



## 85th Convention—Miami

*Films and Television for International Communication* as a theme for the Society's Spring Convention, May 4-8, has brought many papers proffered early for the Program. The deadline is February 19 for Author Forms to reach the Program Chairman, from authors or Topic Chairmen. Complete details are in the November *Journal*, p. 776, which lists Topic Chairmen who will be most immediately helpful. General information and all the forms are available from Society headquarters or from the 85th Program Chairman, *Garland C. Misener*, 1905 Fairview Ave., N.E., Washington 2, D.C.

### Hotel Reservations

George Gill, Hotel Arrangements Chairman, reports that we may be running into a shortage of rooms at the Fontainebleau compared with the number usually available at convention hotels in other cities. For this reason, it is urged that those who want to be sure of getting accommodation in the Fontainebleau send in their reservations to the hotel without delay. The Newsletter printed on the reverse of the Section Meeting Notices for January will include a reservation blank for members' convenience in doing this. Those not using the blank should be sure to mention, in their letter to the hotel, the fact that they will be attending the SMPTE convention.

Rates at the Fontainebleau are \$14, \$16, \$18 and \$22 per day for room and bath, for either single or double occupancy. A one-bedroom suite is \$45, and two-bedroom suites are available at \$70 and \$80,

per day. A \$25 deposit must accompany all reservations; in the event accommodation must be cancelled, this deposit will be returnable provided the cancellation is made at least 48 hours prior to the date of the reservation.

### Equipment Exhibit

Arrangements for the physical layout of the International Exhibit, which have been somewhat contingent on the hotel's plans for reconstructing its convention facilities, have now been firmed up. The Grand Gallerie, lying immediately adjacent to the auditorium where the technical sessions are to be held, and en route from the registration area to the sessions, will provide compact and unified accommodation for approximately 50 booths.

Response to the initial publicity has been coming in to an extent that indicates a sell-out. European and Japanese manufacturers have already sent inquiries to headquarters, and the first truly international display of strictly professional motion-picture and television equipment ever to be assembled in this country is now definitely in the making. This should be a unique opportunity for members to see the latest advances made by the industry in all parts of the world.

Booth assignments will be made early in January. Companies wishing to take part should contact, as soon as possible, the Exhibit Chairman, John B. Olsson, c/o Beattie-Coleman, Inc., 1000 N. Olive St., Anaheim, Calif., or notify Denis Courtney at Society headquarters. Order forms, prices, and complete information on how to participate will be sent on request.

on the University Phase for which O. Stephen Knudsen was chairman.

The six papers presented at the Education Session dealt in a realistic fashion with new teaching techniques, conveying a total impression of recognition of a crisis in education and a practical approach to new problems. A paper by Sol Roshal of Los Angeles on "New Perspectives for the Use of Film in Education" warned that in order to meet educational requirements film production must go in new directions. He advised the production of short, specific films for flexibility, as well as production of more lengthy films for entire classroom sessions.

An interesting account of the new studio at Brigham Young University, Provo, Utah, was authored by Robert W. Stum and R. Irwin Goodman, and delivered by Herbert E. Farmer.

The growing importance to industry of nontheatrical films was ably brought out by six papers presented at the Session on Business. A paper by John Flory and Thomas W. Hope, "Analysis of Growing Business Film Usage," discussed the areas in business and industry where films are being effectively used. A paper by E. H. Plant, L. W. Jenkins and J. B. DeWitt of Eastman Kodak Co. made the interesting observation that the camera is used as a "thinking tool" in photographing plant operations.

The Monday Evening Session on Documentary and Educational Film Production had an exciting quality both in subject matter and presentation. The presentation by William R. Witherell, Jr., of Video Films, Detroit, on creativity and flexibility in the use of unusual or substandard equipment had the happily chosen title of "Milking the Oddball Camera." Geoffrey T. C. Mangin, Central African Film Unit, Salisbury, S. Rhodesia, Africa, described the organizational and technical problems of producing films for local demands.

A description of the work at Bob Jones University, Greenville, S. C., noted for the professional quality of its films and training, was presented by Mrs. Gilbert Stenholm in a paper, "The Unusual Films Motion-Picture Production and Training Unit at Bob Jones University."

An especially stimulating exchange of ideas and information took place Monday afternoon following the annual Business Meeting. The Symposium on 16mm Color Intermediate Negative/Positive Release Printing, under the guidance of Robert A. Colburn of Geo. W. Colburn Laboratories Inc., Chicago, afforded an interchange of laboratory methods used by leading Midwest laboratories, with representatives of each laboratory describing its processes and special equipment.

One of the newest of the "new looks" is international television. Its potentialities were dramatized in the Thursday Afternoon Session on "Machine Language Transla-

## The 84th Convention, Detroit

Built around the theme of *Films and Television in Industry and Education*, the 84th Convention was an inspiring demonstration of the Society's ability to adapt, to grow, to keep pace with the tremendous changes taking place today and to anticipate the technological and social developments of tomorrow. The word "revolution" both stated and implied seemed to be the underlying motif of many papers on the general subjects of education, new techniques, applications and developments.

The keynote speech on the New Era in Education, delivered by Maurice B. Mitchell, made reference to what he called "good news of damnation." He explained the apparent paradox by pointing out that the greatest achievements in many fields of endeavor have come about as a result of fearful events and disastrous trends forcing re-evaluations and the finding of new solutions to old problems and adequate methods of dealing with the new. (Excerpts from

Mr. Mitchell's speech appear on earlier pages of this *Journal*.)

The entire Papers Program of 82 papers was outstanding for its timeliness and for the fine manner in which the sessions were run. Such an achievement is a tribute to the devoted efforts of Program Chairman C. E. Heppberger. H. W. Kinzle was Associate Program Chairman.

The "new look" was predominant in the sessions on nontheatrical films. The Tuesday Morning Session took "A New Look at Film Techniques for Education" and the Tuesday Afternoon Session was on the "New Look" at film for business.

Topic Chairman for Nontheatrical Production and Techniques, Industrial Phase, was John Flory who has long been recognized as an authority on nontheatrical films. His devoted work for the Convention resulted in a substantial assemblage of papers. Equally impressive were the papers