

Space-age training for your club

Today's basic, standard pieces of audio visual equipment can be put to work in the nation's clubs here and now.

by G.V. "Jerry" Marlatt, CCM

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Many of us, I'm sure, have often wondered why, with all the advances in audio visual equipment for training purposes, nobody has done anything for those of us in club work.

Well, that's not quite true anymore, as I learnt when I went to a recent educational meeting of the Greater Chicago Chapter of CMAA held at the offices of the Midwest Visual Equipment Company.

Mr. Martin Mendro, educational sales manager for the company, explained to us some of today's basic, standard pieces of equipment that we can all put to very good use—right now.

Here they are from the "bottom" on up.

First he showed us a "Flip Chart." It was a large (24" x 48") easel type binder of loose leaf pages hinged at the top. As points are stressed to the audience on the front side, through cartoons, large type messages, or charts, the speaker is reading from the reverse side of the previous sheet, which the audience does not see.

This could be used for new employee orientation. It would also permit any employee to be a trainer for new employees in club rules, policy, privileges, etc.

The second stage of the same type presentation is to photograph the material, page by page, and use it as slides. The information is then typed for a script, and the trainer can read the information to the employees while the slides are being shown on a screen.

Mr. Mendro then went into the "hardware" that is now available for use on a mass basis.

First he demonstrated a tape cartridge, utilizing an "amoebus", which means continuous or repetitive. Through a "twist" principle, and coating both sides of the tape, you can add some seven and one-



Fairchild Mark IV is cartridge-loaded, 8 mm sound projector, left. DuKane Micro-matic, right, syncs with records, projects 35 mm single frame filmstrips.

half minutes of talk or message on the tape. When it reaches its end, it "twists" and repeats on the second side giving you fifteen minutes total. At the end of the fifteen minutes it can either incorporate a "shut off" signal and stop, or repeat continuously.

This tape can then be used, through the addition of a "triggering-signal" (inaudible signal on the tape), to operate any switching mechanism. This can be either a slide projector or a film strip projector. In this way, the triggering mechanism will advance the slides or film strips automatically, thus providing a synchronized narration for the visual presentation.

We now have the component parts for a low-cost audio-visual program in any club. Your needs would be: a camera (with an electric-eye for simple operation) at a cost of about \$50.00; a stereo tape recorder, with prices beginning at about \$125.00; an automatic-remote control slide projector at about the same price and the "triggering mechanism" which would also run in the \$50.00 range. Add a screen, a script and film, and you can produce your own training slides.

\$500 would be a good budget figure to use if you would like to start such a program.

Next we found that the film strip can be utilized, in much the same way as the slide program, using either phonograph records or taped narration. Through a simple switching device you can also stop the narration and the film strip advancement so that you might "hold" a particular piece of information on the screen for discussion.

We advanced then to the "Single Concept Projector". It is called this because it is limited to four and a half minutes of information. Normally, the average individual can only absorb this much information at one "sitting". This concept uses Super 8 mm film, but does not utilize the "amoebus" loop described before.

In this case, the cartridge is inserted into the projector, which sits at desk-top level much as a table TV set would. but the program ends at

Editor's note: For the manager who may not want to "do it himself," 16 mm. standard and 8 mm. cartridges on subjects useful for training employees are available for purchase or on rental. For a list of the companies offering these materials, write: Editor, GOLFDOM, Universal Publishing and Distributing Corp., 235 East 45th Street, New York, N.Y. 10017.

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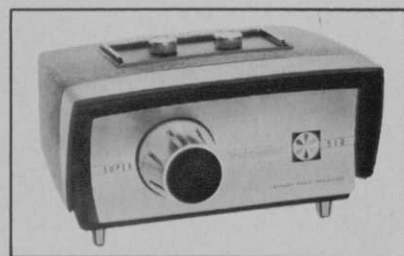
the completion of the cycle or in about four and one half minutes. Special switches can be purchased to stop the program at any point.

In this manner, utilizing either Sound Optical 8 mm film or Magnetic 8 mm film you can have "sound on film" presentation from your own 8 mm Super films shot at the club. There are laboratories which will take your completed (edited and spliced) 8 mm films, plus an edited tape recording to add the sound and package it into a cartridge for you. You can then program your training material into short, easily digested programs for your employees.

Through further utilization of "rear-view" projection, you can then show this material either in available viewers, or onto a screen, or in individual carrels (pupils' booths for use with teaching machines or other training devices) with two or three employees using the materials at the same time.

We were also shown battery operated tape players and projection equipment for recording or showing where electrical service may not be available. Seemed quite the thing for use on the lesson tee.

Another training aid which was demonstrated was an "Audience



Technicolor Super 8 / Model 510 projects four minutes of film per cartridge.

responder box." This enables a trainer to quiz employees in that, by turning a dial, the employee can answer a selective question either by turning to A-B-C-D or "No."

The trainer, sitting at a remote table will see how each of the persons being tested answered a certain question. He may then record the answers on a "master sheet" and ascertain how effective the training has been to date.

The importance of the "No" answer was pointed out in that

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this is necessary to prevent the person from merely guessing the right answers from the selective answers available.

We then looked over the equipment before we had lunch.

In the afternoon session we were treated to a display of TV tape recording, and an explanation of the various uses for video tape.

For instance, it can be utilized by the golf professional for lessons. The pupil's swing can be video taped and played back instantly, with such features as slow-motion, "stop-action" and comparison.

In the clubhouse, training films can be produced to show anything you could or would want to show on film or in slides from waitress serving techniques to salad making. The superintendent could also use video tape to train his men.

What about some of the costs and problems of using this equipment?

First, it is expensive at the present time. But, like everything else which is mass produced it will get cheaper as distribution increases. Second, there are several manufacturers of video tape recorders at the present time. There are several different sizes of tape from a quarter inch size (1/2 the size of most recording tape you are familiar with, up to two-inch. Costs of tape range from the smallest at about \$60.00 per hour, to the largest, which is astronomical in costs.

The suggested "best" of the sizes is the one-inch tape. This will probably be the accepted format.

Video tapers, of the suggested quality, run in price from \$1,500 to \$2,000. There are, however, \$600 video tapers on the market today. The "top," which is color compatible (capable of recording in color), runs about \$4,450 for the one-inch tape size.

It should be pointed out that for something as simple as a golf stroke, the most inexpensive form of tape is adequate. For finer detail work, such as "close-ups" of boning a fish, better equipment is needed.

It is the same with the receivers, which are quite similar to a home TV set. The simplest receiver can cost \$150, but when the camera

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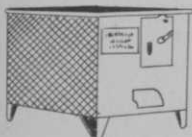
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improves so too must the receiver improve. Necessity for detail can bring the receiver costs from \$150 to \$500 using the same examples as the previous paragraph.

With cameras it is much the same story. Simple camera, taping and receiving are done on a 350 lines per inch principle. Here we are talking about \$600 video taper, \$150 receiver and \$600 camera. As you progress, you go to a video taper of 650 lines capability, and a camera of 650 lines also. We then find we have a \$4,450 video taper, a \$500 receiver and a \$1,000 camera.

Other costs enter the picture too as the quality improves. Lenses, tapes, microphones and even tripods increase in cost as you utilize the better equipment.

Finally, not all equipment is compatible to each other.

Sound complicated? Well it really isn't if you will think of it in this manner. 1) Decide what you want to use your video tape for? 2) Then, call in the reps of the various com-

panies and let them hear your needs. 3) Let each of them demonstrate or tell you what they have to serve your purpose. 4) Then you make the decision of what is best for you, or your club. 5) The final step, is to then rent a complete unit, with right to apply rentals to purchase, and try it to see if it serves your needs.

I am not setting myself up as an "expert" on video taping, and I may not even be recording the things which were told to us, but I am giving you one man's opinion.

Video taping is here, color is coming day after tomorrow, and it is the training material of next week. Do investigate it, now.

A final thought: Though video tape can prove very expensive—especially if you would need the better equipment—your budget could be effectively stretched if such equipment were shared by the golf professional, course superintendent and manager.

Cooperation between these three could make a communications center at every club a reality. □

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