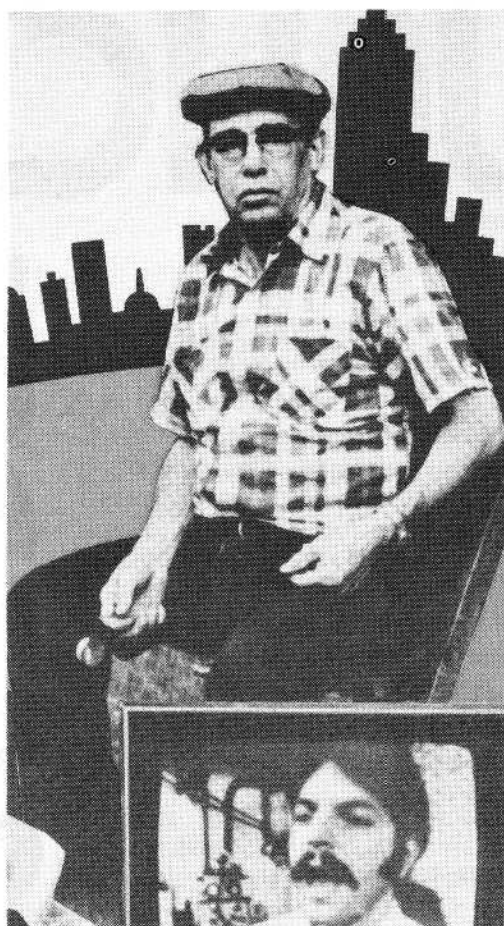


Hospital for the Public Access Celebration. We wanted to create a viewing center, utilizing Bellevue's extensive cable system (over seventy drops in day rooms, wards, and waiting areas), that would serve as a focal point initiating a dialogue between the hospital and its community.

Taping took place over the entire three-day celebration period. At the outset we evaluated the link-up to ensure that it was working properly and that staff and patients knew how to tune the cable converter. We set up two monitors in the main lobby, one for public access programs, the other for live feedback delivery from hospital staff, patients, and visitors, via a 1/2 inch portapak; a mobile video crew made tapes in different parts of the hospital, such as the male chest ward and the pediatrics project. Hospital workers and community people were interviewed about hospital services and their relationship to the community. These tapes were simultaneously played in the viewing center and throughout the entire hospital over public access channels.

By taping in different parts of the hospital, a more unified view of the overall hospital was created. Live feedback taping of responses to tapes shown in the viewing center provided the context and actualization for dialogue to take place between staff, administration, patients, and community. The issues which generally predominated these dialogues were (1) the need to clarify the patient's and his/her family's understanding of hospital procedures and treatment processes, and (2) the relationship between non-professional and professional staff members within the organizational complexities of the hospital.

The Central Park event was designed to integrate the viewing/access experience with a live cablecast. The idea was to take live programming out of a controlled studio environment and to increase our awareness of possible uses for mobile studio units in a decentralized municipal



cable system.

Our flyers, posters, and other publicity invited all groups and individuals who wanted to provide entertainment, information, and/or their presence to come to the Celebration. Although time slots had been allocated to various groups, we planned for adequate flexibility to include any new activities or surprises that might materialize.

The degree of audience participation during the two days was not what we had hoped it would be. The focus of the performers, Teleprompter, and the audience was the spectacular nature of the event. The technicians and directors from Teleprompter, although extremely efficient in setting up the mobile studio, had no conception of the public access experience, nor any desire to concentrate on the involvement of the people working on and attending the Celebration. At some point we suggested that the camera-people put aside their tripods and get into the event. The typical response was, "Well, we could try, but I know it wouldn't work."

CELEBRATION