

# TRAPEZEPOST

June 2011



It may not seem like it outside, but we are indeed nearing summertime. For many, that means the end to another school year, and the start of family vacations, backyard barbecues and those incredible Sacramento summer nights we know many in other parts of the country envy. It's also a time when outdoor production work picks up, company picnics are scheduled and the longing to be in the open air, the sun and sand, instead of the office or editing bay, comes to roost.

Trapeze has both interesting long format jobs and exciting sports-related projects lined up for the summer as well as feel-good branding TV campaigns. It may not allow us time to break out the wakeboards and sunscreen just yet, but we hope you understand if you find a few lawn chairs, flip-flops, and lemonade in the bays. Here's to kicking off a super summer!

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*COMING SOON...THE NEW TRAPEZE WEBSITE! Look for our launch announcement later this month.*



Client:  
Niello Automotive Group :30  
Agency:  
Runyon Saltzman & Einhorn



Working with auto models representing the 12 [Niello](#) brands, and incorporating them into a 3D world, Trapeze created this “Think Niello” :30 TV spot for [Runyon Saltzman & Einhorn](#). Using Cinema 4D and After Effects on this branding broadcast spot, we hope it makes viewers want to get out and drive. Anyone see anything they like? Think Niello.

[Watch: Think Niello](#)

SEND US YOUR PICS AND VIDEOS!

Trapeze is having a contest this month that could net you one of three fun prizes! Just send us a photo or video of you posing with your Trapeze bag or water bottle at some fun summer activity before July 6th. Winners will be chosen on creativity and summer fun ideas. You can enter as many times as you wish, and can submit by email at [info@trapezeld.com](mailto:info@trapezeld.com); posting on our Facebook page, or tweet a pic! Be sure to provide your name when submitting.

Don't have your Trapeze bag yet? Stop by our offices to nab one and get shooting!



#### TRAPEZE QR Code

In preparation for our new website launching this month, we have our new Trapeze QR Code. Go ahead, take a test run and scan it. We'll let you know when the new site goes live!

## Trapeze Tech Tip Dubs vs. Uploads

For those of us in this production and post-production world, we like to think that it is the creative that matters most--the process, the design, the collaborative effort it takes to bring an idea to visual life. In actuality, although all of this is what drives us, it can ultimately be a failure if no one sees it. In other words, for us and you, it all comes down to delivery. As we remind ourselves frequently here at Trapeze, we can do the best "knock-it-out-of-the-park" project, but we must guarantee that it arrives to the media outlet, on time, in the proper format, etc. or all of our hard work and creative talents will not matter.

This brings us to the discussion of content delivery in general, and the topic of today's choices and restrictions in media delivery methods. As many of you know, it wasn't so long ago that all broadcast spots and footage of any kind were delivered to TV stations via a hard tape copy or what we in the industry call a dub. Most stations were consistent in their format requests, requiring a BetaSP or Digibeta to bump into their system and get to air. With the rise of multiple HD formats, and the varying timetables of which stations have complied however, Trapeze has been required to equip our facility with a variety of tape deck formats for both input and delivery, as well as familiarize ourselves daily with station requirements and station format changes. Some media outlets still require tape dubs in varying HD formats (HDcam, DVCproHD, XDcam) but many are moving to a digital system only, which uses digital files that are either uploaded to a media ftp site, a distribution system such as DGFastChannel, or via direct station email through a program such as YouSendIt. Because different delivery methods require different tape stock, compression formats, upload methods and time involved, you may see differing related costs on your invoices. Direct uploads to an FTP for instance may be \$30-\$50 each, but a delivery through DGFastChannel may be \$60-

\$100 each due to the time required to prepare and deliver the file in their required format. This can also be a challenge when we have a wide media distribution, primarily due to time constraints and follow-up with media outlets to ensure their receipt on your behalf. Below are some tips to help with the most efficient delivery. We will always do our best to inform you of any changes both in and out of market, and ensure your spots air on time in the best possible quality.

### TIPS:

- 1) If possible, please let us know at the time of your session booking where your spots will air and what stations are to be included in delivery.
- 2) Always provide title and ISCI code (4 letters, 4 numbers, and adding an "H" if it is an HD spot) for each spot to run. (EXAMPLE: TRAP1499H)
- 3) Please allow enough time when placing your media buy or booking a session (at least 3-5 days after approval) to deliver your spot to media outlets. This will allow for shipping time, if needed, as well as spot compression variations, upload times, confirmation and testing.
- 4) Request an air check from the station on both the HD and SD signals, or have a designated review by your agency, to ensure the spot is airing appropriately. There should be no "steppiness", "jittering," or missing image. If there is, the digital file may have had a problem in download, a fielding issue may have occurred, or if the file wasn't prepared for "center cut safe," some of the graphics or image may be lost during the HD to SD downconvert at the station.

# EDITORS' PICKS

## Creative to Watch

### SUMMER SIGHTS AND SOUNDS

Summer is notably an important time in the video and film industry with the enjoyable independent film festivals and highly anticipated summer blockbuster movie releases. Instead of our monthly broadcast pick, Trapeze has pulled together our playlist picks for some classic summertime music videos. How can you not be in the summer mood?



Huey Lewis And The News - If This is It  
[Watch](#)



Kenny Chesney - Summertime  
[Watch](#)



Bananarama - Cruel Summer  
[Watch](#)



Grease - Summer Nights  
[Watch](#)



DJ Jazzy Jeff & The Fresh Prince - Summertime  
[Watch](#)



OK Go - Dog Days of Summer? (aka White Knuckles)  
[Watch](#)

## Looking for some fun film outings? Take a look at these events in our area!

- The "Summer Breeze Film Series" is held throughout the summer of 2011 at Elk Grove Regional Park.
- Free movies at "Screen the Green" is an annual event that includes four movie nights free to the public.
- Do those bad speakers still exist? Check it out at the Sacramento 6 Drive-in and enjoy the summer hit from your car.
- Sacramento French Film Festival - June 17th
- Sacramento International Film Festival - August 18-21

### Summer Releases

Judy Moody and the Not Bummer Summer (June 10) isn't the only anticipated movie for June. Take a look at some of the other upcoming June releases:

Steven Spielberg's "Super Eight" - June 10

"Green Lantern" - June 17th

"Cars 2"- June 24th

"Conan O'Brien's Can't Stop" - June 24th

Trapeze will be closed on Friday, June 3rd at 2:00 p.m. for our continuing education/health and wellness class and Monday, July 4th in honor of Independence Day.

Always newsy and fresh, you can "Like" us on [FACEBOOK](#), "Follow" us on [TWITTER](#), and "Watch" us on [YOUTUBE!](#)



### Quote of the Month

"The summer night is like a perfection of thought.

--Wallace Stevens  
US Poet (1879 - 1955)

