

SOCIETY ANNOUNCEMENTS

ATLANTIC COAST SECTION MEETING

The use of motion picture film and production methods in television broadcasting was discussed by Mr. Wyllis Cooper of the National Broadcasting Company and Mr. Worthington C. Miner of the Columbia Broadcasting System at a meeting of the Atlantic Coast Section of the Society held on March 22d at the Hotel Pennsylvania. Mr. Cooper pointed out that a televised film can utilize all the wide variety of effects and technique developed in the motion picture industry over many years, some effects being impossible, or at present impractical, with a live pickup. He also stressed the advantage to the small isolated broadcasting station of a supply of high-quality program material in the form of films especially produced for television broadcasting.

Mr. Miner expressed the opinion that transmission from films made by usual Hollywood technique would be too costly for extensive use. He also held that transmission directly from live actors gives a sense of presence not occurring in transmission from a film. Mr. Miner has found that some effects are more practical in direct transmission than in films.

It was pointed out that the ideas expressed by each speaker were his own and did not necessarily represent the policy of either NBC or CBS. Lively discussion developed when members of the large audience raised questions dealing with the subject.

It is planned to publish the papers with discussion in an early issue of the **JOURNAL**.