

# CAL STATE AT S.F.

The curriculum is designed to provide extensive educational experience for those who intend to use the modern media of communication to serve the cultural, intellectual, social, educational, and artistic needs of society. The program involves both theory and practice, and students are expected to work enthusiastically and successfully in all its segments. Although most graduates of the department ultimately may work in broadcasting and related industries, the program is designed to go beyond the development of minimal skills and concepts demanded by such employment. Only those students who desire to become communication specialists — in the broadest sense of the term — should seek admission to this program.

The Broadcast Communication Arts Department has produced some of the most remarkable talents in the video city. In 1968 the school offered a course by Dr. Herb Zettl in experimental production. Dr. Zettl is well known for his work on the subject of the moving image and for his workbook which is used in many schools around the country. Under his tutelage Scott and Freuda Bartlett, Tom DeWitt, Harry Mathias, Auge Cinquegranna, Phil Gietzen and others spent a semester in experimental production. Later classes produced Tom Martin, Jeff Bower, Bonnie White, and a myriad of other local video artists and practitioners. A short list of tapes available on 2 inch b/w Quad (Ampex 1100) with the names of the various artists follows:

*Moving Image, I, II, III*  
by Herb Zettl; 15-30 min. each

*Computer Images*  
by Harry Mathias; various lengths

*An Exercise in Monochromatic Manipulation  
(Dance)*  
by Vince Waskell; 12 min.

*Cello Solo with Lazlo Varga*  
by Herb Zettl; 30 min.

*Flame Energy*  
by Jean Hintermann; 15 min.

*Playback*  
by Mike Wanger; 30 min.

*The Date*  
(a play by Joel Ensana)  
by Herb Zettl; 45 min.

*Krapps Last Tape*  
(a play by Samuel Beckett)  
by Herb Zettl; 55 min.

These tapes are available through the department. Write for more information. Dr. Zettl, whose name appears in *Who's Who in the West* and *Leaders in Education*, received his PhD in Berkeley. Before joining State, he worked in the Bay Area at the Westinghouse CBS affiliate KPIX. The Head of the Department, Dr. Stuart Hyde, took his PhD at Stanford where he later taught broadcasting. He is the author of many articles including those in *Saturday Review* and the *Journal of Broadcasting*. Hyde and Zettl are assisted by Dr. Richard Marsh, Dr. Arthur Hough and a faculty of between ten and fifteen other educators. Right now the Television Center which is part of the Broadcast Communication Arts Department, is doing a great deal of production with the Rover (mobile van) as well as with the studios — social issues, news, and plays.

Dr. Zettl has developed his idea of the Moving Image through his experiments with time: Instantaneousness and Irrevocability of the Moment/the Complexity of the Moment. His seminar forms the nucleus of the Broadcast Communication Arts' experimental program. He is also finishing a new book entitled *Sight Motion Sound, Television and Film Aesthetics*, published by Wadsworth, which will contain over a thousand illustrations. It is, in his words, "Going to be a hell of a book."

Admission, tuition, and program information is available through the Broadcast Communication's office, 1600 Holloway, San Francisco, 14132; or by calling (415) 469.1787.



DeWitt in the control room; S. Bartlett behind.