

and it hopes to have the complete directory ready for release by June of this year.

Six new members were announced at the meeting, bringing the membership to 57, including members in Canada and the U.S.

The next meeting of ACL will be in Hollywood, April 21, at the time of the Spring Convention of SMPTE.—*Reid H. Ray*, ACL President.

## Education, Industry News

**Photokina 1958** will be held at Cologne, Germany, Sept. 27 through Oct. 5. This will be the sixth of these international photographic and cinematographic exhibitions. Exhibitors from approximately 75 countries, including the United States, are scheduled to show recent products and developments. Transportation arrangements and hotel reservations are being handled by Karl Hardach Travel Service, 11 W. 42 St., New York 36.

**Charles Ginsburg**, recipient of SMPTE's David Sarnoff Award at the Society's Fall Convention at Philadelphia, has been given a new honor, the Vladimir K. Zworykin television prize. It was presented to Mr. Ginsburg at the Spring Convention of the Institute of Radio Engineers, held in New York, March 24-27. Presentation was made by Donald G. Fink, IRE President. The prize was first given in 1952. It goes to the Institute member who makes the most important technical contribution to elec-

tronic television during the preceding three years. Mr. Ginsburg was given the award for "pioneering contribution to the development of video magnetic recording."

**The People-to-People Program** was launched by the President at a White House Conference in September 1956. It is designed to promote world-wide contacts and activities among individuals which will further international understanding and friendship. Private in character, the program is distinct from official government activity. Approximately 1000 members have been appointed to 41 committees which will devise methods of making individual contacts through every possible avenue of communication. Each committee is autonomous and voluntary and is expected to initiate its own program in its particular field.

The list of committee chairmen contains many distinguished members, such as William Faulkner, Chairman of the Writers Committee; Eugene Ormandy, Music; Al Capp, Cartoonists; and others selected for outstanding ability and a purposeful approach to the aims of the program. The fields of motion-picture and television are given considerable emphasis as being among the most important mediums of cultural exchange. Y. Frank Freeman is Chairman of the Motion-Picture Committee. Frank Stanton and Harold E. Fellows are co-chairmen of the Radio and

Television Committee. Mr. Stanton also serves on the Board of Directors of the People-to-People Foundation which was established in February 1957 to finance the program. Committee chairmen also serve as trustees of the Foundation.

The Program was described before the SMPTE at its Philadelphia Convention during the opening of the Session on International Television. George V. Denny, Jr., spoke for the People-to-People Foundation, Inc., which is located at 45 W. 45 St., New York 36.

**Subliminal perception**, only a few short months ago the subject of heated controversy (*Journal*, Dec. 1957, p. 778), appears to be finding its way to oblivion. The coup de grace has apparently been administered by NAB's TV Code Review Board which recently voted to ban this form of advertising. An amendment to the rules which will be submitted to the NAB TV Board May 1 at the Association's Convention at Los Angeles states: "The use of the TV medium to transmit information of any kind by the use of the process called "subliminal perception," or by the use of any similar technique whereby an attempt is made to convey information to the viewer by transmitting messages below the threshold of normal awareness, is not permitted." Earlier, the New York State Senate passed a bill making this form of advertising illegal within the State.

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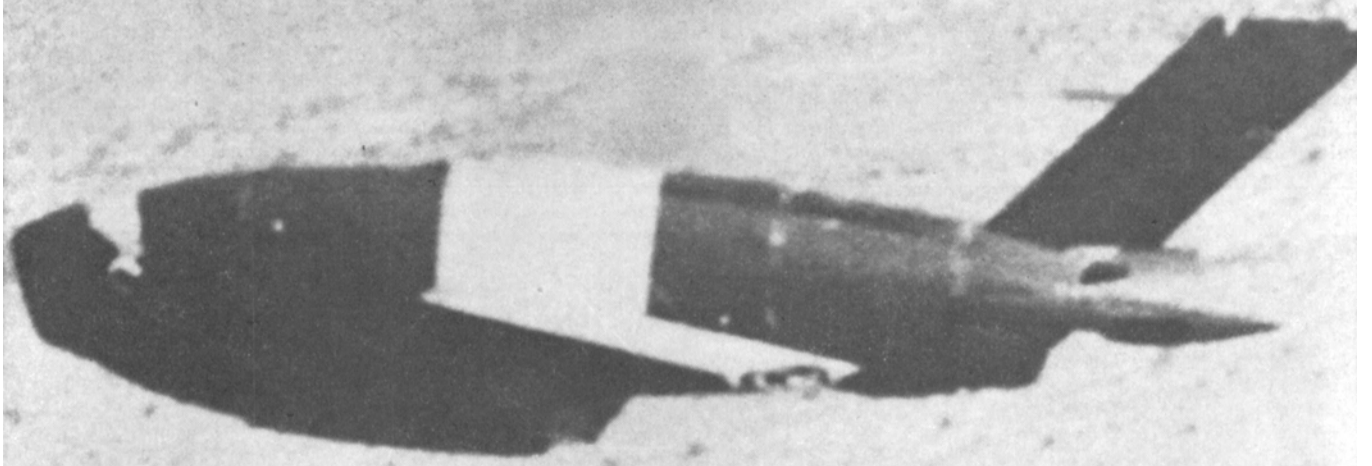
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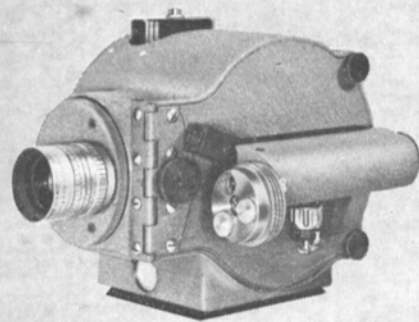
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