

Remarks by FCC Commissioner James H. Quello  
To the TV Public Affairs Programming Conference  
Washington, D. C.  
June 12, 1979

At a recent Commission meeting deliberating broadcast de-regulation, an important FCC decision-maker casually stated "News and public affairs are a myth." It was an inaccurate overbroad generalization. He may have been half kidding. But the remark was part of the FCC official public record. I decided to counter the remark by stating "Let the record show that that statement represents an unwarranted, preposterous conclusion."

Nevertheless, the fact that the derogatory statement, incidentally from a friend and respected colleague, spontaneously blurted out was significant. It illustrated that broadcasters have considerable work to do in establishing a positive public perception of their work--in gaining recognition and credit for many of their excellent public affairs programs and public service projects.

For openers, I'd like to suggest a more concerted effort in notifying the public to include civic and government leaders. Perhaps a larger expenditure of not only program personnel, time and effort, but of advertising and promotion budgets, would defuse criticism and challenge the credibility of longtime antagonists. In short, more audience promotion funds for public affairs rather than popular entertainment programs.

If you aren't doing it, consider allotting public affairs all the advertising and publicity support you now allocate to your major commercial attractions. Don't conserve all of your major expenditures for over-imaginative, innovative murder mysteries, sexy T and A shows, or "variety" shows that persist in sameness of format.

This may sound like old hat to many of the broadcasters who take pride in publicizing creditable public service performance. But the constant, though usually unwarranted, criticism, leads one to wonder if the promotion is really comprehensive enough--or if the perennial constant critics of broadcasting simply don't want to read, hear or believe any positive contributions by the broadcast industry

Frankly, my 28 years in broadcast management were associated with stations and organizations with strong orientation in objective news, public affairs, public service and civic involvement. It is difficult for me to understand the distorted generalizations against broadcasting--mostly

by individuals who have very little, or no, marketplace experience in broadcast journalism, production, writing or operations.

Two public interest advocates with a longtime record of antagonism against broadcasting recently expressed negative personal viewpoints (which they have a right to do) that could be neutralized or discredited by combining worthy public affairs with effective public information.

Nick Johnson, controversial consumer advocate, recently argued against radio de-regulation before the Van Deerlin Congressional Subcommittee. Characteristically, he gave his personal generalizations an aura of established fact stating "There are entertainment interests that are currently underserved by the marketplace--those of the elderly, young children, the poor, the handicapped. 'If the marketplace is flawed in delivering entertainment programming, it certainly is flawed in providing news, public affairs, public service announcements, locally originated programming and other types of service the FCC has found it necessary to require over the years.' "

Dr. Everett Parket, Director, Office of Communications for the United Church of Christ, a longtime critic of broadcasting, in a letter to the New York Times opposing de-regulation included such derogatory viewpoints as "the fact that a few stations exceed modest FCC staff guidelines for broadcast of news and public affairs has no so-called 'marketplace' significance and is no indication that the public is being well served. Radio news is neither comprehensive nor necessarily informative. News is a function of a station's format. It is chosen to fit the tone and style of the programming flow. 'Top Forty' stations push crime, Hollywood gossip, sex and violence as an inducement to tune in, not to inform listeners." And, "Broadcasters have always provided as little public service as possible as cheaply as possible in return for the privilege of amassing fortunes from the sale of time. The assumption that radio licensees would maintain or improve their performance without regulation is unrealistic."

Dr. Parker has a very discriminating view of the broadcasting industry. He tends to search out substandard performance and hold that up as being representative. I think we all have to admit that there are stations in some markets that offer primarily entertainment formats with little news and public affairs programming. There are also all-news stations which offer virtually nothing but news and public affairs. I think it's clear that stations in very small markets tend to offer more and more local news and public affairs programming simply because their audiences demand it and not because they are forced to do so by the FCC.

Even FCC Chairman Ferris last week gave full vent to anti-TV predilections in an appearance before the Academy of Television Arts and Sciences in Los Angeles. He stated: "The average viewer is a concept created by the commercial compulsion to capture 100 percent of the audience, down to the last decimal point. This mindless pursuit had led the networks to round off to the lowest common denominator, to deny the diversity of which we are so otherwise proud, and to justify it all by the law of averages.

As all this general criticism, warranted or unwarranted, indicates, broadcasters have a public perception problem. Paradoxically, in this matter, communications rather than actual performance, is probably the major shortcoming of this most powerful communications medium.

Much of the recent criticism has been generated by the de-regulatory deliberations of the Congressional re-write or revision of the Communications Act. Activist groups advocate government mandated access to assure special consideration for dissemination of their own private social, economic and political philosophies. Many of the critical groups purport to represent "the public," but actually represent only their own narrow version of public interest.

The activist argument that removing the public interest standard would permit broadcasters to eliminate news, public affairs or meaningful programs is indeed specious. It would be contrary to all industry trends and to broadcasting self-interest to eliminate or minimize news and information programming. Broadcast journalism and public affairs are increasing in importance. I believe the major impact of TV and radio on the American way of life today is in news and news analysis--not in entertainment programs. I think most people agree that broadcasting today is most remembered and respected for its hours of exceptional journalism--and that the greatest benefit most Americans derive and expect from broadcasting is information.

Recent research indicates more Americans are getting initial news from TV and radio than from newspapers. This potential for molding public opinion poses an enormous responsibility and opportunity. No practical broadcaster will ignore the audience mandate for comprehensive objective coverage of news and public affairs. The radio all-music-formats develop and thrive only in multiple station markets already fully served by news and public affairs.

It's also now clear that critics of the "quality" of programming do not represent the vast majority of viewers. The most recent Roper study, received in our office last week, shows that television continues to hold a commanding lead in "good performance" over other community institutions, including schools, government and newspapers. Results of the survey showed that 68% of the respondents consider television performance to be "excellent or good." 59% of those surveyed considered newspapers performance to be "excellent or good." 48% responded

that schools were in that category and only 37% thought local government performance was excellent or good. Television continues to hold a better than two-to-one advantage over newspapers as being perceived as the "most believable news medium." Viewing by college-educated Americans is at an all-time high and the same is true of Americans in the "upper economic levels."

Overall, this study by the highly-respected Roper Organization shows that the vast majority of Americans believe that television is doing a good job. I believe that it's safe to say that no one --among the general audience or among television professionals--can ever be totally satisfied with television performances all of the time. Television, because of its universality and great impact, is inherently contentious. Those of you in this audience--because you are attending this conference--recognize the need to constantly strive to improve your performance, particularly in public affairs, to try new approaches and to share experiences with your colleagues in a continuing pursuit of excellence. Your efforts won't silence the critics but they will give you the inward gratification of doing a good job and the satisfaction that comes from providing an essential, valuable, service to your communities. Beyond that, your critics are likely to experience diminished credibility and your communities are very likely to respond with even greater support.

I still hear comments demeaning the so-called "lowest common denominator" approach allegedly taken by television programmers. Because those comments are addressed to broadcast programming--which by definition is directed to great masses of people with widely diverse interests--I would again like to point out that appeals to the lowest common denominator have a long and honored history in this country. To the best of my knowledge, the "LCD" approach is responsible for filling every elective government office in the land. Now, I doubt if the TV critics would insist that those folks in the White House and on Capitol Hill are too "common," or they should be selected by an elite body of knowledgeable, discriminating critics to improve the quality of the presidency and the Congress. I think we would all recognize that as an elitist approach. When the critics raise the same complaint against television programming, however, they strive mightily to avoid the elitist label. After all, if programming is to be uplifting, it must be watched and understood. That means that it must be presented in such a way that it will appeal to great masses of people with very diverse interests. And, that means that a carefully studied and calculated lowest common denominator approach might make more sense than the critics imagine.

The fact is that broadcasting has become so successful in attracting huge audiences that too many Americans expect too much of it. It has become a victim of its own success. And, what the naysayers and the elitists really want, of course, is some control over access to the broadcaster's audience--access without accountability or financial risk. All of this talk about more

broadcasting stations and technological advances that promise more and more diversity is essentially that--just talk. Diversity sounds good, but it also means audience diffusion. It encourages "narrowcasting"; providing special interest programming to smaller and smaller communities of interest. That doesn't sound bad. As a matter of fact, it seems very desirable. But, the whole concept is being applied to a medium which is antithetical to narrow, specialized interests. Broadcasting, and especially news and public affairs programming should continue to strive for the largest possible audience acceptance. Broadcasting, through competition, provides diversity and there's much more competition in broadcasting than in competing news media. It also provides efficiency--another buzz word now popular on the regulatory scene. If forty thousand households are watching Channel "A" at any given moment and ten thousand are watching Channel "B," it's clear to me which station is finding greater public acceptance which could be translated into making more efficient use of the channel. It does not appear to be clear to those who want to transform broadcasting into narrowcasting.

From just the programming represented here today, I think it's clear that television--as an industry--has much to be proud of. I believe that your critics should be given the opportunity to view the programming being shown here today so that their sense of perspective might be refreshed and restored. The naysayers who focus only upon the flaws in broadcasting would have little to focus upon while viewing the efforts represented at this conference. Perhaps you--as an industry--should be more persistent in pointing out to the public that you are programming far more than "The Gong Show."

I am disseminating a representative list of worthy public affairs programming broadcast the past year--this impressive list is a good answer to most of TV's critics. Copies are available at the podium.

I commend the NAB for gathering all of you together today for this conference. Public affairs programming always has had, in the minds of too many people, an aura of spinach or castor oil. It's unpleasant but it's good for you. I hope this conference is establishing a far more positive view and, from what I've seen and heard, I believe that it has.

I think that some of the negative perceptions of public affairs programming have developed from the idea that "public affairs programming" is, by definition, two or more talking heads discussing a marginally significant topic at a marginally insignificant time. The presentations at this conference dispel that and other misconceptions. Congratulations on the notable public affairs programming you are undertaking and best wishes for expanded public affairs programming, achievement and recognition in the challenging times ahead.

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FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C. 20554

OFFICE OF COMMISSIONER  
JAMES H. QUELLO

June 12, 1979 ✓

TELEVISION AND PUBLIC AFFAIRS PROGRAMMING

For years, I have been hearing that television broadcasters were not really interested in serving the public but only in providing large audiences to advertisers through lowest-common-denominator entertainment programming. My direct involvement with the broadcasting industry before I became an FCC Commissioner suggested that this was not the case. Since FCC files on public affairs programming contain mostly statistical studies and reports relating to the amount of time broadcasters devote to the Commission's rather narrow definition of "public affairs programming," I decided that a qualitative look at what some of the better known--and better financed--stations offer might be in order. I should make it clear that this is not an effort by the FCC to concern itself with qualitative judgments about individual television programs but merely an effort by an individual FCC Commissioner to compile a sample of public affairs programming currently being offered.

I invited the three major television networks, the Public Broadcasting Service, a few group owners and individual stations to submit very brief reports on some of their efforts in recent months. I asked them to limit their summaries to not more than six programs. Obviously, the compilation which follows does not purport to be exhaustive or even representative in the statistical sense. I believe that it does indicate, however, that television is making a significant effort to serve its audience in meaningful ways. While this report deals only with television, it's clear that radio, too, excels in public service. A recent report prepared by the FCC's Office of Plans and Policy strongly indicated that small and medium market radio stations are substantially exceeding the Commission's guidelines and the NAB Code in news and public affairs programming.

I invite your judgment as to whether the following were of benefit to the communities in which they are broadcast.

## TELEVISION AND PUBLIC AFFAIRS PROGRAMMING

CBS NEWS

New York, N. Y.

"THE FIRE NEXT DOOR," broadcast on March 22, 1977. This broadcast examined the South Bronx in New York City, where arson has become a way of life. The broadcast won the International Critics Prize and a "Nymph" award from the 18th International Television Festival of Monte Carlo; a Christopher Award; the Grand Prize and First Place in the Broadcast Journalism category of the RFK Foundation; a citation from the Academy of Television Arts and Sciences and a Clarion Award. In addition, President Carter visited the South Bronx after he saw our broadcast.

"THE CIA'S SECRET ARMY," broadcast on June 10, 1977, examined an underground terrorist organization in Miami comprised of Cuban exiles, and armed by the CIA. This broadcast won a Writer's Guild Award and First Prize from the Educational Film Library Association.

"IS ANYONE OUT THERE LEARNING?: A REPORT CARD ON AMERICAN PUBLIC EDUCATION," was broadcast in three one-hour segments on August 22, 23 and 24, 1978. The broadcast focused on the school system in Denver, Colorado, whose problems typify others across the country. The series won a Charles Steward Mott Award.

"ANY PLACE BUT HERE," an examination of the plight of mental patients, and the problems that arise when they are released into the community, was broadcast on December 26, 1978. It was awarded the International Critics Prize for Best News Program and the UNDA (International Catholic Association for Radio and Television) Prize at the International Television Festival of Monte Carlo.

"THE BOAT PEOPLE," broadcast on January 16, 1979, concerned the thousands of Vietnamese refugees who have fled their country to other countries in Southeast Asia. It is too soon for this broadcast to have won any awards, but the Governors of Iowa and Michigan have both indicated an interest in helping the Boat People relocate to their states as a result of viewing this broadcast.

"THE BOSTON GOES TO CHINA," was broadcast April 27. CBS News accompanied the Boston Symphony Orchestra on its recent trip to China, when it played the first Western music that country had heard in over 30 years.

American Broadcasting Company  
Washington, D. C.

"Special Assignment" on World News Tonight

The 11-part series, "Second to None?" was a "Special Assignment" broadcast over a two-week period last month on ABC News "World News Tonight". It examined our country's national security and strategic nuclear balance. The series received enormous critical acclaim. For example, the Boston Globe said "ABC News is performing a singular national service ... even a cynic has to applaud ...."

Other recent "Special Assignment" reports on "World News Tonight" include a five-part report last fall on the FAA and airplane safety, which resulted in ABC News Science Editor Jules Bergman being honored with a regional award from the Aviation Space Writers Association; and "Women, Work and Sexual Harassment", aired in February of this year, which won a Certificate of Commendation for Correspondent Lynn Sherr from American Women in Radio and Television.

ABC News Closeup

The "Closeup" documentary, "The Killing Ground", broadcast March 29, 1979, was a searching examination of the dangers of uncontrolled dumping of poisonous chemical wastes. The program received wide critical acclaim. For example, the Washington Post commented that "This program ... demonstrated television's growing skill at investigating and at presenting its findings. The script.. was low-key and matter-of-fact....."

Another highly praised documentary, "Terror in the Promised Land", offered Americans a view of the Palestinian guerrillas seldom before seen on television. It was a rare and extraordinary look at Palestinian terrorists, their supporters and the reasons for their militancy. The program was honored in May with the prestigious Overseas Press Club of America's Edward R. Murrow Award for 1978 as "best TV interpretation or documentary on foreign affairs," and the National Headliner Award for Outstanding Documentary on a Network.

Special Events

In special on-the-spot coverage of news events ABC News offered extensive coverage of President Carter's trip to the Mideast in March. Ten special programs were devoted to the trip and to the signing of the peace treaty between Egypt and Israel.



The specials included, "Middle East Peace: The Carter Gamble," March 8, 11:30 p.m. - Midnight; a 20-minute "Special Report" the afternoon of March 10; "Middle East Peace: The Carter Gamble," March 10, 8:30 p.m. - 9 p.m.; a Special Edition devoted to the Mideast trip in "World News Tonight-Sunday"; a 10-minute special report by Tom Jarriel, March 13; an exclusive interview of Menachem Begin by Barbara Walters, March 13, from 2:30 - 3p.m.; another 11:30 - Midnight special March 13; President Carter's arrival at Andrews Air Force Base, 12:30 a.m. - 1 a.m., March 14; the Middle East Peace signing on the White House lawn, March 26, and a wrapup report that same night, 11:30 p.m. - Midnight.

Animals, Animals, Animals

ABC's children's program series "Animals, Animals, Animals", produced each week by ABC News, examines the life, mythology and background of a particular animal. This series has won the Peabody Award, Action for Children's Television Commendation for Excellence, an Emmy Award, for Outstanding Children's Informational Series, the Ohio State Award, an Award of Excellence from the Coalition on Children and Television, and the 1978 ACT Commendation for Continuing Excellence. It is recommended for viewing by the National Education Association.

NBC TELEVISION STATIONS DIVISION  
NBC, Inc., WASHINGTON, D. C.

"NBC Reports: Reading, Writing, and Reefer," an NBC News special program which chronicles the startling increase in the use of marijuana by the youth of the country and its effect on their lives was broadcast as part of the NBC-TV Special Treat series. The special program, with NBC News correspondent Edwin Newman as on-camera reporter, was telecast Tuesday, April 17 (4-5pm).

In response to overwhelming reaction to the program from educators and school systems nationwide, NBC, as a public service, offered non-profit educational institutions free licensing rights to tape the program off the air for classroom use. This arrangement was made by NBC with Films Inc. which normally distributes videotapes or film prints of NBC documentaries for such off-air use.

As part of its commitment to substantive projects relating to The International Year of the Child, NBC has made all the payments necessary for educators to obtain this program without paying the usual licensing fees.

This is the first time a commercial television network has made such off-air licensing rights available free of charge for a documentary dealing with a national priority problem. The program has been recommended by the National Education Association.

PUBLIC BROADCASTING SERVICE  
Washington, D. C.

THE MACNEIL/LEHRER REPORT, which examines one major news story or issue in depth each week night;

BILL MOYERS JOURNAL, a weekly television essay, featuring ideas and people that have shaped America;

ANOTHER VOICE (formerly "Black Perspective on the News"), one of the only regularly scheduled nationally televised minority public affairs series;

NOVA, the only regularly scheduled national television series focused on current scientific issues;

WORLD, a high-quality documentary series about the culture, economics, and politics of other countries in the world;

Specials -- such as THE NEW KLAN about the re-emergence of the Ku Klux Klan as a social and political force; BAD BOYS about the seriousness of juvenile crime; WORD IS OUT about the homosexual experience in America -- all examining groups and issues of public importance not often dealt with anywhere else on American television.

In addition to these programs and series, PBS helps provide three other important public affairs services. One, the Daily Exchange Feed, is a cooperative exchange of news and feature shorts produced by local stations and distributed every weekday through coordination at WGBH-TV in Boston and the technical support of PBS. This public television feed averages 30 minutes per day, with a supplementary feed of Canadian and European news (via satellite) for another 30 minutes. This exchange has encouraged the creation of numerous local news and public affairs programs in the public television system, as well as supplementing many established ones.

Second, the CAPTIONED ABC NEWS, funded by the HEW Bureau of Education for the Handicapped, is the first and only nationally broadcast captioned nightly news service for the hearing-impaired. Every evening the ABC EVENING NEWS is recorded and captioned by The Caption Center at WGBH-TV in time for a nightly 11 p. m. feed. Begun in December 1973, the program is aimed at an estimated 14 million hearing-impaired people throughout the United States.

Third, PBS distributes -- frequently live and/or unedited -- coverage of Congressional hearings, national conferences, and major speeches, supplemented by prime-time wrap-ups and analysis. These have included Congressional hearings on the assassinations of President Kennedy and Martin Luther King and on the normalization of relations with China; Solzhenitsyn's June 1978 commencement speech at Harvard and former President Nixon's speech at Oxford; and parts of the 1977 National Women's Conference in Houston.

STORER BROADCASTING COMPANY  
Miami Beach, Florida

WJBK-TV - Channel 2 - Detroit

"Some Call it Cattlegate" - profiles the tragedy of PBB, the story of this decade in Michigan. More than 3 years since its discovery, PBB remained a major issue in the 1978 gubernatorial campaign. Its long term effects on life are still not fully understood, but Eyewitness News remains in the forefront of the investigation. As an issue, many felt that they had been deceived and "Cattlegate" was spawned to illustrate their fear. Reporter Robbie Timmons assembled this special report and for her efforts, was awarded an Emmy by the Detroit Academy of Television Arts and Sciences.

"The Rolling Bombs" - A year-long series of editorials in 1977 campaigned for a ban on tandem fuel tankers on freeways. A series of fatal flip-overs outraged the public and early on TV2 took the media lead in pointing out the dangers and calling for governmental action. The Governor, and subsequently the Legislature, did ban tandem units in selected areas.

The Detroit Press Club awarded its award for excellence in editorializing to WJBK-TV2 for the series, the first such award ever given to a broadcast station in the history of Press Club awards.

WITI-TV - Channel 6 - Milwaukee

1976 began the production of Champion Teens. The program is designed to bring attention to "good" kids in the TV6 viewing area. Each June, the station goes on location to videotape representative athletes from area schools who were selected to compete through a drawing held in April. Boys, girls and their coaches then compete in a series of athletic events that will produce a champion school. Six half-hour shows are produced to broadcast in August.

The series gives high school athletes in all sports, not just the majors and minors, an opportunity to compete on television. At the end of each series, WITI-TV presents the winning school a trophy and donates a cash award to their scholarships or library fund.

When a series of January blizzards piled snow in record amounts, snarling traffic and literally trapping the elderly and the invalid in their homes and apartments, WITI-TV created "Snow Desk."

Live cut-ins running throughout the broadcast day for a period of three days asked viewers with problems to call in for help. In addition, a special half-hour program was originated after the early news to keep Milwaukeeans up to date on snow caused problems. Then they asked for volunteers; people willing to shovel snow, run errands, provide transportation, etc. And, Milwaukeeans volunteered in large numbers. News department personnel plus other staff members, giving of their own time, matched volunteers with people in need. After a week, more than 1,300 persons were helped by WITI-TV's "Operation: Snow Desk" and the station was honored for this unique contribution to its community by both the mayor of Milwaukee, the Milwaukee county chief executive and various civic organizations.

WSPD-TV -Channel 13 - Toledo

A documentary study of a middle-aged woman's suicide - what caused it and the problems and pressures facing women today. The last half-hour was a studio discussion on suicide in general with Drs. Les Whitmire and Marvin Gottlieb, both psychiatrists, and Mike Dodson, director of a crisis services organization. Received both the Ohio Associated Press Broadcasting Award and the AP Judges' Award.

KCST-TV - Channel 39 - San Diego

"University of the Third Age" - The University of San Diego (USD) invited all media to a luncheon last year to inform them about a pilot program they were starting. The program was to be patterned after a French experiment, which had worked so well that it was now spread throughout Europe. The program dealt with an attempt to reintroduce senior citizens to an active world and get them out of their rocking chairs. The program was a seven or eight-week concentrated university-level activity. KCST-TV asked all Storer stations to participate in the funding of a half-hour documentary to tell the story of the "University of the Third Age" and then to offer the program throughout the United States so that other cities could participate with their local universities in a similar program. The "University of the Third Age" was produced and broadcast on KCST-TV on November 3, 1978. It was distributed to other Storer stations and has been broadcast by all of them. Within the first week of its broadcast, Boston University contacted USD and is now in the process of setting up its own program. Requests for the program from other stations have started to come in and the "University of the Third Age" television program was nominated as a finalist by the National Academy of Television Arts and Sciences as the best community affairs program of 1978.

CBS Television Stations  
New York, New York

The CBS owned and operated television stations have been active in producing and promoting some very high-quality public affairs programming. For example: "Project Parenting" Initiated by WBBM-TV in 1979, this innovative total station project was greeted with such enthusiastic gratitude by Chicago viewers that each CBS owned station has elected to present a similar project. In each city, "Project Parenting" has served to focus public awareness on responsible child rearing from the prenatal period through adolescence. All of the stations' informational broadcast series, their public service announcements, and features in their news broadcasts have concentrated on aspects of the problem during an intensive campaign. Additionally, the stations have mobilized the civic leadership and the relevant community resources, public and private. Thus, for example, in St. Louis, the Governor of Missouri and the Mayor of St. Louis, together with other public officials, including the Missouri Speaker of the House, participated in a kickoff broadcast; in Los Angeles, KNXT published a special eight-page supplement in the Sunday Edition of the Los Angeles Times offering parents expert advice and listing nonprofit Southern Californian agencies which offer child guidance assistance. KNXT presented five one-hour specials including its kickoff "The Parent Test." The Mayor of Los Angeles proclaimed April "Project Parenting" month. In Chicago, the Mayor presented the station with a special commendation. Additionally, WBBM-TV received the coveted Abe Lincoln Award from the Southern Baptist Radio Television Commission, among other awards.

A similar station project, "We the Victims," mounted by WCBS-TV in New York, represented a two-week concentration of all locally-produced programming on a single social issue. The station's examination of the causes, cures and emotional and physical impact of urban crime on the Tristate area's inner-city residents brought recognition from the Freedoms Foundation, a regional Emmy and a nomination for National Television Academy Community Service award, together with commendations from public officials and private citizens in the Metropolitan area. The station also prepared and distributed a guide for crime victims.

EYE ON ... "Surrogates Court: The Final Ripoff?" lead to an investigation by the New York State Legislature into abuses described in the broadcast. Specifically, another look was taken at the case of a Queens baker who dies intestate in 1971 and whose estate of \$100,000 was systematically--and legally--depleted. Another broadcast in the weekly prime time series, CHANNEL 2 EYE ON ... "City Marshalls," detailed the frustrated efforts of former Mayor Lindsay, Republican State Senator Roy Goodman, and former Assemblywoman Marie Runyon to reform a system which rewarded

party faithful with patronage plums that could amount to as much as \$500,000 a year.

KNXT Los Angeles, invited President Carter to its studios to answer questions from community leaders and members of the studio audience. In a broadcast which appeared from 12:30 to 2:00 PM, and was repeated at 6:30 PM, the President also talked with various community members by television remote. Five minicam crews were stationed throughout Los Angeles and Orange counties in shopping malls and on college campuses for the May 17, 1977 broadcast, "L. A. Talks to President Carter." In December 1978, KNXT presented "Zoot Suit: The Play and the Promise." This much lauded broadcast explored the community-produced hit show and what it stood for in the Mexican-American community. Dramatic segments were interspersed with comments from cast members and community representatives who explored the significance of the mystique of El Pachuco, as well as, the difficulty of establishing their identity during the 1940's.

At WBBM-TV, a telephone call from a tenant complaining about the lack of heat in his slum building led that station's Fact Finder Unit to an expose of a virulent scheme to defraud the city of Chicago of \$2.5 million by keeping hundreds of citizens in substandard housing. After exhaustive investigation, the station discovered the building complained about was owned by the First Church of the Deliverance Property Company called Community Redemption Corporation, which has acquired the property tax free, one of a number of owners who defraud the city and neglect their property. As a result of WBBM-TV's investigation, 35 suits involving 88 separate counts have been filed by the District Attorney. "Slum Landlords," received the Alfred I. Dupont/Columbia Citation and the Illinois UPI and the Scripps-Howard award, as well as the National Press Club's top award for the Best Consumer Reporting in any Medium in the United States. Another WBBM-TV investigative report, "Agent Orange - Vietnam's Deadly Fog," first broke the story that thousands of Vietnam veterans may have been the victims of a deadly poison, dioxin, as a result of the use of a powerful defoliant. A telephone tip led WBBM-TV's Bill Kurtis to follow leads throughout the United States from New Jersey to Oregon and then to Sveso, Italy, where an entire town had to be evacuated after an accident involving Agent Orange. The resultant news special, honored by the San Francisco State University Broadcast Industry Conference, by the Illinois AP, by the Dupont/Columbia Awards, and by the Scripps-Howard Foundation, has been shown to members of the Veterans Administration, to The House Veterans Affairs Committee and to the Environmental Protection Agency. Congressional hearings and action by the American Legion and the VFW to ban the use of the defoliant have come about as a direct result of the broadcast.

WCAU-TV Philadelphia received the 21st Annual International Film and Television Festival Silver Award for EYE ON... "The Lessons of the Holocaust." The broadcast explored the painful and moving recollections of the Philadelphia area survivors and their participation in the teaching of Holocaust history in public schools. As the religious scholar, Dr. Franklin Littell, pointed out in the broadcast, the Nazis' destruction of over 10 million innocent people is a crucial element in giving meaning to 20th Century history. The 20th Annual Silver Medal for a Broadcast Documentary was also won, in the preceeding year, by a broadcast in WCAU-TV's EYE ON series. EYE ON... "Warnings From Inside," provided the first television presentation of the Rahway State Prison convicts "Scared Straight" project, the efforts of lifers in the prison to dissuade potential juvenile offenders from a life of crime.

In St. Louis, KMOX-TV mounted a massive campaign to meet what its General Manager, John A. McKay, described as "the greatest single problem that this city, this state and this nation faces today ... the growing trend of people to drop out of ... our participatory democracy." The campaign involved forming a massive effort to increase voting in the Missouri primary registration and voting in the general election. On-air promotion, special events, a "Vote 4 Mobile" touring the neighborhoods and appearing at community functions were among the elements. The station distributed nearly 100,000 copies of the booklet, Know Your Government. Voter turnout was significantly greater than had been the case in recent off-year elections. A subsequent booklet, subtitled Local Government in the St. Louis Metropolitan Area, produced in cooperation with the League of Women Voters and distributed by KMOX-TV, assisted by Western Electric Company, Inc., Mallinckrodt, Inc., Union Electric Company and the Monsanto Fund, was honored with a 1978 Freedoms Foundation Award.

Capital Cities Communications, Inc.  
New York, New York

Last year WTNH in New Haven became a major participant in the New England Black Expo, a yearly event organized by the New Haven Black Coalition. The station figured in this celebration of minority heritage and accomplishment in two ways.

First, the station and its Minority Advisory Committee commissioned a one-hour documentary, called Kinfolk, which focused on the Expo's theme: the family. The program was presented as an integral ingredient of Expo. Then, after the airing of the show, WTNH went live for 10½ hours of programming devoted to airing the talent and voicing the needs of the minority community. A number of prominent regional and national figures participated. In addition, proceeds from the sale of commercial time during the broadcast went to the Black Coalition.

At radio station WPAT in Paterson, New Jersey, an unusual story unfolded in the wake of an attack on an area newspaper reporter. The reporter, Bob Grayson, had been ambushed by three youths when he stopped on a highway to offer help to what he thought was an injured motorist.

Although the beating he took left Grayson with obvious and serious head injuries, police took him not to a hospital, but to their headquarters. There he was not permitted to phone his family or attorney. Not until three hours later, after his attackers had been caught and he had identified them was he given medical attention. The delay was critical --he lost the sight of his right eye, which physicians said might have been saved had he been given prompt treatment.

This four-year-old incident, and Grayson's subsequent dealings with the courts, law enforcement officials and insurance companies, pointed out the lack of standardized and sensible procedures for dealing with crime victims. Grayson aired these problems as a guest on WPAT news director John Cichowski's telephone talk show last year, and drew reactions from many in the community--including Paterson Mayor Lawrence Kramer.

Kramer was so moved by Grayson's story on the radio that he asked the city hall reporter to serve as the city's first crime victims' advocate. Based on the public reaction to his talk show appearance, Grayson accepted the offer, and is currently developing a crime victims' program for Paterson--the first of its kind in the state--as well as helping to produce legislation relating to insurance company and police practices in this area.

In addition, Capital Cities Communications, Inc. has done a series of "network" programs as follows:

"We Will Freeze in the Dark"	April 12, 1977 160 stations
"The 45 Billion Dollar Connection"	April 27, 1978 180 stations
"A House Divided"	December 28, 1978 153 stations
"Inflation: The Fire That Won't Go Out"	May 31, 1979 180 stations (est.)



The Evening News Association  
Detroit, Michigan

KOLD-TV  
Tucson, Arizona

During the last Gubernatorial election, KOLD provided thirty minutes of early fringe primetime to every gubernatorial candidate.

KOLD televised a live debate between the two leading candidates from the Republican and Democratic party, Morris Udall and Tom Richey, immediately preceding the gubernatorial election.

From Thanksgiving through Christmas of last year, KOLD was the driving force behind a toy and food drive for the city of Tucson. They devoted their entire public service area, newscast and all available local programming, and the results were fantastic and literally made Thanksgiving and Christmas for many thousands of families in Tucson.

KOLD produced a half-hour documentary program called PAUL AND GREG. A story about two young men confined to wheelchairs for the rest of their lives and what the world was like from their viewpoint received a great many telephone calls and had tremendous reaction from the people who are interested in helping individuals so afflicted. The program ran in primetime.

They produced a program title WAGON TRAIN that played in primetime. The program concerned a very controversial method of dealing with juvenile delinquents. The organization is called Visionquest and one of their projects is a several month long cattle drive to Tucson. It was run as a form for those who believe that there is an alternate way to deal with juvenile delinquents other than throwing them into penitentiaries with hardened criminals.

Within their regular newscasts in the past year they have done many many documentaries, including KIDS AND DOPE - what is the dope situation among teenagers in Tucson and what can be done about it; FOURTEEN AND PREGNANT - a miniseries within their newscast dealing with the problem of thirteen and fourteen year old girls getting pregnant; WHAT PRICE DIGNITY? - a report on the attempts to organize undocumented Americans working in Arizona; ARE YOU GOING BROKE? - documentary series within their news of the problems facing the retired people in Tucson, how they are surviving, what their problems are, and what their future is in the community when the cost of living is increasing close to the national average.

WDVM-TV  
Washington, D. C.

PROBE

WDVM-TV's "PROBE" is a week-long coordinated effort, produced once a month, devoting the station's entire public affairs resources to a significant community issue. For example, during January 1979, PROBE concentrated on the Emergency Medical Services in the 8 county Washington Metropolitan area.

The result of this programming effort was major changes in the operating policies of the District of Columbia Fire Department which directly led to the saving of lives. Also, PROBE created a climate of public opinion which made it possible for Fairfax County to move ahead towards installing the 911 emergency telephone number.

Some of the elements of the WDVM-TV January PROBE Week were:

"LIFE OR DEATH"

A 5-part series aired every night in the evening and 11:00 pm news which raised questions about the adequacy of EMS and followed up on deficiencies noted in a similar series a year earlier.

WDVM-TV EDITORIALS

1. Calling for implementation of 911 in Northern Virginia
2. Suggesting changes in D. C. Fire Department dispatching policies.
3. Summarize the EMS needs of the Washington Metropolitan area.

MORNING BREAK

WDVM-TV's daily live public affairs program devoted a full hour to various aspects of EMS.

PROBE: EMS SPECIAL REPORT

This culmination of the week's effort highlighted some of the people rendering emergency medical care in the Washington area. This 30 minute prime time special aired on Saturday, January 27, 7:30-8 pm.

WDVM-TV  
Washington, D. C.

RACE WAR IN RHODESIA: SUNDAY, JULY 30, 1978, 8-9PM

Early last summer WDVM-TV sent Carl Rowan and a crew to Africa to analyze the escalating war in Rhodesia and the political tensions between Rhodesia and its neighboring African countries.

WDVM-TV aired RACE WAR IN RHODESIA on Sunday, June 30, 1978 in prime time, 8-9pm following CBS's 60 Minutes. The next day, both the White House and CBS News requested cassettes. Race War in Rhodesia subsequently was aired on PBS and in several other major markets in the country.

On May 2, 1979, the program was honored to win a Peabody Award.

MORNING BREAK: MONDAY-FRIDAY, 10-11AM

Every morning Washington viewers can tune to WDVM-TV's MORNING BREAK. Each MORNING BREAK is directed to a specific theme... anything varying from the high cost of health care... to psychic abilities. Every week, all 5 hours are produced live--either at the station or at locations around the Washington area. In-studio and call-in audience participation are integral parts of the program's impact. MORNING BREAK regularly receives more calls than any other program on WDVM-TV's air.

For example, a program about hyperactive children and how they can be helped by the Feingold Diet instead of drugs, in one morning generated over 700 calls. More importantly, it led to questions about the levels of additives in food served in school lunch programs.

On a program in December, 1978 exploring the Foster Home System of child care with Ken Wooden, Executive Director, National Coalition for Children's Justice, initiated a call-in to the White House to change the system which allowed 30 foster children to die tragically in Jonestown.

MY WASHINGTON, MY WORLD: PRIME TIME

Hosted by Carl Rowan, My Washington, My World is a regular prime time series on WDVM-TV which examines people, events and issues of national and international significance from a Washington perspective--after all, almost

half our adult viewers either directly work for the government or work in the myriad of government related industries.

For the premiere edition, WDVM-TV sent Rowan and a crew to Iran in October 1978. OUR CRISIS IN IRAN aired on Sunday, October 30, 1978, 8-9pm following CBS's 60 Minutes. The rest is history. Since the Iranian revolution and the rising suspicions of western authorities that Soviet interests have increased in Iran, this program has become prophetic in its timeliness.

In subsequent editions of My Washington, My World, Rowan has conducted equally timely interviews with Senator Edward Kennedy, Senator Howard Baker, and Secretary of HEW, Joseph Califano.

NEIGHBORHOOD NEWS CONFERENCE: SATURDAY, 2-2:30PM

NEIGHBORHOOD NEWS CONFERENCE, which premiered on WDVM-TV in September 1978 is a weekly  $\frac{1}{2}$  hour program entirely shot on the "home turf" in a different neighborhood in the Washington metro area. Every week the program brings the incredible diversity and rich local flavors in the area alive to all the viewers.

One week NEIGHBORHOOD NEWS CONFERENCE went to Potomac, Md., one of Washington's most affluent neighborhoods, on the issue of a proposed garbage dump site in the middle of \$250,000 homes. Two weeks later, the plan was killed.

Another week, NEIGHBORHOOD NEWS CONFERENCE explored the D. C. Street Academy - a learning program for kids rejected by the public school system. Some visitors from Atlanta saw the show, were interested in creating a similar program at home.

KTVY 4  
Oklahoma City, Oklahoma

Tourette Syndrome                      February 10, 1979

Tourette is a neurological disorder affecting young children. This program segment on their weekly public affairs series, Saturday Magazine, explained the symptoms of the disorder and explored with parents and children the psychological effects.

Foreign Land Deals                      March 10, 1979

This Saturday Magazine program segment investigated the ownership of Oklahoma land by foreigners even though it is against state law.

President Carter's Town Meeting in Elk City

March 24, 1979

KTVY's big mobile unit and crew produced for the White House President Carter's historic Town Meeting in Elk City, Oklahoma. The KTVY feed was offered to all stations in the state in addition to ABC, CBS, NBC with PSA airing it live.

Nuclear Energy

November 11, 1978

This Saturday Magazine segment took an in-depth look at the construction and existence of a nuclear power plant in Oklahoma. This won Sigma Delta Chi Award for interpretive report of the year.

Juneteenth Celebration

June 18, 1978

Coverage of the annual celebration of the day (June 19, 1866) that word of the signing of the Emancipation Proclamation reached Texas, Oklahoma and Louisiana. Talent from the Oklahoma City Black community were featured in this KTVY special.

The Birth Center

November 18, 1978

The Birth Center is a controversial alternative to having a baby in the hospital. The doctor involved is not supported by many of his fellow physicians. Different viewpoints were presented in depth.

Metromedia, Inc.  
Washington, D. C.

Metromedia presented a series of five half-hour programs carrying the umbrella title of "Save Our Schools." While this was a group project, each of its stations supplemented the series with extensive local-oriented programs in their own markets. "Save Our Schools" won an award from the Freedoms Foundation at Valley Forge and also an Emmy from the New York chapter of the TV Academy.

The Muscular Dystrophy Telethon, hosted by Jerry Lewis each Labor Day started as a local program on WNEW-TV in New York and is now carried nationwide with the Metromedia stations properly being described as the Flagship Stations. They donate the air time for this telecast, and in 1978 raised \$682,010 for this charity in just the Washington, D. C. market! Los Angeles raised \$1,206,804.

In February of 1978 when hearings were being conducted regarding the fitness for office of the Kansas City Policy Chief, KMBC-TV took the unprecedented action of bringing its community a total of 11 hours and 45 minutes of live coverage of the hearings.

When the big blizzard hit Washington, D. C. on February 21, 1979, WTTG aired a special telecast updating traffic conditions and emergency services. This aired from 7 am to 9:30 am.

On October 27, 1978, WNEW-TV aired its prime time (8 pm) presentation of their annual "Medal of Honor" awards ceremony, honoring New York City policemen who lost their lives in service to the community.

KMBC-TV's production of "Imagine A Place," a documentary on prison conditions was honored with an award from San Francisco State University.

KTTV's production of the weekly series "Elementary News" was again honored with an Emmy in 1978 by the Hollywood Chapter of The Academy of Television Arts and Sciences, making a total of three such awards for this innovative series.

And even before the birth of the nationally famous "Proposition 13" KTTV was educating its audience to the meaning of the increased tax assessments on their property. A series of spots called "Tax Facts" were produced and aired beginning in January of 1977, culminating in a one-hour special program which aired March 27, 1977, titled "Dream House to Poor House."

WJLA-TV  
Washington, D. C.

A RACE WITH DEATH was a half-hour documentary which dramatized the need for vastly-improved emergency medical care and trauma facilities in the Washington area. The State of Maryland has one of the country's finest trauma centers in Baltimore. (Because of a sophisticated helicopter ambulance service, a highly-trained staff and excellent facilities, the Baltimore center is successful in saving about 85 percent of the injured brought to the center).

The Nation's Capital had nothing comparable and they set out to show the vast differences in emergency medical care between Baltimore and Washington.

Through the documentary, a series of news reports and interviews, and station editorials, WJLA-TV clearly advanced the public debate over the issue and stirred the public's consciousness.

Today, emergency medical care in the Washington area still is not ideal. However, the Washington Hospital Center has just opened a new \$1.5 million shock trauma unit--complete with a heliport.

And shortly after taking office Mayor Barry announced he would seek "establishment of an emergency medical ambulance program" as one area "his administration considers of the highest priority in improving the lives of the citizens and residents of the District of Columbia."

"A Race With Death" already has won:

\* An Ohio State Award (whose judges said, "The program's superb craftsmanship accomplishes its purpose, illustrating without resorting to sensationalism, the importance of early patient care... The impact of this outstanding program will be felt broadly and for the public good.")

\* The Golden Gate Award from the San Francisco Film Festival, one of only two local stations honored along with three network programs including "Holocaust."

\* Runner-up for the Roy H. Howard Award for public service in television journalism.

\* Winner of a Broadcast Industry Conference award from San Francisco State University.

\* Winner of the documentary category of the White House News Photographers Association annual competition.

\* Finalist in the public affairs category of the National Association of Television Program Executives.

\* And finalist for the National Community Service Emmy of the National Academy of Television Arts and Sciences (winner not yet announced).

INSIDE ST. E'S was a series of investigative reports by WJLA-TV's Jim Clarke, who exposed numerous cases of patient abuse, neglect and death at Saint Elizabeth's Hospital--the only mental hospital operated by Uncle Sam.

Over a period of five months Clarke's reporting was so devastating that it jarred the federal bureaucracy into action--directly leading to improved patient care at the hospital.

HEW Secretary Califano personally stepped in and pledged that the federal government would restore St. E's to "the excellence it once enjoyed."

In a lead editorial, the Washington Post lauded Clarke for his "exceptional" reporting. Califano viewed videotapes of the series, visited the hospital, and ordered the reforms.

And on September 15th, the HEW Secretary publicly credited Clarke with being the "catalyst" for his actions:

"It's important to note that we might well not be here today were it not for the Washington press corps. In the case of St. E's the press has been a major catalyst. The press served to remind us that St. Elizabeth's is the responsibility, legally and morally, of the Department of Health, Education and Welfare. In the fine traditions of professional journalism they have brought the problems of St. Elizabeth's forcefully to our attention and to the attention of citizens of the District of Columbia. This is very true for me personally."

"A Washington Post editorial brought forcefully home to me Channel 7's television series on St. Elizabeth's. I obtained and viewed videotapes of that extraordinary series of Jim Clarke's reporting. And nobody looking at that series after visiting this hospital could avoid coming to grips with the plight of the patients and the staff at St. Elizabeth's."

It was the first time any Cabinet Officer had singled out a local broadcast journalist as the driving force behind the actions he was taking.

Clarke's reporting led to an incredible number of reforms at the hospital which have just been documented within the last two weeks upon re-visiting the hospital. His work has been recognized nationally:

\* Honored by both national and local mental health associations.

\* And winner of two Emmys for investigative reporting from the Washington chapter of the National Television Academy.

CATCH A RISING STAR was a different kind of program and served the community in another way: It gave exposure to some of the Washington area's rising musical talent, ranging from an 11-year piano prodigy who performed with Arthur Fiedler and the National Symphony Orchestra to the Mount Zion Baptist Church gospel choir. The documentary followed these "rising stars" (and country and western group The Rosslyn Mountain Boys, Washington's premiere jazz performer Marshall Hawkins, and the rock group Happy The Man) in concert, on tour and in recording sessions.

It turned out to be an infectious special which also won national awards:

\* Winner of the Iris Award from the National Association of Television Program Executives.



- \* Winner of the documentary category of the National Press Photographers Association, and winner of their award for both creative cinematography and editing.
- \* Winner of the documentary category of the White House News Photographers Association contest (in competition with network documentaries).
- \* Winner of four Emmys from the Washington chapter of the TV Academy.
- \* And honors from the Virgin Islands International Film Festival and the Chicago Film Festival.

CLOTHE-A-THON is their annual 10-hour total station effort to raise money and clothing for needy school children in the Washington D. C. area.

Since they originated the Clothe-A-Thon in 1973, they've raised more than \$310,000 and collected more than 325,000 pounds of clothing for these youngsters. (The Clothe-A-Thon is produced in cooperation with the Council for Kids, Inc., which operates a free clothing boutique, where less fortunate families can outfit their children from a wide selection of new and used clothing in a store-like setting).

Clothe-A-Thon has been awarded the Washington Community Service Emmy, judged by elected officials from the Council of Governments.

More than 50,000 children have been helped through the generosity of area television viewers who have contributed to the Clothe-A-Thon.

Gateway Communications, Inc.  
Cherry Hill, New Jersey

In the Three Mile Island emergency, at one point it seemed that the area within 20 or 30 miles of Three Mile Island would have to be evacuated; after the event, the governor of Pennsylvania, Richard Thornburgh, indicated that this was his biggest concern. The only prospect that prevented him from issuing such an order was the likelihood that much damage, many injuries and probably a number of deaths might have resulted from the panic an evacuation order would have generated.

Such evacuation would have demanded the abandonment of every television station in the market; there are four commercial UHF stations, one educational UHF station, and a commercial VHF station.

One of those stations, the educational station, WITF-TV, in Hershey, Penn., was capable of being programmed and operated via satellite from its sister educational station in State College, Pennsylvania about 100 miles away.

WITF-TV initiated a conference of operators of the commercial stations - WHP-TV and WTPA-TV in Harrisburg, WSBA-TV in York, WGAL-TV in Lancaster, and their Gateway station in Lancaster, WLYH-TV.

The chief engineers of the stations concluded that (at somewhat reduced power, but still at a power level that would have been virtually 100% effective throughout the area) each of the stations could be left unattended and could operate indefinitely without human presence. The stations would have received a picture via satellite from State College to WITF-TV and rebroadcast by each area station. News people and program directors would have gathered in State College and throughout the emergency the local stations would have continued to broadcast news on a regular and continuing basis, plus whatever entertainment the consortium deemed advisable.

As viewers outside the evacuation area but within range of their own familiar station signals watched those stations, they would have been kept up to date on developments in the evacuated area which still would have been populated, it's assumed, by authorized personnel properly protected.

The action was initiated by the educational station in Hershey - the only station with satellite capability from relatively close at hand. The action was entirely independent of any government fiat or any government encouragement. It was spontaneous and the response was immediate and enthusiastic from all stations concerned. In the public interest and the public good, they assembled to plan their action.