

## **Simultaneous satellite videocast between UCSD and the 13th International Film Festival in Moscow sponsored by the UCSD communications department**

**July 18, 1983**

American and Russian children, parents, and filmmakers are scheduled to converse with each other during a live, simultaneous satellite videocast between the University of California, San Diego and the 13th International Film Festival in Moscow at 10:35 a.m. on Wednesday, July 20.

UCSD's Department of Communication is making possible direct interaction between videocast participants in the two countries. Films for children will be the focus of the hour-long telecast. Approximately 200 participants, located in UCSD's Mandeville Recital Hall, will be linked via a large screen television transmission to a studio in Moscow, where a similar group, moderated by Russian journalist Vladimir Pozner, will be assembled. The two groups will jointly view film segments from each side and talk about their impressions and the future of films for children.

Among the Americans participating in the discussion with the Soviets will be actress Shelley Duvall, executive producer of Faerie Tale Theater; Shanta Herzog, director of the American Center of Films for Children; John Matthews, director of a film to be screened at this event entitled "Curious George Goes to the Hospital," and folksinger Sam Hinton.

This event is occurring through the efforts of individuals in each country who believe in the power of modern technology to increase international understanding. While in Moscow attending a seminar, UCSD Professor Michael Cole was approached by representatives of the Soviet media. Excited by the simultaneous telecast between participants at the May US Festival in San Bernardino and a Moscow studio filled with musicians and students, the Soviets wanted to try to create a similar experience, using the occasion of the 13th International Moscow Film Festival.

When Cole returned home, he presented the idea to his colleagues in the Department of Communication at UCSD.

"We are viewing this as an experiment to determine if a public university can develop this new form of communication," explained Helene Keyssar, the chairperson of the department. "It would be nice to be able to discuss the universal principles of understanding that enable films to communicate across national boundaries and to demonstrate that serious discussions are possible if we keep to topics that involve science, popular culture and basic human values."

Support for the American side of this experiment has been provided by private foundations, the volunteer labor of many of the participants, and the staff of the Department of Communication at UCSD.

For more information contact: Jan Seagrave, 452-3120

NOTE TO EDITORS:

Here is the time schedule for the events surrounding the satellite videocast between UCSD and Moscow on Wednesday, July 20. PLEASE NOTE THAT NO ONE WILL BE ADMITTED TO THE MANDEVILLE RECITAL HALL AFTER 9:45 a.m.

9 a.m. Mandeville Recital Hall will be open to press. Please see attached map on location and parking. Members of the press are asked to sit in the reserved seating section, and TV crews will please set up in the reserved space on the south side of the room. TV news teams must contact Sherman George, acting director of UCSD's Media Center, if they wish to record the signal directly from the satellite. Phone him prior to the event at 452-4532.

Shelley Duvall (executive producer of Faerie Tale Theater and actress), Shanta Herzog (director of the American Center of Films for Children), John Matthews (director of "Curious George Goes to the Hospital") and folksinger Sam Hinton will be available for interviews at this time in the Recital Hall. 9:30 a.m. Children participating in the videocast and the audience will arrive. 9:45 a.m. NO PRESS ADMITTED AFTER THIS TIME. Please stay in the reserved area during the following events; we wish to have no complications with the broadcast to Moscow. Michael Cole (professor of communication and psychology at UCSD) and Helene Keyssar (chairperson of the Department of Communication) will give an introductory address. Sam Hinton and other principals will begin audience warm-up, including singing and games with the participating children. 10:35 a.m. Live, simultaneous videocast begins. 11:35 a.m. Videocast ends. 11:40-12:15 Cole, Keyssar, Duvall, Hinton, Matthews and Herzog will be available for interviews by the press in the Mandeville Center East Room. To reach the East Room, go outdoors from the Recital Hall, walk east along Mandeville Center, and go in through the Mandeville Center lobby. The East Room adjoins the lobby.

(July 18, 1983)