

# **Performance Post**

## **Newsletter Article - April 2004 Issue**

### **Performance Post CEO Speaks At STN Convention**

Fausto Sanchez, CEO and President of Performance Post, just naturally looks to the future. That is where his eyes were trained in 1998 when he steered Performance Post into the emerging technology of high definition television. That is where he was looking when he accepted an invitation to speak at the 2004 Student Television Network Convention.

The three-day event took place January 8 – 10 at the Sheraton Universal and at the Annenberg School of Communication at the University of Southern California. Attended by more than 800 students from across the United States, the convention featured a variety of speakers from a variety of industry fields, all of them working professionals.

The STN Convention offered sessions covering topics that included the art of the interview, set design and lighting, writing for broadcast, advanced digital editing, television reporting, and shooting like a pro, just to name a few. The speakers included broadcast journalists, editors, casting directors, news reporters and writers, photojournalists and on-air reporters.

Mr. Sanchez addressed about 100 students in two sessions, speaking about the nature and future of high definition in television and film. Using a Sony HD projector, he displayed a wide range of HD material including 1950's television sitcom footage, feature film animation and current cable sports programming. He reported that the students were amazed by the quality.

“These kids were really excited about fitting into this industry and the jobs the speakers were talking about,” said Sanchez. “They were pretty sophisticated. Most of them were shooting DV and editing on their Macs or PC's. They were using Final Cut or Adobe Premier. Some of them had already worked on an Avid. I was excited to see the level of participation.”

What was Fausto Sanchez's overall impression of his students? “These students are our future. I got into the business because I love it and I see that same love in these kids. I'm looking at the future and it looks good,” he replied.