

CHARACTER GENERATOR PROGRAM TECHNIQUES

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and general information input. These remote keyboards can also generate revenue through placement and advertiser locations. This list of information categories is merely a starting glossary. It is suggested that you keep the categories relevant to your community.

Another possibility is time-shared information, i.e. consumer shopping, 9:00 a.m. - 2:00 p.m.; financial analysis, 2:00 p.m. - 9:00 p.m.; classifieds from 9:00 p.m. - 9:00 a.m. Also, information can be combined on a single channel that's split when an off-air channel goes dark.

Psychology, reasoning and demographics play a major role in character generation programming.

Let us discuss psychology and reasoning in relation to programming, as well as its relevance to character generation. Psychology plays a major part in viewership, both consciously and subconsciously.

For instance, if there is space available on the financial channel and you are maxed out on your weather channel, logically speaking, it makes sense to put the skiing and sailing reports on the financial channels. The psychology behind this is simple, both sports are generally enjoyed by middle or upper middle class people. And statistics show that these people are more attuned to the world of finance.

The best channel to appendage the local sports calendar is the local/state news channel. A community minded person will be more interested in local sports, as well as local/state news and emergency numbers on the World News Channel.

In programming the classified ad channel and community information, interest is kept at a peak, if every fifth or sixth page of classified ads, a page appears regarding community information.

In reading printed information on a tv screen, it is necessary to understand the effect that colors have on the eyes. Red is an exciting color, green causes glare and difficulty in focusing and reading, blue is a relaxing color and information printed on this background is easily read. Keeping all of this information in mind, it is obviously wise to place blue behind the most often read and viewed channels. Red for highlighting and news reports, and green for the quick reference channels, such as the program guide. All channels should be color coded, so that in time of need, local city emergency numbers can be located by colors rather than a converter number, which may be difficult to read in time of stress. or trauma.

The variety of information, which can be categorized, formatted and displayed by character generation, is almost limitless. The most common, of course, is the radio broadcast wire. However, other sources presently used are: NOAA, National Weather Wire, the financial wire, and NYSE and AMEX, stock quote wires, plus the horse racing wire.

The above information displayed is exceedingly important. However, probably the most exciting information displayed, and the most viable customer support of the cable system in character generation, is community information.

Examples of computer to computer data displays include comparison shopping, traffic information, listings from state or private employment agencies, air line schedules and recreation facilities availabilities.

Through computer patterns or pictures, color coding, and the selecting of proper background music, the Character Generation Channels exude personality, clarity and imagination, which create viewer longevity.

To reduce operating overhead within your system, remote keyboards can be located throughout the community to gain the civic, educational

IN SUMMATION

Background music used, should be just that, background music and should enhance not distract from the channels. The stations selected for background music, should be relevant to the franchise and the most popular stations with the entire community should back your most heavily viewed channels. To those quick reference channels, add the least listened to stations for selection and variety.

Psychologically speaking, people like to be entertained, especially with pictures. It would be idealistic to think that all of our subscribers would read printed information with as much enthusiasm, as we do. Therefore, patterns or pictures at intervals, of every fifth or sixth page with information in the body of the picture, whenever possible, are new and clever ways of retaining the viewer's interest.

Using characters symbolic of the picture, for example; to advertise a boat show in the community. Such as, a sailboat with sails made with the letter 's', poles of 'p's', and the body of the boat with 'b', one has entertained the subscriber and caused him to think, as well. Hence, the term, the 'thinking man's pictures'.

Updating these pictures as deemed necessary, and using patterns and information whenever possible, make an otherwise printed page of information, exciting as well as informative.

The biggest problem for the programmer, occurs when he or she holds the character generator or computer in awe, and totally allows it to overwhelm them. There is no mystic about a computer. Respect it, use it, like it and even grow to love it, then everything will fall into place.

Other problems only occur when

- A. Information is allowed to become stale.
- B. Program format is changed too frequently.
- C. Information displayed has no relevance to the franchise area.

In the cable industry, we are no longer just a clearer, brighter picture, but we are additional programming and character generation in major markets. Character generation now plays a major role in the cable industry. It makes viewing both interesting and educational for everyone. I can not conceive the future, in the major market of the cable industry, without the advent of character generation.

Character generation has put television back in the hands of the community. It is that special, needed, unique touch, like local origination, that binds the cable subscriber to the cable system.

Character Generation in it's adaptation cable is a viable mode for customer support. Through properly programmed information, relevant to the franchise area, customer relations are strengthened, improved and marketed.

Used intelligently, the character generator can function as the barometer between the cable system and the subscriber, creating enthusiasm, loyalty and longevity.

There is no room in the cable system for apathy or complacency, as the character generators may well be the cohesive link and sustaining support missing for years in the cable industry.

We are only on the threshold of Character Generation Programming, therefore, it boggles the mind to think of it's versatility as we realize it's vast possibilities.