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(ITU) للاتصالات الدولي الاتحاد في والمحفوظات المكتبة قسم أجراه الضوئي بالمسح تصوير نتاج (PDF) الإلكترونية النسخة هذه والمحفوظات المكتبة قسم في المتوفرة الوثائق ضمن أصلية ورقية وثيقة من نقلاً.

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17 May 1976

World Telecommunication Day

“Telecommunication and mass media”



On 17 May World Telecommunication Day was celebrated by the 148 Member countries of ITU. This year the theme was “Telecommunication and mass media”. Last month we published two articles on this theme and another is published below.

The Associated Press

The Associated Press (AP), the oldest and largest of the news agencies, is an American agency run as a co-operative, on a non profit making basis. It is estimated that every day more than one billion people have access to Associated Press news and photograph productions, consequently the famous “AP” symbol is translated daily into hundreds of languages. The stories and photographs go into over 10 000 newspapers, radio and television stations in more than 110 countries.

The business of transmitting the news is a continuous process backed up by a staff of over 2500 reporters in 60 foreign offices and 107 offices in the United States. On top of these are hundreds of part time workers who assist in gathering and distributing the news.

To make possible the distribution of the 3 million words of copy poured daily into the system by the journalists the organization makes use of up to the minute electronic communication equipment such as computers, automatic typesetters and teletype circuits. In many instances the equipment has been modified by AP's own engineers.

Governed by a board of directors of 18 newspaper publishers in the United States, which then selects a president and general manager, the AP has an annual expenditure of more than 90 million US dollars, which is reckoned to be the highest figure in the news service field. Many more times this figure is spent by members collecting local and regional news stories and pictures which are made available for distribution through AP's facilities.

As a non profit making organization the AP has no stockholders, declares no dividends and distributes no profits. All the income is used for gathering and distributing news and pictures and improving the service.

As a member or subscriber the newspaper or broadcasting station reaps the benefits of a world-wide staff of journalists linked to AP's communications facilities. In the United States alone more than 1 280 000 kilometres of leased wires carry the reports to more than 1771 daily publications and some 3600 radio and television stations.

The Associated Press was founded in 1848 when six New York city newspapers formed an organization to share the cost of gathering news outside the metropolitan area. From that point the AP has grown until today leased cables and satellite circuits operating 24 hours a day carry news stories and photos in both directions between America, Europe and Asia. Two way service is provided between the United States and Latin America via a mixture of leased satellite, microwave, radio and cable circuits.

Where places are beyond the direct reach of satellites the news and photographs arrive by wireless and powerful transmitters are operating continuously from New York, London and Tokyo, beaming news and pictures into these areas.

News travels internationally in English and is translated into the working language on arrival. The exception is Latin America. News for that area is translated by an expert staff in New York and transmitted in Spanish. In Brazil the Spanish is then translated into Portuguese.

The gathering and distribution of pictures follows the same pattern as the news stories: all major Latin American bureaux file news directly into the New York computer while Asian bureaux access this same computer via Tokyo, where the text is edited and included in the regional report for Asian and Japanese subscribers. In the computer the news is stored until required for final editing on video display terminal.

European, African and Middle Eastern news is filed directly into the London AP computer where it is automatically sorted and transmitted to New York for redistribution. Both the London and New York computers are continually exchanging news to allow simultaneous distribution. Additionally a computer has been installed in Frankfurt which collects and distributes the news in German and English after editing on video display terminals.

Most of AP's news pictures are transmitted over the broad wire and radio facilities which go to make up the AP wirephoto. Thus, pictures can be delivered simultaneously to users, who may be thousands of kilometres apart, in a matter of minutes.

The AP picture service currently serves more than 2000 subscribers in Europe, Asia, Africa, the Middle East and Latin America over cable, radio and land circuits. In Europe the leased line wirephoto network extends from London to Moscow, linking 21 nations. The European and North American networks are connected by a leased transatlantic photo cable—which is devoted to the transmission of high fidelity pictures between the continents.

Asian picture distribution is under the control of Tokyo which is connected to New York by satellite link for both transmission and distribution. When the need arises Tokyo can be linked to the European and North American networks and transmissions can be made from any point in these nets to Tokyo. Outstanding news pictures of the day are distributed around the world.

In the United States alone the AP operates more than 64 000 kilometres of special high fidelity wires for picture transmission with some 700 newspapers and television stations in the network. There are also some 400 transmitting points making it possible for the pictures and the copy to be transmitted concurrently.

Within the main wirephoto network in the United States the AP also operates 36 regional and state wirephoto networks. The networks, by permitting all transmitting points to send pictures of regional interest to specific destinations, keep the main circuits free for the speedy delivery of international pictures.

Due to the high quality of the modern transmission equipment AP members and subscribers with *Laserphoto/Laserfax*, *Automatic Wirephoto* or *PhotoFax* machines receive their pictures ready for the engraver. Frequently, too, wirephoto transmits news pictures for colour printing.

Throughout all its dealings AP has managed to preserve its independence, some staff have even been expelled from various countries for refusing to deviate from AP's objectivity—an ingredient necessary in reporting the news. — AP.