



PLAY FROM HERE

PostScripts

• Volume 11 • Issue 3 • November 2005 •

Welcome to our very first photo edition of PostScripts! We felt that, of all the images we could have included over our 11 year history, this photo of BONO in our facility truly should be the one to make front page news. In many ways this has been the most exciting fall season we've ever experienced and we're thrilled to share our excitement with you.

Hurricanes, Earthquakes & U2!



Bari Goodis, Michael Burshtyn, Kathy Staal, Al Mitchell, Bono, Jim Goertzen

Edit 6!

Yes, we now have six edit suites. Our latest addition is another offline room featuring Avid Xpress PRO with Mojo and is housed in our old client screening room. The screening facility has been moved downstairs to the DVD/VO room and is still available for you to log tapes prior to digitizing. Edit 6 is currently booked for MuchMusic's new hit show "Video on Trial". Junior editor Bari Goodis and producer Kerry Cunningham do both the offline and online for every 3rd episode of the series. Our next show airs the week of November 14th on MuchMusic.

Business Manager Hours:

If you have questions regarding invoices or other business-related topics, Tim Deterling will now be here year-round, Tuesday to Thursday, from 8:30 until 4:30.

It was the morning of Thursday, September 8th when the call came in from a production assistant for U2 who discovered our www.ppd.ca website. She asked if we could edit an eight-camera shoot on Saturday morning and have it ready for air Saturday night. These last-minute panic calls seldom turn into reality but I assured her that we could handle Digital Betacam source tapes, edit using Avid's multi-camera resolution, rez-up to uncompressed and output to Dbeta in time for an 8:00 PM satellite uplink.

Friday morning, producer Ned O'Hanlon called to confirm that we could pick up the tapes from the Air Canada Center that evening and digitize all eight cameras and the line cut ready for editing at nine Saturday morning. I put the call out and found that none of our staff editors were available. I then called on Jim Goertzen who, after picking himself up off the floor, agreed to edit a U2 video! It was midnight before the tapes finally arrived and Bari Goodis worked until 5:30 AM digitizing all the takes, ready for

(continued over)



111 Berkeley Street
Toronto, ON M5A 2W8
t. 416.363.4662
www.ppd.ca mail@ppd.ca

Intern Makes The Grade

In a classic case of being in the right place at the right time, Seneca College intern Kyle Campbell has been hired as our assistant editor. Kyle was highly recommended by one of our clients, Mike Curran, who is also a part-time professor at Seneca. Long before his 100 hour school internship was over it was evident from his polite manner, eagerness to learn and sense of humor that he would be a good fit for us. Welcome Kyle!

Hurricanes continued

Jim to cut. After about four hours the video was ready; Russell, the director, and Ned were very pleased. Ned called it "...a blinding cut!", while Russell remarked "Bloody amazing!".

When they presented it to the band they all loved it but Bono wanted to make a couple of minor tweaks before it went to air. It was about three in the afternoon when I got the call on my cell phone from a breathless Bari that Bono was in the house. My wife Kathy and I dropped in to meet a very gracious Bono who thanked us for donating our facility and staff to edit their video for the "ReAct Now: Music & Relief" Katrina Hurricane relief telethon which aired on MTV and CTV that evening. We thanked Bono for all his humanitarian work and told him that we were pleased to be able to donate more than just money to help the hurricane victims.

Less than a month later, Reza Rizvi called upon PPD to help with another very important project. This involved editing a video for a fund-raising gala to aid the victims of the Pakistan earthquake. The video, edited by Brian Fearon, helped organizers raise over \$900,000 from attendees at the evening gala. The government then matched this amount to raise the total to \$1.8 million! In these times of tragic natural disasters it's important that we all help in anyway we can and PPD was proud to support both U2 and Reza Rizvi in their efforts!

Kuwait Calling...

This fall we really had a lot of unusual phone calls. For example, there was the called that started with, "Please hold for a call from Kuwait", after which we heard freelance producer Laurie Few's familiar voice asking to book Brian for an edit the following week. The video was to promote a project called "The Boubyan Island Master Plan", an innovative project by The HOK Planning Group. The plan protects 90 percent of a desolate island in Kuwait by creating three nature reserves and building an ecologically friendly residential area and tourist resorts as well as a container port.

Laurie and HOK team members were in Kuwait to interview project engineers and environmentalists along with getting b-roll of the birdlife that will be protected by the plan. Marc Pouliott, creative director at HOK, wanted the video to present to the Kuwaiti government and the Royal Family along with other interested parties. The video was translated to Arabic and DVDs were created in both NTSC and PAL formats.

Useful Tip: Sending Large Files Over The Internet

If you need to send us files larger than 2 MB please call us to get our FTP (File Transfer Protocol) access and password information. Many servers will block large e-mail attachments or they will be put in a queue until traffic is lighter. In one case a client e-mailed us a 10MB file which took three weeks to arrive. FTP does not have any size restrictions and is very easy to use. There is no extra charge for our FTP or web streaming services.

What a thrilling couple of months! Thanks for taking the time to catch up on all our news. We hope to see you soon so that we can catch up with your news.

