

Subject: CFVA News eBulletin for August 10, 2008 - The "Get outta Dodge" Schmoozer!
From: Colorado Film and Video Association "caevs@cva.org"
Date: Mon, 11 Aug 2008 12:38:33 -0600
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Colorado Film and Video Association

eBulletin

Issue date: August 11, 2008

The Colorado Electronic Newsletter of the
Colorado Film and Video Association

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Red Fish Fish House & Brewery

CFVA's "Get outta Dodge" Schmoozer

We're gettin' outta Dodge in August while the Dems take over D-town. The Colorado Film & Video Association is headed to the Republic of Boulder for food and fun at this month's Schmoozer at Red Fish & Brew House (CO-sponsered by Boulder Digital Arts)

Help support CFVA's service project, "Films for the Troops" by bringing a DVD to donate and you get in FREE! (All two DVDs will be delivered to wounded stateside troops in recovery for the holidays.)

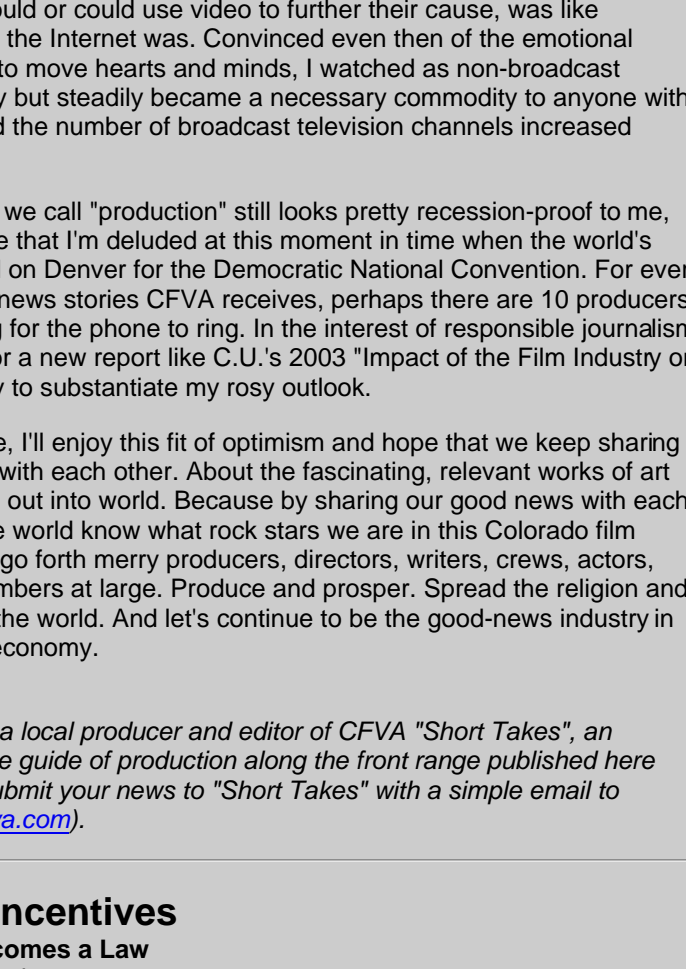
CFVA is Colorado's oldest and largest film and video industry association, and publisher of the Colorado Production Resource Guide.

Boulder Digital Arts is an award-winning community resource for digital professionals, providing affordable training in video production & editing, web design, Photoshop, and much more! Check out their website [here!](http://bda.net)

CFVA's August Schmoozer

Wednesday, August 20th, 2008
6:00pm till 9:00pm
Red Fish Brew House
2027 13th Street
BOULDER

Don't forget to print and bring the [Member Ticket](http://www.cynusedge.com) in this eBulletin for instant admission, displaying the member lookup eBullet!



Coming from Denver? Take the Boulder Turnpike (US 36) to Boulder, where it becomes 20th Street. Turn right on Canyon Blvd. (West). Follow Canyon Blvd west to 13th Street and turn right (North).

CFVA Member Profile : All of Us

Is it me or is the Colorado production community jamming?

Whether perception or reality, we've learned in this uncertain economic that perception can become reality. So is this so-called "hot streak" in the Colorado production world due to increasing demand for TV shows or a nation that's spending less time out spending money and more time on the couch watching TV? Is it the proliferation of web-based / on-demand programs and ads? The burgeoning indie film market? TV-viewers' insatiable appetite for watching "reality" unfold on TV? Or perhaps some of us corporate types are seeing our clients producing more commercials and videos designed to edge out stiffening competition for fewer consumer dollars. Then again, it could be the plethora of new content producers on YouTube and MySpace that's telling the mainstream: video TV/film is everywhere: it's powerful, effective, pretty damned funny, and accessible to the masses, whether you're a viewer or a content creator.

It's a stark contrast to the late 1980s when I started my humble producing career in corporate and government production in the Washington, D.C. area, when it took much longer to answer the question, "What do you do for a living?" To explain to non-industry folks exactly what I did, and how for an up-to-the-minute guide of production along the way, I published here explaining what the Internet was. Convinced even then of the broadcast power of video to move hearts and minds, I watched as non-broadcast television slowly but steadily became a necessary commodity to anyone with a message, and the number of broadcast television channels increased exponentially.

While this thing we call "production" still looks pretty recession-proof to me, it's also possible that I'm deluded at this moment in time when the world's eyes are turned on Denver for the Democratic National Convention. For every five production news stories CFVA receives, perhaps there are 10 producers at home waiting for the phone to ring. In the interest of responsible journalism, I wait eagerly for a new report like C.U.'s 2003 "Impact of the Film Industry on Colorado" study to substantiate my rusty outlook.

In the meantime, I'll enjoy this fit of optimism and hope that we keep sharing our good news with each other. About the fascinating, relevant works of art we're all putting out into the world. Because by sharing our good news with each other, we let the world know who rock stars we are in this Colorado film community. So go forth merry producers, directors, writers, crews, actors, stylists and members at large. Produce and prosper. Spread the religion and put art out into the world. And let's continue to be the good-news industry in this bad-news economy.

--Robin Bond
(Robin Bond is a local producer and editor of CFVA "Short Takes", an up-to-the-minute guide of production along the way, published here each month. Submit your news to "Short Takes" with a simple email to shorttakes@cva.com.)

Film Tax Incentives How A Bill Becomes a Law

The Rosy Scenario

For some this might seem a little too basic. But for many, the information that "new," primarily because they weren't paying attention during civics class.

A bill is a proposed law. Before the bill becomes a law, the State House of Representatives, the State Senate, and the governor must approve it.

While the basics are fairly simple, the process baffles and frustrates the public, largely because getting a bill to become a law is often a tortuous journey through the world of politics.

Bills can start in either the House or the Senate, with one exception. Revenue measures -- bills to increase taxes or otherwise raise money for the state -- must be introduced into the House first.

Let's say state Rep. Jane Doe from Commerce City wants to get a bill passed that would provide a state tax credit for companies that create new jobs in Colorado's fledgling organic widget industry.

Organic widgets have become very popular worldwide, and a number of other states already are competing to create incentive programs designed to attract widget production companies to their industrial and research parks. Colorado wants to get in on the game.

Lining Up Support

The first thing Rep. Doe does is to talk with a number of widget companies to see what sort of incentives they're looking for. Based on that feedback, Rep. Doe approaches the Office of Legislative Legal Services for help drafting the legislation to provide the incentive. She may also work with widget industry representatives, other legislators as well as the governor's office on writing the legislation.

If the bill might impact the state's cash flow, a fiscal note needs to be prepared. Doe's Organic Widget Industry Incentive bill will definitely affect the state's budget because taxpayer funds will have to be set aside for the incentive, even if the growing widget industry returns additional tax revenue to the state through increased economic activity.

Rep. Doe will need substantial support from her fellow lawmakers to pass legislation designed to provide incentives for a specific industry, using a message and a lobbyist for such a forward-looking project. She'll need the leadership of both major political parties in the legislature, as well as support from the governor's office.

Why the governor? For one thing, the governor has to approve legislation before it becomes law. He could veto it too. If that happened, Rep. Doe's bill would be in real trouble, since there probably isn't quite enough legislative support for the widget industry -- despite its glamorous -- to override a veto.

But equally important, this widget deal is an economic development proposal, so it's going to have to fit into the governor's overall economic plan for the state. Otherwise, forget it. If the state handed out tax dollars willy-nilly to just any industry, Colorado would have corporations lining around the block with their hands out down at the statehouse. We can't have that.

So Rep. Doe is going to have to convince the governor that organic widgets are a key player in Colorado's economic future. She'll have to successfully argue that by providing taxpayer-financed incentives, the state will benefit in the long run. She'll have to convince the governor that creating permanent facilities and permanent jobs for Colorado residents. She'll have to show that the widget industry and its associated economic development will generate more tax revenues than the state put in on the first place for the incentive.

If Rep. Doe's argument, no doubt bolstered by some university-sponsored economic study, is persuasive, the governor may sign on to support the measure. With the governor's support, the proposed incentive at least has a fighting chance to make it through the legislature.

Let's say Rep. Doe gets support from the governor and the party leaders in the House and Senate. Wow! She'll need it.

But there's still a lot of work ahead. She'll need to find prime sponsors -- one from each major party -- for both the House and the Senate. Rep. Doe will act as the Democratic prime sponsor in the House. All she has to do now is line up a House Republican, and a Democrat and Republican in the Senate to act as prime sponsors.

Prime sponsors are the legislators who really front the legislation. They manage the bill as it moves through the legislature. They testify on its behalf before committees and lead the floor debate for passage in both the House and Senate. Rep. Doe will do the heavy lifting, however, since she'll probably testify before both the House and Senate committees reviewing the legislation. Prime sponsors also pin their reputations to the bill itself. If organic widgets take off like everyone thinks they will, the prime sponsors get to claim all the political credit for such a forward-looking project. But if the legislators turn out to be a dog, or shown to be some sort of boondoggle, the primary sponsors get egg on their face. Big time. So, because political futures could hang in the balance, signing on to legislation as a prime sponsor is not always a slam-dunk.

If the bill is highly controversial, Rep. Doe might find it impossible to find prime sponsors in the other party, which makes passing the bill through the legislature much tougher, but not impossible, especially if the legislation has the governor's support.

But in this case, as we pointed out earlier, Rep. Doe has her prime sponsors, leadership support, and sign-off from the governor. Commerce City has always been the darling of the Colorado General Assembly. Plus, it's a key location for the organic widget industry, especially after job loss caused by the sugar beet industry went into the dumps.

At this point, Rep. Doe has all her ducks in a row.

Now comes the hard work.

Introducing the Bill

The Colorado General Assembly -- the formal name of the state legislature -- convenes in early January. Rep. Doe's organic widget industry incentive bill is introduced in introduction into the House of Representatives. Well, almost ready.

Legislators like to get as many secondary sponsors as possible before they introduce their bills. A large number of secondary sponsors can indicate strong support for the measure. The more the better.

Rep. Doe starts circulating her bill and chatting it up with her colleagues. She manages to get a majority of House members -- all but one of the Democrats (there's always one!) and a handful of Republicans (mostly those whose districts would be favorably impacted by an expanded organic widget industry). Remember, more permanent jobs in a district means more happy voters.

By the third week of the session, Rep. Doe is ready to "drop" her bill, a term that means to introduce it into the House of Representatives.

First Reading

The clerk reads the title of the bill aloud to the assembled House. To save time, the clerk doesn't actually read the whole bill. That's up to each individual legislator to do. This is called the First Reading. The Speaker of the House assigns the bill to a standing committee. Rep. Doe's widget bill is sent to the Business Affairs and Labor Committee.

The committee chairman will eventually schedule a public hearing on the measure. This scheduling of committee hearings does not happen immediately after First Reading. It generally occurs at the committee chair's discretion and often behind the scenes. When a hearing date is set, it's published in the House Journal -- a daily record of what happens in the House. The journal is available online and in printed versions.

Rep. Doe's bill gets a hearing date in two weeks, fairly quick by legislative standards. During those two weeks, Rep. Doe, with some help from her Republican House co-sponsor, lines up witnesses who will testify before the committee. The university study that shows the organic widget industry incentive will generate up to \$300 million in economic activity in Colorado over the next five years is completed. So Rep. Doe needs to get copies of the study for the committee members, making sure it has a brief and easy-to-understand executive summary stapled to the front. She also needs to get the two professors who conducted the summary to come to the committee hearing to testify and answer questions from committee members.

She also has to line up organic widget industry spokespersons, local businesses that will be affected, a few mayors from the towns in the widget industry area, the governor's economic development spokesperson, heads of chambers of commerce, a lobbyist for a statewide business organization, the public affairs director for the National Organic Widget Association, and prep them all to testify before the committee.

It's no mean task. And all this has to occur while the legislative session is rolling along. Rep. Doe has many other duties to perform in her job as a part-time legislator. She has two other committees assigned to her. Carrying three other bills, needs to be up to speed on all the legislation that is being introduced, and has to field a myriad of requests and complaints from her constituents. And she essentially has no paid staff.

During this same pre-committee hearing period, Rep. Doe spends time informally jaw-boning committee members to get their support for the bill. She actually starts nose-counting and asks for commitments to support the legislation. If she has good support with her colleagues, they will tell her whether or not they will support the bill and why, giving her an opportunity to change a few minds if need be. The plan is to know her committee will vote before the committee hearing actually begins. Rep. Doe also tries to identify the fence-sitters -- the committee members who might vote in her favor if the testimony in favor of the bill is convincing.

Even if the sponsors of the bill think they know how the committee will vote, one or more committee members always can change their minds before the vote is taken. Someone from the anti-organic widget camp may have convinced a committee member to change his or her position. Again, much of this type of activity takes place behind the scenes, not out in public.

But going into the committee hearing, Rep. Doe is optimistic, largely because she has so many secondary sponsors, and support from the leadership and the governor. Plus, the public is just swooning over the prospect of a massive organic widget industry in Colorado.

The committee testimony goes well. A majority of the committee supports the bill. But because it has a fiscal impact, they vote 9-2 to send the bill, with favorable recommendation, to the House Appropriations Committee to double-check its impact on the state budget. Two Republicans voted against the bill, one because he new votes for any taxpayer-financed incentive package as a matter of principle. The other is a curmudgeon who votes against almost every bill introduced into the legislature.

Two weeks later, the House Appropriations Committee determines that the bill is fiscally sound, meets the requirements of Colorado's Taxpayer Bill of Rights, and can be fit into the state's current budget. The committee sends the bill back to the full House with no recommendation.

At some point, this legislation probably would be scrutinized by the legislature's Joint Budget Committee, which does the hard work of putting the state budget together. But Rep. Doe's bill has passed muster with the JBC as well.

Another week passes, and the House Speaker schedules the widget incentive bill for floor debate in the House. During this week, Rep. Doe lines up fellow legislators who will participate in the debate on the bill. She expects negative comments from the anti-organic legislator from the Business Affairs and Labor Committee and the curmudgeon, who complains so much about the legislature that even his fellow party members ignore him. Rep. Doe also has been re-counting votes in the full House and she is confident that she has a sizable majority to pass the bill.

Second Reading

On the day of the floor debate, the House "resolves itself" into the Committee of the Whole, oddly called the COW by lawmakers. This simply means that the House has formed one giant working committee to debate and amend the bill. The clerk attempts to read the title of the bill, but is interrupted by a motion from the curmudgeon to debate the entire bill. He's just trying to cause trouble, which simply angers the rest of the House. The motion fails for lack of a second and the clerk then reads the title of Rep. Doe's bill. This is called the Second Reading of the bill.

The one-hour orderly debate involved lawmakers extolling the virtues and benefits of the organic widget industry using rhetoric, studies and PowerPoint presentations. The expected negative comments weren't heard, and ignored. The COW voted in a voice vote to approve the bill. But it's not passed yet.

At the end of the legislative workday, the COW voted to dissolve, killed itself back into the bill, and the curmudgeon considers the COW report. The COW report includes all the bills debated, amended, approved or rolled on second reading. Accepting the COW report is usually routine, as it was in this case. It's just odd listening to legislators talk a little about COWs. But, then, this is Colorado.

Once the COW report is approved, the bills that were debated are revised and printed in the journal for the next day's final debate.

Third Reading

The following day, the House -- now meeting as the House of Representatives and chaired by the Speaker of the House -- considers the previous day's bill. The title of Rep. Doe's widget bill is once again read by the clerk, the Third (and final) Reading of the bill. Rep. Doe leads a much shorter debate on the legislation. The House votes, in a recorded vote, 42-23, in favor of the bill, a nice victory margin.

Rep. Doe and the Organic Widget Industry Incentive bill is flying high. Still, there is much more work ahead.

The Senate's Turn, Then Back and Forth

The House-approved bill is now sent to the State Senate, where it must go through the same steps as it went through in the House -- First Reading, committee reviews and amendments, Second Reading and Third Reading. Rep. Doe, with the help of her Senate prime sponsors, will walk the bill through similar steps over the next several weeks.

In this case, the Senate did pass the widget incentive bill, but made several amendments. The means the bill is returned to the House, which must vote to approve or reject all of the Senate amendments. If the House accepts all the Senate amendments, Boom! The bill passed and sent to the governor.

But if the House rejects any of the Senate amendments, the bill gets sent back to the Senate, which then must vote on those Senate amendments the House rejected. If the Senate concurs with the House action, Boom! The bill is passed and sent to the governor.

What if the Senate sticks to its guns and says it won't budge on one of its amendments that the House rejects? In this case, the Senate can request a conference committee to work out the differences. So a few members from the House and the Senate meet to work out a compromise. If each agreement they send a report to both houses and if the House and Senate accept the conference committee report, Boom! The bill is passed and sent to the governor.

If they can't agree -- ever -- it's like that the bill will fail to get legislative approval. Better luck next year.

But Rep. Doe's bill faced no such problems, and the House accepted the Senate amendments and passed the bill, which means, Boom! The bill is passed and sent to the governor.

The Governor Takes a Look

The governor has three options -- to sign the bill into law, let the bill become law without his signature, or veto the bill.

If the latter happens, and the governor vetoes the bill, both houses must vote a two-thirds majority to override the veto, in which case the bill becomes law. If they cannot vote to override, the bill is killed for the year.

Fortunately, the governor was onboard because he rolled the organic widget industry incentive proposal into his overall economic development program. In fact, he traveled all the way from the capitol to Commerce City, with the bill's prime sponsors and held a news conference for the bill's signing.

And everyone lived happily ever after.

Of course, this was the rosy scenario of how a bill becomes a law. The process is lengthy and complex, with many potential pitfalls along the way. And many bills are not as fortunate as Rep. Doe's Organic Widget Industry Incentive bill. But this should, at least give you an idea of what's involved.

--Dick Schneider
(Dick Schneider is a former board member of CFVA, editor of the eBulletin, and doing Master's work in Political Science at the University of Colorado at Denver.)

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Acronyms-R-Ups
A glossary of abbreviations

CFVA
Colorado Film and Video Association
(Colorado's oldest production industry trade association)

CPFRG
The Colorado Production Resource Guide (The yellow pages of production people in our state. Used by film and television producers everywhere. If you're not in it, you're missing out on work! Not available on DVD, but available online at cpgronline.com)

CFM
The Colorado Film Commission, bringing new production industry trade Colorado

FILM IN COLORADO

Film in Colorado Bumper Sticker Photo Contest!

\$250 Prize!

We're still looking for a bunch of great pictures -- from anywhere in the world -- highlighting the CFVA's "Film in Colorado" bumper sticker. And the best one is going to win \$250!

The rules are simple: shoot a picture of the bumper sticker in the front of a pyramid or something and snap the shot! Get the idea?

Send CFVA your digital photo, and we'll follow up. This is your association, and we want to hear from you.

Submissions are due to the CFVA by November 1, 2008.

The CFVA Board will select the Top Ten Finalists.

The winner will be selected by CFVA Members at the Holiday Schmoozer, and we'll award the \$250 winning prize.

We need your stories and pictures.

The CFVA eBulletin needs to hear from you!

Submit your events, calendar items, and job postings to the CFVA website [here](http://www.cva.com).

You can also email us story ideas, news releases, new products, or new services anything related to Colorado's exciting film and video industry.

If you don't have time to develop the story, just send us the basic information, a contact person, and we'll follow up. This is your association, and we want to hear from you.

Send any information [here](mailto:photosize@cva.com) and put "CFVA" somewhere in the subject line.

A Message from Our President

Dear CFVA Members,

You guys are amazing. I had the pleasure on Saturday of watching the entries for the upcoming CFVA Showcase event, and you all produce some fantastic work.

CFVA is pleased to support local producers by offering this chance to show off your work and see what other people are doing right here in Colorado.

I hope you can join us at the Starz Film Center on September 17th to check out your skill and creativity of your fellow local producers.

It's going to be a great Schmoozer to end the summer!

Sarah Beatty
CFVA President

Exclusively for CFVA Members!
(Non-members don't see this box in the eBulletin!)

Print out this ticket and bring it with you to the Get Outta Dodge Schmoozer on August 20th to speed past the name lookup!



Job Listings

Associate Producer, Editor, and Assistant Editor Sought

Jook.com is looking for:
An Associate Producer/Field Producer who will work 4 days a week, including Saturday and some evenings. Ideal candidate can think on their feet, is good with students, energetic, creative, and has the ability to go into a location with story ideas prepared, as well as the ability to identify and shoot stories in the field. Rate is \$350 a day. Looking to interview immediately. Please contact Lisa@Jook.com if interested.

An Editor to work 4 days a week. Experience on Final Cut Pro a requirement. Need creativity, strong story telling skills and speed. Rate is \$400 a day. Looking to interview immediately. Please contact Lisa@Jook.com if interested.

An Assistant Editor to work 4 days a week (which will include evenings and Sundays). Experience with Final Cut Pro a requirement. Rate is \$200 a day. Looking to interview immediately. Please contact Lisa@Jook.com if interested.

Internships Available at local TV Station

Denver Open Media is looking for dedicated people to work in our television station and learn more about community media!

DOM is looking for someone with an interest in learning the inner workings of a television studio. Studio interns will work with the station director to:
Help with studio shows; perform content digitization; help organize station events; do outreach in the community; maintain gear; do inventory; web research and data entry; work with youth interns; answer phones; manage equipment check-outs; support volunteers; maintain the office.

Qualifications:
Applicants must be friendly and outgoing, have an interest in studio management, be excited about working with diverse populations, and have a passion for independent production. No prior experience in station management is required, as interns will be fully trained by the station manager, but candidates with technical expertise are preferred.
To apply, please send cover letter and resume to intern@exproduction.org. Please specify for which internship position you are applying.

News and Events

Colorado Springs August Screening / Schmoozer!

A small networking group has spontaneously started in Colorado Springs in 2008. Our August event will be a Screening / Schmoozer at Rocket Room (230 Pueblo Avenue, Colorado Springs, CO) on Tuesday, August 26th from 8-10pm. This event is free to all.

This screening will include several short films, including the world premier of the accompanying, "Calling Elvis" as well as the 48 Hour Denver submission for Team Colorado Springs. We are also looking for more screening candidates.

For more information contact: steve@impactvideoproduction.com or mark@coloradospringsvfx.com