

SAFER AT HOME – DAY FORTY-TWO



May 14, 2020

I wonder if people 50 years from now will look back at some of the television spots we produce with the same level of bemusement we experience when we look at some of the stuff that aired back in the 60s?

I have long been a subscriber to The National Archives which has a mission similar to ours – the conservation and preservation of motion picture records. And every so often they let us take a peek into their archives and review some of the gems that are both fascinating and a little giggle-worthy.

Here's one that I caught today of The Swingin' Six as they explain the need for a Zip Code system within the US Post Office.

<https://archives.us11.list-manage.com/track/click?u=bfeaf03e7b0b1636c0b375892&id=456bf91f5f&e=a4aad5f78>

It kind of reminds me of a radio PSA I wrote for a class project on the dangers of underage smoking. The entire 60 second spot consisted of me trying to read from a published brochure they gave us while hacking my lungs out. Largely improvised (because I forgot to do the assignment), it was chosen from the class to be recorded and broadcast – pretty sure on AM radio (WINK were the local call letters). If I only had the Swingin' Six to help me out back then, it might have gone national.

Michael Ondrasik and Home Video Studio Mount Dora specialize in the preservation of family memories through the digitalization of film, videotapes, audio recordings, photos, negatives, and slides. For more information, call 352-735-8550 or visit our [website](#).