

Students and WSO "Emerge" into Television

Zeal, as well as lights and cameras, contributed to a new series of WSO television commercials. It all came to life under the vision of First Contact Productions, a company helmed by Carlos and Melinda Saldivia. Carlos, a veteran film-maker, actor, and producer, auditioned actors and gathered technicians. An overwhelming amount of support flowed from the colleges—particularly from the film department of Pennsylvania College of Technology, headed by Dr. Bruce Huffman.

The stunning result was a one-minute commercial (to promote this season's Opening Night concert), entitled "Emerge." The ad was directed by Bernadette Jones (well known for her work with the Community Theatre League) and written by Carlos with Penn College student Steve Morrison. Carlos produced the ad with Chris Legarski, also of Penn College.

Shooting took place entirely on the stage of the Community Arts Center (in cooperation with Gram Slaton and Liz Shapiro). As Beethoven's *Fifth* played in the background, Jason Fetter (local actor, musician, and attorney) played "the conductor" seeking triumph through music. Fetter was coached in conducting moves by Dr. Gary Boerckel, Lycoming College Music Department Chair (and WSO board member). The crew engaged music historian Katy Nassberg as a consultant, and winnowed twenty-five minutes of Beethoven into a sixty-second spot.

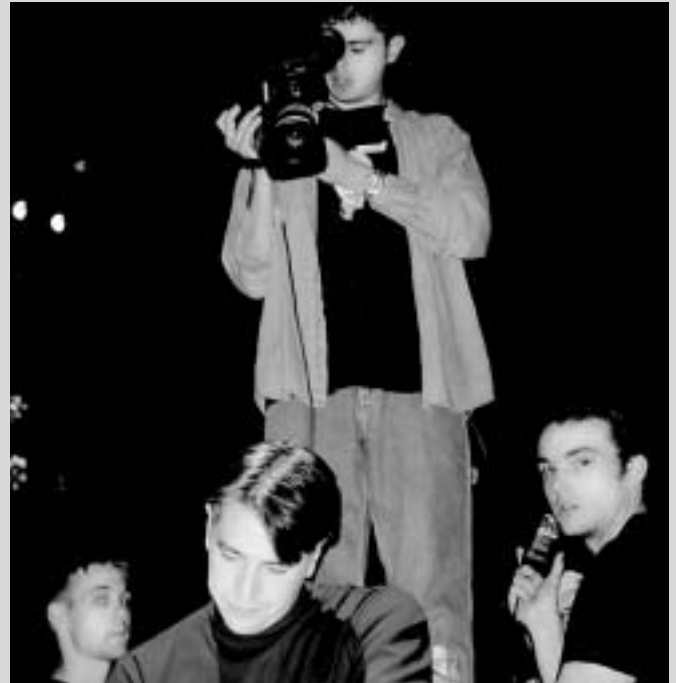
"The "Emerge" crew came through like they were on a union set," said Carlos.

The end product was a quality ad deserving of a major-market platform. "This ad really raised the bar for our TV exposure," said WSO marketing coordinator John J. Blair. "What is emblazoned in my mind, though, is the excitement everyone had on the set—the students especially. The WSO will always be grateful for this incredible work. We also thank SusCom for running with the ball on this." The ad can be seen on video at the WSO office.

The WSO would like to recognize Veronica Muzic (Penn College Director of Student Affairs) as an indispensable donor, along with the other personnel who helped to make "Emerge" possible:

Art Department: Melinda Saldivia; Camera Operators: Elke Geis*, Joe Hersh*, Andrea Herziger*, Dave Hull*; Catering Consultant: Jason Hopple*; Costumer: Nancy Reiff; Director's Assistant: Sandy Wilson; Editors: Jean Chargois*, Jake Hoover*; Lighting: Ryan Patterson**; Production Assistants: Eric Allen*, Tabitha Beaver*, Mike Blakeslee*, Matt Demick*, Erin Druckenmiller*, Kevin Johnson*, Brian Kehoe*, Dan McKim*; Production Consultant: Brian Carey; Production Coordinator: James Poquette; Senior Production Consultant: Dr. Bruce Huffman*; Technical Director: Asa Kelley* ■

*of Penn College / **of Lycoming College



photos: Melinda Saldivia

top: Production Crew with Jason Fetter
bottom: "Conductor" Jason Fetter and Dr. Gary Boerckel

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