

Please note: Posner, Cole, and Keyssar reached tentative agreement on the following script at 11pm, July 19th by phone from Moscow to San Diego. We were to confirm at 10am July 20th, just before the broadcast. The 10am phone call did not go through until we were on the air so the actual tapes reflect a number of changes made "live." For rebroadcast introductory footage is available.

### Moscow—UCSD Broadcast Script

00 - 1:00 Posner and Cole begin the event. Cole introduces children and school and community groups in audience. Waves and cheers from audience groups as named. Participant children wave when named.

1:00 - 4:30 Intro Moscow Film Festival and Moscow context (from Moscow)

4:30 - 8:00 (1 1/2 min. Cole on UCSD and Communication)  
(1 min. Shanta on Children's Film) from San Diego plus 1 min, introduction of filmmakers: Robert Radnitz, Shelley Duvall and John Matthews.

8:00 - 9:00 Vladimir Grammatikov introduces Soviet film #1, "The Kindergarten Teacher with Mustache." Note: during the broadcast the Soviets replaced this film with segments of two other Grammatikov films. Both comedies, one about adolescents the other the anatomy.

9:00 - 12:00 Screening of Grammatikov film. Soviets (Posner) will comment briefly passing to us.

12:00 - 15:00 American response and discussion, opened by Radnitz. Discussion from both sides.

15:00 - 15:30 Introduction by Robert Radnitz to American film #1: Sounder

15:30 - 17:30 Screening of Sounder

17:30 - 18:00 Comments and questions to Soviet viewers by Radnitz

18:00 - 21:00 Discussion and Soviet response to Sounder

21:00 - 25:00 Soviet film #2 — Fairy Tale by Alexander Mitta with one minute introduction by Mitta

25:00 - 28:00 Discussion and American response

28:00 - 30:00 Soviet-led song and dance— "The Bird"

30:00 - 30:30 Shelley Duvall introduces Sleeping Beauty

30:30 - 34:30 Screening of Sleeping Beauty

34:30 - 35:00 Comment and question to Soviet viewers by Duvall

35:00 - 38:00 Soviet response and discussion

38:00 - 42:00 Soviet film #3 — Introduced by Khitruk Fyodor ([2] 1 1/2 min. pieces — Film, Film, Film and Winnie the Pooh)

42:00 - 45:00 American response and discussion

45:00 - 45:30 Introduction by John Matthews to Curious George Goes to the Hospital

45:30 - 48:30 Screening of Curious George...

48:30 - 49:00 Comment and question by John Matthews

49:00 - 52:00 Soviet response and discussion

52:00 - 55:00 Finale (to be arranged at 10 A.M.)

**Discuss Films****Coming to You Live: U.S.,  
Russian Kids Exchange Ideas**By MILES CORWIN, *Times Staff Writer*

The professors called it a "communication experiment." The technicians called it a "simultaneous bi-directional video teleconference." The parents called it a "cultural exchange."

But to the 40 elementary school children gathered at UC San Diego Wednesday, it was just a day at the movies... with an exotic twist.

The film segments they viewed were shown simultaneously to a group of Russian children in a Moscow studio. The American and Russian children were able to discuss, with the help of translators, the film clips—shown via a live two-way television transmission—and then ask and answer questions.

It was the first international videocast used for educational purposes, said Helene Keyssar, chairwoman of the UCSD department of communication. The success of the children's film videocast, she said, could revolutionize the way countries

exchange educational information.

"This can set a model for the exchange of information between countries in science, technology, humanities," Keyssar said. "Travel between countries is very expensive and often difficult to arrange. This kind of exchange suggests new ways of using technology to provide Americans a better view of what goes on in the world."

Shanta Herzog, director of the American Center of Films for Children, said the best way to initiate an exchange between hostile nations is through children.

"Both countries are comfortable with the subject matter; it's an easy place to start," she said. "Then we can move on to other subjects of common interest, including the sciences and medicine. Maybe we will learn that, no matter where you live, you can help yourself and others by sharing information."

Please see **EXCHANGE**, Page 2**EXCHANGE: It's a  
Day at the Movies**

Continued from First Page

The children had the opportunity to see fairy tales from both countries, ask the directors questions and gauge their counterparts' reactions. And Robert Radnitz offered the Russian youths a glimpse at the stereotypical image of a Hollywood producer. Dressed in Italian tennis togs, with designer labels on the socks, shorts and shirt, and wearing a white scarf around his neck, he strode into the room carrying a pipe in one hand and a white snoozer bag in the other.

Radnitz, producer of "Sounder," showed an excerpt of the movie and then answered questions from the Russian children. Actress Shelley Duvall, executive producer of Faerie Tale Theater, and John Matthews, director of an animated film called "Curious George Goes to the Hospital," also offered excerpts and then discussed their films.

Three weeks ago, Michael Cole, a UCSD professor of psychology and communication, had presented a paper and was doing research in Moscow when he was approached by Soviet media representatives. The Soviets had just seen a live videocast of the US Festival, and were interested in arranging another broadcast to

Please see **EXCHANGE**, Page 7**EXCHANGE**

Continued from Second Page

coincide with their 13th International Moscow Film Festival. Children's films, they told Cole, would be an ideal subject matter.

Cole began making arrangements for the videocast as soon as he landed in New York. He obtained funding—about \$20,000—from such institutions as the Carnegie and Price Foundations and UCSD. And then he began making the technical arrangements.

According to UCSD acting media director Sherman George, the signal is sent to a transmitter in San Diego, to a satellite 23,000 miles above the earth, to a receiving station in West Virginia, to another satellite and then to the studio in Moscow. The complicated procedure was planned and executed within a matter of weeks.

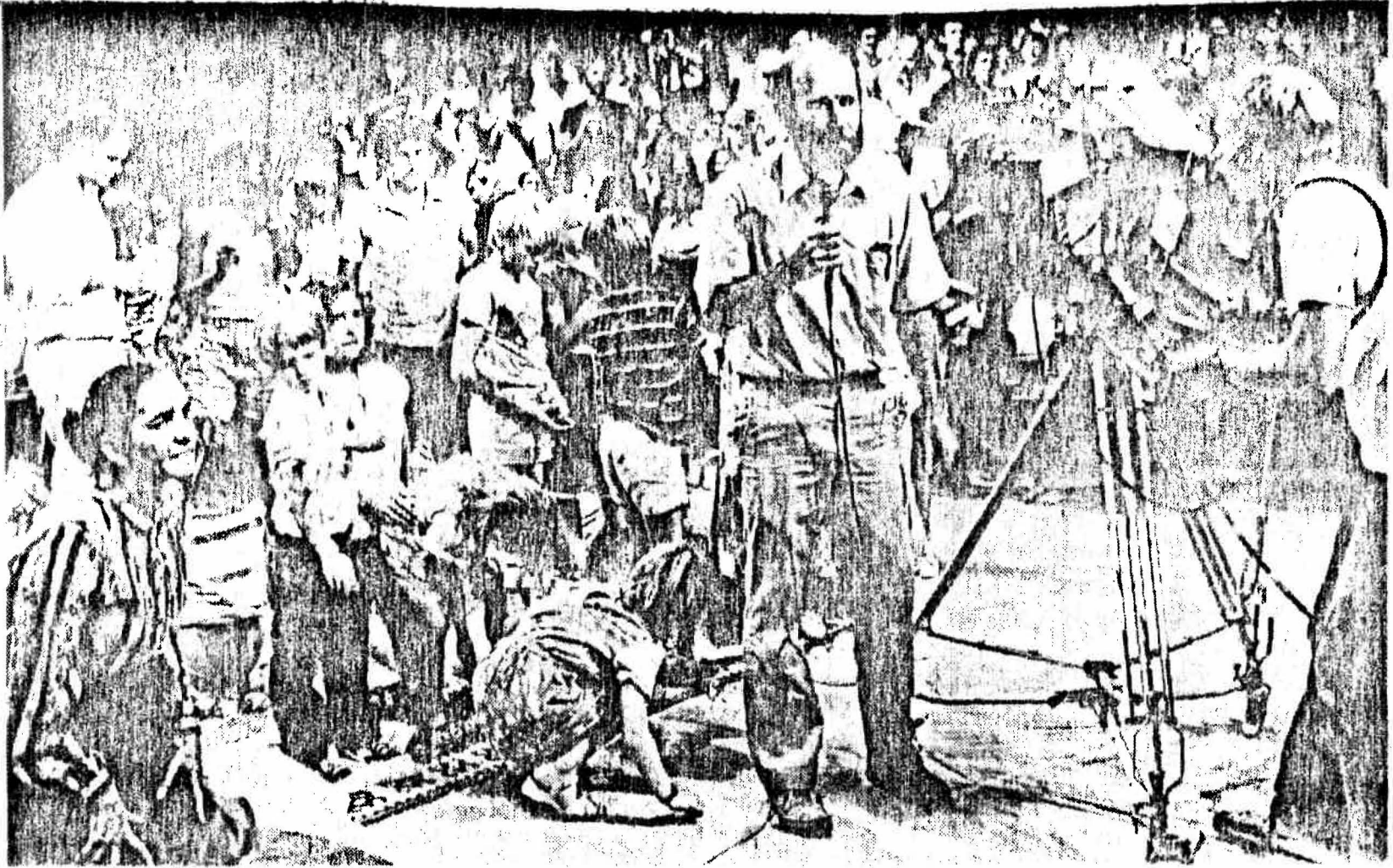
"We eased relations with China through Ping-Pong," Matthews said. "Maybe we can defrost this icy curtain through children's film. My film shows how Curious George is afraid of a shot. Kids—Russian or American—can identify with that."



A Russian boy, above, appears on a TV screen in San Diego—as he watches and listens to Americans wave goodbye to him. Among the group are producer Robert Radnitz, left; Shanta Herzog, director of the American Center of Films for Children; director John Matthews, center background, and actress Shelley Duvall.

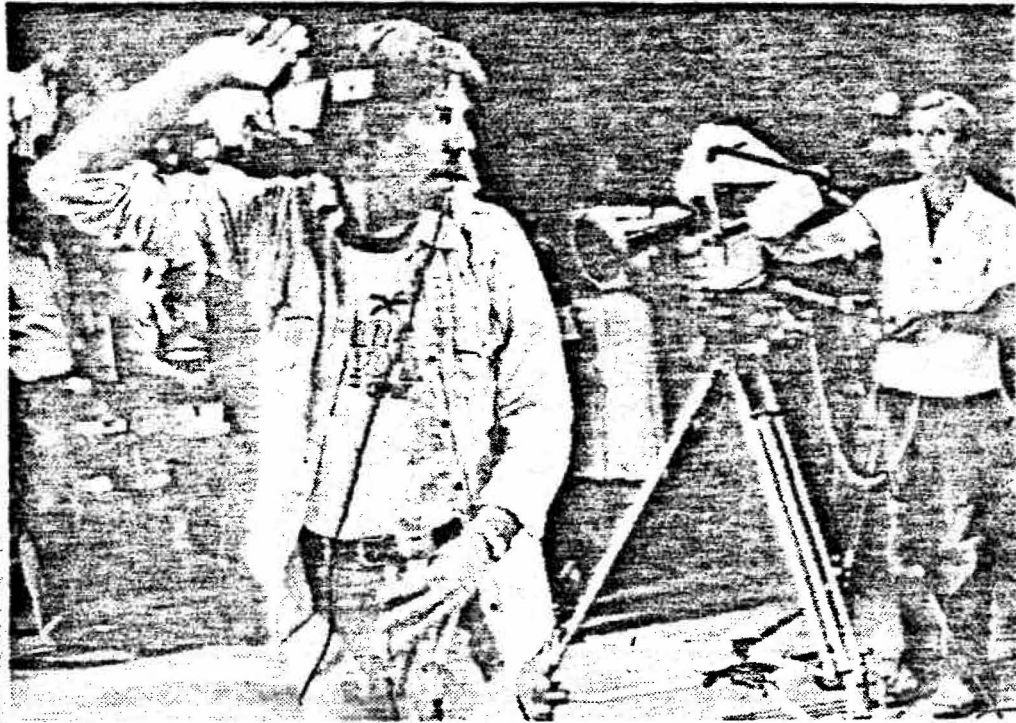
---

Photos by BOB GRIESER/  
Los Angeles Times



BOB GRIENER / Los Angeles Times

Michael Cole, professor of psychology and communication, talks live to an audience in Moscow. Cole organized the event.



BOB GRIESER/ Los Angeles Times

Floor director Jim McCurdy cues a cameraman during the broadcast from UCSD.



Photos by Stan Honda

The excitement continues at Mandeville Recital Hall as children from all over the San Diego area share impressions and toss confetti following the live Moscow videocast.



Associated Press Photo

A group of San Diego youngsters and actress Shelley Duvall, right, wave goodbye to Russian children at the close of a live, simultaneous satellite videocast.

# San Diego, Moscow kids watch movies together

SAN DIEGO (AP) — An international children's film discussion that for one hour brought American and Soviet children together on a video screen, ended Wednesday with 105 American kids standing on their pillows, tossing confetti, and singing "So Long, It's Been Good to Know You."

The 200 Soviet children, who had stayed up late on the last day of Moscow's 13th International Film Festival to participate in the simultaneous satellite transmission, were tossing balloons and singing "Do-Re-Mi," from "The Sound of Music."

Finally, the video screens went blank and the songs faded away on both sides of the world.

The experiment in international understanding had been planned in just one month. The University of California Department of Communications found out only Saturday that it was to go forward, and children of the faculty, some students at a computer camp and children in community summer programs were quickly rounded up.

Communications professor Michael Cole had agreed on the idea with Soviet journalist Vladimir Posner when they visited in Moscow in June.

The Soviets wanted to try the children-to-children discussion and thought the film festival would be a good medium. They were pleased with a simultaneous satellite hookup last May between the US Festival in San Bernardino and a group of musicians and students in a Moscow sound studio.

Three Soviet and three American filmmakers were on hand to introduce brief clips from their work to children aged 5 to 12.

Director Robert Radnitz introduced a scene from "Sounder" in which the father tries to reassure his son that going away to school will not alienate him

from his family.

"Why was the boy so afraid to go to school?" asked a Soviet girl.

"Because he didn't want to leave his father," Radnitz answered. "Would you want to leave your father?"

The answer to that question, and many others, got lost under the pressure of time and the occasional miscue that is natural to live television.

There were other problems. As Posner tried to get things rolling by introducing the first Soviet film clip, a group of girls, dancing in lacy blue and white ethnic costumes, wouldn't get off the stage in Moscow.

But the idea, according to Shanta Herzog, executive director of the American Center of Films for Children, was to "show these children they can communicate and meet over many common grounds."

Sometimes that happened.

After seeing an American film about a monkey, "Curious George Goes to the Hospital," and a Soviet version of an animated "Winnie the Pooh," a bespectacled boy in Moscow volunteered: "In the Soviet Union, we love animals. Almost every family has some pet, perhaps a dog or parrot. Now that teaches kindness. Do you like animals?"

Although, a dozen American kids raised their hands to respond, the boy in Moscow got his answer from Cole. "Yes, we like animals," said the moderator, and moved on to the next segment.

But the juvenile attempt at international understanding wasn't futile. After the singing and celebrating were over, Lisa Vargas, 11, of La Jolla, remembered.

"I thought they looked nice," she said of the Soviet children. "They wanted to be friendly with us. They said they liked animals, and I do too."



# Soviet, U.S. children visit via satellite TV

By Carol Olten, Film Critic

At 10:26 yesterday morning, the air inside UCSD's Mandeville Center Recital Hall vibrated with tension. Sweat beads popped on the balding head of professor Michael Cole, surrounded by a blaze of lights and maze of electronic cables and intensely concerned whether his complicated high-tech communications project would work. At his feet sat about 200 children whose eyes were fixed on two large picture-less screens in a corner of the hall.

Everybody was ready to be on television — a very different kind of television. Cole's plan was to have Soviet and American children view and respond, via translators, to screenings of films from both countries on the final day

of the 13th International Film Festival in Moscow. The historic linkup was to last an hour.

But one question was on everyone's mind: Would Moscow come in?

To succeed meant beaming a satellite communications from UCSD into the heart of a Moscow film and video studio where hundreds of Soviet children were assembled. As previously arranged, the USSR also would beam up and down, for a total distance of 89,000 miles including more than 11,000 miles of city-to-city travel.

At 10:27 a.m., an image appeared on one of the large screens. It was Vladimir Pozner, a smiling Soviet journalist who appeared to be speaking and inside the crowded campus hall a gentle voice was heard in excellent English: "Michael, this is Moscow calling San Diego."

"I can hear you just fine," Cole responded.

The tension dissolved into cheering on both sides of the communications hookup, a first for the university campus and a historic event in international information transmission.

The hour's highlights were many — in terms of technological achievement as well as human understanding and cultural sharing.

Americans showed the Soviets clips of actress Shelley Duvall's eclectic "Sleeping Beauty"; Robert Radnitz' touching tale of black sharecroppers, "Sounder," and John

See VIDEO on Page B-2



The San Diego Union/IAN DRYDEN

Young San Diegans respond to a specially transmitted television program from Russia.

At the same time, Russian youth viewed transmissions from the campus of UCSD.

## Video: Soviet, U.S. children close 89,000-mile gap via TV

Continued from B-1

Matthews' animated story about a monkey called "Curious George Goes to the Hospital."

The Soviets responded with an animated "Winnie the Pooh," a morality fable about the dangers of becoming too rich, a comedy about computer-age children, an anatomy teacher and a contemporary story of a zany adolescent rock n' roller whose older relatives fail to understand him.

Audiences in both countries were enthusiastic. The San Diego area children, age 5 to early teens, represented a variety of ethnic and economic backgrounds. The Soviets appeared on the screen to be greater in numbers, but also of varied backgrounds.

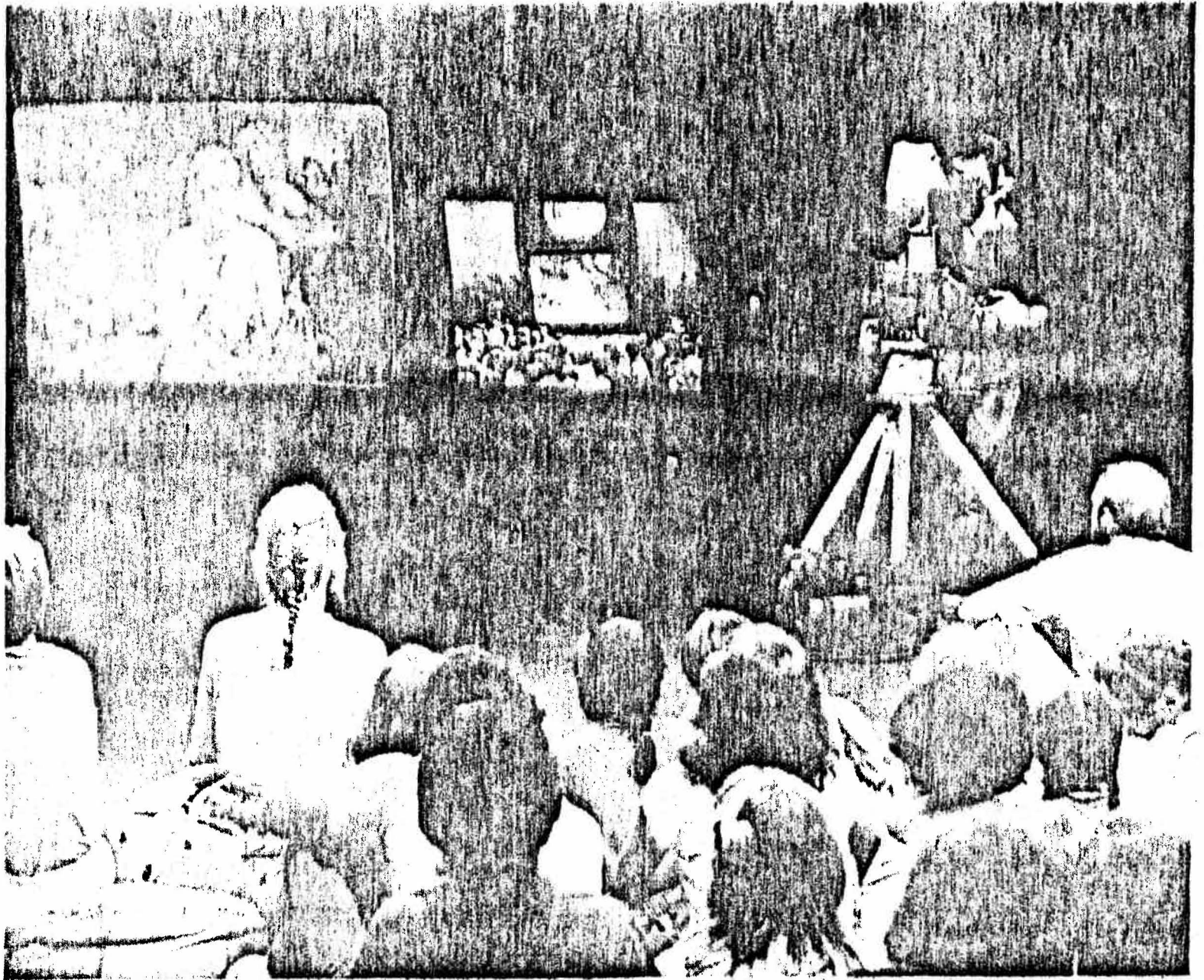
In the satellite question and answer session, a Russian child asked Duvall if she preferred good or evil characters. Seated in a child-like pose on the floor, a bemused Duvall said she preferred to play good people, but liked to dress up as a witch once in a while.

One San Diego boy told the group in Moscow, "I think your films are scary, but I like scary movies."

Another child wanted to know how American children relate to animals. "We also love animals," Cole popped in, beaming by this time over the success of the program.

The simultaneous videocast came about only a month ago when Cole, a UCSD professor of communication and psychology who also serves on the Soviet-American Commission in the Social Sciences, visited the USSR and met Pozner. The two communications proponents discussed how modern technology could be used to add to international human understanding. Shortly, the program began to take shape.

But, said a relaxed Cole after the monitors had been turned off. "We didn't actually know if the thing would work and the bureaucracy involved was tremendous. Up to the moment we were in touch with Moscow, I was very nervous."



The San Diego Union/IAN DRYDEN

**Exchange:** San Diego children view a Moscow film festival via satellite yesterday at UCSD, discussing "Sleeping

Beauty" with Soviet students and finding that the Russian bear can be "Winnie the Pooh." — Story Page B-1.

# Curious George goes to Moscow via UCSD satellite link

AUG - 1 1983

By LEIGH ENGEL

"Are you there, Michael? This is Moscow calling San Diego."

Squatting on the floor of Mandeville Recital Hall in front of about 150 parents, children and educators, Michael Cole relaxed, grinning in excited triumph. The satellite link had worked — he was talking live with Moscow. After more than a month of frustration, technical troubles and bureaucratic complications, the UCSD professor of communications was bringing Curious George to Moscow.

"Children and Film," a simultaneous satellite videocast between UCSD and the 13th International Film Festival in Moscow, began at 10:35 a.m. on July 20. It was the first international videocast used for educational purposes and, according to Helene Keyssar, chairman of the UCSD department of communications, proof that the power of modern technology can be used to increase international understanding.

For the children and filmmakers involved, the broadcast was an opportunity to share ideas, discuss lifestyles and enjoy a few good movies into the bargain. The script, carefully timed and written by Cole and Russian journalist Vladimir Pozner, allowed for a few minutes of introduction, followed by three children's film segments from each side and a period for reaction and discussion between both audiences.

About 40 children between the ages of 4 and 17 knelt on pillows, fidgeting before the large-screen television which would soon connect them with their Soviet

counterparts. There were students from the Learning Tree and UCSD Computer Camp, as well as children of University staff and faculty and participants in other San Diego summer programs.

Sitting cross-legged among the children, filmmakers Shelley Duvall, John Matthews and Robert Radnitz, and Director of the American Center of Films for Children Shanta Herzog waited expectantly. A moment of silence, and then Pozner's voice sounded in the recital hall. Everyone broke into cheers as Cole saluted his friend in Russian. The program which had been dreamed up in a Russian apartment weeks before was finally underway.

"It started in June when I was in Moscow to participate in a seminar," said Cole. "On the last night I was visiting my friend Vladimir Posner in his apartment. Joseph Golden, who is also involved in the film industry and in new forms of communications, was there, too, and we were discussing the previous broadcast of the May US Festival."

Cole and his friends wanted to use the simultaneous videocast technique as a tool for providing information about the world both to the Americans and the Soviets. The 13th International Moscow Film Festival was scheduled to begin on July 7 and the idea of using children's films as the telecast theme seemed natural.

"Children's films are a big part of the festival," said Cole, "and children are an especially obvious symbol of common concern. By the naivete of their questions they

reveal issues that adults might be afraid to touch. They can help adults to communicate."

Cole flew back to the United States the next day to investigate the possibility of a satellite hook-up and begin lining up filmmak-

ers for the show. Complications began almost immediately.

"The problems in communication were terrible," he said. "In order to make a phone call to the Soviet Union you have to make a reservation with the international

operator at least a week in advance. If they send you a telegram, it might take four or five days to get here. Everything had to be done very quickly so we could get it all together by the last day of the festival."

Funding was one of the first problems encountered on the American side. The project cost about \$20,000, and Cole and his assistants applied to and received money from the Carnegie Foundation, the Lounsbery Foundation, the Price Foundation, the Foundation for Child Development and the Communication Department at UCSD.

Next, Cole had to arrange a time for the videocast with Bonville Satellite in San Diego. "This was where the communications problem was really killing our side," he said. "The satellite people wouldn't confirm until we had both the exact origin and destination points and we couldn't get in touch with their side to see just where the destination point would be."

Meanwhile, preparations on the Soviet side were encountering a slightly different set of obstacles. Pozner and Golden couldn't get official permission until the Friday before the videocast was scheduled to take place.

"There's competition between the film and the television industries there just like there is here," said Cole. "This was something that was proposed by film and done by TV so naturally there were a lot of bureaucratic

complications."

In a phone call to Pozner the Saturday before the telecast, Cole was finally able to confirm the Moscow site. Monday, July 18, he called the satellite company to reserve the links between San Diego and Moscow. "At that point I thought we were all clear," he said.

On Tuesday morning, July 19, Bonneville Satellite called Cole to tell him that the link going from San Diego to Moscow had been reserved but the link going from Moscow to San Diego was being used by someone else. It was

already evening in Moscow, as Cole tried frantically to make alternative arrangements. With great difficulty and a little help from the House Subcommittee on Telecommunications, he put through three phone calls to Moscow that day. "We were lucky to convince the operators that we weren't just troublemakers trying to tie up the lines," said Cole. "We had to persuade them that this was an urgent situation and we weren't just trying to use up the time that other people had reserved a week ago."

Finally, Cole and his associates arranged for an alternate satellite link going through Germany. The link cost \$5,000 more and provided five minutes less broadcast time. On Wednesday, July 20, an hour before the show, Cole was

still trying to place a call to Pozner in order to discuss cutting five minutes out of the script and to make last minute arrangements. This time he wasn't so lucky.

In Mandeville Recital Hall, folk singer Sam Hinton had just finished warming up the audience with a few choruses of "So Long It's Been Good to Know You." Helene Keyssar ran through the schedule, as far as they knew it, with the audience. The television cameras pointed at the monitors. Outside in a truck, one of Cole's associates was still trying to put through the call.

"We were obviously going to have to ad lib it," said Cole. "I was really nervous about it. Then I saw Vladimir on the screen and when he started talking someone on that side told him the call had

finally come through. Of course, by that time it was too late. I'll have to play back the tape to hear if Vladimir actually cursed the guy."

A sense of unreality seemed to settle over the audience as the Moscow cameras panned across a vista of young faces, many smiling above the Young Pioneer kerchief, a symbol worn by children in recognition of the Communist Party. Scenes from the Moscow film festival flickered across the screen, and for a few moments it looked like just another travel film.

Then the picture returned to the studios. Pozner introduced a few of the Russian children and Cole returned the courtesy, receiving loud cheers each time he mentioned one of the schools.

"By the end of all that introductory material we were almost seven minutes behind schedule," said Cole. "I was afraid we were going to have to cut one of the films. We obviously couldn't cut out Shelley Duvall's piece because of the star system and I figured I'd be an S.O.B. if I sacrificed one of the others. What it came down to was coupling the films and eliminating some of the discussion."

Any shyness between the two groups dissolved as the technicians began showing the film clips. The program began with Vladimir Grammatika's "The Kindergarten Teacher with a Moustache," about a group of students who computerize a skeleton so that it comes to life in front of their anatomy teacher. As the skeleton cavorted around the classroom, both audiences laughed and clapped their hands in time to the music.

"At first you saw the Russian kids looking very formal and doing a kind of speech presentation while our kids were lounging around on the pillows," said Cole. "But after they started watching

the films you couldn't tell the difference between the two groups."

The other Soviet film segments shown were a piece by Alexander Merta entitled "Film, Film, Film" and a version of "Winnie the Pooh" by Fyodr Khitrak.

Representing the Americanside were John Matthews' "George Goes to the Hospital" and clips from Robert Radnitz's "Sounder" and "Stepping Beauty" from Shelley Duvall's Fairie Tale Theater.

The children invited to view the movies expressed some surprise over both the films and the children they conversed with by means of translators in both audiences.

"They were so different than we were, more outgoing," said Cecile Nierodzinski, a fifth grader at Jamul Lashores Elementary School. "It was strange because they used only two characters in the "Winnie the Pooh" film and we have a lot here. I think things must be very different in Russia."

"I thought most of the Russian films were pretty exciting," said Marc Laitin, a fourth grader at Torrey Pines Elementary School. "I guess I didn't expect the Rus-

sians to be any different and they were a little."

The filmmakers also showed enthusiasm about the project as they signed autographs and ducked the handfuls of confetti after the program. "It was really magical to see all those Russians live and realizing that they're just normal, living, feeling people," said Matthews. "They're not at all threatening but rather delightful really."

Duvall said she applauded the use of children's films as a medium of universal appeal. "Fairy tales in particular are popular all over the world," she said. "Every country that I went to while I was on tour with 'Popeye' I got the same reaction. When I told them what I was doing here with Fairie Tale Theater they would stand up and applaud."

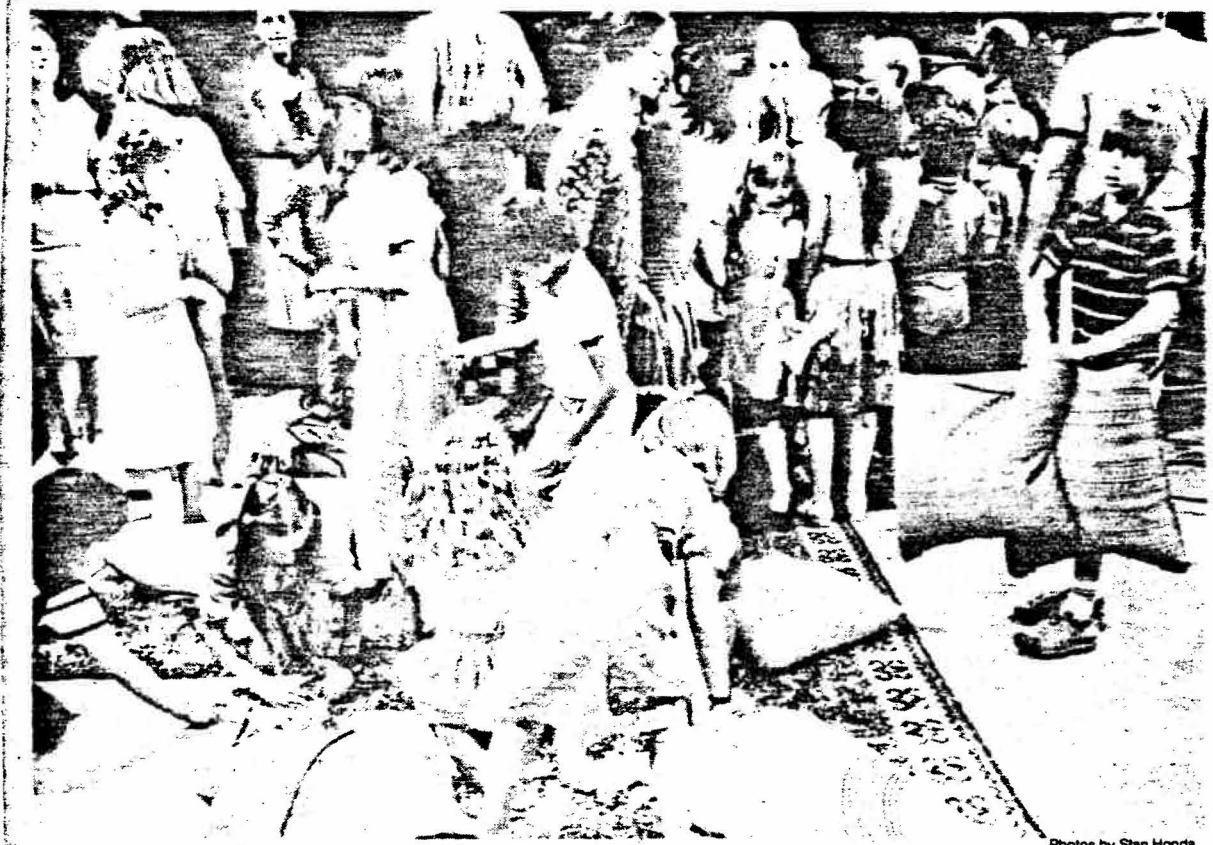
"I think they all responded very well," she said. "You could tell just by looking at their eyes. And the little girls on both sides got all dreamy when the prince was about to kiss Sleeping Beauty. I think it's the beginning of better communication between the people of the United States and the Soviet Union."



Shelley Duvall



John Matthews



Photos by Stan Honda

The excitement continues at Mandeville Recital Hall as children from all over the San Diego area

share impressions and toss confetti following the live Moscow videocast.



Filmmakers, children and Duvall wave goodbye to their Soviet counterparts via satellite Wednesday; by AP

# Comrade Winnie The Pooh

By Laurinda Keys

Associated Press

Reprinted from yesterday's late editions

Washington Post  
Friday, July 22, 1983

SAN DIEGO—Scores of American schoolchildren tapped into a Moscow film festival via satellite Wednesday, discussing "Sleeping Beauty" with Soviet kids and discovering that "Winnie the Pooh" can be a Russian bear.

The kids talked and sang with each other and the Soviet youngsters surprised the Americans by breaking into an English rendition of "Do-Re-Mi" from "The Sound of Music."

"It seems like they get educated very well," said Marc Laitin, 9, of San Diego. "They use a lot of big words."

The children—300 in a studio in Moscow and 105 in a recital hall at the University of California campus in San Diego—were given balloons and confetti to celebrate the closing of the 13th International Film Festival in Moscow.

The satellite hookup was put together by Vladimir Posner—the Soviet journalist Americans often see on TV as a spokesman for the Soviet Union—and communications professor Michael Cole.

They had only one month to plan the encounter, edit segments from



---

# Comrade Winnie The Pooh

---

children's movies and work out a script.

The Americans were children of faculty members and participants at a computer camp on campus. They were rounded up at the last minute because the Soviets weren't sure the trick could be pulled off until Saturday. Some of the filmmakers also joined in.

At 10:35 a.m. here—9:35 p.m. in Moscow—the American children plopped down on pillows and rugs in the recital hall.

The idea, said Shanta Herzog of the American Center of Films for Children, was to "show these children they can communicate and meet over many common grounds."

There were problems, however. Often, the questions the children in one country asked of their counterparts went unanswered, because of technical difficulties or because they were running out of time.

After seeing an American film about Curious George, the monkey who's always getting in trouble, the children were treated to an animated version of a Soviet "Winnie the Pooh."

Then a bespectacled boy in Moscow volunteered: "In the Soviet Union, we love animals. Almost every family has some pet, perhaps a

dog or parrot. Now that teaches kindness. Do you like animals?"

About a dozen American kids raised their hands eagerly to respond to the juvenile attempt at international understanding.

However, Cole answered, "Yes, we like animals," and went on to the next scheduled segment.

The point wasn't lost, however. After the film clips, the explanations from their creators and the singing and celebrating were over, Lisa Vargas, 11, of La Jolla, concluded: "I thought they looked nice. They wanted to be friendly with us. They said they liked animals, and I do, too."

The Latin boy was sitting in the front row and got to give his opinions to two Soviet filmmakers, who listened to him from 11,000 miles away.

"I thought it was scary and I like scary movies," he commented on Alexander Metta's fairy tale about a man who had the power to attract gold.

After seeing a clip from Metta's film and from Shelley Duvall's production of "Sleeping Beauty," a Soviet boy commented: "There are some unifying threads [in the two films]—to teach mankind goodness, humanness, in order to destroy evil."

---

Karen Goldstein, 10, of La Jolla, noticed that the Soviet children "wore different clothes." The San Diego children cheered at surfing scenes and the Soviet children simply watched passively.

Children in both places seemed to laugh the loudest and poke each other the most when they watched Vladimir Grammatika's comedy film about children using a computer to program the skeleton in the Soviet children's anatomy class—and scare the wits out of their teacher.

## Kids talk film by satellite in SD-Moscow linkup

SAN DIEGO (AP) — A kiddie matinee featuring movies, dancing and lots of questions will link 120 children in San Diego and Moscow via satellite, in the simultaneous broadcast of clips from Moscow's International Film Festival.

Today's broadcast, to be viewed at the University of California-San Diego, was suggested by journalists in the Soviet Union who had been excited about a simultaneous broadcast in May between the US Festival in San Bernardino and a Moscow studio filled with musicians and students.

Michael Cole, professor of communications at the university, was approached in June while he was at a seminar in Moscow, and the university found out Saturday that all systems were go for a satellite link between the school and the film festival.

"We didn't have a whole lot of time to get together the kids, so the Commu-

nications Department just contacted kids' groups they knew about, the Girl Scouts, the Learning Tree, a private educational group, and children from the summer computer camp here on campus," university spokeswoman Jan Seagrave said Tuesday.

The children, aged 5 to 15, were expected to give their opinions on the Soviet films and ask questions of their Soviet counterparts. Then the Soviet children were to respond to the American movies. Transistors and filmmakers from both countries were to attend.

Ms. Seagrave said the Soviet children were attending the Film Festival in Moscow, where one section is devoted to children's movies.

At the end of the discussions, "The Soviets will be leading us in a dancing game. And the folks in the U.S. studio will be getting up and dancing along with the Soviets," Ms. Seagrave said Tuesday.

# Moscow, San Diego kids meet by satellite

**S**AN DIEGO (AP) — A kiddie matinee featuring movies, dancing and lots of questions will link 120 children in San Diego and Moscow via satellite, in the simultaneous broadcast of clips from Moscow's International Film Festival.

Today's broadcast, to be viewed at the University of California-San Diego, was suggested by journalists in the Soviet Union who had been excited about a simultaneous broadcast in May between the US Festival in San Bernardino and a Moscow studio filled with musicians and students.

Michael Cole, professor of communications at the university, was approached in June while he was at a seminar in Moscow, and the university found out last Saturday that all systems were go for a satellite link between the school and the film festival.

"We didn't have a whole lot of time to get together the kids, so the Communications Department

just contacted ~~the~~ groups they knew about — the Girl Scouts; the Learning Tree, a ~~private~~ educational group; and ~~children~~ from the summer ~~camp~~ ~~classes~~ here on campus," university spokeswoman Jan Seagrave ~~said~~.

The children, aged 5 to 15, were expected to give their opinions on the Soviet ~~films~~ ~~and~~ questions of their Soviet ~~counterparts~~. Then the Soviet ~~children~~ were to respond to the ~~American~~ movies. Translators and filmmakers from both countries ~~were to attend~~.

Ms. Seagrave ~~said~~ the Soviet children were attending the Film Festival in Moscow, where one section is devoted to children's movies.

At the end of the discussions, "The Soviets will be issuing us in a dancing game. And the folks in the U.S. studio will be getting up and dancing along with the Soviets," Ms. Seagrave said Tuesday.

Then folk singer Sam Hinton was prepared to lead both groups in a chorus of ~~unpronounce~~ ~~nonsense~~ ~~songs~~. At the end, "everybody ~~as~~ ~~part~~ of the scene will sing ~~the~~ song, 'It's Been Good to Know You,'" Ms. Seagrave said. "That's the way it's supposed to go. What will really happen, who knows?"

The U.S. film segments to be shown were "Rapunzel," produced for television's Faerie Tale Theatre by Shelley Duvall; the movie "Spider," directed by Robert Rabinowitz; and "Curious George

Goes to the Hospital," directed by John Matthews.

The Russian films on the showbill were to include: "The Kindergarten Teacher with the Mustache," a comedy for 7- to 9-year olds, and an animated "Winnie the Pooh" cartoon.

# Winnie The Pooh

By Laurinda Keys

Associate Editor

Reprinted from yesterday's late editions

AN DIEGO—Scores of American schoolchildren tapped into a row film festival via satellite Tuesday, discussing "Sleeping Beauty" with Soviet kids and discovering that "Winnie the Pooh" can be a Russian bear.

The kids talked and sang with other and the Soviet youngsters used the Americans by breaking in English rendition of "Do-Re-Mi" from "The Sound of Music."

"It seems like they get educated well," said Marc Laitin, 9, of San Diego. "They use a lot of big words."

The children—300 in a studio in Moscow and 105 in a recital hall at the University of California campus in San Diego—were given balloons and confetti to celebrate the closing of the 13th International Film Festival in Moscow.

The satellite hookup was put together by Vladimir Posner—the Soviet journalist Americans often see on TV—as a spokesman for the Soviet Union—and communications professional Michael Cole.

The group had only one month to plan the encounter, edit segments from

to the juvenile attempt at international understanding. They were rounded up at the last minute because the Soviets weren't sure the trick could be pulled off until Saturday. Some of the filmmakers also joined in.

At 10:35 a.m. here—9:35 p.m. in Moscow—the American children plopped down on pillows and rugs in the recital hall.

The idea, said Shanta Herzog of the American Center of Films for Children, was to "show these children they can communicate and meet over many common grounds."

There were problems, however. Often, the questions the children in one country asked of their counterparts went unanswered, because of technical difficulties or because they were running out of time.

After seeing an American film about Curious George, the monkey who's always getting in trouble, the children were treated to an animated version of a Soviet "Winnie the Pooh."

Then a bespectacled boy in Moscow volunteered: "In the Soviet Union, we love animals. Almost every family has some pet, perhaps a

dog or a cat."

However, Cole answered, "Yes, we like animals," and went on to the next scheduled segment.

The point wasn't lost, however. After the film clips, the explanations from their creators and the singing and celebrating were over, Lisa Vargas, 11, of La Jolla, concluded: "I thought they looked nice. They wanted to be friendly with us. They said they liked animals, and I do, too."

The Laitin boy was sitting in the front row and got to give his opinions to two Soviet filmmakers, who listened to him from 11,000 miles away.

"I thought it was scary and I like scary movies," he commented on Alexander Metta's fairy tale about a man who had the power to attract gold.

After seeing a clip from Metta's film and from Shelley Duvall's production of "Sleeping Beauty," a Soviet boy commented: "There are some unifying threads [in the two films]—to teach mankind goodness, humanness, in order to destroy evil."

scenes and the Soviet children simply watched passively.

Children in both places seemed to laugh the loudest and poke each other the most when they watched Vladimir Grammatika's comedy film about children using a computer to program the skeleton in the Soviet children's anatomy class—and scare the wits out of their teacher.

... p.m., and continued to sing despite the heavy rain and lightning that started 25 minutes later. But about 6:45 p.m., she told fans that the concert was over and they might try again Friday night.

At least 800,000 people had gathered on the Great Lawn, and many opened umbrellas or took other cover when the rain started.

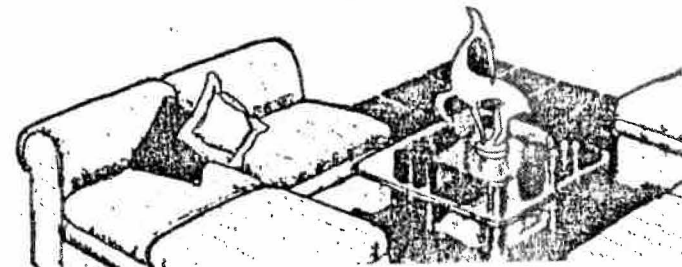
Ross initially urged that the fans

Post  
Classifieds  
The  
little ads  
that  
pay off  
big  
334-6200



Our  
Half Year  
Sale  
10 To 40% Off

Where else can you find such a contemporary furnishings from all over the world? Nowhere else in Washington! Especially during Our Half-Yearly Sale. Whatever your needs—from the smallest accessories to the complete living room system or sectional sofa—you'll see more of what you haven't seen elsewhere. Remember—when contemporary comes up, it comes down to Town House offering it at prices far less than you'd expect.

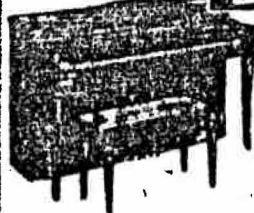


Sell it fast  
with  
Post  
Classifieds  
334-6200

## SUMMER CLEARANCE PIANO SALE

NEW & USED

# Baldwin

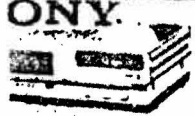


Gisriel has HUGE REDUCTIONS on top quality pianos—and organs at both stores. A wide selection of styles to choose from... while they last. Limited number of teacher-recital used pianos & rental returns.

Special Savings You'll Applaud!  
Great Factory Financing Available

## TV SPECIALS

FREE MOVIE CLUB! ASK FOR DETAILS



Try all Sony VCR Models.  
01 VTR  
00  
00 TT 2000  
ble  
00  
\$449

HITACHI



LOW PRICED

TV  
&  
VCR



University of California  
San Diego  
**News**

American and Russian children, parents and filmmakers talked to each other during a live, simultaneous satellite videocast between the University of California, San Diego and the 13th International Film Festival in Moscow on the morning of Wednesday, July 20.

UCSD's Department of Communication engineered the event, a first in international information transmission. Films for children were the focus of the hour-long telecast. Approximately 150 participants, led by UCSD professor Michael Cole, were gathered in UCSD's Mandeville Recital Hall. The hundred children in the American audience, aged 5 through 15, were invited by the Department of Communication to be participants. They were chosen from a summer computer camp on campus, an alternative school called the Learning Tree and school children from the San Diego minority community. The group was linked by a large screen television transmission to a studio in Moscow, where a similar group, moderated by Russian journalist Vladimir Posner, was assembled. The two groups viewed film segments from each country followed by questions from the children.

Three American and three Soviet filmmakers were seated in the studios ready to show segments from their works. At UCSD Shanta Herzog, director of the American Center of Films for Children, made a brief introduction; director Robert Radnitz introduced a clip from his film, "Sounder;" actress Shelley Duvall, executive producer of Faerie Tale Theater, showed "Sleeping Beauty," and director John Matthews screened "Curious George Goes to the Hospital."

The Soviet film segments which were transmitted from Moscow included two of Vladimir Grammatikov's comedies, one about adolescent rebellion, the other on computers in the classroom; a fairy tale on the temptations of gold by Alexander Metta, and an animated "Winnie the Pooh" by Fyodor Khitruk.

The dialogue between the children and filmmakers centered around the common concerns of love of parents and of animals, the outsmarting of teachers by students, scary movies and the place of mischief in society.

This event occurred through the efforts of individuals in each country who believe in the power of modern technology to increase international understanding. While in Moscow attending a seminar, Cole was approached by representatives of the Soviet media. Excited by the simultaneous telecast between participants at the US Festival in San Bernardino and a Moscow studio filled with musicians and students last May, the Soviets wanted to try to create a similar experience, using the occasion of the 13th International Moscow Film Festival.

When Cole returned home, he presented the idea to his colleagues in the Department of Communication at UCSD and to Sherman George, acting campus media manager.

George immediately began to investigate the technical feasibility of the enterprise and within the week had most problems worked out.

"We viewed this as an experiment to determine if a public university can develop this new form of communication," explained Helene Keyssar, producer of the event and the chairperson of the department. "Our intention was to reveal the universal principles of understanding that enable films to communicate across national boundaries and to demonstrate that serious discussions are possible if we keep to topics that involve science, popular culture and basic human values.

"Response from around the country," continued Keyssar, "suggests that we succeeded beyond our expectations in setting a model of exchange of information among citizens for whom knowledge of the rest of the world is often difficult to obtain. The Soviets have deemed the program such a success that they will rebroadcast it on prime time TV.

(more)

VIDEOCAST USSR/USA  
3-3-3

"In addition, they have reported to us that they will quickly create a new state committee to support and encourage more simultaneous satellite broadcasts. We at UCSD are exploring possibilities here, too, for further broadcasts."

Support for the American involvement in the satellite transmission was provided by private foundations, the volunteer labor of many of the participants and the staff of the Department of Communication at UCSD.

# # # #

For more information contact:  
Jan Seagrave, 452-3120



United Press International

SO LONG, MOSCOW — Filmmaker Rober Radnitz (left), Shanta Herzog, executive director of the American Center of Films for Children, and She-

ley Duvali (far right) are joined by youngsters in waving goodbye to Russian children on satellite videocast between San Diego and Moscow.

## Russian Bear is Winnie the Pooh

By LAURINDA KEYS

SAN DIEGO (AP) — Scores of American school-children tapped into a Moscow film festival via satellite Wednesday, discussing "Sleeping Beauty" with Soviet youngsters and discovering that the Russian bear can be "Winnie the Pooh."

The children talked and sang with each other, and the Soviet youngsters surprised everyone by breaking into an English rendition of "Do-Re-Mi" from "The Sound of Music."

"It seems like they get educated very well," said Marc Laitin, 9, of San Diego. "They use a lot of big words."

The children — 300 in a studio in Moscow and 105 at a recital hall at the University of California campus in San Diego — were given balloons and confetti to celebrate the closing of the 13th International Film Festival in Moscow.

The satellite hookup was put together by Vladimir Posner — the Soviet journalist Americans often see on TV as a spokesman for the Soviet Union — and communications professor Michael Cole.

They had only one month to plan the encounter, edit segments from children's movies and work out a

script.

The Americans were children of faculty members and participants at a computer camp on campus. They were brought together at the last minute because the Soviets weren't sure the trick could be pulled off until Saturday. Some of the filmmakers also joined in.

At 10:35 a.m. here — 9:35 p.m. in Moscow — the American children plopped down on pillows and rugs in the recital hall.

The idea, said Shanta Herzog of the American Center of Films for Children, was to "show these children they can communicate and meet over many common grounds."

After seeing an American film about Curious George, the monkey who's always getting in trouble, the children were treated to an animated version of a Soviet "Winnie the Pooh."

Then a bespectacled boy in Moscow volunteered: "In the Soviet Union, we love animals. Almost every family has some pet, perhaps a dog or parrot. Now that teaches kindness. Do you like animals?"

About a dozen American children raised their hands eagerly to respond to the attempt at international understanding.



THE BRIDGE OVER THE OCEAN BECAME THE  
SYMBOL OF HOPE FOR PEOPLE WITH GOOD WILL

Last Saturday and Sunday the second show of the telecosmic connection "Moscow-Cosmos - California" was held. Imagine a huge videotelephone through which, every one who desires can ask any question and momentarily receive an answer from the other side of the globe. And to see the eyes of the responding person. And to know, that he too sees your eyes.

This event has an history. In the summer of last year, the organizers of one of America's youth festivals turned to our State Television and Radio with an unusual request. During the festival they intended to organize a parade of newest achievements of electronic technology. Among those - this huge screen.

In front of it, a few hundred thousand people were to gather at a given time and through the satellite to receive a stable picture from the other end of the World. This miracle took place at the night of September 4, 1982. It seems that all that happened was a joint concert and exchange of greetings. Alla Pugacheva\* sang for the participants of the American festival; a number of rock groups played interchangeably and the youth on both sides of "Television Bridge" danced and sang. People who gathered that early morning in one of Ostankino\* studios had some sort of a sensation of universality and globality of the happening. They desired to have detailed talks, to look narrowly at strange faces, to answer questions.

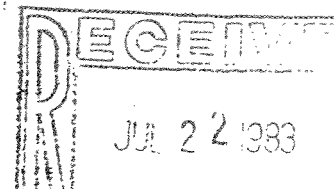
Apparently, the Americans had similar thoughts. At least, when after eight months, in May of this year, a discussion started to once again throw a television bridge over the ocean, both sides agreed that this time, along with music and dancing, there should also be a direct dialogue. Congressmen with deputies, cosmonauts with astronauts, scientists with scientists, mothers with mothers. No scenarios were written in advance. And how can you write them? Among those invited to the show was, of course, "Komsomolskaya Pravda" And I decided to make a present to Levon Agamanykian. This young artist from Erevan, of whom our paper had written on March 3, had just turned fourteen. For a number of days, this shy boy literary suffered for the benefit of all, answering questions to psychiatrists journalists, pedagogues, in the Blue Hall of "Komsomolskaya Pravda." How did he manage to oil paint three hundred and twenty four remarkable paintings, suitable for exhibition halls, in such an incredibly short period as less than two years? What is it - a mysterious puzzle or a natural occurring? So we invited Levon with his parents and sister to a show of telecosmic connection.

During the show, I was observing the kids. Both they and their American coevals were asking each other not complicated questions: How do you study a foreign language in school, what kind of movies do you like, do you have actors among kids, from which grade do you start studying programming...

But the essence was not in the questions. We will have time to learn all about each other, all we need is a desire, and most importantly, no war. It seems to me that it is precise children and parents who have to constitute the main group of audience in the following telemeetings. Since the talks about future are the talks about the fate of children. And it is this pedagogical field in which we can find points of mutual understanding with ordinary Americans.

\* Alla Pugacheva is a very well-known pop music singer.

\* Ostankino is the location and name of Moscow TV and radio studios.



... Mother's main problem today is what to do with her son. The house has already become tight of canvases, and already he had given two personal exhibitions, and what will happen to him in the future. He had already spoiled his vision and his health is so fragile... She wanted very much to ask this question to an American mother, perhaps she would know. She had asked this question of Soviet mothers, both in Moscow and Erevan. They only shrug their shoulders, because at no time was there in the world such a number of talented children. How wonderful can our XXI century be, when all these young artists, musicians, and sages will grow up. But the mother's heart is afraid of something else -- global catastrophe.

... Next to me there is yet another mother. For some reason she has asked me: Can I not ask a question but simply get up and say - I have three kids. The youngest is only a year and a half, she refers to every woman as a mother and to every man as a father. But I am not jealous. Let it be that way. Let her count all humanity as her family. But you too, grown-ups, take care of Katia, show concern for her future. For a second, a face of an American mother appeared on the screen. Her eyes were saying the same thing.

From the banks of Ostankino point towards the beaches of Pacific ocean, rushed the signals for peace. If all intentions of the organizers will come through, the tape of the dialogue will be available for viewers in tens of countries in the world.

After the last, September videobridge, a number of people were found abroad who poured tea spoons of tar in a big barrel of honey. The tweaks were of various kinds. In one American magazine I read that the participants of the experiment in Moscow were given pairs of jeans, so that they'll look more fashionable...

The dogs are howling, the caravan is moving. It is needed very much today, this television caravan, in this desert which was created in the relations of two great powers.

Perhaps at some point, this cosmic bridge will become a very ordinary thing, designed to enable conversations between cities, and peoples. Technically, it is a reality already today.

It should be mentioned that both teleexperiments - the one in September and today, were done in a very tight schedules. The central television has emerged with honors from the first two trials.

The commentator, Vladimir Pozner, academician E. Velikhov, the cosmonaut V. Sevastianov who had spoken with an astronaut Shveicart, and the director of NII of General Pedagogy had brilliantly handled the task. Actually, the whole room was at its best - kids, young artist Levon Agamanykian, students, young workers, and Andrey Voznesenskii\*.

Evgenii Velikhov said in his speech that nuclear arms are not muscles but a tumour which requires operational surgical interference. He also spoke about the fact that forty years ago, on the fences of Moscow there hang the same two posters as now, two flags - an American and Soviet, and hand-shaking of companions for the common struggle.

The Ostankino hall audiences got up and were staring at the screen. What will they, over the ocean, say about this. Here the words reached them, here they were translated into English, and suddenly a sea of hands were waving. And if it was impossible to see the lumps at the throats, that was only the failure of technology which can do almost everything but not everything.

There exist events which are the beginnings of new epochs. Time will show whether or not these two videobridges will become the beginning of long-term program of cooperation. One wants to believe in this with all one's strength, with a great hope that peoples, who get acquainted will understand each other better, when they are face to face.

---

\* A well-known Soviet poet.

Ararat\*, from many sides and during various seasons of time, day and year. Portraits of father, friends, acquaintances, and simply strangers. I don't know what will Levon devote his three hundred and twenty fifth painting to, but for some reason, I am sure that it will carry the motive of the telecosmic bridge.

Because he paints the most beautiful things that he meets. And what could be more beautiful than an open human face, than eyes, which are asking: "You too are for peace? For life? For children?"

Paint Levon, grow-up Ekaterina\* and let the bridges of understanding between yours and strange parents, between Moscow and California, Shanghai and Venezuela, between all who is nursed by mothers' breast and Earth, never be destroyed.

---

\*An Armenian mountain located now within Turkish borders. It is clearly seen from the Armenian city of Erevan.

\* Ekaterina is the full name for Katia.



# Bonneville Satellite Corporation

Contacts: Bruce R. Hough, Bonneville-Salt Lake City (801)237-2450  
Jack Crutchfield, Bonneville-New York (212)935-5150

## BONNEVILLE NETWORKS FIRST EDUCATIONAL VIDEOCONFERENCE BETWEEN USA AND USSR

Wednesday, July 20th, Bonneville Satellite Corporation networked the first ever, direct two-way interactive educational videoconference between the United States and the Soviet Union.

The one-hour program, which utilized five separate domestic and international satellites to complete the two-way interconnect, originated from the production studios of Gostel Radio in Moscow and the campus of the University of California at San Diego.

"We are viewing this as an experiment to determine if a public university can develop this new form of communication," explained Helene Keyssar, chairperson of UCSD's department of communications. "It would be nice to be able to discuss the universal principles of understanding that enable films to communicate across national boundaries and to demonstrate that serious discussions are possible if we keep to topics that involve science, popular culture and basic human values."

The program was educational in scope with films for children being the focus of the event. Among the Americans participating in the discussion with the Soviets were actress Shelley Duvall and producer-director Robert Radnitz ("Sounder"). The Soviet group moderator was journalist Vladimir Pozner.

(...more)

John Hathaway, director of operations, San Diego, California for Bonneville Satellite Corporation, noted that Bonneville utilized two domestic satellites, Westar V, transponder 8-D and Westar IV, transponder 3-D and three international satellites to complete the two-way transmission.

The feed from California to the Soviet Union was downlinked at Dubna, near Moscow, while the return feed, which required an additional "bounce" in West Germany because of previously booked Intelsat traffic from Europe, originated from Lvov in the Soviet Union.

BSC's Hathaway said, "Any transmission to or from the Soviet Union is always complex. In this case, because it was a live, two-way interactive program, and arrangements didn't come together until just prior to the event, the assignment was especially challenging."

Bruce R. Hough, General Manager of Bonneville Satellite in Salt Lake City, noted, "We've been involved in a number of "first-time-ever" international satellite events, however, with a young American girl having just completed a tour of the USSR at the invitation of Soviet President, Yuri Andropov, this videoconference between the children of our two nations seemed particularly appropriate."

# # #



Filmmakers, children and Duvall wave goodbye to their Soviet counterparts via satellite yesterday; by AP

## From Russia, With Pooh Bear

By Laurinda Keys

Associated Press

SAN DIEGO, July 20—Scores of American schoolchildren tapped into a Moscow film festival via satellite today, discussing "Sleeping Beauty" with Soviet kids and discovering that "Winnie the Pooh" can be a Russian bear.

The kids talked and sang with each other and the Soviet youngsters surprised the Americans by breaking into an English rendition of "Do-Re-Mi" from "The Sound of Music."

"It seems like they get educated very well," said Marc Laitin, 9, of San Diego. "They use a lot of big words."

The children—300 in a studio in Moscow and 105 in a recital hall at the University of California campus in San Diego—were given balloons and confetti to celebrate the closing of the 13th International Film Festival in Moscow.

The satellite hookup was put together by Vladimir Posner—the Soviet journalist Americans often see on TV as a spokesman for the Soviet Union—and communications professor Michael Cole.

They had only one month to plan the encounter, edit segments from children's movies and work out a script.

The Americans were children of faculty members and participants at a computer camp on campus. They were rounded up at the last minute because the Soviets weren't sure the trick could be pulled off until Saturday. Some of the filmmakers also joined in.

At 10:35 a.m. here—9:35 p.m. in Moscow—the American children plopped down on pillows and rugs in the recital hall.

The idea, said Shanta Herzog of the American Center of Films for Children, was to "show these children they can communicate and meet over many common grounds."

There were problems, however. Often, the questions the children in one country asked of their counterparts went unanswered, because of technical difficulties or because they were running out of time.

After seeing an American film about Curious George, the monkey who's always getting in trouble, the children were treated to an animated version of a Soviet "Winnie the Pooh."

Then a bespectacled boy in Moscow volunteered: "In the Soviet Union, we love animals. Almost every family has some pet, perhaps a dog or parrot. Now that teaches kindness. Do you like animals?"

About a dozen American kids raised their hands eagerly to respond to the juvenile attempt at international understanding.

However, Cole answered, "Yes, we like animals," and went on to the next scheduled segment.

The point wasn't lost, however. After the film clips, the explanations from their creators and the singing and celebrating were over, Lisa Vargas, 11, of La Jolla, concluded: "I thought they looked nice. They wanted to be friendly with us. They said they liked animals, and I do, too."

The Laitin boy was sitting in the front row and got to give his opinions to two Soviet filmmakers, who listened to him from 11,000 miles away.

"I thought it was scary and I like scary movies," he commented on Alexander Metta's fairy tale about a man who had the power to attract gold.

After seeing a clip from Metta's film and from Shelley Duvall's production of "Sleeping Beauty," a Soviet boy commented: "There are some unifying threads [in the two films]—to teach mankind goodness, humanness, in order to destroy evil."

Karen Goidstein, 10, of La Jolla, noticed that the Soviet children "wore different clothes." The San Diego children cheered at surfing scenes and the Soviet children simply watched passively.

Children in both places seemed to laugh the loudest and poke each other the most when they watched Vladimir Grammatika's comedy film about children using a computer to program the skeleton in the Soviet children's anatomy class—and scare the wits out of their teacher.

DNBX 16

FAN-KIDS-FILM;1ST LD WRITETHRU;640

FLASERPHOTO 001

FEEDS: UPDATES WITH CHANGES; COLOR FROM PROGRAM

LKI

FBI LAURINDA KEYS

F ASSOCIATED PRESS WRITER

SAN DIEGO (AP) - THREE HUNDRED CHILDREN, ARMED WITH BALLOONS AND CONFETTI, GATHERED IN STUDIOS IN MOSCOW AND SAN DIEGO WEDNESDAY AND WATCHED EACH OTHER WATCHING FILMS TOGETHER BY SIMULTANEOUS SATELLITE VIDEOCAST.

IT WAS 9:35 P.M. IN MOSCOW; AND THE 200 CHILDREN THERE HAD BEEN PARTYING FOR TWO HOURS AS THEY CELEBRATED THE END OF THE 13TH INTERNATIONAL FILM FESTIVAL.

IT WAS 10:35 A.M. ON THE UNIVERSITY OF CALIFORNIA CAMPUS; AND 1005 KIDS WHO WERE ROUNDED UP VIRTUALLY AT THE LAST MINUTE; WERE PLOPPED DOWN ON PILLOWS AND RUGS IN A RECITAL HALL.

SOVIET JOURNALIST VLADIMIR POZNER AND UCSB COMMUNICATIONS PROFESSOR MICHAEL COLE HAD ONLY ONE MONTH TO PLAN THE ENCOUNTER; TALK FILMMAKERS INTO COMING; EDIT SOME SEGMENTS FROM CHILDREN'S MOVIES AND WORK OUT A SCRIPT.

UNDER SUCH CIRCUMSTANCES; THEY DIDN'T EXPECT EVERYTHING TO GO RIGHT. AND IT DIDN'T. BUT THE IDEA; SAID SHANTA HERZOG OF THE AMERICAN CENTER OF FILM FOR CHILDREN; WAS TO "SHOW THESE CHILDREN THEY CAN COMMUNICATE AND MEET OVER MANY COMMON GROUNDS."

POZNER WAS DELAYED IN INTRODUCING THE FIRST SOVIET FILMMAKER BECAUSE SOME GIRLS IN LACY BLUE AND WHITE ETHNIC COSTUMES WOULDN'T STOP DANCING ON THE STAGE IN MOSCOW.

THERE WASN'T TIME TO DO AN ACROSS-THE-WORLD PANTOMIME DANCE THAT THE SOVIET CHILDREN PLANNED; AND INSTEAD OF JOINING IN AN EASY; REPETITIVE SONG THE AMERICAN CHILDREN HAD BEEN REHEARSING; THE SOVIET KIDS SURPRISED EVERYONE BY BREAKING INTO A RENDITION OF "DO-RE-ME;" FROM "THE SOUND OF MUSIC."

OFTEN; THE QUESTIONS THE CHILDREN IN ONE COUNTRY ASKED OF THEIR COUNTERPARTS WENT UNANSWERED; BECAUSE OF TECHNICAL DIFFICULTIES; OR THE PRESS OF TIME.

BUT SOMEHOW; THE MESSAGE GOT THROUGH.

AFTER SEEING AN AMERICAN FILM ABOUT A CURIOUS MONKEY AND AN ANIMATED VERSION OF A SOVIET WINNIE THE POOH; ONE BESPECTACLED BOY IN MOSCOW VOLUNTEERED: "IN THE SOVIET UNION; WE LOVE ANIMALS. ALMOST EVERY FAMILY HAS SOME PET; PERHAPS A DOG OR PARROT. NOW THAT TEACHES KINDNESS. DO YOU LIKE ANIMALS?"

ABOUT A DOZEN OF THE AMERICAN KIDS; OBVIOUSLY WARNING TO THE SUBJECT OF ANIMALS; RAISED THEIR HANDS TO RESPOND TO THIS JUVENILE ATTEMPT AT INTERNATIONAL UNDERSTANDING.

BUT COLE ANSWERED: "YES; WE LIKE ANIMALS;" AND WENT ON TO THE NEXT SCHEDULED SEGMENT.

THE POINT WASN'T LOST HOWEVER. AFTER THE FILM CLIPS; AND THE EXPLANATIONS FROM THEIR CREATORS; THE SINGING AND CELEBRATING WERE OVER; LISA YARGAS; 11; OF LA JOLLA; CONCLUDED: "I THOUGHT THEY LOOKED NICE. THEY WANTED TO BE FRIENDLY WITH US. THEY SAID THEY LIKED ANIMALS; AND I DO TOO."

MARC LAITIN; 9; OF SAN DIEGO; WAS LUCKY. HE WAS SITTING IN THE FRONT ROW AND GOT TO GIVE HIS OPINIONS TO THE SOVIET FILMMAKERS; WHO LISTENED TO HIM FROM 11,000 MILES AWAY.

"I THOUGHT IT WAS SCARY AND I LIKE SCARY MOVIES;" HE COMMENTED ON ALEXANDER METTA'S FAIRY TALE ABOUT A MAN WHO HAD THE POWER TO ATTRACT GOLD TO HIM.

AFTER SEEING A CLIP FROM METTA'S FILM AND FROM SHELLEY DUVALL'S PRODUCTION OF "SLEEPING BEAUTY;" FOR CABLE TELEVISION'S FAIRY TALE THEATER; A SOVIET BOY COMMENTED: "THERE ARE SOME UNIFYING THREADS (IN THE TWO FILMS) TO TEACH MAKING GOODNESS."

(IN THE TWO FILMS) TO TEACH HARKING  
DESTROY EVIL."

AFTER THE SHOWING, MARC LAITIN SAID: "IT SEEMS LIKE THEY GET EDUCATED VERY WELL. THEY USE A LOT OF BIG WORDS." KAREN GOLDSTEIN, 10, OF LA JOLLA NOTICED THAT THE SOVIET CHILDREN "WORE DIFFERENT CLOTHES." THE SAN DIEGO CHILDREN CHEERED AT SURFING SCENES AND THE SOVIET CHILDREN SIMPLY WATCHED PASSIVELY.

BUT THE CHILDREN ON BOTH SIDES OF THE GLOBE SEEMED TO LAUGH THE LOUDEST AND POKE EACH OTHER THE MOST WHEN THEY WATCHED VLADIMIR BRAMMATIKA'S COMEDY FILM ABOUT CHILDREN USING A COMPUTER TO PROGRAM THE SKELETON IN THEIR ANATOMY CLASS; AND SCARE THE NITS OUT OF THEIR TEACHER.

989

BU

HERE'S ADOBY-MN-KIDS-FILM:3W

CHILDREN IN MOSCOW: SAN DIEGO WATCH MOVIES TOGETHER  
BY LHMUNUH KEYS

ASSOCIATED PRESS WRITER

SAN DIEGO (AP) - MORE THAN 100 AMERICAN CHILDREN THREW CONFETTI AND SANG "SO LONG: IT'S BEEN GOOD TO KNOW YOU" AFTER TAPPING INTO A MOSCOW FILM FESTIVAL VIA SATELLITE AND TALKING TO CHILDREN IN THE SOVIET UNION.

THE 200 SOVIET CHILDREN WHO HAD STAYED UP LATE ON THE LAST DAY OF MOSCOW'S 17TH INTERNATIONAL FILM FESTIVAL TOSSED BALLOONS AND SANG "DO-RE-MI" FROM "THE SOUND OF MUSIC" BEFORE THE VIDEO SCREENS WENT BLANK WEDNESDAY ON BOTH SIDES OF THE WORLD.

THE ONE-HOUR SIMULTANEOUS SATELLITE TRANSMISSION, IN WHICH CHILDREN HERE AND IN MOSCOW WATCHED THE SAME FILMS AND THEN LOOKED AT EACH OTHER ON TV SCREENS, WAS PLANNED AFTER UNIVERSITY OF CALIFORNIA COMMUNICATIONS PROFESSOR MICHAEL COLE AGREED ON THE IDEA WITH SOVIET JOURNALIST VLADIMIR POEMER DURING A VISIT TO MOSCOW IN JUNE. AMERICANS OFTEN SEE POEMER ON TV AS A SPOKESMAN FOR THE SOVIET UNION.

THE SOVIETS WANTED TO TRY THE CHILDREN-TO-CHILDREN DISCUSSION AND THOUGHT THE FILM FESTIVAL WOULD BE A GOOD MEDIUM. A SIMULTANEOUS SATELLITE HOOKUP WAS MADE LAST MAY BETWEEN THE US FESTIVAL IN SAN BERNARDINO AND A GROUP OF MUSICIANS AND STUDENTS IN A MOSCOW STUDIO.

THE EXPERIMENT IN INTERNATIONAL UNDERSTANDING HAD BEEN PLANNED IN JUST ONE MONTH. THE UNIVERSITY OF CALIFORNIA DEPARTMENT OF COMMUNICATIONS FOUND OUT ONLY SATURDAY THAT IT WAS TO GO FORWARD; AND CHILDREN OF THE FACULTY; SOME STUDENTS AT A COMPUTER CAMP AND CHILDREN IN COMMUNITY SUMMER PROGRAMS WERE QUICKLY ROUNDED UP. THE TOTAL CAME TO 100 AMERICAN CHILDREN.

THREE SOVIET AND THREE AMERICAN FILMMAKERS WERE ON HAND TO INTRODUCE BRIEF CLIPS FROM THEIR WORK TO CHILDREN AGED 5 TO 15.

AFTER SEEING AN AMERICAN FILM ABOUT A MONKEY: "CURIOUS GEORGE GOES TO THE HOSPITAL;" AND A SOVIET VERSION OF AN ANIMATED "MINNIE THE MOON;" A DESPECTACLED BOY IN MOSCOW VOLUNTEERED: "IN THE SOVIET UNION, WE LOVE ANIMALS. ALMOST EVERY EVERY FAMILY HAS SOME PET. VEHNNHS H JUU EK PARRUT. NON THAT TEACHES KINDNESS. DO YOU LIKE ANIMALS?"

ALTHOUGH A DOZEN AMERICAN CHILDREN RAISED THEIR HANDS TO RESPOND; THE BOY IN MOSCOW GOT HIS ANSWER FROM COLE. "YES, WE LIKE ANIMALS;" SAID THE MODERATOR; AND MOVED ON TO THE NEXT SEGMENT.

BUT THE JUVENILE ATTEMPT AT INTERNATIONAL UNDERSTANDING WASN'T FUTILE. AFTER THE SINGING AND CELEBRATING WERE OVER; LISA VARGAS, 11; OF LA JOLLA; SAID: "I THOUGHT THEY LOOKED NICE.

"THEY WANTED TO BE FRIENDLY WITH US. THEY SAID THEY LIKED ANIMALS; AND I DO TOO."



ESTIMATED EXPENSES FOR  
MOSCOW - SAN DIEGO TELELINK  
ON CHILDREN & FILM

SATELLITE COSTS

SAN DIEGO TO MOSCOW

Telco link to Bonneville.....	\$ 2272.80
Bonneville uplink.....	\$ 156.25*
Domestic satellite.....	\$ 412.50*
Edam downlink.....	\$ 180.00*
Connect and switch in New York.....	\$ 13.44*
New York to Moscow (paid by Soviets).....	\$ 0.00

MOSCOW TO SAN DIEGO

Lvov uplink.....	\$ 3133.18
Raistings downlink.....	\$ 1867.80**
Raistings uplink.....	\$ 1867.80**
Andover Me. downlink.....	\$ 1890.00**
Connect and switch in New York.....	\$ 13.44
New York uplink.....	\$ 180.00
Domestic satellite.....	\$ 594.00
Portable downlink receiver.....	\$ 1000.00

SUB TOTAL \$13581.21

\*RECOVER FROM SOVIETS \$ -762.19

TOTAL \$12819.20

\*\*NOTE: For future broadcasts, these charges should be omitted. According to our official plan, we would have accomplished the uplink in the USSR through Dubna, then proceeded directly through Intelsat to a downlink in New York. The Dubna uplink would have cost approximately the same as the Lvov uplink, but there would not have been any Raistings charges and the N.Y. downlink would have cost approximately \$750. Total difference would then be \$4875.60. We were forced to take this more expensive route because of delays in official confirmation and information from Moscow. Intelsat would not book the cheaper route until they had a final location in Moscow; when we received this information on July 16, 1983 another party had booked the satellite time we had previously tentatively secured. Informed of this only on July 19th, our choice was to abort the entire project, thus losing over \$8000 already spent as committed or go ahead with the alternative routing through Lvov. We obviously made the choice to go through Lvov but would not need to do so in the future since more efficient means of communication have subsequently been worked out and since Moscow has not affirmed its interest in such broadcasts.

Had we not had to use the more costly satellite link total cost of all expenses would have been \$16,173.60 plus tapes.

OTHER BUDGET EXPENSES:

Rental of Equipment and Crew.....	\$ 3500.00
Rental of Auditorium.....	\$ 1000.00
Telephone Telegraph charges (approximate).....	\$ 1300.00
Extra telephone line installations.....	\$ 180.00
Travel & Accomodation expenses for participants & support staff.....	\$ 2500.00
Food.....	\$ 550.00
Supplies (set, etc.).....	\$ 300.00
Clerical support staff.....	\$ 400.00
Clerical Supplies.....	\$ 100.00
Miscellaneous.....	\$ 200.00
3/4" color video tapes (24 @ \$24/ea).....	\$ 600.00
	SUB TOTAL \$10630.00
	SATELITTE COSTS \$12819.20
	TOTAL <u>\$23449.20</u>

NOTE: Approximately \$3000 of equipment and \$3000 of free "labor" was donated free of charge.

## Technical Issues

The technical difficulties connected with the telelink were very few when compared to the difficulties in communication between the two groups. The UCSD Media Center is not equipped with "broadcast quality" cameras and the campus facility with the high quality equipment had previously been booked for the day of the telelink. An immediate decision was made to rent production facilities. Western Video was contacted and a reservation was made to rent their remote production van. Western Video's crew chief, Earl Hatten, and Media Center chief engineer, Jim Smith, met to plan the interconnection of the media center video equipment with the remote van. With careful coordination, the Media Center's 3/4 inch video tape recorders with time base correctors were set up to feed the van's switcher. These VTRs would play the prerecorded tapes for the satellite linkup.

Various studio sites were considered but the final choice was a recital hall used primarily by the music department. The hall was equipped with a lighting grid and dimmers, but had inadequate lighting instruments. It took lighting director, Martin Lopez, and his two assistants one very long day to hang and focus over 50 lights. Large numbers of lights were used because the entire hall was lit as a performance area.

At the same time the crew from Bonneville Satellite was setting up their five-meter portable satellite receiver. Bonneville's Director of Operations, John Hathaway, had booked the bidirectional path through five different satellites. The signal was sent via Pacific Telephone microwave to the Bonneville uplink eight miles away. From the uplink the signal was sent to Westar V and returned to the receiver at Edam, West Virginia. The Soviet bound signal was then switched to the Intelsat uplink in New York. Intelsat delivered the signal via their midatlantic satellite to the Soviet earth station in Dubna where our NTSC video was scan converted the SECAM system.

The return path, due to scheduling problems, required an extra satellite. The Soviets transmitted their SECAM signal through one of their satellites to the earth station in Raisting, West Germany. In Raisting the signal was scan converted to NTSC video and retransmitted to an Intelsat satellite. The Intelsat earth station at Andover, Maine, received this signal and sent it by microwave to the Comsat uplink in Edam, West Virginia. Comsat relayed the signal through Westar IV to Bonneville's portable receiver set up 50 feet from our make-shift studio. The total signal path through the five satellites was over 220,000 miles. Travelling at the speed of light the signal required 1.2 seconds to complete the loop.

At 4:00 a.m. on July 20th, the Media Center staff started their final check out of their equipment. At 5:00 a.m. the remote van arrived; by 6:45 the setup was ready for final checks. Shortly after 8:00 a.m. the portable downlink was receiving Westar V and the local uplink had our microwave. The knowledge that our equipment worked was only a slight relief at that time.

By 10:00 the telephone company did not have our four wire coordination circuit working and a call was placed to the studios in Moscow. The operator said she would get back to us. Time dragged very slowly until 10:27 when the Westar IV signal changed to bars and tone from Raisting, West Germany. Seconds after that the telephone operator completed the connection to the Gos-tel Studios in Moscow. Seconds passed slowly until the monitor in the van lost sync and the signal that reappeared was Vladimir Pozner. The audio was low and that information was passed to the Moscow technician. Within a few

August 11, 1983

2

seconds our Soviet counterpart confirmed the arrival of our video and audio. A short, collective sigh of relief was heard. We could now proceed with the show at hand.

FILM EXPEDITION: MOSCOW- COSMOS-CALIFORNIA

PROPOSAL FOR A CHILDREN'S

SATELLITE-BASED FESTIVAL

At the just-completed telecommunications session linking Moscow and California via satellite there were 10 year-old participants who had been members of the cast of a children's musical comedy. We were amazed to see how enthusiastically and effortlessly they communicated with their age-mates 10,000 miles away. The 13th Moscow International Film Festival provides an occasion with endless possibilities for doing a similar communicative event that would be an unforgettable experience for the participants and millions of television viewers.

Two telecommunications bridges have been created at the initiative and with the financial support of the Unison Corporation. The International Film Festival gives us the real possibility of taking a response initiative (all the more so because the American press gave favorable coverage to the event, pointing out that while several thousand Americans participated in the event, our auditorium was restricted to the few hundred we could fit into the TV studio).

On the American side, well known actors and directors have expressed a desire to participate, as well as scholars at U.C. San Diego's Department of Communication, which has a studio which can create telecommunication links.

A creative group formed by the All Union Commission on Children's Film of the Union of cinematography, could work out a similar scenario and include it in the program of the children's film festival. If this can be arranged, then such telecommunications links can become a permanent feature of the International Festival.

Joseph Goldin, June 18, 1983

# THE SOVIET-AMERICAN EXCHANGE PROGRAM

By Michael Murphy & James Hickman



Mary Payne

**Joseph Goldin (with microphone) and Jim Hickman respond to questions from the audience.**

Since 1971, we have been interested in Soviet research programs that relate to human potentials. In our judgement these programs form a significant cultural development in the USSR, one that is similar to the human potential movement in the United States, Europe, and Latin America. Because this movement in the West has not been adequately understood by social historians, its counterpart in the Soviet Union goes largely unnoticed. Yet it is growing and we feel it should be appreciated. We feel it is a hopeful development because Soviet research of this kind will contribute to our understanding of the higher human possibilities. In addition, their work and ours can lead to cultural and scientific exchanges that might help to promote understanding and friendship between our nations.

Recently, Esalen initiated a Soviet-American exchange program to encourage the dissemination of information, the sponsorship of seminars, and the promotion of dialogues among scientists in these areas. Four of us have traveled to the USSR to attend scientific conferences and initiate future programs. In October, 1979, Jim Hickman

and Mary Payne attended a conference on the unconscious in Tbilisi, Georgia. There they met Joseph Goldin, Scientific Secretary of the USSR Academy of Sciences' Commission for the Complex Study of Man, who is coordinating investigations into those human potentials the Soviets call "hidden reserves." Goldin arranged that we represent Esalen Institute at the International Conference on Sports and Modern Society that was held in conjunction with the 1980 Olympic Games. As guests of the Soviet Sports Committee, we were featured speakers at the conference, discussing the role of mind in exceptional physical performance. With Dulce Murphy and Mary Payne, we stayed in the Soviet Union for six weeks during July and August, 1980, meeting with scientists, journalists, artists, athletes, and political analysts who want to cooperate in a variety of Soviet-American projects.

There is a remarkable symmetry, we discovered, between Soviet and American interests in these fields. The Soviet term "hidden reserves," for example, is almost identical to the American "human potential" as a guiding idea. Soviet concern with "maximum perfor-

mance" resembles American studies of "peak experience." Soviet research on "bioplasma," "biophysical effects," and "distant bioinformation interactions" resemble American studies of "energy fields," "dowsing," and "remote viewing." Here are some further examples of this symmetry:

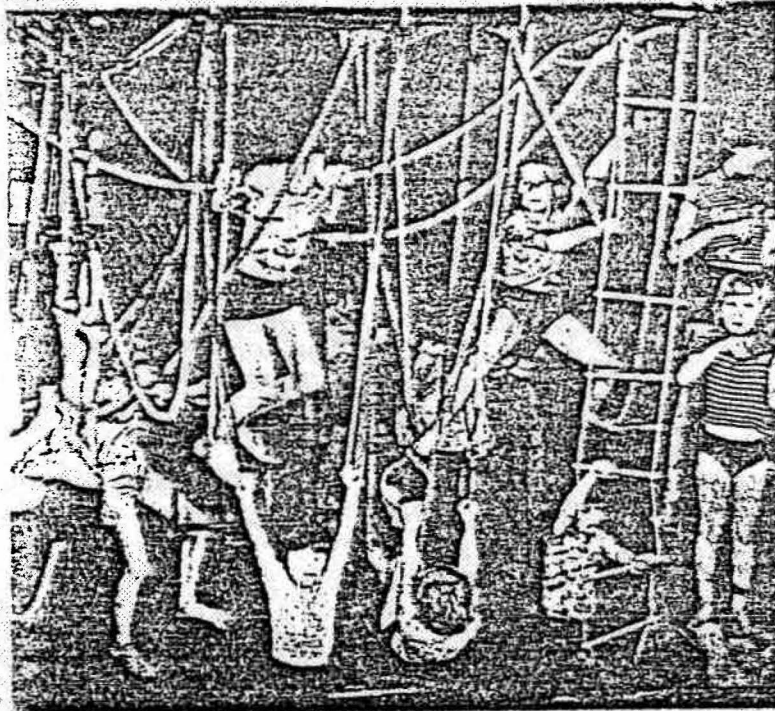
- A significant portion of the medical community is actively pursuing a variety of alternatives to traditional health care. Their interests include homeopathy, acupuncture, psychic healing, biofeedback, physiological self control, and herbal medicine. In a recent editorial, the Minister of Health of the USSR emphasized the importance of studying healthy individuals to better understand disease.

- Interest in spiritual (or "mind-assisted") healing is widespread. A recent television special on this subject (in which Hickman appeared) was broadcast through the Soviet Union. Under sponsorship of the Ministry of Health a clinic is being constructed in Moscow where citizens can be treated by spiritual healers.

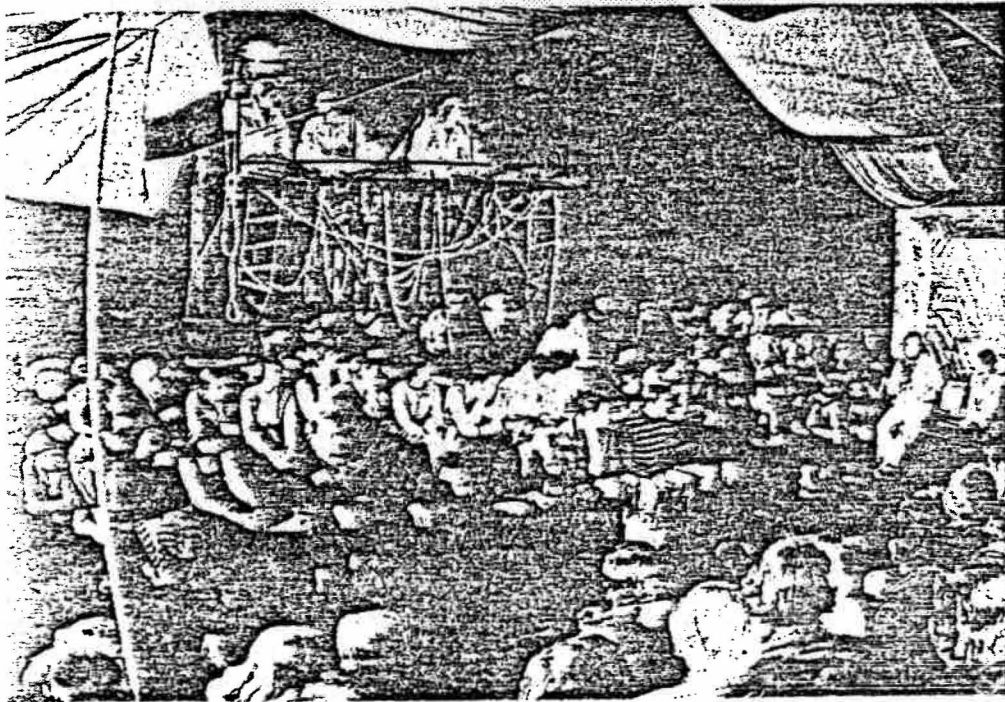
- The USSR Academy of Sciences' Commission for the Complex Study of Man recently sponsored a series of eight lectures on the relationship between sports and hidden human reserves. The speakers included athletes, coaches, and scientists. Each lecture was attended by more than one thousand people.

- Several institutes are studying clairvoyance and psychokinesis. At Kazakh State University, Victor Inyushin and his colleagues are applying their studies of the "bio-field" to various agricultural and medical projects with apparent success. Some 5,000 people are treated at one of their centers each year. Inyushin links his work with the research of Alexander Roman, a pioneer in Psychical Self Regulation (PSR). PSR is defined by Roman as "a direct, purposeful regulation of the various actions, reactions, and processes of an organism realized by means of its own psychic (mental) activity." His system is a synthesis of yoga, hypnosis, autogenic training, and the martial arts.

- In Moscow, Dr. Igor Charkovsky teaches infants to swim. He believes the newborn children are natural swimmers and that through regular swimming exercises they will live longer and healthier.



Russian children enjoy Goldin's "Expedition to Hidden Human Reserves."



Joseph Goldin and his staff discuss Soviet theories and methods in the field of human reserves.

lives than their nonaquatic counterparts. A recent study conducted by the Moscow Public Health Office showed that 18 out of 100 baby swimmers had slight colds during a particular year as compared with 82 nonswimmers who experienced heavy colds.

- *Life After Life*, Raymond Moody's bestselling American book on near-death experiences, has become a national bestseller in the USSR. The experience of continued consciousness after clinical death has been widely reported in the Soviet Union by patients who are brought back to life. Apparently the attending physicians and nurses are fascinated with the similarities between Moody's

reports and their own observations.

- Thousands of Soviet citizens are reading such contemporary Western literature of transcendence and human potential as the books of Carlos Castaneda, John Lilly, Abraham Maslow, and Fritz Perls. Literature on yoga, Sufism, Cabala, lost knowledge of ancient civilizations, and other esoteric subjects finds a wide audience. We met several hundred people interested in these ideas and occasionally stayed up through the night in conversation with them. We were surprised by their relative freedom to explore such subjects, a dramatic change from visits we made to the USSR in 1971 and 1972.

## UPDATE

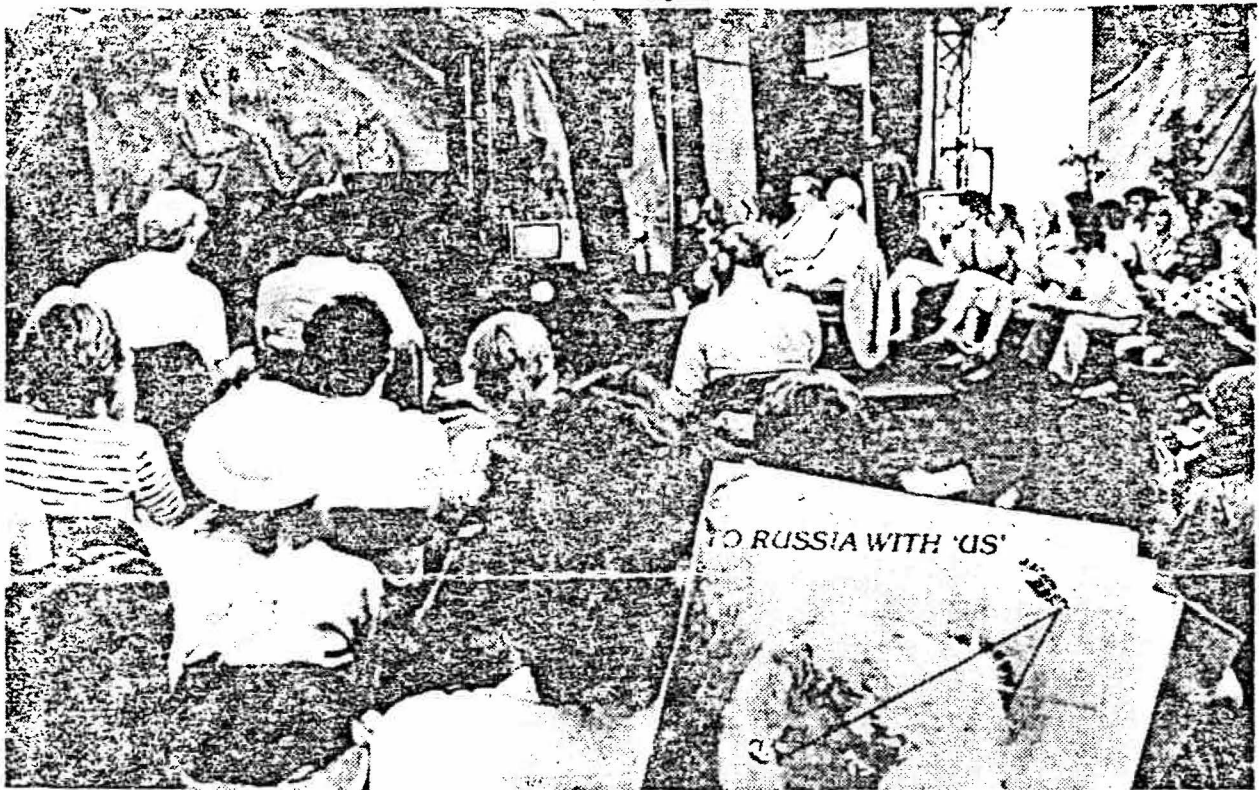
James Hickman

As director of the Esalen Institute Soviet-American Exchange Program, I traveled to Moscow in January, 1981, to meet with personnel from several Soviet research institutes to discuss the possibility of an exchange over the next five years. My visit coincided with an educational experiment that took 200 Muscovites on an "Expedition to the Hidden Human Reserves." This event was a 12 hour experience to explore the dimensions of human physical, mental, and psychic capacities. Sponsored by the Cultural Department of the Municipality of Moscow and organized by Joseph Goldin, Scientific Secretary of the USSR Academy of Sciences' Commission for the Complex Study of Man, the "expedition" was conceived as the launching of an international exploration of neglected human potentials.

Formally the "expedition" constituted a series of dramatic events. Children demonstrated their athletic prowess by maneuvering through a rope "jungle" and exhibited their creativity with music, painting, and architectural designs. This stimulated a lively discussion on guidelines for developing a child's psychic and physical abilities and how to apply this particular experience to everyday life.

Several scientists gave short lectures about theoretical and practical approaches to developing hidden reserves. The audience's favorite was Cosmonaut Gretchko, Soviet Commander of the Apollo-Soyuz Space Flight, who emphasized the importance of developing "hidden human reserve capacities" in such fields as creativity, accelerated learning, non-traditional healing, stress management, and sports. I presented a slide-lecture about Esalen and, with Joseph Goldin, answered questions from the audience. At regular intervals a Moscow psychologist led relaxation exercises to relieve the group's fatigue.

In reflecting on that day I feel that I witnessed a unique moment in Soviet cultural history. A journalist, writing in the Soviet magazine *Weekly*, described the event as follows: "To evoke physical and psychic abilities doesn't infer turning every man into a genius. There are no tools or methods available to achieve that. . . . But when hidden capacities reveal themselves in millions of people at one time, Humankind will acquire a new quality. I like to think that when, many years after, somebody asks what happened on that winter Saturday in 1981 a knowledgeable person will answer: On January 17, 1981, this Moscow expedition started man on the voyage to his own self."



JOE KENNEDY/ Los Angeles Times

Americans attending the US Festival gather in a tent to participate in Saturday's satellite linkup.

# A U.S.-Moscow Hot Line for the Fun of It

By BETH ANN KRIER, Times Staff Writer

DEVORE—Through the wonders of high technology, about 200 Russians sat down to talk with 200 Americans at the weekend's US Festival—without their governments getting in the way.

Their presence was brought to the festival by live, televised, two-way satellite transmissions linking Devore to Moscow. Thus the Soviets didn't even have to battle the 95-degree heat and the crowd of 140,000 jamming Glen Helen Regional Park Saturday.

### Peace Pleas, Chitchat

In the morning, from what appeared to be a comfortable and cool television studio in Moscow, they exchanged pleas for peace and they chatted on such subjects as basketball, rock 'n' roll and "Return of the Jedi."

By Saturday night, the two countries were speaking the universal language of music. Again via satellite, they traded musical performances: Australia's Men at Work for the Soviets' Arsenal, a jazz/rock band.

The morning's talk-show-style presentation proved to be a celebration of similarities with guest stars former astronaut Rusty Schweikart, cosmonaut Vitali Sevastionov, U.S. Rep. George E. Brown Jr. (D-Riverside), Soviet scientist Evgeni Velikhov, festival organizer Steve Wozniak, Maurice Mitchell of the Annenberg School of Communica-

tions and Soviet academician Zoya Malkove, the only woman featured on the otherwise white, male panels.

In the tent in Devore, which at times resembled a sauna bath, actor John Barrymore also dropped by to ask if the Soviets had seen "E.T." yet. Owing to a failure of either technology or translation, the question was apparently not received.

That the event was to be a calculated good-will gesture, an expansion of common ground rather than a confrontation, was obvious in the pre-transmission instructions U.S. moderator Sam Keen gave the

audience. "We don't want it (the broadcast) to be challenging," advised Keen, an author and contributing editor of Psychology Today. "We don't want to guilt-trip them. We don't want to say, 'What are you doing in Afghanistan?'"

A similar directive appeared to have been issued in Moscow as the audience there asked no questions about the American presence in El Salvador or anything remotely accusatory.

Though the American audience was carefully choreographed (an Indian dressed in what appeared to

Please see SATELLITE, Page 4

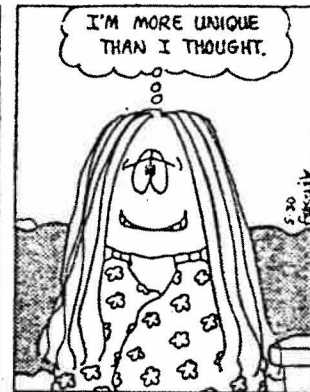
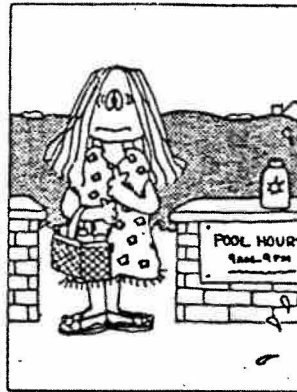
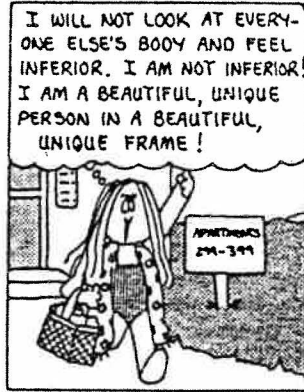
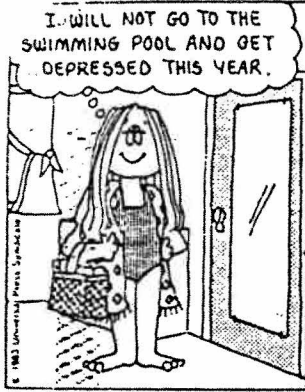


US Festival organizer Steve Wozniak, right, participates in live, two-way satellite hookup between Devore and Moscow.



BY

by Cathy Gulsewite



## SATELLITE: Devore-Moscow Hot Line Is for Fun

Continued from First Page

be ceremonial regalia was moved to a front row and some black youths were pulled out of the crowd to join the predominantly white satellite audience) there wasn't much rehearsal for the show. This factor became evident in the brief run-through preceding the transmission, when the audience was asked first to practice waving and shouting "Good morning, Moscow" as the program began. Then someone apparently noted the time difference and changed the greeting to "Good evening, Moscow" (whereupon a member of the audience suggested, "Why not, 'Live from San Bernardino, It's Saturday Niiightttt!!!!')." Finally the audience was asked to wave and yell, "Hello, Moscow." Perhaps half did: The rest shouted, "Good morning, Moscow" in response to the greeting, "Good morning, America."

### Ovation for Scientist's Remark

As the program got rolling, many of the comments that were exchanged essentially asked, "Why don't we just create peace—now?" This was most forcefully addressed by Soviet scientist Evgeni Velikhov, deputy to the Supreme Soviet of the Soviet Union and vice president of the Soviet Academy of Sciences, who recalled that just a generation ago the United States and the Soviet Union were allies. Velikhov called nuclear weaponry "a cancer" and insisted "we have to perform an operation as quickly as possible . . . we should have the courage to undergo this operation; we have to build bridges."

The remark triggered a standing ovation on both sides of the earth, first in the United States and seconds later in the Soviet Union after the audience there watched the Americans rising to their feet.

As they stood and applauded, many of the Americans were obviously moved. Tears welled up in eyes and the ovation went on and on. Some would later say that they were deeply touched and that, despite the fact that they were participating in an orchestrated media event, they felt themselves to be a small part of history in the making.

The program's second-best-received remarks concerned the music. An American audience member asked the Soviets if there was much rock 'n' roll in the Soviet Union. "We like jazz and rock," came the reply, "but what everybody likes best in the Soviet Union is rock 'n' roll!!!!" The applause was thunderous.

On a more serious note, cosmonaut Sevastionov inquired of Schweikart how he felt about the future. "Are we going to die by the year 2000?" he wanted to know.

Schweikart noted that based on the amount of "lubrication" he and Sevastionov tend to consume during their visits that continue late into the evening, they might well indeed die by the year 2000. Then Schweikart added that he knew that they both were

working to see that life for thousands of generations would continue on earth.

Schweikart, who on the Apollo 9 mission was set to operate a camera during a space walk but received about five minutes in space just to contemplate the beauty of the universe when the camera jammed, was asked "Is technology good or should it fail once in a while?"

To that inquiry posed by Soviet moderator Vladimir Pozner (a political commentator for Moscow Radio who appears on ABC-TV's "Nightline"), Schweikart responded that that memorable failure of technology had been a glorious opportunity. From a most extraordinary vantage point, he had the opportunity to consider what he was doing, how he got there and what it meant. In addition, Schweikart said, he could see that "we all live on one planet. We're all depending on the same continents, the same oceans and the same beautiful blue atmosphere that supports all of life. We've got to learn to take care of it better than we have in the past."

Other questions posed, some without time for answers, included queries on the status of women, pop stars, college entrance requirements, favorite sports and "Do you have Atari?"

This was the second satellite exchange from the US Festival to the Soviet Union. During last year's Labor Day weekend festival, a group of young Russians gathered in a Moscow television studio and watched rock star Eddie Money perform live from the festival. Meanwhile, performances of Soviet rock and ethnic bands entertained the US Festival audience.

The transmissions and the festival were created by Apple Computer co-founder Wozniak to demonstrate that technological advancements can bring people together rather than dehumanize them.

The satellite exchanges were arranged for Unuson Corp., sponsor of the festival, through Jim Hickman, the director of Esalen Institute's Soviet-American exchange program. Esalen and its "hot-tub diplomacy" has been responsible for numerous visits and exchange programs between the two countries for several years.

As Hickman said, in the transmission from Moscow, "We're finally discovering the world is round."

## Peter's Almanac for May 30, 1983

By DR. LAURENCE J. PETER

NORMA CURRIE DAY

—On May 30, 1978, Norma Currie of Fayetteville, N.C., was elected coroner of Cumberland County after promising that if elected she would abolish the office and save the county \$41,000.

