

of techniques you want to explore. Under those circumstances, you will want to select a format that is varied and flexible, such as the structure of the magazine. The basic difference between a television magazine and a print magazine lies in the use of visual and sound images rather than the printed word and still pictures. It is interesting to note that the rise in television has been matched by the decline of the weekly picture magazine, such as Life.



Chuck Anderson

Some things to think about before assembling a television magazine: Table of contents - how much time or space will be devoted to features, interviews, hard news, reviews of plays or assemblies, film clips, special reports on club activities, humor in the form of satire or parody, editorial comment, etc. The attention span and interests of your potential audience - are you preparing the magazine for the administration? Your teachers? The student body in general? Are there different groups in the school? Will they be pleased or offended by the magazine? Will the magazine help to unify different groups in the school?

Due to such production limitations as other classes, time, etc., you may find that a weekly or bi-weekly broadcast is as much as you can manage. We found this to be true in our case. Also, we broadcast at different times of day, to get a wider audience, and to avoid being repetitious with the same crowd.

Titling

The first thing to think about in your production is the creation of titles. As with printed magazines, titles are used to introduce and call attention to the main idea of each presentation. Creating effective titles can be an art. The only limitation to a dramatic title is the imagination of the creator. Good television titles should be visually exciting. They should move from one side of the screen to the other, appear or disappear just as suddenly. They should be bold, provocative, and verbally colorful. A good title catches the attention of the viewer and makes him want to participate in the material that follows. A good title holds out a seductive promise of interesting things to come.

As is the case with newspaper headlines, a good television title usually involves a subject and a verb, is in the active voice, and is sometimes alliterative. For example: "Pushing the Pentagon," "Then Came Bronson," "The Medium is the Message."

Here are some suggestions for low-budget titling devices.

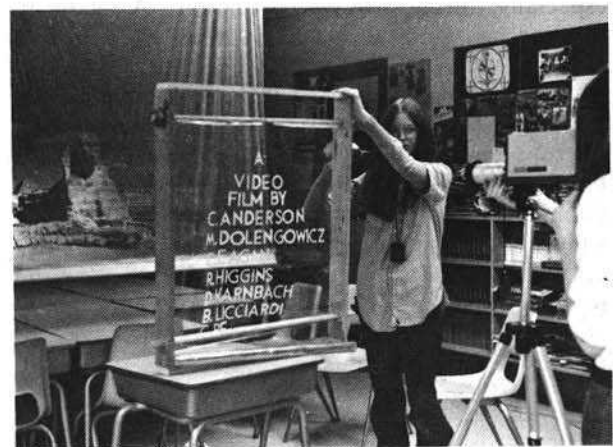
1) Disappearing titles: set up a table with raised rear legs, or directly on the floor. The letters are formed with graphite, mica dust, powdered styrofoam, or soap powder on a black background. The letters are moved with a small electric fan or vacuum cleaner. After the titles are formed, they can be blown away gradually so that they seem to disappear.

2) Movie Marquee effect: attach a track to the back of a rear projection screen. Mask the rest of the screen with black paper. The mask may have a design or logos cut into it. Titles and various commentaries can be written with a grease pencil on strips of acetate or cut into long strips of black paper with a stencil. When the title is to be televised, the strip is pulled across the track, from left to right, producing the effect of moving letters.

3) Titles can be painted backwards on a sheet of glass or piece of paper, then reflected in a tray of water.

4) Titles can be rolled on a long sheet of acetate or paper. Practice makes for smoothness of execution.

5) Titles can be written on clear plastic or acetate and placed between the camera and the scene being filmed.



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There are many other simple and inexpensive ways to produce titles. Experiment.

Production Crews and Production Tips

The next step is to pick the production crew. Each person has to be fully informed as to his or her duties well in advance of the actual videotaping time. There should be a run-through of the entire program before the actual taping. Titles and other visuals have to be selected and prepared, mounted, numbered, etc. The cameraman should have a shot list, telling him the sequence to be followed in each