

# Conference Update

**CBS's John A. Schneider**

**To Be Conference Guest Speaker**



John A. Schneider, President, CBS/Broadcast Group, will be the guest speaker at the Get-Together Luncheon opening SMPTE's 118th Conference in New York, it was announced by SMPTE President Kenneth M. Mason, Eastman Kodak Co. The luncheon will be held 12:30 P.M. on Monday, 18 October.

John A. Schneider is the President of the CBS/Broadcast Group and a Vice President and Director of CBS.

He is responsible for all broadcasting operations of CBS, with the Presidents of CBS Television Network, CBS News, CBS Television Stations and CBS Radio reporting to him.

Mr. Schneider began his broadcasting career in 1949 with WGN Radio, Chicago. He joined CBS in 1950 and held executive assignments in Chicago and New York.

In 1958, when CBS acquired WCAU-TV, Philadelphia, Mr. Schneider was named General Manager of the station and Vice President and General Manager the next year. In 1964, he was named Vice President and General Manager of WCBS-TV, New York. The following years, he was appointed President of the CBS Television Network and a Vice President and Director of CBS. When the CBS/Broadcast Group was formed in 1966, Mr. Schneider became its first President. He was appointed Executive Vice President of CBS in February 1969. He returned to an active role in broadcasting as President of the CBS/Broadcast group in July 1971.

## **A Note on Production Sessions**

*By E. Carlton Winckler*

Immediately following George Schlatter's keynote speech on Monday morning the presentation of technical papers in the category of "Production" will get underway with two concurrent sessions.

One of these sessions is devoted to developments of interest to both filmmakers and videotape producers. "Magi-cam," the new electronic process for end use as either tape

or film, makes startling special effects quite easy. It is followed immediately by the first actual demonstration of "Steadicam," the universal portable camera harness that irons out the bumps in handheld camera operation. The revolution in lighting, brought about by the metal-halide discharge lamps, is explained and demonstrated by two-time Emmy Award winner William Klages. The audio set-up for a nationwide stereo network is another worthy subject. An exciting (and amusing) demonstration of new wrinkles in 3D caps the session.

The concurrent morning session will both delight and instruct the ENG enthusiast — or perhaps change the minds of those less convinced of it.

Ray Schneider brings us up to date with an overview of the mobility of electronic newsgathering, and a remarkable multi-channel wireless microphone system is explained. Details will be given of a highly portable videotape recorder, and some information on the latest advances in batteries and chargers, which are the backbone of "go anywhere" equipment, will also be given. NHK (Nippon Hoso Kyokai), the progressive Japanese TV-broadcast company, will show what it has learned about outdoor production.

In the afternoon, there are two more concurrent sessions in the production field — one of primary interest to the filmmaker, while the other offers material to advance the videotape man's understanding.

One afternoon session opens with "The Dream Factory," a pictorial history of one of America's great studios (it's here in New York)! Film producers, cinematographers and other motion-picture leaders tell of their problems and the solutions they have found — they even give us a look ahead. What is needed to outfit a feature film location crew? An answer is given and illustrated. The effect of light sources on film color is not always clear to everyone, but an explanation given here will help to clear the way. There have been many advances in filters too, and the final paper in this session will bring the audience up to date.

The concurrent afternoon session (on television subjects) begins with a vastly informative tape on "The History of Video Tape" — a chance to relive the last twenty years and revive old memories. But television technology never stands still and new cameras, new lenses and new audio recording procedures point out new horizons as they are demonstrated during this active afternoon.

Being aware of the new techniques and equipment in the production phase is an important basis for understanding the developments in the other fields of the industry as presented during the rest of the week.

# Annual SMPTE Winter Television Conference

## 28, 29 January 1977, St. Francis Hotel, San Francisco

Planning for SMPTE's Winter Television Conference, which is set for San Francisco's St. Francis Hotel, Friday and Saturday, 28-29 January 1977, has been progressing nicely, according to Conference Chairman Charles Anderson, Ampex Corp. Though it is still too early to provide specific details, Anderson said that the Program people know just where the Conference is heading and that it looks very good.

On Friday, the sessions will be on the subject, "Beyond ENG," in which the use of ENG equipment in other than news applications (i.e., commercials, documentaries, entertainment) will be explored. Carlos Kennedy, Ampex Corp., has been named Assistant Co-Chairman.

Friday evening, Anderson said, will be a panel session on "Beyond ENG." A team of experts will be on the panel.

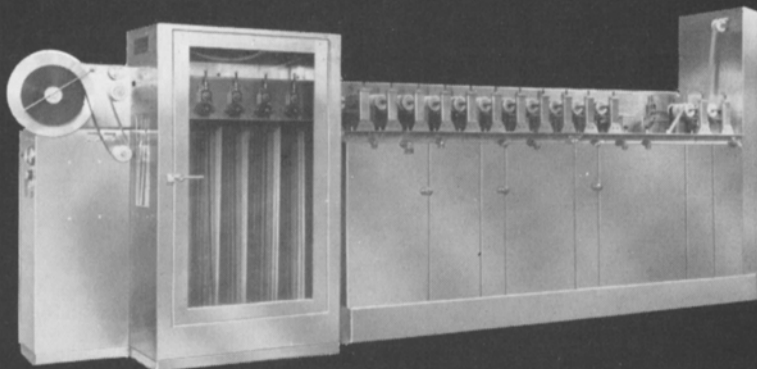
On Saturday, the question "What Is Digital Television?" will be discussed. This session will be equipment oriented.

On the social end of things, plans are in the works for a Wine and Cheese Party on Thursday evening, and a luncheon on Friday.

In conjunction with the sessions, an equipment exhibition will be held in which ENG and digital video equipment will be on display. Details will be provided in a future issue of the *SMPTE Journal*. Companies wishing information on exhibit participation should write to SMPTE Exhibit Dept., 862 Scarsdale Ave., Scarsdale, NY 10583.

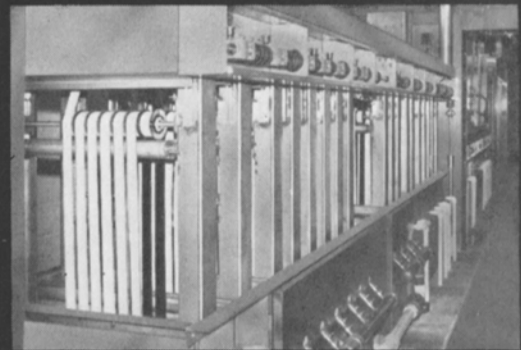
Persons who would like to present papers at the Winter TV Conference should write to Program Chairman Joseph Roizen, % Telegen, 800 Welch Rd., Suite 354, Palo Alto, CA 94304.

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