The type of cable programming that Selectovision represents is often referred to as "community programming" presumably because on one hand it involves local people in the production itself, and on the other it relfects the software that people find important enough to produce. In the case of Selectovision the software came mostly from the library of Videograph. Such a Library was generated over a long period of time by local people who were drawn to the Videograph facilities. This type of show can use up tremendous amounts of programming and the temptation is to go even further and use libraries of programming generated by professional artists. for "community programming" to be truly such, a significant amount must come from the local community, otherwise we are left with the typical formula of the audience passively viewing the productions of "professionals." It is easy for an audience to fall into this unless they are actively encouraged to produce on their own. The advantages are obvious for the cable operator and for the people, but it requires a long, patient educational and outreach effort toward the local residents to get them to put their rich and varied feelings into the form of videotape programming. If they see that it is in their interest to continue this activity, then "volunteerism" might very well become a sustaining resource.

So far, the results of the experiment have made it clear that there are people who will show themselves in order to do programming as a consequence of this kind of production technique. Since Selectovision there has been a sharp rise in the number of serious individuals and groups who have submitted proposals to the outreach component of BHMO in order to make tapes. An equally serious educational program to help them learn how to make tapes coupled with the entertaining forum provided by the Selectovision show, will continue to bring real community programming closer to reality, and avoid the possibility of "selectovision" becoming a visual disc jocky technique. Perhaps one concrete direction in which to go at this time is to take those anonymous voices on the phone and get them together, face-to-face at a meeting place.

For the moment, plans for Selectovision are to keep it as a weekly evening feature. As a further experiment the programming will include besides local videotapes, some studio production and summaries of local events of the week. All of these documents will then be added to the list of software. We are hoping that the regular momentum that is steadily generated will maintain the interest of the population in Selectovision and cause it to become a real tool of communication and progress.
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