

**AS** you all know by now, ITVA is 30 years old this year.

But what was it like on Day 1, the day ITVA was born?

How exactly did ITVA come about way back in 1968? And how closely does today's ITVA resemble the original model?

Did a bunch of guys get together in the garage one Saturday afternoon and create it? No, not quite.

Actually, ITVA as we know it was formed February 1, 1973 by the merger of two organizations that have since

moved to the back of the acronym dictionary: the Industrial Television Society (ITS) and the National Industrial Television Association (NITA).

The pioneer organizations started up independently on opposite sides of the country to serve professionals in the then nascent field of "Industrial Television."

"Industrials" included technical sales training, corporate communications, public relations and both basic and



continuing education (Sound familiar?)

ITS and NITA caught on because they filled a need that was not being met by the broadcast and educational television organizations of the time.

### Industrials? What's That?

Broadcasters didn't quite understand the industrial business: It was different from theirs.

Industrials operated at a totally different pace and had different values. It didn't create programs that ran 29:30. They ran 6:46 or 22:00 or (good heavens!)

31:23 and were bereft of laugh tracks, brand name performers, or soap commercials.

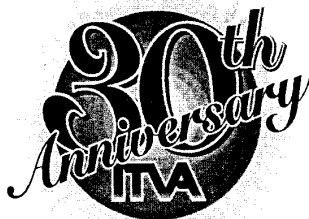
Equipment manufacturers didn't know what to make of Industrial Television either. They weren't too interested in their business because Industrial folks would buy one or two of something. Broadcasters and networks would buy dozens at once.

The sales guys didn't see that there might be hundreds of people interested in buying that same product,

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By George Cauttero

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albeit one at a time.

The people in this new profession were an odd mix; some were career corporate trainers who were suddenly pressed to become video directors while others were commercial television directors who were suddenly required to act as trainers, marketing managers, or PR people.

They were operating with equipment that was not necessarily reliable, with makeshift facilities and invisible budgets.

To work through these formidable obstacles, produce what the boss wanted and still retain their sanity, industrial folk needed to get together with each other.

They had to talk about what they did for a living with video, and do some problem solving and solution sharing with their peers, which leads us to San Francisco.

### The ITS

The Industrial Television Society (ITS) started in San Francisco in December 1967. James Dolkas of Control Data hosted the first meeting of about 8 people at his office in Palo Alto. ITS incorporated in 1968 as the Industrial Television Society.

Some of the other founding members included Patrick McGowan of Fireman's Fund, Girard Heath, Walt Robson, Ken Winslow and Jerry Josephs.

ITS was designed to have a strong chapter structure, a lesser national structure and, outside of an annual Video Festival, few activities that were national in scope.

The first ITS Video Festival or

"First Annual National Competition" was held in 1969 at the Iron Horse Restaurant in the Bay Area. Records show there were a total of seven or eight entries.

There were chapter newsletters, a national journal and an annual banquet.

The ITS Journal was first published in 1969 and had three articles, the ITS bylaws and, of course, advertisements.

ITS dues were \$10.00 and the student rate was \$5.00.

As ITS caught on, it spread east, forming chapters in Chicago, Philadelphia, Los Angeles, Buffalo and Tulsa.

### The NITA

The genesis for the National Industrial Television Association (NITA) was at the NAEB's (National Association for Educational Broadcasters) convention in Washington, DC in 1969. The program listed this meeting:

"PEG: Professional Emphasis Group Industrial Training. Report on developments in industrial training by television in the area of job skills, management, communications, supervisory training and sales."

The presenters were Joseph Jordan of the U.S. Army, Edward Fuller of the U.S. Department of Agriculture, Walt Robson of the Hewlett-Packard and Pat McGowan of Fireman's Fund.

Sitting in the audience were Ed Palmer, Tom Hatcher, Dick Van Deusen, Lynn Yeazel and Ken Winslow. Winslow was an ITS member.

Apparently, this type of meeting, one based on the exchange of ideas, was the missing link for these guys. The conventions of the day were hardware oriented.

Their enthusiasm at this PEG session was the spark that created NITA.

NITA was formed by seven people in the New York City Metro area and incorporated in New Jersey in 1970.

The other NITA colonists were Merrill Lent of Memorex, Harry Kaemmere of AT&T, L.E. Wadding-

ton of JC Penney, Victor Quaranta of System Design Consultants and Dr. Ernest Moenckmeier of Moenckmeier Associates.

They each kicked in \$35.00 in dues to get the ball rolling and brochures printed. NITA's first newsletter was published in the summer of 1970.

*Some of the "Goals & Purposes" of NITA were:*

- ✓ To provide recognition for the field of industrial television as a specialized field of endeavor
- ✓ To promote professionalism among ITV users
- ✓ To provide a primary channel of communications among users, suppliers and manufacturers.

NITA initially used a national and regional structure. Seven regions in the US and one for Canada set up a schedule of activities organized into three Special Interest Groups: Production, Engineering, and General Interest.

The regional approach to activities soon changed over to a more practical, local approach supervised by "Area Coordinators" in major cities, a structure very similar to ITS's (and ITVA's) chapter structure.

### A Newsletter, NITA News, Was Published

NITA's first meeting was in New York City in the spring of 1970. Tom Hatcher of Equitable presided. The meeting featured the first demonstration of the CBS EVR film/mag tape distribution system, a cartridge-designed unit.

Another early meeting, this one a NITA regional event in Minneapolis held April 6, 1971, featured the first area showing of the "VTR of the Future - Today . . . the New Japanese Standard 3/4" Cassette Load, Color VTR." In other words, the Sony 3/4" machine we all know and love.

A national conference was scheduled in the fall of 1970 to run concurrent with NAEB's conference in Washington, DC. Five sessions were conducted. Fifteen NITA members attended.

## Merger

As membership expanded westward, NITA met up with ITS, which was heading east. A lot of people were members of both organizations.

Since there were more similarities than differences between the two organizations, the talk of merger became Topic One in 1971.

The first merger talks were held by Ken Winslow and Walt Robson of ITS and Lynn Yeazel and Dick Van Deusen of NITA.

This led to an ITS/NITA joint national conference in 1971 in Miami. A merger committee was appointed at the conference, and the talking got serious.

The merger wasn't easy. There were some philosophical and structural points to iron out.

ITA had a very local membership focus and a casual orientation to its operations. It wasn't too strong in the business aspects of running a professional association.

NITA, on the other hand, had a national focus and concentrated on annual meetings. It also had a budget and a business plan. What NITA lacked was regular communications with its members.

From August 1971 to the end of 1972, the merger committee put in the time, lots of it. A lot of details of that committee's work are lost to memory and discretion.

On February 1, 1973 the two formed the IITA, the International Industrial Television Association, headquartered in Summit, New Jersey (P.O. Box 297).

The first four ITVA chapters (post merger) were Pittsburgh, Philadelphia, San Francisco and Chicago.

Milwaukee, Los Angeles, Washington, DC and Montreal (the first international chapter) followed in 1974. (Greater Wisconsin replaced Montreal as chapter #8 in 1985). In 1975, Dallas/Fort Worth and Boston rounded out IITA's first 10 chapters.

Lynn Yeazel was ITVA's first president and Tom Spence was the board chair. Lynn is still an ITVA member and works for Tektronix, Inc.

To facilitate the merger process, IITA had two vice presidents for each of its first three years. In 1976, a president-elect position and a single vice president were established.

ITVA membership card number one went to Prudential's Dick Van Deusen, who is currently a member of the North Jersey Chapter.

Dick Van Deusen and Ken Winslow wore many hats in those first years.

Dick developed financial

records and controls, kept the association organized and stuffed countless envelopes. He also served a term on the board, and was association secretary for many years.

Ken served as executive director, newsletter editor and "the International Office." In fact, until a permanent office was established, both Ken and Dick each lost part of the living space of their homes to stacks of boxes with ITVA files.

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### Mr. Webb

During his term as board chairman, Lynn Yeazel had a conversation with Chuck Webb from Vidicopy Corporation. Chuck had been involved with conference planning and festival activities for some time. Lynn asked Chuck to become executive director.

Setting the standard for many other ITVA involved persons that would follow him, Chuck responded to the challenge and then some. He not only agreed to work as a volunteer executive director (no pay), but also took on the additional responsibility of director of membership services.

Chuck, of course, left his mark on everyone who met him and a lot of us that never had the privilege. ITVA honors his memory at conference every year with an award in his name. It is given to members who have tirelessly given their time and energy to the advancement of the profession.

Before the award is announced, a tape with Chuck's voice is played. One line stands out. It illustrates the ITVA volunteer experience for those who have been there, and for those who will follow: "I wasn't sure what I had gotten into. . .but it's been quite a time, and thanks, ITVA, for a heck of a ride!"

In 1983, ITVA contracted Inez and Fred Wehrl to manage that year's conference in Toronto.

The next year, Fred joined ITVA as our executive director. Inez also joined the club to manage membership services and conference.

The first IITA convention was held in March, 1973 in Washington, DC, the site of that year's NAB con-

vention. It was a high-tech, high profile event for the brand new organization.

At the opening session, IITA attendees were a part of the inaugural telecast of the Multipoint Microwave Distribution System (MDS). Appearing were DC Mayor Walter Washington, Herb Klein, White House director of communications, and Dean Burch, the chairman of the FCC.

They discussed television's role in business and industry. It was during this program that the term "Private Television" was coined.

Some of the session topics were:

- ✓ "Company News Programs: Will Your Future Newsletter Be On Videotape?"
- ✓ "Duplication & Distribution: After You Make It, How Do You Circulate It?"
- ✓ "Copyright: Can You Use It?"

Later that year, in a dispute with ITA, the International Tape Association, we changed logos to one that we use today. Lee Wilson, then a graphics artist at IBM MEDIA Center in Rochester, MN designed it.

The "I" did double duty in the acronym. One of the slogans that was used at the time was "TV is our Middle Name" to help relate the logo to the real acronym.

Since this was confusing and the membership was also expanding in its demographics, "Industrial" was officially dropped in 1978 and we became (TA-DAH!) the International Television Association.

In 1982, ITVA moved to its present headquarters in Irving, Texas, a Dallas suburb. The association is still incorporated in New Jersey.

### It's 2081: What's Videotape?

I'll Check With ITVA. Over the years, ITVA has gone through many changes and developments to keep pace with ever-changing membership needs and industry developments.

This "snapshot" of the early days shows that a lot has remained the same for 30 years. A strong national, regional and chapter struc-

ture designed to allow for easy networking and a commitment to professional development and member services: in other words, a solid, responsive, professional association. Sound familiar?

How will ITVA and these founding principles fare in the future? Will we survive the migration of "video" into "multimedia" and new formats and methods?

Or will we go the way of the turret lens camera, quad tape and analog recordings?

Since the past is prologue, let's look at an excerpt from the March 1973 issue of Industrial Television News:

"...The heritage of our association goes back to the San Francisco area in the middle of the '60s...area users began to break out of their individual closed-circuit worlds in search of each other's advice and perspective. In doing so they found sellers anxious and ready to lend assistance. A local association of users was born as the Industrial Television Society.

"By the late '60s . . . the use of television for communications and training . . . was becoming a professional endeavor in its own right, requiring national and international celebration of discipline . . . Hence was born a new level user association - the National Industrial Television Association.

"...the ITA and the NITA have come together in the formation of the IITA (ITVA). . . a natural and evolutionary step in the development of the professional art and practice in the use of television for communications and training."

Like many great institutions, the Founding Fathers knew what they were doing.

If you're going to keep track, you have to start at the beginning and Square One for ITVA is James Dokas' office in Palo Alto in 1968.

File this article away, pull it out in about 10 years and. . .stay tuned.

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