

February 2008

Line Out

...to the community

MetroEast Community Media's monthly newsletter and program guide

A different look at advertising

■ MEDIA THINK BRINGS DISCUSSION OF CULTURE AND MEDIA TO METROEAST

The average North American is exposed to 3,000 marketing messages every day. And on "Community Hotline" this month, Media Think will help us take time to analyze some of the advertising that is so pervasive in our lives.

Media Think, also known as the Northwest Media Literacy Center, is a group of teachers, health professionals, parents, students, journalists, filmmakers and others committed to advancing media literacy in Oregon and Washington. They offer media literacy courses and presentations and seek to become a resource center for materials about media literacy.

On "Community Hotline,"

Media Think will help facilitate a dialogue about specific television and print media ads. Guests will discuss the strategies used to sell the products and reach target audiences. They'll talk about ways products are associated with certain lifestyles, and ways advertising affects our understanding of our world and ourselves.

Program guests from Media Think will include a local high school teacher and two instructors from Portland Community College who are all teaching media literacy in their schools. They will facilitate thoughtful dialogue and invite viewers to participate in the conversation as well.

Parents, teachers and students



are encouraged to tune in to this program to learn about analyzing the marketing messages we are exposed to every day, or call 503-667-7555 to join the live discussion.

This episode of "Community Hotline" can be seen live at 7 p.m. Jan. 30 on Ch. 21 and will replay at 6 p.m., Feb. 2 on Ch. 30; 7:30 p.m. Feb. 3 on Ch. 30; 9 p.m., Feb. 4 on Ch. 11; 12 p.m., Feb. 4-8 on Ch. 22;

To learn more about Media Think, visit www.mediathink.org.

Media education on the move

To some people an OLLIE is a skateboard trick. To others, he's the comedic partner to Stan Laurel. But at MetroEast, OLLIE is the Oregon Learning Lab for Information Education.

For three years, MetroEast and our partner, Portland Community Media, have brought media education to area schools. Staffers load a colorful van with laptops, cameras and microphones and take our expertise directly to the classroom.

Our teams work with classroom teachers or after school programs to help youth learn video skills and media empowerment. Classes are generally once a week for eight to 10 weeks.

This winter the OLLIE van is going to Reynolds High School, Lynch Wood Elementary School's after-school program and H.B. Lee Middle School S.U.N. High school students are also coming to MetroEast to do their own media projects. Outside East County, OLLIE is working with Girls Inc., the Creative Science School, the Buckman S.U.N. School with Portland Impact, and the Harriet Tubman Leadership Academy for Young Women.

OLLIE services are provided at no



cost to our schools thanks to valuable funding from Mt. Hood Cable Regulatory Commission and other supporters.

So, if you're driving around town and you see a colorful van decorated with kids and video cameras, give a little wave. It's the OLLIE van, off to another school. We're on the vanguard of media education, in more ways than one!

To learn more, visit www.oλλιetv.org.

WORKSHOPS

Getting started at MetroEast

Workshops are available each month to help volunteers of all experience levels learn video production skills. The first step is to attend an orientation. After your orientation you can take workshops in any order. An activity fee gives you access to one free workshop, video cameras, studios, the dub station, editing stations and mobile production equipment. Volunteers may produce their own television shows or assist with others' productions. Once a program is produced it will be scheduled for cablecast on MetroEast channels 11 and 21.

Registration: Workshop registration begins at 9 a.m. on the first weekday of each month. You can sign up by calling ext. 350. To become an active producer, visit us with your ID and fill out a Producer Information Form. All workshops are held in our facility at 829 NE Eighth St. in Gresham.

Prices: Most workshops beyond orientation are \$10. You may also pay \$25 to take as many classes as you choose for one year. Fees must be paid by mail or in person before the class begins. An activity fee of \$50 must be paid before you can reserve equipment and other facilities. Some fees may be waived through volunteer work. For information on fee waivers, contact Teri Jensen, Director of Volunteer Services, at ext. 326.

YES, IT'S TRUE



You can put your video footage on flash memory cards with our new P2 tapeless field cameras.

Learn about it in "Tech Talk."



THE FIGHT FOR LOCAL MEDIA IS NOT OVER!

Keep up on the issues at
www.ourchannels.org
& www.freepress.net

FEBRUARY WORKSHOP SCHEDULE

Orientation: A one-time introduction to MetroEast Community Media and a prerequisite for all classes. No cost.

■ Thursday, Feb. 21, 7–9 p.m.

STUDIO PRODUCTION WORKSHOPS

Basic Studio Production (Studio A): Learn multi-camera production in our three-camera studio. Sign up for one two-part session. Maximum enrollment is 10. Cost is \$10.

Part 1: Tuesday, Feb. 26, 6:30–9:30 p.m.

Part 2: Friday, Feb. 29, 6:30–9:30 p.m.

Intro to Studio B: Planning a production that doesn't require much space or a large crew? Studio B is for you! Learn to use three remote-controlled cameras, a compact switcher and audio mixer in this two-part workshop. Register for one two-part session. Maximum enrollment is 4 cost is \$10.

Part 1: Saturday, Feb. 9, 1–4 p.m.

Part 2: Sunday, Feb. 10, 1–4 p.m.

Studio B Upgrade: Students trained in Studio A can learn the equipment in Studio B at an accelerated pace. Studio B is ideal for small-scale productions with 2 or 3 crew members. **Prerequisite** is Basic Studio A Production workshop. Maximum enrollment is 4, cost is \$5.

■ Thursday, Feb. 28, 6:30–9:30 p.m.

FIELD PRODUCTION WORKSHOPS

Field Camcorder (P2): Learn the basics of single-camera field production. Participants will practice camera operation on our **new tapeless Panasonic HVX200 (P2) camcorders** along with production planning, location lighting, and audio recording. Sign up for one two-part session. Maximum enrollment is 8. Cost is \$10.

Part 1: Saturday, Feb. 23, 1–4 p.m.

Part 2: Sunday, Feb. 24, 1–4 p.m.

Field Camera Upgrade (P2): Introduction to the new tapeless Panasonic HVX200 (P2) camcorders. This workshop is **required to update certification** to check out the new cameras. **Prerequisite** is Basic Field Camera workshop. Sign up for one session only. Maximum enrollment is 8, no cost.

■ Friday, Feb. 8, 6:30–9:30 p.m.

Basic Editing: Learn the basics of editing, graphics and visual effects in this three-part series. Includes shot selection, clip uploads and arrangement, graphics, audio and transitions. Sign up for one three-part session. Maximum enrollment is 8. Cost is \$10.

Part 1: Wednesday, Feb. 13, 6:30–9:30 p.m.

Part 2: Friday, Feb. 15, 6:30–9:30 p.m.

Part 3: Saturday, Feb. 16, 1–4 pm

Bulletin Board

HAPPY PRESIDENTS DAY

The MetroEast facility will be closed Monday, Feb. 18, in honor of Presidents Day.

NEW PHONE NUMBERS

Heads up! There have been recent changes to some staff phone extensions. Check out the staff phone list on the back of this newsletter for the most current numbers.

WINTER WEATHER CLOSURES

During these winter months MetroEast may close temporarily due to weather conditions.

Any weather related closures during the week at MetroEast will be in line with closures in the Gresham-Barlow School District, which are announced on local newscasts.

On weekends with inclement weather, please call before visiting our facility. A phone recording will announce any closures or workshop cancellations.

A ROUND OF THANK YOUS

Thank you to the following hard-working volunteers who helped MetroEast staff on recent productions.

"Community Hotline" and "MetroEast Outlook": Martin Stoesser, Sharon Stoesser, Gary Thompson and Eric Thompson

"Mt. Hood POPS Concert": Arlene Stevenson, Gary Thompson and Eric Thompson



The Inside Track

ADVENTURES IN MUZAK WITH METROEAST'S OWN DJ EQ



This month's disc of choice is **The Art of Minimalism**.

What is minimalism? The dictionary says this: "An avant-garde movement in music characterized by the repetition of very short phrases that change gradually, producing a hypnotic effect."

I could stop right here. I love this music. Big shout out to Henry Purcell, Philip Glass and Michael Nyman, who were very influential in the minimalist movements of music and film.

For video producers, this music is

great for filler, process pieces and montages.

This kind of music always makes me think of being drenched and cold and returning home to find I've been robbed but still managing to smile.

This kind of music always makes me think I can dance. This kind of music always makes me think there is rhythm in everything. This kind of music always makes me think....

DJ EQ and the MetroEast music library are in the Equipment Room.

Tech Talk

"P2 FEVER" WITH LOREN COULTER, PRODUCTION TRAINER



Q: It's been some months since MetroEast announced that new tapeless camcorders were on their way. Any news?—*Tapeless (?) in Troutdale*

A: The future has finally arrived at MetroEast... a few weeks behind schedule.

The new Panasonic AG-HVX200P (P2) cameras have arrived and are now ready for check-out! As many of you know, MetroEast has been in the process of transitioning from our old tape-based field cameras to a new generation of technology that records on flash memory-based storage.

During the transition period, we have been offering P2 Upgrade classes to update the certification of producers who had already completed our Field Camera workshop on the older cameras. We also recently began offering the new and improved Field Camera workshop that teaches new producers how to use the new cameras.

If you've been waiting to take the P2 Upgrade class until the cameras arrived, don't wait too much longer. We'll only offer the classes for a few more months, and our old camcorders will be phased out soon and won't be available before long.

Some of the more profound effects that this change will have are on the camera check-in/check-out process, and the capture part of the editing workflow.

In the past, a field camera user could check-in the camera in 10 minutes, stick the videotape she recorded on the shelf and head home. When she returned to begin editing the program, the first step would be to copy the video from the tape to the editing system media drive in real-time (two hours of raw footage took two hours to copy).

With the new system, the producer will copy the video from the P2 camera's memory cards to the media drive during the camera check-in. This will happen at about five times the real-time speed (two hours of video will take about 22 minutes). When she is ready to edit, the video has already been copied, so she doesn't have to wait for the capture step, thereby saving about an hour and a half on the two-hour process.

In addition, the new cameras create a distinct video clip each time you start and stop recording. When you import the P2 footage into your editing project, each bit you recorded will show up as a separate clip, making it faster and easier to locate the portions you want to use... another significant time saver.

If you have questions about the new cameras, or how they will fit into the editing scheme, contact me at loren@metroeast.org or 503-667-8848, ext. 314.



MetroEast Community Media
829 NE Eighth Street
Gresham, OR 97030

ADDRESS SERVICE REQUESTED

NON-PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 572
GRESHAM, OR

What's inside?

- Tapeless cameras are ready for check-out at last
- A different look at advertising on "Community Hotline"
- Watch for the OLLIE van!
- ...and more!

Catch more MetroEast news at
www.metroeast.org



Our mission: MetroEast Community Media uses media to invigorate civic engagement, inspire diverse voices and strengthen community life.

Contact Us

Main Office

Phone: 503-667-8848 (TV4U)
Fax: 503-667-7710
829 NE Eighth Street
Gresham, OR 97030
Website: www.metroeast.org

Open to the Public

Monday 9 am – 10 pm
Tuesday – CLOSED
Wednesday – CLOSED
Thursday 9 am – 10 pm
Friday 9 am – 10 pm
Saturday 11 am – 9 pm
Sunday 11 am – 9 pm

Equipment Reservations

2-10 pm Mon., Thur., Fri.
11 am – 9 pm Sat., Sun.
503-667-8848 ext. 307

Staff

Alison Hardin ext. 312
Anjalee Mills ext. 332
David Bram ext. 327
Emily Vidal ext. 329
Jamie Groce ext. 301
Jennifer Dynes ext. 328
J. E. Knox ext. 309
John Lugton ext. 315
Keith Thomas ext. 331
Loren Coulter ext. 314
Maris Strautmanis ext. 316
Mike Canty ext. 307
Rob Brading ext. 318
Sandy Montgomery ext. 330
Teri Jensen ext. 326
Workshops ext. 350
Community Hotline ext. 340
OLLIE 503-288-1515 ext. 17

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