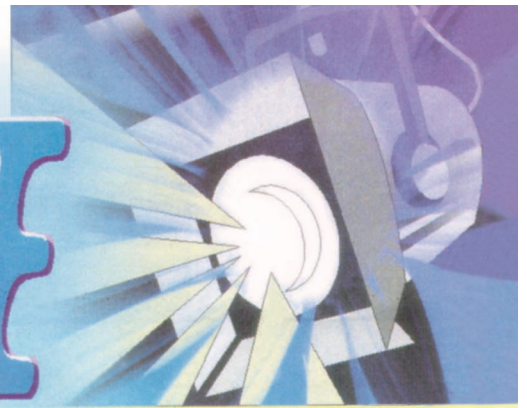


FREEZE FRAME



Summer 2000

End of Fiscal Year Spending

Taboo, forbidden, under the carpet, or no way – throw out your old thinking! You can spend end of the fiscal year money, and you don't even need to whisper and wink when you talk about it.

GMRA: US Film can BANK your money now for use later because we operate under the Government Management Reform Act (GMRA). So at the end of the fiscal year, when you've passed procurement deadlines, think about banking your money toward next year's project. You literally just sign on the bottom line of a one-page Interagency Agreement. Under GMRA you don't even need a Contracting Officer's warrant to sign the agreement (check your agency's policies). Remember we can bank your money up to the close of business on September 30.

Creative Financing: You don't need much money to take advantage of "banking." Deposit what you have; fund the rest later. Pay half this FY, half next FY. Your choice. Or set up a "debit account" and draw down against your deposit as needs arise. Establish a BPA and fund as you go. Charge it. If you can think of it, chances are we can do it. Call for more information.

Close Up

End of Fiscal Year	1
Launch Party	1
The Envelope Please	2
TechNews	2
Tourism and the CD	3
What It Is Quiz	3
Mailing List & Referrals	3
Spotlight on Radio Spots	3
US Film & Video Allies with Compact Disc Pioneers	4
The Cast	4



Launch Party – Far Out!

We had a great time at our Launch Party in February. Despite the snowy weather, people came from all over the Denver metro area to tour our studio and learn how to effectively use visual media.

Thanks to all who attended our party. If the weather kept you away or you didn't get a chance to drop in, call for your personal tour.



A Department of the Interior Studio

The Envelope Please...



Congratulation to the following agencies that produced an award-winning program at US Film:

Communicator Awards: **National Park Service** "A Home in the Desert", **Peace Corps** "How Far Are You Willing To Go To Make A Difference", **RMRC/CASU** "One Stop Shopping". Telly Awards: **National Park Service** "A Home in the Desert". Videographer Awards: **National Park Service** "A Home in the Desert", **Selective Service System** "A Night With the Board". Communicator Awards for Print/Marketing Materials: **US Film** "Winter 1999 Newsletter", **US Film** "Trade Show/Demo Reel".

TechNews

Perpetual Motion...

We embrace change at US Film so we're constantly evaluating and re-creating ourselves. Besides offering financing options, what else is new?

Products: We call them "BiznessCards®". It's a CD that's about the size of a regular business card. These *really* get people's attention! We can program it with text, music, voice-over, graphics and video, then provide replication. These little guys are small but they pack a big punch.

Collateral Products: catalogs, brochures, handbooks, newsletters, video sleeve design – the visual and hard copy materials that accompany your video, film, or CD-ROM, or substitute for them. If you can see it, we can design it and produce it, from *marketing* materials to trade show demo reels for your traveling exhibit booth.

New media: Web Site design (from the ground up or jazz up what you already have). CD-ROM programming. Computer based training. CD-ROM "brochures" (e.g., your annual report on CD with video or other visuals). There is an infinite variety of interesting ways to use a CD-ROM. We have great ideas...

Scanning computer-based programs to video: Turn your "Power Point" presentation into a video. We can scan your computer based program to video or CD-ROM to capture all your key-strokes and moving graphics. Directly distribute the program to your employees, or add it to your video or CD-ROM program. Stop manually demonstrating the same programs over and over again. Eliminate the need for costly in-person instruction. Maximize your training and travel dollars.

Contracting for new media: Lost in the maze of new terms and new technology? Don't waste your time learning the complexities of contracting for new media. We have access to new media experts and can conduct your contract for you.

Conferecing at US Film: Hold your meeting in our studio – we have space

for up to 30 people. We provide a TV and VCR, white board, etc., and can rent whatever else you need. Have lunch catered in (we know the best caterers – we have to – we feed production crews!) Call for pricing. The catch is, just like timeshare condos, you have to take the tour...

Upcoming Events: Visit us at the GSA Vendor Fair in Denver (June 28-29) and in Colorado Springs (July 19). We'll also be at the National Guard Conference in Atlantic City (Sept.12-14) – look for us at the Rocky Mountain Regional CASU (RMRC/CASU) booth.

New Info: Our new BiznessCards®, media packets and demo reels are available for the asking. Visit our display in the Main Interior Building in Washington, DC. Pick up information about US Film at the Office of Communications, Room 7013.

Other People's "New" Contracts: You may have seen "other" contracts for production and postproduction services. There's a critical difference between "them and US". It's service. At US Film all you need to know is that you require *something*. We will *help* you define *what* you want, write the SOW for you, give our on-site contractor the go-ahead, *oversee* your production and ensure you got what you wanted. You can literally go from a phone call to starting your program in *hours*.

Many times clients come to us to fix what someone else started. Unless you've produced many programs, it's often difficult to know where to begin and you end up going down the wrong path. If no one guides you in the right direction you can spend money on a program that might be useless. We won't let that happen. From the point of inception through to completion, we provide alternatives and solutions to help you decide the best way to deliver your message.



Tourism And The CD



Tourism at Government sites is growing. Whether it's a park, historic site, Military Installation, or seashore, we have the opportunity to encourage, enhance, and document such visits through sales of compact discs. Visitors need planning materials (maps, site descriptions, historical narratives, and facilities) and they love photos and mementos of their visit (slides, postcards, and brochures) all of which can be contained on a CD.



A visitor guide on CD-ROM can also include audio and video clips, and interactive features (like games for both kids and adults). It can sup-

ply a computer driven slide show of selected pictures. Visitors can print out or email pictures to friends and relatives along with a letter about their trip.

Easy Updates. CD-ROMs are easily updated. One can maintain conservative inventories and restock with runs as low as 500 units. A sleeved product is durable and inexpensive to mail through the USPS. It can become a substitute for volumes of printed handouts or can run on your visitor kiosk with printable maps, guides and photos.

Expanding Sales and Opportunities. Use the CD to link to web-site addresses for researching further information and for learning about related or nearby facilities visitors can add to their trip. Just think: a trip planner and compact souvenir all in one!

What It Is QUIZ

Test your knowledge of production terms:

1. Review copy of video program.
2. Clip on or lapel microphone.
3. Wire or mesh screen used to diffuse light.

(answers on mailing label)

Mailing List & Referrals!

Too many? Not enough? Throwing this away? Help us clean up our mailing list. If you have moved, need more copies, getting too many, or know of someone who needs their own copy, we need your help. Please notify Peggy Guillen at 303 236 2001 or at peggy.guillen@mms.gov.

We love, love, love referrals. Give us a successful referral and receive a special "thank you" (if you know what it is, shhhh, don't tell – it's a surprise!). We truly appreciate your passing our newsletter along to a colleague. Thanks!

Spotlight on Radio Spots

Are you looking for a way to increase your visibility and your audience? Try a Radio Spot. These are Public Service Announcements (PSAs) or paid advertising that are aired in local, regional or nationwide markets. They can run anywhere from 10 to 60 seconds.

Why??? The immediacy of the message. Think of a radio spot as a phone call to a friend. You can announce public meetings or new products or services, explain legislation, publicize deadlines, direct people to your web site, advertise open seasons or personnel opportunities, or elicit funding. The reasons are endless...

Talent: A local professional voice-over artist will provide a first rate spot at a reasonable cost. Although recognizable actors, politicians, etc. might lend their talents gratis if they like your PSA's cause, you might have to pay for the recording studio and first class accommodations for your "star."

Pizzazz: After digitally editing your spot, music and sound effects are added to provide the pizzazz needed to grab the audience's attention. Remember, you only have a few seconds to make an impression.

Neat Stuff: The really "neat" part about radio spots is the variety of ways they can be used. There are lots of little "tricks" that can help you get more mileage out of your spot. You can easily reach different audiences by changing a few words, the music, sound effects, or the narrator (young, older, man, woman, famous, happy, somber, fast, slow, friendly, authoritative...).

Think Radio Spots! An affordable alternative or addition to a televised PSA or ad.



US Film & Video Productions Allies with U.S. Compact Disc Pioneers

US Film & Video Productions has begun an alliance with one of America's most established and respected pioneers in compact disc manufacturing. With over a decade and a half's experience in the business, US Film's partner - an ISO certified manufacturer - has supplied optical media products to entities including government agencies,



A promotional or informational CD can contain video, audio, and graphic material, and serve as a sales pack-

age, virtual tour/slide show, training aid, data storage medium, or entertainment vehicle to name just a few applications.

CD applications can place information at everyone's fingertips - economically

many of the world's largest software developers, major record labels, as well as custom work for special interest producers.



This new partner for US Film

has an established reputation for superior service, from order initiation through delivery, including the flexibility to produce on short notice amounts as low as 500 discs, to several million. With its long record of success in the industry, the new partner can assure the most competitive pricing for a superior quality, U.S.-made product.

Compact discs have incredible potential when used as vehicles for promoting products and services, disseminating information, or entertaining.

Besides the CD's classic ability to condense bulky catalogs and other media into a very compact, cost efficient, durable, mailable, portable form, the advent of DVD discs now offers full-length video as well as huge data storage options extending well past 4 gigabytes per disc. Another iteration gaining popularity is the business card-sized CD which can be passed along as easily as its paper form and can hold 100 megabytes of information.



Collateral components add so much to a CD's potential

Whether a CD is used as part of a tour package, instruction manual, or data storage medium (with frequent economical updates possible), printed materials and packaging can both motivate and facilitate usage or purchase. An attractively packaged CD tour piece

(including photos, maps, audio tour, even local music and sounds) for historic and recreational locales, or a printed training manual with a pocket for time sensitive ROM supporting content, can expand the scope, efficiency, and acceptance of a production.

With today's rapid proliferation of installed, inexpensive CD players (both portable, home, and office), the possibilities for cost effective optical data applications are only limited by vision, quality of execution, and timely delivery.

The Cast - (The Feds)
Elizabeth E. Shugrue, Manager
 303 236 2007
 Elizabeth.Shugrue@mms.gov
Gene Mallard,
 Client Service Representative
 303 236 2002
Richard Shriver, Purchasing Agent
 303 236 2003
Peggy Guillen, Secretary
 303 236 2001 Fax 303 236 2005

The Cast - (Piranha)
 All at 303 236 1994
Paul Feldman, Producer/Director
Bill Greene, Producer/Editor
Kathy Finan, Audio/Co-Producer



1. Rough Cut
 2. Lavaller
 3. Scrim

DENVER, CO 80228
BOX 280982

A Department of the Interior Studio



FIRST-CLASS MAIL
 POSTAGE & FEES
 PAID
 MINERALS
 MGMT. SERVICE
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