

Educational video nets coveted award

By DEBORAH DOULETTE
Contributing Writer

WILLIAMSBURG — Local producer Tom Adams has won a 2008 Telly award for his work on a Massachusetts Historical Commission educational video.

Adams, editor and director of the project, worked with the commission's local government program to create "Establishing a Local Historic District," an informational resource for towns interested in creating their own historic districts.

The Telly awards were founded in 1978 to honor excellence in local, regional and cable TV commercials and productions.

Telly awards are internationally known, said Adams, and "recognize distinction in creative work."

For the historic panel's video, Adams traveled around the state to capture a variety of current and historic images. There are sections of Springfield's Forest Park neighborhood, for example, that show up in the video. East Longmeadow's town common area makes an appearance as well.

The award-winning video also features the voice of WFCR's

Bob Paquette.

Adams runs his own company, Reelife Productions, an audio/video multimedia company which he founded in 1995 in order to help individuals and companies use digital media wisely. According to his company's Web site, www.reelifeproductions.com, Adams has produced over 300 commercials and has worked with a variety of local and national clients.

Adams spent most of last year working on the MHC video. More recently he has helped local fitness trainer Joan Griswold produce a fitness video. Adams' work also shows up in videos for Peace Haven Farm in Plainfield, or in promotional work for the Common School in Amherst.

Adams recently resigned his job as Studio Manager for South Hadley Community Television, effective at the end of the month. He'll now be able to turn his attention more toward his family — wife Melissa and two young children — and his work with Reelife Productions.

The video is currently available only through the Massachusetts Historical Commission's lending library. It is being incorporated



CAROL LOLLIS

Williamsburg resident Tom Adams recently won a Telly award from the Massachusetts Historical Commission for a video he produced, teaching how to establish a local historic district.

into a comprehensive video with more sections and may be re-released in the future.

For more information go to

www.sec.state.ma.us/mhc.

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