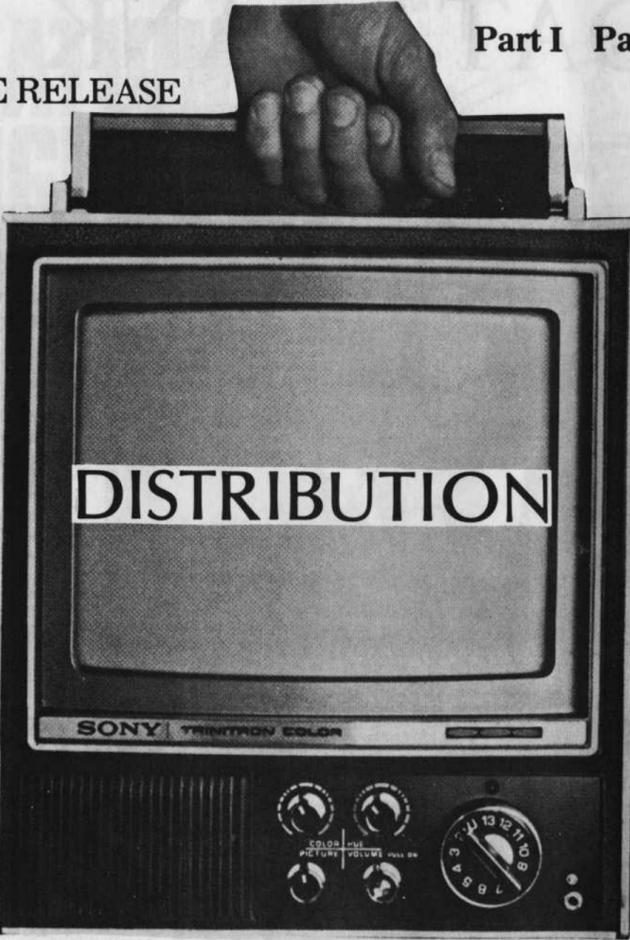


Part I Part of the problem

FOR IMMEDIATE RELEASE

CBS Cleans House: Rural Shows Out, Law and Order In

No Beverly Hillbillies? No Hee Haw? No Andy Griffith or Mayberry R.F.D. or Green Acres? No. Not even Family Affair? This is CBS?? Next fall it is. The network went the rumor mill one better—it didn't just "de-ruralize" its prime-time line-up. It cleaned house as never before at a season's end. Out, besides all those "corn pone shows," as one CBS official dubbed them, went Ed Sullivan's 23-year-old vodvil hour, Jim Nabors, Men at Law, The Interns, Hogan's Heroes, To Rome with Love and Lassie. Altogether, 13 series, to be replaced by eight new ones (four hours a week having to be turned back to local outlets under the FCC's new three-hour rule). The new entries: a 90-minute movie made for TV (giving CBS three movie nights weekly); Glenn Ford in Cade's County, hopefully a 1971 version of Gunsmoke; William Conrad as Cannon, a 1971 private-eye modeled after Dick Boone's role in Have Gun—Will Travel; David Janssen as O'Hara, a Treasury agent; Rod Taylor and Dennis Cole in an unnamed drama about two 1914-style crime chasers; Dick Van Dyke in the role of a small-town Johnny Carson; Sandy Duncan in Funny Face, based on a 1957 Audrey Hepburn-Fred Astaire movie; and Dean Jones in The Chicago Teddy Bears, ribbing Chicago's 1920 gang days. Conspicuously missing from the line-up: Jackie Gleason. Also gone: 60 Minutes, being moved to Sundays at 6 P.M. (ET). But CBS



BACK ON WPXI TV!



SURVIVAL TELEVISION

Viewers watching their TV at 7:30 (ET) in the evening next fall can expect to see many an old familiar series they thought the networks had dropped. Reason: local outlets will be programming 7:30-8 on five out of seven nights and most probably will fill the time with retired network fare. The FCC asked the networks to program 8-11 but granted waivers (requested by ABC and NBC) permitting 7:30 starts on Tuesday and Sunday nights.

BOYS! Earn extra spending money. Join TV Guide's Young Money.

Broadcast TV has low survival value. Channel and time scarcity mean high money, low access. Either artificial superstars affect behavior, or "announcers" interface between you and the camera. Seeing yourself, or people who relate to your life style, is impossible. Yet broadcast TV is our dominant media environment.

Many of us working in portable video do it not just as a means of personal and collective expression, but also as an antidote to the psychic straightjacket of commercial television. TV is just too powerful a tool to leave to the advertisers alone.

For the past year at Raindance we've been talking about alternate information systems and a decentralized video information communications network. Judging from the feedback we've been getting lately (letters to Radical Software, phone calls, people coming to our Saturday night shows) more and more people are getting into using portable 1/2" video taperecorders and making tapes of their schools, their streets, their environs, and the people who inhabit them. We've had inquiries from people trying to set up videotape facilities, or groups, or theatres at universities or in communities who would like to see videotapes of other places made by other people.

As with any high survival mode, decentralized TV is of a high variety which just can't be supported by 50 million people like a broadcast television show.

This means that a true alternate network, or distribution system, must respect diversity. It has to be able to pass around one copy of a tape as easily as a hundred, or a thousand.

We would like to set up a model for a videotape exchange and equitable distribution service. We have approximately \$1000 to do this experiment. If the model proves viable we welcome anybody to use it in setting up their own distribution network. In this experiment we will be selecting video material and assembling taped information packages somewhat representative of the video information sent to us. In addition we will publish a **Process Print-Out** detailing what video information tape has been sent to us, who sent it, where we are sending the video information packages, how much we're charging, what our costs are, etc.

With your help we'd like to develop this Video Information-Tape Exchange as an exchange of videotapes which are basically recordings of reality of what's going on around us: information about things that are important for our survival; tapes of people who are getting into things; tapes that will help people watching them to understand and feel the environment and experience recorded on the tape. Because the information is indigeneous to real needs, and not produced in anticipation of a commercial outlet, it trends towards high survival value.

Videotape Exchange	How it Works	Videotape Exchange
	We are assembling several videotape packages of 30 and 60 minutes (Sony AV series, or Type One Standard) which include our material and video material by other groups and individuals in the U.S., Canada, and elsewhere. We would like to exchange these for a half-hour or hour of video information tapes which you've made.	
	In other words, you send us thirty minutes of your software, we send you thirty of ours. You send us sixty, we send you sixty. And so on. You get to see what we've taped and we get to see what you've taped.	
	That's the first round.	
	Then we'd like to assemble all or part of the tapes we've received into a Video Access Catalog. This will be a composite tape which will both have information value in itself and display the range and kind of tapes being made. Unless you designate otherwise, we will assume that you have no objections to the tape you've sent us being included in a subsequent package.	
	We would like to offer the Video Access Catalog tapes, both the ones we've assembled and the ones we will be assembling, for \$55 an hour outright purchase (both raw tape and software) or \$28 a half-hour.	
	Or, if buyers send us a blank tape, then we will dub the software onto it for \$30 per hour, and \$15 per half hour. Those are the information charges.	

PROCESS PRINT-OUT
The function of the function of The Process Print-Out will be twofold:
It will be an ongoing debriefing on how the plan is working so as to involve everyone in the actual planning and working of the alternate network, and to guard against valuable expertise accruing only to the people who are actually administering the plan.
The second function of The Process Print-Out will be to list all the tapes we've received, not just in the ones excerpted in the Video Access Catalog. Thus, even though your tapes may not be included in the assembled package, you still receive the service of a listing so that people can get in touch with you directly.
Moreover, we plan to hold no master tapes unless we agree to distribute yours at a price structure predetermined by you independent of the Video Access Catalog.
Thus, the assembled tape which goes out will be a third generation copy which helps protect you from commercial ripoff without your knowledge. Also, because you hold your original tapes people must contact you for further access to them. You therefore become your own distributor and the alternate network stays decentralized.
So that's the plan. We offer tapes now for exchange or sale. When we get more software we assemble a Video Access Catalog. Then that catalog is offered for sale (or exchange). You get a return proportionate to the amount of your tape which is included (figured in minutes).
Even if your tape is not included, you get the benefit of a listing in the Process Print-Out and people can contact you directly. If your tape is included, unless we arrange to do your distribution, you retain your master and do your own. Thus the system stays decentralized. And print serves as the video access model.

Raines. (90 min.)
2 NEWS—Jim Jensen (C)
3 NEWS—Bill Hanson (C)
4 NEWS—Jim Hartz (C)
5 ALFRED HITCHCOCK—

7 DICK CAVETT (C)
Scheduled: Rock Hudson, singer Elton John and screenwriter Burt Henry. (90 min.)
8 QUITARRAS—Musica
9 NEWS—Roy Whitfield (C)

Tuesday EVENING

7:50 17 MIGUELITO VALDES (C)
8:00 25 SPANISH CULTURE
2 GREEN ACRES (C)
Lisa's throwing a party in Rakar (Victoria Meyer)
3 20 NBC NEWS SPECIAL
Special: David Niven narrating documentary on Scotland Y... the Close-up on page A-56 the studio is looking fo... [Don Knotts will not be seen...]
5 TO TELL THE TRUTH—Game
Panel: Carol Burnett, Peggy Bill Cullen and Durwood Kirby.
6 MOVIE—Musical (C)
"For the First Time." (1959) Lanza as "Imperamental" actresses seek...
8:30 2 HEE HAW (C)
Guests: Roger...
deat v...
von Koczian. Gio...
Tabory: Kurt Kaszner. (2 hr.)
11 HONEYMOONERS—Comedy
with witnesses a bank robbery.
Cleonson. Norton: Art...
President
Graves is play...
Mission: Impossible
who replaced MARTIN
season...
And
replacing BARBARA
ELIZABETH P...
en cast in one of
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FOR IMMEDIATE RELEASE

"CARTOON CLASSICS" AND "ROGER RAMJET" SERIES SET FOR CARTRIVISION;

Two Major Cartoon Programming Agreements Announced

Six Golf Lessons with Gene Littler

TO BE FEATURED ON AVCO CARTRIVISION AS

result of a new programming agreement announced today by Jeffrey Reiss,

What Do You Want Good Grammar or Good Tapes?

program planning for Cartridge Television Inc., a subsidiary of Avco

and Ted Snyder of Color Music, Inc.

talk is cheap

Cartridge Television Inc. has signed with

A system has order, a flowing from point to point.
The highest function of ecology is the understanding of consequences.

Dune Frank Herbert

Most of these people have some kind of funding to allow them to acquire tapes but they haven't yet gotten to making tapes or they've just started and haven't yet done anything they consider that good.