

Interview with Richard Gingras, KCET, Office of Planning and Corporate Development
Oversees Teletext project

Can't take 800 word article and put it in the computer! This is a new medium and must be appreciated as such - looks to shorter, more concise presentations of the news

Videoprint - a good trade publication

opted for teletext rather than other new technologies for concentration principally because the size of the impact it will have, expects that it is the only one of the new technologies which will alter nature of the TV medium

applications: 1. information
2. educational materials
3. programs related to regular PBS programming (supplementary materials - teacher guides, student study guides and quizzes

interested in exploring and developing the enormous potential of teletext as a journalistic medium.

currently working with Antiope in teletext expt. NBC, CBS, KPIX (Westinghouse), KCET

multiple-page memory, 4 pages at one time, can save any given page, order not impt.

index pages will be cut to minimum, where necessary they will convey info. besides page #s. eg, films will have stars assessing quality etc.

Reveal function masks portion of pages for quizzes etc.

fall expt. seen as a 'laboratory' for studying the medium