

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of February 6, 2012

SUBJECT: KRON-TV Film “No Deposit, No Return”

PURPOSE:

Preserve a part of Brisbane history which highlights how far we have come as a society, and a Community.

RECOMMENDATION:

For Council to view a 3-minute segment of the film and provide feedback to staff as to how best to inform the Community of this resource (Ch. 27, website, etc.).

BACKGROUND:

A DVD copy of “No Deposit, No Return” was given to staff to see whether the original footage could be located, as the visual and audio quality were not of optimal quality. The short film was one of 55 titles produced by KRON-TV’s News and Documentary Department in 1965 as part of its Biography Series.

In the copy of “No Deposit, No Return” provided to staff, there was mention of the film studio, Leo Diner Films. Leo Diner Films has since closed its doors, but a Google search turned up a page from San Francisco State University, whose Cinema Department has a Leo Diner Memorial Scholarship. Upon contacting a number of the professors for more information on Leo Diner Films or how to acquire the original footage of “No Deposit, No Return”, it was discovered that the J. Paul Leonard Library at SF State University had a collection of old 16mm reels from KRON-TV as well as some of the other local news stations. A phone number for Alex Cherian, Resident Film Archivist at SF State, was provided and Mr. Cherian was contacted soon after.

Mr. Cherian has formed a positive enough relationship with the local news stations where he is given access to all of their original 16mm footage in order to re-master them and thereby preserve these great educational, intellectual, and creative resources. When the

phone call was made, Mr. Cherian had literally just gotten back from climbing underneath a Christmas tree stored in the stairwell of KRON-4, where their 16mm films had also begun being stored. In checking over the titles, one of them was indeed happened to be, "No Deposit, No Return". Judging from the size of the reel, it was about a 25-26 minute film. The copy of "No Deposit, No Return" given to staff was just over 26 minutes.

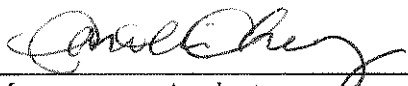
With knowledge that the original 16mm film for "No Deposit, No Return" was in the hands of someone who had the tools and know-how to re-master it, the next step was contacting Jim Swanson, Executive Producer at KRON, to ensure he was fine with the film being shown on Brisbane's government-access Ch. 27. He said to go ahead with the idea, thus commencing the re-mastering work of Mr. Cherian.

FISCAL IMPACT/FINANCING ISSUES:

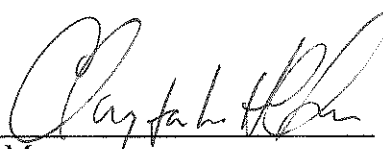
The City was invoiced \$400 from Mr. Cherian for his work on the film, which involved inspection, cleaning and repair, color correction, and the production of a new digital master media file (4 hours x \$100 per hour).

MEASURE OF SUCCESS:

If the film is placed on the website, high traffic numbers would suggest that many find this film to be of great value and importance to the history of Brisbane.



Management Analyst
Caroline Cheung



City Manager
Clay Holstine

ATTACHMENTS:

None.