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Planning in the Audio-Visual Age

William R. Picard
University of Rhode Island

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PLANNING IN THE AUDIO-VISUAL AGE

BY

WILLIAM R. PICARD

A THESIS PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF COMMUNITY PLANNING

UNIVERSITY OF RHODE ISLAND

1986

MASTER OF COMMUNITY PLANNING
RESEARCH PROJECT
OF
WILLIAM RAYMOND PICARD

Approved:

Major Professor

Howard H. Foster, Jr.
Howard H. Foster, Jr., Ph.D.

Acknowledged:

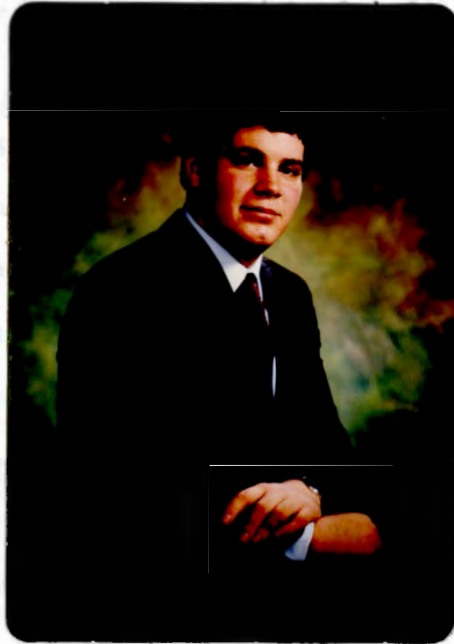
Director

Howard H. Foster, Jr.
Howard H. Foster, Jr., Ph.D.

DEDICATION

This work is dedicated in loving memory

to



MR. PAUL MICHAEL LAWRENCE
1967 - 1985

(The Author's Beloved Nephew)

Whose untimely death leaves all who loved him sad.
But, in knowing and loving him our lives were enriched.
We will always treasure his warm smile, his love of life
and his willingness to take on a challenge with
enthusiasm. In his tragically shortened life, he has
taught us a great deal and he shall always be fondly
remembered.

ABSTRACT

The purpose of this project was to evaluate the practical use of videography as a tool in the planning profession. The research involved a literature search for appropriate research in the field of videography. There are abundant sources available when methods used in the craft are considered. Case studies of the use of videotape, technical primers on videography, writing and script development manuals are readily available. Historical records of the evolution of videography, are at a premium, though some of the general works about the medium integrate an historical perspective.

The project consists of two major components, this written work and a videotape presentation entitled, "There's a Planner in Your Life". The videotape was developed as a model for the production of a video with a planning theme to illustrate to the planning profession that it can be done.

The written work is divided into four chapters. The first will explore the videotape medium, the technology available and some case histories of the use of the medium in other professions. The second chapter, evaluates planners perspectives on the use of the videotape medium as a tool in the profession. The source of the data used here, was a survey of American Planning Association members who are also Certified Planners (A.I.C.P.). The third chapter presents the ways and means of accessing the capacity to integrate the videotape medium as a

planning tool, via cable franchises. A survey of members of the New England Cable Television Association in Massachusetts and Rhode Island is analyzed to determine attitudes of cablecasters toward planners and the planning profession. The fourth chapter reflects on some of the processes used by the author to mount a production of a videotape presentation.

A series of appendices are included to accomplish the following:

- A) Provide an overview of the types videotape equipment used in the videotape produced as a part of this work.
- B) Provide an annotated bibliography of current literature on methods and techniques of video production.
- C) List the expenses of mounting a videotape production with community access cable as a resource.
- D) Illustrate an actual script outline for a videotape.
- E) Submit for review, the surveys used in gathering data to evaluate the opinions, attitudes and feelings of planners and cablecasters toward videography and planning.
- F) Provide a model of a videotape for planners to stimulate interest in the medium as a planning tool

It is hoped that this work will lead to an increased awareness of the potential of videotape in the practice of planning. Further, the academic process dictates that research should stimulate further scholarly work to continue to refine processes which can contribute to the field. The author would encourage others to continue the process, just as this work continues the conceptual approach to integrate cinematography in planning espoused by Mr. Henry N. Skoburn in his thesis, "The Use of Cinematographic Techniques in the Communication of Planning and

Planning Concepts" completed in 1975.

In the eleven years which have passed since Mr. Skoburn's work, the new electronic technology has been made available to the profession. The author submits, with the support of the respondents to the planner's survey, that videotape is "on the cutting edge of the field now". State-of-the-art planning will soon include videographic presentation techniques. Hopefully, "Planning in the Audio-Visual Age" will contribute by enlightening planners to: the potential for use; the availability of resources; and, the basic techniques of mounting a production.

ACKNOWLEDGEMENTS

The Community Planning and Area Development Curriculum has provided a fertile environment for learning the profession of community planning. My Principal advisors Dr. Howard H. Foster and Dr. John J. Kupa have contributed significantly to the overall learning process and in a major way to this work. Mrs. Carol Thomas, Adjunct Professor and President of the American Institute of Certified Planners has provided a steady, guiding hand in teaching the applied methods of planning and her input as a member of the review committee has been invaluable. Mr. Bill Sprague is responsible for infecting this planner with the videotaping bug and providing the remedy by sharing his special skills in the craft.

My parents, Mr. & Mrs. Paul L. Picard have provided the love, encouragement and understanding through the years and especially over the last two years.

My daughter, Wendy, as an Assistant Producer-Director and Chief Videographer of "There's a Planner in Your Life" went far beyond her fourteen years, in maturity and savoir-faire. The pride I hold within my heart could fill a book if it were to take written form.

My very special daughter, Shelley, who often could not understand why I wasn't at home.

My wife, Marsha, whose love, patience and confidence in me are all that I needed to get through the experience.

Thanks to one and all!

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CHAPTER I: The Videotape Medium

"In the field of electronics the last decade has brought so many innovations that the layman has been overwhelmed. Who could have imagined five years ago that one day anyone would be able to produce television programs? The magnetic tape, the television camera, the video recorder and the television screen are taking over from the film camera and it's screen." (1)

Lazendorf is certainly on target. The major production of a Super-8 movie of a major family event ten years ago is quickly becoming a thing of the past. Videography is taking over. Why is this so?

There are some major advantages to the active use (with a camera) of video. Video equipment, particularly the type marketed for home use, is easy to operate. The results of the recording are available immediately. Thus, the quality can be assessed immediately and if the need arises the shot can be taken over. The videotape medium allows for re-use of the same tape which enables the videographer to shoot over on the same footage of tape. Recording can be accomplished in daylight or with artificial light. Who could ever forget the gigantic light bar required for Super-8 and the embarrassment of having Dad look like Cecil B. DeMille? Lip-reading was required because the sound quality of the Super-8 was not always the best. Video offers synchronized voice recording, which is generally of high

(1) Lazendorf, Peter. THE VIDEOTAPING HANDBOOK: THE NEWEST SYSTEMS, CAMERAS AND TECHNIQUES. Harmony Books, New York, NY. 1981. (P-11)

quality. The bottom line in terms of the advantages of videotape versus Super-8 or other types of film is that no processing is necessary. The major disadvantage of videotape equipment is the cost. Video can cost as much as three times more than a good Super-8. Ironically, on the very day that this chapter is being written, the local news station carried a featured news item, in the consumer segment, which discussed the eminent availability of a Beta version of an eight millimeter videotape for the home market. This product will be available in the near future for "around \$399.00".

The research and development of videographic technology advances on a day to day basis.

Listing and describing the myriad of equipment available for videotape production would consume the entirety of this work. An addendum is provided to list the types of equipment used in producing "There's a Planner in Your Life" and the various features which each affords. (See Addendum A)

There are essentially three categories of video equipment available. Professional equipment used by television producers offer a very high technical capacity for sharp and clear video reproduction. The quality of the audio reproduction capacity is also excellent. There are two types of professional equipment; Studio equipment, which is generally quite large and cumbersome and portable equipment, which offers the same high quality product but is more compact. The refinement of professional equipment is on going. A recent interview with a news videographer indicates that the Beta format has been introduced

to the professional community with a price tag of \$20,000.
(Camera and deck are in one compact package)

Industrial equipment is also available. For the planner who might be inclined to purchase videotaping equipment, this category of equipment may be a good place to start. Varied functional elements of the industrial equipment, such as the timing capacity (a built in time and date clock), might be helpful in doing time series studies of vehicular or pedestrian movement. This camera equipment can be used with video recording decks which would meet broadcast quality standards.

Home video equipment would suffice if a presentation were to be focused at an audience which will be assembled around a television monitor to view a presentation straight from a video deck.

"A further, critical stimulus to expanded video use has been technological progress. Within as little as five years, we have seen the emergence of the video cassette, the time-base corrector (a device which stabilizes the video signal, enabling a program to be replayed on other equipment with a minimum of difficulty), dramatically cheaper color cameras, frame-by-frame helical editing (This permits a production to be edited at a precise frame, something which up until now (1975) had not been possible except on broadcast equipment), and portable color cassette recording equipment. One by one the principal stumbling blocks to the proliferation of video technology have been recognized and/or remedied. That this progress is being made with an eye to systems compatibility is an added incentive to the average user, who, in the past, saw progress at the price of instant obsolescence of his expensive equipment." (3)

The cost of mounting a professionally produced video presentation range from \$1,500 per running minute of finished

(3) Barwick, John H. and Kranz, Stewart. PROFILES IN VIDEO: WHO'S USING TELEVISION AND HOW? Knowledge Industry Publications. White Plains, NY. 1975. (P-8)

tape on up to \$15,000 per minute. (4)

"Video usage cuts across the institutional spectrum: Business and industry, government, health care, colleges, schools, even museums and libraries. However, certain sectors exploit it much more actively than others. Business and industry have taken a long lead both in volume of current activity and originality of applications and program formats." (5)

What follows is an analysis of who is using the medium and how, which is derived from a series of case studies developed by Knowledge Industry Publications authors, John H. Barwick and Stewart Kranz. One user from each of the categories studied by Barwick and Kranz will be reviewed. This author found the diversity of use and format for applying the videotape medium very interesting.

The industrial case study selected for review focused on a firm located in Foxboro, Massachusetts. The Foxboro Company is a major supplier of instruments for industry, and its process control units for chemical, oil refining and pulp fields are marketed in 27 countries. The firm has a worldwide network of sales offices and nine manufacturing facilities which employ over 8,000 people.

The case study indicated that the firm had been actively involved in updating it's videotaping capacity. A marked transition from the black and white melieu to color was reported in progress and more space was being dedicated to studio facilities. The level of activity with regard to the number of

(4) Class Notes: Journalism 424 (William Sprague-Lecturer)

(5) Barwick and Kranz (P-8)

tapes produced was cited as sixty-five programs per year.

This author also contacted a member of Marketing/Corporate Communications group by telephone to inquire about the current state of affairs of the videography section of this group. A production staff of eight which had been reported by Barwick and Kranz in 1975, has been expanded to seventeen. The entire video operation has been converted to color from black and white. Studio facilities had been upgraded to accomodate color presentations and more square footage of floor space had been added to accomodate the expanded staff. The potential for satellite communications was being evalauted. When asked to prioritize the specific applications of the videotape medium it was consistent with those applications cited in the study:

- sales training
- technical training
- customer training (How to efficiently use a product)
- production training
- sales
- role playing
- exhibits
- technical library
- public speaking training
- community projects
- research programs
- overseas communications

The Wilmington Fire Bureau offered another interesting case study. The fire department under the direction of its Chief and a Fire Captain, who is permanently assigned to a video production unit with a staff six firefighters, use the medium as a training tool to improve departmental efficiency. The two-hundred and twenty-seven firefighters on the fire department receive extensive training with videotaped fires which had actually occurred.

The Chief identified the following goals which had been established for the use of videography: training; public education; fire investigation; firefighting tactics; and, procedural critique.

Among the varied government uses reported, this case study struck the author as very unique. The firefighters received their training from a local community college and continued to solicit technical and production assistance from this resource.

Cornell University's ETV Center provides an invaluable service to the Cooperative Extension Service entities in each county of New York. The center provides broadcast quality videotape to local network affiliates for public service announcements of the Cooperative Extension Service. The video operations at Cornell have been in existence since 1968. The specific categories of program production cited by Cornell were: public service announcements to broadcast TV in New York State; problem-oriented documentaries; research reports; extension information; and, extension training.

The case study indicated that the director of the program

was a proponent of using the medium based upon a low cost per viewer. A small staff is supplemented by part-time support staff.

The Cornell case study was unique, in that it had no in-house function. None of the work produced was used for internal communications at Cornell.

National Child Care Centers Inc. is a Houston based firm which provides day care centers in and around Houston and Dallas Texas. The case study cited that the firm used the videotape medium to train staff members and as an educational melieu for the children. No staff are permanently assigned to this function and the medium is used twelve times annually on average and it provides: in-service training; central headquarters training; personnel orientation; and, education of pre-schoolers.

This case study illustrated the use of the medium not as a central part of of it's coporate effort but, as a tool in carrying out it's day care mission.

Now, how does this all relate to the planning profession?

"The first and most important spur (to video use) has been need. In industry, government, business, medicine and education, communications problems were outrunning the ability of existing media to deal with them. The need to convey more complex information, to teach more demanding skills, to reach a more heterogeneous audience, and to do all this in a shorter time span across vastly extended spaces. These were problems that print and earlier audiovisual technology were unable to cope with effectively. Print in particular has limitations when it comes to motivating large groups of people to master (or at least be informed of) demanding material. This is not to say that film and print cannot be used successfully to communicate, but alone they could not solve the problems thrust upon them. Video emerged as a response to that need." (6)

(6) Barwick and Franz (P-7)

The planning profession is often faced with the problem of having to convey abstract conceptual themes to a lay audience (the public or the client) and the printed medium is generally used to convey these concepts. Try as we might, to incorporate pleasant visual renderings and a top notch presentation with colorful slides, we still lack the capacity to reach an expanding audience. The public has a difficult time understanding what planning is and how it effects them.

"The intention of communication in planning is to educate an otherwise unknowing public about the profession, convey an understanding of the contents and concepts within a plan, provide sufficient input for a repartee between the planner and client." (7)

Is videotape a viable medium for educating the public about the planning profession? Can the medium convey abstract planning themes? Will the use of the videotape medium allow for a "repartee" between planners and their clients? These issues were addressed to planners in a survey conducted in conjunction with this work and the planners' responses will be elaborated upon in Chapter II.

The videotape medium is available to the planning profession. The technological advances that we have witnessed in videography over a ten year period have been phenomenal and should indeed open up the medium for use by planners. But, just as we have had to learn about computer technology and it's applications to planning, we must learn about videography. This

(7) Skoburn, Henry N. THE USE OF CINEMATOGRAPHIC TECHNIQUES IN THE COMMUNICATION OF PLANNING AND PLANNING CONCEPTS. Masters Thesis. C.P.A.D. The University of Rhode Island. 1975.

work did not set out to be a training manual in videography for the planning profession.

Summary and Conclusions:

Videography is a relatively new communications tool used by a myriad of institutions, corporations and government entities to convey a number of varied messages to the public and to people within internal organizational structures.

The conclusions that the author reaches here are not so much based upon the research of the equipment and technology of videography, but it's actual use. The videotape medium is highly recommended as a tool for the profession and the best person to convey the planning message is a planner. But, the planner should become very familiar with the technology and it's appropriate use prior to engaging in a production effort.

The use of a professionally trained video producer to coordinate videotape production would be highly advisable. The availability of resources outlined in Chapter III provides the planner with an excellent opportunity to dramatically reduce production costs. The notion of hiring a production consultant would certainly reduce the level of time commitment required by the planner and could be very cost effective.

The following chapters and addenda should help in beginning the prescribed familiarization process.

CHAPTER II: PLANNERS AND THE VIDEOTAPE MEDIUM

This chapter will analyze a survey of planners in Southern New England, which sought to determine the attitudes of planners toward the use of videotape in planning. Patterns of use among those respondents who have used the medium will also be explored.

Survey Objectives

The survey sought to obtain the opinions and attitudes of planners toward the use of videotape in the profession. The survey was composed of thirty-one questions and it had eighty-eight variables for analysis. Three categories of analysis were established to accomplish the following: 1) Explore the potential for the use of videography in planning; 2) Evaluate planners' perspectives of public perceptions of the profession and, 3) Define the demographic characteristics of the respondents.

Potential for Use of Videography by Planners

The first category explored the use or potential use of the videotape medium in the profession. This portion of the survey sought to establish data on the type of planner who responded, that is to say, public or private sector planners, as well as, type of firm or agency, level of governance, and size of staff. This section also established whether or not the respondent had used or contemplated using the videotape medium. The type and frequency of use was also established here. Planner's attitudes toward the benefits and detriments of videotape use were also

solicited. What if? situations were also solicited to determine the types of planning events or functions which planners deemed appropriate for the potential use of videotape. This portion of the survey sought to determine how planners would produce a videotape presentation if the need arose. Finally, this category of questions sought to determine the level of use of home videotape cameras, if any.

Public Perceptions of Planning

The second category of questions solicited the opinions of planners with regard to public perceptions of the planning profession. Respondents were asked if planning issues were often part of the news in their community. They were also asked if they thought that the public had an accurate concept of what planners do. Planners were asked if they felt videotape could help the profession in educating the public about the role of the planner in the community. Two questions relating to cable television access and interaction were posed. The first, established whether or not the planner was aware of a cable franchise area within the communities they served. The second, asked whether or not there had been any contact between the planner's firm or agency and the cable franchise. Respondents were asked if they felt there should be any policies, guidelines or standards established for the use of videotape by planners. Planners were then asked to express their opinion about the potential for using the videotape medium in planning. The final question of this category asked planners if they would be

interested in more information about the use of videography in planning.

Respondent Demographics

The third category of information solicited with the survey sought to determine the demographics of the respondents. The academic background of the respondent, the status of the respondent within the firm or agency in which they were employed, and the salary range of the respondent were solicited here.

Survey Methodology

The method of data collection selected for this survey was a mail-out questionnaire to ninety-two planners who were randomly selected from the 1982 Roster of the New England Chapter of the American Planning Association. To ensure that Professional Planners would be selected, only A.P.A. members who were also members of the American Institute of Certified Planners were included. The randomness of the selection was determined by a coin toss and every other member was selected. The total number of A.I.C.P. members on the 1982 Roster was one-hundred and eighty-four. Thus, the coin toss resulted in the selection of ninety-two A.I.C.P. planners.

The population value of this survey is established when we consider that one-half of all the certified (A.I.C.P.) planners of the New England Chapter of the American Planning Association were polled and 41.3% responded. Given the entire population of 184 (A.I.C.P.) planners on the 1982 membership roster, the

analysis presented here represents the opinions and attitudes of nearly twenty percent (19.58%) of the certified planners in the New England Chapter of the A.P.A.

The age of the roster did present some problems in the rate of response, in that, though the surveys were sent-out First Class, with forwarding requested, thirteen questionnaires were returned and marked as "Unable to Forward" by the Postal Service. Further, eight surveys were returned by potential respondents who indicated that they were either retired from the profession or no longer working in the field and they did not feel that their response would be appropriate. Thus, almost twenty-three (22.8%) percent of the sample was excluded from analysis.

Fifty-three percent of the practicing professional planners who received the survey in the mail responded by completing the survey and returning it. In accordance with most of the empirical data which was researched for this project, this level of response provides a creditable sample from which to draw an analysis.

Results of the Survey

The response to the survey give this author great hope for the use of the videotape medium in the planning profession. One could argue that only those planners who are interested in the medium chose to respond to the survey. Admittedly, the response would tend to support that notion. The response does illustrate an extremely positive disposition among the respondents toward the use or potential use of the videotape medium in planning. However, if there were any strong reservations regarding the use

of the medium within the profession, the author submits that a response from those planners with such reservations would have been provoked by the survey. The balance of potential response variables was evenly distributed between positive, negative and neutral postures.

The Analysis

This analysis will first explore the general response to the survey, with a breakdown of the difference between the public sector and private sector response cited in the first portion of the analysis. The second phase of the analysis will focus on some of the more important or interesting cross-tabulations and correlations highlighted.

The first question posed in the survey sought to determine whether the respondent was employed in private or public sector planning. The random selection process of the sample did not allow for any selection criteria which would have enabled an even distribution between the two sectors. The response, however was fairly evenly divided, in that, 47.4% of the respondents indicated that they were employed in the public sector and 52.6% indicated that they were employed in the private sector.

Questions two and three were addressed to public sector respondents to determine what level of governance (Federal, Regional, State or Municipal) they were employed, and the size of the population which they served. As can be noted in Table 1; Of the eighteen public sector respondents, ten were employed within either a federal, state or regional planning entity and

eight were employed by a municipal planning entity. Table 2 reflects the size of the communities or areas which the public sector respondents serve.

TABLE 1

Level of Governance at which Public Sector Respondents are employed.

<u>LEVEL OF GOVERNMENT</u>	<u>NUMBER</u>	<u>% of Pub Sec</u>	<u>% of N</u>
Fed., Reg., State	10	55.5%	26.3%
<hr/>			
<u>MUNICIPAL</u>		<u>% of Muni</u>	
City	5	62.5%	27.7%
Suburban	2	25.0%	11.1%
Rural	1	12.5%	5.5%

Public Sector planners were fairly evenly spread among governance levels, with a slightly higher concentration found among planners engaged in the profession at Federal, Regional or State levels of governance.

TABLE 2

What is the size of the community or area which the respondents' agency serves?

<u>SIZE</u>	<u>NUMBER</u>	<u>% OF PUB SEC</u>	<u>% OF N</u>
<24,999	2	11.1%	5.3%
25-74,999	6	33.3%	13.2%
>150,000	10	55.6%	26.3%

Public Sector response shown in Table 2 indicated that over half of the respondents (55.6%) served areas with a population which was greater than one hundred and fifty thousand and one-third of the respondents served populations of between twenty-five and seventy-five thousand. While eleven percent indicated that they served areas with a population of less than twenty-five thousand.

Questions four and five were directed at private sector respondents and sought to establish the type of firm with regard to location and whether or not the firm was a multi-disciplined firm. Seventy-five percent of the private sector respondents indicated that they were employed by a single location firm. Twenty-five percent indicated that they were employed by firms which had multiple locations either in the U.S. or internationally.

Table 3 illustrates the varying types of multi-disciplined firms which employ the respondents. None of the private sector respondents indicated that they were employed by a firm which was exclusively engaged in the practice of planning.

TABLE 3

Type of Multi-Disciplined firms of Private Sector Respondents.

FIRM TYPE	NUMBER	% OF PRIV SEC	% OF N
Plng & Development	8	40.0%	21.1%
Plng & Architecture	5	25.0%	13.2%
Other Types of Firms	5	25.0%	13.2%
Plng & Engineering	2	10.0%	5.2%

TABLE 3 A

OTHER TYPES OF MULTI-DISCIPLINED FIRMS REPRESENTED

Planning, Engineering, Development and Finance (2)

Planning and Information Systems

Planning and Historic Preservation

Environmental Planning

Planning and Development was reported as the most prevalent multi-disciplined firms, followed by Planning and Architecture and other mixtures of disciplines.

Both private and public sector planners were asked to indicate the size of their firm or agency. Given the labor intensity of videotaping, it was thought that this variable could prove important in considering whether or not to use the medium.

The response indicated that thirty-one point six percent of the respondents were employed at agencies or firms with a professional staff of two to five persons. Twenty-four percent indicated that they worked with a professional staff of twenty or more and eighteen percent had staffs of ten to fourteen persons. A six to nine person staff was reported by thirteen percent of the respondents, while single person offices comprised ten and one-half percent. Thus, the majority of the respondents reported either a relatively small (2-5 persons) or a large staff (20 plus persons). The number of public sector planning entities with twenty-plus persons was double that of the private sector firms. The private sector respondents with staffs of two to five persons was double that of the public sector. Thus, in the two most

prominent firm or agency size categories there was a vast difference in the public and private sector size distribution. Obviously, the public sector tended toward having the larger staffs. There was also a strong correlation between size of staff and level of governance.

The critical question posed in the survey was whether or not the respondent had ever used the videotape medium in planning. The response indicated that slightly more than twenty-six percent of the respondents had used the medium. Thirty-three percent of the public sector respondents indicated that their agency had used videotape and twenty percent of the private sector respondents indicated that their firm had used the medium. Obviously, seventy-one percent of the respondents indicated that they had never used videotape.

Fifty percent of those respondents who indicated that they had used videotape cited that the medium had been used for either training or seminars. Twenty percent indicated that they had used the medium for more than one purpose. Other uses cited were: 1) A video had been produced to reduce the travel costs of sending a team of presenters to deliver recommendations to a client (private). 2) Student projects had been videotaped by a public sector respondent. 3) A private sector respondent indicated that videotape had been used to record the impact of a coastal storm on a barrier beach.

The frequency of use was determined by the next question. Seventy percent of those respondents who indicated that they used the medium indicated they they had done so less than once or

twice per year. Thirty percent (all public sector respondents) indicated that they had used videotape once or twice per month. One private sector respondent indicated a weekly use of the medium.

Those respondents who indicated that they had not used videotape were asked whether or not they had ever considered using the medium in planning. Three respondents who had used videotape also answered this question. Forty-seven percent of the respondents who answered this question indicated that they had never considered using the medium. Fifty-three percent indicated that they had considered videotape. Given the fact that they responded to the survey, it is safe to assume that now they all have at least considered the use of videotape.

Respondents who had answered affirmatively toward considering the use of videotape were then asked to cite how they had considered using the medium. Of those who responded, thirty percent indicated that they had considered using video as a part of a public or community presentation. The public and private sector cited this use with equal frequency. Nearly, thirty-nine (38.46%) indicated that they had considered using video in some functional area of planning, such as: master plan; traffic study; marketing; or, clustered development. Twenty-three percent of those who had considered video cited other uses.

Planners were then asked to rank what they perceived as benefits to using the videotape medium in planning. Six variables were listed on the survey.

The question posed to planners was:

Which of the following would you consider benefits to using videotape in planning?

The following variables were ranked:

Ability to convey abstract conceptual schemes more effectively;

Ability to reach a larger audience via cable or other television outlets;

Ability to have a finished product for public presentation;

Ability to make simultaneous presentations via satellite communications;

Promote services of the agency or firm; and,

Greater flexibility in preparing and presenting topics or issues in a clearer manner.

An open ended variable was also included here to solicit "Other benefits which come to mind."

Chart 1 reflects how the respondents ranked the ability of videotape to convey abstract conceptual themes more effectively. As can be noted, forty-five percent of the respondents ranked this variable as either the highest or second highest benefit of using the medium.

Chart 2 illustrates that the respondents ranked the ability to reach a larger audience via cable or other television outlets, slightly higher as the highest benefit. While the ranking becomes more evenly distributed from the second highest rating to the lowest, public sector planners found this attribute more favorable than private sector planners.

Chart 3 shows that having a finished product for public presentation was ranked as either highest, second highest or

CHART 1
 Ability to Convey Abstract Themes
 ranked as a benefit by planners

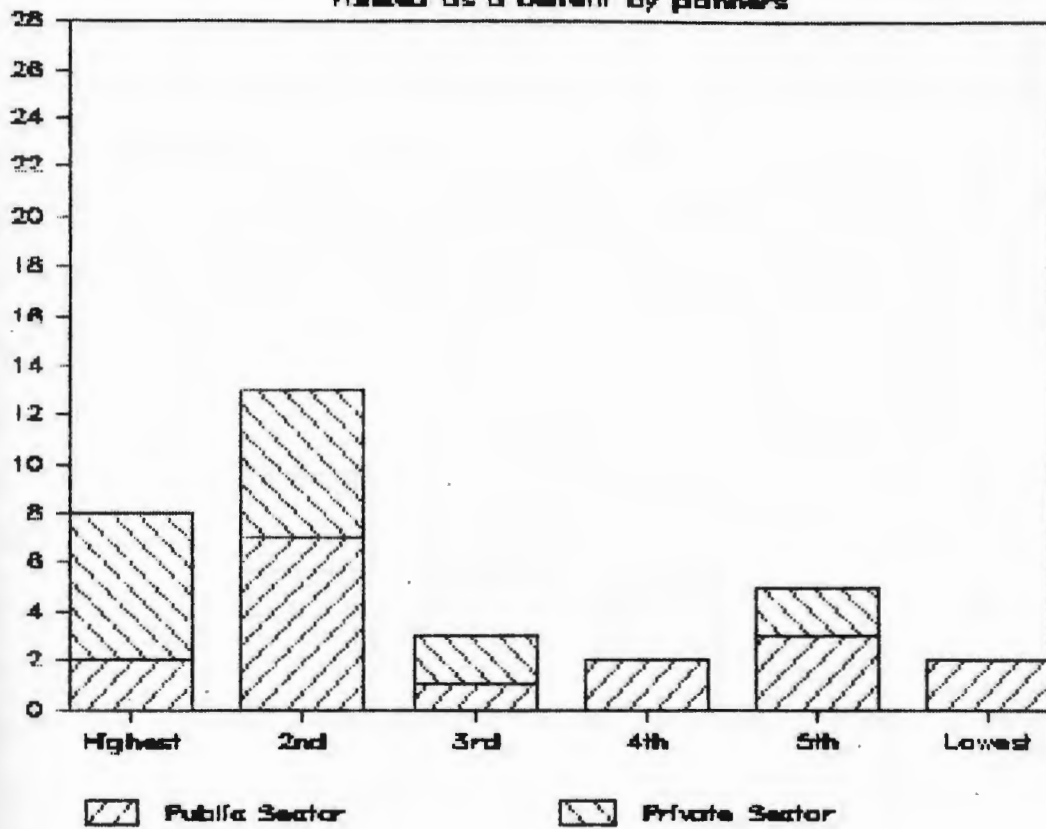


CHART 2
 Ability to Have a Finished Product
 ranked as a benefit by planners

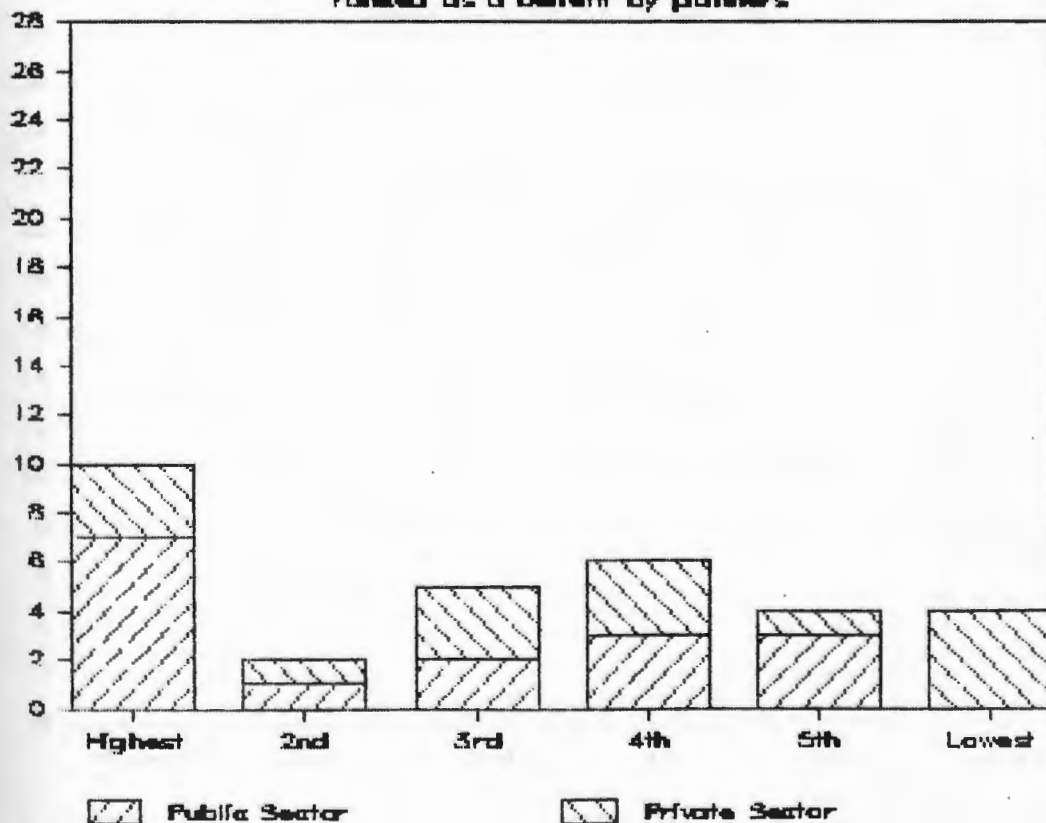


CHART 3

Ability to Have a Finished Product ranked as a benefit by planners

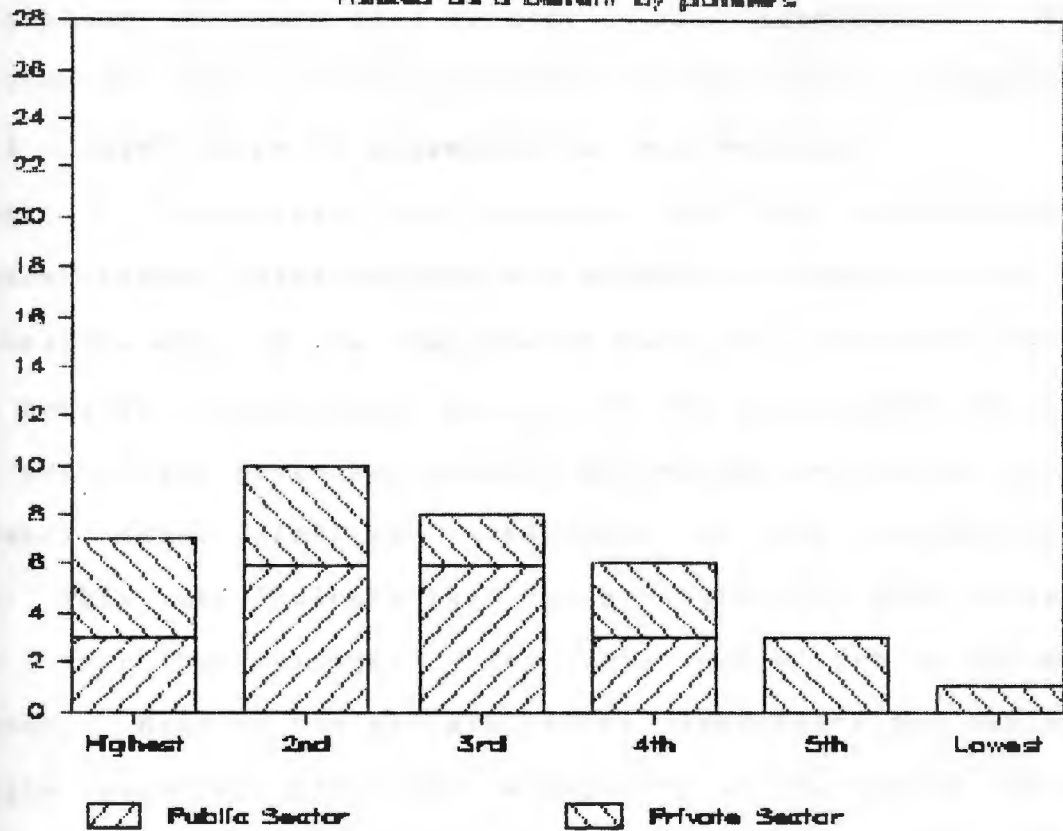
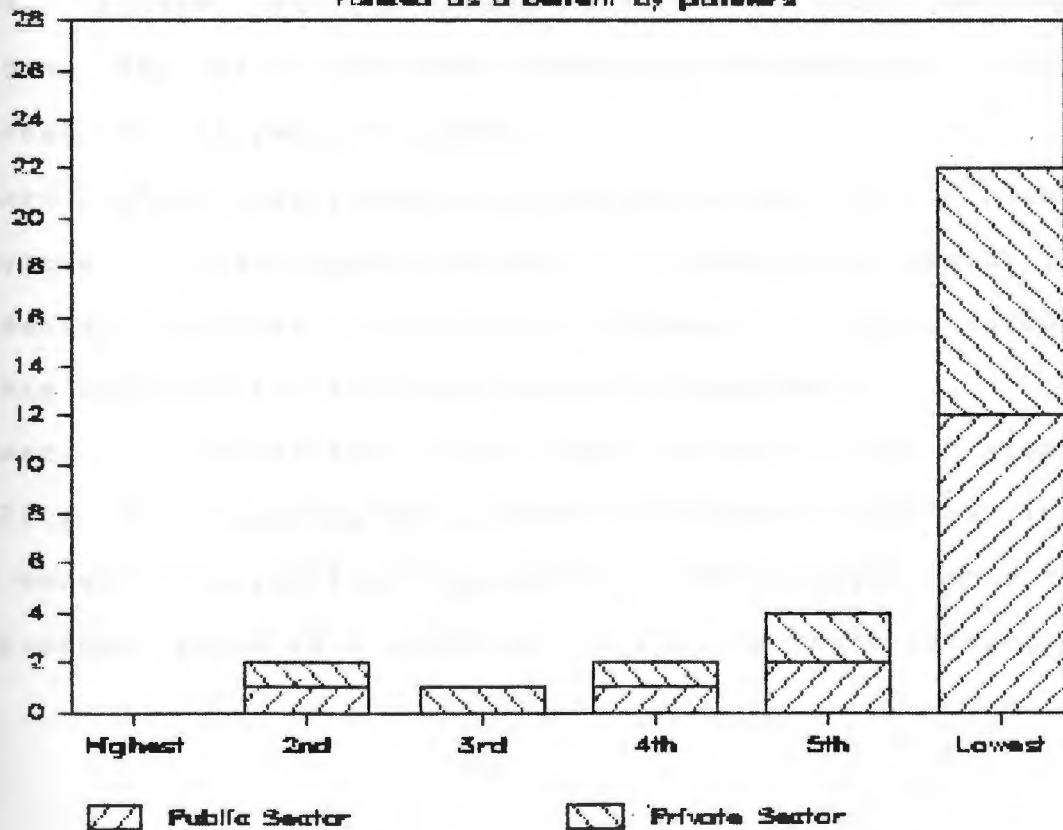


CHART 4

Ability to Simulcast Presentations ranked as a benefit by planners



third highest by sixty-five percent of the respondents. This would indicate that planners perceive the ability to prepare a polished product prior to presentation as a benefit.

Chart 4 illustrates that planners felt that the ability to make simultaneous presentations via satellite communications was not a benefit. None of the respondents chose this capacity as the highest benefit. Fifty-eight percent of the respondents rated this as the lowest perceived benefit and eleven percent of the respondents rated simulcast capability as the second lowest benefit. This may indicate that the potential for such a use is so new that the prospect for this sort of use is not even considered. Most of the private sector respondents are employed by single location firms and a majority of the public sector respondents may not see the need for such a use. However, future prospects for this medium are very bright. Though the costs for such a use are currently high, as more satellites are launched, access will increase and costs will decrease. Telecasting may well serve the planning profession as a major educational tool in years to come.

Chart 5 shows that planners perceive the ability to promote the services of their agency or firm as a low level benefit of the videotape medium. Fifty-eight percent of the respondents rated this variable in the three lowest categories.

Chart 6 illustrates that the prospects for greater flexibility in preparing and presenting topics or issues in a clearer manner is appealing to planners. Sixty-eight percent of the respondents rated this attribute in the top three categories.

CHART 5
Ability to Promote Services
ranked as a benefit by planners

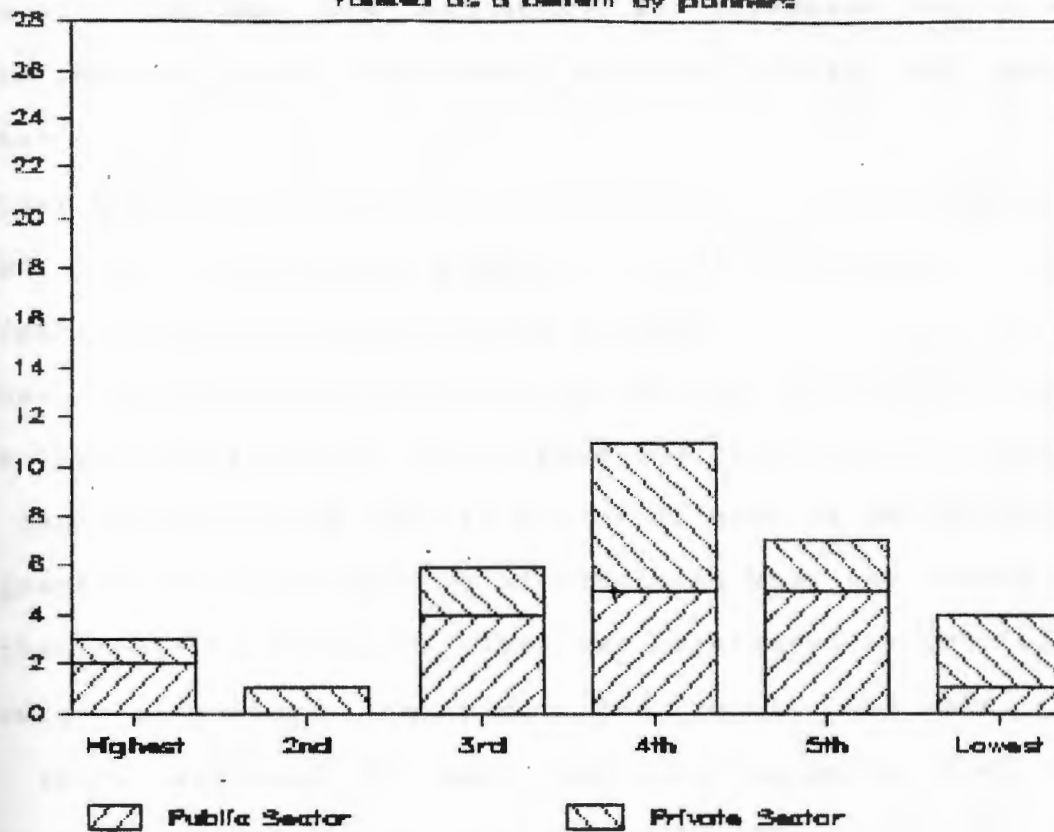
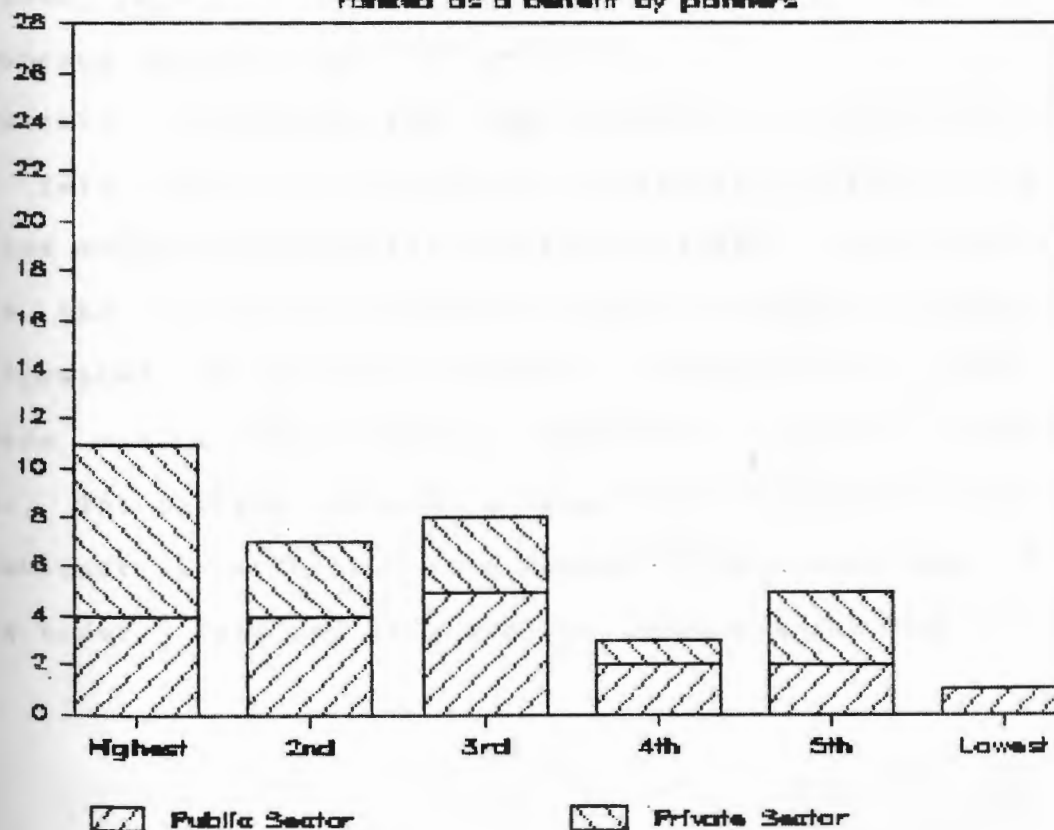


CHART 6
Greater Flexibility of Videotape
ranked as a benefit by planners



This would indicate that the medium is perceived as a more flexible medium than traditional stand-up slide and graphic presentations.

Other benefits, cited by ten percent of the respondents included: 1) Training planners; 2) Recording public participation; and, 3) Traffic time studies.

Chart 7 compares the ranking of the six variables according to how they were rated by the respondents and Chart 8 offers a visual representation of the raw scores of each of the variables. This graphic was developed by ascertaining what the lowest raw score that could be achieved. This was calculated by multiplying the number of surveys times six. The result was 228. The actual score attained by each response variable was then subtracted from 228. This gave us the positive value for each variable. As can be noted the top three benefits perceived by the respondents were: 1) Flexibility 2) Finished product 3) Abstract themes. These were followed by: 4) Larger audience 5) Promoting services and, 6) Simulcast.

Overall, it can be said that planners who responded to the survey felt that the perceived flexibility afforded by the videotape medium was the most beneficial asset. The ability to provide the client or community with a finished presentation also appealed to the respondents. They also felt that the videotape medium was capable of conveying abstract conceptual themes. The ability to reach a larger audience and the capacity to simulcast a production were ranked at the lower end of the ranking order. This may indicate that planners for the most part

CHART 7

Perceived Benefits of Videotape

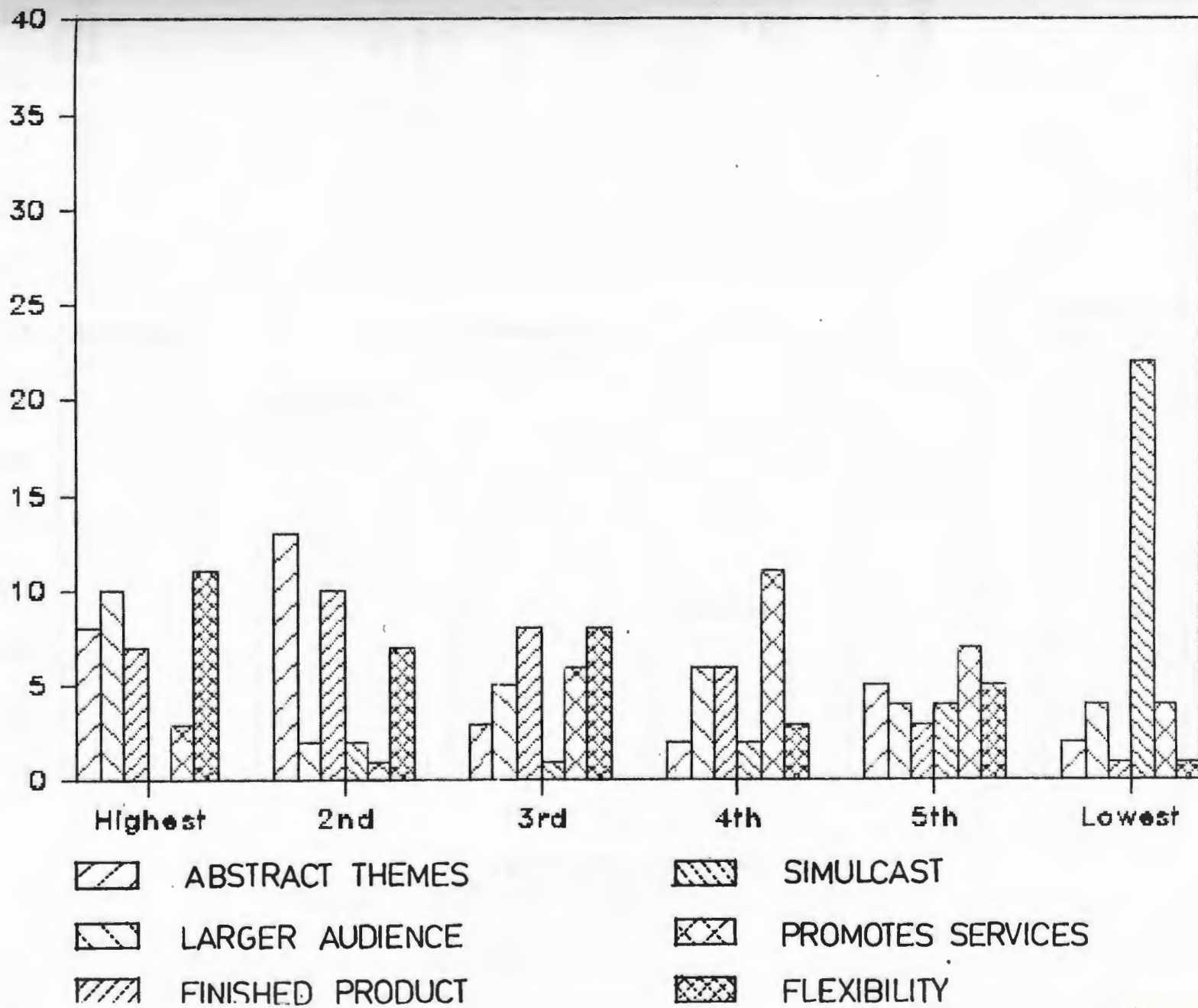
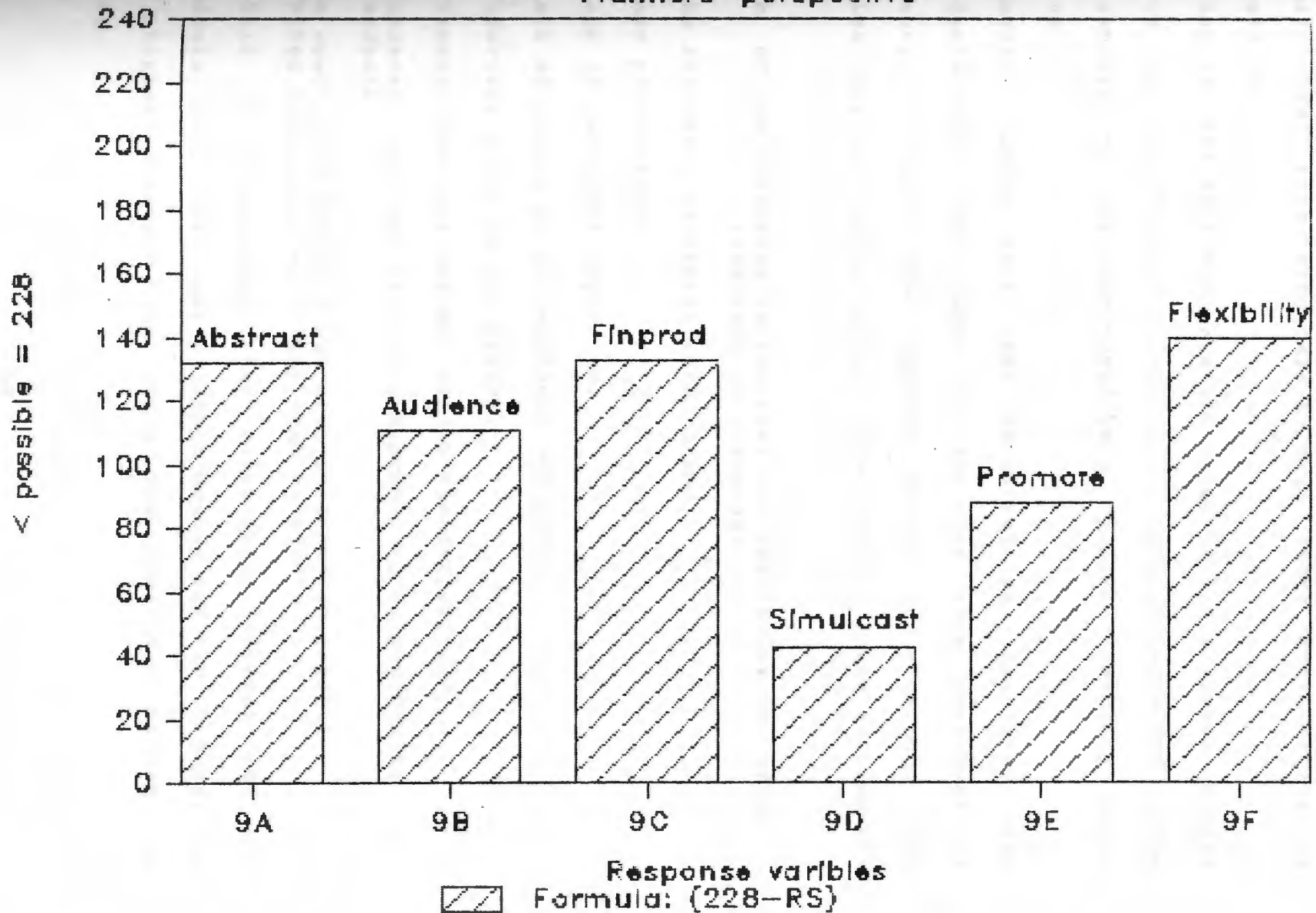


CHART 8

Benefits of Video

Planners' perspective



are not familiar with the ways and means to reach a larger community base with videotape through local broadcasters or cablecasters.

Chapter III will evaluate the views of cablecasters toward planners and planning and it will focus upon the ways and means for planners to tap what could be a dynamic community media resource.

Having ranked what they perceived as benefits, the respondents were then asked to rank what they perceived as detriments to using the videotape medium in planning. Six variables were used here, also. The question posed to planners was:

Which of the following do you feel are detriments to using videotape in planning?

The following variables were ranked:

Cost prohibitive;

Lack of technical expertise;

Lack of access to professional equipment;

Videotape would be too flashy;

Planning concepts are not easily videotaped; and,

Videotape does not allow for appropriate client/public feedback.

An open ended variable was also included to solicit "Other detriments which may come to mind".

Chart 9 illustrates that sixty-three percent of the respondents felt that cost prohibitiveness was the highest or second highest barrier for using the videotape medium in planning.

CHART 9
 Cost Prohibitiveness
 ranked as a detriment by planners

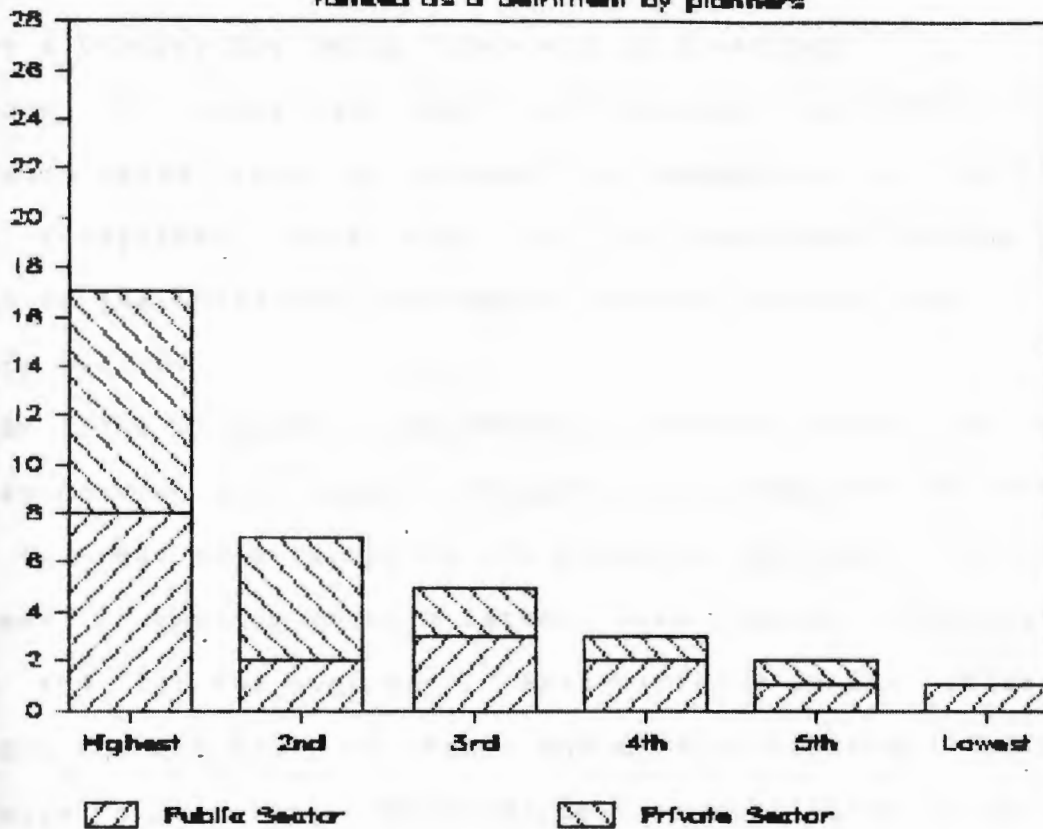


CHART 10
 Lack of Technical Expertise
 ranked as a detriment by planners

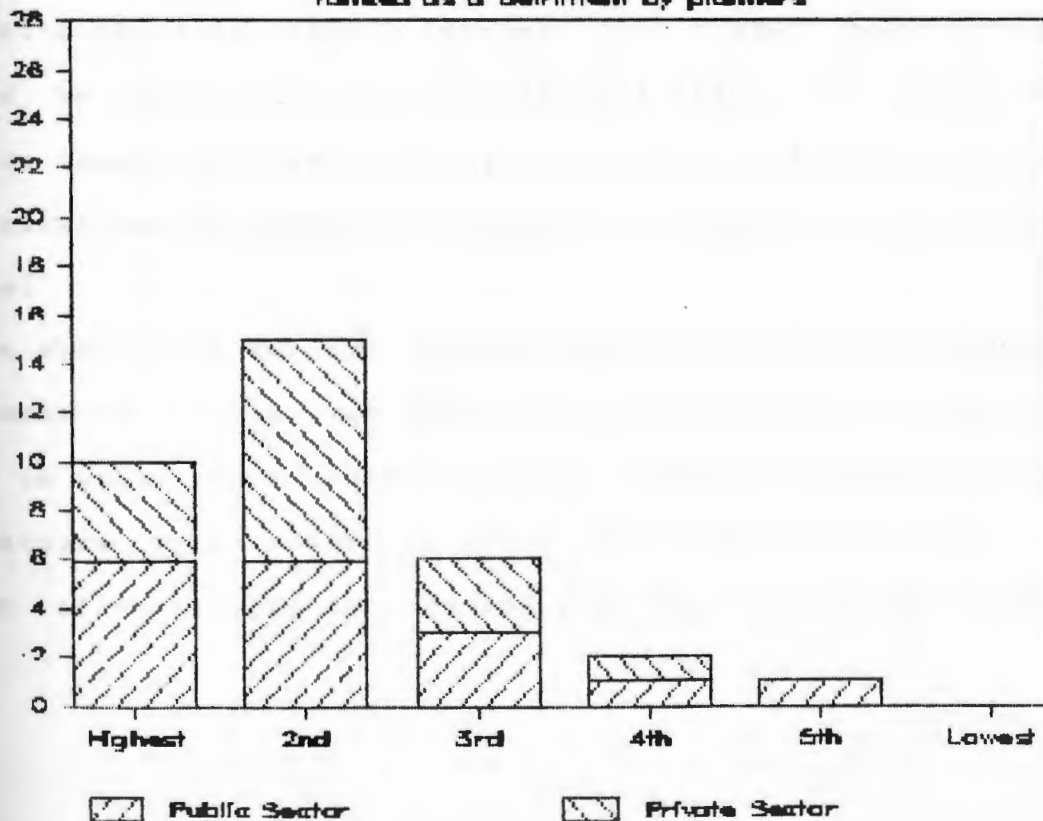


Chart 10 indicates that lack of technical expertise looms large as a barrier for using videotape in planning.

Chart 11 shows us that seventy-eight percent of the respondents rated lack of access to equipment in the three highest categories, with most of the respondents rating this variable as the third most pervasive barrier to using the videotape medium.

This line of questioning showed a clearer pattern of what the respondents felt were detriments to using the videotape medium than was ascertained by the benefits section. Clearly, there was a uniform pattern between both public and private sectors and for the most part, each variable showed either a preference for the lower or higher end of the spectrum. Chart 12 illustrates this point. Respondents felt that video is not too flashy. None of the respondents ranked this variable in the highest category. Fifty-five percent felt that this was the lowest barrier and twenty-four percent ranked this variable as the fourth and fifth lowest barrier. The visual representation afforded by Chart 13 would indicate that there is a fairly even consensus among the private and public sectors that there is not a perceived barrier when we consider the complexity of planning concepts.

The ability to solicit feedback from the client or community was presented as the next variable to be tested as a potential barrier to using the videotape medium. As can be noted in Chart 14, planners were somewhat split in responding here. The majority of the respondents ranked this variable as the fourth,

CHART 11

Accessing Professional Equipment

ranked as a detriment by planners

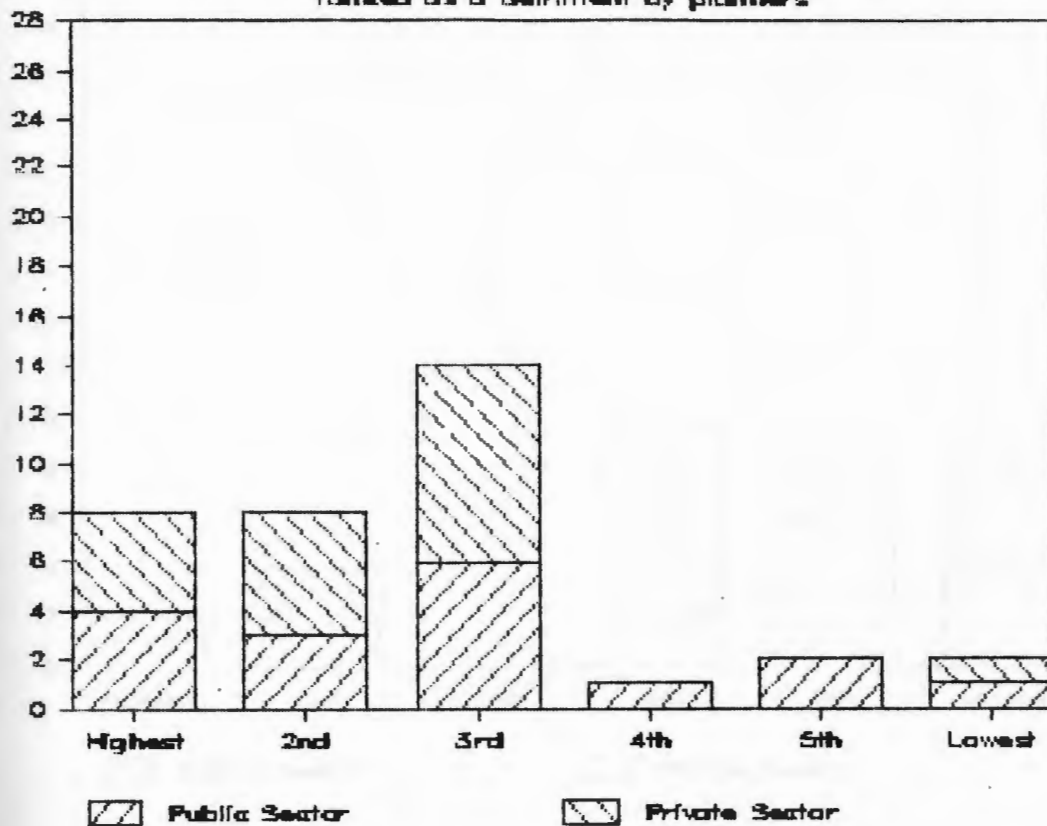


CHART 12

Videotape is Too Flashy

ranked as a detriment by planners

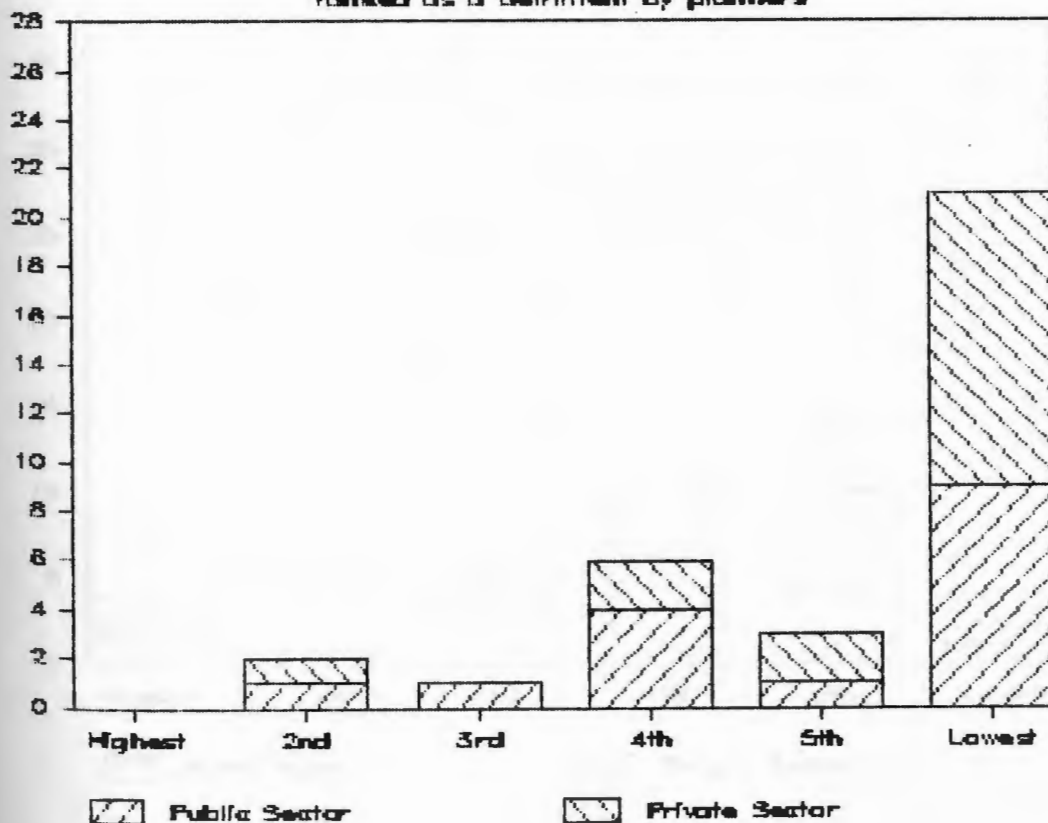


CHART 13
 Concepts Not Easy to Videotape
 ranked as a detriment by planners

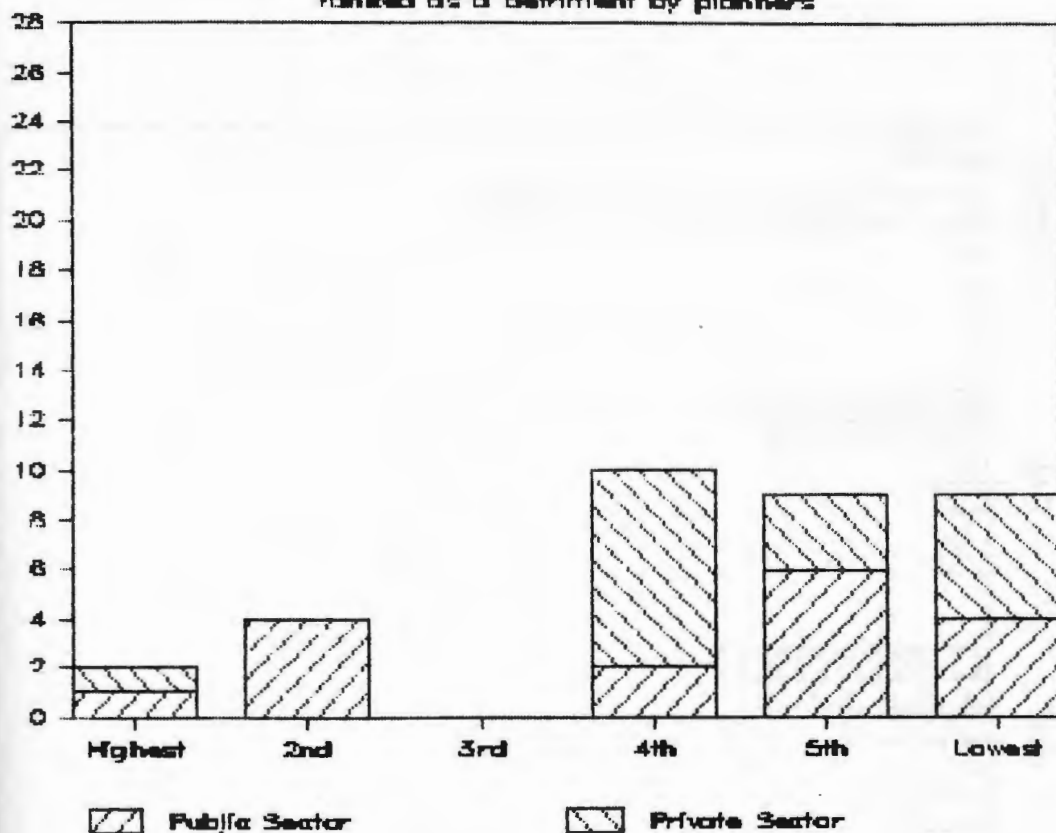
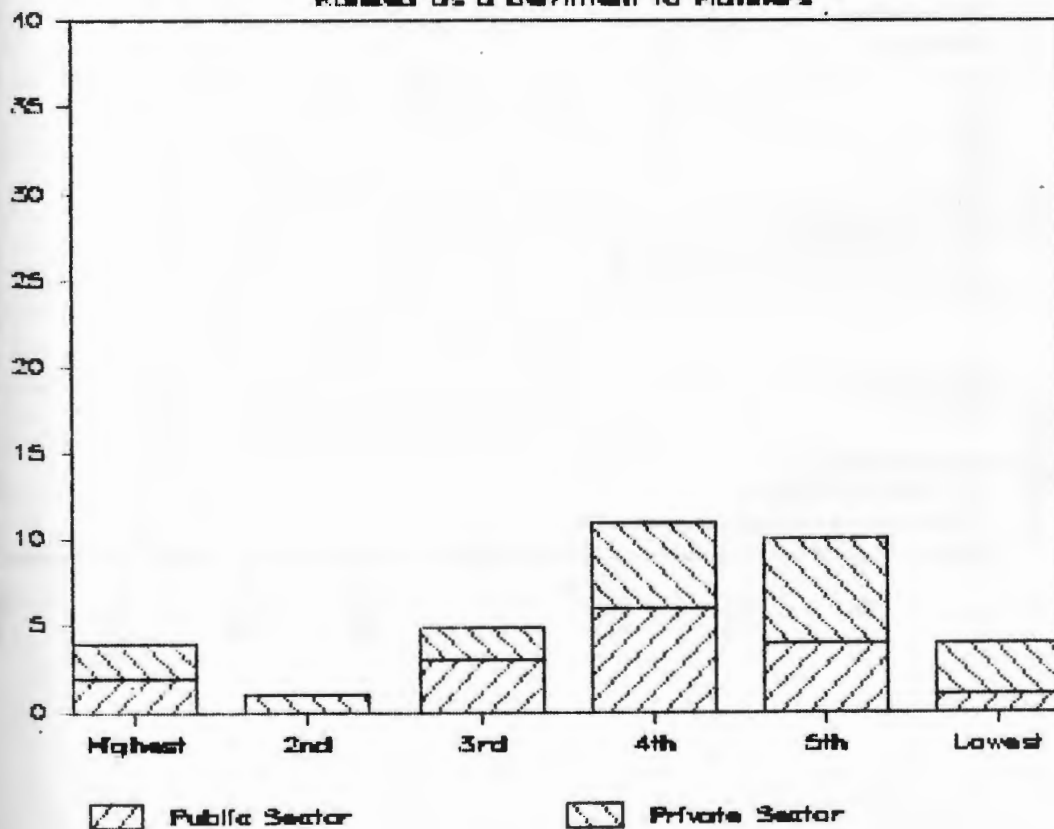
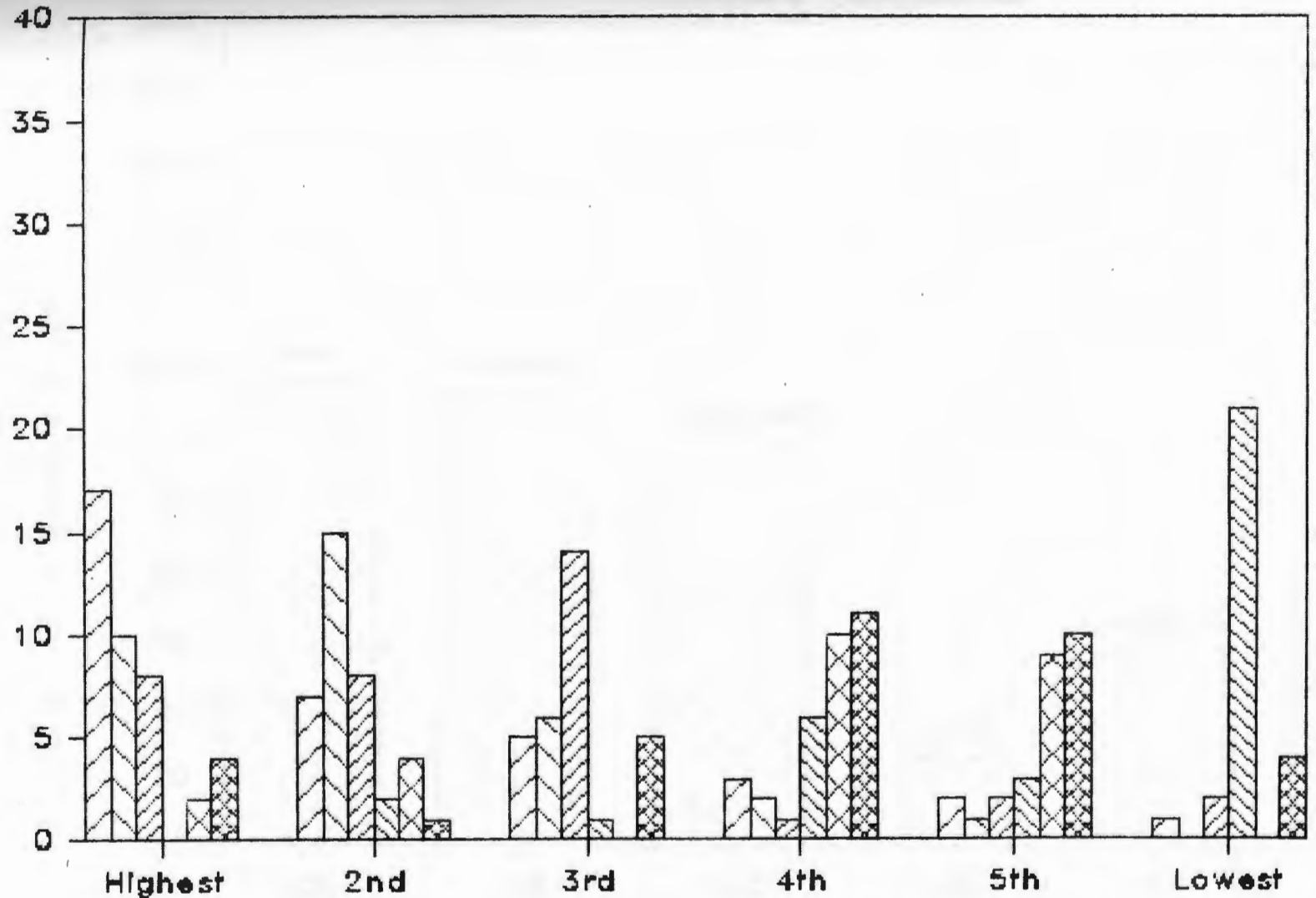


CHART 14
 Videotape doesn't allow feedback
 Ranked as a Detriment to Planners



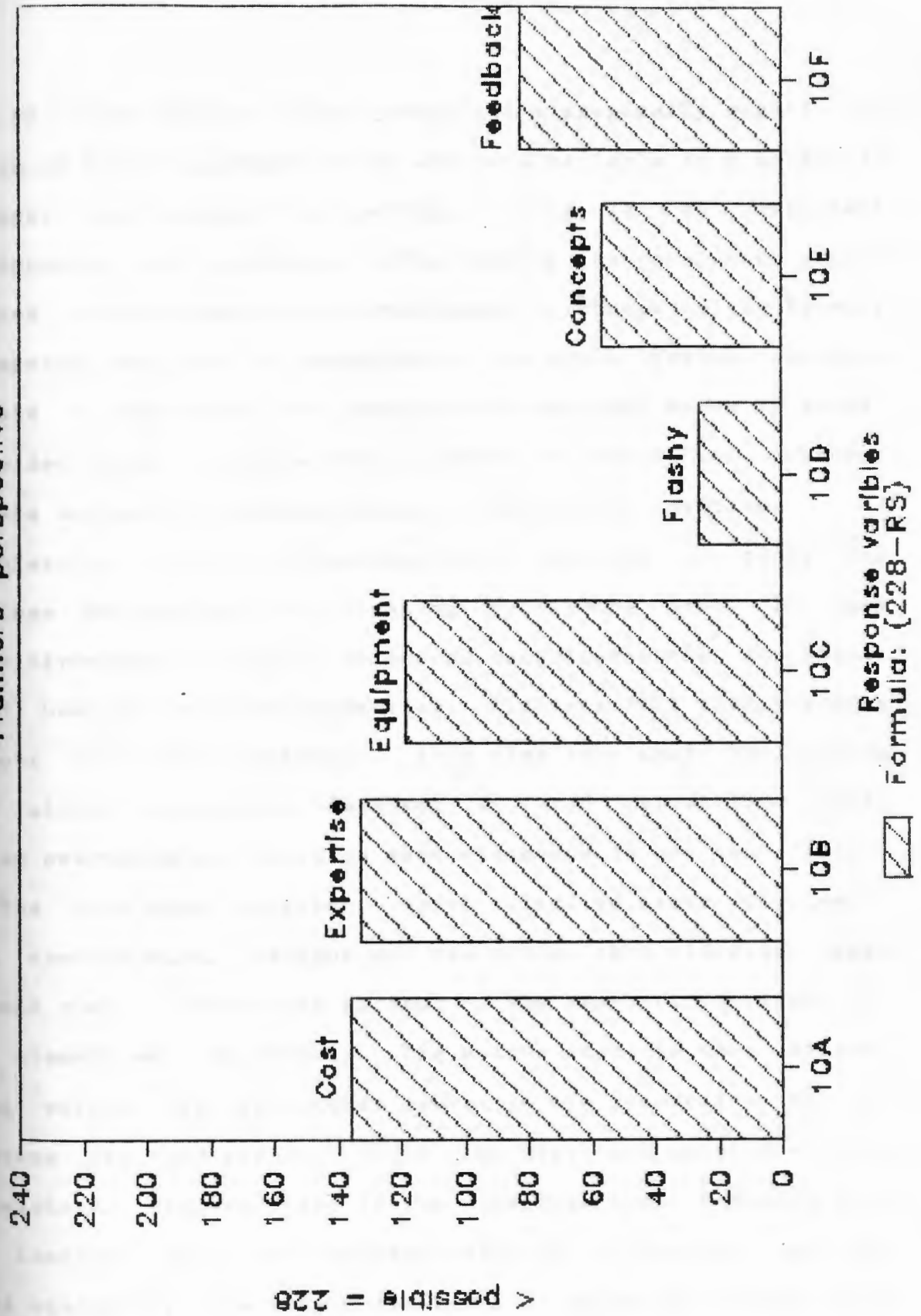
Perceived Detriments of Videotape



- COST PROHIBITIVE
- LACK OF TECHNICAL EXPERTISE
- ACCESS TO EQUIPMENT
- TOO FLASHY
- CONCEPTS NOT EASY TO VIDEOTAPE
- LACK OF FEEDBACK

CHART 16

Detriments of Video Planners' perspective



fifth or lowest barrier, but, there was a marginally significant portion of the respondents which saw this variable as a potential detriment to using the medium. This is an important consideration for planners. The ability to evaluate public response to the planning of development or change weighs heavily on preparing any form of presentation for public review. A major emphasis of this work is to explore the ways and means of securing video access to enable the profession to reach the broadest possible audience to inform, educate and solicit feedback.

Clearly, the top three perceived barriers to using the videotape medium in the planning profession are: 1) Cost prohibitiveness; 2) Lack of access to professional equipment; and, 3) Lack of technical expertise. Planners felt that planning concepts could be videotaped. They also felt that the medium could allow appropriate feedback if used correctly. There was an overwhelming concensus that videotape is not too flashy.

The open ended question, which solicited other detriments which come to mind, brought out the notion that videotape takes too much time. Twenty-one percent of the respondents cited the time element as a detriment. The author supports this notion. Having worked for over three months on the production of the videotape for this effort, it is true that vast amounts of time are required. Professionals in the videotape field indicate that, once familiar with the technical side of production and the use of equipment, the medium can be used efficiently where time is concerned. Other forms of presentations with slides and

graphics can also be time consuming without the services of photographers and graphic artists.

What functional areas of the planning profession do planners feel are most conducive to the videotape medium? A range of variables was constructed and the respondents were asked to select those functional areas which they felt were conducive.

Table 4 illustrates the range of variables from which the respondents were asked to select those functional areas of planning which they felt were conducive to the videotape medium.

TABLE 4

Which of the following types of presentations do you feel would be conducive to using videotape?

<u>FUNCTIONAL AREA</u>	<u>% of Private</u>	<u>% of Public</u>	<u>% of N</u>
Master Plan	70%	72%	71%
Sub-Division	55%	50%	53%
Zoning Regulation	60%	33%	47%
Commercial/Industrial Proposal	75%	66%	71%
Environmental Impacts	85%	83%	84%

The potential for producing a videotape of any proposal which may raise concerns for environmental impacts was selected by eighty-four percent of the respondents. The master plan and a major industrial or commercial development were selected by seventy-one percent of the respondents to share what was perceived as the second most conducive planning function for presentation. This was followed by sub-division development which

was ranked third, having been selected by fifty three percent of the respondents, and zoning regulation hearings and requests for amendments, ranked fourth with forty-seven percent of the respondents.

The open ended variable which solicited other types of presentations which were perceived as conducive received the following responses: Housing; Public service announcements; Training of planning boards or commissions; expert witness testimony; And, transportation time series studies.

As they evaluated the types of presentations which they felt would be conducive to the videotape medium, the author felt that the respondents might develop a mental image of other uses for the medium. Fifty-five percent of the respondents indicated that they had done so. The narrative responses to what the respondents had conceptualized proved very interesting. Some respondents indicated that they had developed an image of the development of a master plan. One respondent eloquently wove an image of dramatic visual concepts of the growth capacity being exceeded and the deleterious impacts of such growth. A conservation plan was described by three respondents. Recording of public participation processes was described by two respondents, as was a major industrial development scenario. Other images reported were: The use of videotape's ability to bring areas or other topics of discussion to life in-lieu of slides; Rezoning or updating the zoning ordinances of a community, with a graphic presentation of what the impact of current zoning is and visual concepts of alternative zoning solutions; Sub-division

alternatives illustrated, showing the benefits of clustered development.

If planners were to use the videotape medium as a tool in the profession, how would they produce a presentation? Sixteen percent of the respondents indicated that they would produce a presentation with in-house facilities. Eighteen percent indicated that they would produce a presentation in-house with borrowed facilities. This is significant in that over thirty percent would produce in-house presentations. Twenty-nine percent indicated that they would hire an outside consultant to produce a videotape presentation. Video trained planners could offer prospective employers a valued skill given this response. When the demographics of the respondents is explored this prospect looms even larger.

Sixteen percent of the respondents indicated that they would consult with a local cablecast franchise to produce a videotape presentation. Over twenty percent of the respondents indicated that they would approach the production of a videotape presentation by using more than one of the variables presented. Most of the responses which fell into this category came from private sector planners.

Only five percent of the respondents indicated that they had used a video camera to produce home videos. One respondent cited family occasions as the use and another respondent cited videotape use to record the development of equestrian skills of students. One home videographer indicated that the medium was used monthly and the other indicated use every three or four

months.

PUBLIC PERCEPTIONS OF PLANNERS AND PLANNING

This portion of the survey explored how planners felt our profession is perceived by the public, as well as how frequently planning issues or events are part of the news. Additionally, the role of videotape in educating the public was evaluated. Awareness of and interaction with local cable franchises was also evaluated. Planners were also asked if policies, standards and guidelines for videotape use should be established. As previously indicated, planners were asked where they felt the use of the medium was in the planning profession. Beyond the mailed-out survey, a follow-up telephone survey was conducted to ten planners who were selected from the original list. Each planner on the list was assigned a number from one to ninety-two. The numbers were placed on a piece of paper of equal size and placed in a hat. Ten numbers were selected and one of the numbers was discovered to be among those which were not forwardable. Thus, another number was selected. A list was developed and phone numbers for each were culled either from the phone book or long-distance information. The results of both the mailed-out surveys and the follow-up phone calls are outlined in the tables below.

The major question of this portion of the survey asked planners where they felt the use of videotape in planning is... and Table 5 illustrates the very favorable disposition of planners toward the medium. This is further sustained by the follow-up telephone survey which, as cited earlier, was conducted

to verify this response. (Table 6)

TABLE 5

Do you feel that the use of videotape in planning is...
(Mailed-in response)

	<u>% of Public</u>	<u>% of Private</u>	<u>% of N</u>
On the cutting edge in the the field no	44%	65%	55%
is consideration in the not too distant future	56%	35%	45%

TABLE 6

Do you feel that the use of videotape in planning is...
(Follow-up phone call)

	<u># of Resp</u>	<u>% of Resp</u>	<u>Mailed in?</u>
On the cutting edge in the field now	6	60%	5/6
is consideration in the not too distant future	4	40%	2/4

The telephone survey resulted in a slightly higher percentage of respondents who felt that the use of the medium was on the cutting edge in the field now. Five out of the six respondents who indicated this preference indicated that they had responded to the survey by mail. Of the forty percent of the telephone survey who indicated that they felt that videotape was a viable consideration in the not too distant future, only half had responded to the mail-out survey. None of the respondents indicated that they felt video was too futuristic to be

considered now or that video was not a viable consideration at all.

The response to the mail-in survey was a very positive affirmation for the use of videotape as a planning tool. When the fact that sixty-six percent of the respondents indicated that they wanted to know more about the use of videotape in planning is coupled with the very favorable disposition of respondents toward video in both surveys, it is the authors fondest hope that this work will suffice as an appetizer, and that it will stimulate others to write more on the topic. An interesting aside here, twenty-one percent of the respondents to the mail-in survey indicated that they wished to receive the analysis of the survey.

Eighty-four percent of the respondents felt that planning issues were often part of the news in their community.

Fifty-five percent of the respondents felt that the public had a somewhat accurate perception of what we do as planners. Thirty-four percent felt that the public had a very inaccurate concept of what planners do and only ten percent felt that the public had an accurate concept of planning.

Planners were then asked if they felt that videotape could help in educating the public about the role of a planner in the community. Ninety-five percent of the respondents felt that videotape could in fact help the profession in educating the public.

The survey then explored whether or not the respondents were aware of a cablecast franchise in the communities which their

agency or firm served. Eighty-eight percent of the public sector respondents indicated that they were aware of a cable franchise. Ninety percent of the private sector respondents indicated that they were aware of a cable franchise in their community. Only eight percent of the respondents indicated that there was not a cable franchise in the area which they served. Three percent of the respondents were not sure if there was a franchise in their area.

Thirty-seven percent of the respondents indicated that they had been in contact with the local cable franchise. Forty-seven percent had not been in contact with the local cable franchise and sixteen percent were not sure if any contact had been established.

Seventy-six percent felt that no policies, guidelines or standards need to be established for the use of videotape by planners.

WHO COMPLETED THIS SURVEY?

The demographics category of the survey indicates that eighty-four percent of the respondents had a Masters Degree. A strong correlation existed between those who had a Master Degree and those who indicated that their degree was in Planning, in that, eighty-two percent of the respondents indicated that their degree was in planning. Thirteen percent of the respondents indicated that they held Doctoral Degrees and only three percent indicated that they had a Bachelors Degree. Thirteen percent also indicated that their degrees were in fields other than planning.

Fifty-two percent of the respondents indicated that they were either the owner of their firm or the director of their agency. This factor supports the notion that video trained planners may be perceived as an asset to a firm or agency when the overall response to the survey is considered, as was mentioned earlier. Twenty-six percent of the respondents stated that they were senior managers and eighteen percent indicated that they were middle managers. Table 7 affords a breakdown of the public and private sector respondents as related to status within the firm or agency.

TABLE 7
STATUS WITHIN THE FIRM OR AGENCY
 (Percent within each sector)

	<u>OWNER/ DIRECTOR</u>	<u>SENIOR MANAGER</u>	<u>MIDDLE MANAGER</u>	<u>STAFF</u>
PUBLIC SECTOR	44%	22%	27%	5.6%
PRIVATE SECTOR	60%	30%	10%	

The salary range reported by the respondents indicated that sixty percent earned over \$35,000 and thirty-four percent earned less than that amount. Just over five percent (5.26%) of the respondents chose not to answer this question.

INTERESTING CROSS TABULATIONS

The magic of computers allows us to manipulate and analyze data in a manner, which twenty years ago might have seemed far fetched. In the interest of time and keeping this analysis from redundancy, the major cross tabulation which had some interesting

results will be assessed here, was whether or not the respondent had ever used video. The cross tabulation was performed on all responses.

All of the respondents who indicated that they had used video in planning worked for a statewide planning entity in the public sector. Further, all public sector respondents who had used the medium indicated that the population they served exceeded 150,000. None of the municipal respondents had used video.

Among private sector planning entities, multiple location firms used the medium by a three to one ratio over single location firms.

Size of the firm or agency did in fact have a strong correlation to using the videotape medium. Sixty percent of those who reported using the medium worked in firms or agency which had a staff of twenty or more persons. Twenty percent had a staff of ten to fourteen persons. Ten percent reported a staff of six to nine persons and ten percent had a staff of two to five persons.

Sixty-seven percent of the respondents who had not used videotape indicated that they had considered using the medium.

One half of the respondents who indicated that they had used the medium indicated that they felt that videotape provided greater flexibility. Forty percent of video users indicated that cost prohibitiveness was the greatest barrier to using the medium. This same proportion of users also felt that lack of access to professional equipment was the greatest barrier.

Forty percent of the reported video users indicated that they had in-house facilities available. Twenty percent indicated that they would hire an outside consultant to produce a presentation.

None of the video users in planning indicated that they used the medium at home.

All of the respondents who had used video indicated that they felt the medium could help in educating the public. Ninety-two percent of the non-users felt that the medium would be helpful.

Planners felt that planning concepts could be videotaped. The fact that almost seventy-four percent of the respondents ranked this variable in the three lowest categories would support the author's hypothesis that there is hope for the use of the videotape medium within the profession.

Summary and Conclusions

More than half (55.6%) of the A.I.C.P. members who responded to the mail-out survey indicated that they felt the videotape medium was on the cutting edge of the planning and sixty percent of the respondents who participated in the follow-up telephone survey indicated that they felt the same. Ninety-four percent of the survey respondents felt that the videotape medium would be helpful in educating the public about the planning profession. The consensus among the respondents would also indicate that there is a need for more research and training to develop the videotape medium as a tool for planners.

Slightly more than one quarter of the respondents had used the videotape medium (27%). The majority of those respondents who indicated that they were employed by firms or agencies were part of staff larger than twenty persons. The labor intensity required for the production of a videotape presentation is high and when the notion of lay-persons (Those who lack professional video skills) producing a videotape is considered we must look for alternatives. Some of the alternatives which should be considered are:

1) Academic institutions which offer professional training for planners should consider adding elective courses of instruction which would train planners in the use of the medium as it relates to planning. Videography skills in concert with formal training in planning theory, methods and analysis may indeed be perceived as an asset by prospective employers. The demographic data collected by this survey would indicate that the owners and directors as well as the senior managers who responded, are favorably disposed to the use of the medium in the profession.

2) The author would recommend workshops and training seminars sponsored by academic institutions which are training future professional planners in collaboration with the American Planning Association. These seminars could be considered part of a continuing education program for practicing professionals. Certification of participation in such workshops may enable planners to gain access to equipment and other resources from

their local cable franchises.

The potential for establishing a network of planners to collaborate with other small firms or agencies may alleviate the obstacles perceived by smaller firms or agencies.

The three major obstacles perceived by planners are cost prohibitiveness, lack of technical expertise and lack of access to professional equipment. The next chapter will evaluate a potential avenue for securing the ways and means of overcoming these obstacles.

CHAPTER III: Securing the Ways and Means for Accessing Videotape Training, Equipment and Technical and Production Assistance.

This chapter focuses on a survey of cable franchise areas in Rhode Island and Massachusetts. The professional organization which links cable franchises throughout the six state region is the New England Cable Television Association (N.E.C.T.A.). Through the Executive Vice President and Legal Counsel of the organization, Mr. William Durand, Esq, we were able to secure a listing of the N.E.C.T.A. Membership. For the purposes of this survey, half of the franchises located in Rhode Island and Massachusetts were randomly selected to be mailed a survey. Thirty-seven franchises were forwarded a copy of the survey, which was comprised of eighteen questions with sixty-five variables. Nineteen cable franchises responded, which constituted a forty-three percent response rate.

The cable franchises who responded served a population of over one million people and over one quarter of a million households. The smallest service area reported was thirteen thousand persons and the largest service area was one-hundred and eighty-six thousand. The range in size of service areas offered a broad view of cablecasters representing communities of various sizes. The average percentage of households served by the cablecasters was sixty-four percent. Most of the responding cable franchise areas had been in full operation for slightly more than four years. When we consider the potential for interaction between planners and cablecasters, we are exploring a relatively

new community resource and an expanding profession.

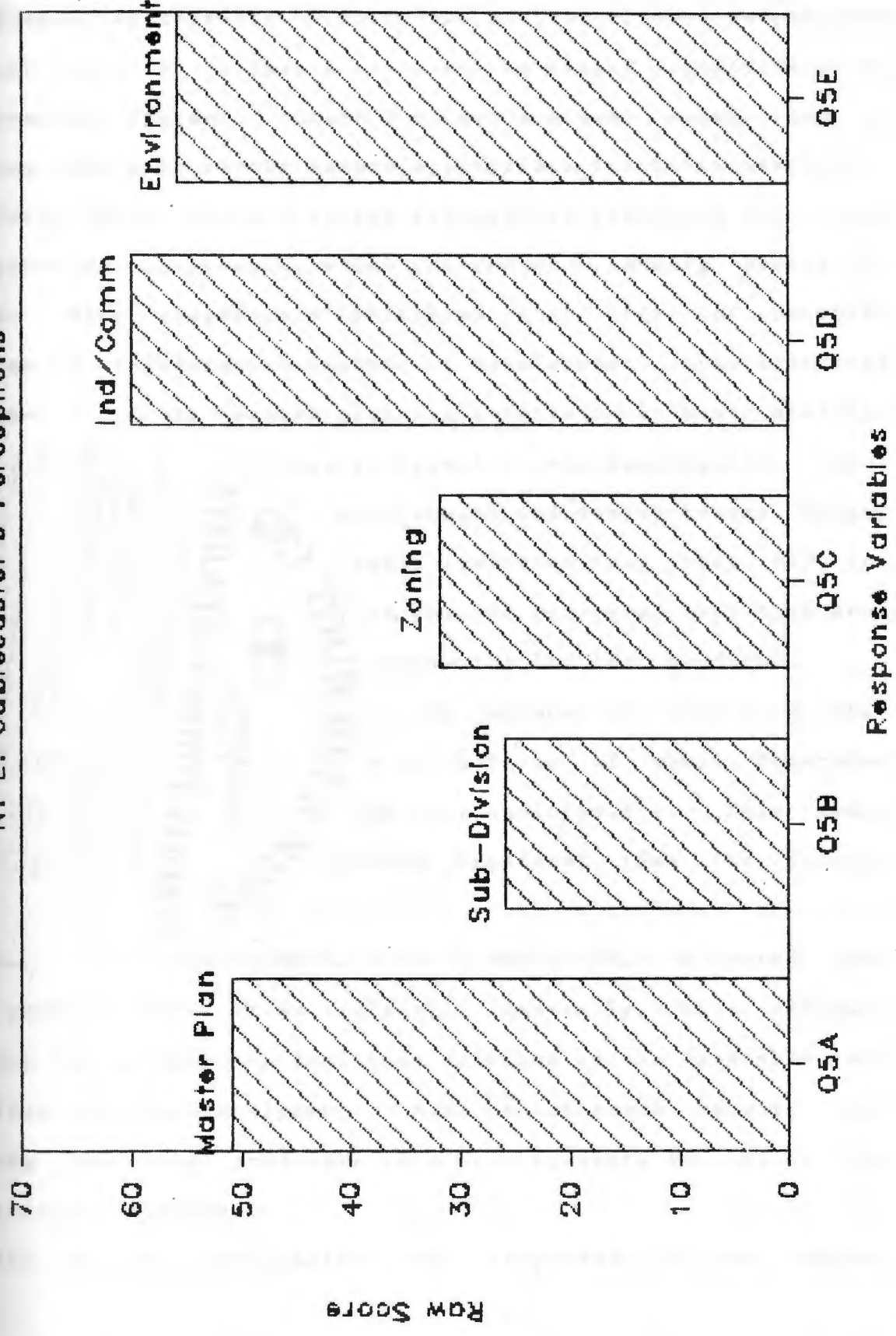
Forty-seven percent of the cablecasters indicated that they broadcast local news. When asked to rank planning issues or events which they considered most newsworthy, the cablecasters indicated that they felt a proposal for a major industrial or commercial development in the community was the most newsworthy. Any proposal for which there is a concern for environmental impacts followed closely as the second most newsworthy planning issue or event. Revision of a community master plan was ranked third and revision of the community zoning ordinance placed a distant fourth. Revision of community sub-division ordinances was ranked last. Now, what is being considered here is the newsworthiness of a planning issue. This indicates whether or not the issue or event would be broadcast as part of the news coverage provided by the cablecaster, and what priority these planning issues or events would be given. (Chart 1 offers a visual perspective of how these variables were ranked)

Given the same variables to select from, cablecasters were asked to select those planning issues or events which would be particularly appropriate for public access cablecasting. What was sought here, was to determine which planning functions cablecasters would deem appropriate for program time. One hundred percent of the respondents indicated that any proposal for which there is a concern for environmental impacts would be appropriate for public access cablecasting. Eighty-four percent of the respondents indicated that they felt a proposal for a major industrial or commercial development in the community would be

Most News Worthy Planning Events

CHART 1

N. E. Cablocaster's Perceptions



appropriate for cablecasting. Community Zoning ordinance revision was deemed appropriate by forty-two percent of the respondents and sub-division ordinance revision was deemed appropriate by thirty-seven percent. (Chart 2 offers a visual perspective on planning events or issues deemed appropriate for cablecasting)

Sixty-three percent of the respondents indicated that they had produced programming which focused on planning events or issues. Many respondents indicated that they had produced programs on environmental impacts of development. Some indicated that they routinely covered planning commission or board meetings or meetings of the legislative branch of the municipality which had approval authority over development and zoning issues. Thirty-one percent of the respondents indicated that they did not produce such programming. Five percent indicated that they were not sure whether or not such programming had been produced.

The vast majority (94%) of the cablecasters indicated that public access programming was a condition of their franchise license or agreement with the host municipality. This means that the franchise must provide broadcast time for locally produced programming.

Each of the respondents, without exception, indicated that they provided free video training. Generally, this training consists of a three to four hour workshop on the assembly and operation of video equipment. Most cablecasters require such training for local producers as a pre-requisite for use of the cablecaster's equipment.

All of the cablecasters who responded to the survey

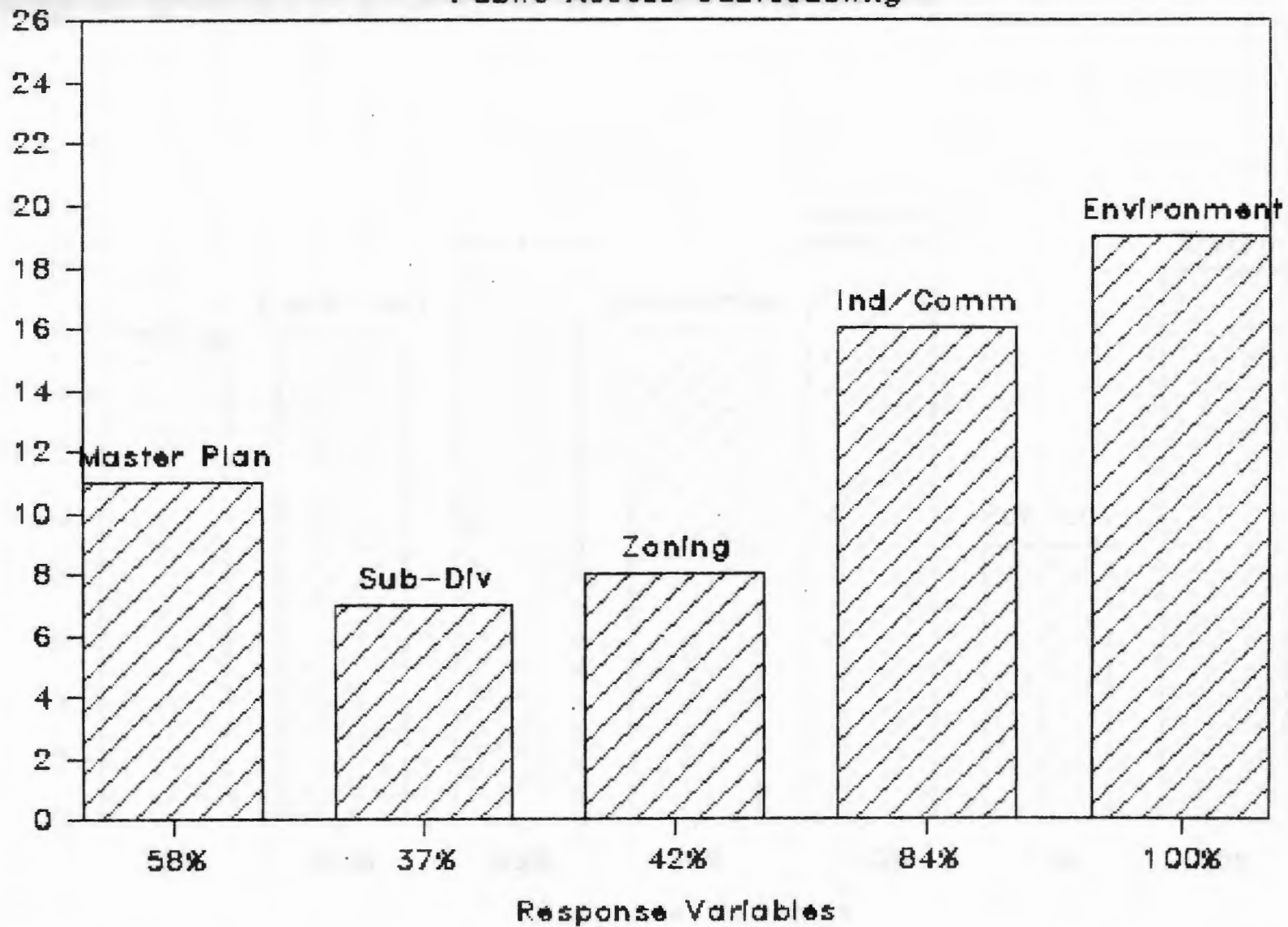
indicated that they would provide planners with cablecast time for programming which dealt with a planning issue or event. Ninety-five percent indicated that they would make their studio facilities available to planners and that they would provide technical assistance for mounting a production. Eighty-four percent of the cablecasters indicated that they provided professional videotaping equipment free or for a refundable deposit. Additionally, eighty-four percent of the respondents indicated that they would provide planners with production assistance. Forty-seven percent of the respondents indicated that they would provide publicity for a cablecast production.

(See Chart 3)

This response from the cable franchises in Massachusetts and Rhode Island should offer planners of southern New England a great deal of encouragement in overcoming the perceived obstacles to entering the audio-visual age, by securing the assistance of the cable franchises which provide services in their cable areas. Certainly, the argument of cost prohibitiveness falls by the wayside when the ability to procure equipment virtually for free is recognized. The personnel costs associated with videotape production can be reduced dramatically when trained planners work together. The high costs associated with professionally produced video cited in Chapter I can be avoided.

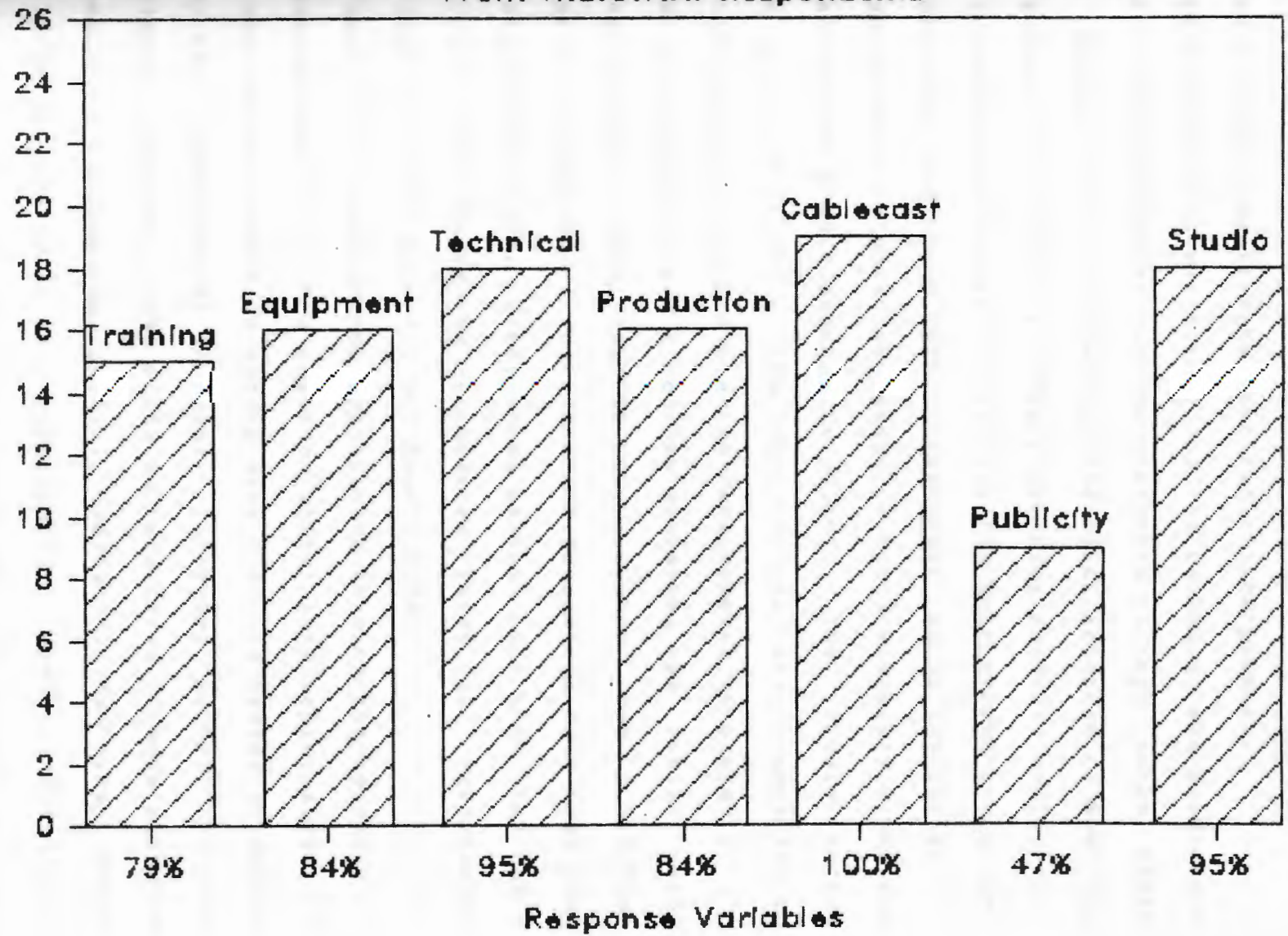
The involvement of a consulting producer may bridge the gap between the planner and the community cablecasting resource to ensure that the particular agenda or program sought by the planner is achieved. This could prove to be cost effective in

Planning Events Appropriate for Public Access Cablecasting



Videotape Facilities Available

From N.E.C.T.A. Respondents



reducing the time involvement required of the planner.

The professional assistance for the technical and production elements of videotape production available through cable franchises should not be perceived as the total solution to mounting a videotape presentation. The consulting producer would serve as a professional advocate in securing the appropriate resources. The resulting increased public awareness can be beneficial to the public sector planner who seeks to build community consensus on planning and growth management policy. The private sector planner also has access to the community via cable franchises to enable the public to review planned developments or projects.

Do cablecasters have a role in educating the public about planning issues? According to the response from N.E.C.T.A. affiliates, forty-two percent of the cablecasters felt that they had a significant role, fifty-seven percent felt that they had a minor role and none of the respondents (with all respondents answering) felt that they did not have a role.

There was a very strong correlation between the response to the educational role and a question which asked cablecasters if they would be interested in airing more planning issues or events if they were approached by planners. Fifty-two percent of the respondents said yes, they would be interested in more planning programming. Forty-seven percent indicated that they would possibly be interested in more programming. Again, none of the respondents indicated that they were not interested in more planning programming.

Cablecasters were then asked if they would be willing to

help in mounting a production focusing on planning if they were approached by a planner. An identical proportion of the respondents indicated that, yes, they would be willing to help (54%). Again, forty-seven percent of the respondents assumed a somewhat non-committal posture by indicating that they were not sure. None of the respondents indicated that they would not help a planner if approached.

These three questions provided a very strong indication that the cablecasters who responded would, for the most part, be helpful in educating the public as to the role of the planner and they would be favorably disposed toward helping the planning profession in producing more programming.

Public perceptions of the profession in the eyes of the cablecasters was comparable to the planner respondents. Ten percent of the planners felt that the public had an accurate perspective of the profession, while only five percent of the cablecasters felt this was so. Fifty-five percent of the planners felt that the public had a somewhat accurate perspective of the profession and sixty-three percent of the cablecasters felt this way. Twenty-six percent of the cablecasters felt the public had a very inaccurate perspective of planning and thirty four percent of the planners felt this was true. There seems to be some accord here on where the planning profession sits in the public's perspective.

Summary and Conclusions

Cablecasters who responded to the survey had a favorable disposition toward the planning profession where accessing training, technical assistance, professional equipment, cablecast time and production facilities were concerned.

Further, there was a solid core of respondents who were willing to help planners in informing the public. It is important to note here, however, that the qualifier was "if approached by a planner". Thus, if a planner were to seek-out local cable franchises, it is safe to assume that the skills of videography can be learned and the medium can be used as a tool for the profession on a much broader base than we currently witness.

One quarter of the cablecasters indicated that they would be willing to participate in a jointly sponsored (New England Chapter of the American Planning Association and New England Cable Television Association), symposium which would focus upon increasing mutual understanding between the professions and explore methods of integrating videography and cablecasting as tools for planners. Forty-seven percent of the cablecasters indicated that they would be interested in the outcome of such a symposium. The remaining twenty-six percent felt that it was up to the planner to seek out cable franchises for assistance.

The recommendations made for symposia in Chapter II are reinforced here. It would be very important to include cablecasters as a part of any event for the purpose of exploring videotape as a resource for planners.

Simply put, the vehicle for planners to enter the audio-visual age is in place. If planners take the initiative, videography and access to an expanded audience would definitely increase public awareness of the planner's role and the practice of planning.

CHAPTER IV: Mounting a Videotape Production

The positive feedback from the planning community and the cablecasters encouraged the author to set-out and try to produce a videotape presentation.

The first step in the process was to secure cable access and as cited previously, this was a prerequisite for using professional equipment. Given the time commitment required for graduate studies, the author had not had much time to spend with his family. Thus, the evening training session was converted into a family night. The session was attended by his wife and teenage daughter. Having successfully completed the workshop, all three members of the family received cable access certification cards. As has been mentioned often here, the labor intensity of video production can be awesome and as it turned out the availability of three cable trained volunteers in the family was very important. The principal videographer throughout the process has been a fourteen year old with a great eye for picture composition and a tremendous resiliency to rebound from technical and other adversity.

It should be noted here that securing the cable access card and successful completion of the seminar will not suffice as adequate preparation for mounting a videotape presentation. Advanced seminars or college level courses in videography are highly recommended. Access to a skilled videographer is critical. The success of this particular effort is due in large measure to the fact that an advanced videography course was available at

the University and it was instructed by a highly skilled, seasoned veteran in cinematography and videography.

On several occasions the author truly wished that the commitment for the thesis project was limited to providing a suggested script or outline. Generally, these occasions were when equipment failed or the limited video skills of the author were stretched beyond what he felt he could accomplish. Skills in the craft are developed by practice and simply going out there and doing it. The results on many occasions were very gratifying. Risk taking, working through a concept and finding the way to illustrate a concept with videography develops a strong appreciation for the craft.

Selecting a topic for the video was rather easy. "There's a Planner in Your Life", is a fact of life for the author's family and the communities which planners serve.

The choice of focus for the production hinged upon who the audience was to be. Conferences with the principal academic advisor and the technical (videography) advisor resulted in a decision to develop a presentation targeted at planners.

What message was to be conveyed to planners? Should the videotape focus on the technical elements of video production? If so, how technical should it be? Could the concept of educating planners and revealing the mysteries of community planning to the public be melded together? After weeks of working this through, an outline was submitted to the thesis project review committee. The principal message to planners was that videography could be a useful tool in the planning profession.

The technical elements of production should be integrated as a part of the video, but it should not be the focus of the film. Because of a commitment to the local cable franchise to air the program, it would be important to illustrate the role of the planner to the lay person. It was felt that this element of the production should also illustrate to planners how to present different functional areas of planning practice to their communities or clients.

An outline was needed to narrate what the viewer would see. This provided a formidable task for the author. Because technical writing for television production was vastly different from traditional academic endeavors, a great deal of new learning was required. The annotated bibliography provided here will review several books on the subject. (See Appendix B)

A shooting outline was prepared to define scenes of the video and to list the equipment and personnel resources which would be required to videograph each scene. This outline was revised as the process evolved.

Five goals were established for the production of the videotape. The first was to explore public perceptions of community planning. It was decided that the first scene should solicit public opinion about the profession. Three questions would be posed: What do community planners do?; Is there a planner in your community?; and, How well do you feel community planners do their job? This segment illustrated that folks do not know what community planning is. The second goal was to illustrate how to videotape two functional elements of community

planning, the community master plan and sub division review. The community of North Kingstown was in the process of updating it's master plan and they allowed the author to videograph a portion of the process. Further, the same community was evaluating a significant sub division proposal and also allowed this process to be videotaped which fulfilled the third production goal.

A critique of the process by the author would be inappropriate here and it might take away some of the curiosity of the reader by exposing the outcome. Thus, an outline is all that will be provided. The fourth goal of the production was to solicit the feedback of planners. A panel of planners was assembled at the local cable franchise studio. They were shown the interviews of public perceptions of planning and some raw footage of the master plan tape which was being shot. The panel was asked to respond to the public comment and to discuss the use of the videotape medium as a tool in the planning profession.

Additionally, the author had the opportunity to interview the President of the American Institute of Certified Planners. She was asked to comment on the use of the medium in the profession and to evaluate the use of the medium by planners in the private sector.

The fourth goal of the videotape was to provide the viewer with a brief description of the process of mounting a videotape production. The fifth goal was to outline the ways and means of producing a videotape presentation utilizing local cable outlets. The video should speak for itself, as to whether or not these goals were successfully accomplished. One may note that the

quality of the video does improve somewhat as the program proceeds.

Every effort was made to keep the costs of the production to a minimum. As indicated previously, volunteer family members were used extensively and when they were not available stipends were paid to colleagues who were used as camera operators. On several occasions, the crew was comprised solely of the author. In some instances, this reflects directly on the outcome of the video. (See Appendix C)

Shooting outline in hand, the production crew (the author, his daughter and an occasional friend of the daughter) set-out to videograph the presentation. In all, four hours of raw footage was shot. When no studio facility was available, a C.P.A.D. class room or conference room was converted into a production facility. Different scenes and bridges took nearly three months and over two-hundred hours to shoot. The time element would be greatly reduced if the process were to be started as this is being written. One does learn the tricks of the craft as you proceed. Decisions about content of the presentations are often made based upon the quality of the available footage which has been shot.

The actual shooting of scenes and bridges (transitional shots which link one scene to another) is the easy part when the editing and finishing processes are considered. The process of editing, for the novice, can be very time consuming. A major effort is needed to familiarize oneself with the equipment and the techniques involved. This is definitely one area where the

expertise available from a local cablecaster should be solicited.

A major element of the editing process is the keeping of tape logs which should detail every shot taken and every word said. This task was not started until the shooting was almost half completed. This is one trick of the craft that the author shall never forget. Once completed, the tape logs were an invaluable asset for the editing process.

Things that one might take for granted as we watch a television production, like the credits which are rolled at the conclusion of a program, can consume the entirety of a nine hour day. Selection of music for a video presentation demands a lot of thought. Once selected, the music must be synchronized with the movement portrayed in the video. Making objective selections is very difficult. Some scenes which required the most effort to shoot get thrown-out and it is hard to let go of them.

The process of mounting a videotape presentation, particularly the first time out, should be viewed as a learning experience. The technical elements of the production become easier as one engages in the process. Developing a systematic approach is critical. A planner's discipline is an excellent background for the process of mounting a video production. Setting goals, having a vision of what the product should look like, working through the technical and personnel requirements and planning the schedule for production are all essential elements to successfully mounting a video presentation. The novice videographer must be willing to take risks. Sometimes the end result turns out much better than one could expect and on

other occasions you come up with trash.

Summary and Conclusions

PLANNING IN THE AUDIO-VISUAL AGE integrates the videotape medium as a viable tool for the professional planner. It is hoped that this effort will lead to continued research on methods of effectively using the medium in the planning practice. The potential for educating the public is excellent. Access to the training, equipment, technical and production assistance is available. The challenge for planners is to seek out those ways and means of integrating videography in the practice of planning. The potential for planners to be on the cutting-edge now is demonstrated by the results of the survey. This affirms the hypothesis that was stated at the outset of the study.

Planners can and should explore the craft of videography and add the medium to the repertoire of tools that enable us to be more effective in the practice of professional planning.

The following information is provided for your information...

APPENDIX A:

VIDEOTAPING EQUIPMENT

This section describes the equipment used for videotaping...

Equipment used for the purpose of this study...

The following table lists the equipment used...

The equipment listed above was used for the purpose of...

VIDEO EQUIPMENT USED
IN THE PRODUCTION
OF
"THERE'S A PLANNER IN YOUR LIFE"

There were two types of equipment used for the production of the video presentation accompanying this work. The reason that the author in certain respects violated a cardinal rule in videography was to illustrate the two types of equipment and the results developed from each. Generally, one should use one type of equipment throughout a production.

All of the professional equipment used for the production was provided by ROLLINS CABLEVISION. The industrial equipment used was provided by the Graduate Curriculum of Community Planning and Area Development of The University of Rhode Island.

Three types of graphic aides were used. This served to illustrate that there are alternatives available to the producer in mounting a production. In the first case, hand lettered graphics were used. Computer graphics generated from an IBM-PC were also used. State of the art video production would require character generated graphic developed in a professional studio were integrated into the production. One could argue (and some did) that the use of the varied techniques would detract from the overall "professional" quality of the production. Because this production was an educational tool for planners who might consider mounting a videotape presentation, the producer decided to illustrate as wide a variety of techniques as possible without allowing the production to take on the appearance of a home movie.

PROFESSIONAL EQUIPMENT

Features

The professional video camera used was a JVC, Model KY1900U. The camera operates on 110 Volt AC current and the AC power pack also served as a battery charger. The introduction of the 12 V DC battery allows a fully portable camera unit. The camera features an automatic iris which can be switched off to allow for manual control of the iris. There is also an automatic White Balancing (a process of setting the light and color reading capacity) switch. Lighting can also be adjusted with different mode switches. The model used for the production came equipped with a Zoom lens. (See Illustration 1)

Performance

The camera performed remarkably well where picture quality and ease of handling were concerned. The only limitation noted was that the viewfinder provided only a black and white image of what was being shot. Coloration of some of the earlier shots was

a bit off, but, a familiarity with the camera evolved the color improved. Lighting was not necessary for most shots. The first few shots were over lighted and in some instances, lighted incorrectly. This was not the fault of the camera.

PROFESSIONAL RECORDING DECK

The portable videocassette recorder used was a JVC, Model CR-4700U. The deck was used solely with a battery for this production, but, it can also be run on AC current. The deck is designed to use 3/4 inch (width of the videotape) cassettes. This tape width is generally used for broadcast quality production. The unit is fairly lightweight (19.6 lbs.). After an hour or two of carrying the equipment, it can be somewhat cumbersome. The deck is equipped with a real-time tape counter. There is also a comprehensive warning system which indicate: Depleted battery packs; Clogged heads; Malfunctioning of the servo-system; Dew condensation inside the recorder; And, when tape end is reached. All of which can keep the videographer from ruining the videotape. (See Illustration 2)

Performance

The videocassette deck performed very well under all conditions. The only problem noted was that the recorder carrying case did not allow for free access to the cassette loading mechanism. The quality of both the video and audio reproduction was excellent. The video presentation called for the producer to reduce the 3/4" tape to a 1/2" format which occasionally resulted in a grainy reproduction.

INDUSTRIAL CAMERA

Features

The industrial camera used was a Panasonic, Model WV-3170. This camera is a self-contained, compact and lightweight (4.4 lb) shoulder style camera. The camera features a built-in character generator. The iris can be operated automatically or manually. It also features internal titles, date and time functions. The white balancing function is performed readily with a single switch. It also had a Zoom lense function. (See Illustration 3)

Performance

This little camera is a gem. The rearkable clarity of video reproduction would out-do some professional models. The sound quality was crystal clear. The only disadvantage of this model was that it is not portable. This camera was used for most of the bridges, as well as, the introduction and closing of the video. If a planner were to consider purchasing video equipment for production work professionally, this one will do.

INDUSTRIAL RECORDING

Features

The term institutional may be more appropriate than industrial here. The deck used was a Panasonic Omnivision II, Model AG-6200. The deck is a front loading system which features a remaining tape indicator. It has a fourteen step searching function for quick location of tape segments. An automatic rewind function is also integrated. The dual audio channel Dolby Noise Reduction system provides high quality sound (in Stereo). The system can be set-up for audio dubbing and it has a built-in audio limiter circuit. (See Illustration 4)

Performance

This deck in concert with the industrial camera described above and the 25" NEC monitor provided a dynamic threesome in mounting the video presentation. The monitor allowed for crystal clear coloration and immediate playback of videotape footage. The only problem experienced was the more often than not the Play and Record buttons had to be struck repeatedly before the deck would record.

Other Equipment Used

In order to mount a successful video presentation other equipment was necessary. The technical skills required to operate most of this equipment required the guidance of a professional videographer. To avoid burdensome technical detail here, the equipment and it's functions will be described in lay terms and visual illustrations will be provided.

Vidotape editing requires two videocassette decks. A player deck and a recoder deck are synchronized with an editing controller panel. (See Illustration 5)

The introduction of Titles and credits is accomplished by using a Character Generator. A multiple range of coloration for the lettering is available. (See Illustration 6)

The ability to fade into and out of sequences in a videotape is accomplished with a highly complicated switching panel which is best operated by a professional. (See Illustration 7)

Slides can also be integrated into a video production with special equipment which records the slide image on videotape. (See Illustration 8)

Illustration 1



Professional Camera (with power pack and battery)

Illustration 2



Professional Recording Deck

Illustration 3



Industrial Camera (with Date/Time/Title functions)

Illustration 4



Industrial Deck (with 25 " monitor)

Illustration 5



Editing Suite

Illustration 6



Character Generator

Illustration 7



Professional Console Switch

Illustration 8



Slide Machine

ANNOTATED BIBLIOGRAPHY

Book, John H. and Edwin S. Redkey. "PROFILES IN PAPER: WHO'S
IN TELEVISION AND HOW?" Knowledge Industry Publications,
La Jolla, Calif., 1978. 141 pp. \$10.00.

Barlow and Gann have compiled a series of articles dealing with
many of the major factors which influence the industry.
The authors have also included a section on the industry's
future. This book is a valuable reference source.

APPENDIX B:

This book attempts to provide an opportunity to review
recent developments in the industry. It is a variety of
views on the industry. The authors have included
local level as well as national level.

ANNOTATED BIBLIOGRAPHY

The focus of the study is on the industry's
orientation towards the market. The authors have
included a section on the industry's future.

Your copy should find this work as a valuable reference.

Overall, "Profiles in Paper" is a valuable work of
reference. It is a valuable work of reference.

Book, Alfred. "THE TV BUSINESS: WHO'S IN
AND HOW?" Knowledge Industry Publications,
La Jolla, Calif., 1978. 141 pp. \$10.00.

Barlow and Gann have compiled a series of articles dealing with
many of the major factors which influence the industry.
The authors have also included a section on the industry's
future. This book is a valuable reference source.

Three years ago, a group of industry executives met to
discuss the industry's future. The authors have
included a section on the industry's future.

The industry's future is a valuable work of
reference. It is a valuable work of reference.

ANNOTATED BIBLIOGRAPHY

Barwick, John H. and Kranz, Stewart. "PROFILES IN VIDEO: WHO'S USING TELEVISION AND HOW?". Knowledge Industry Publications. White Plains, N.Y.. 1975 (181 pp- with Illustration)

Barwick and Kranz have compiled a series of cases studies of the use of the video medium by: Business and Industry; Government; Health Care Institutions; and, Higher Education, Schools, Cultural and Religious entities.

This work affords the reader an opportunity to review different applications of the videotape medium in a variety of settings and operations, from very large corporate institutions to local health care facilities.

The scope of the study is impressive and it can be helpful in orienting the reader on the broad spectrum of the application of videotape techniques.

Four case studies from this work are cited in Chapter I.

Overall, "Profiles in Video" is a good place to begin exploring the potential for use of the videotape medium.

Brenner, Alfred. "THE TV SCRIPTWRITER'S HANDBOOK". Writer's Digest Books, Cincinnati, OH. 1980. (322 pp)

Brenner's work is directed at the neophyte television writer. Essentially, the work explores the craft of writing for television with some Hollywood flash. But, some of the techniques illustrated here were helpful

Three chapters proved helpful in developing the script for "There's a Planner in Your Life":- Chapter 5, The Premise; Chapter 11, Progression; and, Chapter 12, The Scene. As indicated previously, the orientation was more focused on a Hollywood type of presentation. But, conceptually the elements of style could be helpful.

The marketing and self-promotional portions of this work might not be important to the planner-scriptwriter.

Chester, Giraud., Garrison, Garnet R. and Willis, Edgar E.
"TELEVISION AND RADIO". Prentice-Hall, Inc., Englewood Cliffs, NJ.
1978. (5th Edition) (543 pp)

This work is used as a text at the Bachelors level for journalism students interested in the television or radio medium.

Chapter 18 gave an overview of the "Technical aspects of television", which proved helpful in learning some of the jargon involved, as well as, studio techniques. Some of the technical concepts were difficult for the layman to grasp.

Directing is covered in Chapter 22 and though it reviews directing in a more formal context than was necessary for the purposes of the author, some of the material proved helpful.

The interview portion of Chapter 25 was helpful in preparing for the interview portion of "There's a Planner in your Life".

Coe, Michael E. "HOW TO WRITE FOR TELEVISION." Crown Publishers, Inc., New York, NY. 1980. (149 pp)

The process for outlining and laying-out a script described by Coe was helpful. Assembling a story board using Coe's method as a blue print for the shooting outline, which was the first step in the process.

The interview portion of this work (Section 30) helped in framing the questions for the interview portion of the video. One can often think of a million questions to ask, but, without clarity the focus can be lost very quickly.

This book would be helpful in analyzing the structure of the writing process for television or video presentations.

Frank, Ronald E. and Greenberg, Marshall G. "THE PUBLIC'S USE OF TELEVISION: WHO WATCHES AND WHY?" SAGE Publications, Beverly Hills, CA. 1980. (368pp)

An interesting study of the behavioral patterns of television viewers. Given the context of this work, the author found the methods used in gathering the data and analyzing the study more useful than the actual outcomes of the study.

This work is not essential reading for the planner who is entertaining the idea of using the videotape medium as a tool in the profession

Lazendorf, Peter. "THE VIDEOTAPING HANDBOOK: THE NEWEST SYSTEMS, CAMERAS AND TECHNIQUES." Harmony Books, New York, NY. 1981. (240 pp with pictures and illustrations)

This current, well illustrated and plainly written work breaks down the mysteries of videography for the lay person.

Lazendorf provides insight into the myriad of equipment available, the limitations and optimal uses of each and more. This work could provide very helpful information in choosing the appropriate equipment for specific requirements or uses.

The technical aspects of this book (the how to) proved very helpful for shooting scenes for "There's a Planner in Your Life".

READ THIS BOOK BEFORE YOU ENTER THE AUDIO-VISUAL AGE!

MacRae, Donald L., Monty, Michael R., and Worling, Douglas G. "TELEVISION PRODUCTION: AN INTRODUCTION" Methuen Publications Ltd., Ontario, Canada. 1981 (166 pp with illustrations and pictures)

The most helpful of all the material read. MacRae outlines the technical elements of lighting, sound and videography in terms which are very clear and helpful for the novice videographer.

Regretably, the author discovered this book while the video presentation was in-progress. Had he discovered it prior to starting the process, some of the lighting mistakes made in the earlier portions of the presentation could have been avoided. This book contributed significantly to the improvement of the quality of the video effort.

BUY THIS BOOK PRIOR TO ENTERING THE AUDIO-VISUAL AGE!

Millerson, Gerald. "EFFECTIVE TV PRODUCTION". Hasting House Publishers, New York, NY. 1976. (192 pp with pictures and illustrations)

An excellent handbook for learning production techniques. Perhaps a bit more advanced than MacRae et al, in that it covers the basics, and it goes a bit beyond. Particularly well diagramed, which was helpful in understanding camera angle, depth of field, defining shots and trouble shooting.

This book is perhaps the second purchase a video trained planner should buy.

Robinson, J.F. and Beards, P.H. "USING VIDEOTAPE". Hastings House Publishers, New York, NY. 1976. (163 pp illustrated)

Robinson and Beards have prepared a useful text which might be helpful in understanding the detailed technical aspects of the videotape medium. The level of technical detail would be helpful for the intermediate or advanced level videographer. Some of the technical aspects proved hard to grasp, where electronics were concerned.

This text might prove helpful in expanding one's understanding of the technical aspects of videotape, but it would not be required reading prior to using videotape.

Skoburn, Henry N. "The Use of Cinematographic Techniques in the Communication of Planning and Planning Concepts." (A Masters Thesis) University of Rhode Island, Graduate Curriculum in Community Planning and Area Development.

Mr. Skoburn's work was read as this author sought a thesis topic. Needless to say, Mr. Skoburn's topic peaked my interest. He addressed the use of moving, colorful medium as a tool in communicating planning and planning concepts. I found his work provocative for the era and hope that my colleague would find this work to be a continuation his hypothesis which embraces the audio-visual age. An age in which planners can access video equipment, training, technical and production assistance and studio facilities from an industry committed to public access.

Thank you Mr. Skoburn!

**THERE'S A PLANNER IN YOUR LIFE"
COST SHEET**

EXPENSE CATEGORY	DESCRIPTION	COST	IN-KIND	EXPENSE
PERSONNEL				
Producer	250hrs X \$20.00	\$5,000	\$5,000	\$0
Director	500hrs X \$20.00	\$10,000	\$10,000	\$0
Director(Studio)	5hrs X \$35.00	\$175	\$175	\$0
Videographer	300hrs X \$17.50	\$5,250	\$5,250	\$0
Camera Opr (2)	10hrs X \$17.50	\$175	\$175	\$40
Editor	120hrs X \$25.00	\$3,000	\$3,000	\$0
Production Asst.	100hrs X \$6.00	\$600	\$600	\$0
Character Gen.	15hrs X \$20.00	\$300	\$300	\$0
Graphic Art	17hrs X \$10.00	\$170	\$150	\$20
Consultant	40hrs X \$35.00	\$1,400	\$1,400	\$0
EQUIPMENT				
Camera Pro (with deck)	150hrs X \$15.00	\$2,250	\$2,250	\$0
Camera Ind (with deck & mon.)	150hrs X \$12.50	\$1,875	\$1,875	\$0
SUPPLIES				
Videotape	10 Tapes X \$7.95	\$81	\$0	\$81
FACILITIES				
Studio	6hrs X \$50.00	\$300	\$300	\$0
ANCILIARY				
Feeding Crew		\$250	\$0	\$250
Reception (Panel)		\$35	\$0	\$35
Gas & Milage	750 mi. X \$0.21	\$158	\$0	\$158
Computer Services		\$126	\$0	\$126
Research		\$100	\$0	\$100
TOTAL		\$31,245	\$30,475	\$810

Potential Cost for Production: \$31,245
 In-Kind Contribution: \$30,475
ACTUAL COSTS (OUT-OF-POCKET) \$810.00

THESE ARE PLANNED TO YOUR LIFE

SCRIPT OUTLINE

TIME	LOCATION	SIGNAL	FIELD
01:20	STATION	STATION	(There are no signals) THESE ARE PLANNED TO YOUR LIFE
01:27	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE
		APPENDIX D:	
		SCRIPT OUTLINE	
01:21	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE
01:25	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE
02:08	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE
02:35	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE
03:45	STATION	STATION	THESE ARE PLANNED TO YOUR LIFE

THERE'S A PLANNER IN YOUR LIFE

SCRIPT OUTLINE

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:01:12	Wickford	Freeze Frame Wickford Ctr.	(Character Generator) THERE'S A PLANNER IN YOUR LIFE
0:01:17	Wickford	Freeze Frame N.K. Town Hall Annex	PRODUCED AND DIRECTED BY BILL PICARD
0:01:21	Belleville Pond	Freeze Frame Belleville Pond	(Roll Char. Generator) THIS PRODUCTION CONSTITUTES A PARTIAL FULFILLMENT OF THE MASTERS THESIS PROJECT REQUIREMENT OF THE GRADUATE CURRICULUM OF COMMUNITY PLANNING AND AREA DEVELOPMENT OF THE UNIVERSITY OF RHODE ISLAND
0:01:35	Room 225 CPAD	Close-up of Bill (in studio)	Introduction and Welcome Video is for planners and Public. Five Goals: Public Perceptions of Planning Methods of integrating video Master Plan Subdivision Review Feedback of Planners Ways and Means of securing: Training, Equipment and Technical Assistance for Planners
0:03:08	Warwick Mall	Cutaway to Mall People walking	Introduces First Scene Set-out to explore public perceptions of planning
0:03:35	Room 225 CPAD	Back to Bill in studio	Defines first question posed- "WHAT DO PLANNERS DO?"
0:03:43	Warwick Mall	Two shot from waist up	I don't know what it is or what it's all about.

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:03:45	Warwick Mall	Two shot from elbow up	Something to do with the community and they plan. But, I don't know what it is really.
0:03:50	" "	Two shot from elbow up	Don't know... Think it's got something to do with making the community a better place to live in.
0:03:59	" "	Two shot from waist up	He or she should go around find-out what the community wants.
0:04:08	" "	Two shot from elbow up	I don't know anything about community planning
0:04:11	" "	Two shot from elbow up	I don't know
0:04:13	" "	Three shot from waist up	Not really...(Man) No I don't even know..(Wife)
0:04:17	" "	Two shot from waist up	Planner sees to it that the future is better than the past.
0:04:28	" "	Two shot from elbow up	I'm not familiar with the role of a community planner
0:04:32	" "	Close up of interviewee	But, I'd like to know more about it.
0:04:34	Room 225 CPAD	Back to Bill in studio (close-up)	Defines second question. "Is there a planner in your community?"
0:04:41	Warwick Mall	Two shot from waist up	Not aware of it to tell you the truth.
0:04:44	" "	Two shot from elbow up	I don't think there is.
0:04:46	" "	Close-up of interviewee	I haven't heard of one in North Providence
0:04:49	" "	Three shot from waist up	Yes, there is.

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:04:50	Warwick Mall	Two shot from waist up	Yes, there is in my own community.
0:04:55	" "	Two shot from elbow up	Yes, there is.
0:04:56	" "	Two shot from elbow up	There's a town hall. So, there must be a town planner. But, I don't know what he does.
0:04:59	Room 225 CPAD	Back to Bill in studio (close-up)	Bill frames last question. "How well do planners do their job?"
0:05:04	Warwick Mall	Two shot from elbow up	Thinks they're worthwhile... Cities, towns, state don't have many planners... operate on a political basis rather than a need for a plan.
0:05:27	" "	Two shot from elbow up	I think he does an excellent job.
0:05:30	" "	Three shot from waist up	Really, I don't know that much about them... Hard to evaluate.
0:05:37	" "	Two shot from waist up	I don't know where they are or what they do...they must be hiding in the woodwork.
0:05:43	" "	Two shot from waist up	Not very well...depends on who you are...influence you might have...it's a little selective. ...not geared to the average citizen...(Are planners responsible for this?)...Yes, I do. Leave the community alone if they don't intend to do a real job.
0:06:16	" "	Two shot from elbow up	How can I tell you?... It would seem to me to be nice... When you say planning.. Community planning, it sounds good... I think we can use it.

BRIDGE: SCENE I- (PUBLIC PERCEPTIONS)
 TO
 SCENE II-(A LOOK AT A COMMUNITY MASTER PLAN)

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:06:37	Room 225 CPAD	Bill walking back into studio with jacket on... removes jacket	Now that was some interesting feedback, wasn't it?...Most folks don't know what C.P. is. Some folks know we're around and find it hard to evaluate what we do.
0:06:52	" "	Cutaway to Graphic 10% of planners felt the public had an accurate perspective of what we do...	(AUDIO CONTINUES-SAYS WHAT IS ON THE GRAPHIC)
0:07:02	" "	Cutaway to Graphic 55% Somewhat Accurate	
0:07:08	" "	Cutaway to Graphic 34% Very Inaccurate	
0:07:14	" "	Back to Bill in studio (head shot)	Now, in that same survey...
0:07:16	" "	Cutaway to Graphic 94% of AICP planners surveyed said:	(AUDIO CONTINUES)
0:07:19	" "	Cutaway to Graphic Videotape would be helpful in educating the public about planning.	
0:07:27	" "	Back to Bill in studio	We then asked planners what planning functions would be most conducive to the video medium...and they cited...
0:07:33	Belleville Pond	Up-tilt pan of wetland and open water	any proposal with an environmental impact...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:07:38	Narragan- sett	Billboard for Salt Pond Shopping Center	...Any major industrial or commercial development...
0:07:42	NK Town Hall Annex	Map of Community Development Plan North Kingstown	And the community master plan ...as the three most conducive
0:07:50	Room 225 CPAD	Back to Bill in studio (Head shot from shoulders up	We then discovered that the community of North Kingstown was in the process of updating.. ..In our next segment we're going to talk to Joe Mannarino
0:08:06	NKTHA	Wide shot of Joe and Bill at a table (from right)	Thanks for having us Joe. Joe explains what will happen at master plan working session. (New consultant...first meeting ...work-out procedures)
0:08:48	NKTHA	Three shot of commission sitting at table	Chairman says: "Here we are our master plan is badly out of date. Not meeting the needs of the community... (KEEP AUDIO)
0:09:22	" "	Cutaway to consult- ant listening.	So when you say...
0:09:34	" "	Back to three shot of Commission	...and Joe has some ideas...
0:09:36	" "	Cutaway to Joe	(KEEP AUDIO)
0:09:45	" "	Back to three shot of Commission	(Chairman continues)...as we make progress towards completing this master plan.
0:10:12	" "	Wide shot of Bill and Joe at table (From right)	Joe, do you know of any facilities which might be conducive for videotaping a master plan. (Joe Says) 2 or 3 places...
0:11:08	Calf Pasture Point	Map of Calf Pasture Point	... Calf Pasture Point
0:11:15	" "	Fade back of C.P. Beach	... unique infra-structure

ELAPSED TIME:	QUALITY	VISUAL	AUDIO
0:11:26	Calf Pasture Point	Distant high ground W/picnic pavillion	...areas where you can picnic...
0:11:31	" "	Long shot of beach	...So, that's a focal in the northern part of town...
0:11:38	NKTHA	Back to Joe & Bill at the table	(Joe says) Another area that has a lot of potential is Belleville Pond
0:11:48	" "	Switch to meeting of Planning Comm. (Long shot of Chair over consultant's right shoulder	(Consultant Commenting on need for additional open space)
0:11:54	" "	Cutaway to master plan map (Focus in on Belleville Pond)	(Chairman says) Belleville Pond...Green on one side and white on the other...(Asks...) (KEEP AUDIO)
0:12:07	Belleville Pond	Cutaway to Heron in flight	Is it protected?
0:12:20	" "	Cutaway to pan of southern shoreline to western shoreline	(Discussion of development potential)
0:12:50	NKTHA	Cutaway to master plan map (Fingers point out the pond)	Is there any need... (Consultant says) to be honest with you...
0:13:08	" "	Cutaway to map shot Allen's Harbor	I don't know if your money would be better buying land around Allen's Harbor
0:13:16	NKTHA	Back to Interview with Joe	(Bill says) Now are there any public facilities...
0:13:30	Hoskins Park	Cutaway to Hoskins Park School (Long Shot	(Joe says) Hoskins Park School...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:13:50	N.K. Town Hall Annex	Back to interview with Joe	(Joe lists alternatives) (Bill asks) If there are forecasts... (KEEP AUDIO)
0:14:15	Wickford Park	Cutaway to kids on large slide	(Joe talks about current demand) (KEEP AUDIO)
0:14:35	N.F.T.H. Annex	Back to interview with Joe	(Joe leads into 10 or 15 years down the line...)
0:14:46	Wickford Park	Cutaway to young mother catching child coming down slide	(Joe) Not enough space to handle the growth...
0:14:53	N.K.T.H. Annex	Back to interview with Joe	(Bill) ... in other words we are watching the planner, consultant and concerned citizens plan for the communities future
0:15:18	Wickford Park	Cutaway to young child coming down slide alone	(Joe)..That's the purpose of it (Fades to the sounds in the park)
0:15:25	Rollins Cable Studio, LaFayette	Tight Head Shot of Bill(Cam-1)	Introduces the studio and the panel...
0:15:45	(Cam-1= Camera 1)	Wide Shot Entire Panel (Cam-2)	...with us here today...
0:15:48	(Cam-2= Camera 2)	Tight Head Shot Jennifer Parker (Cam-1)	...a colleague from C.P.A.D....
0:15:54	Cam-1	Pan to: Peter Ruggiero	... Planning Director, City of Warwick.....
0:15:59	" "	Pan to: Dan Varin	... Director of Statewide Planning
0:16:04	" "	Pan to: Tom Deller	... Town Planner, Coventry
0:16:09	Cam-2	Wide Shot of Panel	(Bill) What's your response to peoples perceptions of planning?

ELAPSED TIME	CAMERA	VISUAL	AUDIO
0:16:25	Cam-1	Tight Head Shot Tom Deller	I'm not too surprised... ...more concerned about picking-up garbage and pot holes...only become involved when they want to add to the house...development in back- yard...
0:16:55	Cam-1	Tight Head Shot Dan Varin	Planners continuously complain that they can't reach the public and the public doesn't know what they do... (KEEP AUDIO)
0:17:19	Cam-2	Waist-up shot Bill Picard	
0:17:25	Cam-1	Tight Head Shot Dan Varin	...a planner may be behind what the public sees...contact is with an operating department
0:17:31	Cam-1	Pan to Pete Riggiero	Quite interesting...merits of a project... (KEEP AUDIO)
0:17:45	Cam-2	Shoulder shot Bill Picard	...community input...last thing done...usually before a public meeting...
0:17:52	Cam-1	Tight Head Shot Peter Ruggiero	...always an interesting dilemma ...a group of residents...tell you you've got it all wrong (KEEP AUDIO)
0:18:07	Cam-2	Shoulder Shot Bill Picard	
0:18:12	Cam-1	Tight Shoulder Shot Pete	...How do you reach them...how do you bring their opinions and feelings into the whole process.
0:18:17	Cam-1	Pan to Jennifer	I think...it's hard to define what a planner is.
0:18:35	Cam-2	Wide Shot of Panel	(Bill asks Dan)...as the Director of Planning... (KEEP AUDIO)

ELAPSED TIME:	CAMERA	VISUAL	AUDIO
0:18:40	Cam-1	Tight Shoulder (Right Side) Bill Picard	..for our broadest community, the State... (KEEP AUDIO)
0:18:52	Cam-2	Wide Shot of Panel	...what are some of your views of how to engage the community in the process of planning? (Dan says) I think you have to deal with the community in terms of what they're interested in...
0:19:04	Cam-1	Tight Shoulder Shot of Dan	...frequently different from planner...(planners) looking at broad issues...how issues fit together...long time frame... interest (of people) is for today...Our use of video...more immediate...more focused in scope...Polution.. Forest Management...
0:19:42	Cam-2	Two Shot of Dan and Peter	(KEEP AUDIO)
0:20:02	Cam-1	Tight Shoulder Shot of Dan	Fields Point Sewage Treatment ...Small wood lots...
0:20:38	Cam-2	Tight Shoulder Shot of Jen (Listening)	...Educational Technique
0:20:42	Cam-1	Wide Shoulder Shot of Dan	...in both cases...narrow the subject matter...immediate... there's something you can start doing tommorow.
0:21:05	Cam-1	Tight Shoulder Shot...Tom	I view planning as an educational process...what is going to happen in the short term...what we're trying to achieve in the long term... (KEEP AUDIO)
0:21:28		Cutaway to hand drawing over slide	Difficult to do that...

ELAPSED
TIME:

CAMERA

VISUAL

AUDIO

0:21:37		Cutaway to pen and rendering	(KEEP AUDIO) ...if you could put something together like a video
0:21:46		Cutaway to colored rendering	...that would show...where it could go in years to come
0:21:54	Cam-2	Wide Shot Panel	...while something is happening today that will affect them...
0:22:01	Cam-1	Tight Shot of Tom	...something is going to happen tomorrow that will also affect them. (Bill asks Jen) ... about the Jamestown video...
0:22:08	Cam-2	Wide Shot Panel	
0:22:17	Cam-1	Tight Shoulder Shot of Jen	...really enjoyed it... basically centered on environmental aspects...
0:22:47	Cam-1	Tight Shoulder Tom Deller (Listening)	(Bill's Voice) ...Can you think of any other instances in city planning...
0:22:52	Cam-1	Over Bill's Shoulder	...that might be appropriate for the use of videotape?
0:22:56	Cam-2	Wide Shot Panel	(Peter responds) Oh, yeah...
0:23:06	Cam-1	Close-up Peter	...political arena...
0:23:30	Cam-2	Wide Shot (Waist up) Bill Picard	(KEEP AUDIO) ...How do we reach people?
0:23:34	Cam-1	Tight Shoulder Shot Pete	...How do we inform them?
0:23:44	Cam-2	Three Shot Bill, Jen, Peter	...their agenda (Dan's voice)

ELAPSED TIME:	CAMERA	VISUAL	AUDIO
0:23:56	Cam-1	Tight Shoulder Shot Dan	...get people involved... ...w/video people can react to proposals...very difficult to convey the types of issues that planners.. (KEEP AUDIO)
0:24:33	Cam-2	Wide Shot Panel	...try to deal with...
0:24:37	Cam-1	Tight Head Shot Jen Parker	...the use of video...
0:24:41	Cam-2	Wide Shot Panel	...portayal a great deal... (Bill Talks) Planners perspectives...
0:24:59	Cam-1	Tight Shoulder Shot Bill	...cost prohibitive, as we sit in s studio donated... free training...free equipment...
0:25:20	Cam-2	Wide Shot Panel	Where do you think video is at in planning? ...Cutting edge? ...out there too far?
0:25:26			(Tom says) Depends on individual communities... staff and time...one or two person offices...
0:25:36	Cam-1	Tight Shoulder Shot Tom	...don't have available time...it could be on the cutting edge ...some communities need to grow a little.
0:25:51	Cam-2	Wide Shot Panel	(Dan says) Planners have to plan their approaches...
0:26:01	Cam-1	Tight Head Shot Dan Varin	if they went through that... find the time and resources to do things that at first glance don't seem to be doable.
0:26:12	Cam-1	Tight Shoulder Shot Bill	Closes by thanking...
0:26:14	Cam-2	Wide Shot Panel	...Jennifer...Peter... Daniel and Tom...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:26:19	Cam-1	Close-up Bill	for joining us today...
0:26:26	N.K.Town Hall Annex	Exterior Shot of Building (Pan to rear)	(Bill's voice) We're back visiting w/ Joe Manarino to explore...
0:26:36	N.K.Town Hall Council Chambers	Wide Shot of Subdivision Applicants at table	what we're going to talk about now is the role of of the planner interacting with the developer...
0:26:45	(from right)	Close-up John Kupa	who seeks to...
0:26:51	(from right)	Medium Shot Joe at hearing	...tell us a little about... the planner bringing the developer and commission together...
0:26:58	N.K.Town Hall Annex	Medium Shot Joe & Bill at the table (From left)	(Joe says)...Subdivision review is... planners input on what can be done with the site...initial stage (KEEP AUDIO)
0:27:31		Cutaway to Full Shot of colored parcel map	...give him guidance... ...begin to draw-up plans for the planning commission...
0:27:39		Back to Interview	...developer says I've got this piece of land...
0:27:47		Cutaway to rendering of site	...these are some ideas I have...what can I do with it
0:27:55	N.K.Town Hall Council Chambers	Three Shot of development team at table	(Lawyer opens) Three items on agenda...Traffic, Soils, density..commission's pleasure ... which one to be first? (Commissioner's Voice) Traffic is fine...
0:28:13		Graphic of intersection Pan to large diagram	(Traffic Engineer) The process that we have gone through...team of professionals ...my responsibility was traffic...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:28:29		Cutaway Large Graphic of Golf Course	...what we have done...is a complete traffic analysis..
0:29:16		Graphic of intersection (Currently)	...Access to the site...
0:29:25		Cutaway-Slow Zoom of Drive way	...into the driveway..
0:29:36		Back to graphic (Pointing to the intersection)	...this intersection has some deficiencies...
0:29:38		Close-up of Key of Alternative B	...realign intersection... T-type intersection... longer radius...gives existing roads priority...
		Removes Chart	...second alternative... realign access drive along with existing thoroughfare ...provides adequate sight distances... (Question from Commissioner) If a car is stopped are they visable?
0:30:52		Commissioners Look at each other	(Engineer replies) Yes...
0:30:57		New Graphic w/ third alternative	...Realigns driveway...
0:31:08			(Voice over) The developer brought-in consultants...
0:31:20		Cutaway to Commission (From left)	...the public...more cocerned about the impact of traffic...
0:31:34		Cutaway to Gallery... Man ready to speak	(Commisioner asks question of man and he responds)... something where they have to stop...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:32:12	Room 225 Rodman Hall	Two Shot of Bill and Carol Thomas (Sitting at table)	Bill introduces Carol and thanks her for coming...
CUT FROM: 0:32:12 TO: 0:34:45 (Audio Difficulty)			
0:34:45			...have you ever had an opportunity to see a master plan
0:35:09		Two Shot of Carol and Bill	(Carol) I have seen it...
0:35:22		Cutaway to over the Shoulder (Carol's)	in large communities...smaller communities unable to afford...
0:35:38		Two Shot of Carol and Bill	...videotape still relatively novel, not too many are using it...our professional organization has stated teleconferencing, videotaping educational programs to be sent to the more remote communities... (Bill says) So, you feel that there is a future for this type of activity in the professional organization? (Carol responds) Absolutely, Absolutely.
0:36:12		Cutaway over Bill's Shoulder	(Bill) Now, 94% of AICP planners felt that videotape would be helpful in educating the public about planning...Would you agree?
0:36:24		Two Shot at the table	(Carol) Absolutely! Bill thanks Carol for coming...
0:36:37	Warwick Mall	Wendy Behind Industrial Camera (Freeze Frame)	(Wendy's voice) Now, How in the world do you go about shooting a videotape...Not as hard as it seems...
0:36:46	Room 225 CPAD	Non-Portable Deck	Cameras...Industrial...Pro... non-portable deck

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:36:49		Monitor	...and a monitor
0:36:55	Warwick Mall	Cutaway Wendy behind Industrial Camera Shooting Interview	...important feature, time date capacity...
0:37:06	Room225	Professional Camera	...then there's the professional camera...portable deck...
0:37:12		Power Pack/ Battery Charger	...which can be run on 110V or battery...
0:37:17		Pro-Cam w/battery	...no monitor w/pro-cam
0:37:23		Wendy & Pro-cam	...we used both...
0:37:27		Setting switches	...buttons look confusing, but they are not...
0:37:36		Renee & Pro-cam	...if you know...
0:37:40		Close-up lens of Pro-Cam	...zoom lens...
0:37:48		Setting Switches	...inside or outside...
0:37:56		Wendy Outside Bright daylight	...lighting is important..
0:38:00	Warwick Mall	People Walking	...indoors artificial light...
0:38:07		Wendy behind Camera Shooting interview	...constantly monitor sound...
0:38:15	Rollins Studio	Studio Shot	...occasionally...studio...
0:38:18	Room 225 CPAD	Intro Shot	...no studio..we made our own...
0:38:21	Conf. Room CPAD	Slide-Wendy working on the tape logs	...edit...patience...tape log
0:38:47	"	Bill Laughing	...it can be hard...mostly fun!
0:38:53	Room 225	Bill next to Monitor (Waist	Bill reviews results of NECTA surveys...

ELAPSED TIME:	LOCATION	VISUAL	AUDIO
0:39:06		Graphic More Cablecast	(KEEP AUDIO)
0:39:18		Graphic Willing to help	
0:39:29		Computer Graphic Facilities available	Bill reviews facilities
0:39:54		Bill in front of monitor	What planning activities or events...
0:39:59		Computer Graphic Planning events	reviews planning events...
0:40:24		Back to Bill	When asked if they had...
0:40:43		Graphic 42% significant	...role in educating...
0:40:44		Back to Bill	...I would say it's up to us...Wouldn't you?
0:40:53	Conf. Room CPAD	Bill Sitting	Wrap-up/hope we stimulated planners...peaked public.. vidography viable tool...
0:41:40		Wendy enters and sits down	Introduces Wendy... If we can do it, so can YOU!

ROLL CREDITS

REPORT ON
NEW ENGLAND
THE USE OF VILLAGE PLANNING

Public Series
Private Series

APPENDIX E:

PLANNERS SURVEY
AND
CABLECASTERS SURVEY

19,000-24,999	11,000-14,999
25,000-34,999	15,000-19,999
35,000-49,999	20,000-24,999

SURVEY OF
NEW ENGLAND PLANNERS
ON
THE USE OF VIDEOTAPE IN PLANNING

1) In which sector of planning are you engaged?

___ Public Sector

___ Private Sector

PUBLIC SECTOR PLANNERS: Please complete questions 2 and 3.

2) At what level of government are you engaged in planning?

___ Federal

___ Regional

___ State

___ Municipal (Please Specify)

___ Rural

___ Suburban

___ City

3) What is the size of the community or area which your agency serves?

___ < 10,000

___ 50,000-74,999

___ 10,000-24,999

___ 75,000-99,999

___ 25,000-49,999

___ 100,000-149,999

___ >150,000

PRIVATE SECTOR PLANNERS: Please complete questions 4 and 5

4) Is your firm...

___ a single location firm?

___ a multiple location firm within the U.S.?

___ a multiple location firm with international offices?

5) Is your firm a multi-disciplined firm?

Yes

Planning and Architecture

Planning and Engineering

Planning and Development

Other (Planning and _____)

No

6) How many professional staff members does your firm or agency employ?

1 person

10-14 persons

2-5 persons

15-19 persons

6-9 persons

20 + persons

7) Has your firm or agency ever used videotape in making a presentation?

Yes

No

(If No, Please proceed to Question 8)

7a) If yes, how did you use videotape?

7b) How often does your firm or agency use the videotape medium?

Less than once a year

Once or twice a year

Once or twice a month

Weekly

If you answered Questions 7a and 7b, please proceed to Question 9

8) Has your agency or firm ever considered using videotape in carrying-out your planning mission?

___ Yes

___ No

9a) If yes, how did you contemplate using videotape?

9) Which of the following would you consider benefits to using videotape in planning? (Please rank: 1=Highest; 6=Lowest)

___ Ability to convey abstract conceptual themes more effectively.

___ Ability to reach a larger audience via cable or other television outlets.

___ Ability to have a finished product for public presentation.

___ Ability to make simultaneous presentations via satellite communications

___ Promote services of the agency or firm.

___ Greater flexibility in preparing and presenting topics or issues in a clearer manner.

Other benefits which may come to mind. (Please elaborate)

10) Which of the following do you feel are detriments to using videotape in planning? (Please rank: 1=Highest; 6=Lowest)

___ Cost Prohibitive

___ Lack of technical expertise

___ Lack of access to professional equipment

___ Videotape would be too flashy

Planning concepts are not easily videotaped

Videotape does not allow for appropriate client/public feedback

Other detriments which may come to mind (Please elaborate)

11) Which of the following types of presentations do you feel would be conducive to using videotape? (Check all which apply)

A Master Plan

Sub-division development or regulation

Zoning regulation hearings or requests for amendment

A major industrial or commercial development proposal

Any proposal for which there is a concern for environmental impacts

None of the above

Other (Please specify)

12) As you evaluated question 11, did any mental pictures of a videotape develop in your mind?

Yes

NO

12a) If you did conceptualize videotape use, please share your thoughts. (Please feel free to use a separate sheet, if needed)

- 18) Is there a cable television outlet in the community(ies) which your agency or firm serves?
 ___ Yes ___ No ___ I'm not sure
- 19) To your knowledge, has your agency or firm ever been in contact with a cable television outlet?
 ___ Yes ___ No ___ I'm not sure
- 19) Are planning issues often part of the news in your community?
 ___ Yes ___ No
- 20) Do you feel that there should be policies, guidelines or standards established for the use of videotape by planners?
 ___ Yes ___ No
- 21) Do you feel that the use of videotape in planning is...
 ___ On the cutting edge in the field now
 ___ A viable consideration in the not too distant future
 ___ Too futuristic to be considered now
 ___ Not a viable consideration at all
- 22) Would you like to know more about the use of videotape in planning?
 ___ Yes ___ No

PART III: DEMOGRAPHIC DATA

- 23) What is your academic background?
 ___ Phd. -in what field? _____
 ___ MCP or MA/MS - in what field? _____
 ___ BS or BA -in what field? _____

3) If you felt that a videotape presentation would be appropriate, would you...

- Produce the presentation in-house (Facilities are available)
- Produce the presentation in-house (with borrowed or rented equipment)
- Produce the presentation by hiring and outside consultant
- Produce the presentation with the help of a cable or public service broadcaster

14) Do you use a videotape camera to produce tapes at home?

- Yes
- No

14a) For what purposes do you use videotape at home?

14b) If yes, how often do you use your videotaping equipment?

- Weekly
- Monthly
- Every 3-4 Months
- Once or twice a year

PART II: PUBLIC PERCEPTIONS OF PLANNING

15) Are planning issues often part of the news in your community?

- Yes
- NO

16) In your estimation, how accurate is the public's concept of what we do as planners?

- Very Accurate
- Accurate
- Somewhat Accurate
- Very Inaccurate

17) Do you feel that videotape could help planners in educating the public about the role of a planner in the community?

- Yes
- No

24) What is your status within you firm or agency?

___ Owner/Partner/Director

___ Senior Management/Assistant Director

___ Middle Management/Group Coordinator

___ Staff Member

___ Entry Level Planner

25) What is your salary range?

___ \$16,000-\$24,999

___ \$25,000-\$34,999

___ \$35,000-\$44,999

___ \$45,000 +

SURVEY OF CABLE FRANCHISES
IN
SOUTHERN NEW ENGLAND

1. What is the total population of your service area?

2. How many subscribers does your franchise serve?

2a. What percentage of population does your franchise serve?

_____ %

3. How long has your franchise been in full operation?

_____ < 1 year _____ 1-2 years
_____ 3-4 years _____ 4-5 years
 _____ > 5 years

4. Does your franchise broadcast local news?

_____ Yes _____ No

5. Which of the following planning issues or events would you consider newsworthy? (Please Rank: 1=Highest; 5=Lowest)

_____ Revision of a Community Master Plan
_____ Revision of a Community Sub-Division Ordinance
_____ Revision of a Community Zoning Ordinance
_____ A proposal for a major industrial or commercial development in the community
_____ Any proposal for which there is a concern for environmental impacts
_____ None of the above
_____ Other (Please specify)

----- (Please see reverse)

5a. Which of the following do you feel would be particularly appropriate for public access cablecast?

- Revision of a Community Master Plan
- Revision of a Community Sub-Division Ordinance
- Revision of a Community Zoning Ordinance
- A proposal for a major industrial or commercial development in the community
- Any proposal for which there is a concern for environmental impacts
- None of the above
- Other (Please specify)

6. To your knowledge, has your outlet ever produced special programming focusing on planning issues or events?

Yes No I'm not sure

6a. If yes, please describe the program(s).

7. Is public access programming a condition of your franchise license or agreement?

Yes No

8. Does your outlet provide training and use of equipment for community access programming?

Yes No

9. How often does your system cable cast locally produced programming

Everyday, all day
 Daily, eight hours or less
Continued

- Daily, six hours or less
- Daily, four hours or less
- Several times per week
- Not at all

10. Would your outlet be interested in cablcasting more planning issues or events, if the opportunity presented itself?

- Yes
- No
- Possibly

11. How accurate do you feel the public's perception of community planning and planners is?

- Very Accurate
- Accurate
- Somewhat Accurate
- Very Inaccurate

12. Do you feel that cable television has a part in educating the public on the role of community planning and planners in your community?

- Yes, a significant role
- Yes, a minor role
- No role at all

13. If your local planner were to approach your system for assistance in the production of programming on a planning issue or event, would you be willing to help?

- Yes
- No
- I'm not sure

14. What types of assistance could you provide a planner in producing a program?

- Training
- Equipment (Rental? or Free?)
- Technical Assistance
- Production Assistance

Continued

(Please see reverse)

- Program Cablecast Time
 - Publicity
 - Use of the system studio
 - None of the above
 - Other (Please specify)
-
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15. In your opinion, could both cablecasting and planning professions benefit from an event sponsored jointly by the respective professional organizations (N.E.C.T.A. and The American Planning Association) to increase mutual understanding and provide opportunities for interaction?

- Yes, I would find it worthwhile enough to participate.
- Yes, I would be intersted in the outcome
- No, local community planners should seek out local cable franchises and develop a working relationship
- No, planning issues are not relevant locally.