

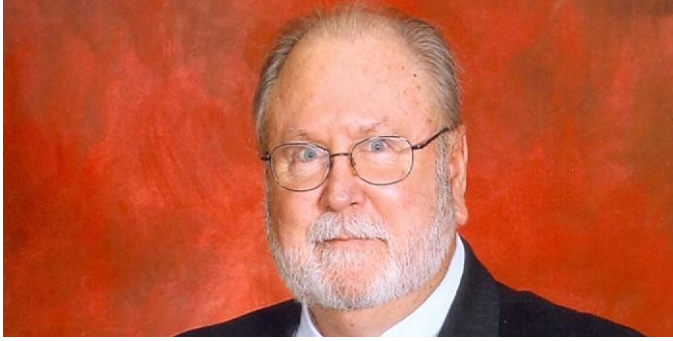
## Synopsis

**How to Leverage Video to Promote and Sell your Music - How to DVD your concert on a budget; 10 things every music professional should know about using video.**

1. DVD your Concert - Where to find resources – crews, cameras, rental items, methods of shooting, creative aspects, lenses, camera placement, communications, switching live vs. iso cameras, cost factors.
2. DVD your Concert - How to handle the recording of audio – pitfalls, tips, resources, rental, trucks, portable systems, time code, sync, ground isolation, signal flow, mic splits, cost factors.
3. CD your Concert too – How to create a second revenue source, advantages of a live CD.
4. Post Production, Video – Programs, resources, multicam, effects, release formats.
5. Post Production, Audio – How to mix your soundtrack to save time and money, maintaining sync
6. DVD your Recording Session – How to leverage video in the studio – using behind the scenes and interview techniques – handling audio, resources, camera techniques, lenses.
7. Video formats – A quick primer – simple explanations, aspect ratios, file types, resolutions, sizes, HD, SD, making good choices.
8. How to use HD – When better is not better, legacy footage.
9. Web formats, mobile formats, streaming – the future of delivery of video and music.
10. DVD and Blu-Ray formats - use of each, editing for multiple release

Presented by SPARS





**OMEGA  
PRODUCTIONS**



**Paul Christensen  
Engineer, Producer, Television Producer  
President, Omega Productions  
Executive Director, SPARS**

Paul A. Christensen is Owner and President of Omega Productions, an award winning company producing live television and film specials as well as audio recordings of live music and concert events all over the US and overseas.

Since 1973, Mr. Christensen and the company have worked with over 500 of the best known personalities in the entertainment business: comedy stars such as Bob Hope, Steve Allen and Jack Lemmon; Broadway legends like Ben Vereen, Lena Horne and Chita Rivera; film artists Leslie Ann Warren, Mack Davis and Dennis Quaid; and music legends like Ray Charles, Jerry Lee Lewis and Fats Domino.

His work has crossed all lines of music from the jazz of Ramsey Lewis, Dizzy Gillespie and Al Jarreau; the rock of U2, The Moody Blues and Neil Young; the country of Reba McEntire, Johnny Cash and Garth Brooks; the blues of B.B. King, Buddy Guy and Irma Thomas; the R&B and funk sounds of The Neville Brothers, The Commodores and Johnnie Taylor; and the gospel grooves of Kirk Franklin, Fred Hammond and the Marvin Sapp.

Mr. Christensen and the projects on which Omega Productions have worked have won numerous awards including two Emmy® Awards, one Grammy® Award, 21 Grammy® Nominations, two RIAA® Platinum Video Awards, eight RIAA® Gold Video Awards, six RIAA® Platinum Record Awards, 10 RIAA® Gold Record Awards, 13 Dove Awards, two Ampex Golden Reel Awards, five 3M Horizon Awards, three Telly Awards, two Soul Train Awards, one US Film Festival Award, as well as numerous Stellar awards.

Mr. Christensen has served as past Chairman of the Board of Directors, Society of Professional Audio Recording Services® (SPARS®). He is a member of the National Academy of Television Arts and Sciences® (NATAS®). He is a past founding member and served as 1st Vice President, Board of Governors, Texas Chapter of the National Academy of Recording Arts and Sciences® (NARAS®) (The Recording Academy®). Mr. Christensen is a member of the Producer's and Engineer's Wing of the Recording Academy® and the International Webcasting Association® (IWA®)

He also currently serves as Executive Director of SPARS. Please see [www.omegalive.com](http://www.omegalive.com) and [www.spars.com](http://www.spars.com).