

Interview with Irv Braun, founder of BFA

key to a good educational film is to make it linear; it should progress clearly from A to B to C etc.

likes to start films off with a question to grab the viewer's interest

suggested I look at two BFA films - Soundwaves to Stars (re: Doppler effect)  
Background of the Civil War

claims that the research costs associated with the use of stock footage are so great that with the exception of really unique shots you are better off to shoot fresh (it seems to me that this might have a lot to do with the subject matter - eg. would this be true of shots of elephants in the wild etc. - what categories would it be true in, which not?)

he asked how you would show Walt Whitman on a visual videodisc. I explained that you could do a brief rundown of his life, putting it in social and historical context, using stills as a backdrop (a la the Eames' treatment of Franklin and Jefferson), and you could have a poem or two recited. Additional information could be available as text on a still frame (or on printed material, or as computer generated text depending on the route you decided to take)

recommended the following people

George Holland, was responsible for a lot of the editorial work at BFA, especially strong in literature, not aggressive, but knows the business

Herb Schick, formerly with Salenger (left over argument) 'brilliant' and competent filmmaker, a very quick study-the type who could run a day to day operation (a little 'meshugah') 821-7669

Alan Sloan - again brilliant  
8425 W. 3rd LA 90048

Russ Sackett - formerly EBE pres, CBS publishing exec, looking for something (approx. 55 years old) very approachable, very competent etc.  
living in Arkansas 1 501 253-8695  
501 253-7196