

# 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

**An artist's rendering of the Dallas skyline with the Convention Center expansion project now underway.**



Center, Dallas; "Behind-the-Scenes of Electronic Film/Tape Post-Production"  
Gary William Jones, Communications Center, Dallas, Tex.

This will be a full-scale, live demonstration of the post-production facilities at WFAA-TV station; their use and the relation between videotape and film will be discussed, with practical examples shown.

#### **Saturday Morning — February 5**

##### **TECHNICAL SESSION III**

##### **Telecine, Color and Education**

Paper #6 "Some Technical Aspects of the Film-Television Interface"  
Daan M. Zwick, Eastman Kodak Co., Rochester, N.Y.

This paper considers the variability and differences of the telecine output, as compared to other program sources. The need for agreed upon specifications and standard practices for telecine design and operation and the technical requirements for film for television will be discussed.

Paper #7 "Color it Right! — A Color Film Commercial Symposium"  
E. Carlton Winckler and Maurice Goldstein, CBS Television Network, New York, N.Y.

A visual presentation on color and its appearance, with factual explanations and clear demonstrations of specific problems and how to correct them. A symposium directed at those concerned with all phases of production of commercials.

Paper #8 "The Use of Super-8 Film with Television in Project "Roll 'Em!"  
Robert McCown, KERA-TV, Channel 13, Dallas, Tex.

This paper deals with teaching of filmmaking and TV production to minority high-school youngsters.

Paper #9 "Personalization of Educational Television — A Challenge"  
Don F. Simons, TAGER, Dallas, Tex.

A closed-circuit microwave television teaching program on six simultaneous channels, provided by a group of nine member-teaching-institutions, will be described. Television provides an interactive link between student and instructor thus allowing for questions and answers. A practical demonstration is scheduled, with an antenna and active microwave link to be installed on the roof of the Sheraton-Dallas Hotel.

#### **Saturday Afternoon**

##### **12:00 Annual TV Luncheon**

Guest Speaker: R. G. Gooding — News Anchorman and Director of Community Services, Channel 8, Dallas

##### **TECHNICAL SESSION IV**

##### **Systems Design**

Paper #10 "The Texas State Film Commission"  
Warren Skaaren, State Commissioner, Austin, Tex.

A description of the functions and operation of the Texas Film Commission and how it effects the motion picture and television industries in Texas.

Paper #11 "Preliminary Report of Rochester TV Image Area Test"  
Roland J. Zavada, Eastman Kodak Co., Rochester, N.Y.

The Rochester area television audience was asked to test their home TV sets for picture surface-area reception. Several Rochester TV stations cooperated by transmitting a special test pattern at a given time and date, and a questionnaire and reference pattern were carried by several newspapers. Audience response was very successful. Some of the results are discussed.

Paper #12 "A Universal Input to Video Cassettes and Television Systems"  
Eric A. Yavitz, Eastman Kodak Co., Rochester, N.Y.

A direct marriage of the Super 8 Film and Television Systems for mass communication.

Paper #13 "System Design Consideration for a Dual-Transport Cassette Videotape Recorder"  
David K. Fibush, Ampex Corp.,  
Redwood City, Calif.

A discussion of modifications suggested for dual-transporting tape through a cassette videotape recorder.

Paper #14 "A Tape Format for Quadruplex Cassette/Cartridge VTR's"  
E. Stanley Busby, Ampex Corp.,  
Redwood City, Calif.

Physical modifications are made to the tape to permit optical sensing of the useful limits of the tape length. Digitized information occupies the user bit portion of the SMPTE time and control code. Automatic positioning and program cuing of the tape are thus achieved.

Paper #15 "Aerial-Image Modification for Animation Stands"  
Don C. LeFebre, Westinghouse Electric Corp., Baltimore, Md.

This paper discusses how an aerial image can be obtained. Design and operation of the equipment, as well as some of its uses and results will be discussed. A 16mm demonstration film accompanies this paper.

Paper #16 "A Semiconductor Image Sensing Device for Television"  
Michael L. Paull, Advertel Productions, Ltd.,  
Toronto, Ontario, Canada

An approach towards a fully solid-state television camera, without the use of the conventional types of pickup tubes and scanning coils, is presented.

## 11th Technical Conference and Equipment Exhibit April 30-May 5, New York Hilton Hotel



**A meeting of the Local Arrangements Committee with the Program Chairman. (l. to r.) Joseph R. Stiffel, Projection and Recording; Program Chairman, Calvin M. Hotchkiss; Herbert R. Pilzer, Assistant Arrangements Chairman; Donald R. Collins, Local Arrangements Chairman; Robert M. Smith, Registration; Edward J. Messina, Jr., Hotel Arrangements; Dominick J. Capano, Publicity.**

### The Conference Papers Program

Good progress is being made in assembling the program for the 11th SMPTE Technical Conference, the theme of which is "The New Filmmaker — Changing Trends in Motion-Picture and Television Production Methods." Topic Chairmen are very active in obtaining papers, and several Program Committee meetings have already been held. A good number of papers have already definitely been committed, and inquiries for a place on the program are coming in at a sustained pace.

At one of the meetings, under the Chairmanship of Associate Program Chairman Irwin Young, it was suggested that "if possible, each session would start by showing a film made by "The New Filmmaker," rather than with the usual short film subject. After the visual presentation, the filmmaker would then discuss the technical problems involved in making the film. . . ." Camera, sound and lighting equipment, film and tape use would be covered. Progress already made in these areas and technical means desirable in the future would be indicated. The filmmaker's talk would be the keynote for the technical papers to follow in that particular session. It is, of course, understood that the reference to production methods in the theme of the Conference relates to the technical means and methods of production, not to the general organization. It is hoped that an interesting

number of adequate short subjects for the above-mentioned purpose can be assembled.

An interesting two-day Symposium on Public Broadcasting is scheduled for the Thursday and Friday, May 4 and 5, sessions. Chairman of the Symposium is

Mr. Daniel R. Wells  
Director of Engineering  
& Technical Operations  
Public Broadcast Service Network  
955 L'Enfant Plaza  
Washington, DC 20024  
(202) 484-9500

According to information provided by the Society's Vice-President for Television Affairs, K. Blair Benson, papers on the following titles or topics or subjects have been promised:

1. The Role of Public Broadcasting
  - a). Multiple Origination
  - b). Multiple Distribution
  - c). Decentralized Program Production
  - d). Station Statistics
  - e). Considerations Relating to Signal Quality
2. PBS (Public Broadcasting Service) Interconnection
3. NPR (National Public Radio) Interconnection
4. PBS Origination Center
5. NPR Origination Center