

A NEW ROLE FOR THE FRENCH CHEF

Fueled by a grant from the Federal Government, a novel experiment gets underway this month, aimed at adapting television to the special needs of deaf and hard-of-hearing viewers. And the focus of the effort is none other than Julia Child, popular PBS gourmet personality seen regularly on TV-10 Sundays at 7:30 p.m.

Beginning August 6, "The French Chef" will repeat some of its most popular shows in a newly developed edition - with captions. (The sound, however, will remain unaffected.) Though the technique used is similar in many ways to the subtitles on foreign language films, the refinements are so sophisticated that a computer had to be called in to help.

"The Bureau of Education for the Handicapped at the U. S. Office of Education came to us late last fall," says Phil Collyer, producer of the special series, "and asked if we'd be interested in captioning TV programs. We tossed around suggestions and Julia seemed the most appropriate way to start.

After a successful pilot, we were able to get a grant for 25 more "French Chefs"...and 26 other programs we have't yet decided upon. So we were on our way."

But there were sizable captioning problems. For one thing, most of Julia's words have some effect on the cooking so - of necessity - just about everything she says has to appear in clear, easy-to-read fashion over what's going on, a condition not facing the translator of, say, Italian westerns.

And, beyond all the strictly informational material, there is also the special nature of Julia's impromptu style, which couldn't fairly be left out either.

"We wanted to be sure that the deaf - most of whom can lip read to some extent - know that

we aren't shortchanging them," says Phil Collyer. "The occasional 'woo woo' or 'where are my glasses?' has nothing to do with cooking ...but it IS Julia, and we wanted to get across her special flavor."

With so much that had to be included, it was decided to utilize the computer mentioned above for getting each caption the longest time on the screen.

The procedure worked out involved breaking down individual show transcripts, to one-, two- or three-line captions. Writers Joan Cuff and Susan Tornheim had the assistance of Joseph Kopas, an instructor at Framingham's Learning Center for deaf children, and Joel Ziev of the American School for the Deaf in West Hartford. Together they went over the scripts to determine language level and readability, and avoid the little pitfalls; the way to test bread, it turned out, was to PUT IT UP TO YOUR EAR AND TAP IT...which clearly would not do. An alternative had to be devised.

Then, by use of a piece of equipment called a time-code generator, each frame of a show's videotape (there are thirty frames per second) was assigned a number, and, after four or five days of repetitious viewing, the point of appearance, placement and duration of every caption was exactly determined.

All of the information was then fed into the computer, which inserts and positions each caption onto the precise tape frame in a fraction of the time needed to do it by hand. The first eight programs completed will be shown nationally by PBS.

Julia's regular viewers, as they listen and read simultaneously, will be able to judge for themselves how faithfully the captions reflect both the letter and spirit of "The French Chef." But the opinions of the first-timers - the deaf and hard-of-hearing - will be the most eagerly

awaited.

"We're aiming this show," says Phil Collyer, "at any hearing-impaired person who doesn't ordinarily sit with the family and watch television." And over the next few weeks we hope they'll let us know how they like it.

NOTICE OF ELECTRICAL APPRENTICESHIP OPPORTUNITY

Starting immediately applications will be received from qualified applicants through March 14th, 1973 for the 1973 program.

Applications will be accepted, in person from 8:30 A.M. to 12 Noon, and 1:00 P.M., at 1933 Western Ave, Las Vegas, N.V.

Qualifications:

1. Age: 18 through 24 years (additional maximum of 4 years allowed for Military service).

Exception -- 18 through 32 years (no Military allowance) for the Test Site Program.

2. Education: High School Graduate with 1 year algebra. G.E.D. accepted.

3. Aptitude Test-Nevada State Employment Service. G.A.T.B. date assigned after application is completed

4. Photo Copies of the following are required to apply:
A. Birth Certificate
B. High School Diploma, or G.E.D. and transcript of grades.
C. Discharge or separation papers.

Qualified applicants will be interviewed between March 15 and July 15, 1973.

The number of apprenticeship openings will be determined before starting interviews.

The interviewer will consider general education, physical ability, reliability, interest, attitude, as well as other personal traits.

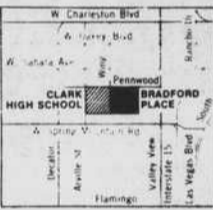
Applications will be received without regards to race, color sex, religion, or national origin.

ELECTRICAL JOINT APPRENTICESHIP COMMITTEE NEVADA TEST SITE SUB COMMITTEE

Ready for a home of your own? See Bradford Place

From \$20,850 VA, FHA, Conventional Financing

Come and see 2, 3, and 4-bedroom towne homes with private patio, all-electric kitchen, thermostatically-controlled heating and air-conditioning. And don't forget the financial advantages of home ownership! Sales Office Open Daily 10 a.m., to Dusk.



MARK OF HOME BUILDING EXCELLENCE



"We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunities throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, or national origin."

HIGHLAND HILLS

Featuring

Country Kitchen Homes

from \$25,600

FHA-VA TERMS (No down to VETS)

Choose from five floor plans with 3-4 bedrooms, 1 1/2-2 baths, choice of wide-open "Country Kitchens" or step-saver "Suburban Kitchens" (including dishwasher and garbage disposal), carpeting in living room, hall and all bedrooms, refrigerated air conditioning, double garage, front-side-rear landscaping, and 200 AMP electrical service.

To reach Highland Hills, drive out Boulder Highway (past Horizon) to Horizon Drive - then turn right.

Phone (702) 565-8917



Sales Office Open 10 A.M. to Dusk

Common Carrier General Engineering

FREHNER CONSTRUCTION COMPANY INC.

649-2397 124 W. BROOKS AVE. NORTH LAS VEGAS

AN EQUAL OPPORTUNITY EMPLOYER

Features:

- Refrigerated Air Conditioning
- Front and Rear Lawns
- Carpeting - Living Room, Hall, Master Bedroom
- Built-In Oven, Range and Disposal
- Concrete Driveways

BALANCED POWER HOMES Clean Energy

In Las Vegas From \$21,000

LEWIS HOMES

3 and 4 Bedrooms
2 FULL BATHS

FHA and VA Financing

Telephone 452-6363
EVENINGS ----- 649-6400

DEANE REALTY BROKER

Features:

- Refrigerated Air Conditioning
- Front and Rear Lawns
- Carpeting Throughout
- Built-In Oven, Range and Disposal
- Underground Utilities
- Concrete Driveways
- Pullmans, Dishwashers, Double Garages

EQUAL HOUSING OPPORTUNITIES

In Boulder City From \$25,950