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Hawkeye Productions is an award-winning full-service video, film, & web production company based in the Baltimore/Washington, DC corridor.

For more information, please visit us at:
hawkeyeproductions.com



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January 2009

Fearless Production Forecast 2009

Darren Williams
President, Hawkeye Productions

2009 could be unlike any other we have seen in our lifetime in terms of the economic forecast of gloom and doom. In the near- and long-term, where is the project money going to come from in this business? How do we survive the next few years? Both good questions...

So, let's start with Question #1 (genius, right?). It's a simple answer, really.

It's going to come from the same places, but there just isn't going to be as much of it. That means competition. That means you have to sharpen your marketing sword, and prepare for battle. You have to do more with less. Simple!

Well, not really.

You see, those who hold the dollars know there's a competitive environment out there that works to their advantage. They know that they can use it to pay less, ask for more--and they will get it.

So, how do we prepare for this kind of environment? We get better at what we do. We go to workshops, collaborate, build relationships, and educate ourselves better.

For the visual industry, it doesn't necessarily mean buying new and better

equipment all the time. Know the equipment you have. Know it well. Know it better than the next guy.

How do we survive the next few years? Not as simple.

U.S. Government spending will take a hit. Corporate spending will take a big hit. Broadcast advertising dollars will take a hit. People will spend less on DVDs & visual products.

Dust off the business cards; pick up the phone; give discounts; take a (smart) buyout for the project; talk to family, friends, and acquaintances to find leads; go to industry meetings; and, stay involved with your local "scene". In other words, go back to good, old-fashioned, time-tested marketing techniques.

It will pay off. You can be the production entity still around when the other guys have folded up their shops and ridden off into the sunset.



FROM OUR
NEW DEMO REEL
HAWKEYEPRODUCTIONS.COM



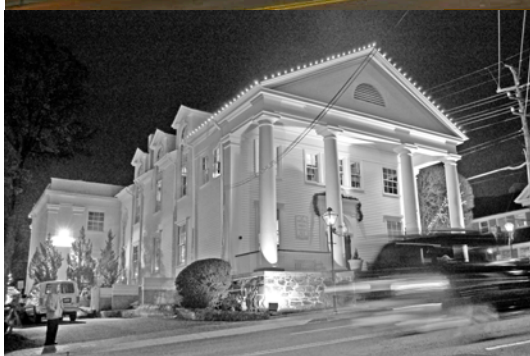
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HP's Latest Projects (Fall 2008):

- ✓ PCME (Multiple Webcasting Projects)
- ✓ AMI (3-part Sales Training DVD)
- ✓ AOG (Multiple Photography Projects)
- ✓ KPMG/Interface (Director)
- ✓ Ernst & Young/Atlantic (Director/TD)
- ✓ White House Chronicle/Belo-PBS (Director)
- ✓ Prevention Institute/Harvard (Producer)
- ✓ WETA/ASHRAE (Producer)
- ✓ TIVA Peer Awards Show (Director)
- ✓ RheemMedia-Marriage Counseling DVD
- ✓ Election Day Specials (Director)
- ✓ Mont Co/TRI-Recycling PSAs (Prod/Dir)
- ✓ National Day of Prayer/Soundview (Dir)



FUN WITH
PHOTOSHOP

Busy, Busy!

This Fall was a good one at Hawkeye Productions.

Some very familiar faces kept us hopping, and some new clients joined the mix.

However, when you work with the kind of production management, technical crew, set designers, writers, animators, graphic artists, caption artists, and web/streaming vendors that we do, it's easy to be busy, AND be good at what you do.

When you win the respect of your peers, as encompassed in the repeat clientele, testimonials, and awards you receive, that is gratifying.

Check out some of our Awards:

(<http://www.hawkeyeproductions.com/awards.html>)

Testimonial Corner

"I just wanted to take a moment to say thank you so very much for all the hard work and enormous patience in working with this project. We really truly appreciate it."

- C. Alsina, Project Manager/PCME

"Thanks so much--a super job. I hope we work together again on another project soon."

- H. Puscheck, President/Rose River Publishing

Hi-Def Horizon

So, what do you really know about hi-definition (HD)? Do you know more, or do you know less, than the next guy?

You may have bought a “hi-def” (that’s what the kids call it) tv. You may even be hi-tech enough to have bought a hi-definition DVD player/recorder. You may be ultra-cool and have a hi-definition camera. Lucky you.

Let’s start with the basics:

* **SDTV**: standard definition digital TV displays with a resolution below 480p.

* **EDTV**: enhanced definition digital TV displays with a resolution of at least 480p, but below 720p.

* **HDTV**: high definition digital TV displays with a resolution of 720p or above.

OK, this is *soooo* “early 2000”.

One can only hope that you have fallen on the correct side of the HD-

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2/17/2009
The End of Analog?

after the project is done.

If you’re an industry professional, you know about most of the standards, and have weighed the headaches that come

DVD vs. Blu-Ray player/recorder issue. We’re sorry if you didn’t. Maybe you can use your HD-DVD machine to transfer your old Betamax tapes.

If you’ve been asleep for the last couple of years, Blu-Ray won that battle, and we’ve moved on.

When it comes to cameras, the playing field gets infinitely more complicated. Is it “hi-def”, or is it a clever imitator?

You do not want to find out during or

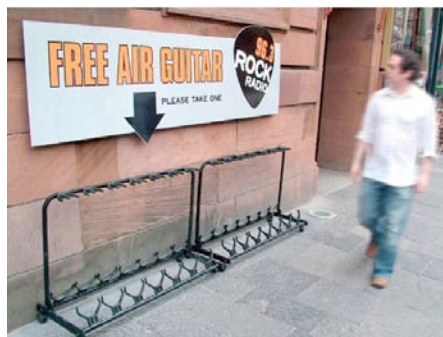
with the revolving door of equipment ownership, and improvements/upgrades of that equipment.

However, if you’re a client, you have an easier choice. That choice is free your mind of the “techie” end of things, and hire vendors that know what they’re doing.

Hmmmm. Hawkeye Productions comes to mind...

Fun Stuff

Laugh a bit. Seriously.



A Producer, a Camera Operator, and a Sound Tech are walking on a beach when a genie’s bottle washes up on shore.

The Sound Tech rubs it, and out pops a genie. The genie proclaims, “I will grant each of you a wish!”

The Sound Tech says, “I want to live on a beautiful island!” **Poof!** Gone.

The Camera Operator says, “I want both the island & a million dollars!”

Poof! Gone.

The Producer says angrily, “I want that crew back here NOW!”

Poof! Break’s over...

Dr. Frankenstein sends Igor to the Brain Store for brains for his creation.

When Igor arrives, Ye Olde Brain Shoppe has just had a big sale, and there are only 3 bottles left on the shelf.

The first bottle says, “Technician Brains: \$5/pound.”

The second bottle says, “Director Brains: \$10/pound.”

The third bottle says, “Producer Brains: \$50/pound.”

“Curious,” Igor thinks, as he scratches his head and approaches the shopkeeper. “Why are the Producer’s brains so much more expensive than the others?”, he asks.

The shopkeeper replies, “Do you know how many Producers it takes to make a pound of brains?”

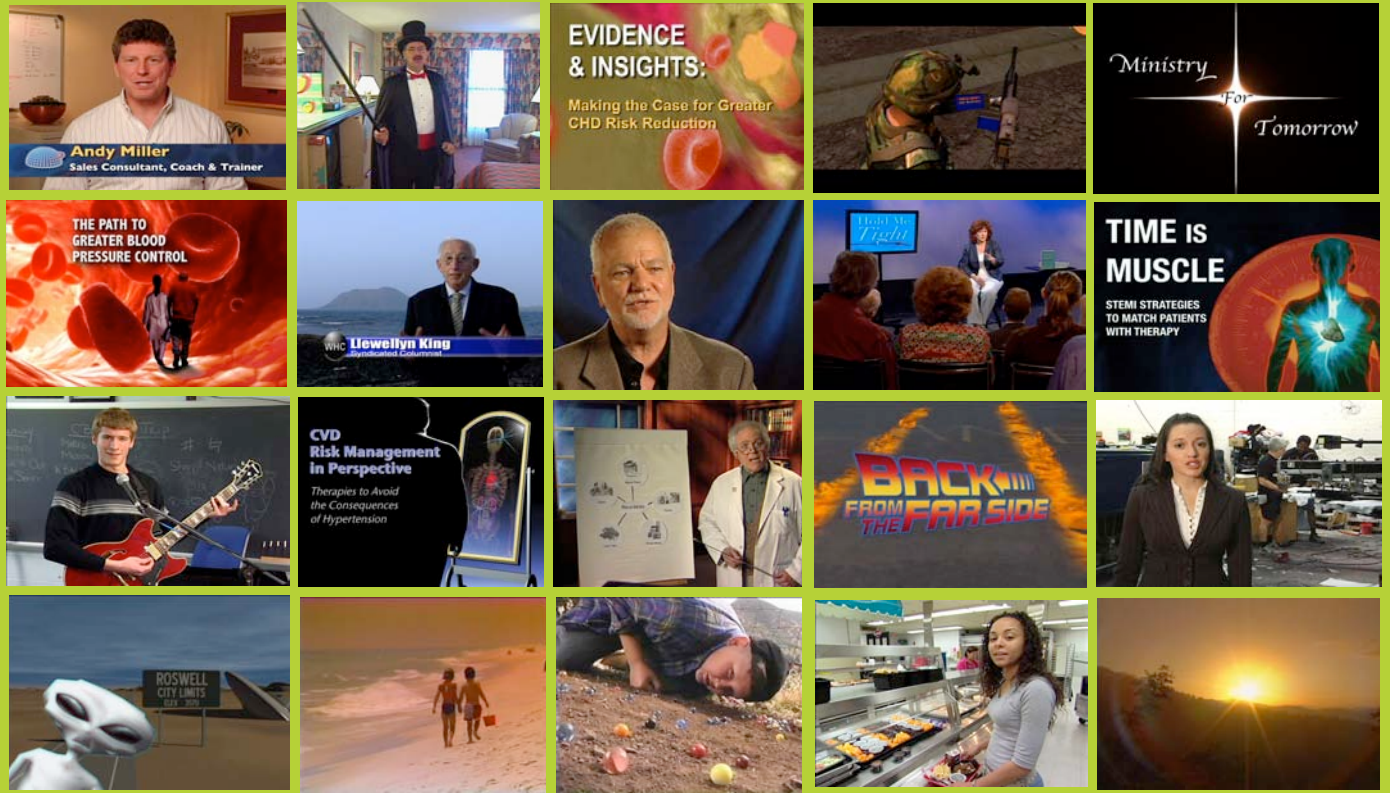
As always...No Production Management, Crew, or Technicians were harmed in the making of these jokes. These are not originals. If you’ve heard them before...too bad.

Check Out Our Interesting Stuff

- Go to hawkeyeproductions.com
- Click on “Interesting Pictures”, “Interesting Videos”, and “Interesting Sites”.

Hawkeye Productions Gallery

Real Work from Real Clients...
Really!



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Tech Tips (From the experts)

"It's 2am, and I have a problem with..."

CreativeCOW.net--Ever had a serious issue with an edit at 2am? Well, the good people at Creative Cow have reams of discussion on many industry topics/software. There are forums with moderators for almost every visual tool on the market today. Check it out: www.creativecow.net

"The client gave me a DVD to use in my show. How do I get it into a usable format for editing without transferring it onto videotape?"

Remember these 2 words...MPEG Streamclip. You put the DVD in your computer system's DVD player, hit "Open DVD", and after it opens the DVD, you can export video & audio to DV, Quicktime, AVI, and other video/audio formats for use by your editing system.

As always, not for use with copyrighted stuff you don't have permission to use. <http://www.squared5.com>

"I want my fonts to look like [Name your favorite movie or TV show]. How do I do that?"

Check out this site. Download all your favorites from Free Themed Fonts, and Themed Commercial Fonts. If you dig deep enough, they have fonts from bands, games, and a few miscellaneous ones with which you can wow your clients, colleagues, and friends:

<http://www.typenow.net/themed.htm>

"Wow...a quad tape--OR, Wow, a 3/4" tape. Does anybody even have these decks anymore?"

These guys even recover video from old or damaged tapes. When you go to the site, you'll recognize a few old friends (assuming you're over the age of 35--otherwise, they'll just be machines your forefathers used). And, yes, someone has machines from really outdated formats to transfer for you: <http://www.videointerchange.com>