

HCV successful on community, campus

Changes enjoyed dramatic

In the beginning, there was the Highacres Video Engineers (HAVE) whose yearly function was to tape around five basketball games and air them over cable TV. Then in the fall of 1980, a few students initiated what was to result in a dramatic change in the force of the visual media on the Hazleton Campus. A number of individuals approached organizational leader Barry Jais with some ideas that the club might branch out into new areas, including a television news program.

"It all started with a

letter," said Jais. Some people who had experience with television equipment in high school expressed interest in doing some serious work and outlined some ways to go about it.

One of those students was Joe Krushinsky. "Television and newspaper had been my obsession in high school, and a group of people I know here on campus decided along with me that if the equipment was here, something ought to be done with it," said Krushinsky.

Jais, having long been anxious to expand and

develop his club, agreed to pursue the new ideas. Meanwhile, the organization took on its new name, the Hazleton Campus Video (HCV).

Throughout the following basketball season, work continued to prepare other formats and material for HCV. Finally, following discussions with local cable people, a weekly schedule was initiated, and HCV-TV was born.

The first program to be produced at HCV was NewsView 8. The show was co-anchored by Debby Gorman, and the first News Director, Chris McNab. The program attempted to offer local news coverage along with campus happenings.

"We were lucky to get the right mix of people to handle all the phases of getting things under way," said Jais. "Looking back, we were pretty bad at the start, but the fact that students were now producing their own news show was an impressive start."

Next a feature magazine, "People, Places and Things," was added to the roster. This show was co-hosted by

Laura Steimling, a non-student, and Joe Krushinsky, who had become Executive Producer of HCV programming.

"A show like 'P.P.T.' showed viewers that we had a creative side," said Krushinsky, "and I worked on the show essentially because I wanted to keep actively involved with aspects in addition to my Producer position."

By the Spring of 1981, the organization had gained a reputation of being rather active, and had developed a broad base of talent for the following year. Throughout the summer, numerous meetings and planning sessions were held for the purpose of developing a quality show roster for the new programming season.

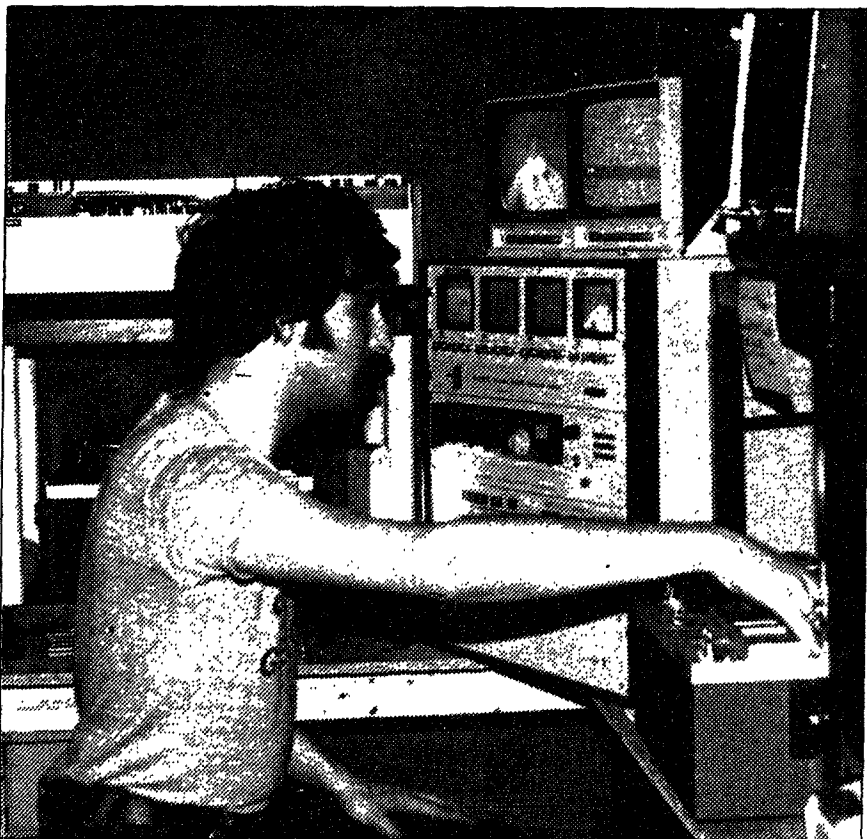
"In no time at all we saw that our biggest bet would be to try a TV auction."

In six weeks, several hundred phone calls were made and letters were sent to local merchants asking for support for the local television alternative. On October 13, 14, 15, HCV television made its first live broadcast ever. The result was a grand total of over \$1,000 earned for production expenses.

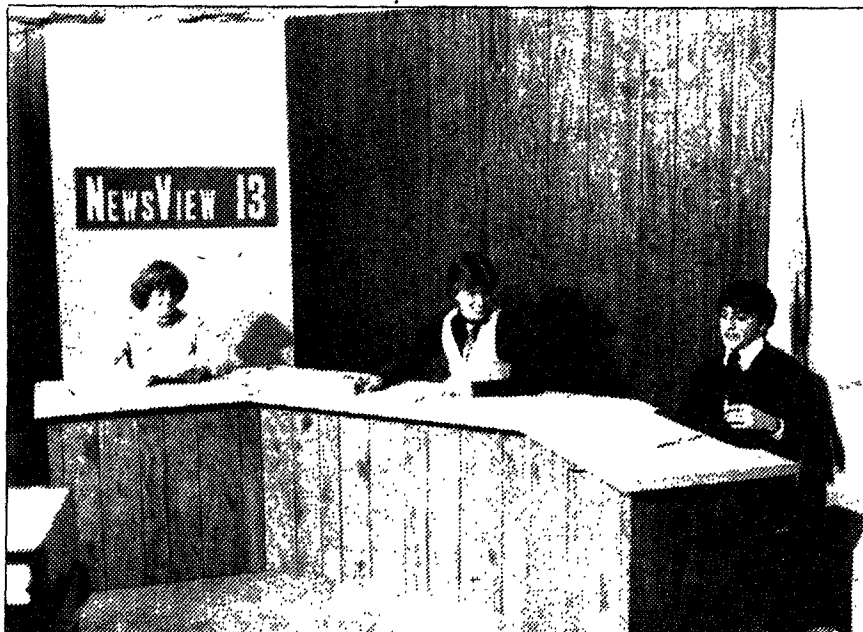
The next several weeks were spent carefully considering the



HCV recruits start at an early age.



One of Steve Zarick's responsibilities has been preparing the studio for taping sessions.



The NewsView 13 team consists of (l-r) Jayne Ann Bugda, Jerry Trently, and Bob Tier.

most effective use for the money.

"I think that we could not have been more successful in making the most of our funds," said Jais.

With the money, the club's room in the Phys Ed building was transformed into a true studio-like facility. With the tools in place, the next step was to develop more program ideas.

For the purpose of providing community oriented programming, the television show took on town-oriented topics.

In early May, a special news documentary the Stablex toxic waste plant was produced.

One local doctor joined the HCV at the beginning of 1982 to produce "Health World," a show designed to expose various Health is and clear common misconceptions public has about several fields of medicine.

John Degenhart, who enjoyed working with the HCV team especially enjoyed "Health World" because of his hopes to someday operate a show of nature on a larger scale.

"Some of our favorite community efforts included the coverage of a pee-wee football final game, a Christmas special with many children from downtown, and, of course, a telethon," said Krushinsky.

This year, for the first time, HCV participated in the Greater Hazleton American Cancer Society Telethon. The preparation involved a lot of planning including a special meeting in New York City. "I didn't know any of us ever expected when we agreed to do a telethon that we would end up in a New York City hotel."