

New Members

The following members have been added to the Society's rolls since the publication of the 1976 *SMPTE Directory for Members* in early May. Also listed are those reported as deceased since then. The designations of grade are the same as those used in the *Directory*. An up-to-date list of the Sustaining Members appears on the outside back cover of each month's *Journal*. The members listed below complete the Society's roll as of May 7.

The *Directory for Members* shows the geographical membership distribution within each Section.

| | | | |
|--------------|------------------|------------------|------------|
| Honorary (H) | Life Fellow (LF) | Life Member (LM) | Fellow (F) |
| Active (M) | Associate (A) | Student (S) | |

Deceased: Mac Bodian (A)
Aram Goudsouzian (A)
Jules Haquette (A)
Kenneth B. Lambert (LF)

Karl M. MacIvain (LM)
James A. Whitehead, Jr. (M)
Louis M. Wutke (LM)

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The following address was inadvertently printed in the *Directory* in incomplete form:

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The ENG 'emperor' has no clothes!

Like the Chowchilla kidnapping story, most fast-moving news situations simply do not lend themselves to live ENG coverage.

For all the hoopla and hyperbole attending the selling of ENG as the only way for television news to go, a more sobering view of electronic news gathering has come into focus during the past year.

Actually, in the broadest, fullest meaning of the term, electronic journalism (EJ or ENG) has been with us ever since the inception of television news, doing what it alone can do so superbly well — transmitting live coverage of important, meaningful news events, special Senate hearings, political conventions, debates, elections, major sports events, and every other kind of news situations that warranted going live during prime time television. From the fall of McCarthy to the fall of Nixon, so to speak.

What is novel about ENG is the lightweight, more portable, new electronic camera and transmission equipment.

However, put to the test as a news gathering tool in a fast-moving, fast-breaking situation which is not planned or controlled in terms of location and time, even the new ENG equipment often fails to live up to its potential for immediate, live transmission.

For example. If ever a story appeared to cry out for 'immediacy and live coverage,' it was the story of the Chowchilla children's kidnapping. Especially during the first two days, and up to the moment when the children returned safely to their homes.

And yet, there was no ENG live coverage! For a variety of reasons: the remoteness of the areas involved, the inability to establish line-of-sight microwave transmission, and the heavy expense entailed in using costly telephone transmission lines.

Interestingly, as the story was breaking late Thursday night, July 15th, network

ENG crews did not even bother to show up at the dry creekbed where the abandoned Chowchilla school bus was first discovered. That part of the story was *exclusively* covered by CP-16 camera crews from KMJ-TV (Fresno), whose quick thinking and ability to move rapidly gave us newfilm from the scene, shot at low light levels with EK 7240 video news film and force-developed two stops — film which was then picked up by the networks!



Ed DiGiulio, President of Cinema Products Corp., chairing the "Newsgathering for Television" session at the SMPTE conference in Los Angeles.

At the Livermore quarry where the children and their driver had been buried, for all the complex transmission paraphernalia that was brought to this remote location, once again (as in Chowchilla itself) ENG coverage was reduced to merely recording the scene on tape.

So bamboozled is the public about ENG's much-vaunted immediacy and live coverage capability, that ENG is being credited with covering many events it did not cover.

And so we pick up a misleading report even in a responsible publication like Newsweek (July 19, 1976) to the effect that 'When Lynette (Squeaky) Fromme attempted to assassinate President Ford in Sacramento last September, ABC and CBS minicams were there.' They may have been there all right, but for all their much publicized 'immediacy, versatility

and speed,' they did not record the story, neither live nor taped! Actually it was the CP-16 camera crews from KOVR-TV (Sacramento) that provided the nation and the world with *exclusive* footage of the assassination attempt!

Too bad Lynette Fromme was not more accommodating to 'do her thing' where the minicams were set-up and ready. Too bad Chowchilla is not located in downtown Los Angeles. We might then have had some live ENG coverage of the most dramatic news stories of the year.

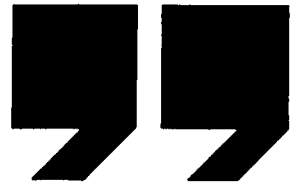
But the fact is that the ENG 'emperor' has no clothes! Like the Chowchilla kidnapping story, most fast-moving news situations simply do not lend themselves to *ringside-seat live ENG coverage*.

What price 'immediacy' when there is rarely an event news-worthy enough to interrupt scheduled programming? When 99 times out of 100, ENG equipment is used merely to record events on tape?

To be sure, if you are in a market where live coverage is truly a competitive factor (and there aren't many such markets), then do give serious consideration to the acquisition of at least one complete quality ENG outfit with van and microwave transmitting capability — if your station can afford it.

But before you commit yourself to a capital outlay of \$200,000 or more per complete minicam outfit — do consider what a reliable and efficient CP-16R/A newfilm camera can accomplish at about one twentieth of the cost!

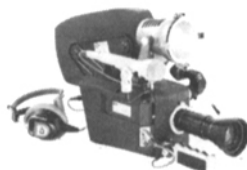
16mm newfilm is still the mainstay of a balanced, rational news gathering operation.



This is one in a series of 'open letters' to the TV news industry — to station owners, managers, chief engineers, news directors, controllers

and accountants — dealing with the role of ENG in relation to film in a news gathering operation.

If you have any question concerning the issues raised in these 'open letters,' please feel free to call me directly at Cinema Products.



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A scene from *Barry Lyndon*.

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A scene from *Barry Lyndon*.

"The 35BL's viewing is brighter than the competition," says Mr. Alcott, "And there's no sense of looking through a tunnel. The camera's swivelling finder and small size allowed us to back into tight corners—or to put the camera down on a table, which we did during one of the dinner party sequences."

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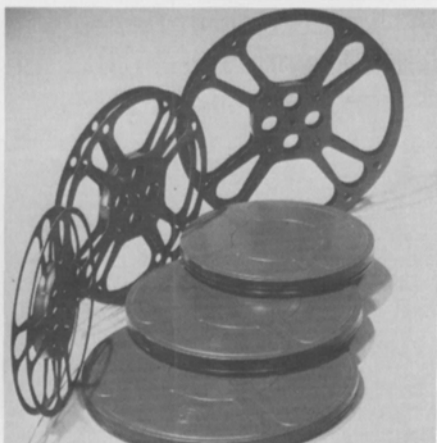
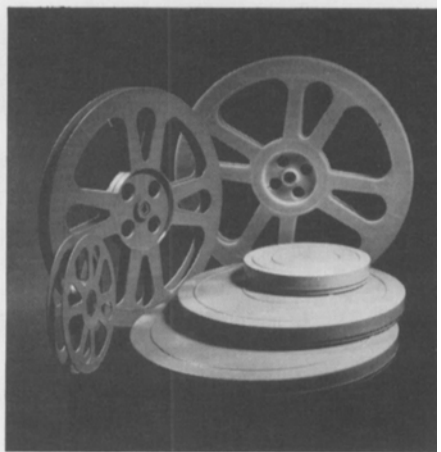
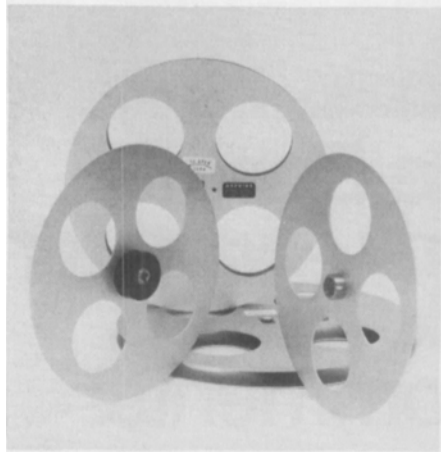
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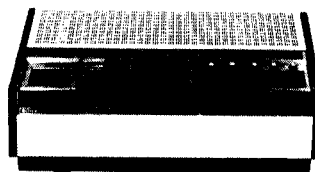
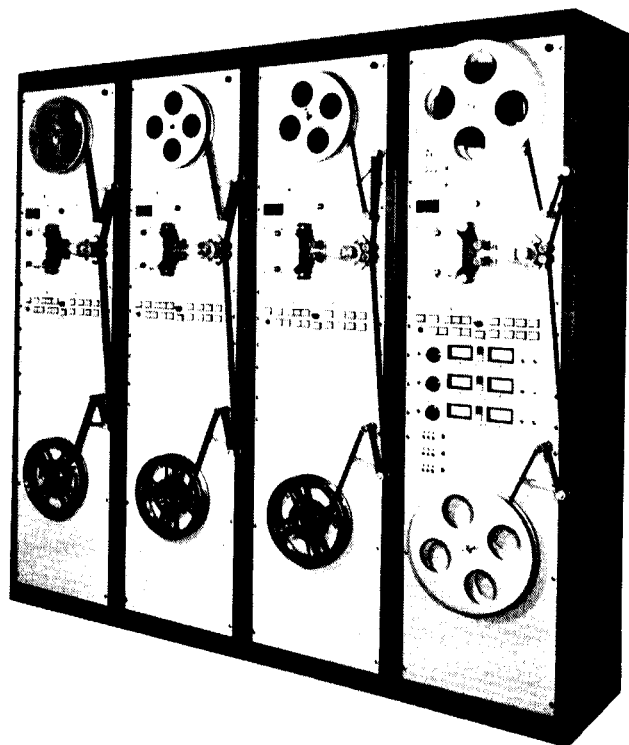
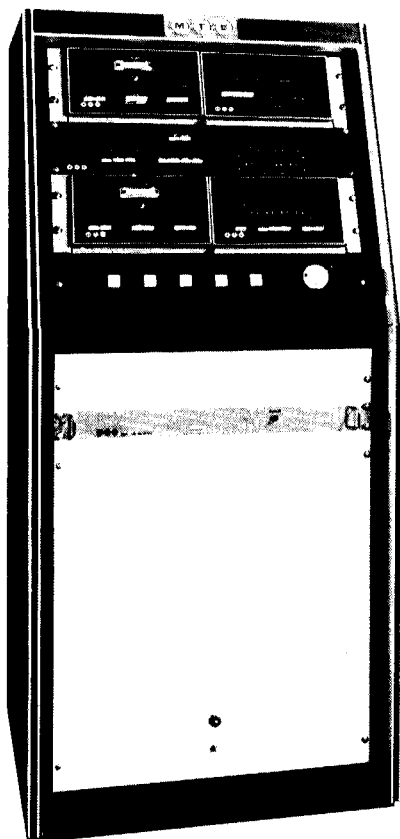
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