

NEW YORK: JULY, 1976

NEW YORK: JULY, 1976 is an opportunity to realize five days of the future of broadband communications. With the cooperation of Manhattan Cable, we will take the Democratic National Convention as the setting for experiment with the urban cable dream of live, low-cost origination, serving a potential audience in excess of 400,000.

NEW YORK: JULY, 1976 will be live on Channels 10 and L, from 10:00 p.m. to 1:00 a.m., Sunday, July 11, to Thursday, July 15, on both Manhattan Cable and Teleprompter. Originating from a studio on 23rd Street, the program will interweave videotapes shot each day with a telephone set for two live responders and an area for discussion among tapemakers, "subjects," and journalists.

NEW YORK: JULY, 1976 provides an alternative to network television and other electronic coverage of the Convention. The focus is on non-floor activities, from the periphery of Madison Square Garden and the Convention hotels, radiating outward through Manhattan and all New York City. Conventioneers as they experience New York will be no more important than New Yorkers in all walks of life as they experience the Convention.

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PROGRAM ELEMENTS

Each hour will be 15-25 minutes in the studio and 35 to 45 minutes of videotape, in color and black-and-white. The tape portion will concentrate on what people have to say rather than on covering events. Categories of tape include:

- \* Ordinary New Yorkers - caterers, cab drivers, construction workers, advertising executives, responding to events
- \* Convention genre - in hotels, bars, and restaurants
- \* Politicians and journalists - those who care the most
- \* What Convention? New Yorkers caring the least
- \* Bicentennial Minutiae - Several hours shot on July 4 for possible inclusion
- \* Tape archives - Humorous and poignant flashback to the convention tapes made by participants in the project.

PARTICIPANTS

Producers of NEW YORK: JULY, 1976 are the Image Union: International Personhood of Image Workers. We are 12 independent video producers, seven of whom were involved in video coverage of the two national political conventions in Miami Beach, 1972. We live and work in New York City and State, in Chicago, Los Angeles, and in Washington, D.C. We are donating time, expecting to recover expenses only, to participate in a free-form experiment, programming a cable channel in response to people in New York whose actions and feelings reflect a main event.

HARDWARE / STUDIO

Manhattan Cable has pledged use of production space on the tenth floor of its building at 23rd Street, raw stock (videotape), and hardware for studio production. Participants will furnish up to five portable 1/2-inch b/w videorecorders, including a Nuvi-con low-light camera, and two 3/4-inch color cassette recorders. A limited rental budget will round out the mix by including lenses, batteries, and modifications to bring the studio to state-of-the-art.

ACCESS

The Image Union expects to obtain full accreditation to Madison Square Garden and to the Democratic National Convention. Floor passes will be on an "as available" basis, and few news organizations are assured of continuing access. However, because the live coverage for NEW YORK: JULY, 1976 is designed to supplement live floor coverage, access to the floor is not necessary. Press credentials will be necessary for access to Convention hotels and streets. The press office of the Mayor of New York has given assurance of credentials for this purpose.

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BUDGET

Per diems (12 people x 6 days @ \$30) . . . . .	\$ 2, 160
Rented equipment. . . . .	4, 000
Videotape . . . . .	2, 090
Travel . . . . .	1, 200
Phone and office. . . . .	1, 000
Graphics . . . . .	1, 000
Lodging. . . . .	600
Total	\$12, 050