

RYERSON CELEBRATES 50 YEARS OF TV

The pioneering spirit that is inherent in much of the technological research performed at Ryerson's Rogers Communications Centre has its roots in an event that took place over 50 years ago. The year was 1949. Ryerson Institute of Technology was just a year old and Dr. H. H. Kerr (of Kerr Hall fame) was the principal. It was November 14th, and in the Ryerson Auditorium, about 300

people were gathered to watch a cast of 15 students and a support crew of 13 students, make history. On that day, Ryerson students, from the schools of Costume Design and Radio Broadcasting, had the distinction of producing the first multi-camera, live TV program in Canada. *This is the Fashion*, made possible by the use of \$100,000 in borrowed equipment, was a 20-minute fashion show consisting of various skits and songs.

John Barnes, the producer, told the press that the show had gone off "without a ripple or wrinkle." Ironically, none of the 12,000 people in Toronto who had TVs at the time were able to see it. The live video and clear audio was reserved for the two screens in the auditorium where members of the radio and television community (mostly retail dealers) were invited to watch. At the event, Principal Kerr spoke about the Institute, and Eric Palin (of Palin Hall Fame and Director of the then School of Electronics) discussed the radio station CJRT, which at the time was owned by Ryerson. He also spoke about a new radio frequency known as FM. He then commented that Ryerson would be making more television productions. "When? We don't know," he said, "but we are going to have to get television equipment in order to expand our course training."

Perhaps Palin foresaw that Ryerson would become a Canadian powerhouse and a leader in the areas of television training and research. But back in 1949 the technology was very new. No one, not even the faculty, knew all the different elements that needed to come together to produce a show.

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news briefs from the ROGERS CENTRE

Ryerson Joins CDTV

Ryerson has taken a membership in the Ottawa based Canadian Digital Television Inc. (CDTV). CDTV is a non-profit industry organization endorsed by the Canadian Government whose mission is to help guide Canadian organizations through the conversion to Digital Television. CDTV is comprised of members from the broadcast, cable, satellite, retail, and electronics manufacturing communities.

Perfecte High Definition Video Production at Ryerson

The Rogers Communications Centre is supporting Canada's first HDTV (High Definition Television) program being produced in an educational institution. Students in the School of Radio and Television Arts recently shot the footage from January 3 - 12 for this 1080i HDTV project with equipment loaned to them from SONY of Canada. They are currently in the post-production phase. For more information and production photos, go to <http://www.perfecte.com>

Interactive Television Research Funded

The Interactive Broadcast Development Group's proposal for Intercast Ontario was realized in January of this year. Ryerson is developing the IBDG as it brings together industry and education to stimulate the growth of interactive broadcasting. Research faculty on the project includes faculty members from the schools of RTA, Image Arts, Information Technology Management and Business. The team also includes research faculty from Sheridan College. The effort to put Canada on the stage as a technology leader has attracted interest from a variety of industries including a \$1.2 million grant from the Ontario Interactive Digital Media Small Business Fund.

Interactive Broadcast Development Group: Intercast Ontario Launch

On Wednesday February 16, 2000, Jim Wilson, Minister of Energy, Science and Technology, launched Intercast Ontario at the Rogers Communications Centre. Intercast Ontario is a two-year initiative in collaboration with industry to stimulate growth, expertise and education in interactive broadcasting in Ontario. "This initiative represents a strong commitment from the Ontario Government to stimulate a synergy between research, broadcasting, new media and business communities," said Dr. Michael Murphy, Academic Director of Rogers Communications Centre.

Canada's First Educational 16x9 Digital Television Studio Complete

With the assistance of Hitachi Denshi Canada, the Rogers Communications Centre's Television Studio C has become the first educational 16x9 Television studio in Canada. Studio C's 16x9 aspect ratio will reflect the future of television and movies. Feature films are shot in this "wide screen" format and the new High Definition Television format will also require this new layout. In addition, it's digital infrastructure will assist Ryerson's further transition into Visual Computing technologies such as motion capture, virtual sets, and blue screen effects.

Ryerson Part Of New Media Cluster in Toronto's New Media Works Study

The recently released Toronto New Media Works Report concluded that Toronto's new media sector is currently under-performing by at least \$1 billion. The Report suggests that by supporting Toronto's 'New Media Cluster' as many as 10,000 new jobs (along with 20,000 additional, indirect jobs) could be created. Among its four key recommendations, the Toronto New Media Works Study recommended the expansion of training in new media skills incorporating business management and marketing skills to keep pace with the potential growth of Toronto's new media industry. The report mentioned Ryerson as a co-operative Education/Research organization. <http://www.tnmw.on.ca>

Ken Scott Nominated for Gemini

Ryerson and the Roger's Centre is very proud of Ken Scott, Instructor in the School of Radio and Television Arts, for being nominated for a Gemini for the children's television show Ned's Newt. Scott and writing partner John Pellatt were nominated for Best Writing in a Children's or Youth Program. The Gemini's are Canada's equivalent of the Emmy Awards, recognizing achievements in television programming. The nomination came for an episode from the second season entitled Back to the Futile. Ned's Newt, which formerly aired on the Fox Network in the U.S., currently airs in Canada on Teletoon.

DISTANCE EDUCATION

a virtual classroom

People often wish they could go back to school but find that they cannot devote any time to classes. The Rogers Communications Centre has come up with a solution. Since 1994, the RCC Online Education Initiative has offered module-based courses that allow students to learn through their home computers at times that they find most convenient. These courses were first offered through a CDROM application, but now the lessons can be taught without any special software. All you need is an Internet connection and a web browser. As a matter of fact, classes can be taught to anyone with a decent home computer.

The minimum requirements are a Pentium 100 computer, with 16MB of RAM, 60MB of hard drive space and Netscape Navigator or Microsoft Internet Explorer version 3.0 and up. It also requires you to use javascript in allowing interaction on some web pages. Then all that is needed are some hours to work and study from home.

While some courses have specific timelines to complete certain tasks, timing and scheduling is otherwise completely dependent on the student and his or her needs. Classes can start at 8 a.m., 8 p.m. or even 2 a.m. by simply logging on to the Internet and the appropriate web address.

Classes are offered in two streams: Retail Management Education and Voluntary/Non-Profit Sector Education. Within each program, several classes must be completed to work towards certification. For the Retail Management program there are classes such as Introduction to Retail Management Communication, Issues and Innovations, as well as Service and Professionalism. In the Voluntary/Non-Profit Sector program courses include Understanding the Voluntary/Nonprofit Sector and Understanding Financial Management in the Voluntary/Nonprofit Sector.

Each course has an outline of topics to be covered, questions that will be addressed and learning objectives to be completed.



A screenshot from Retail Math, a Distance Education Course.

The internet-based courses are much more than just text on a screen. In addition to having material to read, students can also interact with instructors and students through live chats, real audio broadcast interviews, bulletin boards to post messages, quizzes, audio clips and slide shows.

Students are also given access to Ryerson's extensive online periodical library to help with their research. The database includes full texts of major academic and trade publications that can be searched like Yahoo, AltaVista or any other search engine. The major plus is that searches retrieve relevant information from reputable sources.

Even though there is no personal, in-class environment, instructors are available for help and support by Email and telephone.

The program has been well received, and has garnered attention from both the Retail Council of Canada and the US-based National Retail Federation. In fact, the Retail Management program was honoured with a Special Recognition Award.

The Conference Board of Canada also selected the Retail Management program as the recipient of its University-Business Partnerships Award in 1996 for work between Ryerson, the Eaton School of Retailing, and the Canadian retail sector.

There are plans to expand the program by offering classes in both English and French in the coming year.

SMART TORONTO

leads TORONTO's NEW MEDIA scene

With the release of the Toronto New Media Works Study last month it was apparent that SMART Toronto had become an important cornerstone in the city's new media scene. The study revealed that Toronto was performing far below its potential in the area of new media. It also pointed out that an additional 30,000 jobs could be created if the sector was better supported. Mark Deacon, who is the current president of SMART Toronto, is looking to lead a multi-sector effort to address the situation. Perhaps no other organization in the Greater Toronto Area (GTA) is as well positioned to deal with the issues raised in the study. Over the past six years, SMART Toronto has become one of the city's giants, working at the convergence point of Toronto's information technology and new media industries.

SMART TORONTO'S GOAL IS TO help position the Greater Toronto Area as a leading international Centre for digital creation and distribution.

SMART Toronto is a not-for-profit organization that promotes Toronto's image as a "smart" city. It unites businesses and organizations so the GTA can thrive in the Information Age. It was started in 1994 as a grassroots organization to represent the public and private sectors in the area of information technology. Ryerson University's Rogers Communications Centre was one of SMART Toronto's original six founding partners. SMART Toronto's goal is to help position the GTA as a leading international Centre for digital creation and distribution.

One example of the many organizations that works out of SMART Toronto and directly benefits Ryerson is The New Media Trainers Alliance (NMT). The NMT is made up of many of the GTA's key New Media educators from both the public and private sectors. Every six weeks Brad Fortner, who is Ryerson's representative, meets with faculty from the International Academy of Design, Sheridan College, Centennial College, First Interactive, and Seneca College at SMART Toronto's InfoTech Centre. The Toronto area is recognized internationally as one of the best areas in the world for new media training and the mission of the NMT is to continue its promotion.

Recently, the New Media Trainers in association with SMART Toronto, IMAT and Multimediator Strategy Group, received a grant from Ontario's Small Business New Media Development Fund. Awarded by the provincial government, \$1.1 million will go towards a three-year project to promote more interaction among educators, encourage the further creation of digital media training programs and promote the graduates of these programs. SMART Toronto and the Province are just finishing negotiations for the project, titled *An Integrated Human Resource/Training Initiative for Ontario's Digital Media Sector*.

Although the organization's main focus is business, SMART Toronto has a variety of members representing industries across the board. Members, in such diverse fields as health care, education, public policy, arts and entertainment, all benefit from partnerships with the organization. Members of SMART Toronto have the opportunity to network by attending meetings with other members who are involved with a particular aspect of the new media industry. The organization also sponsors and promotes members' products and services to the GTA as well as to the rest of Canada and the world.

The InfoTech Centre, which is operated by SMART Toronto, is located in the same building as the Toronto Reference Library. It includes a network telecommunications lab, premiere space for launches and exhibits as well as meeting spaces for seminars and public relations events. Ryerson, as part of SMART Toronto and the New Media Trainers Alliance, is leading the drive to push Toronto towards global recognition as a leader in new media content, training and technology.

For more information on SMART Toronto visit their website at www.sta.org. For more information on the New Media Trainers Alliance visit their website at www.nmt.org. For information on the Toronto New Media Works Study see the sidebar story in this issue.

JOURNALISM

l a b s

GET



much needed

If experts say that today's computers will be obsolete tomorrow, then what do you make of computers that are over 10 years old? The Rogers Communications Centre recently said goodbye to 30 old 'clunkers' to make way for some brand new machines that are a long way from becoming obsolete.

Journalism students received a late Christmas present upon their return after the winter break with a major upgrade to the journalism lab in room V183. While students use to 'bang' out their stories on 386 PC's with an old version of Windows and Microsoft Word, they are now using computers that are likely to be as good as any you'll find in all of Ryerson.

UP GRADE

**Rogers did an ABSOLUTELY wonderful job
of installing the computers
and getting them set-up.**

**I was absolutely stunned.
I assumed something would go wrong
BUT NOTHING DID.**

The brand new computers are cutting edge Pentium III 450MHZ machines with 128MB of RAM, high-end video and sound cards as well as 17-inch monitors - a far cry from the old 13-inch black and white monitors that strained the eyes.

As well, each computer is installed with an 8.4-gigabyte hard drive that has a capacity to hold hundreds of thousands of documents before getting close to its capacity. The new computers also come with a variety of updated software that is now available to the student. These include the Windows NT operating system, the new Microsoft Word 2000 for word processing, Quark Xpress for page layout and Internet access to facilitate researching on the Web. Both Netscape Communicator and Microsoft Internet Explorer are installed so students have a choice as to which web browser they want to use.

The Chair of Journalism, Vince Carlin says that he has seen few projects go ahead as quickly and efficiently as the Journalism lab upgrade. "Rogers did an absolutely wonderful job of installing the computers and getting them set-up. I was absolutely stunned. I assumed something would go wrong but nothing did."

Carlin was particularly happy to see the project get completed so quickly because he has noticed a decline in morale among students. "I wanted to be able to honestly say that our labs were keeping up in the 20th century. We couldn't even teach newspaper layout the way it's actually done. Two years ago I arrived from the CBC (Carlin is the former head of CBC Newsworld) and noticed the broadcasting info-structure was out of date. Also the newspaper labs were not up to standard. There was difficulty studying Computer Assisted Reporting and the Internet."

Carlin hopes this is just one of many upgrades in the future. Carlin notes that the older lab can still be used for basic writing and that another upgrade will come eventually.

IKE MORGULIS

NEVER AFRAID

to try something

NEW



Ike stands by his 'gallery' in V202, just one of his posts in nearly 40 years at Ryerson

“When an opportunity arises you have to grab it, I tell my students. Like, with a focal plane shutter, it opens up in front of your face, but you only have a short period of time to get it before it goes away.”

So goes the philosophy of Ike Morgulis, Ryerson's veteran of almost 40 years, with a resume of life experiences he shares with the enthusiasm of a first year student.

Ike has shown he is always excited to learn something new and interact with his co-workers and students. “I've always loved teaching. The young guys at Ryerson are great. I really love teaching first year students, they're bright and have such good spirit.”

And as Ike emphasizes to his students, you can never know too much. “Look at me, an old geezer, but I'm still learning all the time. Right now it's SQL databases, Cold Fusion...you always have a chance to learn something new.”

Ike is living proof. He has studied at Harvard University, the Rochester Institute of Technology and the University of Toronto. At these facilities, he received training in the areas of Electrical Engineering, Acoustics, Physics, Teaching and Photographic Sciences - one of his passions.

“Ryerson's been really good to me. I've never looked for job opportunities, but when they arose, I grabbed them. I've been fortunate enough to have six careers in my time here.” Ike's been an Instructor, Chairman, Associate Dean, Director, and a member of faculty. He is currently an Associate at RCC.

Although he's been taking pictures since he was young, his shift toward photography came when he was running the Faculty Development Centre in the School of Film and

Photography. There he was approached by Hans Westerblom. Westerblom needed someone with a scientific background to teach the Photo Technology option. After a sabbatical that involved taking Photographic Studies at the Rochester Institute of Technology, Ike returned to Ryerson to teach Photographic Arts.

It was a perfect fit for Ike who went on to host several gallery exhibits of his photographic works. His love of photography and the outdoors has spawned a series of landscape photographs dealing specifically with rocks, trees and water. His expeditions have taken him to locales in Canada, the United States and South America. Some of his photos can be viewed on his web site at: <http://www.ryerson.ca/~morgulis> or in rooms V202 and V230 in the Rogers Communications Centre.

But even with what seemed like the ideal job, Ike still knew a good opportunity when he saw one. Ike has been involved with Ryerson International projects in South America and now in Germany. Working with Dr. Michael Murphy and other Ryerson educators, Ike has spent time in Brazil and Bolivia to discuss and teach the use of multimedia for Distance Education. Ike was part of a team that trained 14 Brazilian engineers in Canada, and then followed up with consultation in Brazil.

Today, collaboration continues with the WebTV project at Ryerson and the Fraunhofer Institute in Germany.

When asked if he would plan his career any other way if given the chance, Ike ponders before responding negatively. “Maybe I'd take art again, but I wouldn't want anything else... I could win the lottery and I'd still come back here. I've found an affinity here.”

NONLINEAR

video
editing
system:

SIGNIFICANT

iMPROVEMENT

If you ask Clive Vanderburgh of Radio and Television Arts what he thinks Ryerson's greatest advancement in the last 11 years is, he doesn't hesitate. The addition of the non-linear suites in the Rogers Communications Centre has drastically changed the way courses are taught and the experience that students receive. "At one time you would say that we were capable of producing student (caliber) work, but not broadcast quality. Now there's no reason why a third or fourth year student couldn't do work that could be aired on the CBC, TVO or any other station."

Not only did the facilities receive a boost in quality, but quantity as well. "In October of 1998 there were only two places for students to do dissolves. A year and a half later there are now 11 places to do virtually everything for television. And in addition to that, it's now in a non-linear fashion with great effects." The editing suites consist of hardware that is the result of partnerships with Digital Processing Systems, Panasonic Canada and Intergraph Computers.

But beyond the facilities, Vanderburgh attributes much of Ryerson's success to the Rogers Communications Centre and its staff. "The RCC has a mandate to deal with new technology and forge bridges with manufacturers to allow the purchasing and donations that the schools wouldn't be able to get alone." The RCC is also counted on to act as a mediator between the schools (Computer Science, Image Arts, Journalism and RTA). It helps to bring consensus on issues such as purchasing decisions and long-term technological choices.

"The RCC arranges purchasing options so relevant technologies are made."

*Clive Vanderburgh
discusses nonlinear editing*

Consistency is so important because then a knowledge base is built among faculty in all the schools. An expertise for use and repair is built that allows for co-operation between all parties. The technological support, knowledge bases, R&D and infrastructure are relied on by the schools for delivery of curriculum. The Rogers Communications Centre not only gives us a warning of where the industry is going, it also helps to support and implement those things."

The Rogers Communications Centre has been given the freedom to create vision and take risks in the future of technology. "Taking risks can't be underestimated because while people don't like to take risks, change is inevitable. Part of the RCC's mandate has been to take risks and become involved in things that may or may not work. A forward-thinking environment attracts good people and that stimulates and motivates others to feel comfortable and take risks."

But as Vanderburgh stresses, the staff also handles all the little things that are often taken for granted, but essential to the building's success. "The day-to-day support issue is incredibly important. You run post-production facilities that are used by around 1500 students. There's daily problem-solving, managing, administration; it's not sexy but it's fundamental. It's a thankless job but there's a tremendous amount of energy spent so the toilets flush and the heat works."

For Clive Vanderburgh, the Rogers Communications Centre is integral to the success of the schools it supports. "The greatest thing is the symbiotic relationship shared with a common support and need for each other. Together we're proactive in helping drive curriculum so it remains current."



continued from front

Commenting on the collection of cameras, monitors, wires, and special lighting provided by the School of Photography, the Ryersonian called the event “very Hollywoodish and impressive.” David Shano, a 1950 school of Electronics Graduate, was on camera control that night. “I don’t actually remember much of the show because I was too busy worrying about the quality of the picture. The brightness and contrast and all that,” he said. One thing he did remember was the act performed by his classmate, John Vail. For a laugh, Vail appeared as one of the girls and, according to the Ryersonian, gave an excellent demonstration on how NOT to model a dress. “John Vail was about six foot five and built like a lineman for the Argos. He was huge and impressive, and there he was in drag. That part, I remember,” said Shano.

Back in 1949, Shano found his course load quite heavy. “We were always cramming,” he said. The program was in the very early stages of development then. Now more than 50 years later Ryerson is home to Canada’s largest facility for educational training in the areas of Radio and Television - providing four fully equipped broadcast TV studios, over twenty video editing suites, five in-house channels, and a full degree program in Radio and Television Arts into which 140 students are accepted each year.

Ryerson has other television milestones to its credit. According to Wayne Detcher, longtime Ryerson employee in Computer and Communications Services who is now with IMMAD, Ryerson’s studio cameras were used to shoot the opening of CFTO’s station in the early 1960’s. Detcher also noted that over time, several notable Canadian shows have been produced from the school. In the late sixties, Ryerson produced a weekly talk show called Open Mind which aired on Hamilton’s Channel 11. Jim Peters was the host and guests discussed pertinent Toronto issues. Pierre Burton, another talk show icon, later used Ryerson studios to record some of his guests when they were in the downtown Toronto area.

Student television production peaked in the early 1970’s when the students at Ryerson had access to their own studio and produced programming that was played to a series of monitors spread across the Ryerson campus. Today, the Rogers Centre modulates five channels through the cable system. Last year Channel 84 was launched to provide an information service for the Ryerson community. This year Channel 83 is being launched. It will have a video fileserver allowing student films and videos to be played back in a continuous loop. The service currently is operational in the Rogers Centre and the student residences. As the Cable system gets rebuilt, all areas of Ryerson will be able to receive the channels.

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rogers communications centre

EDGE

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