

Visitors to Headquarters See Editorial Department's Computer Editing System

Three of SMPTE's top editorial officials visited Headquarters on April 6, 1984, to view the Editorial Department's impressive computer-editing installation. Editorial Vice-President Maurice L. French, Canadian Broadcasting Corp.; Board of Editors Chairman Calvin M. Hotchkiss; and Editorial Director for Motion Pictures Ed Blasko, Eastman Kodak Co., traveled to Scarsdale from Toronto, Philadelphia, and Rochester, respectively, to see the equipment that is used to edit *Journal* copy and transmit it to the printer.

They also came for discussions on the program for the upcoming 126th SMPTE Technical Conference which is set for New York City in October. Hotchkiss, recently appointed program chairman of the New York conference, had a number of important details to discuss with French who, as editorial vice-president, has overall responsibility for the conference program, and Blasko who, as editorial director for motion pictures, will assist in the planning of the program content.

Electronic Editing

In the past year, the Editorial Department took a giant step forward when it began electronic editing on microcomputers. Because most manuscripts are submitted the old-fashioned way, on paper, they are keyboarded onto the computer. That step is omitted when a paper is received via the telephone directly onto



From left to right, Calvin M. Hotchkiss, Mary V. Connolly, Edward J. Blasko, Joyce R. Hurwitz, Anita J. Myers (seated), Jeffrey B. Friedman, Maurice L. French, and Mathew V. Kuriakose.

a floppy disk. Copy originated at Headquarters is always written directly on the computer.

Once an article is on the computer, it is edited using *WordStar* word-processing software. During the editing process, certain codes and mnemonics are embedded into the text. When the article is received by the printer, these codes provide the electronic typesetter with the commands necessary to typeset the paper.

After the copy is edited and coded, it is run through a computer spelling program, printed out, and proofread. Corrections from the proofreading stage are made to the computer ver-

sion of the article. The manuscript is then run through a "fix" program that prepares it for transmission to the printer. This program removes all the control codes, line feeds, and carriage returns that are needed during word processing at Headquarters, but which are seen by the typesetter as confusing and unnecessary. Finally, the article is transmitted to the printer over the telephone lines by modem.

This process is a vast improvement over previous methods of editing. Because the members of the editorial staff have become experts in using the word processing software, it is far more efficient to edit manuscripts on the computer than by pencil. Changes are easier to visualize when a "clean" version of the document can be seen on the screen or in hard copy. The computer has also allowed us to proofread papers before they are sent to the printer, giving us the advantages of speed and improved accuracy. Previously, we had to wait almost two weeks for galley proofs. Now, a messenger delivers them the next day, and the proofs are usually error-free.

More than 75% of the *Journal* is electronically typeset, including all the departments and at least half of the technical articles. The 1983 Yearly Index (December 1983) was entered directly into the computer, each item being inserted in alphabetical



Journal Editor Jeff Friedman (right) describing the *Journal's* computerized typesetting system to Calvin Hotchkiss (left) and Edward Blasko.



Editorial Vice-President Maurice French discussing an upcoming *Journal* cover with Graphics/Production Supervisor Mathew Kuriakose.

order. This proved to be much faster and more accurate than the previous index-card method and was far superior to the use of an outside data base, the method used in 1982.

Other items that are more efficiently handled through the computer are those such as the calendar and the classified page, where much of the copy is repeated from month to month. A computer file is maintained, items are added or deleted, and the file is retransmitted each month. Computers are also used for maintaining and sorting program information for the conferences, sending and receiving telex messages, and mailings to authors and the Board of Editors.

The *Journal's* printer, Mack Printing Co. of Easton, Pa., is one of the largest publications printers in the country. The *Journal* was one of its

first customers to make the transition from conventional to electronic interfaced typesetting. It has been approximately one year since the *Journal* first became involved with computerized editing and typesetting, and in that time Mack has made many improvements in coding, systems, and equipment. Mack has a highly professional staff with the most up-to-date equipment to meet the *Journal's* standards of quality and efficiency.

Hardware and Software

The Editorial Department has four microcomputers: three Victor 9000s and one IBM PC. Victors are used by Associate Editor Joyce Hurwitz, Assistant Editor Anita Myers, and Senior Writer Rae Hargrave. The IBM PC is shared by *Journal* Editor Jeff Friedman and Editorial/Program Coordinator Mary Connolly.

Because the IBM and Victors are disk-incompatible, a direct link has been established between one of the Victors and the IBM by using a null modem (or modem eliminator cable), a cable that runs between the two machines and allows the exchange of files between them. The Editorial Department also has a Diablo 630 letter-quality printer, an Okidata 92 dot matrix printer, and a U.S. Robotics Password modem. In addition to *WordStar* and *SpellStar*, the department uses *Crosstalk* software to communicate with the *Journal* printer, authors, and other in-house computers.

The Victor microcomputers are particularly well suited to SMPTE's editorial operation. All *Journal* copy, in addition to being edited, must be



Edward Blasko watches as Anita Myers copyedits an article on her Victor 9000 microcomputer.

coded for the typesetter with codes of up to ten characters. With the Victor's programmable keyboard, we were able to program the numeric keypad with many of the most frequently used codes, so that one keystroke can replace ten, thereby simplifying the entire editorial process.

Because of the success of the electronic editing system, and the reality that more and more people have microcomputers and modems in their offices, it is hoped that authors will submit their manuscripts either over the telephone or by floppy disk.

Other Projects

When French, Hotchkiss, and Blasko visited Headquarters in April, the Editorial Department was in the final stages of producing two major projects. The first was SMPTE's new book, *Television Image Quality*, which, with 377 pages, is the largest book the Society has ever published. The book is a compilation of papers given at the 18th Annual Television Conference held in Montreal in February, 1984. What made the book an extraordinary accomplishment was that it took only ten weeks to produce. This was the length of time between the SMPTE Television Conference and the NAB Convention, the target date for publication.

The second project was the *Directory for Members*, sent to members with the May *Journal*, which was the responsibility of Production Coordinator MaryAnn Frusciante. This 172-page directory is a major undertaking that has become a part of the Editorial Department's annual schedule.



Paul Ealer operates the terminal at Mack Printing Co. which receives the data sent by telephone from the Editorial Department at Headquarters.