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LINDA CICADA, VIDEOGRAPHER



Dan Coyro/Sentinel photos

Video-making grandmothers Oma Richmond and Linda Cicada work on making a digital video from their mobile studio at a local RV park.

'Crone's eye view'

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Grandmothers armed with digital video send positive message

By REBECCA PATT
SENTINEL CORRESPONDENT

At an age when many are thinking about traveling in an RV to enjoy a carefree retirement, Linda Cicada, 60, and Oma Richmond, 57, have recently begun living their dream as full-time videographers and have moved into an RV that doubles as a high-tech mobile editing studio.

These two grandmothers profess to having the "crone's eye view." They are on a mission to create beautiful, compelling videos that send a positive message about having reverence for all life on the planet.

"Everything we do is about showing the good news of what people are doing in our world," says Cicada. "In these times of hopelessness and really almost massive despair that people are feeling, we are focusing on the good news that people are living a life of service and enhancing the environment."

Their production company is called World Wind Enterprise, and their motto is "digital video from heart to finish."

World Wind Enterprise

WHO: Linda Cicada and Oma Richmond.

WHAT: A video production company that creates compelling short videos with an emphasis on positive, accessible stories about people helping the environment.

WHERE: have an RV and will travel.

INFORMATION: call 457-1844 or e-mail worldwind@earthlink.net.

Besides being life and business partners for nearly 20 years, the two share a special creative collaboration. Richmond is the technical and musical director of the videos. She does the camera work and selects the music. She's a graduate of the Sony Institute for electronic news gathering in Los Angeles and a former professional drummer.

Cicada is the artistic director. She writes the storyboards, conducts the interviews, and narrates the videos.

Since the early 1990s, this dynamic duo has completed nearly 100 videos, beginning when they took a video camera along on a journey to East Africa. Traveling in Third World countries showed them a new perspective on life and inspired them

to make videos professionally.

For several years during the 1990s, they ran a catering business to save the money to buy the state-of-the-art cameras and editing equipment. In 1999, they began renting out their home in Sonora and moved into their mobile residence and video studio.

For now, they are parked in Santa Cruz. It gives them plenty of time with their grandchildren and enables them to be in what Cicada calls "the heart of the important activity."

"Our interest in being in Santa Cruz is that there are some really important and interesting things going on that need to be documented. There's something about Santa Cruz that attracts really inspired people,"



Linda Cicada and Oma Richmond take a break from the various monitors where they produce videos.

Video: Favorite subjects are nature, environment

Continued from Page D1

she says.

They got their start locally when they were hired to make videos of the author events at Bookshop Santa Cruz. Last month they completed their second video for the county's Public Works Department on the subject of erosion control. The videos will be used as training tapes for Public Works and shown on community TV. The half-hour programs give a face to the county workers who are dedicated to protecting biodiversity and keeping our local waterways habitable for endangered salmon species.

"Our favorite is difficult subjects especially to do with nature and the environment that are hard for people to know or care about," Cicada said. "We won't take the job unless we can feel we can make it into something accessible for everyone, so that even school children can understand it."

They've also recently completed a stunning video about African ceremonies that borrows footage from renowned photographers of Africa who they taped at the Capitola Book Cafe.

They have several new projects in the works, ranging from a video commemorating the 50th anniversary of the Santa Cruz Medical Clinic to one about a habitat restoration project in Redding where an old highway is being turned back into a creek.

No matter what their subject, the pair has a flair for staying

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focused on the big picture.

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