

AV News Exchange

Winter Media Conference

Formerly held at Wake Forest, Winston-Salem, the Winter Media Conference, sponsored by the Educational Media Association, Learning Resources Association, North Carolina Association of Educational Communications and Technology, and North Carolina Association of School Librarians will expand to the Royal Villa in Raleigh, March 2 and 3, 1978.

"The Shifty Cyan"

Color film layers →	Magenta
	Blue (cyan)
	Yellow
	Film Base

Have you noticed an increasing number of films that have a "pinkish" hue when projected?

The Technical Standards Committee of AECT (Association for Educational Communications and Technology) meeting in Miami Beach this spring discussed this phenomenon at length. The following information is available in *The Case of the Shifty Cyan or Who Buried Responsibility; A Mystery Story*, by Dr. John Payne, Director of Learning Resources Center, University of Southern Colorado.

According to Encyclopedia Britannica Educational Corporation's Technical Operations Office, the "pinkish" hue is due to "differential fading of the three color layers." The first layer to fade is the cyan, then the yellow. The magenta layer is

relatively stable.

This color deterioration is particularly confined to Eastman Type 7385 film and noticeable in prints three to five years following development. Eastman Type 7381 film which has replaced Type 7385 has improved dye stability by a couple of years. However, the dye fading starts the minute the film comes off the processor. In other words the film will fade stored under ideal conditions and never used! Eastman Kodak Company is the film stock supplier. There are more satisfactory stock but they are not readily available. Kodachrome prints over 20 years old still have adequate color. Technicolor dye transfer according to Lawrence Karr, archivist of the American Film Institute in Washington, D.C., "is the stables method of preserving color in film."

The International Film Bureau is the only film producer identified by Dr. Payne as making Technicolor prints. Their Art Catalog has some titles listed as Technicolor and their European History film is also Technicolor.

Therefore, 16mm film purchasers need to be alert and preview newly acquired films for color fidelity. It is possible to receive a print which has unknowingly deteriorated while stored in the film distributors vault.

Dr. Payne concludes his report with four recommendations. He is calling for a film product that will last eight years without a major color shift. Consumers as always need to be informed and vocal about their concerns.

North Carolina Audiovisual Equipment Advisory Committee

Consumers of State Contract equipment do have advocates, spokespersons, for their concerns. Listed below are the committee members for 1977-78 of the state Audiovisual Equipment Advisory Committee. If equipment has not proven satisfactory or equipment for your needs is not on

contract those committee members would welcome your suggestions and ideas.

The committee meets once, sometimes twice, a year for two or three days evaluating new equipment and reviewing equipment on the past year's contract.

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411 N. Front Street
Wilmington, NC 28401

Dennis Perry
Gaston College
Dallas, NC 28401

Rockingchair

Rockingchair is a monthly review newsletter published for librarians who buy records. One year subscription for librarians is \$6.95. Vol. 1, No. 1 was issued April 1977. John Politis, editor, states "Recordings in all fields of popular music will be reviewed for both their artistic quality and their circulation potential... also carry recommendations for purchase of sheet music and folios... features on record care, ideas for promoting and cir-

culating records..." There is a rating for merit of the record based on artistic quality of material and performance and a rating based on potential demand by patrons due to commercial success of artist and recording. For example LOW by David Bowie, RCA 1-2030, got top ratings for both categories. Sample copies are available from:

Cupola Productions
Post Office Box 27
Philadelphia, PA 19105

Sinking Creek?

That's right. Sinking Creek Film Celebration on the Vanderbilt University campus in Nashville, Tennessee. Emily Hill, librarian, Central North Carolina School for the Deaf, a recent participant, says, if you are an independent filmmaker, a serious Super 8 hobbyist, or an educator interested in the value of filmmaking in the schools, Sinking Creek is the place you should plan to visit next June. During your stay you will meet filmmakers from various places throughout the nation, talk with representatives from the National Endowment for the Arts who can answer questions about applying for filmmaking grants, attend workshops on film production in its various forms from animation to film analysis, and view over 50 films produced by

independent filmmakers.

If you have completed a 16mm film which has a running time of 30 minutes or less, you can enter next year's competition and possibly win prize money to defray production cost of your next film. This past June a total of \$5,000 in awards was paid to winning filmmakers in the 1977 Sinking Creek Competition. Included in this amount was a \$2,000 production grant to the filmmaker who submitted a film in this year's competition along with an outline of his next film proposal.

Two major problem areas facing the independent filmmaker are production costs and distribution. The Sinking Creek Festival offers possible solutions by bringing together under one roof filmmakers, patrons of the arts, educators, distributors,



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and representatives from federal and state agencies for the arts. A friendly, informative atmosphere pervades the six days of screenings, workshops, and conferences.

For further details on next year's competition write to Mary Jane Coleman who is Founder and Director of the Sinking Creek Film Festival, now in its ninth year. Her address:

Mary Jane Coleman
Creekside Farm
Route 8
Greenville, Tennessee 37743

EFLA Preview Series

From an Educational Film Library Association handout:

Filmmakers who are seeking a distributor for their work may send a preview print to the EFLA office. Descriptions of films available for distribution are mailed monthly to a list of about 100 distributors, reviewers, and programmers for museums or other non-commercial showcases. To request forms for submitting films, or further information contact:

Brian Camp
EFLA Preview Series
43 West 61 St.
New York, N. Y. 10023
(212) 246-4533

UNC-G Awarded \$11,241 Grant For Color Video

Dr. Hugh Hagaman, director Instructional Resources Center at UNC-G, reported that a federal grant of \$11,241 has been awarded to the University of North Carolina at Greensboro for the purchase of color videotape production equipment for the Instructional Resources Center. The grant, which will be matched by a like amount from UNC-G, was awarded under Title VI of the Higher Education Act.

"Basically, the grant will enable us to equip a production studio with two color cameras and related control equipment,"

Dr. Hagaman said. "In addition, full editing capability will be provided."

The purpose of the Title VI project is to provide for the improvement of undergraduate education through the addition of a color video capability. The equipment along with support personnel will be available for the production of instructional programs. These may be proposed by any faculty member at UNC-G.

SMM Networking Project

Like to know who is doing what in media — creative productions in particular — in the southern region? Tim Bost, administrative assistant of the Western Piedmont Symphony, is heading the effort of the Southern Media Messenger Networking Project. He, with some support from the South Carolina Arts Commission, is intending to publish a people resource directory for the southern region.

There is no charge for having your name, your interests and expertise listed in the directory. Hopefully, Bost said, the directory will be distributed free to those who participate.

The purpose of the directory is to make it possible for individuals in the region to identify others with whom they may have mutual concerns. For example if you were into a production you might be able to find the person to dance or do your graphics or consult about a television spot, etc.

Reproduced at the end of this column is the questionnaire to fill out. The more resource people listed the more effective and useable it will become. For more information write:

Network
c/o Southern Media Messenger
P. O. Box 1644
Hickory, N. C. 28601
or telephone
Tim Bost
(704) 324-8603

SMM NETWORKING PROJECT

To participate in the Southern Media Messenger Networking Project, please fill out this form and return it to: Network, c/o Southern Media Messenger, P. O. Box 1644, Hickory, NC 28601.

Name _____

Street _____

City _____ State _____ Zip _____

My activities include (please check *all* that apply):

- | | | |
|--|---|---|
| <input type="checkbox"/> Aerial Photography | <input type="checkbox"/> Film Collecting | <input type="checkbox"/> Media Education |
| <input type="checkbox"/> Architecture | <input type="checkbox"/> Film Exhibiting | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Art Gallery | <input type="checkbox"/> Film Making | <input type="checkbox"/> Music |
| <input type="checkbox"/> Broadcast Television | <input type="checkbox"/> Fine Arts | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Cable Television | <input type="checkbox"/> Folklore | <input type="checkbox"/> Printing |
| <input type="checkbox"/> Commercial Art | <input type="checkbox"/> Graphic Arts | <input type="checkbox"/> Print Journalism |
| <input type="checkbox"/> Commercial Radio | <input type="checkbox"/> Ham Radio | <input type="checkbox"/> Recording Studio |
| <input type="checkbox"/> Computer Programming | <input type="checkbox"/> Hardware Maintenance | <input type="checkbox"/> Software Production |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Hardware Manufacture | <input type="checkbox"/> Teaching |
| <input type="checkbox"/> Crafts | <input type="checkbox"/> Independent Video | <input type="checkbox"/> TV & Radio Repair |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Industrial Design | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Educational Media | <input type="checkbox"/> Library | <input type="checkbox"/> Underwater Photography |
| <input type="checkbox"/> Electronic Journalism | <input type="checkbox"/> Mail Art | <input type="checkbox"/> Writing |

My other media-related activities are (please specify):

My current projects are:

My current needs are:

The people/groups I would like to get in touch with are:

UNC-TV Hilights

Children's TV

Books and Reading

"Cover to Cover I"

Sept. 13 --May 30

Tuesdays

10:15 a.m. and 1:15 p.m.

"Cover to Cover II"

Sept. 16 - May 26

Fridays

10:20 a.m. and 1:40 p.m.

Stories for young readers (illustrated).

"Once Upon A Classic"

Begins October 6

Begins October 8

Begins October 13

Thursdays 8:00 p.m.

Saturdays 7:00 p.m.

Thursdays 3:30 p.m.

Children's classics such as ROBIN HOOD AND A CONNECTICUT YANKEE IN KING ARTHUR'S COURT. *Superior productions for all ages.*

"Readalong"

October 3 - December 12

March 13 - May 26

Monday - Friday

8:50 a.m. and 1:30 p.m.

Teaches reading skills to pre-schoolers, first graders, and children with reading problems. *A Canadian production.*

"Electric Company"

Continuing series

Basic reading concepts.

Monday - Friday

5:30 p.m.

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Here's the person to give your news items to:**

COLLEGE AND UNIVERSITY LIBRARIES:

Brian Nielsen
University of North Carolina
Chapel Hill, North Carolina 27514

SCHOOL MEDIA CENTERS:

William Pendergraft
Pender High School
Burgaw, North Carolina 28425

COMMUNITY AND JUNIOR COLLEGE LIBRARIES:

John Thomas
Davidson County Community College
Lexington, North Carolina 27292

SPECIAL LIBRARIES:

Ebba Kraar
North Carolina State University
Raleigh, North Carolina 27607

PUBLIC LIBRARY SECTION EDITOR

Position Vacant
Inquiries Desired

Instructions for the Preparation of Manuscripts for NORTH CAROLINA LIBRARIES

In response to requests for instructions on how manuscripts should be submitted to the journal, the Editorial Board of NORTH CAROLINA LIBRARIES has prepared the following statement.

1. All manuscripts should be submitted in duplicate on plain, white paper measuring 8½" x 11".
2. Double-space all copy except for lengthy quotes which should be indented and single-spaced. The beginning of paragraphs should be indented eight spaces.
3. Name, position, and professional address of the author should appear in the upper left-hand corner of the title page. The number of words rounded to the nearest hundred should appear in the upper right-hand corner of the page.
4. Each page after the first should be numbered consecutively at the top right-hand corner and carry the author's last name at the upper left-hand corner.
5. Footnotes should appear at the end of the manuscript. Footnote style should be taken from Kate Turabian's *A Manual for Writers of Term Papers, Theses, and Dissertations*, Third or later edition.
6. Photographs will be accepted for consideration, but will not be returned.
7. Manuscripts should be stapled together in the upper left-hand corner and mailed first-class in a 9" x 12" envelope.
8. Manuscripts of the following character will be considered: historical, biographical, philosophical, descriptive, research reports, how-to-do-it, minority librarianship, student research papers, and major addresses. Questions relative to manuscripts outside of these types should be addressed to the Editor.
9. All manuscripts should be scholarly in tone if not in content.

Upon receipt, a manuscript will be acknowledged by postal card from the Editor's office. Following review of a manuscript by members of the Editorial Board, a decision to accept or reject will be communicated to the writer. A definite publication date cannot be given since any incoming manuscript will be added to a manuscript bank from which articles are selected for each issue. Publication can be reasonably expected within twelve months.

An honorarium of \$15.00 will be paid by the journal for each manuscript immediately following its publication; however, no honorarium will be paid for addresses.