

Flashback Friday #11, 10-25-2017

National Screw Machine Products Association, NSMPA, ***A Good Part of Your Life***

Today the press frequently runs stories on the need of modern manufacturing for qualified job applicants to fill good technical jobs. Well back 35 years ago there already was a growing problem and a need to recruit young people to consider manufacturing as a career. This Cinecraft classic, '***A Good Part of Your Life***', was produced for the National Screw Machine Products Association in 1980 to recruit high school students to technical careers in the industry. Screw machines make nuts and bolts and other metal fasteners. Cleveland was a major producer of these parts. The NSMPA has evolved to become the Precision Machined Products Association and is still headquarter in Northeastern Ohio.

On the 'fun facts behind the scenes' side of this one, the voice-over narrator, Chris Kane, was a Boston native living in our neighborhood, Cleveland's Ohio City. He was a frequent choice for VO assignments at Cinecraft. He had great pipes and gave an intelligent read. He was readily hired for the gig without an audition. Turns out Chris had trouble saying the words "screw machine". It came out "skew machine". (And worse yet, he couldn't hear that he wasn't saying it right!) A bit of a challenge for a 20 minute film all about **screw machines**.

It was brutal. We all survived. And the end product was successful for NSMPA.

A Good Part of Your Life - 1980

84 views
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Cinecraft Productions, Cleveland's longest-standing production company, presents a Flashback Friday video from our archives. This Cinecraft classic, 'A Good Part of Your Life,' was produced in 1980 for the National Screw Machine Products Association (NSMPA) to recruit high school students to technical careers in the industry. Screw machines make nuts and bolts and other metal fasteners, and Cleveland was a major producer of these parts. The NSMPA has evolved to become the Precision Machined Products Association and is still headquartered in Northeast Ohio. Behind-the-Scenes of this video production, one point of interest is the voice-over (VO) narrator, Chris Kane. A Boston native who had relocated to our Ohio City neighborhood of Cleveland, Chris was a frequent choice for VO assignments at Cinecraft. Since we knew he had great pipes and always gave an intelligent read, we readily hired him for the NSMPA gig without an audition. Turns out Chris had trouble saying the words "screw machine" - it came out "skew machine." Worse yet, he couldn't hear that he wasn't saying it right! A bit of a challenge for a 20-minute film all about screw machines. It was brutal, but we all survived and the end product was successful. Voice: Chris Kane Transcription Cinecraft Productions presents Flashback Friday. This is the time to start thinking about your future. Talk to your shop teacher and guidance counselor. And if you know someone in the industry, see if they think we would be good for you. The screw machine products industry is not only a good place to start, it's an excellent place to grow. Take a step in the right direction. Make the screw machine products industry a good part of your life.