

Here's how WXYZ-TV uses film to keep on top of the news and the ratings.

In the Detroit market WXYZ-TV's early and late news shows are number one.* A lot of credit goes to film teams headed by Joe Doneth of the News Film Department. Says Doneth: "We film

death on talking heads, so we use B rolls on most every story to show what the conversation is all about.

Mike Kalush, another member of the WXYZ-TV team, feels that his staff has been in the forefront of developing 7240.

"I've shot with 7240 when I literally could not see through the viewfinder and the picture showed up just great.

Like the time we were doing a five-part documentary on industrial thefts for our Action News Show. We spent the night on top of a switch tower overlooking a railroad car. We had a CP-16 camera and no illumination but a

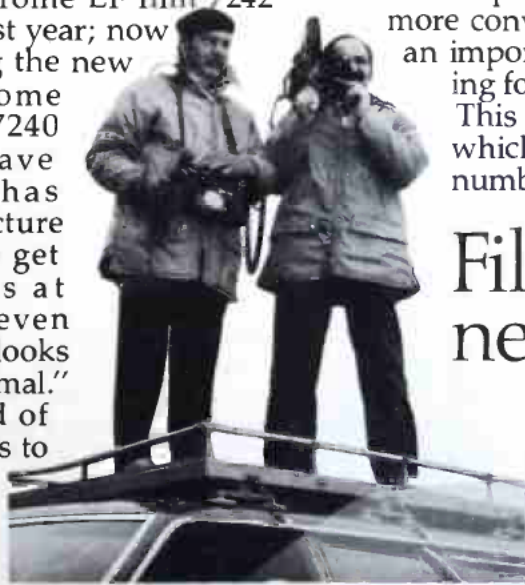


Dean Erskine, head of the Film Editing Department.

red flare. We 'captured' the gang of car thieves on film. Then we force-processed the film one stop, and had a great story for our Channel 7 Action News audience." Joe Doneth and Mike Kalush agree that as their work with Eastman film 7240 progresses they are more and more convinced that film will remain an important factor in news reporting for years to come.

This could be one of the factors which makes WXYZ-TV's News number one.

Film is good news.



Joe Doneth, head of the Newsfilm Department, shown with one of the teams that originates up to 24 stories a day.

practically everything in single system sound. Most times we use a cameraman, soundman and reporter with CP-16 cameras and wireless mikes; we get a lot of flexibility and mobility this way when covering a story.

"We had been getting excellent results with Kodak Ektachrome EF film 7242 (tungsten) for the last year; now we have been using the new Eastman Ektachrome video news film 7240 (tungsten). We have found that 7240 has superior grain structure and definition. We get excellent results at E.I.250, 500, and even 1,000. At 250, 7240 looks as good as 7242 normal." Dean Erskine, head of the film editing, edits to eliminate lip flutter and other major editing problems. We are

* Source NSI Detroit market Jan. 76—DNA ratings. Hones subject to qualifications available on request.