

PSSCC

NEWSLETTER



PUGET SOUND STEREO CAMERA CLUB

The PSSCC exists to provide a venue for the promotion and enjoyment of stereo photography through education, presentations, and critiques. The club meets on the second Saturday of the month at noon, September through June, at the Federal Way Senior Center in Auburn, Washington. Please join us.

HIGHLIGHTS

Competition Results from September

Stewart Turley's image, "Rim Shot," taken at the Fat Tire Brewery, won first place.



Treasury Notes

Don't forget, your dues are payable now. Mart will be accepting cash or checks at the October meeting.

October's Competition

Theme: Abstract

The subject matter is not important. It's how your images interpret and present reality in an abstract fashion. Slides or digital, put your best image forward.

The Godfathers of Film Embrace 3D

The Wall Street Journal reports that Scorsese, Coppola and Spielberg have made a commitment to stereoscopic technology. Read the synopsis of The WSJ's feature article.

ISCC Competition



ISCC Image of the Year "Castle Spiral Stairs" by David W. Allen.

Bring your best images to represent PSSCC in the next ISCC contest. Come on, PSSCC! No more placing second to the Sydney Stereo Club. Let's beat those Aussies (and everyone else) this year.

From the Editors

Few voluntary organizations can boast retaining a newsletter editor for as long as PSSCC has kept Wayne Pennington at his keyboard. It's that kind of dedication that has contributed to making our club so much fun. Thank you, Wayne.

Every month we make the trip from our home in Portland to participate because we feel "at home" with our family of choice. We wouldn't miss Don Munsil's standup routine for the world. He's informative, knowledgeable and genuinely funny.

Without Michael Comstock, Stewart Turley, and Don Munsil, the truly



The PSSCC welcomes its new newsletter editors, Mart McCann and her partner Frank Barnett. Mart has been involved with 3D photography for the past two decades. She was introduced to stereo photography by fellow PSSCC member, Elliott Swanson. Frank's images swept the first club competition he entered and he promptly swore off stereo photography to keep the peace at home.

spectacular stereo clips, vintage slides, and well run competitions that we are presented at each meeting would be impossible.

Our Hopes for the Future of the PSSCC Newsletter

A great newsletter, if it's doing its job, can become the glue that holds the membership together. And to become that kind of vehicle, our newsletter will be better if more of us contribute. In addition to our past newsletter keeping us apprised of competition results, upcoming PSA exhibitions, ISCC's events and making sure we all had a "balanced" lunch, let's expand our scope to include features about recent developments in stereoscopy, news about individual members and the state of a broader acceptance of 3D in general. We hope we've begun the latter dialog with the summary of the Wall Street Journal article. Please contact us with any ideas and we'll try to make them happen.

Mart & Frank 



In August, the venerable *Wall Street Journal* devoted two full pages to its feature story, "The Godfathers of Film Take On 3D" by Michelle Kung. The author noted that, just as it seems that audiences are balking over the surcharges theatres are tacking on to 3D movie tickets, three of America's greatest directors are releasing their first 3D movies.

Last year, 70% of US ticket sales for "Alice in Wonderland" on opening weekend were for the 3D version, while only 43% of the opening weekend sales for "Harry Potter and the Deathly Hallows: Part 2" this summer were for 3D tickets. If Steven Spielberg, Martin Scorsese and Francis Ford Coppola's autumn 3D releases fall short of box office expectations, she wrote, "skepticism about the format could continue to spike. Or

3D could clear an important hurdle – respectability."

DreamWorks Animation CEO, Jeffrey

Katzenberg, 3D's most evangelical advocate, was quoted in the article as saying, "You now have some of the greatest filmmakers in the world stepping into the format to tell their stories." Of the three releases, Scorsese's "Hugo" may be the most

closely watched according to Ms. Kung, noting that "The director is known for gritty, critically acclaimed drama – not the format's usual turf."



Steven Spielberg, Martin Scorsese, and Francis Ford Coppola, are each releasing their first 3D films this fall. The three have embraced the medium and expressed optimism for the future of stereoscopic movies.

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It appears, however, that Mr. Scorsese has been won over by the technology saying, "if at the time, in the early 1970s, when I made 'Mean Streets' or 'Taxi Driver,' or even 'Raging Bull' in 1980, if 3D was the norm, I think those

stories would have fit in perfectly in 3D."

Coppola's film, "Twixt," a gothic thriller set in a small California town had, at the time the WSJ's article was published, not yet signed a distribution deal following the Toronto Film Festival. His critical and commercial success has been mixed, and he has not scored a box office hit for some time.

Spielberg's film, "The Adventures of Tin-tin: The Secret of the Unicorn," based on a series of comic books by Belgian artist Hergé, is due out on December 21st and will have a well-publicized release.

With movers and shakers like these three cinematic giants embracing the genre, there is little doubt that 3D cinema is here to stay.



The Making of a 3D Press Kit

Grabbing a magazine editor's attention has been a challenge since someone figured out that a flattering article – a third party endorsement – was more powerful than advertising, and there's still no way to tell what will have appeal and what will wind up in the trash.

When photographer Frank Barnett and his partner, Mart McCann went shopping for a "professional-style" espresso machine, they wound up with a client in the process.

Mark Hellweg, founder of Clive Coffee in Portland, Oregon, was looking for marketing with a little something extra, and he found it in the charm and nostalgia for View-Master, updated for the 21st century.

Today, the vast majority of press releases are sent as e-releases over the internet. Barnett and McCann suggested that Clive Coffee might take a step back in time with a hardcopy promotion sent to a small, select number of magazine editors via snail mail.

Almost everyone of a certain age is familiar with View-Master, a round reel containing



seven 3D pictures, seen through a plastic viewer. Invented in Portland in 1938, ownership has passed from Sawyers to GAF

to Fisher Price to Mattel, and manufacturing has been outsourced for years. But in the little town of Beavercreek, Oregon, the View-Master format is alive and well. Image3D, founded by former View-Master photographer Rich Dubnow, manufactures reels made of one piece of film (no more misalignment of left and right images) and viewers.

Hellweg was immediately interested in presenting his line of coffeemakers, espresso machines, ceramic mugs, and coffee beans in a



unique format that literally would add another dimension to his marketing outreach. Since most of the subjects were static, the majority of the photographs could have been taken with a single digital camera on a slide bar, but Mart knew that, to capture traditional espresso streaming from a portafilter, a dedicated stereo camera was essential and she was up to the photographic challenge.

Just as black-and-white gave way to color, flat photography is going to share the market with 3D. It's inevitable, but that can mean fantastic new opportunities for commercial photographers. Image3D's website allowed McCann to upload her digital 3D images, captions, and artwork for the center of the reel. A couple of weeks later, FedEx delivered the reels and

custom viewers imprinted with the Clive Coffee logo.

A "3D press kit" was put together consisting of the viewer and reel with dramatic shots of the Clive Coffee showroom, gleaming Italian espresso machines, hand-thrown Clive mugs, and bags of coffee beans ready for shipment.

In the lid of the shipping box is a pocket containing a DVD of 2D product shots for publication, three separate video clips, and a 1,500 word backgrounder about Clive Coffee ready for the first magazine that commits to the article's publication. In addition, there's a document containing story themes that publishers may wish to pursue in the future.

A handwritten note accompanies the DVD that is affixed to the embossed note card.

Barnett, who ran a successful advertising and PR agency for more than 25 years says, "Each marketing challenge and opportunity calls for the use of a different set of tools." It won't be long before 3D will influence every photographer's choice of tools, which isn't to suggest that everyone will make 3D images, but you might want to tuck a stereo camera



into your toolkit. Once the promotion has been mailed, Barnett and McCann will personally follow up with phone calls.



Federal Way Senior Center



4016 South 352nd Street
Auburn, WA 98001



Directions

From I 5, turn East at Hwy. 18 exit. Travel East and take the 1st exit at 32nd Ave. S (Sign reads Weyerhaeuser Road). Turn South on 32nd until you reach 344th St. (first left) and go East on 344th until you reach 38th Ave. S (1st right). Travel South on 38th to 352nd and turn left (East). Go 3 blocks, the Senior Center is on the North side (left) of the street.

THE IMPORTANT STUFF - FOOD

The Food Brigade

	Meat & Rolls	Cheese & Crackers	Fruit	Vegetables	Dessert
October	✓	✓	?	?	?
The Troups	Stewart	Mart			

? Attention Members: If you can bring the items missing from our menu, please contact Wayne Pennington at 425.442.7347 or email to wpenni@gmail.com

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