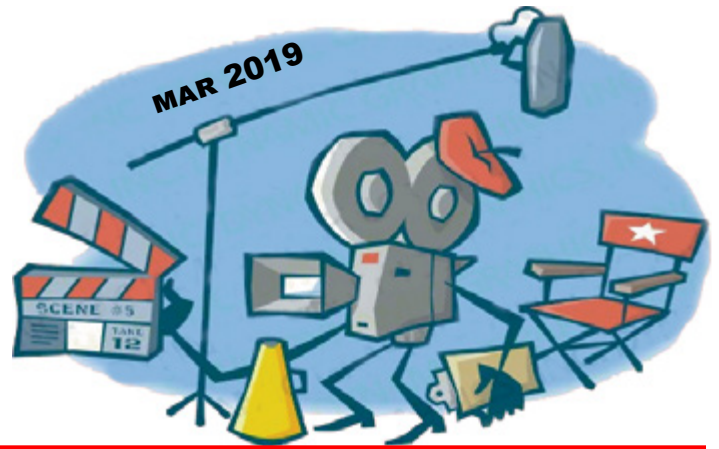




REEL NEWS

For more info write to Hamilton Video/Film Makers-
Tel: 905-662-4406 • Check our Website at hvfm.ca



Welcome everyone to an evening of no videos.

The MC for tonight is no one
Upcoming MC's TBA

ANNOUNCEMENTS:

Brenda is home from the hospital. One good thing to celebrate. She missed the cats and they missed her.

Weather played havoc in February and a few of us HVFMers were able to make it out. Glad the rest of you played it safe and stayed put. Dan was our guest tonight and he participated in our planned workshop. The evening's hands-on workshop was Paula's idea and led by Jon

The theme was how to write a 15 second commercial. Specific points were addressed by Jon and we wrote the helpful hints on a whiteboard. We took 10-15 minutes to write out our commercial ideas, we role-played them in front of each other, and our homework is to film and bring it in for the March 7 meeting. A big shout out to Paula for taking notes & to Paul & Paula for the pictures.

1. Never more than 3 points
2. What do you want your audience to know
3. Simple storyline; make it memorable, could be funny, catchy, unique, interesting characters...
4. Don't over inform, not too much story
5. Plan your shots
6. Easy product name to remember
7. Taglines

Side notes: What is important?, What is your target age group?, Why should viewer buy your product?

I encourage all of you to create a 15 second commercial and bring it in at any of our upcoming meetings. It's not as easy as you may think and it makes for a really good creative exercise.

Jon's projects

One minute twist: A one minute video with a twist ending, unfortunately the other ones with the politicians are copyright and won't be done

**Meetings held the 1st Thursday every month at the
Knights of Columbus – 222 Queenston Rd., Hamilton
Videomaking Basics – 7:00 p.m., • Regular Meeting – 7:30 p.m.**

COFFEE BREAK:

Well there really wasn't a coffee break but Paula did supply coffee & cookies which were eaten during the evening. Unfortunately there was no 50/50 draw either



Jon wanted full attention is ready to karate chop the sign to get it.



After drinking so much coffee Paula realized how badly she needed Jon's permission to go to the bathroom.



Dave proves to everyone that his hand is quicker than Paul's camera.



Alex is not impressed with Paul's Joe Blow impression



Our guest, Dan for the evening



Rick figures if he doesn't look at Paul, he won't be offered his coffee.

Hope to see everyone out next month.
Same bat time,
same bat channel