



Bette G. Augustin/Staff photographer
DeSales High School senior Brian Askin co-produced and acted in the school's first-ever promotional video.

DeSales student discovers joys of producing videos

By Barbara Ann Homick
Staff writer

GENEVA — When DeSales student Brian Askin began producing his football pre-game show in 1988, he never dreamed it would become so successful. His show became so popular that Principal Edward J. Tracey asked him to help produce the school's first-ever promotional video.

Askin began his high school career at Geneva High School, but he transferred to DeSales halfway through his freshman year. He jumped right into the school's athletic scene by going out for basketball and baseball that same year.

When Askin was a sophomore, he and his older brother Dean began filming a 15-minute pre-game show entitled "This moment in football." The program featured "Pete the Parrot," a live parakeet who "predicted" the scores of upcoming professional, college and high school games. In addition, a puppet named Dr. Stobie — named after the football team's doctor — would run down the list of injuries.

When "Pete" died, the Askin brothers began using "Mel's Magic Football" to predict the outcome of football games. Steve Cannuli, a friend and fellow teammate of the Askins, would assist the two brothers with many of the video's voice-overs.

When Brian started producing the pre-game show, he was also beginning his first year on the DeSales football team. He is currently in his third year as a lineman for the Saints.

Brian became interested in film making when his father, Jim, used to film DeSales football games. Brian would then add music to the game's highlights and he would show his production to fellow high school students.

Brian used to show his video after the game on the big-screen TV at the former

Murzy's Pizza and Pasta in Geneva. The film was the highlight of the weekend for many high school football enthusiasts in Geneva.

Brian said the pre-game program was shown each week for two years, but then Dean and Cannuli went off to college.

"I still do the pre-game show occasionally, but I just play them back at my house for the guys on the team," Brian said.

Although Brian noted that making films is just a hobby, he said working on the promotional video for DeSales was quite an enjoyable experience.

"I never had to write a script before in my life," he said, adding that any dialogue in his football show was ad-libbed. "With the pre-game, I was in control."

Dean helped Brian on the project before he graduated. And even though the video didn't require constant work on Brian's part, he said he worked on it periodically for two years. In the beginning, he sat down with several teachers and students to plan the dialogue and the film's sequences.

As a sophomore, Brian worked on the production's dialogue with DeSales teachers Beryl Tracey and Sister Janet Connorton. The first showing of the 15-minute video took place after the Homecoming Liturgy on Oct. 13.

The project was financed through contributions made in memory of Larry and Olga Peters of Waterloo, whose grandchildren attend DeSales.

"I wasn't camera shy when it came to the video," Brian said. "This project showed me how things were done, things I didn't know about until I worked on this video."

The video depicts everyday life at DeSales, from the classroom to the football field. Brian and other students such as Jim

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