

# FEEDBACK

## MEDIA ACCESS CENTER

A DIVISION OF PORTOLA INSTITUTE

We grew out of a kind of unending nuclear reaction of ideas which we had to put a handle on. The germinal idea, last winter, was a community video center serving the information needs of its users. We decided to set up a model center for high school students, and funding permitting, the Scripps Center High School Video Workshop will be in full operation this year as part of Portola Institute.

Working with the tools, primarily Sony portapak, we discovered how simple, how powerful, how widely applicable, yet little known video technology is. We want to extend that technology and its concomitant power to people—in all phases of their lives. We hope to do this by integrating the tools into systems which promote the freest flow of information and greatest interaction among members of a group, be it a classroom, a school district, or a community.

We are presently working with cable stations, youth drug centers, multicultural programs, and teachers' workshops. We are learning about the electronic image with Brice Howard and his associates at the National Center for Experiments in Television.

Allen Rucker, Richard Kletter, Shelley Surpin, Pat Crowley, Box #2539, Menlo Park, California 94025

## JOE HRYVNIAK

BINGHAMPTON, NY

Hello Earth People:

We've got portable video equipment and have set up an Alternate Cultures Reading Room. I'll be focusing on Alternate Media, Software, and information systems in an independent study course this semester.

Link INFO-TO-ACTION-TO-CONSEQUENCES

Contact at: State University of NY, Binghamton.



## MEDIA ITHACA

ITHACA, NY

Contact them to receive a copy of *Clearing the Air: Public to Public Communication Through the Mass Media*. It is a handbook to give people "some techniques for getting past the gatekeepers to the media so that (your) message will get to the public in the normal course of events as they develop,"—specific steps people can take for accessing the public broadcast waves. Write to: Professor R.K. Goldsen, Janet Lynn, James E. Smith, M105 McGraw Hill, Cornell University, Ithaca, New York 14850.

## RICHARD GREEN

URBANA, ILLINOIS

... We are students and ex-students at the University of Illinois who formed a film collective to make Super 8 newsreels. We chose Super 8 over 16mm because it's cheap; we can do our own processing and sound stripping, and we don't have to worry about pigs smashing our cameras since they're replaceable. As on most other campuses, we don't know exactly what is going to happen here this year but we're sure it will be worth recording. With Super 8 we hope to be able to produce sound newsreels overnight for showing to the community and in dorms and classrooms. Many of us have been interested in TV and VTR's for sometime and we did some experimenting on Shibaden 1/2" equipment last spring. This past summer we proposed to WILL-TV, the local NET station, that they allot us (through the student government which is in sympathy with our goals) prime time for a half-hour weekly program. We wanted an hour but decided we'd work up to that. Our proposal described a deliberately vague format which included news interviews and debates, programming on local collective and communes, co-ops, etc., experimental films, and artistic video experiments. The station originates almost no programming and is ignored by the student community. It has a broadcasting capability of a 75 mile radius which means mostly farmers aside from Champaign-Urbana, which is about 100,000 strong. The station doesn't have color but will by next year. There is no cable here, yet. We are confident that we could build a strong student audience for a student controlled program. Our proposal got a very mixed response but we are trying to meet all their objections. They claimed that we were not professional enough, that we would get them in trouble with the FCC, and that we might not be able to maintain enough involvement to sustain a series. To counter these objections, we have involved a large number of students and some faculty, all of whom have TV background or training. We have also gotten a course started designated Art 199—Experimental TV whose project will be the program in addition to research and play with 1/2" equipment.

At this stage, we think our chances are fairly good for getting the program. Even if we don't we will continue our study and experimentations, confident that it will have social-political applications in the near future.

We really need our own equipment. VTR's abound on campus here but most of them are locked in closets and used in very limited ways. We would especially like some of Sony's 1/2" videorecorders for interview purposes. The Shibaden's weren't very portable and we no longer have access to them. Any advice you might have on taking equipment from industry and foundations would be appreciated. We can use the auspices of the University of Illinois for this purpose although they won't give us any money. If we do get our program we want to train political groups to use the medium with 1/2" equipment since our studio time will be limited. We want to be as non-professional as possible, allowing different groups as much responsibility for the structure and content of programs concerning them as possible.

... This area (U. of I.) has a lot of potential—there are a lot of far-out people here in the computer sciences and electrical engineering. There is a computer system here now used for education that employs plasma screens on 4000 terminals that can be operated simultaneously over telephone cables. We are trying to bring together people in different disciplines for study of communications technology.

Some members of the film collective have been to both Madison and Ann Arbor recently. Things are going to be very heavy in both places. We'd like to see Super 8 and/or videotape groups started at both campuses so information could be exchanged for broadcasting or showing. If you know of people who are already working in these media, we'd like to know about them.

Contact: Richard Green, 1006 W. Main St., Urbana, Ill. 61801.

## NYU MEDIA CO-OP

NEW YORK CITY

## PHIL NOYCE

WAHROONGA, AUSTRALIA

I am pretty heavily committed to film now. I was doing a lot of video work last year—producing a regular student news service, but became disgruntled due to a number of upsets. First, our replay facilities consisted of just one standard TV converted to act as a monitor. Everything over here is 5 years behind U.S. and people just don't appreciate the possibilities of video. We don't even have color TV yet. The university administration (Sydney Univ.) has a closed-circuit network, but they wouldn't allow us to use it for replay. So about 50-100 students only would view our 35 minute tapes. Then the students' council didn't like the idea of having to continually purchase tapes. Anyway, I dropped out of the university for a while and went to work for the government making films but was sacked by mutual agreement. Our government is even more incredible than yours—if that's possible!

I'm happy making films now, with the university paying for them. People over here have at least realized the value of film.

Our Sydney University Student TV is still operating, but there's not much action.

The Sydney Filmmakers Coop Ltd., 88 Fox Valley Rd., Wahroonga, N.S.W. 2076 Australia

NEWSLETTER—PROGRAM IN ETHNOGRAPHIC FILM

TEMPLE UNIVERSITY, PHILADELPHIA

## JAY RUBY

Several people have written to us requesting information on the anthropological use of videotape recording equipment in the field. To our knowledge, portable videotape recorders (VTR) have been employed by only a few social scientists in the field—Neil Edgington (Harvard Medical School) in the "bright lights" regions of Boston, Joseph Schaeffer (Columbia) in the Bronx, and Karl Heider in New Guinea. Heider is in the field now and has written the following response to our inquiries about his VTR experiences:

"... in short, VTR is ideal for some sorts of research, although probably no one will make presentation films with it. We (Eleanor R. Heider and I) are using it in the field (West New Guinea) to record mother-infant interaction and facial expression responses to projective tests. With Ekman's system of analyzing expressions we hope to get data which will supplement the grosser behavioral and verbal data. It is too soon to evaluate the results of these particular experiments, but there is every reason to be optimistic about the use of VTR in the field."

... The most comprehensive statement by an anthropologist is to be found in Joseph Schaeffer's recently completed dissertation (1970) entitled, *VIDEOTAPE TECHNIQUES IN ANTHROPOLOGY: THE COLLECTION AND ANALYSIS OF DATA* (Columbia). Until Schaeffer publishes this work, it can be obtained through Dissertation Abstracts, University Microfilm, Ann Arbor, Michigan.

In addition, Paul Ekman of the Langley Porter Institute of the University of California Hospital in San Francisco, has published the following articles on his work with VTR in the study of non-verbal communication:

Ekman, P., W.V. Friesen, and T.G. Taussig  
1969 VID-R and SCAN: Tools and Methods for the Automated Analysis of Visual Records. Chapter 16 in G. Berberet et al. (eds.), *CONTENT ANALYSIS*. Wiley & Sons, New York.

Ekman, P. and W.V. Friesen  
1969 A tool for the Analysis of Motion Picture Film and Videotape. *AMERICAN PSYCHOLOGIST* March Issue.

Students, faculty, administration, alumni, and staff-active membership, about 25 decided to stay together after the May student strike and continue the effort to make connections between the university and the community.

We started videotaping responses to free community film showings... are now luke-warm on film showings and very hot on using video tape to ease community tensions and expand community interaction.

Two big projects... One: a series of tapes on Operation Move-In, a group of urban squatters on the Upper West Side; two: programming in the West Street prison, in collaboration with the Criminal Law Education and Research Center of the NYU Law School. Both now incorporated into the curriculum of the School of the Arts with access to VTR's, tape and space.

In the works... a Videothèque on the NYU campus.

Contact: NYU Media Co-op, Rm. 65 South Bldg, 51 W. 4th St., N.Y.C., 212-598-3703

## STEVE CHRISTIANSEN

ANTIOCH COLLEGE YELLOW SPRINGS, OHIO

Five years ago, Antioch was bestowed with a remote control video facility fully equipped with Ampex 2" VTR, 4 camera console, kinescope, etc., primarily for use in group process situations and making films of same. It has only been in the last year that we have purchased portable equipment, and 1/2" now seems to be our primary format. We have 2 portable Shibadens and 6 1/2" playback units—our editing capability is semi-electronic—acceptable but not super clean.

A lot of video energy has gone into some classes using multi-media format (Future is Now) via telebeam projector, or an intracampus news program, broadcast via cable, to several places on campus. Some people have been into experimenting with tape delays, signal generators, etc. We have a lot of information shelved in our studio, the only problem is sorting out that which might be useful to people outside of Antioch.

I am specifically interested in videotape exchange and would appreciate being informed of any details or further developments.

## BROADSIDE — THE FREE VIDEO PRESS

... for \$1.00 + 25¢ for postage and handling, they will mail you a 15 minute, 1/2" videotape magazine for playing on standard video playback units. Write to: Broadside, P.O. Box 65, Cambridge, Mass. 02139.

... The idea for the *Free Video Press* originated in David Silver's television workshop at the Alternative Media Project, held in June at Goddard College (*Occurrences*, July 7). The aim of that workshop was to create an alternative television network, using the Sony reel-to-reel 1/2" system. The idea is to keep people—not gargantuan corporations—in control of production.

Groups like Raindance and Videofreex in New York have been doing exactly this for some time. What is unique about Broadside Free Video Press is its magazine format and its decision to produce quarterly issues.

Only 100 copies of Volume 1, Number 1 were produced...

... The two best items on this initial tape sampler are an interview with David Omar White and a piece of abstract animation by George Diemers. Both are innately visual subjects, and therefore appropriate subject matter for videotape. There is a sense of immediacy about the interview, and the animation lends itself to the texture of the television image.

Also fine are a dozen record reviews done in a total of a minute or so, using visual "one-liners," and nine tongue-in-cheek ads, interspersed throughout the tape.

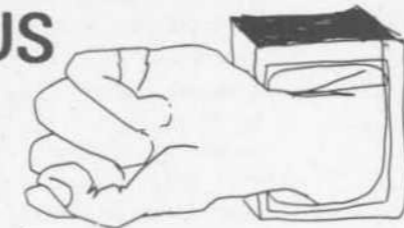
Broadside and Audion have extended "an open invitation to anyone wishing to learn more about this use of the medium of television." They also offer advice on the use of equipment and production preparation. Their phone number is 868-9788."

KEN OPIN, *Broadside Free Press*, Aug. 4, 1970.

## MEDIA BUS

NEW YORK CITY

A MEDIA BUS to be funded by the New York State Council on the Arts is now in the planning stages. It will generally be a traveling videotape and film workshop, production unit, and library. The van will be used to turn people on to the media, give them initial information about using it, channel them to media resources for further uses, and connect them with others who are using the media for exchange information. It will have aboard it the necessary hardware and software to get TV into the



hands of the people. Stops will include high schools and colleges, museums and cultural institutions, communes and community groups. Each stop would have workshops, shows, productions, and consultancies.

If you are interested in using the media bus or in its use or if you have information which would be helpful to this project, please contact the Videofreex at 212/925-7286.

## GUY PIGNOLET ITHACA, NY

CORNELL UNIVERSITY

Early 60's: 30,000 miles hitch-hiking in Europe.  
1963: Engineer degree Ecole Polytechnique, Paris. Korzibsky.  
1964: French Navy. Hydrographic Engineer. Senegal, Mauritania, Gabon.  
1965: Schlumberger. Kuwait Oman Abu Dhabi, Field Engineer.  
1966: Iran winter experimental rig. Altitude 11000 feet. Dec. & Jan. 3 week in USSR.

1967: Nigeria, etc.  
1968: Center Manager, VTR, North Sumatra.

VTR was coming of age (cost). Some feeling on the guts level that it might have some fantastic possibilities. Buy minimal equipment on my own bread. (Top manager says: will probably come some day, but too early). Wanted to educate local staff with VTR. Found VTR was educating me and everybody who was touching the camera.

1969: South East Asia. U.S. major campuses. France. Quit Schlumberger. Buy VW camper. Fantastic tripping through Europe. McLuhan, Schaefer, DCB and others.

1970: More of the same. Set-up in Ithaca for PhD in BPA, life and other research. Here I am, Where am I?

Contact at: Vega-Video Exploration Graduate Association, Video Center, Olin Library, Cornell University, 607-273-1318, 607-256-5324.

CAMPUS	Office of Educational Communications State University of New York			
	2" QUADRATURE	2" HELICAL SCAN	1" HELICAL SCAN	1/2" HELICAL SCAN
Albany	X	X	X	
Binghamton	X		X	
Buffalo U.		X	X	X
Stony Brook			X	X
Brockport	X	X	X	
Buffalo	X	X	X	
Cortland	X	X		
Fredonia	X	X		
Geneseo	X	X	X	
New Paltz	X			
Old Westbury				
Oseonta	X		X	X
Oswego	X	X	X	
Plattsburgh	X	X	X	X
Potsdam	X			X
Purchase				
Alfred			X	X
Canton				X
Cobleskill				
Delhi				
Farmingdale			X	
Morrisville		X		
Forestry			X	
Maritime		X		
Buffalo H.S.		X	X	
Downstate				
Stony Brook H.S.			X	
Upstate				

