

# movies <sup>at Tek</sup> are better than ever

By BECKY SHORT

Early in Tektronix history the company recognized the service good films could provide. In 1952 Frank Hood, then in Instrument Design, produced a 15-minute black-and-white sound film entitled "We Are Tektronix". The film met enthusiastic response. A second film produced in 1955, "A Precision Cathode-Ray Tube", was shown to thousands of high-school students as well as engineering and technical personnel. With the good reception of these two films, the company realized that films could not only serve public relations but could also become a medium for transmitting engineering information to large audiences, relieving the engineering staff of some of the burden of communication. Frank became unofficial film producer and in 1961 was appointed manager of the new Films group.

The Films group includes 2½ men. Frank Hood (manager) and Arlan Evensen (photographer) work full-time. Bob Zurcher works half-time with Frank and Arlan, and half-time with still pictures.

The group produces all promotional and training motion pictures for Tektronix, Inc. and its international subsidiaries.

## Film-making Takes Time, Talent

Hours of work are required before the Films group picks up a camera, as the script is mapped out, written and approved. Although the Communications department writes most of the scripts, some are prepared by other employees. For example, Paul Gaertner (Education and Training) drew from his engineering and naval experience to write the script for "The Oscilloscope" (a non-technical explanation of the oscilloscope and some of its uses). Sandy Sanford (Portland field engineer) prepared the script for "Time and Quantity" (a review of problems encountered in accurately measuring time and quantity, with emphasis on the use of oscilloscopes to record split-second events).

As a script is written, ideas for filmed sequences are noted. When it is completed and approved, the Films group goes into action. The script is divided into short sections, called scenes. Some scenes — and some entire films — require little advance preparation; Arlan and Bob simply set up their equipment and film the scenes. These include recorded lectures, shots of buildings or scenes showing assembly areas or operations. Others require substantial advance preparation and coordination. Examples include films

in which a person explains an operation or describes an event — for example, "Proper Handling of Cathode-Ray Tubes" required elaborate advance planning.

## Geared To Company Needs

Frank's group prepares three distinct types of films:

(1) **In-plant service films** — These are usually black-and-white, without sound, and record a production process or technique. They are used to trouble-shoot a new process or to provide a permanent visual record of a discontinued technique. Sometimes these films are sent to Tektronix Guernsey to be used for training new employees. The group also provides high-speed (slow-motion) films for studying a process or analyzing machine problems.

(2) **Recorded lectures** — These are sometimes recorded as they are presented to an audience, but more often are filmed separately. "Time and Quantity" was prepared in advance for use on the TV show, "Tomorrow's World", but will also be useful in explaining oscilloscope fundamentals. These recorded lectures are used to communicate engineering or technical information between Portland and field offices or subsidiaries, or between engineering groups in the Tek park.

(3) **"Finished" films** — Films are prepared both for company use and for distribution outside the company. Since its formation in August 1961 the Films group has produced 12 complete sound films, bringing the total of Tektronix-produced general-purpose (finished) films to more than 30, about half of which are available for public viewing. Three of these ("The Tektronix Spirit", "Tek Park" and "Soldering Techniques-Ceramic Strips") have been prepared with Dutch sound tracks for Tektronix Holland N.V. Dutch and Friesian tracks are in process on several others. Gare Van Dyke (Accounting), a native of Haarlem, Netherlands, translates and records the Dutch sound tracks.

## Films Find Wide Use

Several films are in process. The group hopes to complete this year a series on Current Profit Share: Tekem, Cash Profit Share and Retirement Trust. Dutch and Friesian sound tracks will be added to some current films, and future films probably will include copies with sound tracks in these languages.



NELSON HIBBS (I.M. Training) records film sound track as Frank Hood directs and Arlan Evensen operates recording equipment.

Preparation time on films ranges from several hours to several months. A recorded lecture can be prepared in a few hours and be ready for distribution in two days. Other films encounter delays that cause production time to be as much as six months. The cost of the final films varies similarly. Some cost little more than the material on which they are printed; on others the film itself is a minor part of the total cost.

In addition to film preparation, the Films group recommends projection equipment purchases, serves as film consultants to operating units and provides technical assistance to operations using films as training devices. They also provide tape-recording and duplicating services when requested.

Frank emphasized that finished films are available for use by all Tektronix employees to show in the company, and to clubs, schools, church groups or civic organizations. He commented, "I feel films are an excellent communication tool and will find wider application in the future both in education and in industry."