FROM: AMPEX CORPORATION
401 Broadway
Redwood City, California 94063

John Kane (415) 367-4151

December 30, 1970

Richard E. Fiore has been named manager of the Ampex Corporation in Westfield, Massachusettes, it was announced by Lawrence Weiland, ...ager, video products division.

Fiore, former p... Radiation Laboratories (ERL), I... been with Ampex since March, 1968.

Fiore replaces ...en named consultant to the departme...

In his new posi...sible for product planning and ma...ent. The RF systems department pred...d UHF television transmitters and ant...al equipment for commercial, educat...s.

Fiore and his family live in Westfield, Massachusettes.

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LARRY MENKIN

The Writer's Guild of America, West, East is looking into that video tape, CATV crystal ball and hoping it can do something about growing unemployment. You, underground press, youth—send reporters to THE FIRST CONGRESS OF AMERICAN WRITERS to be held in New York City, April 19 & 20 to explore the many problems of new communications, cassettes, CATV etc. The Congress is sponsored by: American Poetry Sosiety, Mystery Writers of America, Newspaper Guild of America, P.E.N. (Poets, Essayists, and Novelists), Writers' Guild of America, and Writers Guild of America West. Sessions will be devoted to the writer's position in an increasingly dehumanized world . . .

The new video generation will not tolerate television as presently employed. We will seize the media. The media must be liberated, must be removed from private ownership and commercial sponsorship, must be placed in the service of all humanity. We must make the media believable, responsive to our needs. We must assume conscious control over the videosphere. We must wrench the intermedia network free from the archaic and corrupt intelligence that now dominates it . . .

To beat the censorship thing. To kick the shit out of the blacklist thing. To ignore the boob tube. To fuck the boob tube. You can buy the programs you want. You can MAKE the programs you want. Just you and your cassette . . .

You're the video generation. Brought up in the environment of video. Instant war scenes. Instant ecology. Murder on the screen. Play it back again and again. See the students gassed by the cops. See the ghetto riots. See the networks laughing all the way to the bank—ABC, NBC, RCA, CBS—all in the manufacturing of the video cassette field. All moving into CATV . . .

I answered when they asked me in 1948 why was I producing *ONE OUT OF TEN*, an all Negro cast in commercial suspense dramas. Why was I interested in videotape when I was producing directing *52 MUNICIPAL COURT* dramas at KTLA, Los Angeles; when I used the Ampex instant playback camera and monitor in a special event display schtick for a United Crusade event rally, when I produced *HARLEM DETECTIVE, NEW WORLD A COMIN'*, introduced black and white narrators in audio-radio-play lessons for elementary schools . . .

It's your move. You can get with it. Video cassettes. If you don't get with it, then all your work in the past and in the present is bull shit. THEY'LL RIP YOU OFF AND USE YOU AGAIN . . .

From *Space Time Continuum Memo* by the man who created-produced *Captain Video*, Dumont Network, 1949 and sees in 1971, the new world of home video tape cartridge cassettes, your chance to sieze the media, your hope for the future, if there is a future . . .

THE SPACE FOR INNOVATIVE DEVELOPMENT

Changes:

Frank Cavestani has formed his own company **Frank Cavestani, Inc-Video Productions** and left C.T.L. Electronics.

"I will continue to be associated with **C.T.L.** and Mr. Lui but now only on a part time basis. My immediate concern is at **The Space for Innovative Development Inc,** 344 W. 36th. St., NYC 10018 where I'll be consulting a number of groups on video and will be director of **Space Video Arts.** I've also been working on a videotape of the **Beach Boys** for Strimband International and Warner Bros. but what excites me most is **Space Video Arts** where I have the possibility of making a number of dreams come true.

People, if you have an interest in video or are deeply into video please write me at Space telling me what you would like to do for I have the real possibility of being able to help people to reach their goals. **Space Video Arts** and **Space for Innovative Development** will have a formal opening sometime in June."

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HANLEY NORINS
VICE PRESIDENT AND
ASSOCIATE CREATIVE DIRECTOR
(212) 576-4703

NEW YORK (10017, 285 MADISON AVENUE

February 19, 1971

Radical Software
24 East 22nd Street
New York City, N. Y. 10010

Dear Sirs:

About two months ago I sent you a check for a subscription and three copies of each of the first two issues of Radical Software.

When my secretary and I called several times you said you had mailed out the issues third class.

I can't believe that even third class mail could take this long. And unless I receive those copies and any further issues, per my subscription, I intend to report you to the Better Business Bureau for malpractice.

Yours truly,

Hanley Norins

Hanley Norins

HN/bc

CTL ELECTRONICS
...is looking for qualified video engineers.
...also has a video colorizer available for demonstration
...CTL ELECTRONICS
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NYC 10007
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J. KEARNEY

Television is an ecological problem.

It is one of many new technologies producing considerable wastes. Unlike most other technologies, television wastes its pollutants in human minds.

A pre-occupation with violence in much adult and most children's programming is one of TV's more controversial characteristics. The mind pollution of TV violence is the moral vacuum of the tube. Rarely is violence on television presented in a revolting, wretched, gut-churning, primative-animal (de-humanized) context. It is common, trivialized, repeatedly cartooned, associated with heroic climaxes, removed from the context of underlying cause, and through sports, senselessly glorified.

One of the causes for its prevalence is its facile use for excitement or adventure. Follow an imaginary graph of the emotional intensity of character development in a TV adventure show (spies, police, western, etc.). The sound track of the show, particularly background music, could visualize the intensity of suspense. The apex of excitement in the entire show and the smaller peaks come at the moments of violence. The chase leads to the climax: the music rises, the voices turn frantic and the explosion comes. Yet the pain and the gore is never shown—on the contrary, one is usually left satisfied with the heroic climax. It is no wonder sex is considered obscene in America. Television pollutes the mind.

Television pollutes human sexuality. Natural, joyful sex is never shown on television. Television is a multi-sensual ball-tickler in commercials, but it's just a tease. While some ads tempt, others harp on insecurities, like many cosmetic ads. Plots of shows and many commercials envision sex as a reward for wealth, possessions. Characters can be wolves, temptresses, exhibitionists, or puritanical, naive, or duty-bound sexless creatures; game-players or wise-to-the-world cynics; but rarely if ever sensuous, uninhibited, fun-loving or nude. In Denmark couples merrily partake of sex on the screen, quite naked, and good movies don't have to be ruined or banned because they portray life as it is. American TV's sexual sickness is a vile form of sensory pollution.

Television pollutes our bodies by brain-wash ad techniques used to make our bodies crave trash. Sugar-soaked candies, sodas, cereals and gum, vitamin-dead bread, beer and deserts remain although tobacco and hard booze have been banned.

TV's programming patterns are so repetitious that they appear to create a psychological dependency. Soap operas, quiz shows, talk shows, sports and especially situation "comedies" all hook many people. The phenominal stability of TV ratings, week-to-week confirms this addictive property.

All of these eco-problems of TV are the real core-curriculum for kids!!

Newton Minow called TV "a vast wasteland;" Jerry Rubin calls it "Bubble gum for the mind."

COMMUNICATION

Fax

Radar

vtr

TV-Telephone

space

PSYCHOLOGY

eye camera

Toy-TV-toy

population concentration deconcentration

GENERAL TV

Semi-conductor type

hard *flexible*

Large screen TV

Projection Type

thin cathode ray tube

idophrol

Thin TV

light bulb

cathode-ray

I am describing below a tentative chart of TV ecology system. The chart is by no means a linear flow chart. All 50 elements can be connected in many complicated ways. Inputs and outputs are interchangeable. Many sub-categories are inter-combinable, too.

SHUYA ABE

Television and Ecology

Whether people are conscious or not, Television, perhaps a kind of MIND pollution at present stage, has already helped a great deal in cleaning up the air. Just imagine . . . if one-third of ten million New Yorkers comes to the Times Square every night to watch movies, instead of turning on their set at home . . . what would happen to the pollution???

INDUSTRIAL USE

Recording device

electronic beam recorder

heat-resistant camera for furnace

microfilm

Band compression-TV standard change

Monitor (many thousand scanning lines)

ART AND ENTERTAINMENT

electronic wall paper

EDUCATION

cassette gallery

As a memory pad

video-synthesizer for home use

video disc

selecta vision

MEDICAL USE

robot

Memory tube

x-ray camera

ECOLOGY

weather infra-red camera

deep-earth

deep water camera

Investigation

automat

MEDIA COMBINATIONS

planning

evr

Imagine, if we do one-third of our business on picture-phone and cut back our driving by one-third, how it would help the pollution.

sony porta pak

Pope Critical of Standards Of the Radio-TV Industry

ROME, Jan. 16 (Reuters)—Pope Paul VI has described the broadcast industry as a mirror of the values of contemporary society but said that its standards often fell far short of the Christian ideal.

The Pope's statement was made in a message sent on his behalf by the Vatican Secretary of State, Jean Cardinal Villot, to an assembly of the International Catholic Association for Radio and Television meeting this week in New Orleans.

The Pope said it was essential that, "as convinced Catholics, the faithful engaged in this profession should see to it that the image of our faith is not missing in the general picture of contemporary life reflected by the media."

PAUL M. SILBEY

Some possible solutions to the area of video coverage of cassette output . . .

Creation of half hour, one hour or longer program formats using live video DJ's and excerpts or cassettes. Programs could include excerpts of new tapes, 'oldies', etc. Programs could be geared only to entertain, present news pertinent to our different cultures, create social awareness, or mix all of these approaches to programming into unique combinations, dependent on the personalities of the DJ's involved. The finished programs could be offered to UHF or CATV stations on a one-shot or ongoing basis. Programs could be live or prepackaged. Programs could be offered to specific or nationwide markets via selective UHF/CATV contracts.

Some possible solutions to the problem of personal contact with video product in retail outlets . . .

Creation of special video cassette stores, or new sections in presend video/record stores . . . equipped with special video 'juke boxes' to play short excerpts of the latest cassettes. 'Juke boxes' would allow a library of current programs to be available to the buying consumer for sampling.

Creation of a chain of environmental stores that mix 'aquarian' products—for example, water beds, color organs, tech art products, and video cassette viewing areas. In this way, the entire environment could be saleable.

Creation of entertainment oriented video sites—for example theatres utilizing video projection equipment . . . or coffee house locations utilizing small monitors at each table hooked up to a master 'juke box' (similar to audio units now found in diners or short order restaurants)

Possible solutions to the problem of personal contact with video cassette product in home situations . . .

Creation of a video magazine.

Creation of sampler tapes showing excerpts of a software house's artists and programming. (similar to Warner Brother's non-profit sampler records)

Creation of video clubs, where cassettes could be mailed out on an inspection basis, or on a 'revolving return of the cassette' basis.

Creation of a direct dial access system between subscriber homes and central video library repositories.

The ideas and concepts just outlined are only some of the possible methods of presenting videotape software output to an interested public. I would like to suggest that alternate culture people start thinking of the marketing part of video as an opportunity for meaningful work activity . . . in conjunction with existing video hardware and software companies, or if this is not possible, to start totally new marketing and distribution companies, cooperatives, or work communes. For further dialogue, feedback or more specific information, contact PAUL SILBEY.