



THE LENS

The Staff
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Television
News

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New presenter brings charm to the chimes

PAMELA JOINS TOP TEN TEAM



Pamela Armstrong will be joining ITN's team of full-time News at Ten newscasters later this month. In announcing her appointment, Editor and Chief Executive David Nicholas said: "We are delighted that Pamela is joining us - her style will both complement and strengthen our team of news presenters."

Over the next couple of weeks she will be familiarising herself with the demands of the job before making her "live" debut before the cameras with Alastair Burnet and company.

Born in Miri, Malaysia, where her father was working as a Marine Consultant for a major oil company, Pamela was educated at a girls boarding school in Kent. She completed a secretarial course and later attended the Polytechnic of Central London where she studied Media and Communications.

Her first full-time job in the media came in 1975, when, as a clerk-typist with Capital Radio, she typed the "patter" scripts for disc-jockeys. Her initiation into broadcasting came a few months later when she was given a regular one-minute spot to talk about the best food buys during Michael

Aspel's daily morning programme.

Her clear and relaxed style quickly led to higher things, and by early 1977 she was presenting "London Today", Capital's broad-spectrum early-evening news magazine programme. While with Capital, she also covered a major slice of "Operation Drake", the round-the-world adventure on a square masted brigantine, during which she visited Panama, Costa Rica, The Papagos Islands, Tahiti and Fiji.

Pamela's first taste of television came in 1982, when she was selected as presenter for Channel Four's popular health series "Well Being". The first series commenced last Christmas, and a second series is currently in production.

She is single and lives in central London.

ITN PLANS 'SPECIAL' ON ROYAL TOUR

ITN will be screening a 30-minute special feature on the forthcoming Royal tour of Kenya, Bangladesh and India on Sunday, November 20th at 5 p.m. It will be beamed by satellite from Delhi.

The tour, which will take the Queen and Prince Philip to Kenya for the first time since she acceded to the throne during her visit to East Africa in 1952, commences with her arrival at Jomo Kenyatta airport on 10th November. She will remain in Kenya for four days prior to visiting Bangladesh and will conclude her three-nation tour with a trip to India, arriving at Delhi on November 17th.

Nick Pollard will be producing the programme while the familiar tones of Tony Carthew will be providing the narrative for both the "Special" and the day-to-day coverage of the tour. Associate Editor Mike Nolan will also be acting as "fixer", Peter Read will be the V.T.R. editor, and the ENG cameramen will be Bruce Shayler and Philip Bye, with Mike Parkin and Mike Coe on sound.

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AMERICAN FLAVOUR FOR ITN'S PRESS OFFICE

GERALDINE SHARPE-NEWTON has been appointed Head of Public Relations at ITN.

She comes to ITN from



FRANK DUESBURY

New York where she has spent the past three years as Director of Information Services for CBS News, handling publicity and public relations for all radio and television news programmes including CBS Evening News with Dan Rather, 60 Minutes, CBS Reports, and CBS Morning News. She was also chief liaison and spokesperson to the national media.

Prior to joining CBS, Geraldine Sharpe-Newton was a Vice-President of Simon and Schuster, the New York publishers, where she implemented and supervised marketing

and publicity strategies for over 100 titles.

Her responsibilities at ITN will include all publicity and public relations for the four major news programmes - News at One, News at 5.45, Channel Four News and News at Ten - and the numerous special programmes produced by ITN. She will also act as the official spokesperson to the media on all matters concerning ITN policy, coverage and news personnel.

Geraldine is a graduate of the University of Illinois where she gained a BA in English and History.

She takes over from

Frank Duesbury, ITN's former Public Relations Manager, who first came to ITN in 1969 for the coverage of the Apollo moon landing. Frank has, on medical recommendation, been placed on salary security and will not be returning.

For many years Frank worked closely with Rosemary Kent who left ITN in June after nine years in the Press Office where she was public relations officer. She is now working at Amateur Photographer in Sutton.

Frank says: "I would like to thank everyone at ITN for all their support and encouragement for

the press and public relations operation. Both Rosemary and myself enjoyed it very much indeed."



GERALDINE SHARPE-NEWTON

AMANDA FREESTONE, 26, joined ITN as a clerk/typist in the film library and is now a



AMANDA FREESTONE

trainee vision mixer. Before that, Amanda was programme secretary to The London Programme at LWT. Previously, Amanda worked at TSW and Westward Television. Her special hobbies are music, dance and the theatre.

SIMON FORREST, 27, is now a writer with ITN. He comes to us from Scottish TV in Glasgow, where he worked as assistant to programme editor. Before that, Simon was a reporter for two years on the local six o'clock news programme. Simon has worked as a waiter in a Paris restaurant, a gherkin pickler in Amsterdam and a lifeguard. Simon's special interests include skiing and wining and dining.

PETER JOHN DISON, 36, is a despatch rider at ITN. Peter previously worked for LWT with duties varying from mail delivery to collection of

I.B.A. APPOINT GLENCROSS

Mr. DAVID GLENCROSS has been appointed to be the new Director of Television at the Independent Broadcasting Authority with effect from October. He succeeds Mr. Colin Shaw, who is joining the Independent Television Companies Association.

Mr. Glencross joined the IBA as Senior Television Programme Officer in 1970 and became Head of Programme Services in 1976 and Deputy Director of Television in 1977. He has been particularly involved in all aspects of news, current affairs and documentary programming, with the contract procedures and with the setting up of Channel 4. In 1981 he was made a Fellow

film rushed from location filming. Peter has also worked at BBC Television News and for Visnews. His special interests include motorcycle touring, photography and he spent 3½ months driving 12,500 miles across the US.

PAUL DAVIES has joined ITN as a reporter and has been reporting from Belfast. Paul, 30, previously worked for TVS on the evening Coast-to-Coast programme and, before that, was with IRN in London, covering stories like the Ripper trial, the elections in Rhodesia and the Moscow Olympics. Paul started in journalism at 16 with a group of weekly newspapers based in Southport. He likes to play squash and jog.



DAVID GLENCROSS

of the Royal Television Society.

Born in March 1936, he was educated at Salford Grammar School and



TONY PHILLIPS, 20, has joined ITN as a despatch rider. He worked for two years with Groundmet Catering and hobbies include football and shooting.

Also joined: **RICHARD EVANS**, 36, as Supervisory VTR Engineer, Richard was a senior engineer - Telecine and VTR - for Television South West and Westward Television in Plymouth. He has also worked as

Trinity College, Cambridge. He joined the BBC in 1958 as a general trainee, and worked in London and Birmingham in both radio and television, specialising in current affairs and documentary production. He moved to Manchester in 1968, where he became deputy to the head of the newly-created Manchester Network Production Centre and was directly concerned with the editorial supervision of all network programme output (television and radio) from Manchester and Leeds.

Mr. Glencross is married with one daughter aged 17. Among his recreations are music, walking and reading.

soundman and assistant cameraman at BBC Television Centre and as studio manager at Bush House in Aldwych. Richard's interests are photography, swimming and rebuilding Morris Minors.

NIK GOWING, 32, has been appointed Foreign Reporter for Channel Four News. Gowing joined ITN in 1978 as a reporter and the following year was made Rome correspondent for six months. In August 1980, Gowing was appointed ITN's Eastern European correspondent, based in Warsaw, which involved reporting on the crisis in Poland for which he and the ITN production team received the 1981 BAFTA Award for Best Actuality Coverage.

MELANIE EARNSHAW, 25, is a stills librarian. Her last job was with Camera Press, a photo-



MELANIE EARNSHAW

graphic press agency where she worked in picture editing and production. Melanie has also worked for a company specializing in architectural photography and slides for the National Trust. Melanie's hobbies are the arts, and the history of photography and museums.

DRUSILLA OS-GOOD, 25, is an Aston operator, having previously worked as a PA with Laura Ashley at their head office in Carno, Wales. Before that, Drusilla worked for Screen Media Productions as a PA, dealing with outside locations and helping in the studio. Drusilla has also worked as a caption generator operator with Racing Television Productions and has been working for ITN on a freelance basis since December 1982. Drusilla's hobbies include sailing, horse-riding and skiing.

BOUNCING CHOPPER BREAKS HANDS' WRIST!

Following the recent injuries to Sebastian Rich and Richard Rose while filming in the Lebanon, two more ITN staffmen were involved in an incident which could have had tragic consequences.

Reporter Jeremy Hands and cameraman Bob Hammond narrowly escaped serious injury when a Royal Marines Wessex helicopter crash-landed in Turkey.

The men were members of the ITN team covering the recent NATO exercises in the Middle East when the pilot appeared to lose control of the machine while preparing to land.

The helicopter landed heavily at an awkward angle and bounced for 100 yards, almost cartwheeling across the landing area.

"It was quite a frightening experience," said Hands. "There were four Marines on board and they were thrown around heavily. Pieces were falling off the helicopter and by the time we came to a standstill, the machine was in kit-form."

They didn't quite escape injury... Hands broke his wrist and Hammond suffered a severe bruising.

SPACE GIRL SMILES ON MILES

Sally Ride, the first American woman in space, congratulates Frank Miles on his election to the American Institute of Aeronautics and Astronautics - "in recognition of his interest and qualifications."

They met at the U.S. Embassy in London.

Frank has been associated with ITN's space coverage from the early days of Apollo right through this latest Russian drama in Salyut - which we reported well ahead of our rivals.

He made an intensive study of space when David Nicholas, then producer of the Apollo programmes, offered Frank a chance to report, live, the first landing on the moon. "That," says Frank, "was the greatest news story in history." And he says it with a fervour that challenges you to match it.

In the 14 years since then he's picked up many exclusives to keep ITN ahead in the space-reporting race.

Among these was the prediction, 15 months before it happened, that the American Skylab space station would crash to earth... that the first Space Shuttle would never fly... and, more recently, that the Americans put up one of their massive Big Bird spy satellites over the Falklands to help the British Task Force, although the U.S. was still officially playing an "even handed" role.

Through his close association with Geoffrey Perry, the Russian space expert, he's had a host of "firsts" for ITN which have had TASS puzzled time and again.

ITN knew, six weeks before



the invasion of Afghanistan, that the Russians had put up a satellite to spy on the rebels. This knowledge later helped ITN decide on a single report out of Pakistan that that Russians had invaded - and we said so the day before it hit the world's headlines.

We also reported - before anyone else - the two occasions that Russian nuclear-powered satellites suddenly went out of control and predicted, accurately, the exact day they would crash to earth.

We were first with news that the Russians were testing a prototype Space Shuttle, and we got the first stills.

We've counted the spy satellites over Lebanon - nine of them at the time of going to

press. Earlier this year ITN was alone in saying Salyut had been doubled in size with a massive "add on" called Cosmos 1443. The Russians denied it, then admitted it was true. We broke the news that it had been jettisoned and brought down to earth. The Sunday Times, among others, thinks it's still up there.

But his favourite is Pioneer Ten - the first man-made object to leave our solar system and continue a journey in space that would last for ever. It was with special pleasure he wrote the story for News at Ten last May to say Pioneer had at that moment passed the furthestmost planet, three thousand million miles away, and was still going!

A birthday toast to the Channel Four news team



Here's to our second year... Jeremy Isaacs (left) Head of Channel Four with anchorman Peter Sissons, Stewart Purvis (Editor C4 News) and ITN Editor David Nicholas.

The continuing relationship between ITN and Channel Four was toasted by Jeremy Isaacs when he attended a party at ITN House marking the first anniversary of Channel Four News.

Mr. Isaacs took the opportunity to re-affirm his unequivocal support for Stewart Purvis and his Channel Four news team. Standing on a desk Mr. Isaacs said:

"Our commitment to ITN is not 50 per cent, not 75 per cent, but 101 per cent and I am totally committed to both Stewart and to the production of Channel Four News. I firmly believe that a one-hour nightly news programme is not only justified, but necessary, and ITN has assembled a team of highly-qualified specialists to offer the viewer a broader and more analytical alternative news programme."

"Under Stewart's guidance it can only go from strength to strength."

I'll raise my glass to the skill, humour and guts of our men who cover the front-line action

I knew most of the stories — though not as many as I thought. They are part of the folk history of ITN. They are too good and too rich to have been left unchronicled.

So I am glad that Martyn Pedrick has made the effort, and that the camera crews have brushed up their memories and found the time, to record some of the adventures which have gone into 28 years of newfilm gathering for ITN.

In his newly published book, *In the Front Line* (Robson Books £8.95), Martyn Pedrick has assembled from voluminous taped interviews with ITN cameramen, recordists and reporters, a selection of anecdotes and experiences from all over the world.

Prime source

They tell of situations that are dangerous, blood-chilling, outrageously funny, sometimes almost unbelievable. They reflect well on the skill, humour and sheer guts of our colleagues. They are prime source material about ITN and occasionally throw penetrating light on the biggest news stories of our times.

The stern voice of duty and a deep competitive spirit have occasionally overcome acceptable risk. If one needed to be reminded of the risks involved, then the wounding of Sebastian Rich and Richard Rose in the Lebanon last month are jarring reminders.

Anybody who has heard Cyril Page's sound recording of the gunfire during the ambush in which Peter Sissons was severely wounded in Biafra can only marvel at the resourcefulness and courage with which he and Archie Howell rescued him and contrived (that is the only word) to get him medical care.

The book is an inventory of the great photo-news triumphs of ITN: a clutch of Middle East wars, Vietnam, the Cyprus invasion, ITN's own Entebbe-style rescue in Angola, Ulster and Salvador.

Perhaps the most touching story of all is the account of how Paul Carleton and John Hunt in Afghanistan gave all their antibiotic tablets to a Muslim family for their young girl who had gangrene. They returned to the village later to find that the parents had given the entire supply to

ITN Editor

DAVID NICHOLAS

reviews a tribute to the camera crews



their son (whose arm injury did not need antibiotics) in preference to their daughter. "It doesn't matter about the girl," said the parents, "but the boy must get better." The girl, with the beautiful brown eyes, died.

The book underlines just what it is about television news that attracts in excess of 17 million viewers a day to watch one or other of our programmes.

There is a definition of Greek tragedy which holds it to be a

story unfolding in action upon the stage. Television news, at its most effective, is a story unfolding in pictures in your home. It is that coalition of picture and sound which gives the hearth-bound viewer some small sense of what it is like to be there. And that, no doubt, lies behind latest research, which says that 79 per cent of the British public relies on television news for its main source of the day's news.

It's one-up to Sandy in the race to the shelves . . .

Sandy Gall has pipped former ITN editor Nigel Ryan in the race to the bookshops with rival accounts of their recent sorti into Afghanistan.

The two men, together with former ITN cameraman Charles Morgan, penetrated deep into Russian-occupied territory to make contact with Afghan resistance leader Masud, one of the best known and inspirational of the Afghan guerillas.

The assignment, which originally produced a widely-praised television documentary, has now sired Sandy Gall's highly readable book *"Behind Russian Lines"* during which he describes the toughest assignment of his life, and confirms his admiration for the mujahideen resistance fighters.

"Behind Russian Lines" is published by Sidgwick and Jackson at £8.95.

Michael Nicholson inevitably drew heavily on his own experience for his new novel *"December Ultimatum"*. The story unfolds in the Middle East, the United States and the Lake District, and centres around an experienced reporter who becomes enmeshed in a world-wide battle for oil-power.

The pacey drama takes place within four days and contains a most acceptable mixture of intrigue, power, politics and, almost inevitably, more than the passing dash of sex.

"December Ultimatum" is published on November 10th by Robson books at £8.95. Note: Both *"Behind Russian Lines"* and *"December Ultimatum"* are available at one-third ITN staff discount from Laura Lebetkin (Ext. 2573).

Anyone who undertakes to write a study of the relationships between the Church and the State in Poland during the current troubles, must be pretty sure of his ground.

Bogden Szajkowski, ITN's advisor Eastern European affairs, is perhaps one of the few international scribes who could successfully undertake such a daunting task. His new book *"Next To God . . . Poland"* is an in-depth study of a land steeped in Catholic tradition, yet torn by internal political strife.

Since the introduction of martial law however, the Church in Poland has embarked on a series of unprecedented social, economic and political initiatives which, if successful, could have far reaching effects on relationships between European nations. Szajkowski, a lecturer in Comparative Social Institutions at University College, Cardiff,

has been bold enough to compare the two main influences in Poland, highlighting the weight of the church — the traditional power of the land — against the communist influences imposed by an unwelcome government.

"Next To God . . . Poland" is published by Francis Pinter.

★ ★ ★
Following the success of *"Don't Cry For Me Sergeant-Major"*, a sideways look at the Falklands conflict, Jeremy Hands has embarked on researching and writing a sequel with co-author Robert McGowan of the Daily Express.

It is due to be published by Futura Books sometime next summer and although the final title has yet to be determined, they currently refer to it as a *"Try Not To Laugh, Sergeant-Major"*.

Wilf helped to plan it all . . .

Wilf Crisp, a founder member of the ITN staff and a senior member of the sound maintenance staff until his retirement in 1974, died recently at his home in Southall after a long illness.

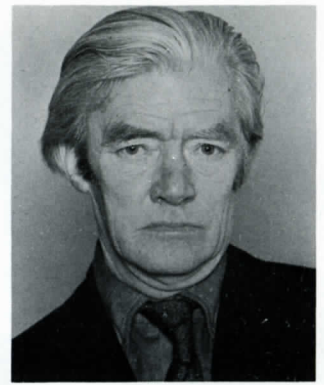
He joined ITN in July 1955 and was an invaluable member

of the team who plotted the first ITN transmission two months later.

He served ITN as a sound maintenance engineer until 1973, when he was promoted to Supervisory sound engineer, and will be remembered with affection by his colleagues for his

quiet dedication to the job.

"He was one of the silent heroes who helped build ITN's reputation," said Personnel Manager Derek Young. "The company owes him a great debt." He is survived by his widow Peggy and son John.



Eric Stevens (above) who worked for ITN for 21 years, died on Sunday 9th October peacefully at his home at Barnet, Hertfordshire after a long illness. He was 66.

He had a distinguished career as a journalist working for the Daily Telegraph, the Press Association, The Times and the News Chronicle until its closure in 1960.

He joined ITN in October 1960 and played an important part in the production of *Roving Report* and on the programmes *Reporting 66*, *67* and *68*, the half-hourly news programme that was the precursor of *News at Ten*. He was highly respected as a scriptwriter, especially for *First Report* which later became *News at One*. A familiar phrase was always "Eric - a tower of strength."

In the war in 1940, Eric enlisted in the Royal Army Medical Corps and he became attached to the 16th Parachute Brigade. He was the holder of the Distinguished Conduct Medal and the Military Medal.

He leaves his wife, Mary, and a daughter and two sons, the children of his first wife Una who died several years ago.

MONEYBAGS!

One of the most authoritative voices in British financial affairs can be found beavering away on the eighth floor of ITN house between 9.15 and 6.00 p.m. from Monday to Thursday.

For four days a week, Tony Heatherington studies stock market reports, share movements and economic trends in his capacity as Financial Editor of ITN's Oracle news service.

But on Friday and Saturday he changes direction slightly, and puts on a different hat. And on Sundays he changes his name too.

He becomes Moneybags.

Moneybags, we must point

out for those among us who do not take (or perhaps can't afford) the Sunday Times, is a regular column written by Tony



offering family financial advice on insurance, pensions, savings schemes, unit trust investments and tax problems. He is, in short, the complete one-man advisory package on the type of financial queries that we encounter every day.

He was invited to become a regular contributor to "the top people's paper" in September after gaining an enviable reputa-

tion as a financial columnist for the *Scottish Sunday Standard*.

It seems that Tony's financial expertise was greater than that of his Northern employers, for the *Standard* became a victim of severe monetary restraints and was forced to close earlier this year.

Then the Sunday Times stepped in with their offer . . . and our financial expert was back into business!

"The column differs widely from my normal role with ITN," said Tony. "In my job as Financial Editor of Oracle, I am dealing almost exclusively with the Stock Market and foreign currency exchange rates. The 'Moneybags' column purely offers advice on everyday family financial matters - I don't even offer investment advice, other than perhaps a suggestion that textiles, or domestic appliances for instance, are looking strong. I never mention companies by name."

But surely someone with Tony's inside knowledge is well placed to have the odd flutter himself? "Very rarely," he said "and I certainly don't make a fortune out of it."

RTS AWARDS

ITN is preparing to defend the three top Royal Television Society news awards which were won last year, chalking up the company's finest ever achievement.

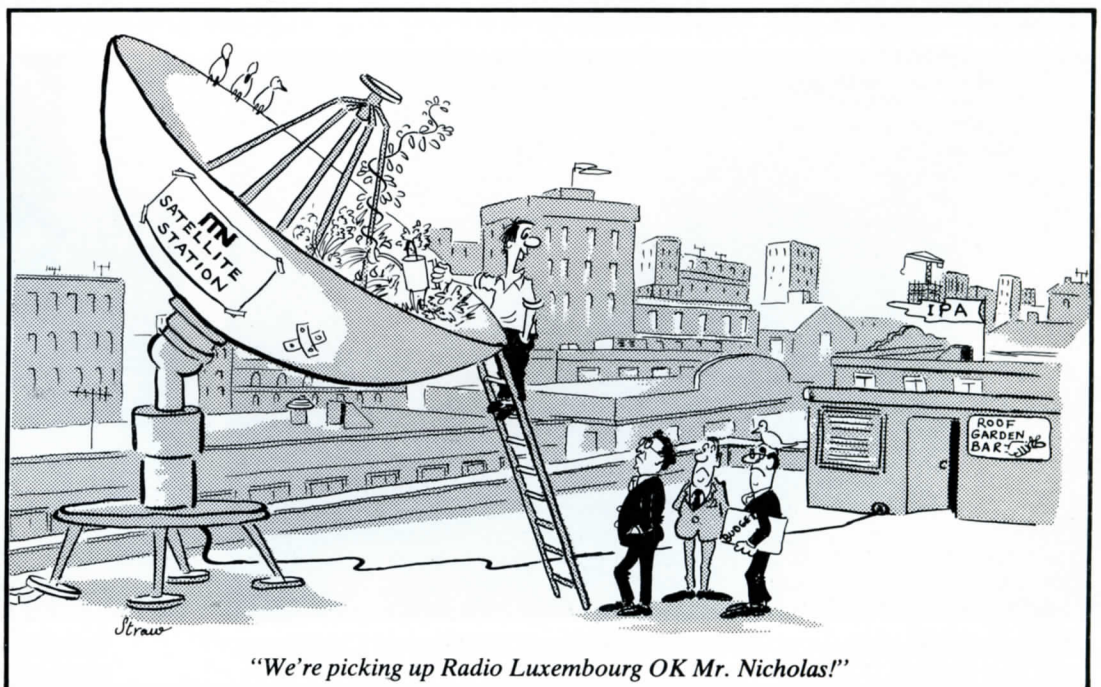
All would-be entrants should contact Jill Chisholm as soon as possible. Closing date for entries is 30th November.

Telecom interference sparks rethink on roof receiver

Plans for the installation of the satellite receiver station on the roof of ITN House have encountered a minor hiccup necessitating a switch in location.

Tests proved that the three-metre receiver "dish" was picking up interference from the microwave links transmitted from the Telecom Tower, and the station will now be mounted on the roof of the Channel Four News building, which will have the effect of shielding it slightly from the effects of "foreign" signals.

When operational, the station will be able to receive signals from the European Communications satellite (formerly known as the Orbital Telecommunications satellite) which will be widely used for transmitting British programmes for use by cable television throughout Europe. The receiver will also be able to pick up signals from the Russian satellite which was strategically positioned to send signals direct to Cuba.





Former Editor Sir Geoffrey Cox at the wrong end of the lens with ITN's royal cameraman-cum-golf-fanatic Ronnie Read.



The Rediffusion weather girl worked from the ITN studios.



Nigel Ryan – Cox's successor.



Ian Trethowan – now at the Beeb.



Cliff Mitchell at Telecine Control.



A youthful editor – John Harwood . . .



. . . and a young newscaster!

KING
CITY OF WE
Rev

Both Allan Trainer and the rated to throw up some pioneering days at the King 'fifties and early 'sixties . . . colour television, and ENG. reputation on short, staccato in-depth news features like the So, here, for the more se forgotten memories (or forg the younger members of the the people who helped bu enjoys today.



Assignment briefing . . . (l. to r.) Jackie Howard, Bill Reeves, Cyril Page and Len Dudley.



Familiar face in not-so-familiar surroundings. T imagination which technology brought to the 19



Tim Brinton – pin-up newscaster.



Diana Edwards Jones – now director of News at Ten – in polite conversation.



Page fails to come to terms with Japanese sake while in Tokyo.



Andrew Gardner – face of the 'sixties.

SWAY
STMINSTER
sited

ITN archives have collaborated with the BBC to produce a series of nostalgic reminders of the days before News at Ten, the days when ITN built its news bulletins, and the more "Reporting Sixties" series. Senior among you, are a few forgotten looks, anyway) and for ITN staff, these are a few of the reputation that ITN



Allan Trainer points a disbelieving digit at technology.



Lynne Reid-Banks: from ITN to the L-Shaped Room.



The set for the 1964 election lacked some of the 1963 version.



Pioneers of today's technical world of the ENG crews . . . soundman Derek Scott-Lesley and cameraman John Corbett in the days of film.

Isn't it about time the image business got a new image?

Wittgenstein had it about right when, in 1921, he wrote "whereof one cannot speak, thereof one must be silent". He obviously didn't intend the statement to be applied to television news, but it fits nevertheless.

After all, who actually *listens* to the news? What is the fate of all that great yammer and yawp of words we spill out daily, all those glumly sweated-over stories?

Many people use television very badly, leaving it on for long periods of time whilst paying no more than occasional heed to it, flicking from channel to channel, ignoring programme boundaries.

The companies themselves, greedy for maximum audiences and careless of the quality of their attention, work very hard to dissuade people from switching off. Sometime past midnight, when that bright dot finally dwindles to nothing on the screen, out of six or seven items watched the first, second and third are waterlogged and sinking fast in the sea of subsequent impressions.

Fleeting!

The written word

The bulk of the psychological evidence is that film and television, of all the media, are the least effective in passing on detailed information. From the audience's point of view a television programme, unlike a book or a newspaper, occupies no space of its own; it is time-bound and hurried, fleeting by without pause and without reference to their capacity for understanding. Beyond that short moment of transmission its only existence is on the fragile plane of memory. A television programme is also more subject to perceptual bias, to the viewer's tendency to select from what is offered a preferred point of view. Words on the page have a more solid existence; they can be weighed in the hand as a substantial possession and weighed in the mind as themselves and not simply our memory of them.

The usual fate of all our detailed analyses, our in-depth factual reportage, is to be ignored, to be forgotten,

COMMENT

HAMISH ROBERTSON
continues his
argument that
television news
doesn't make the
best of its most
natural asset . . .

to be misunderstood. To pretend as we do that the working methods, much of the content and most of the style of a Fleet Street newspaper can be applied wholesale to the small screen is about as sensible as assuming that a West End hit can be made out of a reading of the Register of British Shipping.

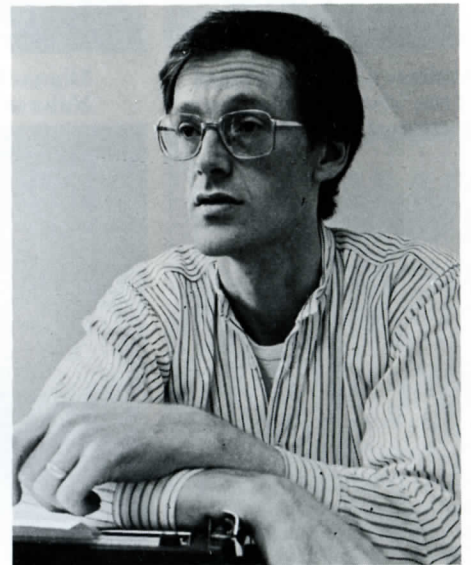
Theatre!

The act of showing

The medium itself shrugs them off as inessential to the main business – the depiction of experience. At root it is long on images and short on facts, high on drama and low on statistics. Television news at its best is closer to theatre and to the tradition of documentary film than it is to Fleet Street. The way in which we most effectively engage the attention of our audience is imaginative, through an act of showing, of display, and not an over-directed, over-written, insistent telling.

What lives on in the common memory are those moments when we stand aside and allow the viewer in to the lived experience of our subject; moments as diverse as the landing of the wounded at Bluff Cove during the Falklands war and Thatcher's speech-writer singing her campaign song.

That involves a kind of patience, a



willingness simply to listen and to record, which we rarely show. Too often we impose our own story upon the world 'out there', too often we lack the conviction, central to the documentary tradition, that that world will, soon enough, reveal itself.

Awareness!

Employing our skills

Good images are open-ended, inviting but not insisting upon, specific conclusions as to the meaning or significance of the event depicted. The documentary movement is full of examples as to how this can be done, from Eisenstein's montage techniques to William Wiseman's knack of making his subjects seemingly unaware of the camera.

Any acceptance of that as a viable way of employing our skills would mean a change in our role from something very like a pedagogue to something more like a guide. It would entail, also, taking a risk or two – namely, that we balance the increased interest and comprehension of the many against the occasional puzzlement of the few. If we thereby move beyond the current inappropriate journalism into an endeavour better suited to our medium the risk will be worth it.

Stewart Purvis has been appointed Editor of ITN's Channel Four News, and has also joined the senior management team of ITN as Associate Editor.

Stewart, aged 35, joined ITN as a scriptwriter from BBC Radio News in 1972 and was promoted to chief sub-editor of News at Ten in 1976. Last year he was appointed assistant edi-

tor of ITN with specific responsibilities for special programmes. He was programme editor on News at Ten on the night in 1980 when the Iranian siege ended and ITN's live coverage interrupted scheduled ITV programming and won three awards. In 1979 he produced ITN's coverage of the Pope's visit to Poland which won the Royal Television Society Award for the best News Feature of the Year.

Last year he produced ITN's programme on the return of the Canberra from the Falklands which is the current holder of the Royal Television Society's Home News Award. In 1981 he was responsible for ITN's coverage of the Royal Wedding, and in 1982 he was executive producer of ITV's programmes on the Pope's visit to Britain. This year he travelled on the Pope's tours of Central America and Poland,

producing both the daily news reports and the special programmes, and was also responsible for the series of six features on the tour to Australia and New Zealand by the Prince and Princess of Wales.

During his career with ITN he has visited 23 countries.

Stewart Purvis is a graduate in politics from Exeter University and is married with one daughter.

WE MUST BURY THE 'EGGHEAD' IMAGE

Says C4N Editor STEWART PURVIS

On my first weekend off after taking charge of Channel Four News, the phone rang at my home. It was an ITN colleague calling from Washington. "Hello," he said "I gather it's gone really well this week."

"That's very nice of you to say," I replied "but how can you tell from there?"

"Oh, simple," said the voice from Washington, "my mother-in-law back in England told me!"

If mothers-in-law are enjoying Channel Four News then perhaps we have turned the corner. Of course, there's no reason why ladies like this shouldn't have been watching and enjoying from the start.

But the idea just seemed to grow that Channel Four News was aimed at stockbrokers interested in opera and operations.

Market research

One of our new moves to promote the programme has been to include in the trailer on the News at 5.45 pictures from an item in that evening's Channel Four News which show you don't have to be an egghead to enjoy it.

Hopefully this will entice viewers to watch one edition and they may find it's not as heavy-going as they expected. Market research has shown that many viewers want more news — that they are now getting through the newsbelt midway through the first half hour which aims to

summarise the other main stories of the day to add to those stories examined in depth elsewhere in the programme.

But there are also demands for more news analysis, more explanation of the news — that we are trying to do too through more reports that explain the background to daily events.

On top of this we're still doing the special reports on finance, industry, the arts and science which the Channel Four company particularly asked for.

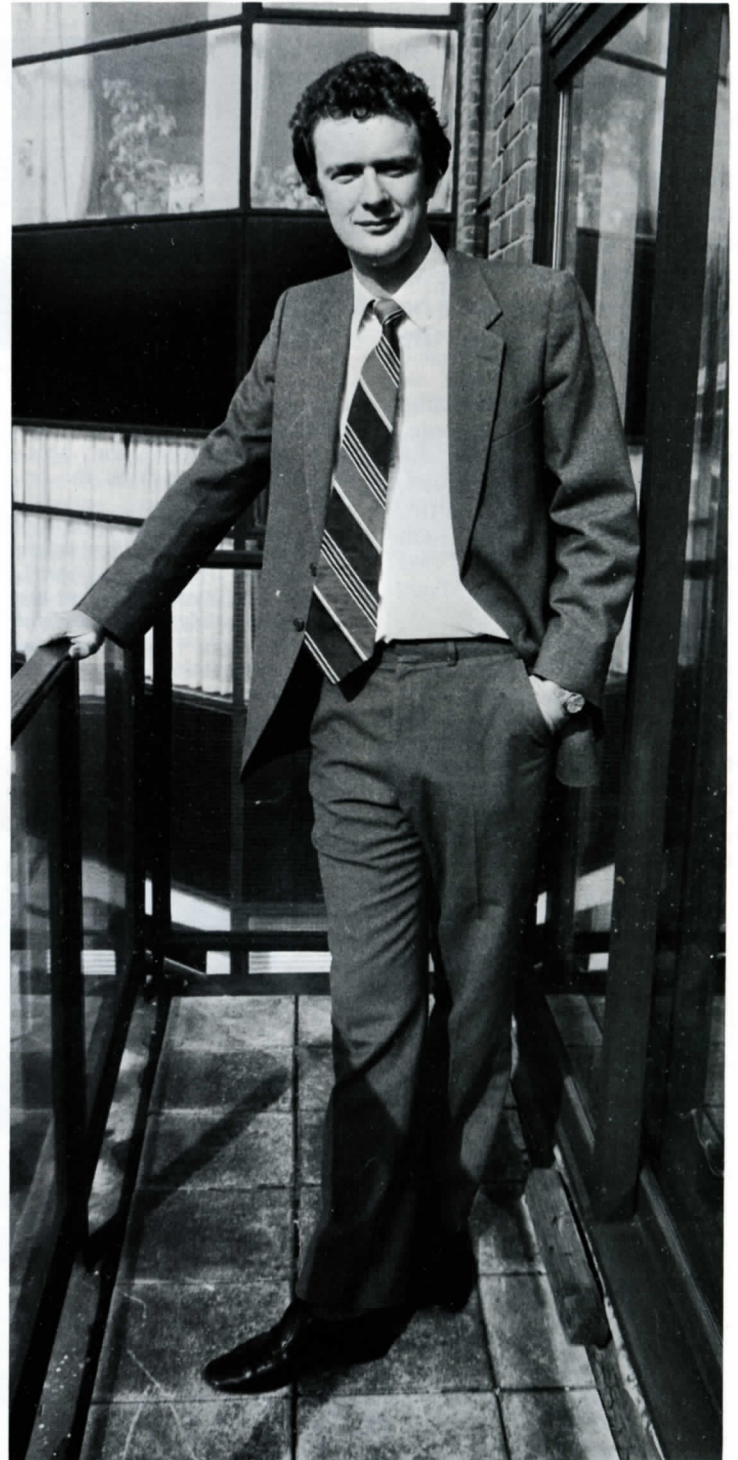
Right direction

We hope to end up with a blend which gives the viewer the top stories of the day in depth, the main points of the other news, analysis of running stories, coverage from countries like Japan and the Philippines which are important but which we don't often visit, and special reports on our other special subjects.

It won't all happen overnight, but things are, I hope, moving in the correct direction.

The transformation began under Paul McKee's caretaker-ship. Big news stories like the shooting down of the Korean Jet showed better than ever how the extra time and space could be used to report more and explain more. The ratings on that day were the highest for months showing that on the big story there are viewers who want that extra coverage.

The ratings graph, in general, is on the way up and it is some time since one of those infamous "zeros" was recorded.



Picture: Nicola Blakeney (T.V. Weekly)

The Channel Four newsroom staff, who've been through a year of highs and lows have come through it all remarkably well, and are now determined that the programme should succeed.

That success will be measured in part by ratings — though those will never rival News at Ten's because of the competition of programmes like Coronation

Street, and the low ratings of the Channel Four adult education programmes which often precede Channel Four News.

But the programme will also be judged by its quality — by how it lives up to its aims. Those aims remain the same, we are trying to improve our means of reaching the aims.

'NEWZINF' — the team behind the news team!

On the first floor of ITN House, tucked inconspicuously behind the lift shafts, there beavers a team of dedicated professionals who compile one of the most comprehensive news monitoring services to be found anywhere in the world.

In addition to containing definitive details of people, places and politics, it is the refuge of reference books, scripts, and over 32,000 different news headings, each containing a full and far reaching dossier to help fact-finders find their facts.

It is, quite literally, a mine of information which, with almost irreverent brevity, is referred to simply as "Newzinf. . .".

Jim Green heads the News Information Department, which consists of a team of amiable svengalis who digest their enormous daily news intake with unflappable calm, while at the



Jim Green, Head of News Information, and assistant/secretary Janine Jarvis.

same time catering for the ever-increasing demand for cuttings, stills, transparencies and, occasionally, bulletins from the archives.

And all the time, the tagline is the same: "It's absolute priority". "We do our best", said Jim, "and I think we are able to satisfy the demands of most people — even those who want something yesterday!"

The Green career started in an unspectacular way. On leaving school he was offered the dizzy position of office boy at the editorial offices of the left-wing publication Tribune, then edited by one Mr. Michael Foot. His duties included those of delivery

boy too, and he was a regular visitor to the home of Nye Bevan and Ian Mikardo.

But young James had his sights set on higher things and, realising that a two-year stint in Her Majesty's Forces wasn't far away, he set about finding himself a slightly more elevated position.

It was suggested that he might try the more authentic newspaper world but, as ardent trade unionists will know, it's simply a matter of "no card — no job".

So, in the effort to further the Green career, all eligible personnel at Tribune joined NATSO-PA . . . and young Jim duly received his card, making him

eligible for consideration for a job in the library of the News Chronicle and Star.

It didn't actually guarantee him a job, but the glowing reference penned by the Editor of Tribune (yes the same M. Foot) clinched it.

Then followed a four-year stint as senior information officer at Aerofilms photographic library before he joined ITN in January 1965 under the eye of the legendary Lew Gaesclin, the man who laid the foundations of today's News Information Department in 1955.

Jim became Head of "Newzinf" in 1975 and has seen the demands grow to such an extent that the operation is now bursting at the seams.

Reliability

"It's not a matter of trying to squeeze a quart into a pint pot", he said. "It's more like a gallon into a thimble". Which is hardly surprising since ITN's army of reporters, writers and news desk assistants have come to rely on the department as an almost magical, yet ultimately reliable, source of supply.

The office functions from 9 a.m. until the close of the final bulletin at 10.30 p.m., operating on a seven-day-a-fortnight shift system.

Every day the markers select and clip over 1,000 cuttings from the National and specialist press, categorising them into any one of 32,000 subject files (Shift leaders John Davies and John Wroe, with 42 years ITN service between them, are acknowledged experts on world affairs!). Most clippings have a "current" life of 18 months before they are put onto microfilm to help ease the space problem.

But that's only part of it; there's also the distribution of



Over 1,000 cuttings a day are handled by News Information. Here, shift leader John Wroe marks the papers for Stuart Maskell to cut.



daily newspapers and magazines, together with the growing demand for both colour and monochrome visuals. And this alone highlights the speed and efficiency with which the "stills" team can work. With more than 300,000 colour transparencies and some 80,000 black and white stock shots on record, they can find anything within minutes (providing, of course, they are given a clear brief).

The transparency library is currently to be found on the fifth

floor (purely as a temporary measure until the graphics people are re-housed!) where their daily routine comes from bulletin requirements, "specials", graphics and even the Press Office, in addition to providing facilities for passports, visas, and slide presentations.

Add a bit of information about news, mix well with world politics, atlases and even aircraft flight paths, and it all adds up to quite a service!



Top: Dorothy Storey provides a service from the 300,000 colour transparencies held in the department.

Left: Librarian Bob Learmonth among some of the 32,000 individual files.

ITN CLUB NEWS

TV-am GRILLED BY LAMBE & CO.

It was a case of "Good Afternoon Kensington" for TV-am when our lawn tennis heroes met for our first ITN v TV-am mixed doubles challenge.

Leaden skies and a morning deluge made way for bright sunshine, right on cue, for the opening match. TV-am provided a sense of occasion with their huge

sunburst canvas backcloth and their vociferous supporters!

They also provided a handsome perpetual trophy which a strong ITN team won by 54 games to 29. Although the event was billed as a mixed doubles, a variety of combinations were played, as ITN found itself with only two women players. (Can we ever field a full team?)

We look forward to a return match next year with a full team and a strong supporting cast. Playing for ITN were Mary Lambe, Carol Barnes, Trevor McDonald, Mike Garner, Richard Simons, Nigel Thompson, Mike Inglis, Ian Aldridge and Tommy Moss.

Another secret keel?

The other "Americas Cup" took place on the River Thames near Kingston last month, when Jim Newman, with his 'secret keel', demolished the opposition to take first place in the final race of the Challenge Trophy Series.

Twelve competitors in four Wayfarers and two Pacers enjoyed ideal conditions during the morning race with a blustery force 4 wind and sunshine.

Although at the start of the day both Roger Pitman and Jim Newman were about equal on points they were only ever close at the start of the race and Jim, crewed by Graham Forrester quickly opened up a big lead over Roger.

Dave Banks, crewed by Alan 'Stopwatch' Wellington, made a good start on starboard shutting out Jim Newman who started on port. However, Dave's lead was shortlived and although he kept up the pressure 'Captain' Newman won the day with a lead of 1 minute and 20 seconds. Third was Keith Edwards crewed by Nick Gretton, and Roger Pitman crewed by Howard Baker was fourth.

Ten competitors and their crews took part in the Challenge Trophy Series this year and the overall points position of the first four were as follows:

| | |
|---------------|------------|
| Jim Newman | 1st 2¼ pts |
| Roger Pitman | 2nd 6¾ pts |
| Dave Banks | 3rd 9 pts |
| Keith Edwards | 4th 13 pts |

A barrel of laughs for Fred

ITN garage mechanic Fred Rich is unlikely to forget the recent Townsend Thoresen seashoot which was attended by a handful of members of the ITN gun club.

He was attempting to take a pair of clays launched from the stern of the ship. The first disintegrated under his steady aim, but as he squeezed the trigger for the second he was somewhat perplexed to see his gun barrel assume a will of its own, and detach itself from the stock.

It sailed gracefully, through the air and plummeted into the English Channel midway between Portsmouth and Cherbourg.

In spite of the rough weather the ITN party weren't slow to commiserate with Fred, almost splitting their sides with laughter.

Not surprisingly, however, Fred was a bit sick!

Low turnout for Club A.G.M.

The Annual General Meeting of the ITN Club was poorly attended, with only 30 of the 750 members present. The faithful few heard a summary of the club's activities over the past year, with particular emphasis on the amount of financial support provided to the various sporting organisations operating within the ITN Club.

It was reported that plans for future events included a chil-

dren's Christmas party and a Christmas disco. In the absence of other nominations, the Committee agreed to stand for a further year and the meeting ended with a stern reminder from chairman John Copleston:

"It's your club - why not make the most of it. We need more suggestions regarding events - so please let us know what you want."

OB or not OB? – These are the questions from the team!

IT CAN PLAY A VITAL ROLE-IF..



General Manager
PAUL MATTHEWS
fields the hot ones!

The Outside Broadcasts Crew was first in the U.K. to use ENG and are therefore acknowledged experts. Why isn't ITN making better use of this expertise?

No-one doubts the expertise of the OB Crew. The hard fact, though, is that there are extremely few news occasions when the production value of the OB outweighs the flexibility and mobility of an ENG Crew. Having said this, I must stress that there will be news stories in the future which positively need OB coverage. We want to provide for this eventuality in our long term plans.

As to making better use of the expertise – I agree, we should. I'm afraid, though, that the facts seem to point to an avenue other than the OB Unit.

Why is there an editorial "blind spot" about using the OB facility?

I cannot agree that the editorial staff responsible for deciding coverage do have a blind spot. The fact is that there are very few occasions when the OB is uniquely suitable to provide coverage. On other stories where the OB might, at first sight, be able to provide coverage, the Newsdesk has to consider the unpredictable nature of news and will inevitably tend to assign the most mobile crew. There have been occasions on which the OB has been

assigned and a crew has had to be sent later in order to cover an unexpected development beyond the reach of the OB.

Why are we considered too expensive to run when freelance ENG Crews are brought in on high rates? Meanwhile most of the OB staff are doing nothing.

The cost of putting the OB on the road for a day is certainly not less than engaging a freelance ENG Crew.

The way the assigning system tends to work is that rostered staff crews are given predictable stories and freelances come in as standby for anything that breaks. The OB clearly can't operate effectively in that role because of its specialised nature.

We are as anxious as the OB staff to stop having people doing nothing – it's expensive for us and frustrating for them. But the answer is not to create work artificially which is best done another way.

Why has there been no aggressive advertising to promote our services outside the company?

We have advertised the OB regularly in the trade press but we would certainly welcome promotional ideas from any quarter to obtain more production work for the Unit. Our efforts certainly appear to be having some effect, as the OB Crew know – Hire of Services work has picked up quite well recently.

At Brighton this year the ITN OB Unit proved cheaper to run than utilising the TVS facility which was also there. Surely this must prove that the Unit is not prohibitively expensive to run?

I should hope that ITN's OB would be cheaper than a full-scale five camera TVS Unit! Unfortunately, more generally, the comparison has to be made between our OB, with its 15 staff, and a two or three man ENG Crew.

Why have ITN used other broadcasting facilities within the ITCA when we have our own here?

Overwhelmingly the answer is that the facilities are already being deployed by the local company for their own purposes. ITN therefore benefits by being able to use an already established facility at minimal cost.

It seems that ITN have virtually given up the OB Unit – is this a definite policy?

By no means. But what we have all got to recognise as a fact is that the OB is not primarily an effective, regular news facility. Technology has moved on and given us in the form of the ENG Crew a method of news coverage which is more flexible and – let's be frank – cheaper. So it makes no sense to have a full OB Crew rostered on news standby. We must all try and find an acceptable way of directing the resources into more productive areas.

What is the future of the OB Unit at ITN?

What we have said is that, ideally, we want to retain an OB capacity. It would be nice if Hire of Services work means that the capacity is fully utilised – no one would be happier than me to see it. Otherwise, we must find an agreed way of standing down the staff, and using them for other productive work, when the OB is not required.

ITN Club
CHRISTMAS BUFFET PARTY
at the
REGENT CREST HOTEL
Carburton St. W1.
Tuesday 20th December '83

Menu:
Barbecue Buffet
Corn on the Cob with Melted Butter
Grilled King Prawns
Barbecue Spare Ribs
Three Bean Salad
Waldorf Salad
Avocado and Artichoke Salad
Blueberry Ice Cream with Marshmallows
Coffee

Drinks at Pub prices
8-1am Tickets £3-00
Restricted numbers. All tickets to be purchased by December 1st from Sue in Accounts, Annie in the bar or Jo in switchboard

The Next Issue . . .

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The next "Lens" will appear in two months time. All copy, letters, advertisements and comment for consideration should be forwarded to the Press Office by the end of November.