

WAYWARD ACTION!

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The paper is a documentation privately published in February 1975 of the events that occurred in the last three months of 1973. Its contents, both fact and comment remain valid twelve months later having indicated what has come to be the serious and widening gap between the Broadcast Media and the society which it is required to serve, the existing structure having evolved in many viewers eyes from being a source of Information and Entertainment to being a simple representative of Authority.

Published with the intention of initiating dialogue between independent film and video makers around the country whose modus operandi almost by definition is scattered, the paper is relevant to any group of individuals requiring detailed evidence as to the kind of attitudes prevalent between the Broadcasters and the public, the kind of contact that exists with the former approaching and presenting the activities of the latter through a Process, both technical and aesthetic, far removed from the understandings and the realities of most people.

The events relate of what was only a very brief encounter between a section of the public and a 'local' television station in the day to day running of its affairs. But they remain, it is felt, an accurate representation of what in fact occurs everyday between such groups. Neither are they without precedent in the experience of many of the contributors, nor are they restricted to the commercial television companies. The editor of the paper in his capacity as film maker and college of art lecturer has experienced exactly similar attitudes and arrogant manipulation from the BBC. Evidence can be supplied with regard to this and to the poor level of day to day question and answer communications.

It may be seen from the Endpiece comment at the end of the paper that the alternatives envisaged did not include the re-structuring of broadcast television. The opportunity now exists for the dismemberment within an educated society, of the concept of the Broadcaster and the viewer/listener to the point where the two become One. That with a drastic decentralisation of existing facilities and staff, a greater autonomy be created within localities such that all may become familiar with the functioning of the Medium if not actually practised in it, requiring not only a change of attitude amongst present employees both management and production but also, greater acceptance of constantly improving and recently developed television and film equipment presently referred to as 'sub-standard', which through a degree of 'quality' loss allows an immediate and accessible assimilation to the medium. (Small m).

The emphasis MUST be placed on making the Medium, (Large M), more assimilable to the people whether they require to use it regularly to present individual films and videotapes made with a degree of conviction and commitment rarely found on today's screens or only very occasionally by the majority of people more as a means of testing the CREDIBILITY of this