

Cinecraft Flashback Friday Special Weather Alert Edition

Inbox

Fri, Jan 12, 2018,
11:55 AM

Sorry for the BCC version today. But I wanted to get this timely Weather Alert edition of Flashback Friday to you in a hurry.

So here is a weather blast from the past. A TV spot for WERE 1300 AM radio from the late 70's that is a reminder that in Northeastern Ohio we are pros at handling weather Armageddon.

[WERE 1300 AM Weather Alert](#)

Neil's Production Notes:

This was a late 1970's TV spot for WERE AM 1300 which was then owned by George Oliva. He had previously owned a film production company called General Pictures. Cinecraft bought General Pictures some time in the early 1970's (shortly before I arrived on the scene) So there was a relationship with Oliva. And I'm sure a very modest budget.

The WERE logo animation was done via frame by frame cell animation on the Oxberry compound animation stand. I'm not sure where the snow scenes came from. Likely from some previous project so the footage was handy. We had a basic film chain telecine set-up (where a 16mm film projector has a special shutter to convert 24fps to 30fps for TV). That's how the film snow footage got to video.

So I hope this storm misses your neck of the woods. If not, rest assured it will all be melted by June for sure.

-Neil

PS. To see any of the other 16 Cinecraft Flashback Friday clips or some of the related videos we have made "Talking About Flashback Friday" visit our Flashback Friday YouTube page.

[Cinecraft Productions - Flashback Friday Channel](#)