

Lights, camera, ACTION!

Instructional Television provides local media and educational departments with a link to the world

By Ben Romano
Oregon Daily Emerald

The hot television lights of Studio E cooked the jittery group of middle school students waiting to be interviewed by a host in Washington, D.C. They were in the University Media Services facility as part of the Department of Education's "The Satellite Town Meeting."

Across the hall in a control room packed with monitors, controls and switches, Mike Majdic and his team stayed in constant communication with the producers of the program in Washington, D.C.

"Stand-by, this is the real deal," Majdic said as the producers informed him that they were on the air next.

"Live via satellite from Eugene, Oregon ...," said the program's host, and with that, Instructional Television began another of its frequent transmissions linking the community to the rest of the world via the University.

Instructional Television is a department within Media Services and regularly contracts its facilities to news agencies and programs such as the Department of Education, said Majdic, an associate professor and producer/director with the program.

It typically charges \$250 for a one hour transmission. This generates funds to pay student workers and buy video tapes for projects such as student

documentaries and the greeting card recently sent to University President Dave Frohnmyer. It's a major source of revenue for Media Services, Majdic said.

Media from the Eugene-Springfield area used the services during last year's coverage of the shooting at Thurston High School and during the recent trial of shooter Kipland P. Kinkel.

"We've done stuff for the Crier Report, Larry King Live, Fox News and Court TV," Majdic said.

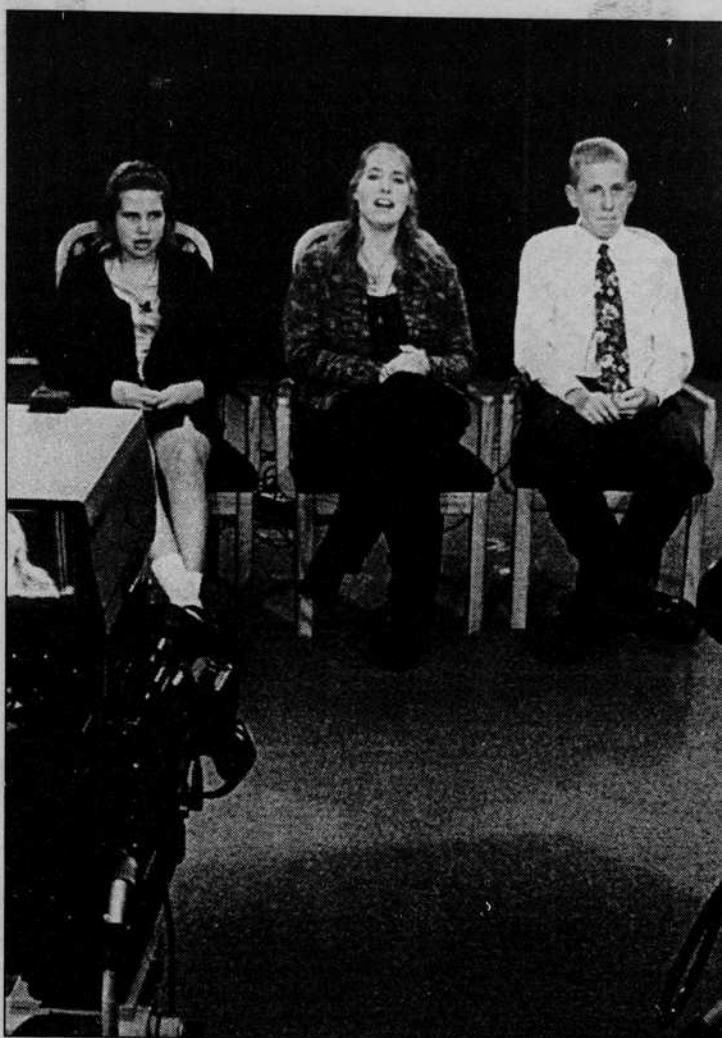
Lynette Boone, Instructional Television assistant, said it's interesting to hear the fast-paced work that goes on at a place like Fox News.

"The pace is much faster than educational television," said Boone, who is often on the phone with producers during transmission.

The facility also gives different television programs an opportunity to use its equipment to edit and transmit footage filmed in the area.

These media have no other options for transmitting out of Eugene, Majdic said. Sometimes the news teams don't do any work at Media Services. They bring in finished tapes and we send them to the networks, Boone said.

Staff from Instructional Television contact all of the "in between points" that the transmission will pass through. For example, during "The Satellite Town Meeting" the signal was sent from the University



Catharine Kendall Emerald

Eugene area middle school students in the University Media Services facility are interviewed live via satellite by a television show in Washington, D.C.

ty to Oregon Public Broadcasting via microwave, and from there it traveled to Washington, D.C., on a fiber optic system. Finally, it was up-linked to a satellite in space. The signal has traveled more than 48,000 miles by the time it returns to earth.

The producer has to reserve a "window" of time for satellite broadcasts. If the "window" is missed, the transmission cannot

go through, said Andy Kirkpatrick, a producer and director at Instructional Television.

"Lining things up is half the battle," he said.

"It's a nice thing," Majdic said. "We make a few bucks and it's nice to be able to do this for people of the State of Oregon. We hope it will give a good feeling about the University."

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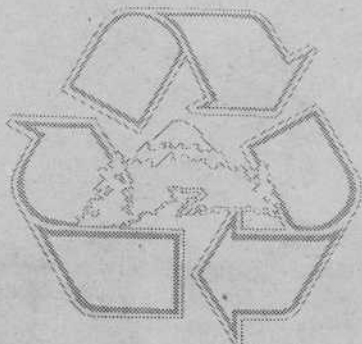
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