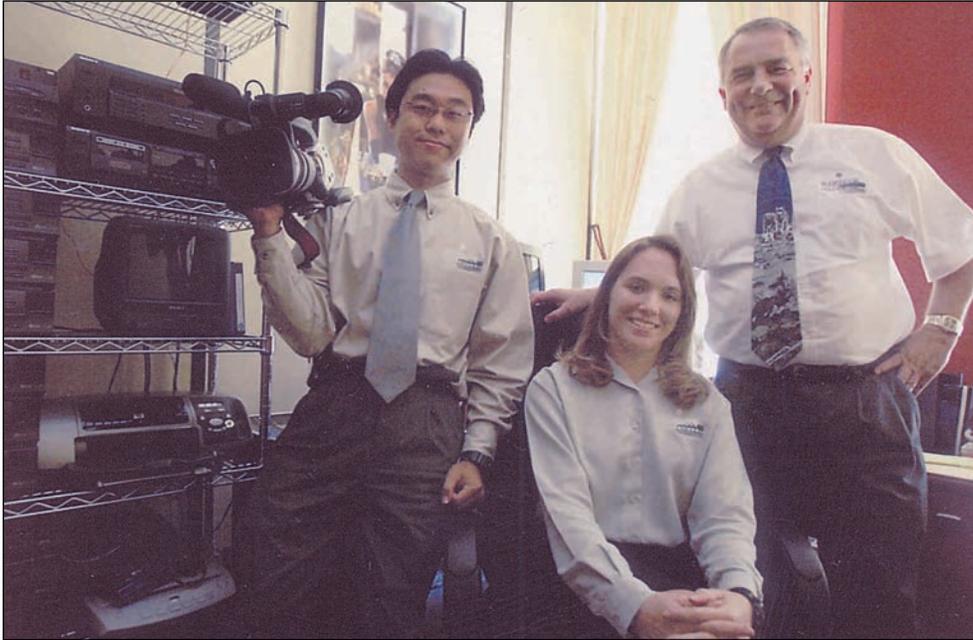


Shooting the Moon



Moonshadow Productions crew film editor, Nao Nakazawa, left associate producer, Alyssa Baron and founder/CEO Charlie Chapin.

Up close with Moonshadow Productions

Find out more about one
Lockeford resident's
Telly-Award winning video
production company.

By Tricia Tomiyoshi
LODI LIVING EDITOR

Clients who visit Moonshadow Productions' office on the seventh floor of the Cort Tower building in downtown Stockton may be surprised by how streamlined it is. There is no receptionist or waiting room. Walk into a door marked Suite 709 and, boom, you find yourself in the office of founder and Lockeford resident Charlie Chapin.

The decor is claret and buttercup yellow, with two large windows, framed by yellow and white striped curtains, overlooking the city. A large photographic mural featuring a lush waterfall, trickling through a green meadow, takes up part of one wall.

Another wall features golden statuettes, Telly Awards, standing like soldiers on four glass shelves. The Telly Awards are the "Oscars" in the video, cable, and non-network TV programming industry. Competing with 10,000 entries, Moonshadow Productions received seven awards this month. The company now boasts 21 Telly awards in total.

Moonshadow Productions is arguably the premiere video production company in San Joaquin County, producing multimedia products like videos, DVDs, CD-ROMs and CD business cards. Its clients include Food \$ Less, the San Joaquin County Sheriff's Department, the San Joaquin county's Health Care Services, the Stockton Unified School District and Lodi's own, Plug-It.

Chapin started the company in 1992, writing brochures and formal presentations for both public and private clients. It was just a way for Chapin to generate income to pay for graduate school.

But in 1993, he wrote and produced a multimedia campaign to reduce tobacco use. The first television public service announcement he wrote for that campaign "Dear Mom and Dad" won a national award for its scripting. It was then that he got a vision of what this company could be. The rest, as they say, is history.

Over the last 11 years, Moonshadow Productions has produced corporate videos, educational videos, recruitment movies, and crime prevention videos. Most recently, the company has been trained in legal videography and now includes legal settlement documentaries to their list of services.

The company is still very small, comprising Chapin, associate producer Alyssa Baron, film editor Nao Nakazawa, and, on occasion Chapin's wife Debbie. But they believe they know the formula of making a successful video.

"Better Productions Through Research"

Chapin's office is where all clients start the journey of making a video.

Moonshadow Productions' motto reads "better productions through research." Drawing on Chapin's Ph.D. in marketing and his experience working in market research companies, Moonshadow starts to tackle each project from a marketing perspective. Before starting production on any video, the company interviews key people in their client's organization to help clients decide on their objectives and clarify their key messages.

From there, Chapin drafts a script.

"We like to tell dramatic stories when we can," said Chapin. "good triumphing over evil, personal and professional challenges overcome, sticking with something. We know what motivates an audience."

Associate producer Alyssa Baron schedules production and casts actors, who have been drawn from civic theater circles. Then she creates a "shot sheet," listing all of the scenes that need to be filmed, based on Chapin's script.

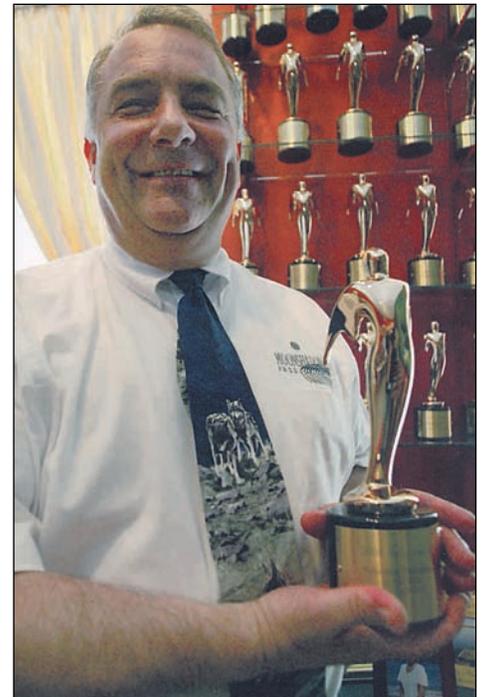
Once the schedule is agreed upon, they shoot. Sometimes on location, sometimes at their office.

"This was taped on location in the Food 4 Less on Hammer Lane in Stockton," said Chapin, watching a scene where a female shopper pushes a cart through a grocery store's produce department. Moonshadow Productions recently created two nutrition videos for Food 4 Less, hosted by Culinary Institute of America chef Pilar Sanchez. The first one won a Telly Award this month.

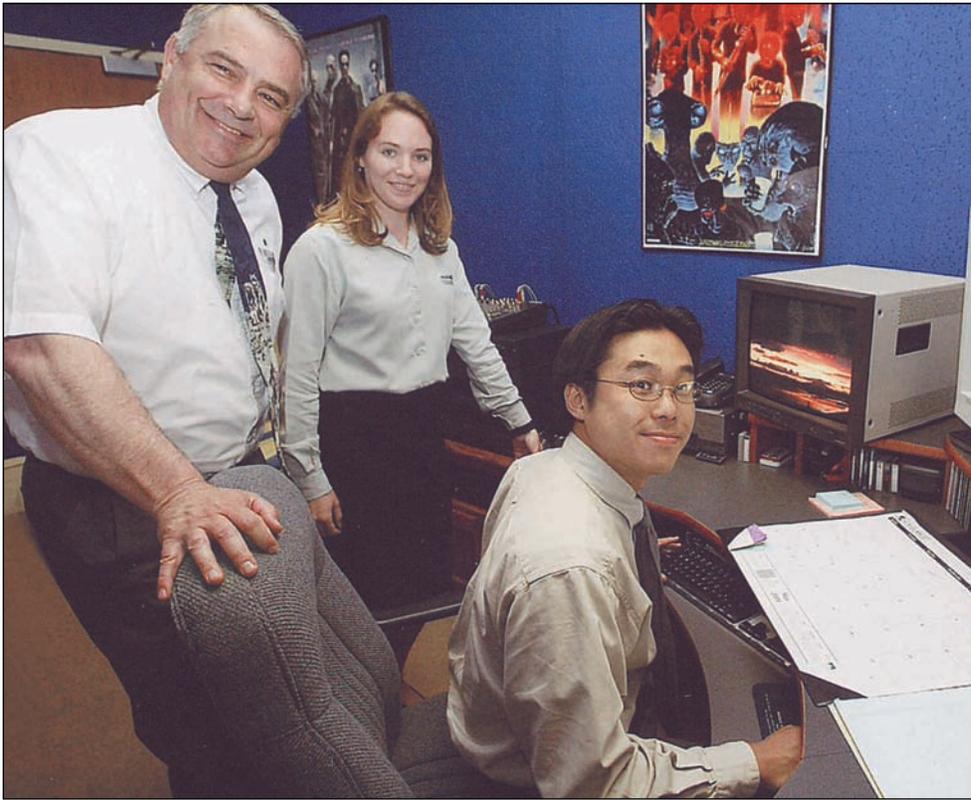
"The cooking scenes were shot in Lockeford," said Chapin.

Lockeford?

—continued on back



Charlie Chapin of Moonshadow Productions holds one of the 21 Telly Awards earned by his production company.



Moonshadow Productions owner Charlie Chapin, left, works closely with his staff, Alyssa Baron and Nao Nakazawa as they edit film at their Stockton office.

—continued from front

“Well, yes ...” said Chapin, cagily. “Actually the cooking segments were taped in my kitchen.”

The kitchen bares a resemblance to the kitchen used on Martha Stewart’s television show. Fitted with wood cabinets and a large chrome side-by-side refrigerator, it seems a natural setting for chef Pilar Sanchez to prepare healthy dishes like prawns with poblano sauce and grilled asparagus.

Film editor Nao Nakazawa typically shoots 20-25 hours of footage before starting the editing process. All editing is conducted in the soundproof editing room, which looks like a royal blue and goldenrod colored playroom.

A poster of “The Matrix” hangs on one wall. A vanilla colored leather sofa sits opposite a small color television monitor. It is here that the company gathers to preview all of their finished videos. On one corner, facing a window, Nakazawa sits at his

desk, poised in front of a Macintosh G4 and begins editing.

It’s a paring down process that can take two to three weeks.

Nakazawa also selects and adds music in the background to add mood to scenes. For this, he refers to one of about a half dozen CDs with background music that is kept on a big bookshelf. Most of the music they use is generic, pulled from this CD collection that they purchased. (Although for a sheriff’s video, we did get permission to use Gene Pitney’s “The Man who Shot Liberty Valance,” which was great,” said Chapin). Nakazawa also uses Photoshop to heighten the visual quality in videos.

“When I think I’m finished editing a project, I always have everyone come in and watch it because I want to make sure that we are all satisfied before we show our client,” said Nakazawa, who has worked for Moonshadow Productions for a year and a half.

The results

The average project takes three months to complete and the company typically takes on about seven projects a year. Once completed, most of the nonprofit videos, like the Food 4 Less videos, are aired on SJTV, the public television station serving San Joaquin County. Others like public service movies “Ignite your Future” and “Meth: A Dark World & Deadly Epidemic,” which were produced for the San Joaquin County Sheriff’s Department, are aired on SJTV and also used in their workplace.

Costs are not cheap. The minimum cost to produce a video is \$1,000 per finished minute. Videos are typically 27 minutes in length because most are made for SJTV and their network has 27-minute time slots. But Moonshadow makes videos of any length, depending on their client’s needs.

The quality of their productions has clients coming back for more. The San Joaquin County Sheriff’s Department and the San Joaquin County’s Health Care Services are just a few that have commissioned a project with Moonshadow more than once.

“We’re always keeping a window open for Moonshadow Productions,” said John Quinn, President and CEO of FOOD 4 Less. “Charlie and his staff did a great job with the first nutrition video. We sat down with them and came up with ideas, talked about what we wanted and the execution was great.”

Nakazawa is currently finishing the editing process for the second Food 4 Less video. Both videos, titled “Nutrition 4 Less, Healthy 4 Life!” will be available at Food 4 Less stores in a few weeks, said Quinn.

Then it will be on to the next video for the team at Moonshadow Productions: a collaborative project with Linden Unified School District, the Charles M. Weber Institute, the Manteca Unified School District, and San Joaquin Delta College called “How to Keep That Job.”

This will be thier next opportunity to tell a good story. Their next chance to show the panel of judges at the Telly Awrds what this little video production company is made of. Their next shot to shine.

