

# SECTION NEWS

**Chicago, October 13** — The meeting was held at Webster Productions with an attendance of more than 100 members and guests. Joe Sedelmaier, Director of television commercials which have won nine Clio Awards, revealed "The Secrets of an Award Winner." Sedelmaier has also won the award for the Best National Advertising Campaign. The presentation consisted mainly of commercials, shown by Sedelmaier, which elicited a barrage of questions from the audience. All of the questions were answered in detail by the award-winning secret-sharer.

Sedelmaier directs such well-known spots as the Mr. Coffee and Federal Express commercials. A few TV viewers have been heard to say that they preferred

watching the commercials to watching the programs, but be that as it may, the wit and the audience appeal of these and other commercials directed by Sedelmaier, are certainly unquestioned.

Many of the questions concerned the special effects and how they are obtained. One of the questions was about the "fast-talking man." The questioner was curious about the technique used to produce that rapid rush of syllables. Sedelmaier's reply was "That's exactly the way the man is." He then went into considerable detail about how the special effects are obtained and also about the care, the planning, and (often) the frustration that go into the production of a 60-second spot. — Norman Thelen (Secretary-Treasurer), En-



**Joe Sedelmaier**

cyclopedia Britannica Educational Corporation, 8513 W. North Terrace, Niles, IL 60648.



The Chicago Section had the opportunity to observe both the technical and the creative aspects of TV commercials.



Joe Sedelmaier discussed the problems of directorship with individual members of the Chicago Section.



Man Sung Son, Test Materials Advisor and Joe Sedelmaier.



Susan Haken and Joe Pusateri discuss the SMPTE's function in Chicago.

**Detroit, November 17** — The meeting was held jointly with the Society of Broadcast Engineers and the Audio Engineering Society at Tektronix, Inc., in Farmington, Mich. Eighty members and guests, representing all three societies, attended.

Tom Smelker and Bill Good, both Tektronix Sales Engineers, delivered an informative tutorial presentation on the basic concepts and practical applications of spectrum analysis. The paper began with a detailed discussion of time domain and frequency domain instrumentation, moved on to their application to AM/FM/TV measurements, and concluded with laboratory style demonstrations of actual signal measurement. The presentations were amply supported with overhead transparencies, videocassettes, and operating sample test equipment. — John P. Rusche (Secretary-Treasurer), Sandy Corp., 16025 Northland Dr., Southfield, MI 48075.

**Hollywood, November 12** — An audience of 134 members and guests met in a CBS Television City studio to hear a dual presentation by Ampex Audio/Video Systems Division engineers. Phil Bennet, Project Engineer, demonstrated the ADO system (Ampex Digital Optics) and explained its uses and possibilities in the special effects area. Following the demonstration the interest of the members of the audience was made apparent by the number of questions asked about the system. Don Massa then took the stage with an explanation of the Ampex Video Switcher. Again we had a very lucid explanation of a very complex piece of equipment. Ampex's human engineering approach in the design of the switcher was apparent to all.

The meeting was preceded by a dinner at the Casa Cugat. — Charles D. Kircher (Secretary-Treasurer), Foto-Kem Industries, 2800 West Olive Ave., Burbank, CA 91505.

**New York, October 13** — The meeting was held at the United Engineering Center with an attendance of 140 members and guests. The program was on Teleconferencing. The first speaker was Patricia Ruggieri, Director of Development at the Center for Nonbroadcast Television, Inc., who explained the advantages of teleconferencing and described the procedure, step by step, for arranging the teleconference. She illustrated her presentation with a videotape showing five examples of the different uses of teleconferencing.

The second speaker was James W. Johnson, President of TeleConcepts in Communications, Inc., who centered his presentation on the use of teleconferencing for marketing purposes. He used slides to illustrate his talk.

The third speaker was Alan Zauzmer, Chief Engineer of Merrill Lynch Video Network. His presentation consisted of two shows produced by Merrill Lynch for the purpose of showing the flexibility of the

teleconference. One of the shows he presented was a showcase for the process.

A question-and-answer period followed the program. Refreshments were provided by Peirce-Phelps, Inc., Video Systems Division, located in Philadelphia.

This highly successful and well-attended meeting was due to the combined efforts of the Section officers, particularly Chairman Alvin Siegler, of CBS Television Network; Secretary-Treasurer Richard Marcus, of Richard Marcus Productions, Inc.; and Program Chairmen Edward J. Burns, Eastman Kodak Co., Issac Hersly, ABC Television Network, Seymour Yusem, CBS Television Network, Martin Bunnell, United Nations; and Stephen C. Chamberlain, Du Art Film Laboratories, Inc. The Hospitality Chairman is John B. Low, of Motion Picture Enterprises.

All in all, it was an extremely stimulating meeting with teleconferencing a "live" topic of special interest to today's busy businessmen. — Jamie Ellis (Publicity Chairman), 144 W. 10 St., New York, NY 10014.

**Philadelphia, November 10** — The meeting was held in the Peirce-Phelps Auditorium

with an attendance of 35 members and guests. Irwin Ross, Section Manager, gave a report on SMPTE's 123rd Technical Conference from the video person's point of view. He spoke about developments in video-film interface, camera-VTR combination units, still-store devices, and video art. Program Coordinator Fred Nobbs talked about the Conference in general, including a brief review of the Papers Sessions, social events, and Exhibits, illustrated by slides.

Guest speaker Anton Wilson of Anton/Bauer Inc., presented a paper on the use of batteries for lighting and cameras and VTRs. He explained some of the weaknesses of Ni-Cad batteries and how to work with them. His discussion included the advantages of slow charging vs fast charging, ambient temperature considerations, memory phenomenon, and nickel-cadmium vs silver.

Art Kramer, National Sales Manager for Lowel-Light, presented a videotape which showed the Lowel product line for location lighting. — Michael Muderick (Secretary-Treasurer), Penn Mutual Life Insurance Co., 101 Earlington Rd., Havertown, PA 19083.



**New York Section Meeting.** Richard Marcus, Secretary-Treasurer, is in the foreground.



**Martin Bunnell, New York Section Program Chairman,** in a conversation about teleconferencing.

**Toronto, October 20** The meeting was held at the Canadian Broadcasting Corporation, Studio 1, with an attendance of 125 members and guests. Subject of the meeting was "The CBC Journal." This is a new program shortly to be put on the air from CBC. Bruce MacKay, Senior Producer at CBC, told the audience that "The Journal" has been planned to follow the News, which has been moved to an earlier time slot. It will provide in-depth live coverage of events in Canada and other countries. It will be in documentary form and will be broadcast live from the studio, giving the viewer a visual (and auditory)

experience enabling him to form his own evaluation of the significance of the events shown.

In order to broadcast "The Journal," CBC Studio 1 will be rebuilt, and it will be supplied with new equipment. Some of the new equipment will be a 1-in "C" format VTR, Sony 3/4-in VTRs, RCA TK47 studio cameras, and new audio consoles. A lively (as well as lengthy) question-and-answer period followed the presentation. It included questions on such items as the On-Air date, timing, and the nature of the programs.

Following the presentation, refresh-

ments were served through the courtesy of Ontario Region CBC.

The last event on the program was a guided tour of the Studio, Control Room, and Lighting Control.

The meeting had been preceded by a dinner at Les Cavaliers Restaurant.

At the beginning of the meeting, Howard Wilkinson, Section Chairman, welcomed the members and their guests, and gave a brief overview of the program. Bob Torpey, Section Membership Chairman, gave a few words on recruiting new members. Fung Fai Lam (Secretary-Treasurer), Sony of Canada Ltd., 1325 Melton Dr., Mississauga, Ont. L4Y 1L6 Canada.

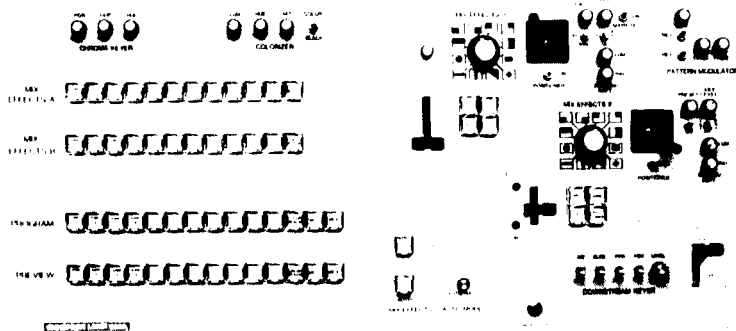
**The Chicago Section of the SMPTE** will hold its Seventh Annual All Day Meeting May 8, 1982, at the Ramada O'Hare Inn in Chicago. The theme of the meeting, as in previous meetings, will be "Film and Related Technologies." Last year's program provided outstanding presentations on subjects such as new film stocks, power sources for location lighting, super 16 production, color dye stability, the interface of film and video, and other pertinent topics.

Planning for the 1982 program is now in progress. Anyone interested in submitting a paper for consideration should contact the Program Chairman, Kenneth R. Knaus, Eastman Kodak Co., 1901 W. 22 St., Oak Brook, IL 60521, or the Publicity Chairman, Edward Blasko, at the same address.

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### Announcement

#### JOURNALS and Indexes Available

The Astoria Motion Picture and Television Foundation announces the availability on microfiche of the index to the *SMPTE JOURNAL*, 1916-1975.

The *JOURNAL* (and its predecessor, the *TRANSACTIONS*) has recorded the state of the art in motion pictures, broadcasting and photomicrography since its founding over sixty years ago.

The microfiche edition of the *SMPTE JOURNAL* index is available from the foundation for \$5, post paid.

In addition, the foundation also distributes all back issues of the *TRANSACTIONS* and *JOURNAL* for these years at \$4 per copy, plus postage. Nearly all issues, dating back to 1916, are currently available.

For specific details, write: Richard Koszarski, Astoria Motion Picture and Television Foundation, 35-11 35th Avenue, Astoria, NY 11106.