

Subject: [CFVA News] eBulletin for May 25, 2008
From: Colorado Film and Video Association <news@cfva.com>
Date: Tue, 27 May 2008 17:19:45 -0600
To: bob@citysedge.tv



Colorado Film and Video Association

eBulletin

Issue date: May 27, 2008

The Electronic Newsletter of the
[Colorado Film and Video Association](#)

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At 25, Citizen Pictures and Base2Studios are as young as ever.

Citizen Pictures turns 25 next year. In dog years, that's pretty old.

But the scene around the fantastic snack and coffee bar in the break area at Citizen Pictures, and its sister company Base2Studios, is anything but old.

While reloading your coffee cup at the java bar, you sense the dynamic edginess of what's happening all around you. It's like a creative crossroads, an energetic co-mingling of clients, producers, directors, account execs, video and audio editors, production crews, and the occasional writer.

Merger and Re-Branding

Earlier this year, Denver-based Citizen Pictures merged with the programming and corporate divisions of the Colorado Production Group (CPG) to create a single entity operating under the newly rebranded Citizen Pictures brand.

CPG was the original company co-founded in 1984 by Frank Matson, the CEO of both Citizen Pictures and Base2Studios (CP/B2). Before the re-branding, CPG did everything -- creative, design, animation, production and post. But CPG is gone.

Now, Citizen Pictures focuses on content development for network programming and corporate clients, while Base2Studios provides comprehensive digital post-production services for outside clients, independent producers and for Citizen Pictures projects.

Key Developments

Matson and some of his key staffers spent some time recently with the CFVA eBulletin in CPB2's award-lined conference room at their 2800 Speer Boulevard facility, perched just north of the intersection of Speer and I-25 where they command a very trendy and hip view of the city.

The enterprise has grown from a two-person operation into a company with about 30 employees, a lot of more freelancers, and a commanding presence on cable television networks around the world.

"It started off to be corporate and commercial work," Matson said. "Then it evolved to be higher end commercials, content, and then anything and everything related to production."

Matson pinpoints the arrival more than a decade ago of Anne Fox, former producer for Denver's Channel 4, as a key turning point for the company. Fox, now president of Citizen Pictures, oversees all original programming.

"That would have to be the most significant addition to the company -- to have somebody whose passion and background is developing original content," Matson said.

The company began to produce "specials and one-offs" for cable channels like Discovery, and eventually got the nod to produce a cycling show for the Outdoor Life Network, now called Vertus. OLN was where cable viewers first watched the Americas Cup sailing series and the fabulous coverage of the bike race to end all bike races, La Tour De France.

Matson said knocking out 30 half-hour shows per season for three seasons was "good experience" for the grueling cable TV business, pointing out that "the only way to make a profit is to do a lot of them."

For the group's next cable adventure, they weighed in with three seasons of "I Lost It," a series about losing weight -- big time -- for Discovery Health.

Since recreation, dieting and weight loss often lead to obsession with eating, it seemed natural that FOOD would be the next step in Citizen Pictures' content development.

"We started with just an hour show, which was very well received," Matson said. "We put a lot into it. Having a facility, we would over-deliver. That put us on the map."

Citizen Pictures is currently producing Ingrid Hoffman's "Simply Delicious," a cooking show now in its third season, and has just started work on a new cooking and lifestyle series with Giada De Laurentis, both for the Food Network.

A Collaborative, Integrated Approach

The approach to program creation is "collaborative" and "integrated" at both Citizen Pictures and Base2Studios, Matson said.

"If we all collaborate, it's the best it can be," he said. "There's nothing like the expertise of working with a creative director and a graphic artist who have involved with the project from the very beginning. All of the graphic elements become truly organic, and integrated into the show so you're not just adding something on top of an edited piece."

Two recent staff additions reflect Matson's desire to "represent the highest end" of production values -- creative director Frank Kirstein and executive producer Holly Eddy.

Kirstein has created award-winning branding solutions, commercials and promos for clients around the world, including heading up the re-branding of some of the biggest networks in Europe and the Middle East. He got his start in his mid-teens working for local ad agencies just doing logos and print work, but it was always into motion graphics," he said. "I started as an After Effects and special effects artist for British Sky Broadcasting, and then got into directing."

Eddy, who now supervises all network live action, commercial and design projects, comes to Citizen Pictures from the Trioka Design Group in Hollywood where she headed branding and other projects for ABC, FOX, CW, Food Network, DIRECTV, and VH1.

Base2Studios

Josh Dimrish, former production manager at High Noon Productions, is the General Manager of the Base2Studios post-production facility, which is available for any production company to use.

"We offer multiple Final Cut Pro High Def edit suites, fully networked to provide a continuous digital workflow," he said, "to seamlessly integrate editing, compositing, animation and audio sweetening."

Guess what else they have? A Henry, Quantel's premiere digital editing and compositing box. Base2Studios motion artists also work with Flame HD and After Effects.

On the audio side, Dimrish said sound engineers work with ProTools HD, 5.1 Surround, and Dolby-E, with ISDN service to send finished and draft audio tracks anywhere on Earth.

Available film and video production services include 35 and 16 mm film, 24p HD, and digital beta, and a tricked out grip truck.

A quick visit to the Base2Studios "Studio," revealed a 45 x 45 foot stage with about 17 feet of headroom and a lighting grid. And you can probably get a Sherman tank through the 12' and a half foot high outside stage door -- and shoot it in front of their 20 x 20 foot green screen.

Along with dressing rooms, wardrobe, kitchen/lounge (where that great coffee and snack bar can be found), Base2Studios services include set design and construction. If you're thinking small, they can design and build models and miniatures.

The Colorado Film and Video Industry

Matson is a staunch supporter of Colorado's production community, noting that he always "took offense" when clients or agencies suggested production was better on the west coast.

"The production pool here is still top notch," he said. "Just as good as LA." Colorado is "a production hub," he said, adding that while there wasn't much feature work underway in the state, "there is more original content being produced here than anywhere else," a reference to the hundreds of cable television programs produced by his and other companies in the area.

From Zero to Sixty in Just 25 Years

From a tiny local production shop to network, commercial, content and corporate projects around the world, Citizen Pictures and Base2Studios work appears often on such networks as Discovery, Discovery HD, Discovery Channel, Discovery Health, Food Network, Telesub, Crime & Investigation, and The Audi Channel.

Yes, The Audi Channel. The German car manufacturer has its own Satellite TV channel in the UK, and on the internet for everyone else.

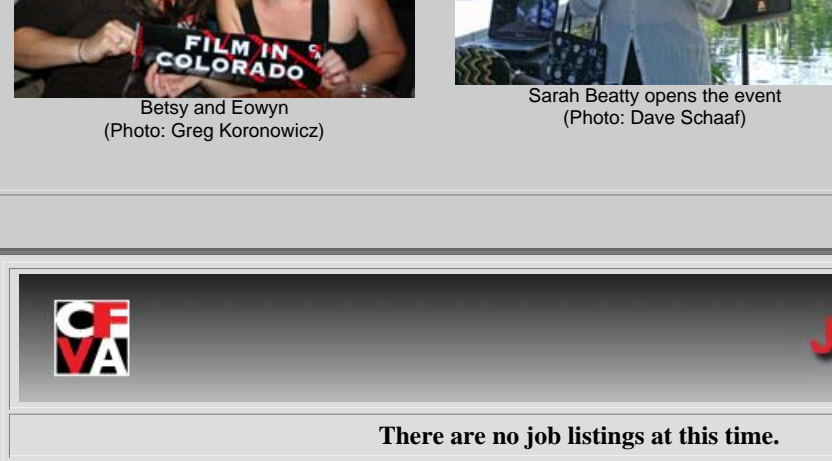
It gets you thinking: What about The Dealin' Doug Channel?

On second thought, forget about that one.

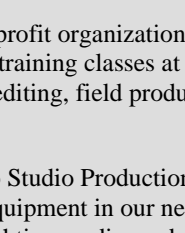
You can find out more about Citizen Pictures at [www.citizenpictures.com](#) and Base2Studios at [www.base2studios.com](#).



Citizen Pictures on the stage during a recent production. The company turns 25 next year.



The 20 x 20 foot green screen ready to go on Base2Studios 45 x 45 foot stage.



Film in Colorado Bumper Sticker Photo Contest!

\$250 PRIZE!

We're still looking for a bunch of great pictures -- from anywhere in the world -- highlighting the CFVA's "Film in Colorado" bumper stickers. **And the best one is going to win \$250!**

The rules are simple: shoot a picture of the bumper sticker on a bumper. But he's get creative, gang. Any of you off to East Timbuktu for a shoot? Take a bumper sticker along, slap it onto the bumper of a van, local vehicle, park it in front of a pyramid or something and snap the shot! Get the idea?

Send CFVA your digital photo via email to: photoprize@cfva.com

Submissions are due to the CFVA by **November 1, 2008**.

The CFVA Board will select the Top Ten Finalists.

The winner will be selected by CFVA Members at the Holiday Schmoozer, and we'll award the \$250 winning prize.

Get Your Submissions Ready for the First CFVA Showcase!

Show Everyone that Voodoo that You Do!

The **CFVA Showcase** will be held on **September 17th, 2008** from 6PM to 8PM at the **Starz Film Center** at the Tivoli.

Video submissions are open to all CFVA members or member companies. (1 entry per person or company up to 5 minutes in length on Betacam or DV).

Your entry will be edited into the presentation to be shown at the Showcase Event.

DEADLINE for entries: **Friday, July 18th, 2008**.

Our thanks to our friends at the [Denver Film Society](#) for co-sponsoring this event with the CFVA!

President's Message

Dear CFVA members:

What a night!

I hope you were able to join us for the CFVA Summer Kickoff Schmoozer in the Monet Garden at Denver Botanic Gardens.

It was a very special event and you showed up in droves!

I would like to thank [The Hartford](#), ([thehartford.com](#)) for sponsoring the location, [Black Swan Talent Agency](#) ([blackswantalent.com](#)) for our handsome and talented gentlemen models and Denver's own diva: Miss Hazel Miller, [Donna Baldwin Talent](#) ([donnabaldwin.com](#)) for the lovely ladies who handed out information on our upcoming projects, and our good friend [Jefferson Arca](#), aka "Naughty Pierre" of Lannier's Clocktower Cabaret ([lannies.com](#)) fame who mixed and mingled and entertained the night away.

What a way to start the summer of fabulous outdoor Schmoozer parties. See you at the next one!

Sarah Beatty
CFVA President

Snaps from the Botanic Gardens Summer Kickoff Schmoozer!



(Photo: Greg Koronowicz)



Rusty and Matt Schmoozing (Photo: Greg Koronowicz)



The incomparable Hazel Miller (courtesy Black Swan Talent) (Photo: Greg Koronowicz)



Betty and Lowry (Photo: Greg Koronowicz)



Sarah Beatty gives the event (Photo: Dave Schwarz)

Job Listings

There are no job listings at this time.

News and Events

Intro to Studio Production

Denver Open Media is a non-profit organization offering media education and training classes at a low cost, including workshops in editing, field production and studio production.

Denver Open Media's Intro to Studio Production class covers basic use of all equipment in our new studios, including cameras, lighting, audio, and control room production. Upon completion of the class, individuals will be certified to reserve both studios to produce their own live shows for our channels (Comcast channels 56, 57 and 219).

Learn how you can become a part of this community and put your work on TV -- it's easy! Please send an email to deb@deproduction.org for more information or register today at <http://www.denveropenmedia.org/registrationcalendar>

This class takes place at the Denver Open Media studios, 700 Kalamath Street inside the Micro Business Development Building. Class runs from 6-9pm, both nights. Cost is \$75 for members and \$150 for non-members -- become a DOM member today! Scholarships are available for those individuals who express financial need. Enrollment is limited -- sign up now!

Final Cut Pro Workshop

Denver Open Media is a non-profit organization offering media education and training at a low cost. We focus on ease, affordability and resourcefulness in professional-quality video production.

This workshop is great for students who are just starting out in video production and want to learn the basics. The Final Cut Pro Workshop will cover basic editing skills and Final Cut Pro systems available at DOM. With a maximum of 5 students to every instructor and student, students will receive intimate hands-on training. Focus will be on learning the interface, basic tools, file management and editing tips. Basic computer literacy skills are a prerequisite. Upon completion of the class DOM members will be certified to use the Final Cut Pro edit suites available at Denver Open Media. Learn how you can become a part of this community and put your work on TV -- it's easy! Please send an email to deb@deproduction.org for more information or register today at <http://www.denveropenmedia.org/registrationcalendar>

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Field Production Workshop

Our Field Production workshop takes students into the process of cinematography, lighting and audio. With a focus on the manual controls available through larger 3-chip DV cameras, such as the Canon XL1, this class is intended for individuals who either already have a basic understanding of the fundamentals of video production or who have never even touched a camera before! Learn how to use manual shutter speed, iris, focus, and audio like a pro to get the highest quality video possible. Upon completion of this class DOM members will be certified to use the advanced digital video cameras (Canon XL-1), lighting and audio equipment available through DOM free of charge to make their own shows and films for our channels. Please send an email to deb@deproduction.org or register today at <http://www.denveropenmedia.org/registrationcalendar>

This class takes place at Denver Open Media, 700 Kalamath Street inside the Micro Business Development Building. Class runs from 11am-5:30pm, with a break for lunch. Cost is \$75 for members and \$150 for non-members with a \$25 fee if you pay less than 24 hours before the class. Sign up today!

Colorado Professional Videographers Association June 2 Meeting at CEAYCO

Meeting Starts at 6:15pm
Visit www.CoPVA.org for complete details & directions

6:15 - 6:45 pm -- Food & Networking

6:45 - 9:00 pm -- Meeting Business, Presentations, Auction, & Video Brown Bag

Thomson/Grass Valley Edius Pro 4.5 Presentation & Auction!!!!

"Edius -- The Best Kept Secret in The Industry... Until Now!"

Grass Valley EDIUS® software offers the highest image quality and performance available today in any SD/HD video editing solution! Discover why EDIUS 4.5 NLE is not only one of the easiest to learn, but it's the fastest and one of the most powerful NLE's on the market.

Attend this seminar and find out why 13 of the top 25 Videographers in EventDV magazine, NBC, ABC, WB, ESPN, WWE, to name a few are using EDIUS!

Ease of Use -- The learning curve on Edius is the easiest of all the major NLE's. In a news situation it has the speed of a news cutter and the features of a craft editor. There is nothing that touches it.

Multi-Format Editing -- There is NOBODY in the industry that can do multi-format NATIVE editing like we can. Most other programs do a transcode on import to be able to read the format being acquired. We can do this but in most cases we DO NOT! AT IBC1 had HDV, DV, DV16, HDCAM, HQ, AVC1100 and AVC150 all on the same time-line. All of them were completely native. As a matter of fact the AVC formats were still on their P2 cards and were being played off of the reader and not off our hard drives.

Edius 4.5 Broadcast will be auctioned off at the meeting!

MAM-A Gold Archival & Blu-ray DVD Presentation & Auction!!!!

"All Media Is Not Created Equal"

Learn about the Longest Lasting Recordable Discs on the Market Today & Have your Blu-ray DVD Production Questions Answered.

Not all recordable discs are created equal. There are many different disc types, brands, and quality levels available today. MAM-A is the industry specialist of CD-R and DVD-R manufacturing and offers the highest-quality and most durable recordable media available.

The technical differences between media types and manufacturing will be discussed. Also explained will be important archiving storage guidelines that will help you preserve your valuable video work and your clients videos. CD-Rs, DVDs, and Blu-ray formats will be compared.

So, if you're all curious about producing Blu-ray DVD's, don't miss this meeting! HD & Blu-ray is upon us so it's time to jump onboard.

2 full 50 disc spindles of 24K Gold Archival Grade Inkjet Printable DVD-R discs, with a lifetime rating of 116 years! Write be auctioned at the meeting!

Video Brown Bag Show Us Your Stuff!!!!

Bring a clip of your latest work or something you'd like to share with the group. We will determine how many we have time for, put them in the brown bag and pull the videos out. Those who get chosen first, get shown first. Those who don't get picked, get first dibs at the next time. Please limit the clip to 2 - 5 minutes and bring it on MiniDV or DVD.

For more info go to www.copva.org or contact CoPVA President, Maureen Bacon at 303.465.6190, email- President@mail.copva.org

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