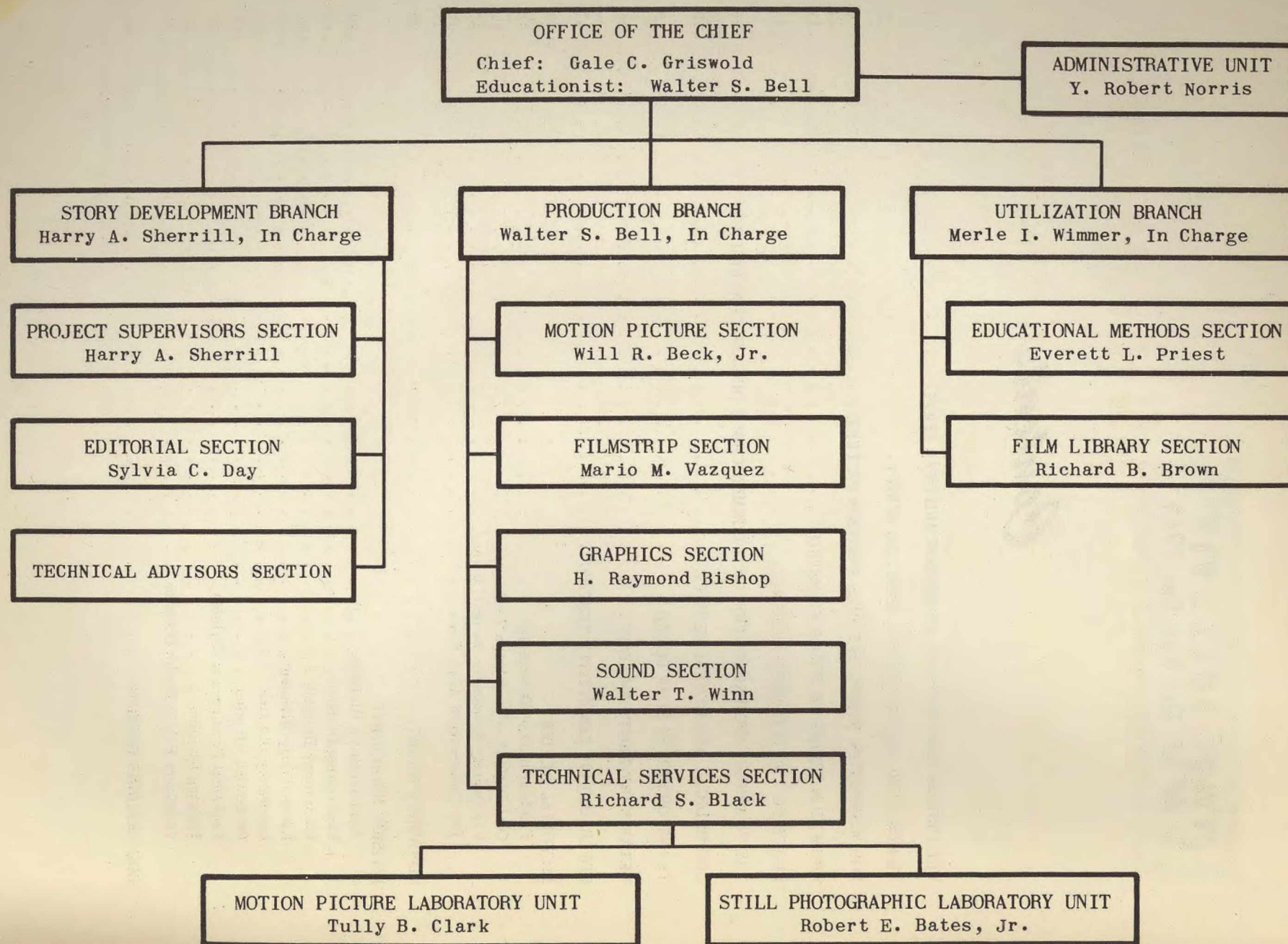


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Courtesy of the David J. Sencer CDC Museum

AUDIO-VISUAL PRODUCTION DIVISION *



* The Production Division became the Audio-Visual Production Division effective November 17, 1949.

*The***PRODUCTION DIVISION***Its Mission and Operation*

GALE C. GRISWOLD, CHIEF,
PRODUCTION DIVISION

The Production Division is the audio-visual facility of the Communicable Disease Center. It is equipped to provide all types of audio-visual service. The Production Division operates with six clear-cut general objectives:

1. To produce audio-visual materials to be used in the training of communicable disease investigation and control.
2. To distribute such materials to Communicable Disease Center Headquarters and field training activities, State and local health departments, graduate schools of hygiene and public health, departments of preventive medicine, and sanitary engineering in schools, colleges, and universities.
3. To help training personnel acquire the skills necessary to select, use, and evaluate these materials in their training programs.
4. To act as a service organization to other Divisions of the Communicable Disease Center by supplying photographs, photomicrographs, slides, and exhibits to document their operations.
5. To produce, upon request and reimbursable basis, audio-visual training materials for other units of the Public Health Service.
6. To cooperate with other governmental agencies, through the Interdepartmental Committee, to provide means for exchange of information, ideas, and experiences, and to prevent duplication of production through mutual planning and activities.

PRODUCTION

Productions in a given field are undertaken

when there is an expressed need for audio-visual materials to implement specific training programs. Close cooperative relations are maintained with those Communicable Disease Center Headquarters Divisions primarily concerned with training. Conferences have been held with training personnel in each of these Divisions, to discuss mutual problems to establish priorities of needed materials, and to develop a long-range production program.

Close liaison has been maintained with the Audio-Visual Committee of the Association of Professors of Preventive Medicine. Several conferences have been held with this Committee, and a long-range program has been developed to meet their needs for audio-visual materials in the field of communicable disease investigation and control. Similar conferences have been held with representatives from schools of hygiene and public health, and with sanitarians and sanitary engineers.

Whenever practical, the Division promotes the idea of a complete audio-visual training unit, consisting of motion picture, filmstrip, and instructor's guide -- all bearing on the same subject. Experience has shown that some phases of a unit are best taught by a motion picture which highlights the continuity of presentation, shows motion where motion is needed, and creates in the learner a sense of reality through vicarious experience. The motion picture may serve for orientation, or general summarization.

The filmstrip on the same topic covers the details not possible to present through the

motion picture, enables a step-by-step analysis of a procedure or a principle, and when used without the sound accompaniment, provides flexible presentation by the instructor to meet training level, opportunity for classroom discussion, and emphasis of key concepts. The instructor's guide provides additional supplementary reading material, discussion questions, and assistance to the instructor in preparing his presentation in an effective manner.

When priorities are established and a production is approved, it is assigned to a project supervisor. Production of audio-visual materials is a result of teamwork, in which many individuals cooperate. The first part of the team is the Project Supervisor-Technical Adviser group. It is a basic policy of the Production Division that no audio-visual production is undertaken until the Division or Agency requesting the material guarantees the availability, when needed, of a full-time technical adviser. This adviser is responsible for the technical accuracy and adequacy of the finished product, and works closely with the project supervisor, furnishing him all necessary technical information during the preparation of the script. He also checks the actual "filming" where technical operations are involved, and reviews and approves the finished production for technical accuracy before final release. It is the responsibility of the project supervisor to take the information furnished him by the technical adviser and put it into an audio-visual form.

During the preparation of the shooting script, utilization and evaluation experts assist in assuring that the material is a good training medium. The results obtained from field surveys are thus available for incorporation into the production. The Production Division is unique among government film agencies in that utilization and evaluation experts have a direct voice in preparing productions.

Once the shooting script is approved, it is put into actual production. The Division has complete facilities and personnel to handle completely all phases of production. Camera crews, sound engineers, artists, and laboratory processing personnel are all part of the team, and work closely with the project supervisor

assigned to the production.

DISTRIBUTION

The success of any agency producing audio-visual materials is dependent upon the demand for materials it produces. The demand is generated by the pertinence of the subject matter to the training situation and the quality of the product. Of greater importance than large audiences are the type, number, and variety of groups which use the productions to help solve their training problems.

Close liaison is maintained with all the specialized professional groups for whom these training aids are produced. Every effort is made to insure that these training materials are available to the user when needed. For this service the Production Division maintains a film library.

From this library, film service is available throughout the world for professional groups concerned with problems of training in public health, medicine, and other biologic sciences related to health. All initial distribution of CDC films is made as indefinite, short term, or special loans from the film library. All loans are free of charge.

UTILIZATION AND EVALUATION

Some of the major problems of this era of mass communication are proper selection and correlation of available audio-visual training materials with the activities or curriculum of the training program, and proper presentation to the trainees. Wherever possible, assistance is given to acquaint the potential user with the audio-visual tools which will implement his training program. To further implement training, utilization materials such as instructor guides and other publications for improving educational methods are prepared and distributed. Workshops are conducted where emphasis is placed upon administration of an audio-visual program and educational methods. Demonstrations and lectures on utilization practices are given for various groups when requested.

Aside from the evaluation done within the Production Division through the utilization materials, an attempt is made to encourage instructors to employ critical judgment in examining these tools. These tools must be evaluated

in terms of solving problems and reaching objectives. Therefore, each instructor must do his own evaluation in terms of his specific and ultimate objectives. The evaluation will normally vary according to the objective.

A much more extensive program of evaluation is anticipated for the future.

A film in the can has only a monetary value. A film on the screen has some educational value merely because it is being shown to a group. A film presented according to a carefully prepared plan can approach its maximum value.

PRODUCTION OF EXHIBITS, PHOTOGRAPHS, AND MISCELLANEOUS TRAINING AIDS

As the Communicable Disease Center becomes more and more audio-visual conscious, the requirements for all types of service from the Production Division become consistently larger. The photographic and art work of the Division are used extensively for illustrating lectures, demonstrations, and exhibits as well as for numerous published articles. The Division acts as a photographic and art service organization for the other Divisions of the Center, and in many cases for other agencies of the Public Health Service. Work done for Public Health Service activities other than CDC is done on a reimbursable basis. Both black and white and color photographic work is done. Much of this work is for purposes of documentary operations and activities of CDC as well as for audio-visual use.

PRODUCTION FOR OTHER AGENCIES OF THE PUBLIC HEALTH SERVICE

The facilities and personnel of the Production Division are concerned with production of training films for professional and subprofessional groups. The Division can therefore make training films for other units of the Public Health Service with a minimum amount of orientation on objectives and policies. The services of the Division have been requested from time to time for such productions. Inasmuch as the budget of the Division is only intended for training films in the field of communicable disease investigation and control, any such services must be on a reimbursable basis. Additional project supervisors, cameramen, and artists are hired on a WAE (while actually employed)

basis to take care of such outside productions. Stand-by services with commercial producers are also maintained to expedite these productions in an emergency. The Production Division has entered into agreements with the following to render production services as requested: National Heart Institute, Venereal Disease Division, Chronic Disease Division, Dental Division, Hospital Facilities Division, and National Cancer Institute.

INTERDEPARTMENTAL COMMITTEE

In order to avoid duplication of effort, all governmental agencies engaged in producing medical and public health films clear their productions through the Interdepartmental Committee on Medical Training Aids. This committee, composed of representatives from Army, Navy, Air Force, Veterans Administration, and the Public Health Service, meets once a month in Washington. The Chief of the Production Division is the Public Health Service representative on this committee. All initial production proposals for motion pictures and filmstrips are presented to the committee for review, suggestions, and approval for production.

In any case where two agencies are planning to produce audio-visual materials on the same subject, decision is reached as to which agency shall produce the film. All film productions in which more than one agency is interested are submitted for more detailed criticism, and material is incorporated and treatment adjusted so that the film produced on the subject by one agency will be suitable for use by the other governmental agencies concerned. In this way, needless duplication is eliminated.

Where the stake of two agencies in a given field is high, a cooperative working relationship is set up whereby the productions become the joint responsibility of the two agencies.

An excellent example of such a relationship is found in the current project on a series of films on rat control in which the Production Division is cooperating with the Army Medical Services. The CDC is furnishing the technical advisers for these films, preparing the shooting scripts, and furnishing locale for the shooting, experimental sets, rat-handlers, and the extremely large amount of electrical power needed

for illuminating the sets at night. The Army is furnishing the camera crews, building the final sets, and editing the films for final release. When released, the films must be approved by both CDC and the Army.

CURRENT PROGRESS

In carrying out its mission of developing and producing audio-visual aids for the training and operational agencies which it serves, the Production Division concentrates on ascertaining

the audio-visual requirements of these agencies and on meeting these requirements by initiating appropriate production schedules. To date, 65 motion pictures and 112 filmstrips have been released; and 28 motion pictures and 30 filmstrips are in various stages of production. The steps from story to shooting script and from shooting script to completed motion picture and filmstrip accompanied by utilization literature are outlined and illustrated in the following four articles.