

Vol. 11, No. 4

April 2011



NEWS BULLETIN

Website: www.lacinemaclub.com

Editor lacc.edit@gmail.com

OK, SIT DOWN & SHOW ME

You've just come back from a vacation and are ready to share your pictures with family and friends, how do you do it? Most of us have our favorite piece of software to edit videos, however, assembling a slide show of still photos can be quite cumbersome if you are using a video editor.

[Photodex](#) offers two products that make creating a slide show painless and are also easy to use. The first is ProShow Gold, priced at \$69.95, that for the majority of you, has all the features you could use or want for a slide show. Second, ProShow Producer, priced at \$249.95, is quite a step up and if your budget allows for it, a far superior product. Primarily, it allows for more control of video clips intermixed with your slides. To see the difference, click [here](#) to go to the manufacture's web site for a side



-by-side comparison of these two products.

You can down load a 15 day, fully functional, trial version, of either one. You have nothing to loose and I can assure you that if you spend one hour with either program, you will not be disappointed.

I started off with ProShow Gold and then upgraded to ProShow Producer and have not regretted upgrading. However, I must admit I only use about 10% of the program's features, mostly because I am more interested in videography than still photography.

If you Google "YouTube ProShow", there are plenty of demonstration videos showcasing these two products. Also, a Google search for reviews will result in many in-depth evaluations which will help you make a decision on whether this product is for you.



PRESIDENT'S MESSAGE
WALT GILMORE

Thanks to all who contributed to last month's contest; I hope that many more of you will participate in the summer contest in July. We schedule the contests to give our members a goal to produce videos which may be entered in the national and international contests. If you are aiming at these, remember they have a special contest for "Short Comedies Under Five Minutes". (You may recall that in previous years AMMA had a "One Minute" Video Contest but that is no longer operating.) The new contest is less restrictive than the one minute format but it's still a fun exercise in creating a concise and entertaining piece of work.

Not every video is intended for a national or international contest, so don't hold back from participating because you think your work is "not good enough" – our members enjoy watching all of the videos we show. If you are new at making videos it makes no difference, we will appreciate your effort and you will never learn how to make better videos until you try something and are able to see how others react to it.

Looking at last month's entries, and the voting results, it is apparent that the most appreciated videos followed a "story" – not a story like "Little Red Riding Hood" but rather an idea which progresses from beginning to end. And when I say end I mean: a climax to the video.

The story may be as simple as "this is our day out" or "here is how I did such and such." In other words, after you've taken your video you

need to tell (show) the audience that, for example: we went to the country for a picnic, the car got stuck in the mud, I had to push it out of the mud and when I did I fell in the mud puddle. The story does not have to be that linear; it may be a series of lovely, beautifully composed shots of the place you visited, the things that were available to do and returned home at the end of the day. Of course the more interesting your story is, or the more entertaining it is, the more success you will have.

More simply your shots must explain 1) where you are, 2) who you are, 3) what you're doing and 4) what is the result.

Of course the important thing in editing your video is to remove the boring bits, organize the good bits, and keep it as short as possible. I like to think of it as telling a good story to friends with humor, beauty and interest. We all do this when writing a letter, making a phone call or presenting a report at work; just remember to use the same principles making your video and you will always succeed.

The 2011 Roster is ready to go – copies will be handed out at the April meeting. For those who are not there copies will be mailed the next day.

See you at the meeting, April 27th!

Reach Walt at (818) 842-3820 or email gilko.burbank@gmail.com

"A celebrity is a person who works hard all his life to become well known, then wears dark glasses to avoid being recognized."

Fred Allen



VIDEO CONTESTS

**FRANK J. PETTINATO
CONTEST CHAIRPERSON**

Our first contest of the year saw five entries submitted for review and scoring.

Sixteen scoring sheets were tabulated which meant that a video would have to have 160 points for a perfect score (10X16). After the counting, the first place video received a score of 145 points. This shows that even the winners have room for improvement.

The First, Second and Third Place winners will be announced and the awards will be presented to their producers at the April meeting.

Our next video contest will be at our June 22, 2011 monthly meeting. As always, it can be on any subject. If you need some help, why don't you considering teaming up with another member and see if the statement "two heads are better than one" can help you produce a winning video?

Here are few suggestions: How about doing a video travel log about your neighborhood or just giving a video tour of your local shopping center.

Walt Gilmore suggested a video of Jet Propulsion Laboratories (JPL), 1201 California

Blvd., Pasadena, CA 91101. They are having an [open house](#) on May 14 and 15 starting at 9:00 am until 5:00 pm both days. Admission and parking is free.

Also, the city of Burbank is having their annual [2011 Relay for Life](#) on Saturday, May 14, at Johnny Carson Park.

*Membership
Information*

Individual\$25

Family\$30

Membership benefits:

- One year membership.
- Eligibility to enter contests.
- 12 issues of our News Bulletin.
- Monthly meetings and workshops.

Mail payment to: Richard Mottern, 1048 N. Lima St., Burbank, CA. 91505

Make check payable to: *L.A. Cinema Club*

"If you wait to do everything until you're sure it's right, you'll probably never do much of anything."

Win Borden

AS THE WORLD TURNS

Thinking about the soap opera title of the same name has caused me to make the following observations and come to the following conclusions:

A rolling stone gathers no moss, however, if it keeps rolling without being picked up it will eventually wear out. Think about it, as a L. A. Cinema Club member do you want our Club to be like that stone, just rolling around until it is worn out? How about picking up that stone and showing it to someone? How about taking a neighbor or friend to one of our meetings?

If you start a ball of string and continue to add to it, it will only get larger never smaller. Maybe it is time to think of the L.A. Cinema Club as a ball of colored string that needs to have more string added to it. If each of you would strive to bring a neighbor or friend to each meeting, the Club "ball" would continue to grow.

As the world turns, without nourishment nothing grows and will eventually perish. Isn't it about time you add some nourishment to the Club by actively participating through either bringing a new member or submitting something new to be shown?

If you take enough pictures, whether they are still or moving, you eventually will have enough to make an interesting slide show or film to show.

So, why not take that collection of photos and make a slideshow or take those home movies and make a heritage video to show at a Club meeting? Our April program theme is about making such a film or slideshow and would be a way to show your interest in being an active participant in the Club's activities.

If you are reluctant to take on such a project by yourself, don't hesitate to ask for help from another member. You will never know who may be willing to help until you ask.



Photos of our January 2011 luncheon may be seen on our Yahoo Users Group Photo Album page. If you haven't [joined](#) our Yahoo group, now would be the time and reason to do so. Give it try you won't be sorry!

YAHOO!

SPECIAL REQUEST TO OUR MEMBERS

I am continuously looking for photos taken of our meetings. If any of our members have photos taken of our past meetings, copies of them would be appreciated. If they are regular print photos, I will scan them and return them to you. These photos would be added to the photo album on our Yahoo Photo Album page.

It has been some time since we have published a profile of one our members. If anyone would like to volunteer to be interviewed, we can start at any-time you are ready. Don't be shy, I promise the interview will be short and painless.



PROGRAM CHAIRMAN
Paul Hansen

With the risk of repeating myself... again... For April we are looking for some short “Memory Videos”, “Heritage Videos” or just a little monologue about a favorite moment in your life... a chat with a friend about some past experience.

As a special treat, **Jim Beach** will be with us for the April meeting and we will show his video “Dad's Silver Cane Project” where he demonstrates how he actually created a silver handle for his cane!

ALSO for the April meeting we have arranged to have a totally bizarre, unique, mind boggling, event! Believe me, it is going to be BIG! Missing this would be like missing Prince William’s wedding or the American Idol final episode or... well... think of something really important that you would despise yourself for missing! Matter of fact, it is SO big it might possibly spill over into the May meeting... So, since I know none of you want to hate yourselves for the rest of your lives, I look forward to seeing you at the April meeting.

As always, if you have ideas for a meeting theme, you can always call me or drop me an email... (323) 663-5414 ... pch006@gmail.com (Just don't ask me about the surprise April event... Wild horses couldn't drag it out of me... well... maybe wild horses could but nothing short of that)!

L.A. CINEMA POSITIONS AVAILABLE

With the appointment of Frank Pettinato as Editor of our News Bulletin, we need someone to assume the position of the Contest Chair. If you are interested, please contact our President, Walt Gilmore at (818) 842-3820 or email him at gilko.burbank@gmail.com.

Also, Leosia Shirley, our ‘Sunshine’ lady is no longer able to handle the position. If you are interested, please contact our President, Walt Gilmore for details. He may be reached at (818) 842-3820 or email him at gilko.burbank@gmail.com.

“If you don't know where you are going, any road will get you there.”

Lewis Carroll



OUR WEBSITE

Our web site is being constantly worked on and is always a work in progress. If you haven't visited it lately, you should do so, we have made some changes.



If you would like to have your video added to our club's channel, our YouTube Administrator is **John Dean**. He is responsible for

adding videos to our [YouTube channel](#). Members may email John for instructions on what to do.

This is a great way to get your video exposed and to share your work with your friends and family. John may be reached at johnd@westworld.com

VOLUNTEERS NEEDED

There is always a continuing need for volunteers to provide refreshments at the Club meetings. If you wish to contribute food or volunteer, call **Joyce Smith** at (818) 848-7293.

CHANGE OF ADDRESS

If you have changed your mailing address, email address or other information, please let us know so that we may keep our records up to date.

EDITOR'S DESK **Frank J. Pettinato**



Although brevity is the rule-of-thumb in making a video, I find myself using more words than necessary just to fill in the blank spaces of our News Bulletin. So, as a reminder, how about some of you contributing to our News Bulletin.

Also, I would like to remind everyone that I am always interested in having articles for inclusion in our News Bulletin. If any of you come across an article from another publication that you feel would be of interest to the membership, please contact me and I will arrange to have it included in our News Bulletin.

APRIL BOARD MEETING... After attending our April Board meeting I would encourage everyone to bring their video camera to our next meeting. This is going to be a fun and exciting event, and for some, a challenging one. Read Contest Chairman, **PAUL HANSEN'S** column for more information.

I may be reached on my cell phone at (310) 893-4250 or email me at lacc.edit@gmail.com.

"Change is inevitable - except from a vending machine."

Robert C. Gallagher

SCHEDULE OF EVENTS FOR 2011

MONTHLY MEETING DATES*

| | |
|------------------------------|--|
| January 23 rd | 12:00 Noon** |
| February 23 rd | 7:30 pm |
| March 23 rd | 7:30 pm Contest |
| <u>April 27th</u> | <u>7:30 pm</u> |
| May 25 th | 7:30 pm |
| June 22 nd | 7:30 pm Contest |
| July 27 th | 7:30 pm |
| August 24 th | 7:30 pm |
| September 28 th | 7:30 pm Contest |
| October 26 th | 7:30 pm <i>Annual Contest Submissions</i> |
| November 23 rd | None |
| December 7 th | 7:30 pm Nov./Dec. combined meeting |

*Monthly meetings are held in the Social Hall of the Little White Chapel at 1711 N. Avon St., Burbank, Ca. Parking is located adjacent to the chapel on the west side across the alley.

**23rd *Annual Awards Luncheon at Taix French Restaurant—1911 Sunset Boulevard, L.A. Reservations Required*

BOARD OF GOVERNORS MEETINGS*

| | |
|---|----------------|
| February 7 th | 1:00 pm |
| April 4th | 1:00 pm |
| <i>Nadine Russek's Residence 539 N. Mentor Av., Apt 102 Pasadena, CA 91106</i> | |
| June 6 th | 1:00 pm |
| August 1 st | 1:00 pm |
| October 3 rd | 1:00 pm |
| December 5 th | 1:00 pm |

*Board of Governors' meetings are held on the first Monday of the scheduled month. Locations vary, therefore they are not published in advance.

WORKSHOPS



Dates, Times and locations to be announced.

“Experience is the name every one gives to their mistakes.”

Oscar Wilde

BOARD OF GOVERNORS 2011

| | | | |
|---------------------|--------------------------------------|----------------------------|----------------|
| President..... | Walt Gilmore | Membership..... | Myke Muller |
| Vice President..... | Pamela Gilmore | Programs & A/V..... | Paul Hansen |
| Secretary..... | Pete Renoudet | A.M.P.S. Rep. | Vacant |
| Treasurer..... | Richard Mottern | Video Workshop..... | Walt Gilmore |
| Contests..... | Vacant | Advisor..... | Robert Smith |
| Editor..... | Frank Pettinato | WEB Master..... | Dara Pettinato |
| Hospitality..... | Pamela Gilmore | YouTube Administrator..... | John Dean |
| Refreshments..... | Joyce & Bob Smith & Pete Renoudet | Parliamentarian..... | Nadine Russek |
| | | Sunshine..... | Vacant |

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Rev A

FIRST CLASS EMAIL

