

Chroma Key in on creative possibilities



MARY LINDA CALDERONE

I found this saying on a tea bag: "If you love your job, you will never have to work a day in your life." Well, I think there's a lot of truth to that statement. This week I had so much fun at work combining my hobby of belly dancing with my love of TV production.

Donnell Zeidman, SWOCC Production Specialist, was on hand to offer me her technical expertise. My intention was to create a holiday promo for INFO TV-12. I knew I wanted an elaborate Christmas set. To go out and purchase these items would have been costly. To arrange them would have been much too cumbersome and time consuming at this busy time of the year. So, Donnell suggested Chroma Key.

Do you know what Chroma Key is? Chances are, you have seen it on TV before. It's the device used to get that map behind the local TV weatherman or to create special effects in your favorite sci-fi movies.

In Chroma Key, a person or object is placed against a blue wall. The electronic function of the Chroma Key substitutes a second

video signal for the blue background. The second video signal can be a picture, slide or video itself.

Well, we figured if we wanted a beautiful Christmas setting for our PSA, a trip to the store would be in order. As luck would have it, Donnell found and recommended a lovely Christmas card portraying a living room with a hard wood floor, a decorated tree, presents all over and a beautiful fireplace. "Oh what fun it was to dance using Chroma Key in this setting to the song 'Jingle Bell Rock.' At the end of the song, we added graphics saying 'Happy Holidays from INFO TV-12.'"

SWOCC Production Specialist Todd Whitman, suggests that Chroma Key can be great not only for PSAs but intrinsically to TV programs as well.

When Dr. Phil Singer and Todd produced a program called "Bee Venom-Therapy for MS-A Discussion Video" Chroma Key allowed Dr. Singer to be in a setting surrounded by bees. When they worked on a Native American program, Todd was standing right next to a buffalo. A recent intro to a show on Chinese cuisine was Chroma Keyed in the background with an engaged Chinese Men.

Government Production Coordinator, Kevin Southern, shot woods and streams on Chroma

Key when the City of Novi was talking about introducing a new trail system designed to be constructed along scenic paths.

City of Farmington Hills Video Production Supervisor, David Tietmeyer, produced a video seen nationally using Chroma Key. He put two people standing in a model boat which was only 17 inches long then added stormy seas.

The possibilities are endless. You can be as creative as your heart desires. Caron Collins, executive director of the Southwestern Oakland Cable Commission wants you to make that New Year's Resolution today to come on in and see what we have to offer. She has some great ideas here that you may want to pursue about combining hobbies and TV production. Caron says, "Don't wait for the first snowfall. If you're a ski addict, come on in and do some safety tips on skiing. Find a picture of the Swiss Alps and we'll Chroma Key you there. Your friends will actually think you traveled to Switzerland. Are you ecology minded? Do a 'Save the trees' PSA in front of Yellowstone Park.

Carpe Diem! That means "seize the day." Better yet, seize the moment." Call this very minute and talk to me, Mary Linda, I'll get you started. 1995 is the year to stop just passively watching TV,

but to begin making it on INFO TV-12.

P.S. If you think you can do cool things with Chroma Key, stay tuned for an upcoming column on the "toaster" that's available to you at MetroVision. You don't put sliced bread in it either.

Mary Linda Calderone is the community outreach coordinator for the Southwestern Oakland Cable Commission.

CHANNEL 12
Monday, Jan 2
No programming today

Tuesday, Jan 3
10 a.m. — Travel the movie trail
11 a.m. — Summit University
Noon — Adventures with Pirate Pete
12:30 p.m. — Good health: exercise
1 p.m. — Driving is a privilege
1:30 p.m. — Praise, praise, praise
2 p.m. — Salon glamour and etiquette with Gloria: corrective makeovers
3 p.m. — Mountain ski series
4 p.m. — Farmington Musicals: Joy to the world
5 p.m. — Crisis watch
5:30 p.m. — Living with your addictions
6 p.m. — Seniors on the move
6:30 p.m. — Business and resi-

dential news
7 p.m. — Cash talks
7:30 p.m. — Viewpoint
8 p.m. — Salon glamour and etiquette with Gloria: corrective makeovers
9 p.m. — Let's talk with Ben Marks

Wednesday, Jan 4
10 a.m. — Capitol report
10:30 a.m. — Madonnas magazine
11 a.m. — Study in scripture
11:30 a.m. — Amvets
Noon — The way the truth and the life
12:30 p.m. — That's Italian
1 p.m. — Rising tide
2 p.m. — Farmington Hills Beautification Awards
3 p.m. — Novi Talkin' history: Novi's first city council
4 p.m. — Crisis in the modern family: conflict/resolution
5 p.m. — Home for life: furniture refashioning
5:30 p.m. — Groove session
6 p.m. — Senior messenger
7 p.m. — The word of life: why was the unknown prophet unknown
7:30 p.m. — A culinary adventure: Malsano's, Botaford Inn and Radisson
8 p.m. — My vote counts
8:30 p.m. — Lansing Connection
9 p.m. — Speakers Row: news digest

Thursday, Jan 4
10 a.m. — Prisoners of wedlock
11 a.m. — This is your Bible
11:30 a.m. — Bagios and talk with Tracy and Phil
Noon — Cash talks
12:30 p.m. — Life matters
1 p.m. — Farmington Hills volunteers
2 p.m. — My vote counts
2:30 p.m. — Senior spotlight: hearing impaired services
3 p.m. — Business and residential news
3:30 p.m. — Viewpoint
4 p.m. — Law talk: anatomy of a criminal trial
5 p.m. — Shaary Zedek Productions
6 p.m. — Paws with a cause
6:30 p.m. — Novi news week
7 p.m. — Crisis in the modern family: conflict/resolution
8 p.m. — Your library and its volunteers
8:30 p.m. — John Akouri live
9 p.m. — Farmington Hills Journal: domestic violence
9:30 p.m. — Powder 8

Friday, Jan 6
— Request your favorite community access program to be cablecast on Friday, between 3 p.m. and 9 p.m. Call MetroVision at 553-7003.

RECREATION NEWS

Each week, the recreation division of the Farmington Hills Department of Special Services presents a synopsis of upcoming activities. For more information regarding programs, call the recreation office at 473-9570. For City Council agenda items, call the Newsline at 476-3838.

DOWNHILL SKIING
Students in grades 4 through 12 can enjoy an evening of skiing at Mount Brighton on Friday even-

ing. Buses leave designated sites throughout the city at 4:30 p.m. and return at approximately 10 p.m. There are three two-week sessions and one one-week session scheduled. The first session will run Jan. 6 and 13. The fee is \$40 for a two-week session. If a rental is required, a \$10 rental fee will be collected on the bus. Pre-registration required.

WED'S BASKETBALL
Registration is now being accepted for men's basketball teams for the 1995 season. Entry fee is \$315

for Sunday open leagues and \$290 for the Thursday resident league. Games will begin in January at Oakland Community College. Call Cathy at 473-9570 for information.

TEEN CENTER
This program co-sponsored with the Farmington Youth Assistance is open to students who are 12-16 years of age. The program is held at East Middle School on most Friday evenings 7-10 p.m. Upcoming dates are Dec. 16, Jan. 6, 13, 20 and 27. There is a \$2 member-

ship fee.

PRESCHOOL ACTIVITIES
A variety of activities for preschool children will be offered at the Day Camp Building in Heritage Park beginning the week of Jan. 9. Activities include dance, music, art, tumbling and cooking. Please refer to the recently distributed program brochure or contact the office at 473-9670 for information.

SWIM LESSONS
Beginning Jan. 7 there will be a five-session swim lesson program

at the Activities Center Pool, 28600 11 Mile Road. Classes from beginner preschool through advanced youth are available at various times Monday through Saturday. Pre-registration is now being accepted at the Recreation Office. Fee is \$25 per person.

AFTER-SCHOOL RECREATION
Dance, art, music, tumbling and karate have been planned for children ages 6 to 13 at various school sites. Heritage Park Day Camp Building and the Activities Center.

Home Decor • Collectibles • Unique Gifts • Home Decor

THE OLE GENERAL STORE
Unique and unusual gifts

WINTER CLEARANCE
10-50% off

31505 GRAND RIVER, FARMINGTON
in the Old Wherry Bldg. Just West of Orchard Lake Rd.
(913) 478-8218

TINA-MARIE Southfield Commons
Make your holidays special... with sparkle!

Hand beaded and sequined make these unique tops a must! Many styles...many colors...many sizes to choose from (ask for). You won't want to miss out on this fantastic offer.

30% OFF
All beaded & sequined tops.

To be sure, be fitted by Tina-Marie

7227 Southfield Rd. 1 block N. of I-96
557-7185

GRAND OPENING

MIKE'S TIRE
& auto service inc.

THE ACHIEVOR TIRE SALE

| | | | |
|----------|--------------------|---------------------|---------------------|
| 13" Only | 15" Only | 15" Only | |
| Tires | \$89 ⁹⁹ | \$119 ⁹⁹ | \$149 ⁹⁹ |

PART OF THE METRO 25 TEAM!
(313) 261-8151
15066 MIDDLEBELT RD.
LIVONIA, MI 48164
(JUST SOUTH OF 5 MILE)

MON. & TUES. 9 A.M.-5 P.M. WED. 9 A.M.-4 P.M. SAT. 9 A.M.-4 P.M.

Family Room.

When you see the family birthing rooms at St. Mary Hospital, you're in for a beautiful surprise. Each of the rooms is attractive and private, with relaxing colors and special touches. And all are planned for families who want their new arrival to receive the warmest of welcomes.

They're practical too. You can experience labor, deliver your baby, and recover all in the same homelike setting, without the discomfort and inconvenience of being moved from one room to another.

If you want a hospital that gives your family room to be a family, talk with your doctor about St. Mary Hospital. Or call us at (313) 464-WELL and we'll arrange a tour of our special rooms for special guests. Because when it comes to family-centered childbirth... we deliver.

St. Mary Hospital
36475 Five Mile Road
Livonia, MI 48154
313-464-WELL