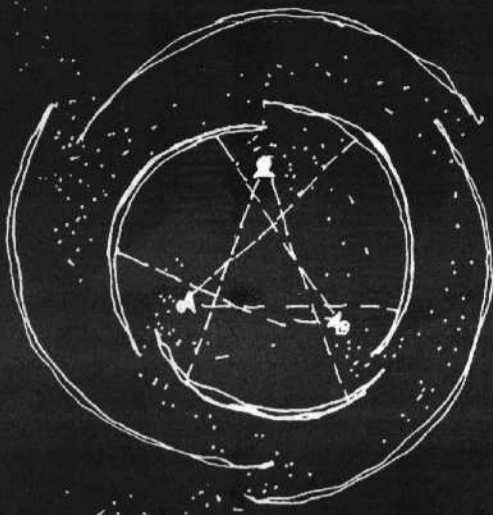


PROPOSAL TO NEW YORK STATE COUNCIL ON THE ARTS

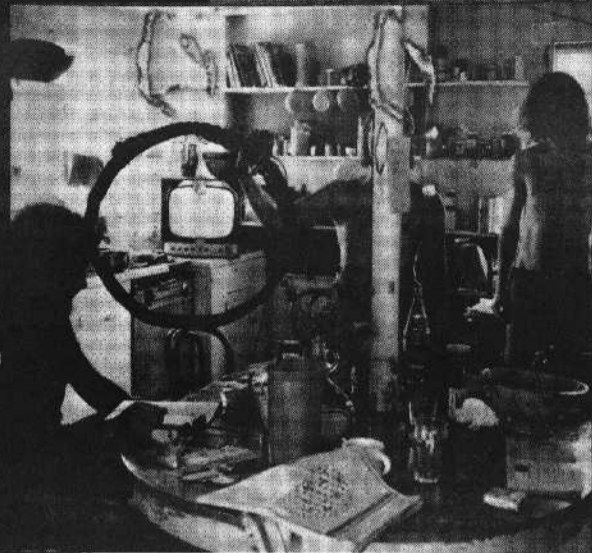
FOR JULY AND AUGUST 1971

TV environmental communication between Central Park, Manhattan, and Prospect Park, Brooklyn, by microwave link relayed at the PanAm Building.



Inside a tentorium at each location will be three 20' x 30' television projections. Audio and video communication and feedback—in real and delayed time—will be presented at both locations.

PLUSA



TELEVANE WEATHERVISION HOME SECURITY SYSTEMS

POPULAR MECHANICS JANUARY 1947

BY CLIFFORD B. HICKS

Tossing a moving image into the atmosphere and snaring it on a receiving screen 50 miles away is a magic trick that was oversold to the public a decade ago. Yet not one person in 100,000 knows just how a program is televised or how good postwar television is. Getting your feet wet in television is a novel experience confirming optimistic reports that have circulated for years that video is ready to meet the public.

To a public sold on television a decade ago it's a distinct disappointment that telecasting, despite technical improvements, is still in the barnstorming phase. There are a few good programs today but much of the time the air is filled with second-rate entertainment. Some authorities estimate that five years will pass before high-class visual entertainment will flood the airwaves.

Why will there be a lag in good programs, now that good pictures can be broadcast? Video is chasing its own tail in a vicious circle. Sponsors won't invest big money in first-rate entertainment until there are several million receivers in the hands of the public. And a penny-wise public won't buy many sets until entertainment is first-rate.

From the sponsor's standpoint it's just poor advertising to spend as much as \$14,000 on a lavish show that will reach only 1400 people. Several large companies have spent thousands of dollars on telecasts to discover video's possibilities. One spokesman says "as far as we can tell in our company, our hours and dollars in television have not yet made a ripple in our total sales."

Old-timers say there's only one way that television can emerge from its vicious circle and climb into an upward spiral. Broadcasting stations themselves must lift the industry out by its bootstraps. They must provide the finest possible entertainment despite penny-pinching budgets. When programs are a little better a few more people will want receivers. When a few more receivers have been sold, advertisers will invest a few more dollars in better programs.

Will television ever replace radio and moving pictures? Experts doubt that any present form of entertainment will be outmoded. The housewife can listen to the radio while she works, but she can't watch a telecast. Television programs will be extremely popular in the evening and open broad opportunities for mass education. But most "television families" still will seek entertainment elsewhere. Half the fun of attending a movie or a stage show is "going out" for the evening. Television is a spanking new and different medium cutting across every field of entertainment but traveling its own road.



COMIX
BY
Peter Bartlett

