

SMPTE Winter Television Conference

Dallas, Texas, February 4 and 5

The Winter Television Conference, meeting at the Sheraton-Dallas Hotel on February 4 and 5, will present a group of relevant and timely papers on the most active technical questions in the motion picture and television industries — questions concerning film and tape use in program production. Tape recording techniques in film production and film use in television production are the theme of the day and the Winter TV Conference has been fully cognizant of the latest developments. Other current technical and educational topics will be included, too.

Some months ago, the Society's Vice-President for Television Affairs, K. Blair Benson, who carries the main responsibility for all SMPTE programs related to television, appointed Leonard F. Coleman as Program Chairman for the Dallas Conference. Chairman Coleman has since assembled an interesting and up-to-date program, related to these important questions of film and tape use in program production.

An advance registration mailer has been sent to all members of the Society. Additional advance registration forms can be obtained by mail from Society Headquarters.

Hotel accommodations and facilities for members have been worked out by Arrangements Chairman, F. R. Reinking, with the Sheraton-Dallas Hotel. Hotel reservation cards have also gone to all members.

Registration rates are:

Member Registration	\$25.00
Nonmember Registration	35.00
Friday Luncheon	5.00
Saturday Luncheon	5.00
Member Package	35.00
(Includes registration and both luncheons)	
Nonmember Package	45.00
(Includes registration and both luncheons)	

Registration:

6:00-9:00, Thursday Evening, February 3
8:15-9:15, Friday Morning, February 4

Two special Texas-style luncheons — barbecue and chicken-fried steak — have been planned for the Winter TV Conference. Friday at noon the customary Get-Together Luncheon will take place and the luncheon guest-speaker will be Mike Shapiro, Vice President and General Manager of WFAA-TV. The Annual TV Luncheon is scheduled for Saturday at noon. Guest-speaker will be Robert G. Gooding, News Anchorman and Director of Community Services, Channel 8, Dallas.

Conference Technical Papers

The following is the schedule at press time of papers for the Dallas Winter Television Conference. It is as accurate and complete as possible at this date. Questions about specific sessions or papers should be addressed or telephoned to Program Chairman, Leonard F. Coleman, Eastman

Kodak Co., Motion Picture and Education Markets Division, 6300 Cedar Springs Rd., Dallas, TX 75235, telephone 214-351-3221; or to Society Headquarters, Attention: Winter TV Program, 9 East 41st St., New York, NY 10017, telephone 212-867-5410.

Friday Morning — February 4

TECHNICAL SESSION I

Film and Videotape as Image Storing Media for Television Production

Paper #1 "Super-8 Film — An Added Tool for Program Origination"
John A. Pistor, Eastman Kodak Co., Rochester, N.Y.

This is a paper about the advantages of using film in television program production. Methods of developing new ideas for programs will be discussed, as well as methods for displaying film.

Paper #2 "A Portable Film System for Demonstrating Benefits of Using Film for Television"
John A. Pistor, Eastman Kodak Co., Rochester, N.Y.

The Kodak Videofilm Express van described in detail as to its purpose and function.

Paper #3 "Performance of Super 8 as a Production Format for Inputting to Video"
A. C. Conrad, Jr., Rice University, Houston, Tex.

An evaluation of super-8 motion picture film and its use in full-scale program production. Videotapes of diverse formats will also illustrate this presentation.

Paper #4 "Technical Aspects of Television Program Production on Film or Videotape"
R. Theile, H. Fix and K.-E. Gondesens, IRT, Munich, Germany (presented by Joseph A. Flaherty, Jr.)

This paper comes to grips with the problem of film production versus electronic production of TV programs. A comparison test, recently carried out in the studios of the Suedwestfunk at Baden-Baden, exhibits in sequence and side by side, differences and similarities between diverse image storing systems (films and tape).

Friday Afternoon

12:00 Get-Together Luncheon

Guest Speaker: Mike Shapiro, Vice President and General Manager, WFAA-TV, Dallas

TECHNICAL SESSION II

Practical Production Aspects

Paper #5 Field Trip to WFAA-TV Communications