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ASSOCIATES

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COMPANY: Academy of Motion Picture Arts and Sciences

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ATTENTION: Richard Miller

FROM: Pete Clark

REF: Suggestions re: format for Vlz FX position statement to Realignment Committee.

DATE: 12, December, 1994

NO. PAGES, INCLUDING THIS COVER SHEET: Two (2)

I am sorry that I am not able to be with the committee tonight. I'm feeling kinda puny today and certainly do not want to co-mingle my bugs with any of you there at the meeting.

I want to make the following suggestion for the format which I advocate for our position statement to the Realignment Committee. All of the statements that so far I have read that have been presented in this latest round, I feel, are too narrative, too much a recitation of facts, of accomplishments. It's dry stuff. Ho hum.

Who are we addressing? Why are we addressing them? We're addressing a bunch of creative people to seek their indulgence to join their hallowed ranks. We must speak emotionally to them. We tell them how we help them and their individual images. We make each person believe that we exist solely for himself alone. He needs us. We point out to him that that we cooperate to make him appear greater than he could accomplish on his own. Better than he could appear without our aid. Yet we must do this without making him fear our taking him over. We support him, we do not remake him. In these cases the "he's" and "him's" are not only actors but cinematographers, art directors, writers, directors, producers and the like. In fact, all of the creative people in the industry. We must make them all recognize that ours is a craft which was created exclusively to be at their service without being subservient. To enhance - or even permit - the release of their own creativities so that they may shine at their zenith.

Of the several proposed statements presented so far, I believe ~~that~~ Jon Erland's to be head and shoulders the most eloquent. The ending, however, is weak, I feel. There should be some positive statement why he is addressing them (we've earned branch status) and what we want them to do (grant us our own branch so that we may rightfully stand amongst you).

Rich, will you please read the above statement to the committee and act as my agent in promoting the notion that this should be a positive statement of worth, not a groveling plea, nor a boastful



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2

PETE CLARK

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There is an enduring and fundamental axiom in education and in public speaking - that it is the responsibility of the communicator to get his message across to his audience in a manner that it's members will understand and accept - not vice-versa - that they must master another's jargon. The Board of Governors is primarily comprised of creative and emotional people. We must communicate with them in their language, not in our vernacular.

We must communicate to the Board, and ultimately to the membership at large, in a non-threatening manner. We absolutely must not place in their minds any inkling that we might take over any part of their roles - that our growth might put them in any sort of jeopardy. In fact we must allay that fear, which, I am afraid, already is well entrenched in many of their minds. Conversely, we must implant the firm idea that we were created, and will continue to grow, solely to cooperatively enhance their existences, to make their image transcend the prosaic.

Special effects cannot exist alone. One hundred explosions by themselves on the screen do not make a movie. However, a fleet on miniature ships, moored at a miniature island, in front of a tropical sky backing, combined with optically printed warplanes, accompanied by the 100 explosions, does fully realize a writer's script. An actor by himself cannot transcend time but with CGI he can meet long dead presidents to enhance his role. A matte painting of the interior of a cathedral does fulfill an art director's vision. Forced perspective does permit an "impossible" shot. Optical printing can save mi\$\$ions for the producer.

We have been at this business ever since the movies began - over one hundred years. Our crafts have grown from the challenges placed upon us by scripts, by art directors, by cinematographers and by directors. We help tell the story. We have ever been ready to make creative imaginations a reality on film. We are not subordinate to any craft, nor are we superior to any. We have always been at their sides to help with our art and creativity through technology. We have earned our place. We deserve similar recognition - to share equal branch status.

Pete