

# HAWKEYE QUARTERLY



A publication of Hawkeye Productions - A Full-Service Video & Film Company

Spring 2009

Spring 2009

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](http://hawkeyeproductions.com)



This publication is produced & distributed by: Hawkeye Productions 7916 Narcissus Court Springfield, VA 22152 703.912.9500

Any/all images & works herein are the sole property of Hawkeye Productions & its respective clients.

## Spicy, but Not Too Pricey!



Adding a little spice to your next video/film production without breaking the piggy bank

**Darren Williams**  
President, Hawkeye Productions



*What's the difference* between Hollywood and local production?

"Thanks for your question, caller. It is a good one."

With all the affordable, high-quality equipment on the market these days, the big difference is in the pre-production phase. In other words, you need to supply your clients with the ammunition to upgrade your production value. That doesn't mean arbitrarily add money in your proposal for things you've never done, or that don't make sense for your upcoming production.

What you can do is give your clients an affordable price-point and suitable justification for shooting hi-definition, for camera movement devices, big-league effects on a shoestring budget, and a motion for their project. And, it doesn't have to break their bank, either.

High, moving establishing shots from a jib arm; smooth arcs from a camera dolly; steadycam follows down a hallway; a camera mounted inside/outside of a vehicle; well-done, low-budget green screen work; high-definition for a crisp, clear deliverable--these might seem unobtainable, but can be found locally, and for a reasonable price.

Affording it is all in the pitch. Everybody watches movies and TV, so describing your intent can't be all that hard. So, talk about the value-added aspect of spicy visuals.

Your product **must** be visually-stimulating. After all, isn't the goal to get people to watch it? With that in mind, it's an easy sell to most clients.



## In This Issue

**Spicy, but Not Too Pricey!** pg. 1

**TIVA-DC Peer Awards!** pg. 2

**Testimonial Corner** pg. 2

**E-commerce, Anyone?** pg. 2

**Hi-Def Horizon (Revisited)** pg. 3

**Fun Stuff** pg. 3

**Images** pg. 4

**Tech Tips** pg. 4

Want to contribute an article, an idea for an article, or a quote for our next edition?

Drop us a line at:

[development@hawkeyeproductions.com](mailto:development@hawkeyeproductions.com)



# TIVA-DC Peer Awards!


**We think** the Maryland Lottery's old slogan was, "You've got to play to win!!!". It most certainly is true that when it comes to awards, you must enter (play) to receive (win).

So, start your year off correctly by entering TIVA-DC's Peer Awards.

TIVA-DC is the "Television, Internet, and Video Association" of the greater Washington, DC & Baltimore, MD markets. In addition to terrific educational/thought-sharing seminars, a very active online list-serve, mentoring for students/those new to the industry, and great networking opportunities, TIVA-DC's Peer Awards are a night of glitz, fame, and friendly competition.

The Peer Awards are the largest media competition in the Mid-Atlantic region, and offer categories for awards in an extremely wide-range of technical & skill categories. Small and large production entities have equal chance at winning Gold, Silver, and Bronze Peer Awards in all categories.

Deadline for submissions is June 30, 2009.

For more information, go to: <http://tivadc.org/> 

## Testimonial Corner

"Darren Williams is a superb studio director and technical magician.

But it is on the road that Darren's skills really come into play. He is very imaginative in incorporating local flavor into his shots.

In Toronto, for example, he deftly wove the city's popular streetcars into a program about electric generation in North America.

Darren has a knack for difficult local situations. In Doha, Qatar, he persuaded a reluctant sound technician that it was all right to put women on television. In the Canary Islands, he acted a producer and director, corraling a group of Nobel laureates for interviews.

As we do not know what awaits us on these trips--local crews, customs, natural lighting, self-important people--it is Darren's technical and people skills that shine through. They are magical.."

- Dr. Llewellyn King, *White House Chronicle*

## E-Commerce, anyone?



PRODUCERS,  
ASSOCIATIONS,  
AGENCIES!  
SELL ON  
THE  
WEB!

## Is E-Commerce For You?


An E-Store? No Way!

**So, you think** your organization can't afford to have an E-Store to sell your DVDs, hats, t-shirts, mugs, publications, and other items?

What your staff is probably losing in time, energy, office floor space, and effort will be gained manifold by using our staff, vendors, and distribution system to create and manage your store.

What does it cost you? Well, we have several creative distribution & financial plans for you. We can manage your needs entirely, or put the merchandise you've already purchased in your customer's hands.

We'll create a standalone e-commerce website, or work with your IT staff to integrate into your existing website.

Call Hawkeye Productions today, and clear the way for your staff to do what they do best. 

# Hi-Def Horizon Revisited

## Here it comes...

Stations will cease to broadcast in analog on June 12, 2009 at 12pm.

Blah, blah, blah. We all knew that. What does it mean?

It's probably not a big deal at home or at the office in terms of broadcasting or viewing.

Does it mean that the show you just finished in standard definition will never make air? From a technical standpoint, the answer is "No". We can't tell you what the subjective nature of the Station Manager will do, or what Programming folks will think about the quality & content. You'll probably see some border placed around your work if it's SD 4:3.

Web content will continue to be originated in both standard & high definition, but hi-def is certainly not required for the web. Standard definition on the web will likely continue until standard definition production gear dies out,



and/or HD gear becomes priced so well that consumers can't resist anymore.

With professional HD medium storage getting larger & cheaper every day (32GB cards can hold around 120 minutes of broadcast-quality video depending on the resolution you set, etc.), and workflow improvements made almost every day, it's a little hard to resist the crisp, beautiful look of high definition.

If you're doing special effects like

**"May you skin your knee** climbing a mountain, burn your hand on a stove, and stick your tongue on a frozen flagpole."

\*\*\*\*\*

**"When a bird crashes** through an airplane cockpit windshield it's a hazard to plane, to crew and to passengers. Our Federal Aviation Administration a while back experimented with several transparent windshields before discovering one which would bounce the bird off without cracking. A special gun developed at Texas A&M launched a dead chicken against the aircraft window until engineers could determine the precise angle of impact which would prevent the window from breaking.

Well, British engineers having a similar problem with the front windows of high-speed locomotives asked to borrow our chicken launcher and they loaded a

green-screen work, high definition is so much easier to manipulate in post-production. One very important note, though--one might be inclined to think that high definition is something that anyone can shoot. However, the detail that is seen in high definition images is quite contrary to this thinking. You need professionals with trained eyes and experience to bring your high definition images to life without serious, embarrassing flaws.

Whatever you do, do your homework, and good luck in the new frontier.



chicken into their cannon and they fired against their locomotive window. Well, the ballistic chicken shattered the windshield, it went through the engineer's hair, it embedded itself in the back wall of the engine cab. The British, stunned, asked our FAA to review their test procedure to see what they did wrong. The FAA did review it. And replied with a four-word recommendation. Quote, "Try a thawed chicken.""

*Mr. Harvey, you will be missed.  
To you, we say, "Good Day!"*



## Check Out Our Interesting Stuff

-Go to [hawkeyeproductions.com](http://hawkeyeproductions.com)  
-Click on the  
"Interesting Pictures",  
"Interesting Videos", and  
"Interesting Sites" links.

\* **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.

6/12/2009  
**The End of  
Analog?**

## Fun Stuff

Laugh a bit. Seriously.

### Our Tribute to Paul Harvey (1918-2009)

**"Golf** is a game in which you yell "Fore!", shoot six, and write down five."

**"If there is a 50-50 chance** that something can go wrong, then 9 times out of ten it will."

**"Like what you do,** if you don't like it, do something else."

**"If 'pro' is the opposite of 'con'** what is the opposite of 'progress'?"

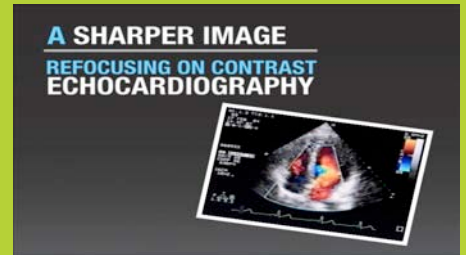
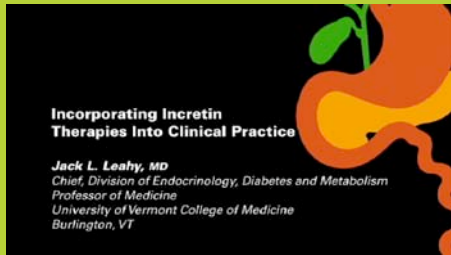
**"I've never seen** a monument erected to a pessimist."

**"In times like these,** it helps to recall that there have always been times like these."

**"I hope you get a black eye** fighting for something you believe in."

## Hawkeye Productions Gallery

**Real Work from Real Clients...  
Really!**



© All works copyrighted and owned by Hawkeye Productions and its respective clients.

## Tech Tips (From the experts)

***“I have a bunch of Mini-DV & DV Cam tapes I’d like to re-use. Can I?...”***

This is a loaded question. Sure, you **can** re-use them. With tape stock this cheap, we would have to ask you if it’s really necessary. If you must, don’t try to erase it on an old analog magnetizer. You have to record over it, as these tapes are made to withstand airport x-rays, careless technicians leaving them by magnetic speakers, etc.

\*\*\*\*\*

***“How’s a video DVD made?”***

Well, it’s magic! The stroke of a wizard’s wand!  
Not really.

After a video is edited to its final state, it is compressed out to an mpeg2 file (the video), and one of a few final audio formats (audio). With a DVD authoring program, you can add in a few bells & whistles like cool menus, a Play All button, sophisticated navigation, or even captioning/subtiting.

From there, multiplexing (known as “muxing”) is used to put it all together. “Muxing” is a process where multiple analog message signals or digital data streams are combined into one signal over a shared medium. In other words, it’s a big mixing bowl.

You may be wondering, “How does a DVD Recorder make a DVD in real time?”

Well, with the same technical approach as above, but a little faster, and with the stroke of a wizard’s wand.

You don’t get a cool menu, navigation, or polished look, though--just the audio, video, and captioning (if you’re recording something that’s already captioned).

\*\*\*\*\*

***“What’s a Green Hard Drive?”***

Simply put, a “Green” hard drive is one that combines energy reduction and environmental responsibility, utilizing less power without sacrificing performance.

They also tout CO2 emission reduction, and power savings as part of the package. The jury’s out on whether they are long-lasting and maintenance-free.

