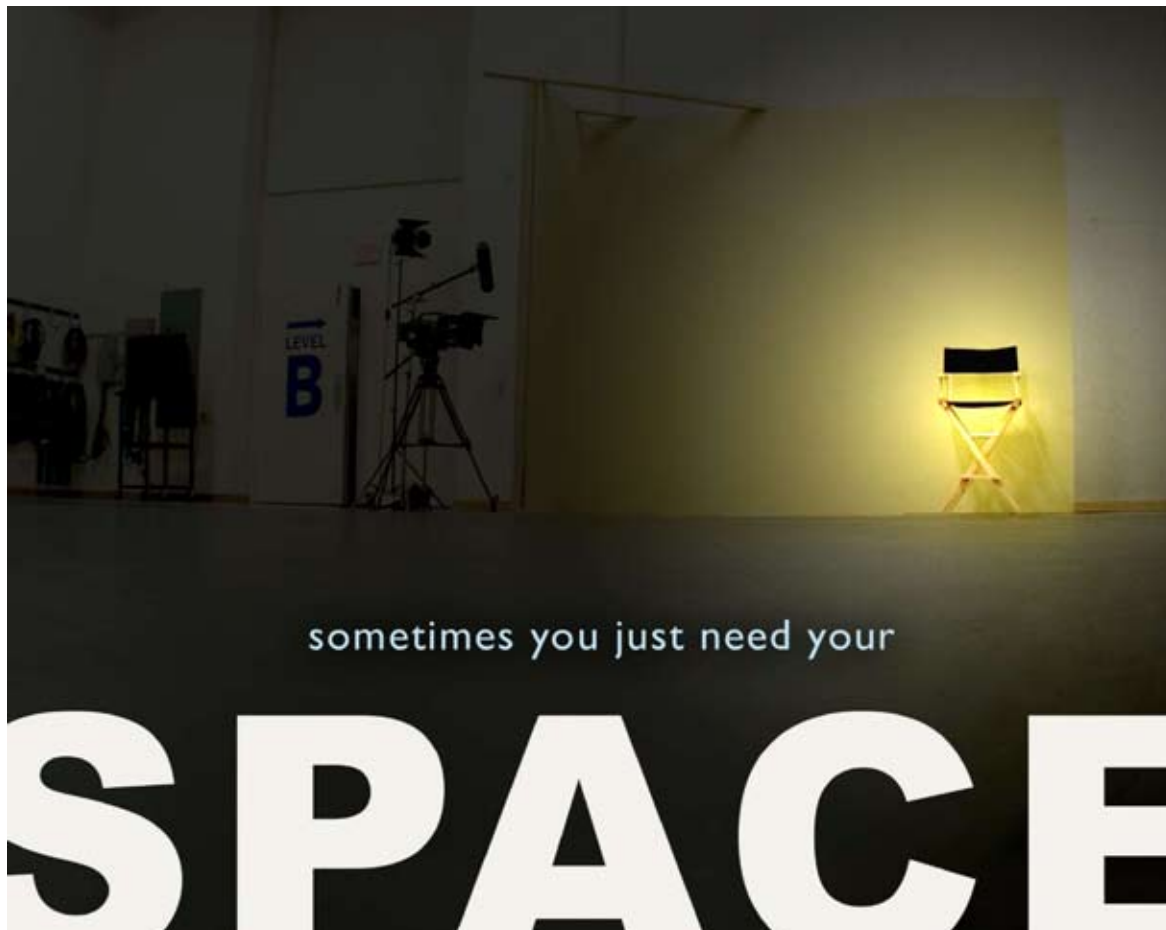
CRYSTAL GRAPHICS - ULTIMATE COMBO

Crystal Graphics announces a 10% discount for MCA-I members on the Ultimate Combo (\$699 - 10% = \$629 MCA-I Member price). Includes all 16 PowerPlugs for PowerPoint titles: 30 volumes in all. Crystal Graphics provides tools, templates and content to enhance Microsoft Office. Power Plugs is the brand name of their award-winning product line.

If you are interested in a site license you may opt for a 25% site license discount for individual customers interested in five or more copies. Site licenses would include a single CD Master and site license agreement.

TOTAL TRAINING

MCA-I Members receive 15% off the retail price of any regularly priced DVD products (this excludes closeout specials and bundles but applies to any other product), or 25% or the retail price of any Online Subscription, for a limited time.



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IMPATICA FOR POWERPOINT

MCA-I Members save \$350! You pay only \$149.00.

Impatica for PowerPoint is an award-winning desktop software tool to deliver PowerPoint presentations online. With the click of a button, PowerPoint files are compressed up to 95% and optimized for e-mail and Internet delivery, cross-platform, plug-in free, even at dial-up speeds.

List Price: \$499.00 Member Price: \$149.00

STUDIO/DAILY WEBINARS

MCA-I Members get 10% off Studio/Daily Webinars.

Studioidaily.com is dedicated to helping film and video pros evolve in their crafts and jobs through access to information on tools, workflow, technique and collaboration. You'll find hands-on reviews, tutorials, interviews with creatives and step-by-step case studies. In addition it is designed as a convenient front end to Film & Video, Studio/monthly and HD/Studio. The site provides news seven days a week and offers video, rich media tutorials, ecommerce, and web-exclusive content.

There you have it folks...and that's not all of them! Head on over to the international site at www.mca-i.org for the rest and how to get them!

CAUTION.



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will hit you like a ton of these.



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The Yin And Yang of Spring Seminars

Our Spring Seminar was sparsely attended on both of two sessions, even though we had outstanding presenters. We're going to blame the economy on the low turnout!

Marcelo Lewin presented tips on creating polished corporate podcasts. He had also planned to present tips on monetizing media content when he realized his computer clock was on West Coast time and he had to end the presentation short. Next time we'll synchronize watches with all our presenters!

Meanwhile, in the other room, Peggy O'Keefe and Jeff Boarini tag teamed on a solid presentation on growing a career and developing strategies to attract and nurture new and old clients alike. It was fast paced and full of great exercises to enhance any business. Thanks to all who attended.



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**Randy
Lee**

Discover Mediaworks

The Right Thing

Becoming a member of MCA-I can do something for everyone, from students to freelancers, to professionals with years of experience. Healthcare. Discounts. Professionals who have dealt with everything and are eager to share their experience with you. And who knows, maybe even someone that wants to hire you. How can you go wrong?

If you're just getting started in the industry, you gain access to valuable knowledge from seasoned Pros. There is also a great collection of production forms to help you get all the paperwork figured out, along with Find A Pro, where you can get your name out there to the guys that are hiring. And let's face it, this is an industry where you have to be "in" to be given a chance, so anything that gets your name out there and lets you show off your work gives you a leg up over the competition. As someone who has been able to turn a passion for video production into a successful career from having become a member of MCA-I, I can't recommend it enough.

For the freelancers and established Professionals, there are healthcare benefits available if you want them (including vision and dental, and how many places offer that anymore?), Pro Track to network and expand your market in addition to everything you learn there,

and discounts for services such as postings on the Productionhub site and copies and printing at Fedex Kinko's. Becoming a member also gives you even more of an incentive to make sure to make it to the meetings to network and learn about the latest technology, from HD and BluRay to Social Networking and more. And again, who can forget those job listings? Everyone can benefit from the discounts to the Spring Seminar and the Wave Awards, a great way to show off what you've been working on. You can also send out press releases or see what other local companies have been up to.

There are so many good reasons to become a member, it's hard to list them all. You can find out more about becoming a member at www.mca-i.org, and find out more about the local chapter and its members at www.mcai-madison.org.

Don't let not being a member get in the way of your growth. Become a part of the network and stay connected with the largest group of Media Professionals around. Join MCA-I today.

(Randy is the incoming board member and will head up the membership chair. Please welcome him at the next meeting).

Enter this →



← ***Win this!***

The 2009 Wave Awards are Coming!

The premier showcase for the best work being done in our area is around the corner. You don't have to be a member to win, so get the word out and get your entries ready. Keep up on the latest Wave updates on our Web site (www.mcai-madison.org). The student entry form is now up on the site, so if you are a student, get your entries ready!

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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.

Build Connections. Deliver Your Message. Get Results.



Soundbites

Visuality Wins Communicator Awards

Visuality has been awarded several 2009 Communicator Awards for their work with clients around the country.

Projects include television ads and video productions for the Maryland State Teachers Association, the Wisconsin Education Association Council, the Florida Education Association and the Ho-Chunk Nation.

This year, more than 9,000 entries were judged from around the world. The Communicator Awards are overseen by the International Academy of the Visual Arts, an organization of visual arts professionals.

"We are extremely honored to receive recognition for our work," said Visuality's President, Jay Sapiro. "These four Communicator Awards are validation of the high quality of our work we produce on a daily basis. It's our goal to create memorable productions for our clients to help them advance their causes in a professional, compelling manner."

Tilt Media Wins Addy District Award

After winning Best of Category at this year's Madison AAF Addy's show, a promo spot for BBC's "Age of Terror" went on to win a District AAF Silver Award. The winning spot can be seen on Tilt Media's web site by clicking on the Promo portfolio page.

Tilt Media and Red Arc Media also recently won a Bronze Telly for a recruitment video done for the Manitowoc Company. This is Tilt Media's first Telly award.

Board Retreat

The board met on July 7th at the memorial Union for its annual retreat to plan for the upcoming 2009-2010 season. With the great weather came many great ideas for our chapter, and with Nick Carvin as incoming president, you can bet a lot is going to get done! Stay tuned!



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