

## Television auction tops \$1000 mark

The Hazleton Campus Video (HCV) television organization auction held in mid-October raised just over \$1000 for improvement of studio facilities.

"We are very pleased with the results," said Joe Krushinsky, HCV president.

The auction was the first major project of the year and the first live production in the club's history. The campus television station's regular weekly programming is pre-recorded on video tape.

"We were all pretty nervous about going live because over 85 percent of our crew had no live television experience," said

auction included Jerry Trently, Joanne Gursick, Chris McNab, John Lewis, and Joe Krushinsky along with club advisor Barry Jais. Special guest hosts for the event were Miss Pocono Kelly Yale and WQEQ's Jim Dino.

Over two months of planning and publicity preceded the fund raiser.

"A mailing of 400 letters to local businesses explaining the auction was only the first step," said Chris McNab, HCV publicity manager, "We had to follow it up with 400 initial phone calls for responses and about 250 second round calls."

After businesses agreed to

value for each hour of the auction, and brief the hosts on the description, value, and contribution of each item.

Barry Jais, HCV advisor, said that he and his club were surprised at the number of viewers that were attracted by the auction.

first week of network season premiers during prime time," said Jais, "but apparently enough people found the auction interesting enough to tune us in."

Since the HCV currently has no live television facility, the auction had to be aired from the Heights-Terrace Elementary Complex which is equipped with a live hook-up.

"All of the people at the Hazleton school district and the Service Electric Cable Company were kind and cooperative through the whole process," said Krushinsky.

HCV airs the NewsView 13, SportsView 13, and People, Places and Things programs each Tuesday evening on Service



The HCV auction aired live from the Heights-Terrace Elementary School's library. Pictured is Joe Krushinsky, HCV president and one of six auction hosts.

"We were quite pleased with the size of our viewing audience, especially since we were competing with Network Season Premiers."

Krushinsky, "but in the heat of the moment everyone seemed to perform well."

The hosts for the three night

donate items for bid on the auction, club members had to pick up the items, record their receipt, divide them into 9 groups of equal

Electric Dial 13. Two new shows, special, a studio-audience participation panel discussion "On Death and Dying," and a 24 hour live telethon for a local charity in early spring. Specials currently in the planning stages are a 90 minute Christmas

## Organizations to join forces

The Highacres Collegian and the Hazleton Campus Video are currently reorganizing their staffs to participate in a cooperative news production effort.

"Both news staffs are slightly smaller than they should be," said Jerry Trently, Executive Editor for the Collegian. "By combining our forces we think we can provide more complete coverage of news through both media and possibly generate new interest and attract additional staff members."

While the organizations have worked only on a limited basis thus far, the results have been pleasing to many.

"The operation of staffs is much simpler on a cooperative rather than competitive basis," said Lori Emerich, HCV Feature Director and Collegian Feature Editor. "Once we realized that both HCV and the paper shared the same goal of serving students, combining operations

was the logical next step."

Leaders of the two organizations say that ultimately their goal is to establish a centralized news center from which news brought in by any reporter, student, faculty or staff member can be distributed through the paper and HCV television. HCV Ex-

"This idea of a combined effort in reporting news will surely have a positive effect on the efficiency of the participating organizations."

ecutive Producer Joe Krushinsky authored and submitted a mini-grant proposal on behalf of both clubs for money to equip a newsroom.

"What we asked for is funding

for basic office equipment, reference texts specialized in journalistic practice for print and television, and an open session with professional television and print journalists so that our reporters can ask questions on real life situations in a working newsroom," said Krushinsky.

Among the personalities contacted as possible speakers are Jay Kristopher of WNEP 16 and Dean Phillips of WBRE 28. Krushinsky said that should everything work out as hoped, the two would sit on a panel of journalists to answer questions of members of HCV and The Highacres Collegian as well as any student, faculty member, or resident of the community.

"We feel that a great deal of useful information can come out of a program of this nature," said Krushinsky. "Of course HCV would video tape the event for reference by news staffs of future years."

## Campus students to speak at state journalism convention

Members of the Hazleton Campus Video (HCV) television organization will travel to Lancaster to address high school journalists at a statewide convention this afternoon.

Joe Krushinsky and Barry Jais, HCV president and advisor respectively, have been asked by the Pennsylvania Scholastic Press Association (PSPA) to speak at their annual convention on the subject of student television production.

"We are quite pleased and honored with the invitation and will work to represent the HCV and the Hazleton Campus well," said Krushinsky.

Krushinsky, 1979-80 recipient of the PSPA's prestigious Keystone and first place awards for high school writing, has attended past conventions and says that the PSPA offers a good program.

"The convention provides students on a high school level with the opportunity to see other high school papers and television

clubs' publications, as well as with workshops, conducted by college and professional organizations, to give them a broad view of the field and ideas for self improvement."

HCV will be the only college television organization participating in the convention. The remainder of the broadcast journalism workshops will be conducted by two commercial television stations and two professional radio stations.

"We are a little nervous about working next to the pros," said Jais, "but we feel that our presentation will involve more material that students can relate to and look on as realistic goals for their own organizations than the commercial organizations can offer."

The main points of this afternoon's presentation will be, "How to make do with what you have," and "Student television with a professional look".

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