



### *Status Of The Industry And HDTV*

Now, more than ever, information is the key to developing a successful career. This phrase has no doubt been uttered in one form or another in every decade since man built a culture predicated on time and its management.

I recently conducted an impromptu seminar in an effort to help students realize this goal of a successful career by providing them with necessary information.

But first . . .

People have asked me on a number of occasions what my constituency is; who do I write this column for?

Some have commented — somewhat to my surprise, I might add — that this column is too simple and too complex at the same time. Too simple for fellow practitioners who have equal or greater years of experience and too complex for the layman or casual reader.

My constituency is as wide and as varied as is the scope of this magazine.

*Broadcast + Technology* appeals to a broad cross-section of those directly and indirectly involved in the business of broadcasting. There are those who may skim through the magazine in search of a topic that interests them and there are those who faithfully read one or more selected articles or columns every issue. So, the constituency is broad and diverse, ranging from students studying towards working in this industry to those already involved at some level.

Since that constituency is so broad I feel that it is incumbent upon me to write about a broad range of topics at varying levels of understanding. But regardless of the content of the article, my aim is to make the information accessible, whether the reader is an expert of a neophyte. Hopefully I am serving the needs of that constituency.

This brings me to the topic at hand, the novice or student.

The last edition of this column was aimed at students. It attempted to give them some insight into the challenges that will face them on graduation from their respective schools, be they at the college or university level.

I am continuing in the same vein

with this column.

These notes were taken from an informal year-end wrap-up and question-and-answer session I had recently with a group of students. They asked the questions, I attempted to provide the answers.

As an instructor I think it is necessary for me not only to provide students with the technical knowledge they will need to begin their careers, but to also give them some insight into how the industry functions. To give them, in essence, a snapshot of the big picture.

That type of background information is of paramount importance when it comes to securing that all-important first job. One can't underestimate the value of that first job, no matter at what level within the industry. It is the first job that establishes the now former student as a member of the work force.

#### ***"Everything Is Related"***

On a personal level, I first became aware of "the big picture" when still a student at Ryerson in the late '70s. I was fortunate enough to have a sociology instructor who instilled into every one of his students the simple phrase "everything is related".

I don't know who first coined that phrase, but it has grown in importance as time has passed and people have come to realize that their actions have a direct effect on their neighbors both near and far.

This is not a new concept, but to a large degree it had been put on the back burner because we believed that technology could solve all of our ills. We were wrong.

So now society is reverting back to the philosophy that each one of us in some measure is responsible for the well-being of our neighbor as well as of ourselves. I think you'll agree this isn't such a bad idea and, in fact, it's one we should never have abandoned.

The first question that came my way during the question-and-answer period asked me to address the current state of the industry and asked what they, as graduates, could expect. Not surprisingly, I went on at some length trying to explain the industry's current

state.

I indicated that their prospects for work didn't look particularly promising in the present downturn and that they would have to look harder, and often longer, to find a job. I advised them to keep an open mind as opportunities can pop up when least expected or a not previously considered option could become viable.

My response was basically the information contained in the last edition of this column.

#### ***Where Is HDTV Going?***

The second query came from a student who had read the series of articles I wrote on HDTV. He wanted to know the future of HDTV, where was it going? I took the opportunity to try to explain the future of HDTV in a global context.

HDTV, I explained, is a format conceived and developed by the Japanese. This fact is both a boon to and a millstone around the neck of HDTV.

After the Second World War, Japan was forced to rebuild a country and an economy shattered by war. The Japanese quickly became famous — some might say infamous for producing cheap knock-offs of things like souvenirs for tourist traps. *Made in Japan* became synonymous with goods that were cheap or imitations of better-quality products.

But as the phrase goes, that was then and this is now.

The Japanese weren't content with producing second-rate imitations of American products. They wanted a domestic industry that would ensure the future of generations to come, and embarked on an industrial strategy of extensive research-and-development predicated on a skilled and highly educated workforce.

That industrial strategy has made them a world power.

The Japanese economy, fuelled by exports to other developed nations, has grown exponentially due to advances in semi-conductor technology. Ironically, the semi-conductor was developed at the labs of AT&T in the U.S. in 1949, but the Japanese have improved upon the technology so much that they now threaten to supplant the domestic American elec-