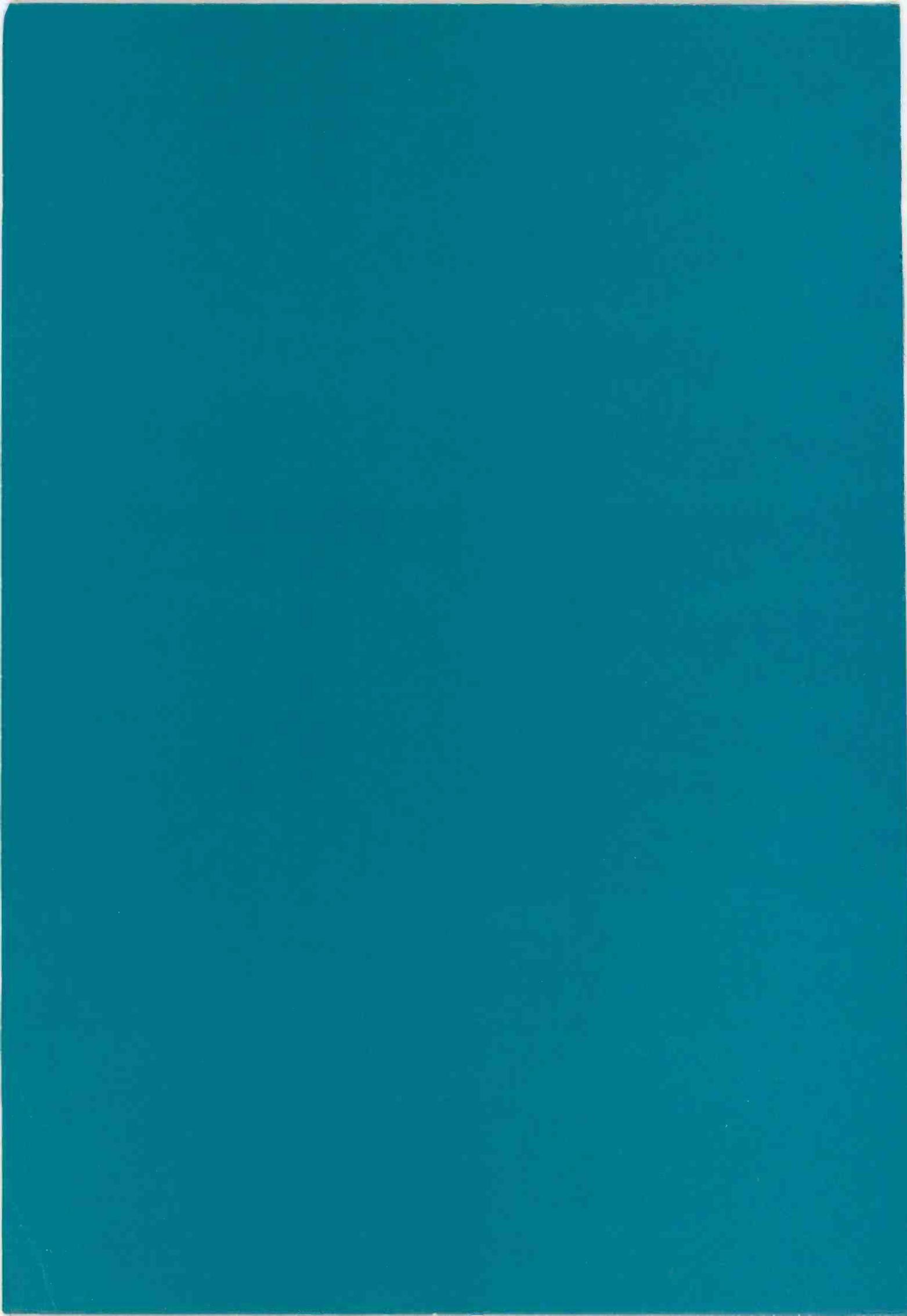

IBA

Independent
Broadcasting
Authority
Annual
Report and
Accounts
1973-74

INDEPENDENT BROADCASTING AUTHORITY
70 BROMPTON ROAD
LONDON SW3 1EY



IBA

Independent
Broadcasting
Authority
Annual
Report and
Accounts
1973-74

INDEPENDENT BROADCASTING AUTHORITY
70 BROMPTON ROAD
LONDON SW3 1EY

Members of the Authority

On 31st March 1974

Chairman

THE RT HON LORD AYLESTONE, CBE

Deputy Chairman

MR CHRISTOPHER BLAND

MR W C ANDERSON, CBE

DR T F CARBERY

MR T GLYN DAVIES, CBE

MR STEPHEN KEYNES

BARONESS MACLEOD OF BORVE, JP

PROFESSOR J M MEEK

MR A W PAGE, MBE

MRS MARY WARNOCK

During the year Sir Frederick Hayday and Baroness Sharp of Hornsey completed their terms of service and Mr H W McMullan, who made the interests of Northern Ireland his special care, retired. Mr McMullan's successor, Mr W J Blease, D LITT, was appointed on 10th May 1974.

Dr Carbery and Mr Glyn Davies make the interests of Scotland and Wales respectively their special care.

9th September 1974

Dear Secretary of State,

In accordance with Section 31 of the Independent Broadcasting Authority Act 1973, I enclose the Authority's Annual Report together with the statement of accounts for the year ended 31st March 1974 drawn up in accordance with your direction of 30th August 1974.

Yours sincerely,



Chairman

The Rt Hon Roy Jenkins, MP,
Secretary of State for the Home Department,
Home Office,
Whitehall,
LONDON SW1A 2AP

CHAIRMAN'S INTRODUCTION: ITV Programmes and the IBA	PAGE 5	Independent Radio News (IRN)	PAGE 35
1 <i>General Review</i>	7	Advertising Standards	36
Independent Local Radio	7	Selection of Franchise Applicants	36
Technical Development	8	Contract Term	36
Television Programmes	8	Plans for ILR: Proposals for first 26 areas	37
Coverage Questions	8		
Post-1974 Television Arrangements	9	8 <i>The Control of Advertising</i>	38
Further Services (including Cable)	9	Control of Advertising Standards and Practice	38
Communication with the Public	9	Television Script and Film Clearance	38
Television Programme Company Diversification	10	Radio Script Clearance	38
Advisory Bodies	10	The Medical Advisory Panel	39
The Authority's Staff	10	Programme Personalities and Characters in Advertisements	39
Assistance to the Arts, Sciences and Training	10	Advertising by Correspondence Colleges	39
International Organisations	10	The Advertising of Newspapers	39
		The Advertising Advisory Committee	39
		Amount and Distribution of Advertising	39
THE PROGRAMMES OF INDEPENDENT TELEVISION			
2 <i>The General Network Programmes</i>	12	9 <i>The ITV Audience</i>	41
National and International News	12	Audience Reactions and Ad Hoc Studies	41
Current Affairs and Documentaries	12	Audience Measurement	42
The General Election	14	Basic Research	42
Drama and Drama Series	14	Audience Composition	43
Comedy and Light Entertainment	15		
The Arts and Sciences	16	10 <i>Engineering</i>	44
Sport	17	INDEPENDENT TELEVISION	44
Children's Programmes	17	IBA Television Transmitting Stations	44
Feature Films	18	IBA UHF Television Coverage	44
Programme Monitoring	18	UHF Main Television Stations	45
International Awards and Prizes	18	UHF Television Relay Stations	45
Programme Sales Overseas	18	Future UHF TV Relay Stations April 1974-mid 1975	45
The National Film Archive	19	New Design for Small Stations	46
Charitable Appeals on Independent Television	19	Structural Strengthening	46
3 <i>The Local Programmes</i>	21	Mast Sharing Facilities	46
4 <i>The Educational Programmes</i>	24	Operations and Maintenance	46
PRE-SCHOOL PROGRAMMES	24	Breaks in Programme Transmission Time	46
SCHOOL PROGRAMMES	24	Service Area Planning	47
ADULT EDUCATION	25	Site Selection	47
Analysis of New Adult Education Series	25	Network Planning	47
Programme Literature	25	Network Lines for Television	47
IBA FELLOWSHIP SCHEME	26	Quality Control of Television	48
5 <i>The Religious Programmes</i>	27	UHF Television Coverage IBA 625-Line Transmitters at end of March 1974	49
The Religious Consultation	27	VHF Television Coverage IBA 405-Line Transmitters	50
The Authority's Panel of Religious Advisers	27	IBA Television Station Details	51
Sunday Evening Programmes	27	INDEPENDENT LOCAL RADIO	54
Sunday Morning Worship	28	Independent Local Radio Stations	54
Easter and Christmas	28	ILR Coverage	55
Weekday Religious Programmes	28	Quality Control of Local Radio	56
Other Programmes of Religious Interest	28	Lines for Radio	56
6 <i>Analysis of Programme Production and Output</i>	29	RESEARCH AND DEVELOPMENT	56
Programme Balance	29	Digital Standards Converter (DICE)	56
Programme Production	29	Other Digital Projects	56
Regional Programme Production	29	Oracle	56
		Radio Frequency Developments	57
7 INDEPENDENT LOCAL RADIO	31	ENGINEERING INFORMATION AND LIAISON	57
Advertisement Revenue and Economic Crisis	31		
LBC's Pioneering Phase	32	11 <i>Information</i>	59
Three Stations on the Air outside London	32	Regional Activities	59
Variety of Programming	32	Independent Local Radio	59
The Telephone in Radio	32	Publications	59
News and Information Service	33	The Television Gallery	60
Control of Standards in Programming	33	The IBA's Library Service	60
Local Advisory Committees	33		
Some Notes on Programming	33	12 <i>Finance</i>	61
Programmes Provided by Individual Companies	34		

APPENDICES

	PAGE
I <i>Accounts</i>	63
II <i>The Structure of Independent Broadcasting</i>	69
III <i>The Authority's Advisory Committees</i>	70
IV <i>Authority Offices</i>	73
V <i>Senior Staff of the Authority</i>	74
VI <i>The ITV Programme Companies and ITN</i>	76
VII <i>The ILR Programme Companies</i>	80
VIII <i>ILR Companies' Programme Plans</i>	83
IX <i>ITV Programme Details 1973-74</i>	105
X <i>The Authority's Publications</i>	124
XI <i>The National Film Archive</i>	125
XII <i>Independent Television: The Authority's Plans for 1976-79</i>	129
XIII <i>ITV2: The Authority's Further Submission to the Minister July 1973</i>	131
XIV <i>Communication with the Public: Chairman's Statement to the Minister</i>	134
XV <i>Diversification: IBA Statement to Television Programme Companies December 1973</i>	136
XVI <i>Report by the Complaints Review Board</i>	138
XVII <i>Report by the General Advisory Council</i>	140

Published by the

INDEPENDENT BROADCASTING AUTHORITY
70 Brompton Road
London
SW3 1EY

and printed through HMSO by

J Looker Ltd
82 High Street
Poole
BH15 1DD

Design

E W Fenton

ISBN 0 900485 15 9

THERE ARE MANY TOPICS which I might take as the theme of my introduction to the IBA's Annual Report. But the one I have chosen relates to the programme performance of Independent Television in recent months and years, and the framework which the Authority provides for this performance. I choose this topic for three reasons. First, I believe that the past year has been a very successful one in programme terms, perhaps the most successful since Independent Television began. This was by no means a chance occurrence, as I hope to show. Then there is a second reason why now is the time for me to say something about the programme achievements: it is that – human nature being what it is – whatever successes there are over the next year or two will inevitably tend to be discounted by some of the pundits as having been especially stage-managed in order to make the best possible impression on Lord Annan's Committee of Enquiry into the future of broadcasting. My third, more personal, reason is simply the fact of this being my last formal opportunity of writing in this vein as Chairman of the Independent Broadcasting Authority. At the end of 1974 I shall hand over to a successor, after completing a term lasting rather more than seven years. I shall take pride in leaving Independent Television at a time when it is possible to point to some outstanding achievements in what matters most for any television service, namely the programmes themselves.

I am tempted, of course, to list the programmes – and they are many – which have appealed to me personally, or won praise from the Authority, or stirred the critics or the public, or won awards of which we are proud. But to write such a catalogue would be to echo the later chapters of this Report, or to award bouquets to the ITV system beyond what is needed. I should like therefore to write not about individual programmes, nor about the many creative talents which go to make a successful programme, but rather about the necessary conditions for success which the Authority and the top management of the companies must be striving to provide. None of these arrangements can of themselves make a successful programme certain to appear; but without them there is no chance of creative talent winning its proper response.

It is easy for outside critics, and perhaps for organisers themselves as well, to believe that distinction can be created from the top. It cannot. But administrators and Authorities, having accepted that they do not drive the train themselves, must also accept that unless they lay the right kind of track they will make it impossible for even the most talented and professional people to get moving and take the public somewhere worthwhile.

The Authority, then, sees the distinguished programme output of the past year as being in large measure the result of imaginative and creative programme producers in the companies being given the chance to appeal to the huge television audience and offer something to that audience. But the preconditions of all this are money, time, freedom, encouragement and expectation.

Early in 1971, the rate of the levy was reduced. Within two or three weeks the Authority and the companies were engaged in discussion of the programme benefits that might flow from this. For a full year the Authority considered in detail with each company the ways in which better budgets could be translated into a better deal for viewers. It was noted at once that major programme projects took a long time to mature, and that the chain reaction in programme terms from this welcome financial relief might be spread over

a period as long as three or four years. So it has proved. But in due time the results have appeared. Sometimes a whole series, like Thames's *World at War*, or Yorkshire's *The Brontës* or Granada's *State of the Nation*, has been conceived in the better financial climate of 1971–72, and reached the screens in the past year; sometimes a special link, like ATV's association with the National Theatre or Southern Television's association with Glyndebourne, has been the result of a new financial climate giving the right growth conditions for ambitious enterprise; sometimes a particular local programme has benefited from colour or an additional camera crew or heavier spadework; sometimes a particular drama series has had the additional touch of distinction which a bigger budget can give – though it cannot, of course, be guaranteed that more money will always produce a better programme. In various ways the last two or three years have seen programmes having more depth than before, because the right money was available and was rightly applied.

But the Authority insisted, from February 1971 onwards, that the ability to spend enough money on programmes should not be a chance thing, depending on a temporary upturn which could easily become a downturn later on. The Authority arranged for extensive talks with the companies in 1971, and with the Ministry in 1972 and 1973, about an alteration in the levy system which would give absolute priority to programme expenditure. It is a matter of great satisfaction to us in the Authority that first a Conservative Government and then a Labour Government accepted this argument and proceeded to bring in a levy system which would take money into the public purse out of profits and not out of initial revenue. For seven or eight years it had been argued that, for practical reasons, this could not be done. Yet its importance in securing enough money for programmes, that is to say for the service given to millions of viewers, always seemed paramount to the Authority. Now that this has been accepted, we can hope that, even in economic blizzards such as the one which has struck us recently, there will be a fair chance of programmes being properly financed.

A further need, if programme quality was to be improved, was time. In 1971 the Authority made strong representations to the Government for more air time, in order that a wider range of tastes could be catered for, and a larger range of programme-making talents developed and exercised. The pressures on a medium which provides for the leisure of a mass public are severe; and there is a real need, as the BBC realised when they sought and obtained a second channel in the early sixties, for television to have its equivalent to the shop window that is *not* in the High Street, to the newspaper inside page, and to the smaller theatre.

Part of the response to the Authority's strong request for increased time was 'hope deferred': a second channel for ITV could not then be granted. But part was a most helpful response, in the removal of all restrictions upon the hours available for television broadcasting. As a result, ITV has been able to develop a range of day-time programmes which obviously give satisfaction and interest to a large number of the public, and which give greater scope to regional companies to have their programmes networked. Those who are at home during the day, with leisure to watch television, clearly find much that is attractive and stimulating and informative in the day-time programmes of ITV. Our audience appreciation figures, as well as the ratings, make it plain that a real service is provided thanks to this extra time, even though that service may mean little more than the excellence

THE WAY in which the Authority has during the past year discharged its duties under the Independent Broadcasting Authority Act 1973 are described in detail in the chapters which follow. This introductory chapter refers in more general terms to the Authority's activities during the year and to its broad thinking about technical development, about television programming, about establishing an effective structure for Independent Broadcasting and about reviewing its general policies. But the year saw an important innovation in the Authority's services and this preliminary chapter begins with an account of that.

Independent Local Radio

1973 saw the start of the first transmissions of the new Independent Local Radio service. The decision that the Authority should have radio responsibilities added to its television ones was announced in March 1971, and the Sound Broadcasting Act, which confirmed this decision and established the conditions for the new service's operations, was passed in June 1972.

The year which followed saw much activity, on the Authority's part, in establishing conditions and guidelines, and in appointing new companies. Then during 1973-74 four radio companies began broadcasting: London Broadcasting Company (news and information) and Capital Radio in London, Radio Clyde in Glasgow, and Birmingham Broadcasting. These four were joined on 2nd April 1974 by the Manchester company, Piccadilly Radio.

When Independent Television began in 1955, it provided an alternative service to a single BBC channel which had not at that time achieved a penetration of more than about five million receivers (compared with today's figure of more than seventeen million). Independent Local Radio has opened alongside four national BBC radio networks and, in some areas of England, a local radio service. If it is, like Independent Television, to occupy an established position in United Kingdom broadcasting, it will have to demonstrate that it can provide a distinctive and valued service to the local listener. And it will have to contain mixed programme elements of education and information, as well as entertainment, whereas the national radio services of the United Kingdom are 'streamed', with the likelihood that, over the day as a whole, two will be generally lighter in content than the ILR service.

The ILR companies have, in the Authority's view, made a good start towards achieving this main programme aim. Already they have shown a keen awareness of the needs of their areas, and the differences between them. The Authority's system of Local Radio is what its name implies: unlike other television and radio services in the United Kingdom it has no sustaining network facilities (save for the provision of a central national and international news service). Each company is, therefore, for all practical purposes responsible for the whole of its own output; although, within the limits of 'needletime', that output will contain commercially published recorded material, the selection of such material from the wide spectrum available and the way it is fitted into the overall pattern of news, information and feature material, are matters for each company to decide upon for itself.

Independent Local Radio has, under its governing Act, eventually to be self-supporting. The Act allows the Authority to borrow up to £2 million to cover its initial outlay on capital and revenue account, but it requires the Authority's ILR revenue to become 'at the earliest possible date, and thereafter continue, at least sufficient' to cover its running costs and

provide for the repayment of loans and interest. The policy of the Authority in radio, as it has been in television, is to secure from those areas which have the largest population coverages, rentals which are correspondingly large, and which in consequence may exceed the cost to which the Authority is put in providing services in such areas. The rentals charged to smaller areas may be reduced in order that the service as a whole may be spread as widely as possible. Allowing for this rental it is then for each company to set its expenditure at a level which it can meet from its available income. This requirement that companies must be self-supporting can operate harshly during the early stages of a radio company's life. Those selected by the Authority have all been prepared to stand a loss during the starting-up phase. As stated in Chapter 7 of this Report, the economic difficulties of late 1973 and early 1974 caused abnormal difficulties for radio companies. It is a fact which deserves acknowledgment here that, in spite of those difficulties, the programme outputs have shown not only a satisfactory standard but also a marked improvement as the programme makers have grown in experience and assurance. The London Broadcasting Company, which has probably had the greatest difficulty on the revenue side, in particular learnt from its early experience, with beneficial effects upon the service it gave for London and upon the service of national and international news which it provided for the other radio companies.

At the end of March 1974 the Authority was looking forward to further development of the new radio system. Manchester was about to come on the air. Programme companies had been appointed for Tyne/Wear, Swansea, Liverpool, Edinburgh, Plymouth and Sheffield. Advertisements had appeared in the press inviting applications for radio contracts for the Teesside and Nottingham areas. The Authority had been planning on the basis of regular and orderly progression of coverage up to the figure of 60 or so areas which had been mentioned in the White Paper of March 1971 as the target for which it should aim and for which frequencies would be made available. The change of Government led to discussions, not completed at the end of the year, about the extent to which the Authority should continue this programme; the case for fulfilling legitimate expectations, to the benefit of the system as a whole, was forcibly put by the Authority. Subsequently at the end of July the Authority was informed that in addition to the 13 stations (including Teesside and Nottingham) for which contracts had been let, a further six stations would be authorised on the basis that the aim should be to have these on the air by the end of 1975.

The establishment of an entirely new service has placed large burdens on the Radio Division headed by Mr. John Thompson, on the Engineering Division, and on most other sections of the Authority's staff. The new tasks have brought out the best in the staff and the Authority gladly records its gratitude to them here. The Authority is also grateful for all that others have done to make the start of the transmissions a success: these include, in addition to the ILR companies themselves, the equipment manufacturers, the Authority's consultants in many spheres, the Post Office, who have supplied the links, the BBC, who were involved in the initial frequency planning, the staff of the Ministry of Posts and Telecommunications (now the Broadcasting Department of the Home Office), who have, *inter alia*, supervised the frequency planning, and the local authorities in the areas concerned. It is right also to refer again to our gratitude to the London Transport Executive for permitting the use of its power station at Lots Road for a temporary MF installation.

Technical Development

The development of the Authority's television UHF network continued during 1973-74 at the rate of one new station in most weeks of the year. The number of stations opened was 35 and at the end of March 1974 the Authority had 47 VHF stations and 116 UHF stations in service. The increase in the number of stations meant that at the end of the year the population coverage of the Authority's UHF network had risen from around 93 per cent to 94.5 per cent. The capital outlay during the year on UHF building amounts to some £2½ million.

Comparisons with previous years show that, as expected, the cost of giving television coverage to the remoter areas, with new stations bringing in a reducing number of new viewers, became progressively more expensive. During the year, however, the Authority confirmed to the Crawford Committee on Broadcasting Coverage (see under Coverage Questions below) its intention of maintaining the policy, shared also by the BBC, of covering with UHF transmissions all separate population groups of 1,000 people or more. The Authority discussed what the next phase of coverage policy should be after plans had been put in train to achieve this coverage; and accepted that, with a lead time of anything up to five years between the inception of a plan and the building of the transmitters, the point was coming when decisions would need to be taken about whether even smaller areas than those currently intended should be covered and, if so, how small they should be.

The Authority has told the Committee on Broadcasting Coverage that it does not think that it would be reasonable to draw a firm line at the 1,000 figure and, in due course, given the continued availability of the money to do it, it would envisage a continuation of its relay station development to cover population groups below 1,000, starting with those exceeding 500. The Authority has, however, to be conscious that such a development will be very expensive in terms of cost per home and it would want to be sure that such small population groups were quite unable to obtain service from existing stations (a fact which in some cases can only be established by measuring the coverage of stations yet to be built) and that there was no feasible alternative method which would reduce the total cost. It has suggested one possible method which might be further explored: that of cable distribution. This possibility raises, in the Authority's opinion, an important question of broadcasting policy which ought to be considered further before final commitments are made to the provision of service by conventional methods to groups numbering between 500 and 1,000. Any change in the national policy which has so far been adopted would involve not only the Authority but a number of other interests, including the BBC, cable distributors, local authorities and the Broadcasting Department of the Home Office.

The work of the Authority's Engineering Division in Independent Local Radio has been referred to earlier and is dealt with in detail in Chapter 10 of this Report.

Television Programmes

Early in 1973, as reported last year, following its reappraisal of the planning and scheduling of Independent Television programmes, the Authority introduced a major change in its relationship to the Programme Controllers Committee which meets regularly to discuss the make-up of the network schedules. With the agreement of the programme companies the Authority appointed its senior programme executive - Bernard Sendall, the Deputy Director General (Programme Services) - to be a full-time member of the Programme Controllers Committee. At the same time, the companies appointed Frank Copplestone, Director of their Programme Planning Secretariat, as the full-time chairman of the committee.

Experience since then has shown that the arrangements have worked well. The Authority is able to bring its influence to bear at a point where the schedule planning is beginning. Any changes needed to meet the Authority's standards of

quality and balance can therefore be incorporated into the schedules without the disturbance which later intervention would cause.

During the year, the Authority brought under review the question of the provision of regional programmes to the network. After full discussion with the companies the Authority concluded that it would not lead to an improvement in the programme service if there were to be a radical change in the functions of the five central companies (which are responsible for providing the bulk of the nationally networked programmes) and the ten regional companies (whose primary function is to provide programmes for their local areas). This decision of principle did not, however, preclude examination of the machinery by which programmes from the regions reached the network. The Authority's initiative led to a full-scale appraisal by the companies of the established arrangements, in consultation with the Authority. As a result, a change was introduced in relation to the provision by regional companies of major programmes or series of programmes for network transmission in the main evening hours. It was felt that existing arrangements were defective in that, on the one hand, regional companies did not always give the Programme Controllers Committee sufficient advance notice of proposals for special programmes for the network; and, on the other hand, the networks had not always in the past given enough notice about whether and on what terms they would take a programme or series from the regionals. New arrangements were agreed by the companies to rectify these defects. It was agreed that, apart from this, the established arrangements would broadly continue, subject to further detailed review of the procedures for and criteria of selection of the different categories of programmes and the composition of the selecting bodies. The Authority, in approving all these results of the companies' appraisal of the arrangements, welcomed the fact that they had been unanimously agreed both by the network and by the regional companies.

The General Election of February 1974 was fully covered by Independent Television programmes. Despite the number and wide range of the programmes specially mounted during the Election period, there were few problems arising under the Independent Broadcasting Authority Act or the Representation of the People Act. There was, however, a last-minute difficulty, shared with the BBC who were simultaneously taking the item, over the Plaid Cymru election broadcast and this was the subject of litigation. The facts of the case are described in Chapter 2. It is clear to the Authority that the question of the election broadcasts of groups and parties other than the three largest ones in Parliament calls for further attention.

The Authority felt that there was much of distinction in the programmes of Independent Television over the year as a whole. The Authority's Annual Report gives the opportunity for full acknowledgement to be given to the companies' managements and staffs for their success. For the first two-thirds of the year under review, the companies were in a period of buoyant revenue and there were no financial obstacles to the maintenance of a high standard of output. The economic difficulties experienced by all enterprises after the turn of the year hit the companies' revenue and they had not certainly recovered by the end of March 1974. The sudden downturn in revenue emphasizes that an advertising-supported system cannot be regarded as permanently set upon a rising revenue trend, and confirms the Authority's long-held view that programme expenditure is more likely to be maintainable with a profits-based Levy than with one on advertising. The fact that the Labour Government shortly after it took office in February 1974 reintroduced a Bill providing for a change of the Levy to a profits basis was, therefore, very welcome to the Authority.

Coverage Questions

The Authority provided full evidence during the year to the Committee on Broadcasting Coverage under the chairmanship of Sir Stewart Crawford set up in May 1973 by the

Conservative Government. This Committee's terms of reference were –

taking account of the Report of the Television Advisory Committee and the Government's intention to consider separately whether the frequencies available for a fourth television channel should be allocated, to examine the Broadcasting Authorities' plans for the coverage of television and sound broadcasting services in Scotland, Wales, Northern Ireland and rural England, bearing in mind the particular needs of the people in those areas; to consider the priorities to be observed in the implementation of those plans and the allocation of resources; whether any improvements to the plans are feasible and, if so, with what financial implications; and to make recommendations.

In its evidence, the Authority explained its current technical plans (see under 'Technical Development' above). It explained also its policy for Wales (on the lines described in Appendix XIII to last year's Report).

One important question of policy discussed in evidence to the Crawford Committee was that of anomalous coverage. It is a feature of television coverage on the lines which national policy has laid down for the United Kingdom (where shortages of frequencies have called for basic coverage to be provided by a relatively small number of high-power transmitters) that there will be pockets of viewers throughout the country who will feel that they are being provided with programmes from the "wrong" area. The problem is that if frequencies and resources are to be made available to enable the broadcasters to provide a choice of programmes in areas where coverage already exists, it can only be at the expense of the remoter areas, some of which do not yet even have VHF coverage. The Authority is in little doubt that the general rule should be that dual coverage should not be provided unless the most exceptional circumstances exist.

The most controversial of these anomalous areas is that served by Belmont, which is a high-power station covering a large area including the East Riding, Lincolnshire, much of Nottinghamshire, and the north-west part of Norfolk. The Authority made known in 1970 its decision that with the start of a new contract period in 1974 this transmitter should be attached to the Yorkshire Television area, instead of that of Anglia Television. This change has been incorporated in the new contractual arrangements. In March 1974, after discussion with both Yorkshire Television and Anglia, the Authority was able to announce that agreement had been reached that there should be special local programmes for the Belmont area. The implementation of this agreement is made possible by the provision of a separate programme feed to Belmont from Yorkshire's studio centre in Leeds. This will enable Belmont to broadcast for part of the time programmes different from those being broadcast by Emley Moor and other Yorkshire transmitters dependent upon it. The special programmes for the Belmont area will include a number of items originated by Anglia Television. These will include news items about King's Lynn and the area around the Wash, a weather service, farming programmes and sports items of particular interest: the provision of the programmes originated by Anglia will be appropriately credited on the screen. Yorkshire for its part will include in the Belmont service special material collected by their news staff in Hull, Lincoln and Grimsby.

Post-1974 Television Arrangements

As well as providing evidence to the Crawford Committee, the Authority during the year also brought under review its future television structure. It had previously decided that, for the 1974–76 period, existing contracts with the existing companies should be extended broadly on the present basis (with the exception of the allocation of the Belmont station to the Yorkshire contract area). It had at the end of the year offered contracts for the two-year period and these had been accepted in principle by the companies.

Looking further ahead, the Authority considered what it

should do in the post-1976 period which, until March 1974, it took to be a five-year period until 1981. The Labour Government's decision that it should be only until 1979 called for some reappraisal of these plans, but, apart from making it impracticable for 'rolling contracts' to be introduced in television from 1976, led to little significant change in the broad approach. The results of the Authority's review of its 1976–79 plans were subsequently published and are given in Appendix XII to this Report. This statement also covered the question of the networking of regional programmes mentioned above under Television Programmes.

Further Services (including Cable)

The Minister of Posts and Telecommunications, Sir John Eden, in a Commons debate about the IBA's affairs in May 1973 announced that he would welcome views on the allocation of a fourth television channel and on possible developments in the distribution of television by cable.

In response to this the Authority put to the Minister and, with his agreement, published a statement of its own views about the case for a second ITV service. This was as a supplement to its previous, longer statement of December 1971. It is reproduced as Appendix XIII. This supplementary statement reaffirmed the two basic principles that ITV is inevitably prevented from providing the kind of service it could, and should, provide while it can operate on a single channel only; and that the public interest would be best served by a second ITV service which was complementary to, rather than competitive with, the first service. The Authority welcomes the fact that the Committee of Enquiry set up under the chairmanship of Lord Annan will be able to examine fully the case for a second ITV service as part of a wider examination of alternative possibilities.

The Authority also gave to the Minister its views about cable television. It recognized the attraction of a form of programme provision which would be small-scale, local, and additional to that being provided by the two existing large organizations. It expressed reservations, however, about the realism of some of the larger claims for cable and about the likely impact on existing services of some of the developments which were being canvassed. The Authority pointed out that new services, although appearing to add to what was available, might have an adverse effect upon the existing services by, for instance, making it impossible for them to obtain certain types of programme material, or reducing audiences to such an extent that major expenditure on original production would no longer be feasible. The conclusion reached was that cable might possibly provide a service of some value at the local level, but that concern must be felt about the effect which any such service which carried advertising would have both on the regional television companies and on the new and particularly vulnerable service of Independent Local Radio. The Authority also considered it important for any cable developments to be subject to the same kind of public interest constraints as apply to existing broadcasting services both in programme standards and in the obligation to provide an extensive service not confined to the most profitable areas.

Communication with the Public

Reference was made in last year's Report to consideration given by the Authority to the proper means by which viewers' interests should be represented. It sent to the Minister its views on the various proposals for some kind of broadcasting council and these were reprinted in full. During 1973–74 the Authority continued to consider ways in which its dialogue with the public could be extended, and in January 1974 the Chairman sent a further statement to the Minister. This is reproduced in full in Appendix XIV to this Report. Reference is made in that statement to a possible new quarterly publication by the Authority and the initiation of a series of public lectures. The Authority has in fact decided to proceed with the projected publication and the first edition was planned to appear in August 1974; the lecture idea is also being followed up and the first series will take place early in 1975.

Television Programme Company Diversification

During the year, the Authority reconsidered its policy about diversification by the television programme companies of their activities outside television. This is a matter that has been the subject of a good deal of public discussion, particularly by those who do not favour diversification in the general belief that it means that money is being taken out of television which ought properly to stay there. In a matter of this complexity, such a belief is oversimplistic. The Authority's views on the matter, as notified to the programme companies, are reprinted in full in Appendix XV.

Advisory Bodies

The Authority continued to have the advice of the following advisory councils, committees and panels:

- General Advisory Council
- Scottish Committee
- Northern Ireland Committee
- Welsh Committee
- Advertising Advisory Committee
 - Medical Advisory Panel
- Central Appeals Advisory Committee
 - Scottish Appeals Advisory Committee
- Central Religious Advisory Committee
 - Panel of Religious Advisers
- Educational Advisory Council
 - Schools Committee
 - Adult Education Committee

In each ILR coverage area the Authority appoints a Local Advisory Committee for Independent Local Radio, reflecting the range of tastes and interests of people living in the area, to advise it on general performance and standards.

Reports by the General Advisory Council and the Complaints Review Board are contained in Appendices XVI and XVII. The activities of the other councils, committees and panels are described in the chapters of this Report which are relevant to their particular field of work. Lists of members are given in Appendix III.

The Authority wishes to express its gratitude for the willing service which is voluntarily given by the members of all its advisory bodies.

The Authority's Staff

The establishment of the Authority on 31st March 1974 was as follows:

Brompton Road	204
Crawley Court	498
Alperton	32
Regions	110
Stations	436
	<hr/>
	1,280

In October 1973 the staff of the Authority's Engineering and Finance Divisions and Establishments Department, who were previously based in London, moved to a new office block situated near to the village of Crawley near Winchester. Although most of the senior staff moved from London, it was necessary to recruit some 140 new staff in the new location; these were mainly secretarial, clerical and manual grades.

The range of training undertaken within the Authority continues to develop and has recently been re-organised so that technical training for engineers is now controlled from within the Engineering Division, whilst all non-technical training, including the provision of management courses, is the responsibility of the Establishments Department.

Assistance to the Arts, Sciences and Training

For a number of years the Independent Television companies have given financial support and encouragement to the arts, sciences and training on which television depends.

At the time of the award of the 1968 programme contracts, the Authority announced plans for co-ordinating this support by the companies who had for the previous ten years been making grants totalling about £1½ million to various artistic and scientific objects, and since 1968 these grants have been supervised by two committees.

The first, the Television Fund Committee, which sits under the Chairmanship of the Chairman of the Authority and consists of five IBA Members and five members nominated by the companies, decides on the allocation of collective grants and gives general guidance on the policy for individual grants. The second, the Companies Grants Committee, which consists of representatives of the fifteen programme companies with the Director General of the IBA as Chairman, co-ordinates individual grants made by the companies, mostly to undertakings operating in their individual transmission areas.

During the year, grants of something of the order of £225,000 in total were agreed by the committees. Of this amount grants by individual companies at the local level accounted for £165,000 and collective grants £60,000. The largest collective grants were made to the National Film School and the National Film Archive; other organizations to benefit were the National Council for the Training of Journalists, the Film Institute Production Board and the Regional Trainee Director Scheme. Full details of the ITV programmes acquired by the National Film Archive are given in Chapter 2 and Appendix XI.

Over the six years from 1968 to 1974, collective grants have totalled about £280,000 and have included grants to the following bodies in addition to those already mentioned: London Academy of Music and Dramatic Art, Central School of Speech and Drama, Manchester University Department of Drama and the Royal College of Art. Over the same period grants made by companies at the local level amounted to £825,000, bringing the total amount donated over the six years to £1,105,000. The companies' ability to continue donations at this level is, of course, dependent upon their financial situation. The difficulties in relation to advertising revenue and to increased costs which are referred to elsewhere in this Report may, therefore, have their effect upon the assistance which can in future be given to the arts and sciences.

International Organisations

In a year in which this country had moved closer to Europe, the IBA's links with European broadcasters were maintained as strongly as ever through its membership of the European Broadcasting Union. The EBU oversees a rapidly growing exchange of ideas, programmes and technical information among European broadcasters through its various committees and specialist working parties and the Authority attaches great value to Independent Television's joint membership of the Union.

The major EBU event during the year so far as the Authority was concerned came in October when the IBA, jointly with the Independent Television Companies Association, sponsored an EBU symposium on 'Broadcast Advertising in Europe'. Held at the Inn on the Park Hotel in London, the event was spread over three days and was attended by 130 delegates from 22 European broadcasting organisations.

The purpose of the symposium was to enable European broadcasters to discuss a particular feature common to most European broadcasters – and to some a seeming paradox – the provision of a public broadcasting service paid for by commercial advertising. Although there now remain only four countries in Western Europe where broadcast advertising is prohibited, its introduction in most countries has been controversial. Many European broadcasters, the IBA among them, are now convinced that the concept of a public service paid for by advertising is entirely valid, providing certain problems are tackled in a determined and vigorous manner. Foremost among these is that of advertising control and it was mainly this which the symposium delegates talked about. There was discussion also on advertising standards, inter-

national advertising, the attitudes of governments and the press, and research.

Speakers at the symposium included Lord Aylestone (Chairman of the IBA), Dr. G. Straschnov (Director of Legal Affairs of the EBU), Brian Young (Director General of the IBA) and John Thompson (Director of Radio of the IBA). The symposium ended with the adoption of an informal resolution that the members of the EBU should look at the possibility of setting up an international working party to consider common problems of broadcast advertising on a continuing basis.

In May 1973, the Authority provided facilities for and participated in a conference organised by the International Broadcast Institute on matters concerning a European communications policy. The speakers included Sir Robert Cockburn, Chairman of the Television Advisory Committee, and Jean Pierre Contzen, Assistant Director General (Satellite Applications) of the European Space Research Organisa-

tions. The conference looked at the technical options available in the foreseeable future in conventional broadcasting, cable and satellite distribution. It also reviewed the consequences of a major growth in the communication of information and programme material.

In other fields of European co-operation in broadcasting the IBA and ITCA continued to play a full role, through their membership of various EBU committees and groups. Although the EBU provides an invaluable forum for discussion among European broadcasters, some of the more tangible advantages of Union membership can be seen in programme exchanges between members, including 'live' link-ups, technical co-operation on research and operating methods, and the daily exchange of news material between members organised by the EBU from Geneva.

Two of the project groups of EBU working party 'T', concerned with transmission and operations, met during the year at Crawley Court with the IBA as hosts.

2 The General Network Programmes

IT HAS BEEN SAID already that in the Authority's view there was much of distinction in the programmes of Independent Television during the year. This judgement is supported by the number of awards secured by individual programmes and series and by the marked increase in the amount of attention paid to ITV programmes by the television critics of the national press and other journals. The following paragraphs describe the output that was seen over the network as a whole.

National and International News

Newsrooms are always busy but the year under review, and in particular the last six months of the year, were exceptionally busy ones for ITN. The long-running stories of Northern Ireland and the Watergate affair were supplemented from October 1973 by the outbreak of war in the Middle East and the growing industrial and political crisis at home, culminating in the General Election of February 1974. Coping with all these events stretched the resources of ITN to the full, even though the beneficial revenue position for most of 1973 had enabled the company to make some increases in staff and equipment. Audiences for news programmes remained high throughout the year: *News at Ten* was very often amongst those programmes with the largest audiences of the week, and *First Report* not only kept the existing audience at lunchtime but on occasion attracted a larger audience than programmes on either side of it. This evidence supports the findings of successive independent research analyses that most people look to television as their principal source of news. It also reinforces the Authority's conviction that the news services should stand high among the priorities of programme planning.

The unexpected outbreak of what has come to be described as the Yom Kippur war on 6th October 1973 constituted a major challenge to ITN's news gathering capacity. Forty-eight hours after the start of the fighting ITN was able to carry two reports by satellite from war zones in Israel, providing film that was shown on the same day in seventy-five other countries at a time when rival news organisations were still travelling to the areas of fighting. Access to coverage from the Arab side was more difficult because the closure of Cairo airport necessitated overland trips from Benghazi. Meanwhile ITN correspondents in London and Washington followed the efforts of international diplomacy to stop the war. One of the noteworthy sidelights to coverage of the fighting was that the Israelis were unwilling to allow filming of casualties and it was thus that much more difficult for reporters to bring home the reality and suffering of the conflict, a factor which no doubt led to criticism in some quarters that television had given too heroic and glamorous an impression of three weeks of death and destruction.

At home the November budget and the December emergency measures ushered in a period of political tension which culminated in the General Election of February 1974. Consequently ITN paid scrupulous attention to political impartiality and to a proper balance of time between contending interests. One aspect in particular was discussed between the Authority and ITN and that was the problems posed by interviews with the participants in an industrial dispute whilst negotiations were still continuing. This had special relevance to the coal industry and the ASLEF dispute on the railways. Although recognising the great and legitimate public interest in such matters, employers and trade union leaders have on occasion felt that statements made in the course of a hurried interview conducted within minutes of leaving a meeting might hinder

rather than help the progress of the negotiations. Statements made in television programmes are 'on the record' and can, so it is argued, hinder the flexibility which is required in the resolution of most industrial disputes. For their part broadcasters and journalists have maintained that the public has a right to know the current situation in disputes which affect it directly but that equally those involved in the dispute have a right, if they choose to exercise it, not to take part in television interviews and discussions. In response to this trade union leaders have suggested that if they do so refuse then the persistence of broadcasters is such that some member will be found who will appear and who will perhaps have less accurate and up-to-date information to give.

Reporting industrial disputes was a subject still being considered by the Authority when the General Election campaign proper got under way at the beginning of February. Coverage of the General Election (which is dealt with in more detail later in this chapter) meant a sudden doubling of the length of *News at Ten*. The 10.20/10.30 p.m. closedown of television introduced by the Government in December during the power engineers' and miners' disputes had brought about a 20 or 25 minute *News at Ten* on alternate nights. With the announcement of the election, restrictions on television broadcasting hours were lifted and *News at Ten* was given not its usual half-hour but a fifty-minute programme Monday to Friday. In this period the 12.40 p.m. ITN bulletin *First Report*, experiencing its first General Election, was able to cover with great immediacy the morning press conferences of the parties.

The other major long-running news stories of the year were Northern Ireland (for the fifth consecutive year) and the Watergate hearings. ITN teams enjoyed the full co-operation of Ulster Television in Belfast as they went about their grim and often dangerous job of reporting on Northern Ireland. Following the election of the new Northern Ireland Assembly and the creation of the power-sharing Executive there were fresh opportunities for reporting Northern Ireland affairs in terms of recognised political institutions rather than of warring factions. The length of the Watergate hearings in the USA and their startling constitutional ramifications led to a small ITN unit being set up in Washington. Among others, the more dramatic picture stories covered during the year were the military coup in Chile, the 'cod-war' with Iceland, and reports from the besieged Cambodian capital of Pnom Penh. Thanks to a long vigil in a chartered plane and a cameraman aboard a rescue ship, the rescue of the Vickers mini-submarine *Pisces III* was featured in a succession of news programmes. In a winter of considerable discontent some alleviation of the gloom was provided by television coverage of Princess Anne's marriage to Captain Mark Phillips. There was a joint ITN/BBC interview with the couple a few days before the wedding, a massive inter-company operation for the wedding itself and a series of film reports on the public engagements during the latter part of the honeymoon tour.

One development within ITN which gave particular satisfaction to the Authority was the appointment of a permanent Sports Editor. This filled an area previously of some uncertainty in ITN's service.

Current Affairs and Documentaries

A rough-and-ready distinction between news and current affairs is that the former primarily *reports* what is happening in the world at any given moment, whereas the second essentially helps the viewer *understand* what is happening by analysing and defining those situations which are thought to be behind and give rise to the news. The distinction is, of

course, fluid: *News at Ten* has the time and the capacity to treat news in depth, while many current affairs programmes are put together quickly on the actual day a critical story breaks. But as a general rule such programmes see as their major responsibility the provision of explanation and context to short or long-term trends and situations.

This Week (Thames) had a wide-ranging and positive year. The peak was without doubt Jonathan Dimpleby's remarkable film on the little-reported famine in Ethiopia which was transmitted in October. There was, of course, no lack of other dramatic news at the time, with American troops on nuclear alert in the Middle East War, further Watergate sensations threatening the President's survival, and both the British economy and Northern Ireland at crisis point. Yet such was the importance of Dimpleby's report, which showed that a hundred people a day were starving to death in Ethiopia, that the *This Week* producer decided to transmit it at the first opportunity. The film's impact in terms of public response and subsequent action by governments and international agencies was without precedent; it was a unique event in television journalism and the most impressive example in recent memory of television producing a swift, tangible effect. Subsequently, the cameraman, Ray Siemen, was voted TV News Cameraman of the Year by the Royal Television Society, French Television nominated *The Unknown Famine* 'the great documentary of the year' and Jonathan Dimpleby received the Society of Film and Television Arts' Richard Dimpleby Award for the most important contribution on the screen in factual television for 1973. Five months later, in February, the same film crew returned to Ethiopia to record the results of international aid, which, as the report transmitted in March indicated, had done much to ease the situation.

One programme does not, however, make a television year. Besides mounting major political interviews (with Harold Wilson, Edward Heath and others), *This Week* provided investigative programmes in such areas as trade union ballot rigging, domestic fire hazards and the role of the police's Special Patrol Group; covered important international stories like the Middle East war and Northern Ireland; and contributed compelling 'social documentaries' on aspects of life in Britain, in particular the plight of 'tug-of-love' children. To deal with important fast-breaking news, the *This Week* team arranged a series of studio-based discussions on topics such as mortgage rates, prices and the Budget. *This Week* also made a useful contribution to ITV's General Election coverage in its now accepted role of interviewing the leaders of the three main Parties in succession.

World in Action (Granada) celebrated another year of vigorous television journalism, crowned with the award for the Best Factual Series of 1973 bestowed by the Society of Film and Television Arts. The series had won the same award only two years before. A major part of the year's effort went into the production of a series of programmes on the use of torture as a political weapon. These programmes culminated in a special ninety-minute programme, *The Year of the Torturer*, shown on Independent Television in December 1973 and also screened at a special Amnesty International conference in Paris as well as by a number of West European television stations. The intensive research which went into this kind of programme was typical of many investigative editions of *World in Action*. These included allegations of fraud in the Guyanese elections, the living conditions of tea plantation workers in Sri Lanka, allegations of corruption in Hong Kong (which coincided with the publication of the Blair-Kerr report on corruption there), the evasion of maximum driving hours by some road haulage contractors, the potential hazards of certain types of atomic reactors, and the case of a Manchester policeman imprisoned for perjury when defending himself on a driving charge.

Such investigative programmes demand a high degree of skill and integrity on the part of the editorial team. In the past year the trust placed in that team by the Authority has not been misplaced. The customary discussions between the Authority and Granada on the details of each programme

have been stimulating as always. Early in 1974 in response to the growing economic and political difficulties in Britain *World in Action* made a number of films illustrating the reactions of people in various parts of the United Kingdom to the crisis. This return to an older tradition of television film reportage culminated in the three programmes on the General Election in which the late Richard Crossman and Sir John Foster toured the country analysing and commenting on the campaign.

In the course of the year *Weekend World* (London Weekend) consolidated its already high reputation. Its distinctive character and personality owed a great deal to its talented presenter Peter Jay, who was nominated Political Broadcaster of the Year by *The Political Companion*.

With 70 minutes at noon on Sundays at its disposal, *Weekend World* has over twice the length of ITV's other two main current affairs series, and seeks as a matter of deliberate policy to provide analyses of complex situations in the depth and detail which the intelligent viewer requires. To achieve this it has come increasingly to rely on a format of carefully scripted expositions illustrated by film, animation and graphics, and followed by studio discussion among interested parties. It also has the resources from time to time to commission extensive research surveys into economic trends and social attitudes, which then form the nucleus of studio debate.

Weekend World's year began with perhaps the most distinguished programme of the series, a detailed historical compilation and exposition of Watergate. Employing a broad range of source material, it brought succinctness and clarity to a labyrinth of confusion and served as a model for future editions. For the rest, coverage has been dominated by the international energy crisis and Britain's economic difficulties culminating in the introduction of the three-day week. Northern Ireland and the power sharing Executive received considerable attention as did the Middle East war, with a number of brilliant contributions from Murray Sayle.

1973 was a vintage year for documentary programmes on Independent Television. *World at War*, Thames Television's 26-part documentary on the Second World War shown in peak-viewing time from October 1973, probably needs no further bouquets. It was without doubt ITV's most ambitious and prestigious documentary undertaking, in which the Authority and Independent Television as a whole take justifiable pride. More than two years in the making, it traced the course of the war, with each hour-long episode depicting a particular place or aspect – for instance the Battle of Britain, the fall of France, the invasion of Russia, Holland under German occupation and genocide. The series was noteworthy for two elements in particular: first, the extremely detailed research into and extensive use of original archive film material from all over the world and, secondly, the many verbatim recollections of individuals who were actively involved on both sides in the war and were heard reporting their experiences in simple human terms. The programmes were worthily narrated by Lord Olivier. The series achieved something far beyond a repetition of familiar material on the war and was justly nominated the Best Documentary in the 1973 National TV Critics Awards.

Another major and significant project was Granada's three-part *State of the Nation*, which in five hours on three successive evenings in July examined the functioning of Parliament and whether it was in need of reform. The first two programmes dealt with legislation and the oversight of Government policy, and the third presented a debate on the issues raised, featuring Members of Parliament in the setting of a House of Commons Standing Committee. A very considerable achievement, the series showed among other things that it is quite possible to deal with politics and politicians on television outside the rather rigid studio debate and still be at once illuminating and responsible.

In addition to these special documentary series, more than fifty documentary programmes, mostly hour-long and transmitted on Tuesdays, were fully networked during the year; they were produced by Thames, ATV, Granada and Yorkshire and from time to time by one of the smaller companies.

About a quarter of these were shown in mid-evening before *News at Ten*. Quality was generally high. Programmes worthy of particular mention include: Barry Cockcroft's films for Yorkshire Television about the people who work the local farms and fisheries, *Children of Eskdale* and *The Linehams of Fosdyke*; David Hodgson's sensitive account of the problems of the deaf, *Sunday and Monday in Silence* (Thames); John Shepherd's profile of Olga Korbut, Russia's Olympic gymnast (Granada); Joan Bakewell's investigation for ATV into scientology, *Thank you Ron*; and Colin Wilcock's *The Forbidden Desert of the Danakil* in Anglia's *Survival* series, which portrayed the life of hostile tribesmen in Ethiopia and received the Prince Rainier Special Award for the best contribution to the cause of anti-pollution and the preservation of nature at the 1974 Monte Carlo International Television Festival. Alan Whicker made a further welcome series for Yorkshire Television, *Way out West*, which looked at some forms of eccentricity to be found in California; always light and entertaining, it was spiced by a degree of incredulity in narration and interviewing.

In April ATV provided a late-night discussion series *Foreign Eye* introduced by William Davis, editor of *Punch*, with the aim of examining British politics and society through the eyes of foreign journalists; here the execution of a basically interesting concept was perhaps not always totally sure.

Something to Say (Thames), the weekly late-night hour-long series in which Bryan Magee introduced a debate on a matter of public importance between two articulate spokesmen of opposing views, maintained its high reputation for lucid exposition. It included discussions between Professor Peter Bauer and Reginald Prentice, MP, on foreign aid; Baroness Wootton and Professor Flew on psychiatry and crime; Herman Kahn and Robert Jungk on prospects for mankind; and Liam Hudson and Donald Broadbent on empirical psychology. Thames in October provided for the London area *People and Politics*, a late-night hour-long discussion series which sought to examine broad issues of politics at rather greater length than is usual in television, and without undue pressure of topicality. It covered such subjects as the place of the law and the Judiciary with the Lord Chancellor as principal speaker, the role of the nationalised industries, the Kilbrandon Commission, a policy for incomes, and aid to the Third World.

Factual and documentary programmes shown in the afternoons included, from January 1974, *Wish You Were Here* (Thames) – ITV's first real attempt to provide a holiday programme. This series successfully blended information about various types of holidays with attractive presentation.

The General Election

Independent Television provided extensive coverage of the General Election of February 1974. As in previous Elections, the main area of difficulty was over arranging programmes in which Party spokesmen, or candidates, participated with groups of voters. Practice did, however, vary considerably from area to area.

In addition to the formal Party Political Broadcasts, coverage fell into the following general categories:

(i) *National News Programmes*. ITN at once set up a separate Election unit using Robert Kee and Julian Haviland as presenters to handle all the campaign issues throughout each day. By using the same unit right through the week, both co-ordination and the crucial ingredient of political balance was ensured. *First Report* was extended from 20 to 30 minutes and as a consequence of its being able to carry press conferences of the three main Parties quickly became the programme which set the pattern for the day's campaign coverage. *News at Ten*, lengthened to 50 minutes, was able to go far more deeply into issues at both the national and constituency level than in 1970.

(ii) *Regular Network Current Affairs Programmes*. An Election Special featuring interviews with leaders of the three main Parties was produced by Thames' *This Week* team on the night of the Dissolution announcement. Three further editions of *This Week* comprising useful interviews with each

of the three Party leaders were also shown during the campaign. *World in Action* (Granada) provided three programmes in which the late Richard Crossman and Sir John Foster were given freedom to comment on the progress of the Election, the Parties and the issues as they saw them. The most distinguished contribution in this category, however, came from *Weekend World* (London Weekend), which was covering its first General Election. The first edition after Dissolution sought to summarize events which had led to the Election, while the two subsequent programmes examined in detail, as two basic election issues, inflation, prices and the economy, and the concept of 'the fair society'. Specially commissioned opinion polls on voting intentions were included. Peter Jay's performance as presenter was quite outstanding.

(iii) *Special Local Programmes*. Programmes featuring local candidates were transmitted in all regions and fell into one or more of the following categories: (a) constituency programmes or reports, in which all candidates from a particular constituency appeared, or in which individual constituencies were the subject of descriptive filmed reports; (b) programmes in which spokesmen for the Parties explained and debated their policies; and (c) programmes analysing local results. Granada for its own area produced *Granada 500*, a series of seven hour-long programmes in which a representative group of 500 voters from the two marginal seats of Preston were invited to take part in daily television sessions on specific issues, where they could question experts from political or academic life on the subject chosen for debate. Given the success and orderliness of these programmes, it was to be regretted that the political Parties could not agree to take part. Yorkshire Television's local contribution included nine 40-minute outside broadcasts from various parts of the region, in which audiences of up to a hundred voters were able to put questions to a regular studio panel, comprising two retiring Members of Parliament, a housewife, a miner and a daily guest, but no candidates. This series again demonstrated that it was both possible and desirable to give ordinary voters significant and continuing access to a television electoral debate.

In the period between Dissolution and the eve of poll, Independent Television, in addition to normal national and regional news programmes, broadcast three hours thirty-five minutes of Party Election Broadcasts (including forty minutes of separate broadcasts in Scotland and in Wales). There were some sixteen hours of national news from ITN, eight hours twenty minutes of regular national current affairs programmes and some fifty-two-and-a-half hours of regional current affairs programmes on the Election. The climax was *The Nation Decides* (28th February/1st March), the national election results provided by ITN, which also involved considerable regional opt-outs, especially on the day after polling day. The entire network placed key reports and facilities at ITN's disposal. In the Authority's view *The Nation Decides* was outstanding reporting by ITN's front team of Robert Kee, Peter Snow and Peter Jay, as well as a group of skilled and well informed commentators.

Drama and Drama Series

Plays, anthologies, series and serials again formed the largest part of Independent Television's output. Day by day, week in and week out, a large audience has watched and on occasion been both edified and entertained by television drama. On many days during the year under review it would have been possible to view three or four drama productions ranging from one of a three-part courtroom play such as *Crown Court* (Granada) through to a popular serial *Crossroads* (ATV) to an original 'free standing' single play by writers such as Orton, Owen or O'Neill.

This very considerable and continuous output was all home-produced. This says much for the commitment and professionalism of those who work in the drama departments of the various companies; and it is remarkable that although not all the drama is necessarily of the highest order, most of

it is professionally competent and, more importantly, the producers maintain their spirit and show eagerness to try new things. During the period of the emergency closedown at 10.30 p.m. it was inevitable that some scheduled plays should not be shown. Nevertheless, and despite the fact that it is easier to sustain a series or a serial, the number of original plays whether 'one shot' or in anthologies has increased over the previous year.

During the year the single plays have ranged widely in both style and subject matter. Lord Olivier was awarded an 'Emmy' for his performance in ATV's production with the original National Theatre cast of Eugene O'Neill's *Long Day's Journey Into Night*. He was also seen as Shylock in Jonathan Miller's National Theatre production of *The Merchant of Venice* (ATV). *Willy* (ATV) was a moving play which explained the changed life and relationships resulting from severe brain damage following a road accident. *Armchair Theatre* (Thames) struggled to maintain its long and honorable tradition and up to a point succeeded in transmitting a run of distinctive single plays including *Brussel Sprouts*, a slice of the author's experience at a scout camp, and *A Bit of a Lift* by Donald Churchill. In *In the Heel of the Hunt* (Granada) Jim Allen portrayed the life of a motorway construction gang with a frightening realism, Charles Wood, in his trilogy *Death or Glory Boy* (Yorkshire), told the experiences of a young professional soldier in the army of the 1950s; these three plays had their critics, but again revealed as one newspaper critic said the author's astonishing powers to recall the weird poetry of army language. In *Once Upon a Time* Granada embarked on a group of plays based on the idea of inviting a number of writers to take well known classics such as *Treasure Island*, *Cinderella* and *Frankenstein* and to extend an aspect of the story upon which the original author had not enlarged; interesting and imaginative as some of the writing proved to be the series as a whole did not fulfil all that was hoped for it.

Inspired perhaps by the excellent *Country Matters* (Granada), in which short stories by H. E. Bates and A. E. Coppard had been outstandingly adapted for television, the past year saw a number of other adaptations. Stan Barstow's adaptation of his own novel *A Raging Calm* (Granada) was notable for a strong performance by Alan Badel; and there was a seven-part adaptation of *Shabby Tiger* (Granada), Howard Spring's novel of Manchester in the 1930s. *Between the Wars* (London Weekend) set out to present stories by writers of the twenties and thirties such as Evelyn Waugh, Richard Aldington and Hugh Walpole. *Dolly* (Yorkshire) was a stylish trilogy based on 'The Dolly Dialogues' by Anthony Hope, originally published in 1894 and adapted for television by Philip Mackie. Although these three plays were contributed to the half-hour late night theatre, the general aim of this half-hour slot is to foster new writing and on occasion new approaches, and the past year saw a considerable increase in such half-hour plays.

Single plays averaged two a week in addition to the half-hour dramas. These single plays were again normally transmitted on Tuesday and Sunday evenings and were provided by the drama departments of the five major companies in turn. Anglia Television also provided its customary six plays which included Dame Edith Evans' debut on Independent Television at the age of 85 years in *Harlequinade* by Terence Rattigan. Another and perhaps less successful first appearance in ITV's drama was that of Elizabeth Taylor and Richard Burton in *Divorce His - Divorce Hers* (HTV), a two-part play by John Hopkins.

One of the most notable drama contributions was Yorkshire's *The Brontës of Haworth* (Yorkshire). It was an achievement to persuade Christopher Fry to write these four plays and the ever mysterious story of the family was beautifully shot against the authentic countryside. There were other series which related to a particular area including London Weekend's *Oranges and Lemons*, a series of single plays which evoked the atmosphere of London's Dockland. *Upstairs, Downstairs* (London Weekend) maintained its high standards and its faithful audience, and continued to collect awards;

but new ground was broken with the company's *Helen - A Woman of Today*. This 13-part serial set out to depict the effects of a broken marriage upon a young wife, the tale told mainly from the woman's point of view. Some lost patience with the heroine but most found the series gripping, assisted by the interesting and effective use of outside broadcast cameras.

Public interest in crime and crime detection was well catered for. *Hunter's Walk* (ATV), a Midlands police series, was added to *New Scotland Yard* (London Weekend); and ATV began to contribute *Thrillers*, a useful domestically-produced series of spine-chilling stories. *Zodiac* (Thames) following in the general footsteps of *The Avengers*, allowed Anton Rodgers to play a high-class detective assisted by Anouska Hempel as a dishy astrologer.

It should not be surprising that dramatic fiction plays so large and popular a part in Independent Television's output. An essential element of all popular entertainment has consisted of story telling; and this is in essence what television drama at one level or another offers its audience. It would be too much to expect that all this material was equally profound and original. Nevertheless the series and serials have maintained over the year a consistently high standard and the single plays have certainly included some memorable dramatic experiences.

Comedy and Light Entertainment

Three years ago more than 30 networked comedy series were shown on Independent Television, and the Report for 1970-71 noted that, despite a plentitude of ideas and variety of theme, successes were relatively few. In the past year the comparable figure was less than 20, of which approximately half could strictly speaking be said to be new ideas in the field of situation comedy.

There is no such thing as a formula for the creation of a successful situation comedy series. Writers who have achieved instant success with one series are as likely as not to fail with their next. A particular idea, theme or character, however unlikely or bizarre, may become popular overnight with the mass television audience but there is no guarantee that a similar idea, theme or character may not be rejected outright by the same audience: and the same may happen in reverse. The success may have one small ingredient which has made it a winner; but that ingredient is always difficult to distinguish and define.

Because of this uncertainty about the success or failure of a comedy idea it is not altogether surprising perhaps that writers and producers are reluctant to abandon those formats which have become established successes over the years. In the past year, for example, series such as *Bless This House* and *Love Thy Neighbour* (Thames), *My Good Woman* (ATV) and *Doctor in Charge* (LWT) have proved that they can still attract and entertain viewers. But new ideas have been tried. Though some of these have again demonstrated the melancholy truth that novelty is no substitute for genuine comic appeal, others have succeeded far enough at least not to discourage the quest for new veins of television comedy. For example, *Billy Liar* (LWT) was a comedy series based on the original novel and film and proved to be both funny and televisually inventive. This was due in no small part to good writing from Keith Waterhouse and Willis Hall and to a highly professional cast. Despite some problems with 'language' the series proved to be extremely popular with viewers. *Spring and Autumn* (Thames) starring Jimmy Jewell was an attempt to depict, in a humorous way, the relationship between a grandfather and his grandchild. Although a difficult theme to illustrate in any terms, the series was a pleasant and unusual addition to the comedy output. *Man About the House* (Thames), a series about the trials and tribulations of a young man and two girls sharing a flat in bed-sitter land, also proved to have that elusive quality of audience appeal.

A somewhat unusual contribution to the networked comedy output from a regional company was HTV's *Men of Affairs*, a television version of the familiar long-running

'Whitehall farces' with Brian Rix and Warren Mitchell. This was no doubt more a transposition than a translation but although the comedy element was inevitably somewhat predictably stereotyped the series did have the advantage of a highly professional cast.

There were various other new series such as *Bowler, Romany Jones* and *Not on Your Nellie* (London Weekend) and *Our Kid* and *Sir Yellow* (Yorkshire). Although not all were uniformly successful they were evidence of the continuing search for new comedy ideas. On the whole the comedy scene on ITV in 1973-74 has held more promise than in previous years.

As usual the sheer diversity of the light entertainment output makes it impossible adequately to sum up the overall standard in this area. Familiar and popular personalities were as always well represented in programmes such as *The Benny Hill Show* and *The Tommy Cooper Hour* (Thames); *Des O'Connor Entertains*, *Singalongamax*, *It's Tarbuck* and *Reg Varney* (ATV); *The Rolf Harris Show* (London Weekend); and *Sez Les* (Yorkshire). Most of these programmes had the equally familiar format - a mixture of music, song, dance, comedy sketches and guest star - which depends for success ultimately on the personality and talent of the 'host'. A unique talent and personality was displayed - as it all too seldom is on television - by Stanley Baxter in *The Stanley Baxter Big Picture Show* (London Weekend).

The variety show is still an integral and popular part of televised light entertainment and, indeed, the sole remaining link between the new electronic medium and the old music hall of a bygone age. The year was to some extent notable for the return of the longest running variety programme on television, *Sunday Night at the London Palladium* (ATV), which had last appeared some eight years ago. However, despite the nostalgic welcome perhaps rightly accorded to this revival of 'live' televised variety, the programme has proved to be no longer the outstanding landmark in the week's entertainment that it formerly was. This relative decline is due perhaps in no small measure to the increasing difficulty in securing top-class international entertainers for a limited appearance. More successful, perhaps, in this respect have been the 'international spectaculars' such as *The Julie Andrews Show* or *Barbra Streisand And Other Musical Instruments* (ATV) - expensive, professionally highly-polished productions with internationally famous stars which most skilfully exploit all the techniques and resources of modern television production. The Barbra Streisand programme won the Silver Rose at the 1974 Montreux Festival.

Of the remaining types of light entertainment programmes the most popular and in most cases still the most durable have been the quiz shows such as *Sale of the Century* (Anglia) and *The Sky's The Limit* (Yorkshire) and talent competitions such as *Opportunity Knocks* (Thames); in this latter category a new series from ATV appeared during the year entitled *New Faces*. In what might be called 'the miscellany category' *This Is Your Life* (Thames) continued to defy its critics and the passage of time by attracting an increasingly large and appreciative audience. Another revival was London Weekend's *Candid Camera*, treading with varying degrees of success the difficult and narrow path between humour and sympathy on the one hand and embarrassment and offence on the other. Though the touch was not always equally sure, there was little doubt that the programme consistently gave pleasure to very many viewers.

During the year there was a gradual increase in the number of light entertainment programmes made for showing in daytime hours. Some of these, such as *Looks Familiar*, *There Goes That Song Again*, *Whose Baby* (Thames) and *Lunchtime With Wogan* (ATV) were productions of the major networking companies. But derestriction of broadcasting hours has given increasing opportunities to regional companies, even the smallest, to present their programmes on the network. In the past year there have been programmes from, amongst others, HTV with *Time Was*, *The Great Western Musical Thunderbox*, *Mr and Mrs* and *Cuckoo in the Nest*, from Southern Television with *Jim's World*, from Scottish Tele-

vision with *Scotch Corner*, from Grampian with *Who Are You* and from Ulster Television with *Sounds Like McEvoy*. Many of those programmes were made originally with a purely local audience in mind and could not, perhaps, bear comparison with those of the major companies in terms of production values; but they have contributed a certain diversity and freshness to daytime viewing and given pleasure to many viewers.

The Arts and Sciences

Television is sometimes accused of trivialising that which it touches. It is an accusation that is felt particularly keenly by those who have the responsibility for producing programmes about the Arts. There is no doubt that those who make such programmes aim to make them as interesting as they can be made. They also admit the possibility that many viewers will welcome some explanation of what they are about to see and hear. This of itself ought not to make for trivialisation even if the small size of a television screen and the relatively poor sound quality of most domestic television receivers are thought by some critics to be intrinsic disadvantages. It is true that most television arts programmes are programmes 'about' the Arts rather than demonstrations of artistic expression. But most practitioners in television would argue that television is to do with communication, with 'broadcasting' and not exclusively or even mainly to do with the creation of an art-form independent of other art-forms.

Arts programmes shown in the past year have made good use of the particular techniques and creative skills of television and *Aquarius* from London Weekend had another good year. Perhaps the most striking programme in the *Aquarius* series was a film profile of Salvador Dali, in which the surrealist and provocative nature of Dali's art and lifestyle was excitingly matched by the direction and editing of the film. *Aquarius* marked its 100th edition with the world television première of a musical setting by Edwin Roxburgh of e. e. cummings' poetry which featured Yehudi and Diana Menuhin. The series went on to produce a television version of Leonard Bernstein's opera 'Trouble in Tahiti' and recalled the careers of two very different musical talents, the pianist Artur Schnabel and the Amadeus String Quartet. In the course of the year the programme also looked at 'Women in Belfast', contemporary bronze sculptures by F. E. McWilliam, the Royal Academy Chinese Exhibition, the Fifth International Festival of Youth Orchestras and an unorthodox performance of poetry and blues by Spike Milligan and George Melly. The 1973 series drew to a close with an uncomfortable reminder of employment prospects in the acting profession.

Granada's *Parade* started its second year with extracts from the 1973 Manchester Festival which included songs of political protest by Theodorakis, a concert by the Hallé Orchestra, and the Paul Taylor Dance Company from New York. A second series of *Parade* early in 1974 contained an exquisite film on Egdon Heath which reconstructed the meetings of Gustav Holst and Thomas Hardy.

Southern provided another Glyndebourne opera for the network, Mozart's *Die Entführung aus dem Serail*. This was received without the doubts which had surrounded the scheduling of Verdi's *Macbeth* in December 1972, and such occasional opera transmissions can now be seen as appropriate for any national television service which attempts to reflect the Arts.

Science programmes were more frequent than in previous years. There were two series from Yorkshire, *The Scientists* and *Discovery*, making thirteen programmes in all from that company's increasingly experienced science production team. The programmes ranged over developments in medicine such as the recent cure for sleeping sickness, the diagnosis and treatment of allergies, and the planning of hospital accident units. In natural history there was an examination of the survival of the Manx Shearwater and a look at the way the environmental balance is threatened in the islands of the Indian Ocean. Editions on agriculture were concerned

with aspects of the 'Green Revolution' in the Third World and with new techniques for hill farming in temperate climates. On the completion of these programmes Yorkshire began to plan a new series of science programmes, *Don't Ask Me*, intended for earlier in the evening.

Anglia's *Survival* continued with a further series of thirteen half-hour programmes and there were in addition two noteworthy sixty-minute *Survival* specials – *The Forbidden Desert of the Danakil*, a film about the Danakil tribesmen of Ethiopia; and *The Family that lived with Elephants*, a documentary filmed in Tanzania and networked at 8 p.m. on Christmas Eve. Two anthropological documentaries were made in Asia by Granada, the first in Sri Lanka on the cult of the Hindu god, Kataragama, and the second on the Dervishes of Kurdistan. Throughout the year ITN's Science Unit provided reports of major science news stories in its various news programmes.

Sport

Football and horse-racing are probably the two most popular sports in this country and in both respects viewers on Independent Television were well catered for during the year.

On Sunday afternoons during the football season the majority of companies followed the now familiar pattern of showing recorded highlights of matches played on the previous day. Usually these programmes consist of highlights of one match of local interest together with brief extracts from games played in other parts of the country and they continue to be extremely popular with football enthusiasts. On occasional Wednesday evenings there were networked highlights of league matches, F.A. Cup replays and important competitions played at home and abroad, such as the European Champions Cup, the European Cup Winners Cup and the qualifying rounds of the 1974 World Cup in which England and Scotland were participating. It was on ITV that viewers witnessed the now historic occasion when England drew with Poland at Wembley on 17th October and were thus eliminated from the final rounds of the World Cup. Other important football events shown during the year were the F.A. Cup Final, the League Cup Final, the Home Internationals and various representative games featuring Austria, Russia and Italy.

Coverage of the racing scene was concentrated mainly in *World of Sport* on Saturday afternoons with the 'ITV Seven' again proving a popular feature of the programme. Nearly 30 different racecourses were visited throughout the country covering some 350 races. Many of the classics were covered during the year including the Derby, the 1,000 and 2,000 Guineas, the St. Leger and the Oaks.

Following closely on the heels of football and racing in terms of popularity is golf and the pattern of the previous year was repeated with several companies combining their outside broadcast units to visit Southport for the Benson and Hedges Match Play Championship, St. Andrews for the Scottish Open, King's Norton for the Wills Open and Chesham for the Dunlop Masters. Two additional and important golfing events were covered in this year in the P.G.A. Championship from Wentworth and the Ryder Cup from Muirfield. All these events were accorded live coverage during the day, followed by a programme of edited highlights later in the evening.

Other important and popular sports were catered for on ITV during the year with tennis from the John Player Open and the Dewar Cup tournaments, boxing with bouts featuring some of the current 'stars' such as Muhammad Ali, Joe Frazier and Joe Bugner and show jumping from the Royal Windsor Show and the Great Yorkshire Show. As in previous years, however, *World of Sport* continued to be the main provider of sporting fare designed to cater for almost every specialist taste. Its 'International Sports Special' covered nearly the whole spectrum of sporting activity including American football, angling, badminton, cross country, cycling and cyclocross, figure skating, rallycross, scrambling, snooker, table tennis and winter sports.

Two problems concerning the showing of sport on television, both affecting football, received a certain amount of publicity towards the end of the year. The first was the renegotiation of the Football League contract, conducted jointly by Independent Television and the BBC, in accordance with which recorded football matches are shown by both services. By the end of the year it appeared unlikely that any agreement on terms would be possible but it was still hoped that some arrangements could be made whereby televised football would be possible in the 1974–75 season.

The other problem was a more familiar one and arose specifically in connection with the World Cup broadcasts in June and July 1974. The Authority, in line with its declared policy of seeking where possible to avoid the simultaneous showing of the same sporting events on both channels, suggested to the BBC that it would be in the best interests of the public if a pattern of complementary transmissions could be agreed which would ensure that with certain agreed exceptions the same World Cup Matches would not be shown at the same time by both services. In the event, however, the BBC felt unable to agree to a system of alternation which would achieve this purpose. It remains the Authority's view that, while regretting the inability of the two services to come to some rational arrangement in these cases, Independent Television cannot reasonably be expected, in its own interests or in the interests of the viewing public, to adopt any other attitude than that of fair shares for both services.

Children's Programmes

Since the Consultation on Children's Television arranged by the Authority in February 1973 and noted in the Report for 1972–73, two welcome developments to a large extent deriving from these discussions have come about. First, from January 1974 repeats of home-produced children's drama of quality have replaced a certain amount of foreign, acquired material in children's weekday time on a regular planned basis. Secondly, impetus has been given to providing attractive packages of children's programming on Saturday mornings. The most promising of these has been ATV's local two-and-a-half hour children's Saturday show, *Today is Saturday*, which began in January. This made a genuine effort to involve children positively in a relaxed format with two popular and versatile presenters in the studio introducing cartoons, feature films and other requests, as well as extracts from informative programmes and a variety of serious and testing competitions. The response from local children in letters and phonecalls to the company was most encouraging, and the Authority looks forward to seeing the ATV example followed by other companies.

For the most part, ITV's children's output in 1973–74 as in previous years has been made up of well-established and successful programmes, or further runs of previously popular ones. Again, the most obvious area of innovation has been drama, with several companies providing imaginative productions often at considerable expense. Perhaps the most consistently appealing of these has been ATV's *Kids from 47A*, which chronicled with humour and understanding the trials of four children, the eldest being 16, who, when their widowed mother has to go to hospital, opt to cope by themselves rather than be taken into local authority care; when the mother later dies, the children face the unhappy prospect of being separated. A strong cast, sensitive writing and firm direction have given the series a realism which is neither mawkish nor contrived.

Another ambitious offering was *The Tomorrow People* (Thames), a 13-part science-fiction series concerned with the evolution of a human species far in advance of contemporary man and with the proposition that early examples of this species, possessed of amazing psychokinetic powers, are already working for peace in a new kind of world. Despite its rather complex conception, the series was well received. Thames also contributed a 7-part comedy series *Robert's Robots*, centred on a fictitious Government-financed research establishment for the development of robots, with

its humour deriving from the inter-play between the research head and his ultra-sophisticated robots and personality clashes between the two main robots.

A further welcome series of *The Adventures of Black Beauty* came from London Weekend. This gained international recognition when it was voted the best programme in the children's section of the 1974 Monte Carlo International Television Festival by a jury made up entirely of children. Yorkshire Television maintained its distinguished record of original drama for children with *Boy Dominic*, which began in March. This is a 19th-century adventure serial set partly in North Africa where a sea captain has been shipwrecked and captured by slavers, and partly in England where his wife and young son find themselves destitute, believing him lost. The strong cast is headed by Richard Todd. Excellent location filming and clear, exciting story-lines have characterised the first episodes of what is clearly going to be a highly successful series. Southern Television's versatile children's department provided further popular series of *Black Arrow* and *Free-wheelers*.

In the non-fiction area, *Maggie*, Thames' enterprising and popular magazine programme, kept up its usual high standards and took a regular and active interest in the problems of conservation. A special edition of the programme, a moving and sympathetic film about a spina-bifida children's unit, was awarded second prize in the youth section of the 1974 Prix Jeunesse in Munich. Granada continued *Clapperboard*, its entertaining look at aspects of the cinema. Further good series of *How* and *Get This* were provided by Southern.

In January Thames transmitted a seven-part comedy show, *Hold the Front Page*, which was very much in the vein of its earlier award-winning *Do Not Adjust Your Set* series. Relying heavily on a free-wheeling kind of visual and verbal humour, it was seen as a brave and lively departure from the normal run of children's comedy, although perhaps falling short of total success in a notably difficult area.

New and appealing midday offerings for the youngest viewers included *Michael Bentine's Potty Time* from Thames, in which Bentine and puppets – the Potty people, designed by himself – re-enacted favourite classical books and stories, with the added advantage that children could be encouraged to read the originals for themselves; and *Issi Noho*, also from Thames, which illustrated the adventures of a panda who practises magic and of the children who adopt him.

Feature Films

Mention was made in the previous year's report of the noticeable trend towards the use of feature-length films made specially for television rather than for the cinema, a trend reinforced to a large extent by the unsuitability for early evening showing of much of the cinema material now becoming available to television. During the past year there was an increase in the use of these television films on Independent Television. While acknowledging the excellence of much of this material in terms of production and casting, the Authority felt it necessary to express its concern at the stereotyped nature of their content – concerned as too many of them seem to be with crime and detection.

Feature films shown on television remain extremely popular, but it is difficult to see for how much longer television will be able to satisfy this demand by recourse to the more recent productions of the cinema. By the very nature of the two media there must always be a dividing line between what is acceptable in the cinema and what is acceptable on television. Television cannot, of course, remain uninfluenced by present-day attitudes to themes such as sex and violence whether in terms of its own productions or in terms of feature films. For example, it is unlikely that three of the films shown on ITV during the year – *Who's Afraid of Virginia Woolf*, Antonioni's *Blow Up* or *The Fox* – would have been acceptable to the domestic television audience if they had been shown on television when they were first produced six or eight years ago. It is much more difficult to imagine some of today's more notorious productions for the cinema, however seriously

and sensitively they may treat and depict the more controversial subjects and themes, being shown on television in five or six years time. Even the 'Western', probably the most universally popular theme in the history of the cinema, has succumbed to the desire for 'realism', which in many cases means the presentation of a degree of violence that would in the Authority's view be inappropriate for viewing in the home.

The answer, so far as television is concerned, may lie to some extent in a revival of interest in the 'classic' cinema productions of the thirties, forties and fifties and, to a greater extent, in an increased use of films made specially for television. While Hollywood will undoubtedly continue to be a main purveyor of such material it is significant that the ITV programme companies are themselves now displaying growing interest in the financing and production of full feature-length films.

Programme Monitoring

The Authority does not practise complete pre-censorship of all the programmes which it transmits. Most programmes in sensitive areas are the subject of consultation and discussion between company creative staff and appropriate officers of the Authority's Programme Division. If doubts still need to be dispelled about the acceptability of a programme for transmission, these discussions lead to a viewing. But much more often than not the programmes are seen by Authority staff when they are seen by the viewing public. This routine coverage of all that is transmitted is carried out by the members of a specially recruited monitoring panel.

The panel falls naturally into three distinct groups. First, there are twenty-four experienced members of staff who have agreed to watch in their homes all that is transmitted in London on weekday evenings (from the 5.50 p.m. news bulletin until close down) and throughout the weekends. Secondly, sixteen former staff members watch the weekday daytime programmes (excluding schools programmes) shown before the early evening news bulletin. The third group comprises all the small local panels in the regions. They view all locally made programmes as well as a number of acquired films and film series.

Monitors submit reports on all the programmes they see; and their reports are circulated among the staff of the Programme Division. The reports give a brief factual reference to the nature and content of each programme, as well as drawing attention to any untoward happenings, apparent breaches of Authority policy or the Independent Broadcasting Authority Act. The members of the monitoring panel are briefed on these matters on appointment. They also come together for periodic meetings with the Authority's programme officials for general up-dating, consideration of any issues of current importance and a general exchange of views on problems arising in their work.

The panels are recruited from as wide a base as possible and help to reflect a wide range of ages, salary levels and attitudes. The panels therefore provide an additional ingredient in the Programme Division's task of keeping in touch with ITV programmes. An additional advantage is that the reports provide a permanent factual record of the output for future reference.

International Awards and Prizes

Film and television festivals now abound throughout Europe and America, and during the year ITV programmes again achieved international recognition at the more important of these. The most notable achievement came in February 1974 when three ITV programmes received awards at the annual Monte Carlo Television Festival. The London Weekend programme *Black Beauty* was named as the best children's programme; *Sarah*, Yorkshire Television's story of a young girl's adoption, won the award for the best script; and Anglia's *Survival* programme, *The Empty Desert*, received the Prince Rainier special award for the best contribution to the cause of anti-pollution and conservation. International

awards for the *Survival* series are now almost a regular event and its success was further underlined when another programme from the series, *Flight of the Snow Geese*, won an 'Eddie' award at the American Cinema Editors' 24th Annual Awards at Los Angeles in March.

ATV Network won eight 'Emmy' awards, the American television equivalent of the film Oscars. Laurence Olivier was chosen for the award for the best single performance for his part in Eugene O'Neill's *Long Day's Journey Into Night*. ATV's *The Julie Andrews Hour* won the award for the best musical variety series as well as six other awards for direction and technical achievements.

As in previous years, ITV gained a number of awards for its documentary programmes, among them the Hollywood Festival of World Television award for the best interview programme of 1972, which went to Yorkshire's *I'm the World's Best Writer - there's nothing more to say*; and the Golden Gantzen prize at the 21st International Festival of Films about Mountains and Exploration held in Trento, Italy in Spring 1973 for Thames Television's *This Week* programme on *Everest - The Fight for the Face*. Other documentary awards went to ATV for its programme *Enclosed* (special award at the San Francisco International Film Festival held in October 1973) and to Granada Television for *A Life Apart*, a documentary on trawlermen which took the Silver Award in the International Film and Television Festival of New York in December 1973.

Upstairs, Downstairs, London Weekend's drama series of the gaslit Edwardian days, continued to receive much national and international acclaim during the year. It was later to gain the distinction of becoming the first programme series to win the top award in both Britain and the USA in the same year: from the Writers' Guild of Great Britain for the best series of 1973 and the Hollywood Emmy award as the best dramatic series of the 1973-74 television year. The ATV spectacular, *Barbra Streisand and Other Musical Instruments*, was also to gain five Emmy awards, and the Silver Rose at the Montreux Festival.

Programme Sales Overseas

The international sale of television programmes is now a major industry and is one in which this country is playing a leading role: the overseas appetite for British-made television programmes has never been stronger. The large volume of exports involved provides a unique vehicle for projecting a British image abroad as well as earning foreign revenue at a rate which now runs to many millions of pounds annually. The export of programmes is a field in which Independent Television in particular can legitimately take great pride.

Among the Independent Television companies, the forerunner in terms of overseas sales is ATV Network, a success largely due to the zeal and enterprise of Sir Lew Grade. In the financial year 1972-73, ATV Network alone sold nearly £11 million worth of programmes overseas, the majority of these to the fiercely competitive North American market. ATV programmes are now seen in over 100 countries. They include *ATV Soccer*, *The Strauss Family*, *Crime of Passion*, *Crossroads* and a large number of documentaries. Through one of its subsidiary companies, ATV Network transmitted the 1973 Cup Final 'live' to both Australia and New Zealand. It has also pioneered co-production deals with foreign broadcasters in Europe as well as America. Agreements concluded between ATV and RAI, the Italian State television organisation, and between ATV and ORTF, the French state broadcasters, enable programmes to be produced with a degree of ambition which it would not be possible for the broadcasters to achieve on their own.

Other ITV companies are also exporting large numbers of programmes, with sales totalling several millions of pounds. Thames Television has sold *The World at War* already to 15 countries and it has been seen in 35 American states. Its series about stately British homes, *A Place in the Country*, has also been seen in eleven major American cities including New York, Los Angeles and Chicago. London Weekend Television has

also scored some notable successes in this field, especially with its series *Upstairs, Downstairs*. As well as being seen on a coast-to-coast network in the United States, this programme has been sold to fourteen other countries including Australia, New Zealand, Sierra Leone, Trinidad, Finland, Holland, Rumania and Yugoslavia. The *Doctor* series continues to enjoy worldwide success and *The Adventures of Black Beauty* has already been sold to 29 countries, including the United States.

Granada's long-running *Coronation Street* has been selling abroad now for thirteen years and is being viewed in such unlikely places as Singapore, Sierra Leone and Thailand. *World in Action* has sold to 45 countries, and *Family at War* and the H. E. Bates-A. E. Coppard series *Country Matters* continue to enjoy large worldwide audiences. Granada's documentary *Olga*, on Olga Korbut the young Russian gymnast, has been shown on the national network in the USSR.

The Brontës of Haworth and the award-winning play *Sarah* are two examples of drama programmes Yorkshire Television sold abroad during the year - both have now been seen in several European countries. In addition, well established Yorkshire programmes such as the children's series *Follyfoot* and the Whicker documentaries continue to sell to countries on every continent.

One gratifying aspect of ITV's programme export performance is that some of the smaller companies are beginning to enter the field strongly. One example of this during the year was Scottish Television which made its biggest single overseas sale ever when the Canadian Broadcasting Corporation bought five of its 30-minute plays from the *Short Story* series, together with three light entertainment shows. Three of the plays were also sold to RAI. A further example was HTV which during the year sold its 24-part drama series *Arthur of the Britons* to West Germany, Holland and Belgium. Other HTV programmes have gone to Australia, New Zealand, Canada and Eire.

The National Film Archive

The National Film Archive, which acquires cinema and television programmes for preservation, now holds film copies of approximately 860 ITV programmes, stretching back to the opening night of ITV in 1955. During the year, some 82 ITV programmes were added to the Archive's collection (see Appendix XI which also includes details of ITV programmes acquired by the Archive since 1969); the acquisitions were paid for by an annual Independent Television grant to the Archive, made under the Television Fund arrangements (see Chapter 1).

The Archive selects material for a wide-ranging number of reasons. These include visual content, innovation and originality (including the use of new technologies), historical value (as a record of events and people or as illustrating a contemporary approach to a particular subject), controversial or influential programmes and drama (as examples of the work of particular writers or directors or specific performances). The excellence of a programme often constitutes a sufficient reason for selection but this is not necessarily always the case. A broad principle of selection is whether the programme will be of interest to researchers such as social historians or students of the media in 50 or 100 years' time.

The Archive was started in 1935 and cinema films constitute the bulk of its collection. It also contains copies of BBC television programmes as well as television advertising films. The television programmes to be preserved are selected by an advisory committee made up of television critics and people within the television industry.

Charitable Appeals on Independent Television

Appeal programmes are broadcast once a month, on a Sunday evening. They are produced in turn by each of the four major companies that broadcast at the weekend - ATV, Granada, London Weekend, and Yorkshire - and are networked throughout the United Kingdom, except in Scotland which normally has its own appeals produced by Scottish

Television. During the year twelve networked appeals were broadcast, producing a total of £48,178. Four of these appeals raised over £4,000 each. These were for the British Leprosy Relief Association (LEPRA), £19,200; the Malcolm Sargent Cancer Fund for Children, £7,000; the National Society for the Prevention of Cruelty to Children, £4,238; and the Multiple Sclerosis Society, £4,100. The result of the LEPRA appeal was the largest sum so far raised by an appeal on Independent Television, other than by the special disaster appeals described below. In Scotland there were eleven appeals, producing a total of £4,046.

Decisions about charities that are awarded appeals on Independent Television are made by the Authority following recommendations made by the Central Appeals Advisory Committee, and in the case of Scotland by the Scottish Appeals Advisory Committee. The members of these committees, who are people with first-hand experience of charitable organization, are listed in Appendix III. Any organization that has charitable status can apply for an appeal, but preference is normally given to bodies concerned with the relief of distress, the preservation of life and health, and the amelioration of special conditions. Organizations are not normally granted more than one appeal on Independent Television in any two-year period; similarly, if an application

is not successful, no fresh application for the same purpose can be considered for another two years. Responsibility for the format and production of each appeal programme rests with the programme company concerned, which also bears the costs of the programme.

In addition to the monthly Sunday evening appeals, special appeals may be broadcast in the event of a serious disaster, either at home or overseas. In this country, appeals by Yorkshire Television on behalf of the Markham Colliery Disaster Fund and the Trawler 'Gaul' Relief Fund raised, in conjunction with local appeals in the press and elsewhere, £31,000 and £13,550 respectively. In the case of disasters overseas, emergency appeals are normally broadcast following recommendations by the Disasters Emergency Committee, which consists of major UK charities active overseas. During the year a special appeal was broadcast in October on behalf of Ethiopia and African famine relief, following the report on Thames Television's *This Week* earlier that month on the famine in Ethiopia. The appeal was broadcast also on the BBC, and together with appeals in the press produced a total of some £1,400,000, similar to the record response to the appeals for East Pakistan Flood Relief in 1970 and for the India/Pakistan Relief Fund in 1971.

3 The Local Programmes

ONE OF THE MOST striking features about the ITV programmes produced locally by the fifteen companies is the wide range of programming covered. Local and regional news and current affairs are rightly the most important single element but drama, religion, education, sport, children's programmes and light entertainment are all produced in regional ITV studios. The effort and enthusiasm put into these programmes pay dividends not only locally, where they play a major part in establishing station identity and in building audience loyalty, but also nationally where they provide a growing important element in the network output. In the regions they provide a valued service for the local population; nationally they sometimes provide an insight into the character of regions which are unknown to a large part of the audience. As the figures in Chapter 6 show, both the five major companies and the ten regional companies contribute to ITV's output of regional programmes.

The provision of local programmes for London and the Home Counties has always presented a problem for the two London companies. On the one hand, based as they are in the national capital, they have obvious responsibilities to the network as a whole; on the other hand they have responsibilities to local audiences in an area which is peculiarly varied and difficult to define.

It is a problem similar to that which faces the London evening newspapers. It has been said that London cannot be considered as a region but only as a conglomeration of localities.

The Thames *Today* programme at 6 p.m. on weekdays has always reflected this situation and it was encouraging to the Authority to see that the programme's annual summer break in 1973 was reduced in length to four weeks. In the course of the year Thames added to its local output with a series of Thursday evening discussion programmes, *People and Politics*, supplementing the range of serious programmes which had been extended in the previous year by *Something to Say*, a series which enjoyed another successful run.

London Weekend maintained its first-class résumés of South-East football with *The Big Match* shown on Sunday afternoons. *Police 5*, which has been transmitted regularly, is regarded by the police in the South-East as a very useful aid in crime detection. As the year drew to a close the company was just about to launch a new 'Access' kind of programme, *Speak for Yourself*, a Sunday evening series aiming to give London and South-East groups and individuals an opportunity to put their points of view outside the customary conventions of television debate. In the Authority's opinion this series is a welcome move by London Weekend into the area of local current affairs programming.

The pattern of local programming produced by ATV in the Midlands remained much the same as in the previous year during which a number of new series were introduced. *Citizens' Rights*, transmitted at 10.30 p.m. on Mondays with usually a repeat on Sundays, deals with local questions raised by viewers, many of them relating to consumer problems. This programme, together with *Gardening Today* and *Angling Today* which alternated week by week at 11.00 p.m. on Thursdays, was a victim of the 10.30 p.m. close down during the winter power crisis. If the area served by the London companies is hard to define, the nature of the Midlands region is equally diverse. *ATV Today*, transmitted from Monday to Friday at 6.00 p.m., provides a wide range of local news and magazine items. Discussions between the Authority and the company have continued on how to increase the coverage given to those parts of the region outside the immediate Birmingham area. In the field of sport,

Star Soccer in the winter and *Sport from the Midlands* in the summer occupy an hour each Sunday afternoon; another specialised interest is catered for in the monthly *Farming Today*.

In the Lancashire area, Granada significantly reshaped two of its local programmes. The early evening news and magazine programme was renamed *Granada Reports*, and whilst continuing to give an up-to-the-minute analysis of what is happening in the region on a particular day, the emphasis shifted to investigation into local affairs by means of the extensive use of on-the-spot film reports. Granada's weekly programme of political debate, *On the Line*, was renamed *On the Spot* and the old format of a section of constituents in a studio questioning their Member of Parliament was dropped. Under the new format an outside broadcast unit moves into an area and, with Bill Grundy in the chair, gives the local people an opportunity to discuss their grievances with their councillors and, where appropriate, their M.P. Both these programmes aim to help the community by going out to meet the people and giving them an opportunity to make their voice heard. Together with the regular studio-based programmes such as *This is Your Right*, *Police File*, *What's On* and *Kick Off* they give the people of the North-West not only information about local matters but an opportunity to discuss and, possibly, influence them.

Yorkshire Television's local news magazine *Calendar* is one of several such programmes in the ITV regions that find a place in the regional 'top ten' programmes. During the year it ran an environmental award scheme involving schools and youth clubs. Two prizes of £500 each were awarded to two schools selected as having made a significant contribution towards the improvement of the region's environment. *Calendar Commentary* and *Calendar Sunday* covered the local political and current affairs scene and afforded opportunities for the area's MPs to appear. The company also gave extensive and distinguished coverage to the General Election. Local sport is given special attention in the regular weekly half hour *Yorksport* which during the year covered the region's sporting activities in depth. The *Calendar* team produced a number of notable 'Specials' and particular mention should be made of *Where the Big Birds Fly*, an account of the flight of a V bomber crew from Lincolnshire to Canada's remote Goose Bay.

Southern Television is one of the most prolific of the regional companies in the field of news and current affairs. Its extensive coverage of local news and features in *Day by Day* (which includes a one-hour edition each Wednesday) was supplemented once a week by *Scene South East*, a separate news magazine transmitted from the company's Dover studios. These and the local midday and late night news programmes continued throughout the year without a summer break. The established features *Afloat* and *Out of Town* returned for series of 11 and 42 programmes respectively. In addition, the company produced twenty-nine local half-hour documentaries on film: in *Mr. Frost meets the Minister*, a Southern Television team at short notice accompanied a local garage owner to the Persian Gulf where he complained directly to the Kuwaiti government about his oil supplies; *E for Evacuate* highlighted the national problem of emergencies involving road tankers loaded with dangerous chemicals; *Remember Maria* gave the background to the harrowing Maria Caldwell story; and *Home on the Hill* investigated inefficiencies in local government building. *Jim's World*, a lunchtime magazine programme, was networked and Southern continued its output of children's drama with new series of *Black Arrow* and *Freewheelers*. A

six-part thriller serial, *The Capone Investment*, was also partially networked. Six programmes of music by the Bournemouth Symphony Orchestra were transmitted locally and the company recorded three Glyndebourne productions including Mozart's opera *Die Entführung aus dem Serail*.

Opera provided a highlight of HTV's year with the televising of Welsh composer Alun Hoddinott's new work *The Beach of Falesa* with the Welsh National Opera Company. This occupied two-and-a-half hours of peak viewing time on Saturday 30th March 1974, four days after its World Premiere in Cardiff. It was estimated that 424,000 people in the region viewed the transmission. HTV in Bristol was also responsible for some major drama production: *Catholics*, adapted from his own novel by Brian Moore and starring Trevor Howard; and John Hopkins' two plays *Divorce His - Divorce Hers* starring Richard Burton and Elizabeth Taylor. HTV Wales completed for transmission in 1974-75 its first major drama series *The Inheritors* as well as producing three short plays adapted from Welsh short stories. The company takes considerable pride in its Welsh language programmes for children and is planning a second annual children's book based on the series *Miri Mawr* and *Miri Mwy*. The popularity of the children's series *Arthur of the Britons* led the company to produce a second series during the year.

A Welsh language programme which broke fresh ground was *Carreg Filltir*, a quiz for those learning Welsh. This attracted teams from Liverpool and London as well as from many places in Wales. Another popular more light-hearted quiz programme, *Cuckoo in the Nest*, was networked and the company extended its activities in other areas of comedy and light entertainment. The comedy series *Men of Affairs* gained a network slot. Light music featured in a number of programmes: *The Great Western Musical Thunderbox*, *Welsh Notes*, *Music for Pleasure*, *Dilyn Y Band* and *Corau Meibion*. Three notable programmes were made by Lord Chalfont: *A Question of Identity*, an examination of the Celtic countries, and the two-part *In Sickness and in Health* which dealt with the way in which the National Health Service as envisaged by Aneurin Bevan has come to terms with life today and the problems it faces in doing so.

Grampian in Aberdeen produced a lengthy educational documentary series entitled *What Industry Did for the British*. This was in addition to the company's other news and current affairs output which remains considerable in relation to the company's size. *Police News* and *Job Look*, the latter focusing attention on employment opportunities in the company's area, were two notable public service series. In addition to the nightly local news bulletin and the weekly news magazine *Grampian Week*, the programme *Points North* gave MPs and others an opportunity for studio debate each month. *Talking With Ted* and *Thompson at Teatime* were interview and feature series respectively, and during the summer the *View Finder* series returned with interviews of interesting personalities. *Country Focus* and, in the summer, *Farming News* dealt with the rural scene; and a series *The Scottish Dance* traced the history of the dance. On Saturday mornings *Ron and Friends* offered constructive material for the young. *Try for Ten* and *Win a Word* were popular quiz programmes and in *Top Team* youth organisations competed in general knowledge. Grampian was another regional company that put a great deal of effort into light entertainment for local tastes. Programme series such as *Melody Inn*, *The Royal Clansmen*, *Strictly Scottish*, *The Jim McLeod Show* and *The Stuart Gillies Show* contrasted with *Songs 73* from the Grampian discotheque.

Scottish Television featured numbers of well known artists in a Scottish song and dance context in the *Showcase* series of one-hour light entertainment programmes and its *Scotch Corner* was networked. *Glen Michael's Children's Cavalcade* included cartoons, birthday request letters and a Club Corner. STV played a major role in ITV's coverage of golf including the Ryder Cup at Muirfield and *Scotsport* provided coverage of football, boxing, motor racing, horse riding and other sports. In drama, the company continued to develop its output of half-hour plays, the majority by Scottish

writers and using Scottish casts. Its one-hour production of Bridie's *Tobias and the Angel* was networked. The Edinburgh Festival received daily coverage and five thirty-minute programmes dealt with the Edinburgh Film Festival. *Diversions* was concerned with younger musicians and their work and outside broadcasts in the arts field included the *Gaelic Mod* and a *Chopin Recital*. *Scotland Today*, the company's news magazine, was transmitted five nights a week from 6.00 to 6.30 p.m. but modified to a news bulletin in the summer. *House Call* on weekday afternoons dealt with a variety of topics including such matters as care of the elderly, the young and the handicapped; a national Sunday newspaper's readers voted it the most popular afternoon show.

On the political-industrial front, *Scotland Friday* (successor to the long running *In Camera* parliamentary programme) was extended from 30 to 45 minutes, allowing deeper coverage of issues of the day. Attention was given to the off-shore oil discoveries and the documentary *Eden and After* dealt with their impact upon the island of Unst (Shetland). The municipal elections and the General Election were covered during the campaigns and in special results programmes. The company also produced an examination of the *Kilbrandon Report* and gave coverage to the Party Conferences in Scotland.

In Northern Ireland the year was again one of continued violence and murder but there were also momentous political happenings - the Sunningdale Agreement, two elections, the establishment of the Assembly and the creation of the Executive. All these major happenings were vividly and faithfully reflected by Ulster Television in its news magazine *UTV Reports*. As well, the company began a regular Friday programme, *Police Six*, which aimed at helping the police and security forces. UTV also launched a major series, *The Gordon Burns Hour*, which allowed its experienced presenter to discuss with a studio audience such topics as Irish Humour, Divination, Women in Society, Faith Healing, The Problems of the Handicapped and Censorship. Features of these programmes were the varied guests and the occasional cross-border link with the *The Late Late Show* broadcast at the same time on Saturday nights by RTE from Dublin.

Featuring the cultural life of the Province was *Spectrum*, which included a notable interview with Frederick Forsythe of 'Day of the Jackal' fame as well as an intriguing look at a local dramatic society and the art scene both North and South. *What's It All About?* covered aspects of religious life in Ulster, while *Women Only* afforded a regular Monday afternoon forum to the feminine point of view. Sports fans enjoyed a lively *Sportscast* on Saturdays which gave the results and reports of local events. Occasional programmes included a good-natured look at organs in homes, churches and cinemas in *Sound of the Pipes*, and an exploration of the beautiful North Irish countryside in the *About Britain* series of which UTV contributed six to the network. Another series which was networked was *Sounds Like McEvoy* which introduced a talented Ulster musician to a wider audience.

Two educational series were the subject of experiment in Tyne Tees' schedules. *Adventures In Words*, presented by John Whale, was an interesting attempt to examine language and extend the vocabulary of those viewing. By mixing dramatic presentation with formal lecturing, the programme managed to hold the attention of the audience. The subject of the arts in the Tyne Tees area was most adequately represented in the regular programme *Northern View*, which aimed at reminding Northerners of their artistic heritage. Of the local documentaries, most of which maintained a consistently high standard, the most memorable were: *A Dog's Life At The Rising Sun*, the life of a Miner's Whippet; and *Charlton's Champions*, victorious Middlesbrough Football Club.

Border, the smallest of the mainland companies, has been notably successful with its ventures into light fields not usually explored by small regional companies. *Mr. and Mrs.*, the quiz programme for married couples, and *Look Who's Talking* have both found their way onto the network. *Border Forum* is an interesting departure from more familiar

forms of discussion programmes in that it depends on the unusual characteristics of its participants, such as the exploration of fear in mountaineering, as the basis of inquiry. *Top Town*, the talent competition involving twenty-seven local communities, enjoys wide popularity.

The highlight of Anglia Television regional programme output was found in the scope and quality of the local documentary series transmitted weekly in the second half of 1973. Together they covered many aspects of life in the region which may well have been new to their viewers. The *Bygones* series, shown in peak time, has continued to show how the region looked and behaved up to fifty years ago, and has gathered a faithful audience. The daily news magazine *About Anglia* continues to be the main source of local news for a very large number of people. Other long-standing programmes continue to provide information and entertainment for more specialized audiences and the Anglia farmers, gardeners and football fans are particularly well provided for, while politics and current affairs have their regular programme outlet. On the wider network scene, the *Survival* series maintains its well established high standards of technical quality and content interest while the Anglia plays continued to find wide national welcome. *Sale of the Century* remained one of the more popular quiz programmes.

Westward Television is another regional company which produced more local programming than the basic amount required by the Authority. The regional magazine *Westward Diary* was maintained throughout the year and there was a strong public service element in its local output. One notable contribution in this area was the weekly programme for consumers, *Date with Danton*. Westward is one of the companies that provides a midday bulletin of local news, *Western News Headlines*. The company produces a regular local sports programme, *Sportsdesk*, and a monthly programme devoted to the arts, *Format*. There are few programmes aimed at teenage children, but Westward is justly proud of

its production aimed at this age group which is called *Young Eyes*. For the younger children, *Gus Honeybun's Birthday* is a very popular programme.

The Authority and Westward Television were actively involved together in the North Devon Project. This is an experiment, unique in Britain, which the IBA set up in collaboration with the BBC, the Devon Local Education Authority and other local agencies. It is designed to explore various ways in which broadcasting can be used as part of a co-ordinated process of what in Europe might be called 'cultural animation'. In its first year, the Project enabled people representative of the area to make a programme for *Real Time* on BBC 2 and three films for Westward Television. The Project is continuing and is exploring other modes of interaction between the public and their media resources. It has the support of the Gulbenkian Foundation and other trusts, and began, during the year, to create interest in the Council of Europe and other international circles. A full report will be produced in due course.

Channel Television's local output inevitably suffered from the financial situation towards the end of the year. The temporary cessation of the company's French language transmissions inspired a heartfelt letter of regret from the French Consul in the Islands. Channel's locally produced programmes are an important public service to the population and are viewed by an 85-95 per cent share of the audience whenever they are broadcast. Until the financial problems began to bite, the company was producing well over the amount of local origination required by the Authority. The range of the programmes is wide, including a specialist farming programme, a sports programme and a monthly religious programme as well as public service items like police programmes, lottery results, etc. The programmes also included coverage of the proceedings in the local Parliaments as well as open-ended election programmes.

4 The Educational Programmes

A MAJOR PIECE OF SCHOOLS DEVELOPMENT WORK in close co-operation with the BBC was accomplished during the year, which was also notable for special contributions to schools facing the raising of the leaving age, for the consolidation of the pre-school output and for the virtual completion of the new adult education machinery foreshadowed in the previous Report. The first tentative educational steps were also taken by local radio (see Chapter 7), and the scope of the Fellowship scheme was broadened.

In these and other developments, the role of the Authority's advisers is crucial. The Educational Advisory Council met three times under the Chairmanship of Mr. Gordon Bessey. The Schools Committee and the Adult Education Committee, which are more involved in planning detail, both met four times (under Mr. John Henry and Professor H. Arthur Jones), and members of the Adult Education Committee also served on a special policy and organisation working party together with Authority and company staff. The chief task of these advisers is to see that the contribution of Independent Television matches the needs of the educational world as closely as possible, and their influence is considerable. The Authority normally adopts their recommendations as its own policy.

As in previous years, the Authority has enjoyed good relations with the BBC and BBC's School Broadcasting Council. Collaboration has continued with the Department of Education and Science and the Scottish Education Department, with the new Council for Educational Technology, and many other educational institutions and agencies.

PRE-SCHOOL PROGRAMMES

The four pre-school programmes begun experimentally at the end of 1972 and beginning of 1973 became well-established in the course of the year. These were *Rainbow* from Thames Television, *Inigo Pipkin* from ATV, *Mr. Trimble* from Yorkshire Television, and *Hickory House* from Granada. Apart from occasional moves to earlier in the morning to accommodate other major events, these series have been regularly broadcast each weekday at 12.05 throughout the year. A good deal of thought is being given to possible changes in the present pattern of scheduling to take account of difficulties suggested by research, and to the question of finding the time which would best suit the target audience at home. It must be said, however, that the audience is already a substantial one.

The Authority, its advisers and the programme producers are all conscious that the vital contribution which could be made through ITV programmes for pre-school children, especially those in disabling environments, will only be fully realised if a measure of parent involvement can be encouraged.

SCHOOL PROGRAMMES

With encouragement from the Department of Education, the BBC and ITV have co-operated with more than 100 schools and nearly 60 local education authorities in a development project designed to stimulate the more varied and skilled exploitation of broadcasting as a resource. The report of the independent evaluator Mr. C. G. Hayter (a former HMI) is to be published jointly by the BBC and Independent Television in November 1974.

It is clear from the experience of the schools which participated that the effective use of broadcast resources in schools will depend on a satisfactory provision of both equipment and in-service training for teachers. Reception of broadcasts in secondary schools is particularly dependent

on efficient advance planning, on videotape recording facilities (which are now available in over one in every five secondary schools), and on imaginative teaching abilities. It is hoped that a wide reading of Mr. Hayter's report, and the case-studies of school use included, will disseminate much of the skilled experience already gathered.

Concern was also felt during the year that viewing figures for secondary schools (1972-73) had shown a drop in the use of both ITV and BBC secondary programmes - the ITV figures had, however, dropped rather heavily, for reasons which were not altogether clear. Problems of organisation in the school or difficulties of liaison with them could have been responsible, possibly increased by the unfamiliarity to some secondary teachers of the innovative approach adopted in several new series. The Authority's Research Department has commissioned an enquiry into this problem. Meanwhile, the Authority's advisers, while perturbed by the apparent drop in patronage, nevertheless endorsed the efforts of ITV's educational broadcasters to break new ground.

The emphasis in the year under review, the first following the raising of the school-leaving age, was on several new series to help adolescents face the transfer to adult life. It was in the area of values and decisions, and of relationships between people, that ITV schools programmes chose particularly to provide resources for teachers. There was seen to be a need for earlier experience of conflicts of attitudes, evidence or facts if the contemporary teenager was to be able to face up to making decisions, and to take a place in adult society considerately and responsibly. *Decision!* (Granada) provided decision-making exercises moving from straightforward personal choice to wider community issues. Two local series in Scotland added a local accent to issues on attitudes and values in society - *Time to Think* (Scottish) and *A Matter for Decision* (Grampian). Another new series appeared in the form of a down-to-earth serial story but was carefully structured to explore moral themes arising from the Schools Council Moral Education project - *Starting Out* (ATV). In *You and the World* (Thames) a series of drama-documentaries combined real-life with improvisation to explore situations relating young people to social problems.

Although a major part of the ITV effort was made with the raising of the school-leaving age in mind, continuing importance was attached to the middle age-range 9-13. The number of middle schools in the U.K. is still comparatively small, but the provision of resources equally suitable for upper primary and lower secondary ages has already been acknowledged by teachers. The present school year introduced a new series, *Exploration Man* (ATV), which was closely linked to the Schools Council Integrated Studies project. Each of the ten programmes was a separate unit, and the series could be used in a variety of flexible ways. History featured in three new series: *How We Used to Live* (Yorkshire) re-created authentic scenes from Victorian social history; *Song and Story* (Thames) looked at the social history that lay behind popular songs of Victorian and Edwardian music halls; *History Around You* (Granada), by describing a local hunt for the clues of our history in streets, castles, railways, set out to inspire viewing children and teachers with the excitement of historical discovery. The modern world was not neglected and *Neighbours* (Granada) compared four families in Europe - English, Italian, Polish and German - in home, school and local society.

Primary school programmes continue to be widely used. Well established miscellany series such as *My World* (Yorkshire), *Seeing and Doing* (Thames), *Finding Out* (Thames), and *Picture Box* (Granada) continued to provide a variety

of visual stimulus on a wide range of themes for infant and junior schools.

A new area of television education for schools this year was Religious Education. Following a cumulative series of consultations and advice on this special subject, two series were produced. *Believe It or Not* (ATV) for 13–15 year olds was networked, and the four different units of *Cornerstones* (Tyne Tees) for 11–13 year olds were seen throughout the year in the Yorkshire and Tyne Tees areas. The producers and the Authority, recognising that television had not been used previously for religious education in schools, regarded these series as important experiments to assess the most effective way in which teachers of RE (often not specialists in the subject) may be assisted with television resources.

In all, the school year 1973–74 (overlapping with the year covered by this Report) contained a total of 48 series. 33 of these were seen on the full national network and made by the four major network companies, Thames, ATV, Granada and Yorkshire Television. The other 15 were produced by Grampian, Scottish, Tyne Tees, Ulster, HTV, Southern, and Channel Television, either for local transmission or for partial networking. In all, some 585 programmes for schools have been planned. The year included nine new series, 25 established series with new programmes, and 14 series were repeated. Details of these programmes, which covered the entire age range catered for in primary, middle and secondary schools, are provided in the Appendix.

ADULT EDUCATION

When broadcasting hours were derestricted, the Authority undertook to maintain the adult education output at its previous level and further decided to retain the services of its Adult Education Committee. Last year's Report spoke of the Authority's 'prolonged discussion' with its advisers and the companies on laying the foundations of a 'new and still evolving policy appropriate to the changed circumstances over the amount, distribution, quality and planning of adult education'. Considerable progress was made in 1973–74 in building on these foundations. A special Working Party, representing the Authority's staff and advisers, and the companies, proposed improved machinery for planning in this production area, and the Authority has endorsed their main recommendations. All companies transmit at least three hours of formally validated adult education each week, and in future validation will be in terms of a formula based on one accepted throughout the European Broadcasting Union, modified by the Working Party to take account of changes in society and in educational thinking since it was first promulgated. The new formula runs as follows:

Adult education programmes are programmes aimed at leading adults to a progressive comprehension of a body of knowledge or acquisition of a skill in a defined field, which will contribute to the development of the individual and his understanding of a changing society, or equip him better for participation in community life. The attainment of this aim can normally best be achieved:

- (a) when the programmes are organised in series
- (b) when during or after transmission the viewer is encouraged to adopt a "participating" attitude towards the subject matter of the programme
- (c) when the programmes are reinforced by other learning opportunities (booklets, enquiry service, written documents, correspondence courses, study or discussion groups, and other organised local opportunities).

It is accepted that many features and current affairs programmes, apart from those thus validated, make a significant contribution – perhaps, as maintained by the Russell Report, the most significant contribution, to the education of adults. It is expected that output explicitly conceived as adult education should lead to contributions to specific subject areas, as diagnosed by advisers and ITV's own specialists in educational broadcasting, and to appropriately structured treatments of those subjects.

Despite the fundamental reappraisal of policy, the process of production and transmission of adult education series was maintained, though sometimes with difficulty. On the creative front it was not an outstanding year, but nonetheless there were significant contributions to civic education (Granada's guide to the health service); to the study of the arts (Kenneth Clark's authoritative *Romantic versus Classic Art* from ATV, craft series by London Weekend Television and Thames and others); and to the enjoyment of leisure. Viewer response was specially impressive in relation to Yorkshire Television's *Farmhouse Kitchen*.

Analysis of New Adult Education Series

In addition to repeats such as those of the long-running *Yoga for Health* and *Angling Today*, other well-established series such as *Gardening Today* and *Farm Progress* continued with new programmes. The following new series of adult education programmes were also produced and transmitted during the year under review (see Appendix IX for details). They are listed below in accordance with the Authority's scheme of categories. Repeats are not included. It will be seen that although the arts were well represented, on the whole the emphasis was on practical skills.

A. SERIES MAINLY AIMED AT THE ACQUISITION OF KNOWLEDGE OR INFORMATION

At Your Service (on the National Health Service)

B. SERIES DESIGNED FOR PROFESSIONAL REFRESHMENT OR UPDATING

Farm Progress (modern farming)
Mathman (teaching mathematics to infants)

C. SERIES TO PROMOTE EMOTIONAL AND IMAGINATIVE DEVELOPMENT

Adventures in Words (English language)
Artists at Work (painting, sculpting, carving, designing)
Cover to Cover, series 2 (themes in fiction)
In Tune (music appreciation)
Romantic versus Classic Art (talks by Lord Kenneth Clark)

D. PERSONAL UNDERSTANDING AND SOCIAL AWARENESS

Let's Face It, series 2 (care of health and appearance)
Play With a Purpose, series 2 (child development)

E. PRACTICAL SKILLS

The Art of the Craft (care and restoration of antiques)
Drive-In, series 3 (motoring magazine)
Eastern Food in an English Kitchen (oriental cookery)
Enjoy Your Retirement (preparing for and adjusting to retirement)
Farmhouse Kitchen, series 3 and 4 (old fashioned domestic skills)
Gardening Today (developing the ATV garden at King's Heath Park, Birmingham)
Improve Your Bridge (contract bridge)
Jobs Around the House (do-it-yourself)
The Piano Can be Fun (simple instruction)
Planting for Pleasure (gardening and flower-arranging)
Take Better Photographs (art of photography)

F. PHYSICAL DEVELOPMENT AND SPORT

Happy Riding (horse riding)

Programme Literature

Programme literature, much of it in the form of paperback books and a few hardbacks obtainable from booksellers, but also in the form of booklets and pamphlets obtainable from the ITV companies, supplemented many adult education series. For example, the following:

PUBLICATION	PUBLISHER	TELEVISION SERIES
<i>Enjoy Your Retirement</i> , by Tom Griffiths	David and Charles/TVTimes, 1973	<i>Enjoy Your Retirement</i> (ATV)
<i>Farmhouse Kitchen</i> , selection of recipes	Yorkshire Television, 1973	<i>Farmhouse Kitchen</i> (Yorkshire)
<i>Improve Your Bridge</i> , by Jack Nunes	Stanley Paul/TVTimes, 1974	<i>Improve Your Bridge</i> (ATV)
<i>More Jobs Around the House</i> , by Mike Smith	Stanley Paul, 1973	<i>Jobs Around the House</i> , Series 2 (Yorkshire)
<i>The Piano Can Be Fun</i> , by Harry Junkin and Cyril Orndel	Stanley Paul/TVTimes, 1973	<i>The Piano Can Be Fun</i> (ATV)
<i>Planting for Pleasure</i> , gardening and flower arrangements by Jean Taylor	Stanley Paul, 1973	<i>Planting for Pleasure</i> (Thames)
<i>Play With a Purpose for Under-Sevens</i> , by E. M. Matterson	Penguin Books, reprinted 1972	<i>Play With a Purpose</i> (Tyne Tees)
<i>Take Better Photographs</i> , by Reg Mason	Hamlyn/TVTimes 1973	<i>Take Better Photographs</i> (ATV)

IBA FELLOWSHIP SCHEME

The terms of reference of the IBA School Teacher Fellowship scheme were broadened during the year to include some candidates who were not teachers but were connected with education in some way. Their studies could now deal with any aspect of the relationship between television and education. Such studies continue to help teachers and others to increase their knowledge of television's role in education. The reports contribute towards a higher level of understanding of the medium among Fellows' colleagues and are of value to producers. The scheme's title has been appropriately modified and is now known as the IBA Fellowship Scheme.

During the year, reports were received and distributed on the use of educational television in schools, the role of television in science teaching, and the value of pre-school television. A slide-tape presentation about television in schools

was prepared and a study on the role of non-educational television in schools was completed. Studies under way during the year included ones on Adult Education, Media Studies, Special Education and problems of educational television in Northern Ireland.

Fellows undertake their work at various institutions of higher education throughout the country where they are guided by Directors of Study. The institutions involved in recent projects included Aberdeen University, Balls Park College of Education, The University of East Anglia, Stockwell College of Education, Leeds University, Bradford College of Art and Technology, The Royal College of Art, Birmingham University, and Queen's University, Belfast. These Fellowships were in addition to a three year Fellowship started at Leeds University and referred to in the chapter on The ITV Audience.

5 The Religious Programmes

THE CENTRAL RELIGIOUS ADVISORY COMMITTEE enjoyed the benefits of the recently instituted reforms in its working arrangements. Its customary autumn and spring meetings were for the first time reinforced by the work of its Agenda Committee, a group of six members convened by the Chairman to discuss separately with IBA and BBC staff the matter of the formal sessions well before they take place. Besides that, the Authority complied with CRAC's desire for closer oversight of the output by arranging an afternoon viewing session in the autumn, in addition to the annual evening screening in March.

The Committee considered certain matters of concern both to television and local radio, taking cognizance of the place the Authority accords the Churches' Advisory Committee on Local Broadcasting for Independent Local Radio; an account of religious programming on that medium appears in the relevant chapter of this Report. The Committee's consideration of two documents published during the period – the Church of England's 'Broadcasting, Society and the Church', and the Social Morality Council's 'The Future of Broadcasting' – and its decision to re-examine the long-standing 'main streams' policy bear equally on both media, and indeed upon the BBC as well as the Authority. By giving attention to these subjects, the Committee indicated that its range extends beyond religious broadcasting, strictly defined.

The Religious Consultation

The Authority held its Fifth Consultation on Religious Television in Edinburgh during the first week of April 1973 under the title 'The Structure and Pattern of Religious Television Now'. About 140 of those concerned in one way or another with Independent Television's religious output attended, almost exactly half clergy and half lay, and including ten members of the Central Religious Advisory Committee.

The Consultation looked at both policy and programme matters: policy included advisory arrangements, the possibility of ITV 2, inter-company planning and the principles of religious television. Lord Aylestone reaffirmed the Authority's intention of continuing to devote the period between 6.15 p.m. and 7.25 p.m. on Sundays to religious programmes. Programme considerations centred on the question of freedom for producers. In line with the Consultation's recommendation that the advisory structures be streamlined, the Authority in the autumn suspended the work of its Scottish Religious Advisory Panel, so devolving greater day-to-day responsibility upon the programme companies and their advisers.

The Authority's Panel of Religious Advisers

The Authority named a layman, Mr. T. C. Harvey, Religious Education Adviser to the Dunbartonshire County Council, in place of the Rev. Ian Mackenzie as the Scottish member of the Panel of Religious Advisers. The Rev. Donald Reeves, Vicar of St. Peter's, Morden, succeeded Miss Monica Furlong as the panel's Church of England member. With its membership otherwise unchanged, the panel, now regarded by the Authority as an ex-officio part of the Central Religious Advisory Committee, met eight times during the year. Alongside its regular scrutiny of network religious programme proposals put forward by the various programme companies, the panel also had one joint meeting with members of the Schools Committee to review the progress of RE programme series, and further opened a discussion on the possibility of series jointly validated by itself and the Adult Education Committee.

Sunday Evening Programmes

Reflecting something of the new mood that makes religion – if not the institutional churches – a subject of unfeigned interest, the year overall showed a marked revival of long series on deep questions about God. Programmes of this sort included London Weekend's *Argument*, which week by week over seven Sundays in the early spring had Bryan Magee challenging a different religious leader on his faith. Scottish Television in the early autumn networked five of its *Through the Chair* programmes, in each of which mixed panels of Christians cross-examined a university professor. Grampian followed with three *Living Cinema* programmes. Then Anglia put out six editions of *Big Questions* in which a tried trio of clerics were exposed to various audiences. Following that in the new year London Weekend for thirteen weeks networked *Auswerback*, a phone-in on religious questions, which amply demonstrated to its critics that this popular form of radio programme can also make compelling television.

The earlier emphasis on activity and social concern, represented in the spring by Ulster's network programme on Corrymeela and Westward's *Witness My Words*, flowered in the summer months with Scottish Television's distinguished film for the Livingstone Center, *Shadow of an Iron Man* and with a further series from HTV West called *The Sweat of Our Brow* which through film and song looked at problems of work. It was followed by four films from London Weekend, *Signs of Life*, which explored various unexpected examples of growth in spiritual zeal. Emphasis on good works came with a short series for Advent in which three regional companies – Tyne Tees, HTV (Wales) and Ulster – prompted by a recommendation of the Edinburgh Consultation, worked together to make three films under the general title *Out of the Darkness*, each looking at an enterprise of hope in their own region.

In September London Weekend's series of three programmes called *A God by Any Other Name* engaged itself with the religious life at the heart of the Hindu, Sikh and Muslim communities now established in England. This awareness of other faiths in our midst showed also in Yorkshire's *The Sunday Quiz*, which returned in the new year for a thirteen week run. In each programme pairs of competitors drawn from a Christian background found themselves also having to answer questions about other religions. These reflected the need for religious programmes not to be exclusively Christian in their concern.

There was also a modest renaissance of religious programming for children and young people. Southern Television networked altogether eight programmes under the series title *Long Ago and Far Away* with stories from the Bible and other ancient sources retold by children in song and mime. At the request of the Central Religious Advisory Committee, ATV in the autumn repeated seven of its religious education schools series *Believe It or Not*, and, in the early months of 1974 in the 7 o'clock Sunday slot customarily given over to religious music, introduced *Let's Celebrate*, a lively song-and-dance show with a thematic spine.

Elsewhere in that slot Yorkshire's *Stars on Sunday* ran in the spring and the autumn, while during its summer break and again round Christmas, Southern Television put out two more of its successful series of competitions for new hymns, *Songs of Celebration* and *Carol for Children*. Yorkshire also introduced a new occasional music series, *Masters of Melody*, presenting choirs and soloists singing excerpts from the corpus of sacred choral music. It ran for four weeks in mid-summer, and for a further seven in the new year.

Sunday Morning Worship

The experiment of putting out these broadcasts at 9.30 a.m. continued throughout the year, but in deference to the strong advice of the Central Religious Advisory Committee the Authority agreed that from after Easter 1974 they would go out at 10 a.m.

The great majority of the services continued to be live outside broadcasts of worship, the year ending with another Lent series, *Crisis of the Cross*. Notable amongst other services were Tyne Tees' transmissions on two successive Sundays in the spring from St. Paul's Church, Jarrow, when in turn the Archbishop of Canterbury and the Archbishop of York preached in connection with the anniversary celebrations of the Venerable Bede. London Weekend, amongst a number of imaginative live broadcasts, one Sunday in December co-operated with the Katholike Radio Omroep in Holland in a broadcast conjointly from the Martinikerk in Gronigen and from St. Martin-within-Ludgate.

Meanwhile, with encouragement from the Edinburgh Consultation, there were interesting developments in the innovation, first noted last year, towards experimental worship from studios (only on Sundays when the BBC was televising a church service). In August HTV (West) networked a special programme, culminating in an 'agape' and including an eight-minute film made for international showing to mark the 25th anniversary of the World Council of Churches. Yorkshire showed a further 'testimony' programme, *Why I Go to Church*, one September Sunday; ATV produced for Epiphany a novel *Act of Worship*, featuring the evangelist Gordon Bailey; and Grampian a month later in *Journey Forth*, a pictorial 'tone-poem', pushed the frontiers of television meditation further forward. Several companies agreed to send programmes and staff to the experimental television worship workshop being run by the World Association for Christian Communication in Switzerland in May 1974.

Easter and Christmas

Thames' prize-winning gospel-ballet *Kontakion* was shown by all companies over Easter and networked again on Christmas

Eve immediately before the company's broadcast of Midnight Mass from the Priory Church of St. Bartholomew the Great. Other memorable contributions to the holy meaning of Christmas were a television adaptation of James Bridie's *Tobias and the Angel*, starring John Alderton and Wilfred Brambell, networked from Scottish Television from 6 p.m. to 7 p.m. on the Sunday before Christmas; and on Christmas afternoon prior to Her Majesty the Queen's broadcast, Yorkshire's *The Glories of Christmas* culminating in a nativity sequence in which Princess Grace read the gospel story to a background of carols and tableaux.

Weekday Religious Programmes

The generally warm response shown by companies to the Authority's encouragement of greater flexibility in scheduling late-night religious programmes proved itself during the two winter months of the government curfew. All those companies concerned found fresh ways of scheduling religious material, either at the start of transmission, in the morning school break, at midday, or earlier in the evening. Thames and Westward used the challenge to explore new forms of religious programming, so providing fresh evidence of the health of religious television in the system.

Other Programmes of Religious Interest

ATV included in Sunday schedules a film about a day at Lourdes made by Group-Captain Cheshire, and under the title *The Broken Pieta* twice showed an Italian film about the painstaking restoration of Michelangelo's famous statue. The company also put out a Tuesday documentary about the life of the Poor Clares, *Enclosed*, while Thames one Tuesday evening in the summer networked *The Road to Santiago*, a walk along the old pilgrim's way across northern Spain. Several of Yorkshire's *Whicker Way Out West* programmes showed the extremes of religion in California, while *Aquarius*, at new year, showed a film about icons.

6 Analysis of Programme Production and Output

TO SAY THAT programme statistics give no idea of the quality of a television service is to utter at best no more than a half truth. Even the claim that one swallow does not make a summer is both an observation of statistical fact and an implied qualitative judgment.

The successive Acts of Parliament governing Independent Television have all prescribed in respect of programmes certain general quantitative criteria that the Authority itself has had to translate, for obvious practical reasons, into more precise statistical terms. For example, it is required that the Authority should ensure 'proper proportions' of material of British origin in the service as a whole; and in each region a 'suitable proportion' of matter calculated to appear to the tastes and interests of viewers in that region. Equally the programmes over the whole system have to maintain a 'proper balance' and 'wide range' in their subject matter. Though such quantitative criteria cannot of themselves reflect the relative aesthetic or technical standards of individual programmes, their observance must contribute significantly to the general qualitative 'feel' or 'tone' of Independent Television as a whole, as it is experienced by those for whom it is intended, the British viewing public.

The Authority maintains a full and continuous statistical record of the programme output of all the ITV companies. It is not concerned merely with the counting of swallows. The following tables give salient points condensed from the detailed tabulated analyses which the Authority has at its disposal on a regular weekly basis throughout the year.

Programme Balance

During the year about 9,300 hours of different programmes from all sources were shown on Independent Television. The programme output in any one ITV area is made up of material from three different sources: 'networked' programmes, i.e. those produced by another ITV company but shown by all (or most) other companies; programmes produced by the resident company itself; and programmes purchased from producers outside the system (including 13.9 per cent of imported material). A reasonably accurate but simplified picture of the overall weekly balance in terms of programme content can be gained by calculating an average week's output in an 'average area' under various programme category headings.

Programme Balance

(Weekly average output, year ended 31st March 1974)

	DURATION		PROPORTION	
	hrs	mins		
News and news magazines	9	23	9½	(10)
Current affairs and documentaries	9	08	9½	(8)
Arts		58	1	(*)
Religion	2	29	2½	(2)
Adult education	2	37	2½	(4)
School programmes	5	20	5½	(7)
Pre-school programmes	1	55	2	(1)
Children's programmes				
(a) informative	1	11	1½	(2)
(b) entertainment	8	08	8½	(8)
Plays, drama series and serials	23	03	24	(22)
Feature films	10	11	10½	(12)
Entertainment and music	12	29	13	(14)
Sport	9	48	10	(11)
	96	40	100	

*Previously included in Documentaries. Last year's figures in brackets

Overall the average weekly output has increased since last year by nearly 9 per cent or close on 8 hours. Within that increased output there have been some small changes in the proportions of the different categories represented. For example, drama (plays, drama series and serials) now claims 24 per cent, an increase of 2 per cent; whilst there has been a 1½ per cent decrease in the proportion of time occupied by cinema films. There was also an increase in the amount of time per week devoted to current affairs and documentaries: from 7 hours 54 minutes to 9 hours 08 minutes, an increase of 1½ per cent. This increase becomes more significant when it is realised that programmes devoted entirely to the Arts, which have become a regular and distinctive feature of the ITV output, are now listed separately instead of under the documentary heading as previously. The percentage of serious programming remains virtually unchanged at 34 per cent.

Programme Production

The volume of television production originated in ITV's own studios continues to rise. It was 123 hours per week on average in 1970-71; it was 133 hours in 1971-72; 140 hours in 1972-73; and 143 hours in the past year. The present annual total of nearly 7,500 hours of different programmes makes the British Independent Television system one of the largest producers of television broadcasts in the world. The proportion of serious informative material in the companies' average weekly production at about 87½ hours remains at a level of over 60 per cent.

Programme Production

(Weekly average, year ended 31st March 1974)

	DURATION		PROPORTION	
	hrs	mins		
News and news magazines	41	24	29	(30)
Current affairs and documentaries	26	20	18½	(19)
Arts	1	50	1	(*)
Religion	9	31	6½	(8)
Adult education	3	39	2½	(3)
School programmes	1	57	1½	(3)
Pre-school programmes	1	27	1	(-)
Children's programmes				
(a) informative	1	30	1	(1)
(b) entertainment	9	33	6½	(6)
Plays, drama series and serials	13	26	9½	(8)
Entertainment and music	15	31	11	(11)
Sport	16	55	12	(11)
	143	03	100	

*Previously included in Documentaries. Last year's figures in brackets

Regional Programme Production

During the year about 5,000 hours, or approximately two-thirds of all the hours of programmes produced by the companies, were filled by regional programmes. Rather less than 1,000 of these hours were represented by regional productions from the five majors and just over 4,000 by productions from the ten smaller companies. The decrease of about 3 hours a week (divided equally between regionals and majors) below the previous year was due partly to the temporary restriction on broadcasting hours in December 1973 and January 1974 and partly to the impact of the national economic crisis on some of the smaller regional companies. All companies, however, were still able to meet their respective contractual obligations to the Authority for the provision of locally originated programmes.

The year continued to offer opportunities for regional companies to give some of their local productions a wider distribution. Regional company productions that were fully networked amounted to 260 hours in the year, an increase of fifteen hours over 1972-73; in addition some 90 hours of regional productions were partially networked. In all, 350

hours of original regional productions were shown in areas other than those of the producing companies. Thus in the period since 1971-72, during which the output of the whole ITV system from all sources has increased by some 18 per cent, the networking of regional productions has more than doubled.

Regional Programme Production

(Year ended 31st March 1974)

	TOTAL FOR YEAR		WEEKLY AVERAGE		AUTHORITY REQUIREMENT	
	<i>hrs</i>	<i>mins</i>	<i>hrs</i>	<i>mins</i>	<i>hrs</i>	<i>mins</i>
Anglia	480	21	9	14	7	30
Border	218	12	4	12	4	00
Channel	197	13	3	48	3	00
Grampian	283	40	5	27	5	30
HTV (including HTV Wales)	742	52	14	17	12	00
Scottish	510	55	9	50	9	00
Southern	504	28	9	42	9	00
Tyne Tees	441	31	8	29	8	30
Ulster	321	44	6	11	6	00
Westward	357	40	6	53	6	00
	<hr/>		<hr/>			
	4,058	36	78	03		
Central Companies (Regional Production)	904	38	17	24		
	<hr/>		<hr/>			
	4,963	14	95	27		

THE YEAR to 31st March 1974 saw the birth of the first four programme companies for the new Independent Local Radio service: the London Broadcasting Company (news and information) and Capital Radio (the general and entertainment service) in London, Radio Clyde in Glasgow, and Birmingham Broadcasting (BRMB) in Birmingham. And only two days into April 1974 the listeners in and around Manchester were to hear their own Piccadilly Radio (previously known as Greater Manchester Independent Radio) take to the air. Thus within little more than a year of their appointment, five self-financing radio companies were broadcasting to a potential audience of some 15 million people.

Initial planning for the projected introduction of Independent Local Radio had, of course, begun some years earlier. In 1971 a small unit of staff was seconded by the Authority to work under the aegis of the then Ministry of Posts and Telecommunications; and from 12th July 1972 the functions of the Authority were extended by the Sound Broadcasting Act to cover the provision of local sound broadcasting services. A period of intensive planning and preparation followed, both for the Authority itself and for the embryo groups, which contained many talented and enthusiastic individuals, who were intending to submit applications for an ILR franchise.

For the first five stations applications were received from twenty-six groups which included many people who had long cherished an ambition to participate in the pioneering of the United Kingdom's first legalised independent radio service on the mainland. The Authority is happy to note that at least some of the more talented individuals who were members of unsuccessful groups for the first franchises are now involved with later successful applications, where their professionalism or local knowledge are proving to be added strengths.

A total of sixty ILR stations throughout the United Kingdom was envisaged in the White Paper of March 1971 as the eventual target, and it is reckoned that the first twenty-seven of these – in the locations announced by the Minister of Posts in the House of Commons on 19th June 1972 – would reach about 50 per cent of the population. The first seven (two centred in London, and one each centred in Glasgow, Birmingham, Manchester, Newcastle upon Tyne and Swansea) will reach some 16.4 million people, nearly 30 per cent of the United Kingdom population. Eleven companies have so far been appointed and two more franchises, one for Nottingham and the other for Teesside, covering a part of the new County of Cleveland, were advertised on 20th February 1974 with a closing date of 8th May. The eleven areas represented, and the appointed companies (their composition will be found in Appendix VII) have their studios based as follows:

<i>Location</i>	<i>Company</i>
London	London Broadcasting Company (news, general, information)
London	Capital Radio (general and entertainment service)
Glasgow	Radio Clyde
Birmingham	Birmingham Broadcasting (BRMB)
Manchester	Piccadilly Radio (previously known as Greater Manchester Independent Radio)
Newcastle upon Tyne	Metropolitan Broadcasting Company
Swansea	Swansea Sound
Liverpool	Radio City (previously known as Sound of Merseyside)

<i>Location</i>	<i>Company</i>
Edinburgh	Radio Forth
Plymouth	Plymouth Sound
Sheffield	Radio Hallam

LBC, London's news and information service, became on 8th October 1973 the first of the new companies to begin broadcasting. As well as fulfilling its own news and information responsibilities to the London transmission area LBC also acts as a prime source for supplying national and international news to all other Independent Local Radio stations. This service is achieved through LBC's agency Independent Radio News, which is a self-contained operation within LBC. The LBC and IRN services are maintained internally on a separate but related basis; and in the same way that IRN supplies, for example, Radio Clyde with national and international news, so does it also supply its own parent company LBC with national and international news for the audience within the London transmission area.

Soon after the two London companies had been selected in early February 1973, they both announced their wish to commence broadcasting in the early autumn so that they could begin the provision of the new service at the earliest possible date, and in particular so that they could budget to derive revenue from the usual pre-Christmas build-up in advertising. Even with the benefit of hindsight, and knowledge of the economic crisis of the winter of 1973-74, it might be difficult to criticise this strategy, and it was undoubtedly a bold and even heroic decision. In due course, after each of the two companies had undergone a most demanding six to eight months' period of planning, building, equipping and staffing, they both began broadcasting on schedule, LBC on 8th October and Capital Radio on 16th October, for twenty-four hours a day, every day of the week.

Those were rather heady days in London for the pioneers of ILR broadcasting. For at that time the economic thunderclouds had not yet gathered, and LBC found itself launched into its very first day of broadcasting at precisely the same moment that, at home, Mr. Heath announced the opening of Phase Three and, abroad, the grim Arab-Israeli war burst upon the world. The company was at least spared the newsman's nightmare of nothing to report. Then eight days later, at 5.00 a.m. on 16th October, it was Capital Radio's turn to take to the air, which they did with considerable panache and flamboyance. Heady days they were, with a mixture of successes and mistakes, the latter sometimes embarrassing if hardly unexpected; and it became clearer from one week to the next that the new broadcasters were beginning to settle in, while at the same time the two companies were the first to agree that there was a very great deal to learn. But a promising start had been made.

Advertisement Revenue and Economic Crisis

The early weeks of broadcasting in London produced advertising revenues which exceeded even the more optimistic forecasts. Unfortunately for the two London radio companies this was not a situation which held for long. The enormity of the economic crisis was fully realised by the beginning of December, and with scarcely any warning the infant radio companies found that they were struggling for advertising. In the week before Christmas the fall-off in revenue was not merely the 15-20 per cent suffered by the Independent Television companies, but something more like 80-90 per cent. Since then, too, LBC in particular has found that recapturing its share of the revenue lost at that time has

presented a formidable challenge, which the company has faced with sustained energy.

LBC's Pioneering Phase

Although both the new London companies were hit by a very serious drop in advertising revenue for several months, beginning in December 1973, LBC's problems were more critical than Capital's. LBC, it must be said, had the unenviably difficult and expensive task, first outlined in the Government's White Paper 'An Alternative Service of Radio Broadcasting', of producing as from 6.00 a.m. on Monday 8th October twenty-four hours of news, commentary and information every day of the week with relatively little use of music. This continuous 'sound' of all-speech and talk radio was unfamiliar to the United Kingdom audience and advertisers, and few people knew quite what to expect. Even the many potential critics repeatedly said of LBC that it would be fair to 'give them a chance', but in the event a number of the newspapers set upon the new dog with predatory relish. LBC's staff grappled with improvements both to the London output and to the network news service, but the enormous effort of getting a twenty-four hours a day news station on the air in so short a time had caused great physical strain. Relentlessly one or two newspapers snapped at LBC's heels, in some instances with quite unwarranted exaggeration, and although some of the problems were to a certain extent of LBC's own making the undeservedly bad publicity contributed to some lowering of morale, and eventually a fall-off in confidence by advertisers.

At this point, around Christmas and New Year, the Authority held urgent discussions with representatives of LBC's board of directors. Within a month or so a revitalising programme, which included some senior management changes and an infusion of extra money, helped to put fresh life into LBC. The revised LBC management also held full and useful meetings with its local unions and staff representatives. From March 1974 onwards the programme output has shown very considerable and consistent improvement but unfortunately, as might be expected, these most encouraging signs were accompanied by only a gradual and slight upward trend in advertising revenue.

Three Stations on the Air outside London

At the turn of the year, in the Authority's planning for the new radio service, the focus suddenly changed from London to Glasgow, when with fine and confident timing Radio Clyde began broadcasting on Hogmanay night, 31st December 1973. Its programmes seemed immediately to strike a right chord with the Glasgow audience; and some early dipstick research indicated a remarkably high listenership. The new company, the first of the ILR contractors outside London and the first local radio station in Scotland, quickly claimed that at some times during the broadcasting day more Glaswegians were listening to Radio Clyde than to any other station. Furthermore, the local and national advertising revenue has continued to hold up well during the first few months of broadcasting.

On 19th February 1974 Birmingham Broadcasting, the first of the English contractors outside London, made a very competent and promising start; and six weeks later on 2nd April Manchester's Piccadilly Radio, in flamboyant style, was to complete the launching of the first five stations.

Variety of Programming

Under the terms of the relevant legislation and the guidelines indicated by the Authority, the Independent Local Radio stations throughout the United Kingdom are expected to provide a general service of entertainment, news and information, with some religious and educational content. In fulfilling these obligations the new radio companies have faced a formidable challenge. Gradually to win themselves

a place in their local transmission area, they have had to aim both to compete with the BBC's diverse national and local services, long and powerfully established in the habits of the listening public, and also to attract new listeners.

The programming on the new stations must be designed to maintain a wide appeal. The broadcast output is expected, while providing a popular service, at the same time to include elements aimed – in the White Paper's phrase – 'to foster a greater public awareness of local affairs and involvement in the community'. Already in the early months of broadcasting the new companies have shown a determination to try and achieve these two purposes; and during this initial phase the companies have for the most part managed skilfully to provide a radio service which has been both useful and entertaining.

The staple elements of programming cover a wide range of both entertainment and information. As expected, the musical output has been largely 'popular', designed to attract the local audiences, but some classical and light classical music has also been played regularly. The companies have endeavoured to include some live music, and within their output they have consistently publicised the activities of local musicians and provided information about concerts of all kinds.

The other principal element in the programming has, of course, been its speech content. Telephone programmes have played a significant part, and the companies have broadcast a wide variety of general interest output: sports coverage, reporting on special topics, feature items, interviews, discussions with studio guests, occasional programming for children, some humorous interludes, and so on. In London, for example, so far as its resources could allow, Capital Radio has experimented with running some drama productions, varying from early afternoon domestic serials to some ingenious late-night horror stories.

The infant companies have, in short, concentrated their activities mainly under the headings of information and entertainment; and they have aimed consistently, moreover, to provide a service aimed specifically at their local communities. In order to achieve this purpose the men and women who produce and present the programmes have focused considerable effort on endeavouring to identify themselves closely and credibly with the audiences living within their companies' franchise areas.

The Telephone in Radio

In this close relationship with the audiences the phone-in programmes contributed an unpredictable element; and local telephone managers from the Post Office have helped ably with making the line facilities available. The different companies have adopted different styles in their use of the telephone, but all the present contractors have used this admirable and maddening instrument to advantage: both dialling out to particular listeners for views and information, and leaving their switchboards open for a wide variety of calls in from listeners. The telephone participation by local residents has allowed freedom of access on an even greater scale than can be achieved in the Letters to the Editor columns of a newspaper; and those columns, as any editor will acknowledge, are usually the most closely read items in his daily or weekly production. (On the air the companies have so far, with a very few exceptions, been able to prevent this new radio liberty turning to licence almost entirely through the common sense of the local listeners but partly also through the presenters' gradually developed sense of anticipation and the long stop of their studio equipment's 'profanity button'). As in ordinary conversation, tedium and muddle can sometimes become the enemies of telephone programming. Yet, this newly extensive use of phone-in and phone-out by the ILR companies has often added a lightness and a common touch to the programming, as well as enabling the companies to offer helpful and specific information and advice by telephone and for listeners to feel that their local radio station is accessible to them in easy and friendly fashion.

News and Information Service

The provision of a reliable news service at local, national and international levels is a vital element in any acceptable schedule. Each company has a specialist staff who gather and present the local news; and the stations broadcast items received in both written (teleprinter) and audio form from the networked Independent Radio News service of LBC. This IRN service of news and information on national and international events is available to each company twenty-four hours a day for their direct use or local editing. Each company subscribes to the IRN service a fee which at present varies according to the size of its potential audience.

Control of Standards in Programming

The programme plans as described in each company's application to the Authority, together with any minor modifications required between the time of selection to actually going on-air, are published at the time broadcasting commences. The published programme plans for the contract terms of the first five companies are reproduced as an Appendix to this report.

The publication of programme plans is only the first stage towards maintaining the standards which the successful applicants set themselves to achieve as part of their contract with the IBA. During this early phase of the new service the companies have aimed to establish a firm and consistent pattern of broadcasting, keeping closely to their published intentions. They have sought to allow themselves sufficient time for their station style and identity to become clearly recognisable. For modern radio programmes, especially under local circumstances, call for a continuing response to audience needs and social or seasonal developments. The details of programmes are constantly being adapted, with the durations added to or shortened, and occasionally an item has needed changing completely: but throughout this initial phase the companies have been made aware of their need to keep to the principles of their published plans.

The Authority's staff, both at headquarters and in the regional offices, has maintained regular and virtually daily contact with the companies over their planning and scheduling, especially during the opening phase of broadcasting. Wherever possible, prior consultation takes place, and certainly on major issues the aim during this pioneering phase has been to ensure that adequate discussion takes place before the event. It is, however, in the nature of contemporary radio programming that the maximum freedom of manoeuvre is required for the companies to offer their listeners the benefits of local radio's immediacy and flexibility. The initiative must remain so far as possible with the programme companies.

Moreover, each radio contractor is required to retain recordings of the programmes on tape, on a basis standardised for all companies. This tape monitoring arrangement enables the Authority subsequently to carry out a careful check into any cases of difficulty where programming items have been the subject of query or complaint. More positively, too, the tapes (which the companies are obliged to keep for a period of three months after broadcasting) enable the Authority to maintain both regular and dipstick checks on normal programming standards.

For the most part problems have been settled on a practical routine basis but on a handful of occasions strict intervention by the Authority has been necessary in order to ensure, for example, that the Act's requirements on impartiality or taste are fully safeguarded.

Local Advisory Committees

In accordance with Section 11 of the Independent Broadcasting Authority Act 1973 the Authority appoints a Local Advisory Committee for each franchise area and it is the committee's duty to advise the Authority on general performance and standards. One committee takes care of the two London stations and there is one each for the other three stations presently broadcasting. The composition of these

committees is shown in Appendix III (which also includes details of other IBA advisory bodies) to this Report.

In the words of the Act, the function of a Local Advisory Committee is 'to give to the Authority, with respect to the conduct of their local sound broadcasting services for the area of the committee, such advice as in the opinion of the committee would be appropriate for reflecting, so far as is reasonably practicable, the range of tastes and interests of persons residing in that area'. Under the terms of the Act, the composition of local advisory committees must allow for one-third of the membership being selected from nominations by local authorities in the area. More generally, the Authority has set out to invite members to join the committee on a basis of endeavouring to achieve a balance of age, sex, political, social and religious opinion, and residence or work within the different parts of the transmission area.

The Authority seeks the advice of the committees on the general operation of the local radio company; and the committees have been providing constructive and valuable comments which contribute towards the Authority's judgement of the companies' continuing performance. The committees have brought to bear on the work of the radio companies the extensive knowledge which the members possess of their transmission areas. In this way the committees are beginning to provide a most useful additional strength to the Authority; both helping with the monitoring of the companies' output in broad terms and offering to the Authority a well informed view of how the infant radio stations can contribute effectively to the life of their localities.

Some Notes on Programming

(a) News Programmes

Each company has its own staff in a news room especially designed to produce a reliable and reasonably comprehensive service of local, national and international news. The companies gather their own local news and are serviced with national and international news both by teleprinter and audio line from Independent Radio News. IRN also provides news material to London Broadcasting for its service of news and information programmes to the London area. IRN has a number of specialist correspondents covering, for example, industrial and labour news, the Stock Exchange, politics, and Parliament, together with a network of international stringers.

(b) Programmes for the Local Area (including sport)

Each independent radio company aims to cater specifically for its local transmission area. The two staple elements of programming tend to be music and local news and information, but there are also a fair number of special local entertainment and feature programmes. Radio Clyde has already featured, for example, *Musical Memories of Old Glasgow*; there is *London's Day* on Capital Radio, and the *Community Service Programme* from BRMB in Birmingham. These programmes are clearly of interest mainly to listeners in the local area. In London LBC gathers news and reviews of the London theatre and the Arts; its programme *Sounds New*, broadcast each evening and then repeated during the night, contains comment and criticism on a number of these events in and around London. All the companies, moreover, have devoted quite considerable time and resources to providing extensive sports coverage, with an emphasis on local teams and events.

(c) Political Reporting

The first four independent companies were on air during the General Election of February 1974 and a considerable amount of careful and lively election coverage was provided. Each company concentrated on constituencies within its own transmission area and special programmes were put out which featured candidates and other party spokesmen. These programmes were produced under the Authority's guidance and within the constraints of the relevant legislation. Election broadcasts covered local as well as national issues and,

through a live link-up by telephone, gave audiences an opportunity to question individual candidates.

In each company's daily news coverage, items concerning local government news and events have been included. A number of companies have provided an opportunity for local councillors to be questioned; and in London LBC has included live *Question Time* programmes broadcast direct from the Council Chamber of the Greater London Council.

(d) Entertainment

Apart from the special brief of the London Broadcasting Company, concentrating on news and information, all the Independent Local Radio companies aim to provide a wide range of entertainment and information. Popular music has a leading role in the output, but at the same time the companies constantly aim to tailor their broadcasts to the particular tastes and interests of their localities, both through request programmes and through the type of music played.

Radio Clyde, for example, has had regular programmes featuring local humour; each company, partly by using a number of local people (including some new broadcasters) to present some of the programmes, has included an element of local humour. The programming schedules cater for a variety of tastes and some examples of weekly programmes include one-and-a-half hours of popular classics on Capital Radio on Sunday evenings, Scottish music on Radio Clyde, West Indian and African music on Piccadilly Radio, and one-and-a-half hours of jazz music on BRMB. Capital Radio has also already broadcast a number of drama series, and Radio Clyde an edited documentary drama by a noted Glaswegian writer.

(e) Religion

In co-operation with the companies, the Authority has been developing a realistic manner of handling advice on religious programming for local radio. The Authority's Panel of Religious Advisers has radio within its concern and in the course of the year, apart from certain general questions, considered the various stations' religious programme proposals and met representatives from the two London stations.

The Authority also takes cognizance of the Churches' Advisory Committee on Local Broadcasting, a body with a wide denominational spread originally set up some five years ago at the start of BBC local radio. While CACLB is concerned with local radio's wide place in community development, it has a particular interest in religious broadcasting; during 1974-75 it aims to bring together representatives from the ILR stations and from church groups to consider ways of fostering a mutual link.

One problem for the Authority has been whether the same church-related groups can co-operate effectively both with BBC local radio and ILR. In general, experience suggests that since ILR stations essentially compete with the BBC it is more appropriate for them to build up their own religious broadcasting as part of their local service to the community. The ILR stations have therefore begun making first moves towards establishing ways of seeking advice on religious programming that suits their particular needs. LBC has begun forming its own denominational trio of religious advisers, whose specific function is to provide a sounding board for the producer concerned. BRMB has the advice of a local Anglican clergyman who both presents its Sunday night phone-in and acts more generally in a religious advisory capacity. Radio Clyde has twice, so far, had full meetings with representative church groups, and begun developing a wide forum of programme contributors. The ILR stations set out to express openness towards local councils of churches and other similarly broad-based religious groups, where these take an initiative. The Central Religious Advisory Committee, representative of the main streams of religious thought, advises the Authority on general policy regarding the inclusion in programmes of any religious service or other matters of a religious nature. A list of members is given in Appendix III.

Another area of religious importance concerns 'other

religions'. In consultation with the Authority, LBC has already included in its *I Believe* output a programme on Buddhism, and BRMB also recognises an obligation in principle to serve, for example, its Sikh, Muslim and Hindu communities. Although there may be little pressure upon ILR stations to cater for other faiths in their religious broadcasting, the Authority is seeking ways of validating non-Christian broadcasting on local radio as an authentic ingredient of its religious programme output.

(f) Education

The Authority's staff have been in consultation with the programme controllers of the new ILR stations to encourage the development of educational programming. It is recognised that the educational styles which can be explored in local radio cannot be imported directly from network radio or television, and that time will be needed for new formats to emerge.

In its early stages of development education on local radio has been attempted through a variety of forms, for example short items in depth related to current topics; in the course of popular magazines; in response to individual questions by telephone to experts in the studio; and occasionally in the form of more structured documentary or cultural programmes. Efforts have been made to provide information about regular local authority and voluntary educational activities, including items about further education. Programmes for parents about children in and out of school are a common interest and the companies have included this topic in their programme proposals and output in one form or another.

During the early growth of local radio, the Authority does not wish to prescribe quantities and forms for education programmes. There is, nevertheless, concern to draw a distinction between topics broadcast as information and those broadcast for education, and to discourage any diluting of that material so that there can be some sense of educational purpose developed in due course.

It is the Authority's view that imaginative and entertaining programming of educational material need not inhibit the size of the audience, but could rather spread a wider enjoyment and understanding of educational topics, particularly amongst those whose interest may not be readily stimulated by more formal or conventional educational provision.

Programmes Provided by Individual Companies

(i) London Broadcasting Company (LBC)

London Broadcasting Company began broadcasting at 6.00 a.m. on 8th October 1973 and became the first Independent Local Radio company to go on the air in the U.K. LBC provides a service of news, information, comment, and some entertainment for the London area. Its own news agency, Independent Radio News, supplies LBC itself and all other ILR companies with national and international news.

Largely because of its complicated and specialised role, the London Broadcasting Company has not been without its difficulties in the few months it has been on the air. Providing, as it does, a substantially all-speech programme format, the company has had the problem of deciding on its programming priorities in the light of experience and of current and changing circumstances. News programming, although of general interest, may not at all times of the 24 hour broadcasting day appeal to a large audience of London listeners. The first published audience research findings were, however, quite encouraging for the company and did indicate that a large number of people enjoyed LBC programmes. The company has indeed achieved some notable successes during the short time that it has been on the air, and later dipstick research indicated that some listeners were tending to listen more often and for longer periods. Coverage of the General Election results and the new Government's first budget announcements were as fast and accurate as, and at times faster than, any other broadcasting service.

Coverage of local government affairs in the London area

has also attracted some praise, and the hour-long GLC *Question Time*, broadcast live by LBC, has been of interest. During the morning and evening travel times a considerable service is offered to motorists and to rail and other travellers. News and information from the central police control room at Scotland Yard, together with reports provided by the AA, form the basis for regular travel bulletins. These are now helped by traffic news from a reporter travelling by helicopter over the main travel routes. A particularly informative and appreciated programme has been the arts magazine *Sounds New* which is broadcast every weekday evening from 9 to 11 p.m.

Independent Radio News (IRN)

Independent Radio News Limited is wholly owned by London Broadcasting Company and was created to provide a twenty-four hour service of national and international news and comment to the independent radio companies. The service provided includes information despatched by teleprinter message and sound line. A continuous flow of teletyped stories is maintained from the IRN news desk direct to each company's news room, together with regular telephone contact. Much of the news sent by teleprinter is written ready for broadcasting. IRN subscribes to major news wire services and in addition has a number of specialist correspondents. IRN also receives news from freelance agencies and individuals throughout the country and is in regular contact with other news sources, both at home and abroad.

Each company is connected to the IRN news desk by a broadcast audio line which enables voiced reports and interviews to be sent with the utmost urgency. A reporter in the IRN news booth in the House of Commons, or the financial news reporter, can be linked directly to all other companies' news rooms. This combined audio and teleprinter service is supplied by IRN on a contract basis to other companies who pay additionally for any special facilities.

(ii) Capital Radio

The existence of two independent local radio stations in London means that, apart from the specialised news and information output of LBC, Capital Radio can present a format for its entertainment and general programming which is necessarily somewhat differently balanced from that of other ILR stations operating outside London. Capital's 8.5 million audience coverage is at once both cosmopolitan and multi-local which means that it cannot be a truly local station in quite the same way that, for example, Sheffield's ILR station or Plymouth's will hope to be.

Although, like all the ILR stations outside London, the music on Capital is predominantly popular, the company also caters for specialised tastes at various times. As an example, progressive popular music can be heard every weekday evening for two hours between 6.30 and 8.30. On Sundays at 6 p.m. there has been an hour-and-a-half of popular classics and on Sunday mornings music in more relaxed style, mainly standard popular items of some years ago. The telephones are used to enable listeners to contribute to an open discussion programme every weekday night from 3.30 to 10.00. Already many listeners have taken advantage of the opportunity to express their opinion or to ask questions or to seek advice in this programme. Sunday morning at 8 o'clock has been the time for religious programmes on Capital when again the telephone is used to enable listeners to question and comment on selected religious subjects.

Since Capital began broadcasting on 16th October 1973, the company has produced a number of drama programmes. Two short daily drama serial stories, a daily five-minute situation drama, and a Saturday children's serial have been broadcast. On Sunday afternoons a twenty-minute serial reading of a well-known novel was also included for the first nine weeks of broadcasting.

As part of its effort to serve its community audience Capital has, for example, staged at its headquarters in Euston Tower an exhibition depicting the problems of old age, and

has broadcast a series of appeals for foster parents with the co-operation of the local Department of Social Services. Capital presenters are frequently involved in local events and a number of programmes were broadcast from the Earls Court Ideal Home Exhibition. The company regularly reports upon other special London area events and, as a particularly important example, during the General Election campaign, listeners were able to take part in programmes by questioning politicians and others by telephone.

(iii) Radio Clyde

Radio Clyde was the company selected from six applicants to serve the Glasgow area, and the company began broadcasting on 31st December 1973. Quite naturally the New Year's Eve and New Year's Day programmes were very much in the holiday mood and after going on the air at 10.30 p.m. the company continued to broadcast right through the night into 1974. Transmissions usually end at 2.00 a.m. A large number of the programmes broadcast are of particular interest to the local audience and during the short time that the company has been broadcasting it has achieved some notable successes. The first broadcast performance by the Scottish Chamber Orchestra was broadcast live at the end of January from Glasgow City Hall and a special feature on the play *Benny Lynch* by the local author Bill Bryden has also been broadcast. The programme marked the *première* of the play in Edinburgh and included excerpts from it. Particularly in the evenings Radio Clyde has featured in its programmes a wide variety of styles of music aimed at specialised audiences: in fact the range of styles of music played - from jazz/rock to Gilbert and Sullivan, not to mention Glasgow folk music - has been somewhat wider than the original programme plans envisaged. And, as an example of some other quite imaginative ideas, its programme *An Appreciation of Robert Burns*, with Jimmy Copeland and pupils of St. Augustine's Secondary School, Glasgow, might be mentioned.

In particular, during the emergency period of the ITV early closedown, Radio Clyde was successful in attracting quite substantial evening and late night audiences, and the company has to a considerable degree succeeded in maintaining this trend, although competition from television is very strong.

During the February General Election, the company was also involved with broadcasts of both general and specific coverage. There were four 'election specials', with party spokesmen on the broad issues of the election campaign. During the latter part of the campaign, Radio Clyde included seven 'hustings' programmes each weekday evening for a week up to the eve of poll, featuring a particular key constituency in the local area. All candidates were given an opportunity to take part. In common with the other ILR stations broadcasting at that time, Radio Clyde stayed on the air during the whole of election night in order to broadcast the full results. With a continuous service of news and information from Independent Radio News, studio presenters kept listeners up-to-date with results and forecasts.

(iv) Birmingham Broadcasting (BRMB)

Like other general Independent Local Radio companies, BRMB provides its service primarily through broadcasting music, news and information and items of interest to the community in the transmission area. In addition the company caters for more specialised interests at various times. Its style of programmes aims at achieving a consistent identity, but within the general programme plan there is allowance for the coverage of news and events in the local area as and when they happen.

During the main part of the day music was a prime ingredient, while national, international and local news was broadcast regularly during broadcasting hours. The company was on the air from 5.30 a.m. to midnight from Monday to Friday, 6.00 a.m. to 1.00 a.m. on Saturday, and 7.00 a.m. to midnight on Sunday.

As in other big cities and their suburbs, a large number of

people travel to and from work in the mornings and evenings, and BRMB provides a service for motorists and other travellers; also weather forecasts, police and AA traffic reports, information on road diversions and public transport arrangements. News has been an important part of the morning programming and BRMB's radio car visits the scene of local news stories. Throughout the day news and information programmes are regularly broadcast in addition to popular music. In the mornings information on local market prices and other consumer affairs subjects is included together with items about the community in general. BRMB has appointed a full-time member of staff, with the title Community Services Promotions Manager, who is responsible for bringing to light community problems and other news in various parts of the area covered by the company's transmissions. BRMB's community programmes have already included such diverse subjects as autistic children, epilepsy, the work of the Citizens' Advice Bureau, the welfare of children in hospital, the blind, abortion, and youth organisations. Listeners have been encouraged through telephone open line programmes to discuss and add their views on these subjects, and also on items covered in the news, ranging from aspects of education to soccer hooliganism.

BRMB's Religious Adviser has had his own programme on Sunday evenings where listeners have been invited to discuss with him on the telephone, and on the air, any personal problems they may have or any religious questions they would like answered. This programme has attracted a lively interest and is thought by BRMB to be keenly appreciated by many listeners.

Questions from listeners to party representatives were invited during the latter part of the General Election campaign, and election results were covered in full during an all-night programme on 28th February/1st March.

Sport has a large following in the BRMB area and the company has provided considerable coverage on Saturday afternoons, and during a nightly sports report. Both amateur and professional sport are reported.

Advertising Standards

One of the Authority's major functions is the control of the amount, presentation, and content of advertisements. Well before any of the radio companies commenced broadcasting the IBA's Code of Advertising Standards and Practice was revised to encompass sound broadcasting. Because of the speed and flexibility with which some advertisements for radio must be created and transmitted, responsibility for copy control is to a large extent devolved onto the management of each company, which carries out its own copy clearance according to the IBA's Code. The following categories of advertisements require central clearance, however, before transmission is permitted:

- (a) Financial advertisements coming within Appendix 2 of the IBA Code;
- (b) Advertisements for medicines and treatments and for other products which make health claims coming within Appendix 3 of the IBA Code;
- (c) Advertisements containing technical claims needing the advice of a specialist consultant.

From 1st March 1974 the Association of Independent Radio Contractors joined the Independent Television Companies Association in operating a system for clearing the above special categories. This change was brought about after discussions between the IBA, ITCA and AIRC had confirmed the need to ensure consistent interpretation of the

IBA Code. It represents the view that it would be wasteful, unnecessary and not in the interests of advertisers and agencies to duplicate investigation of claims made in advertisements, especially where the advice of statutory or other expert consultants is needed. It should be emphasised that the Authority still retains the ultimate responsibility for all advertisements in radio, as in television.

Radio advertising control is also considered in Chapter 8 under the general heading of The Control of Advertising.

Selection of Franchise Applicants

By 31st March 1973, as recorded in last year's Report, five Independent Local Radio companies had been offered contracts and a year later, by 31st March 1974, six more had been added to the list, making a total of eleven. Once the written applications have been received and fully analysed, the procedure is for an interviewing committee of Authority Members, supported by three or four of the IBA's senior staff, including the Regional Officer for the area, to carry out preliminary interviews in the respective cities where the studios will be centred. An open forum and other meetings are arranged during these visits at which members of the public are invited to make known their views and questions concerning the sort of radio station that is suitable for the local area. The visiting committee reports back to the Authority; and selected groups are then invited to London for a second interview in front of the full Authority. The Members then make their choice, having considered fully the evidence presented to them both in written form and at the interview.

In the process of choosing programme companies the Authority believes that it should concentrate on asking questions rather than supplying all-purpose answers. The provision of a local radio service must necessarily be derived from both professional skill and new ideas, and in order to judge the quality and credibility of the submissions the Authority aims to give applicants the chance to express themselves distinctively, responsibly, and freely in the applications and at the interviews. Few fixed criteria can be identified on a generalised basis for the ingredients of a successful application; local circumstances alter cases. The Authority looks for a mix of a number of important factors and that mix must include some basic ingredients, for example a sense of programme and technical professionalism, soundness in management, and financial viability. But most important of all the Authority hopes to select a group of men and women, with fresh, realistic ideas forming a consortium that appears to have a genuine enthusiasm and determination to supply a worthwhile broadcasting service to their local community on a self-supporting and developing basis.

Contract Term

Each programme company will normally be appointed for an initial term of three years. The expectation is that at the end of the first and each subsequent year extensions may be granted, subject to satisfactory performance, for a further year in the manner of a 'rolling' contract. This affords the IBA the opportunity to make a continuous assessment of a contractor's performance, and the company to plan ahead on a reasonable basis. The Authority's power to offer or withhold the yearly extension will provide a warning system for contractors, helping them to keep their own standards under continual surveillance and assuring them of a year's grace, after a first occasion of non-renewal, in which to bring their standards up to the Authority's requirements.

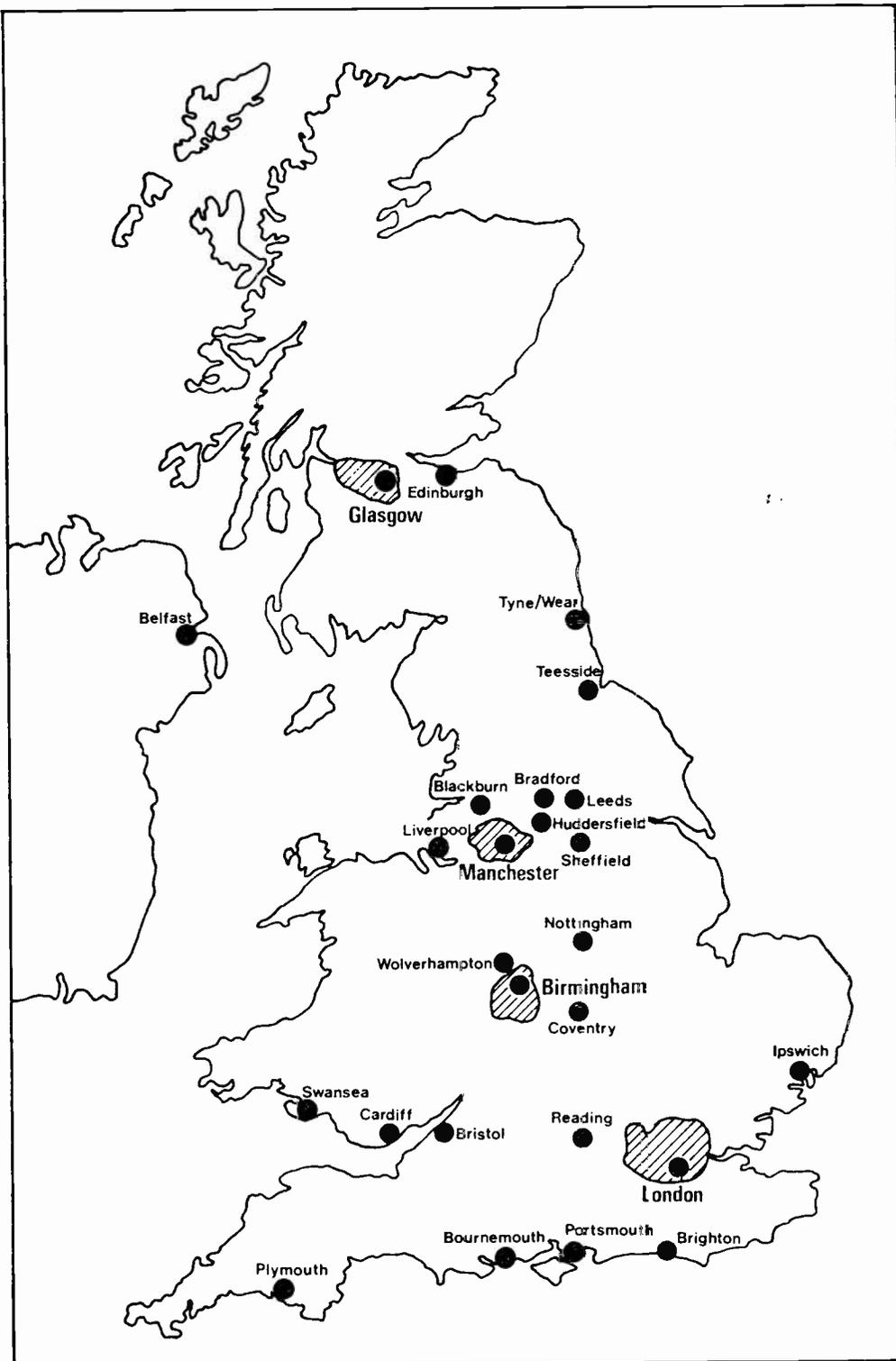
Plans for ILR

PROPOSALS FOR FIRST 26 AREAS*

<i>Service</i>	<i>VHF MHz</i>	<i>MW Metres</i>	<i>Programme Company</i>
London	97.3	417	London Broadcasting Co Ltd
London	95.8	539	Capital Radio Ltd
Glasgow	95.1	261	Radio Clyde Ltd
Birmingham	94.8	261	Birmingham Broadcasting Ltd
Manchester	97.0	261	Piccadilly Radio Ltd
Tyne/Wear	97.0	261	Metropolitan Broadcasting Ltd
Swansea	95.1	257	Swansea Sound Ltd
Edinburgh	96.8	194	Radio Forth Ltd
Liverpool	96.7	194	Radio City (Sound of Merseyside Ltd)
Plymouth	96.0	261	Plymouth Sound Ltd
Sheffield	95.2	194	Radio Hallam Ltd
(and Rotherham)	(95.9)		
Nottingham	96.2	301	Radio Trent Ltd.
Teesside	95.0	257	Sound Broadcasting (Teesside) Ltd.

- Bradford
- Ipswich
- Portsmouth
- Reading
- Wolverhampton
- Belfast
- Blackburn
- Bournemouth
- Brighton
- Bristol
- Cardiff
- Coventry
- Huddersfield
- Leeds

* See page 7



WITH THE START OF INDEPENDENT LOCAL RADIO, the Authority extended its statutory controls to the amount and distribution of radio advertising; the approval of the detail, form and manner of publication of radio rate cards; and control of the content of radio advertisements in relation to its Code of Advertising Standards and Practice.

Control of Advertising Standards and Practice

It was noted in last year's Annual Report that the special need for speed and flexibility in dealing with the requirements of radio advertisers made it inevitable that the new radio companies should equip themselves to deal locally on the Authority's behalf with the clearance of local advertisers' proposals and the approval of scripts and recordings of advertisements, subject to consultation with the Authority's Advertising Control Division in doubtful cases and when any special checking of an advertiser's claims seemed to be required. It was also decided, however, that for certain categories of advertising, whether from local or national traders, there should be no devolution of control.

Each of the new radio companies gave the immediate responsibility for securing local compliance with the IBA Code to a senior member of its staff and there was established the close and effective liaison on which the success of the controls would depend.

The Authority was glad to observe in its new service the same sense of company responsibility and concern to maintain reliable standards of advertising as had been evident amongst the television companies throughout the years and an appreciation that, with all due regard to operational differences between the two media, the aim must be to secure consistency of standards throughout the Independent Broadcasting services. To this end, the Association of Independent Radio Contractors (AIRC) joined with the Independent Television Companies Association (ITCA) towards the end of the year to operate, in conjunction with the Authority's Advertising Control Division, a system for jointly clearing for transmission in either medium certain categories of advertisements which would be likely to present similar problems in both. The main categories to come within this arrangement were financial advertisements coming within Appendix 2 of the IBA Code; advertisements for medicines, para-medicines and related products or services coming within Appendix 3 of the IBA Code which require consultation with the Authority's Medical Advisory Panel; and all other advertisements in which there are claims on which specialist advice may be required.

Representatives of the radio companies joined the Joint Advertisement Control Committee of Authority and programme company staff which meets regularly under the chairmanship of the Authority's Head of Advertising Control to consider and resolve general problems arising from the day-to-day work of copy clearance and advertisement presentation within the requirements of the IBA Code of Advertising Standards and Practice.

Television Script and Film Clearance

Over 7,000 original pre-production scripts for television advertisements were received from advertisers and their agencies through the Independent Television Companies Association (ITCA) – about the same as the total for the preceding year. Changes were required in just over eight per cent of them (600 scripts) to remove or clarify claims or other aspects of the scripts which did not seem to be supportable by the facts obtained about quality, performance, prices or

value of goods or services. Another twelve per cent or so (around 1,000 scripts) needed amendment to bring them into line with other provisions of the Code of Advertising Standards and Practice – including questions of taste, safety on the road and elsewhere and some elements in beer advertisements which seemed to lack the moderation expected in advertisements for alcoholic drinks. Taking re-submissions into account, the Authority's staff and the ITCA co-operated in handling 9,700 new television commercial scripts during the year, which was four per cent more than in the preceding year.

On the basis of the approved scripts, over 5,500 filmed or videotaped television advertisements were received for final assessment in relation to the Code of Advertising Standards and Practice. As usual, it was found that all but two per cent or so of the finished advertisements were wholly acceptable for broadcasting. Most of these exceptions could be approved after agency editing to remove unacceptable elements that had not been clearly foreshadowed in the pre-production scripts, such as actions that were dangerously at variance with industrial or road safety rules or safe behaviour by children or adults in the home; irrelevant and unacceptable nudity or potentially offensive sexual overtones; undue tension in advertisements for medicines; incidental visual suggestions of products for which advertising is not acceptable; unacceptable shock tactics; misleading visual demonstrations of domestic products and packaged foods; misleading engine sounds or illustrations in advertisements for toys; and failure to give sufficient prominence to superimposed qualifying captions, which had been made a condition of acceptance of the advertisements, about price claims, the English origin of products which might have been thought to have been imported, conditions attached to special offers and other matters.

Radio Script Clearance

The proportion of local advertisements in Independent Local Radio stations ranged from under 20 per cent for London Broadcasting to over 60 per cent for Radio Clyde. In the local pre-acceptance checking of the scripts for these and many of the national advertisements, the radio companies co-operated closely with the Authority's staff and few difficulties were encountered.

In the main categories of radio advertising which needed central clearance as a matter of course, the Authority received from the programme companies a total of 175 original pre-production scripts – 110 scripts for the advertising of 23 medical and para-medical products and 65 scripts for 18 investment offers and savings and insurance services. All except one of the former and two of the latter products or services were acceptable in principle within the Authority's Code of Advertising Standards and Practice but, of these, 48 (45 per cent) of the medical and para-medical advertising scripts and 7 (11 per cent) of the financial advertising scripts contained unacceptable elements which had to be modified by the advertisers to bring them fully into line with the law and the Authority's requirements under the Code of Advertising Standards and Practice. These proportions were in line with experience in dealing with these categories of television advertising. Faults in the medical advertising proposals included impressions of direct professional advice, unsubstantiated and exaggerated claims related to proteins, vitamins and energy, unacceptable references to the heart and "nerves" in relation to caffeine and failure to comply with Labelling of Food Regulations.

The Medical Advisory Panel

In accordance with the requirements of Section 10(5) of the Independent Broadcasting Authority Act 1973, the advice of the appropriate member or members of the Authority's Medical Advisory Panel was obtained in the appraisal of all new advertising proposals for medicines, para-medicines, medicated toiletries, and veterinary products and such other goods and services on which the Panel's advice would be helpful in the public interest. No new advertisement in these categories was accepted without the concurrence of these consultants. Their advice covered the television advertising of 52 medical and 199 para-medical products and the radio advertising of 12 medical and 11 para-medical products.

Programme Personalities and Characters in Advertisements

The Authority had to rule, during the year, against the acceptance of two advertising campaigns in which advertisers proposed to feature in their advertisements personalities who had become strongly identified through their programme roles with the institution of Independent Television.

Under various provisions of successive Television Acts and the present Independent Broadcasting Authority Act 1973 against any appearance of sponsorship and against any blurring of the distinction between advertisements and programmes, the Authority's policies have had to take account of the nature of the roles of a small number of regular television broadcasters and of the possibility of Independent Television as such seeming to support the case of one advertiser or another through the involvement of these personalities or characters in advertisements. For example, to use purely hypothetical cases which have never arisen, the Authority would not accept for broadcasting any commercial advertisement in which one of the current ITN newscasters was to appear; nor would the Authority be prepared to accept an advertisement for stout which featured the character Ena Sharples from *Coronation Street*. At the other end of the scale, of course, it is possible to accept advertisements featuring actors who have minor programme roles and to rest on the provision that in most cases there should be some small timing separation between the particular programme and the advertisement in which such an actor appears.

So much must depend on conditions which change from year to year or even from month to month in accordance with an individual's status that each of these cases has had to be judged on its merits as it has arisen. In the circumstances, through the Independent Television Companies Association, advertising agencies have been advised to enquire at a very early stage about the position of any well-known ITV programme performer who might be invited to take part in a commercial advertising campaign.

Advertising by Correspondence Colleges

After consultation with the Advertising Advisory Committee and having consulted the Ministry of Posts and Telecommunications under Section 8(5) of the Independent Broadcasting Authority Act 1973, the Authority decided that recognition by the Council for the Accreditation of Correspondence Colleges should be the normal criterion for the acceptance in principle of the television or radio advertising of correspondence courses. The Council was set up with the approval of the Secretary of State for Education and Science and has amongst its principal objects the setting of standards for all aspects of tuition, education or training by post; investigation of the manner in which such activities are carried out; and the granting of a certificate of accreditation in approved cases. Rule 29 of the IBA Code of Advertising Standards and Practice now reads, in full:

Instructional Courses

Advertisements offering courses of instruction in trades or subjects leading up to professional or technical examinations must not imply the promise of employment or exaggerate the opportunity of employment or

remuneration alleged to be open to those taking such courses; neither should they offer unrecognised 'degrees' or qualifications. Advertisements by correspondence schools and colleges will normally be accepted only from those granted accreditation by the Council for the Accreditation of Correspondence Colleges.

The Advertising of Newspapers

One of the provisions of the IBA Code of Advertising Standards and Practice which may have a bearing on the content of newspaper advertising on television and radio is that based on the provisions of the Independent Broadcasting Authority Act 1973 that no advertisement may be directed towards any political end or show partiality as respects matters of political or industrial controversy or relating to current public policy.

The intended 'end' of an advertisement for a newspaper is, of course, the sale of that newspaper. There is sometimes the possibility, however, that in announcing the publication of an article or feature of a political nature a newspaper advertisement might itself be couched in political terms and so tend to create or reinforce public opinion on a political issue.

The Authority has appreciated the understanding with which press managements and their advertising agencies have co-operated in presenting their advertisements in terms which have avoided this potential pitfall.

As a further safeguard it was agreed with the television programme companies during the year that newspaper advertisements should not be transmitted during advertising intervals immediately before and after any Party Political Broadcast.

The Advertising Advisory Committee

Having undertaken in the preceding year a full-scale review of the IBA Code of Advertising Standards and Practice to encompass radio advertising, the Advertising Advisory Committee considered a number of individual advertising questions as they arose. The Committee advised on the implications of a conclusion by the Committee on the Safety of Medicines that a particular proprietary medicine, about which there had been questions, could be offered for the relief of headache accompanied by an upset stomach, but should not be offered for the latter condition alone. The television advertising of the product had already been so restricted on the past advice of the Authority's Medical Advisory Panel and the Advertising Advisory Committee. The Committee also kept under review developments in the advertising of family planning advisory services and considered the results of campaigns by the Health Education Council, Cheshire County Council and the Scottish Health Education Unit. It decided towards the end of the year that any recommendation to the Authority about future policies should await further evidence from the Health Education Council, including information about how the Council would wish to use the broadcasting media in future. The Committee also reviewed the advertising of hair-care products.

Amount and Distribution of Advertising

The Authority continued to secure compliance with its rules on the amount and distribution of advertising.

There was a daily average of 5.3 minutes of television advertising an hour throughout the network over the year, with 6.8 minutes an hour between 7.00 p.m. and 10.00 p.m. These were the same as the amounts in the preceding year. The year's averages in individual stations ranged from 5.7 minutes an hour over the day and 7.0 minutes between 7.00 p.m. and 10.00 p.m. in London to 5.0 minutes over the day and 6.4 minutes between 7.00 p.m. and 10.00 p.m. in one of the small regional stations.

In Independent Local Radio, within the permitted maximum of nine minutes of advertising in any clock-hour, there were wide fluctuations in the amount of advertising from station to station and from month to month as the new

service sought to establish itself in London, Glasgow and Birmingham. In the best of its early weeks, London Broadcasting sold nearly 50 per cent of its allocation of time between 6.00 a.m. and midnight and Capital sold over 75

per cent, though these figures were not fully sustained. Radio Clyde ended the year selling nearly 50 per cent of its week's time, while Birmingham Broadcasting, with special introductory tariffs, was selling over 70 per cent.

THE IBA AUDIENCE RESEARCH DEPARTMENT, within the Programme Division, has the responsibility of providing the Authority and its advisory bodies with regular, adequate and reliable information about (to quote the Act) 'the state of public opinion concerning the programmes which it broadcasts' for the purpose of 'bringing these programmes under constant and effective review'. To this end, the Research Department during the year has not only continued and developed its programme of systematic audience research but has been reorganised and expanded in order to undertake as many projects as possible itself instead of, as hitherto, contracting the work out to commercial research organisations. A Deputy to the Head of Research joined the staff during the year, and with other new appointments to the department the number employed doubled. This development will result in greater efficiency and continuity as well as improved understanding and interpretation of the problems to be solved. It will also result in financial economies: although the work load is now twice the amount of two years ago the cost is only 30 per cent more, despite rapidly rising operating costs over the period.

The work which is undertaken by or through the Research Department may conveniently be considered under three main headings: audience reaction studies and other *ad hoc* projects, audience measurement, and basic research. About 70 per cent of the Department's effort is devoted to the first area, and about 15 per cent to each of the other two areas.

Liaison is maintained with departments of other broadcasting bodies and with organisations and departments in academic, governmental and private institutions in order to keep the Authority fully informed on current technical developments and social research findings which may be of relevance and interest. During the year an IBA Research Fellow was appointed to the Fellowship which the Authority has established and funded at the Centre for Television Research at the University of Leeds. The Research Fellow will be primarily concerned with problems in the area of programme production for educational purposes and will work under the guidance of the Director of the Centre, but in close consultation with the IBA and the programme companies which produce educational programmes.

Audience Reactions and Ad Hoc Studies

The Authority regards the appraisal of the reactions of the audience to its programme output as its principal research objective, and an essential supplement to the details of audience size and composition which, as described below, it receives through JICTAR.

The principal source of information concerning how much the audience enjoys the programmes which they view is the IBA Audience Appreciation Service which operates through a representative panel of about 1,000 adult viewers in the London area and representative postal samples of about 2,000 viewers in each of the ITV regions outside London. This regional coverage commenced during the year, after necessary planning and experimental work had been undertaken. The service has been operated for the Authority until now by Opinion Research Centre, but at the end of the year control of the project in the London area was assumed by the IBA Research Department: regional surveys will come within the department's control within the first quarter of next year.

Each respondent provides information, recorded in a specially-designed diary, about how much he or she enjoyed the programmes which he had personally chosen to view.

London and regional coverage alternates week by week: in this way comprehensive information is obtained on a regular basis about the reactions of the national audience to the ITV programme output, both local and networked, and, for comparative purposes, about the reactions of the BBC audience to their output on both channels. Processing of the data yields an average score or 'Appreciation Index' for each programme. This Index provides a simple measure of audience satisfaction with the programme, and also allows comparisons to be made between the reactions of different sections of the audience - men and women, different age-groups and different social classes. A study of trends in the Index over time enables changes to be observed in the audience's satisfaction with all programmes which are not of a single one-off type. Comparisons within groups of programmes of a similar kind can draw attention to the relative strength or weakness of the ITV output in that area as compared with its competition in terms of audience appreciation as distinct from size, and can suggest appropriate scheduling alterations. Copies of all reports from the Audience Appreciation Service are distributed within ITV to all who are concerned with programmes, both within the Authority and the programme companies.

The Authority also undertakes regular public opinion surveys primarily to find out whether, from the point of view of the audience, the Authority is thought to be fulfilling its obligations under the Act. To do so, these surveys sound out public opinion on such matters as observance by ITV of impartiality in matters of political or social controversy, the observance of good taste, decency, quality and balance in the total output and the avoidance of broadcasting of unsuitable material when large numbers of children might be watching. It is recognised that surveys of this kind may run the risk of eliciting stereotypical replies rather than genuine and carefully considered opinions. They do, on the other hand, offer the opportunity of observing changes in attitudes over time, and it is desirable for the Authority to monitor any such changes.

The most recent public opinion survey was carried out in June 1973 on a national sample of over 1,000 adults. This year has seen a decline in the percentage of people who are of the opinion that they see things which are offensive on television: bad language, vulgarity and sex are the main causes of complaint - on both services - with violence receiving less than half the mentions of these categories. This year, for the first time, a question was asked specifically about perception of offensive material on news or documentary programmes, and in this case those who said 'yes' (16 per cent of the total) referred almost unanimously to scenes of war, violence and bloodshed in Ireland and Vietnam. There is very little evidence of concern over intrusive interviewing after public disasters or in situations of personal grief. Over half the sample thought that unsuitable material was sometimes shown on either service when children would be watching, and of those who held this point of view about one in three thought that this happened at least once a week.

As described elsewhere in this Report, the Authority's Working Party on Violence decided during the year to undertake a series of experiments in the use of a warning symbol on the screen for programmes which might prove disturbing for viewers, to supplement a verbal warning at the start of the programme and to be shown continuously throughout. These experiments, carried out in conjunction with ATV Network in the Midlands area, were repeated twice in the course of the year. The Research Department, in each case, arranged for two samples of the Midlands audience to be

interviewed, one before and one after the showing of the programme. The 'before' interview was concerned with recognition of the symbol: the 'after' interview with behaviour consequent upon seeing, and attitudes towards the use of the symbol. The results of the first experiment (in connection with a programme on plastic surgery) showed that about two out of three viewers recognised the symbol, of whom the vast majority correctly identified it as a 'warning symbol' of some kind to be shown throughout the programme. Over 90 per cent thought that the use of the symbol was a good idea. In the event, however, none of those who actually saw some part or all of the programme concerned admitted to modifying their behaviour as a consequence of seeing the symbol: nor did any parent admit to stopping a child seeing the programme because the symbol was on the screen. In brief, the experiment showed that although it is possible to inform viewers of the possibility of being exposed to disturbing material, it may be more difficult to modify their viewing behaviour.

The second 'before and after' experiment took place in March 1974, and was related to the 'Genocide' episode of *The World at War*. The results of this experiment confirmed the findings of the first. 68 per cent of viewers who saw the programme recognised the symbol as some kind of warning: of these, 92 per cent thought it was useful to have shown it. Although over half the audience found the programme 'very disturbing' (as compared with 35 per cent for the previous experimental programme), none of those who failed to watch to the end mentioned the symbol as such as their reason for doing so, although about one in two who switched off did so because of the horrifying subject matter. 39 per cent of the audience had children in the family aged under 16, and 28 per cent of these families had children who actually viewed the programme. 15 per cent of this child audience did not watch to the end, but only one child was sent off because adults considered the programme unsuitable; and once again nobody mentioned the symbol. Although virtually everyone was of the opinion that the use of the symbol was desirable and useful in connection with 'Genocide', the fact that it was shown did not modify the behaviour of the audience, either with respect to their own or, where applicable, their children's viewing.

A two-year research project on the viewing behaviour, interests and attitudes of children, undertaken in co-operation with the Centre for Television Research of the University of Leeds, was completed during the year. Unfortunately, the power crisis and the three-day week caused considerable delay in data processing, and results were not available at the time of preparation of this Report.

Reference is made in the chapter on The Educational Programmes to the enquiry undertaken by the Research Department to clarify reasons for a drop in the use made of secondary school programmes in 1972-73. Opinion Research Centre was commissioned to undertake a survey in 1973 after extensive piloting and with the co-operation of the programme companies and local education authorities throughout Britain. Almost 400 teachers experienced in using educational television were interviewed about their attitudes.

Audience Measurement

Information about the size and composition of the audience is provided for ITV by an independent research organisation, Audits of Great Britain Ltd (AGB), through the Joint Industry Committee for Television Advertising Research (JICTAR) which is responsible for the service. Automatic electronic meters are attached to the receivers in a representative sample of 2,650 homes throughout the United Kingdom which can receive ITV. These meters record, on a minute-to-minute basis, whether the set is switched on and, if so, to

which channel it is tuned. In addition, diaries are completed on a quarter-hour basis within each household in the samples giving details of the age, sex and other characteristics of those viewing. Used in conjunction with data from other surveys this information provides statistical estimates of the size and composition of the audience for all programmes in all areas, and of minute-to-minute changes in the audience during the time transmissions are taking place.

At the end of March 1974, 98.7 per cent of the total population, 55 million people, lived within reach of VHF transmissions from the Authority's stations; 94.5 per cent of the total population, 53 million people, lived within reach of the Authority's UHF transmissions. About 49.5 million people aged four and over, living in 17.5 million homes, had sets able to receive ITV; some 94 per cent of all homes in areas receiving ITV were capable of viewing ITV programmes. Effectively all ITV homes could receive BBC1, nearly 90 per cent could receive BBC2, and about 31 per cent had sets which could receive programmes in colour.

During the year to the end of March 1974, 56 per cent of the total time spent watching television in homes able to view both BBC and ITV was spent watching Independent Television. The average evening audience from 7.30-10.30 p.m. for ITV programmes was 6 million homes viewing in the four weeks ended 31st March 1974.

The nature and composition of the audience changes during the hours of transmission, partly because different members of the household are at home and available to view at different times, and partly because of the different programme interests of the many different kinds of people who make up the audience. ITV aims to provide in its output a balance of offerings which appeal to many and varied interests and the table on page 43 illustrates by examples from a limited number of programmes the way in which the make-up of the audience differs from programme to programme. The figures show the percentage of all people within the specified groups who on average were viewing these programmes in the London area during October 1973.

In homes receiving both BBC and ITV the set was switched on for an average of 5.1 hours a day during the year. For 2.8 hours it was tuned to Independent Television and for 2.3 hours to BBC. Television is watched for longer hours in the winter than in the summer, and there is also a variation between weekdays and weekends.

The Authority continued to obtain, on a co-operative basis through the BBC's School Broadcasting Council for the United Kingdom, detailed information about the audiences within schools to ITV's school broadcasts.

Basic Research

The principal purpose of the work of the Research Department is to help the Authority in its day-to-day problem-solving and decision-taking in the area of programmes and schedules, by introducing the point of view of the audience into its deliberations. However, in both the audience measurement and audience appreciation operations a mass of data are collected which, if systematically analysed, yield interesting and useful information on patterns and trends in viewing. The Authority has, for several years, commissioned a research organisation which specialises in this type of analysis - ASKE Research Ltd - to undertake such work. It has been decided to bring together the wide range of studies already carried out within one publication, and to make this generally available to the public. During the year, plans proceeded for a book which will set these results within the broader context of the total Authority research effort, and it is hoped that this will be available in the near future.

Table overleaf

Audience Composition

London Area, October 1973

Programme	ALL INDIVIDUALS		SEX:		SOCIAL CLASS:		
			Men*	Women*	ABC1	C2	DE
	000's	%	000's	000's	000's	000's	000's
	11,820		4,450	4,930	4,860	4,380	2,580
	000's	%	%	%	%	%	%
First Report (12.40 Mon.)	430	100	21	58	30	42	28
News (5.45 Thurs.)	1,910	100	32	47	31	38	31
News at Ten (10.00 Wed.)	2,185	100	45	51	35	37	28
General Hospital (2.00 Fri.)	585	100	27	61	30	30	41
Coronation Street (7.30 Wed.)	3,275	100	41	47	30	40	30
Armchair Theatre (9.00 Tues.)	2,455	100	41	53	30	36	34
World of Sport (1.00 Sat.)	876	100	46	39	22	41	37
Stars on Sunday (7.00 Sat.)	1,780	100	39	49	29	35	36
Brontës of Haworth (10.15 Sun.)	1,115	100	40	58	42	34	24
World in Action (8.00 Mon.)	2,405	100	37	54	29	36	35

*Adults only

Programme	AGE:					
	4-15	16-24	25-34	35-44	45-54	55+
	000's	000's	000's	000's	000's	000's
	2,440	1,560	1,510	1,770	1,830	2,610
	%	%	%	%	%	%
First Report (12.40 Mon.)	19	7	19	12	14	28
News (5.45 Thurs.)	21	8	9	11	14	37
News at Ten (10.00 Wed.)	4	11	14	17	22	32
General Hospital (2.00 Fri.)	12	12	15	10	11	40
Coronation Street (7.30 Wed.)	12	14	10	14	15	35
Armchair Theatre (9.00 Tues.)	6	12	12	19	18	32
World of Sport (1.00 Sat.)	15	12	10	12	15	36
Stars on Sunday (7.00 Sun.)	12	10	12	12	16	38
Brontës of Haworth (10.15 Sun.)	2	10	13	18	26	31
World in Action (8.00 Mon.)	9	9	11	15	17	39

Source: JICTAR through AGB

THE ENGINEERING DIVISION continued to bring into operation both television and sound radio transmitters at an accelerated rate during the year: 37 more television stations and 10 sound radio stations (representing the first five ILR services) were either in full operation or in regular trade test by 31st March 1974, the largest increase in one year in the history of the Authority. But equally important has been the technical operation of these stations, the planning of future stations and the investigation of the technology on which they will be based.

As part of its plans for the future, the Engineering Division introduced a new senior management structure at the time of its move to Crawley Court on 15th October 1973. The Director of Engineering, F Howard Steele, is now assisted by a Deputy Director of Engineering, Tom Robson, OBE (succeeding A. M. Beresford-Cooke, OBE, who to the regret of the Authority retired in April 1974) and three Chief Engineers: Ray Hills (Chief Engineer, Transmitters), Baron Sewter (Chief Engineer, Development and Information) and Alf Witham (Chief Engineer, Network).

Since October 1973 the Engineering Division together with a substantial part of the Finance Division and the Establishments Department has been located at the Authority's new Engineering and Administrative Centre at Crawley Court, about six miles north-west of Winchester. The new buildings provide a floor area of about 11,000 square metres in a pleasant woodland setting in the Hampshire countryside.

INDEPENDENT TELEVISION

The UHF television network increased from 81 to 116 stations, the 35 new stations coming into full operation constituting a further increase on the opening rate of 1972-73 when 32 stations were opened. The network now brings almost 19 out of 20 (94.5 per cent) of the entire population within reach of UHF/colour television. Population coverage of the VHF network of 47 transmitters is approximately 98.7 per cent; but as less stringent planning standards were adopted for VHF than for UHF the difference in coverage is in realistic terms now appreciably less than 4.2 per cent.

Nevertheless, it is fully recognised that several hundred more low-power relays, and a relatively small number of high-power stations, are needed to close this gap still further. The Authority's engineers are acutely conscious of the technical and economic problems of providing coverage in hilly areas of low population density, particularly in such areas as the Highlands of Scotland and mid-Wales. Whereas in the London area the provision of UHF coverage costs about 3p for each potential viewer, the current cost for each additional potential viewer elsewhere is of the order of £1.80 and this will continue to rise (regardless of inflation) to almost £20 per potential viewer in the later stages of the project.

The further extension of UHF coverage also brings increasing problems in finding sites which (a) are technically suitable; (b) available at reasonable cost; and (c) for which planning permission can be obtained. The Authority recognises the good intentions of many of the local groups which oppose the erection of aerial masts on grounds of amenity and environment, yet feels that such opposition does not always pay full regard to the considerable effort which is devoted by the IBA and BBC to ensuring that the masts and compact buildings are visually acceptable. The spread of television requires the provision of masts to carry the transmitting aerials and as the areas become smaller there is no practical option but to site these structures close to the centres of population being served.

IBA Television Transmitting Stations

Date	VHF	UHF	Total
31st March 1969	41	-	41
31st March 1970	44	8	52
31st March 1971	47	17	64
31st March 1972	47	49	96
31st March 1973	47	81	128
31st March 1974	47	116*	163*
31st March 1975 (estd.)	47	168	215

*plus two in trade service

IBA UHF Television Coverage

Date	NUMBER OF UHF STATIONS			Population Coverage (%)
	Main	Local Relay	Total	
31st March 1970	8	-	8	60
31st March 1971	17	-	17	78
31st March 1972	27	22	49	85
31st March 1973	32	49	81	93
31st March 1974	41	75*	116*	94.5

*plus two in trade service

Notable progress was made during the year in extending the UHF service to several of the more difficult coverage areas, including the opening of a series of five high-power stations in West and North Wales and two in the North-East of Scotland.

It is known that significant numbers of people in the nominally still 'unserved' areas (signal strength less than 70dB (ref. 1uV/m) for Band V, 65dB for Band IV and 80dB for some local relays) can receive satisfactory 625-line colour pictures by using rather more elaborate receiving aerials. IBA engineers believe that at the end of the present phase of planning about 99 per cent of the population will be able to receive UHF television, the unserved population representing a population of just over half a million.

The Authority keeps under continuous review the overall technical performance of Independent Television, including that of the equipment used by the programme companies. Experimental and development work undertaken by the programme companies is encouraged as the Authority believes that the companies should contribute to the progress of the technology; though it recognises that operational equipment should wherever possible be provided by the capital equipment industry, so encouraging the development of exportable units.

With several years of colour operation behind them, the main engineering emphasis by the programme companies during the year was the extension of facilities to meet the extra hours of broadcasting and to provide efficient and flexible support of production. Apart from extra studios and the introduction by several companies of cassette videotape recorders, increasing use was made of light-weight 'hand-held' colour cameras - for example in the compact news-gathering mobile unit of ITN and the air-transportable two-camera plus video-tape recorder control unit ('Pod') developed by Thames Television. New studio colour equipment was commissioned by most companies: only Channel Television was still confined to monochrome operation due to the difficulty of providing an economical 625-link from the mainland.

The ITV system remains the most extensively equipped colour operation in Europe, working to technical standards among the highest in the world. Particularly noteworthy is the extensive use of colour for regional operations throughout England, Wales, Scotland and Northern Ireland.

UHF Main Television Stations

The second phase of construction of the 625-line UHF television network was completed during the year with the commissioning of a further nine high-power stations. The technical installations at Chatton (in Northumberland), the

first of the third phase stations, will be completed during the summer of 1974, whilst those at the second station, Knock More in Banffshire, will be ready for service by the end of 1974.

New UHF Main High-power TV Stations April 1973–end 1974

Service Date	Station	Power (kW)	Area
7th May 1973	Blaen Plwyf	100	Wales and West
21st May 1973	Carmel	100	Wales and West
11th June 1973	Moel-y-Parc	100	Wales and West
16th August 1973	Presely	100	Wales and West
6th September 1973	Llanddona	100	Wales and West
8th October 1973	Rosemarkie	100	North-East Scotland
5th November 1973	Huntshaw Cross	100	South-West England
24th December 1973	Rumster Forest	100	North-East Scotland
25th February 1974	Bluebell Hill	30	South-East England
Summer 1974	Chatton	100	North-East England
Late 1974	Knock More	100	North-East Scotland

Construction of a main station has started at The Wrekin for completion during 1975; building of stations in the Hebrides and Orkneys will start during 1974 and those for Shetland and Channel Islands during 1975.

UHF Television Relay Stations

Twenty-six local relay stations were brought into service during the year.

New UHF TV Relay Stations April 1973–March 1974

Service Date	Station	Parent Station	Area
6th April 1973	West Runton	Tacolneston	East of England
13th April 1973	Windermere	Winter Hill	Lancashire
27th April 1973	Blaenavon	Wenvoe	Wales and West
11th May 1973	Whitby	Bilsdale	North-East England
18th May 1973	Maesteg	Wenvoe	Wales and West
25th May 1973	Pontypool	Wenvoe	Wales and West
25th May 1973	Bargoed	Wenvoe	Wales and West
10th August 1973	Glossop	Winter Hill	Lancashire
24th August 1973	Weardale	Pontop Pike	North-East England
6th September 1973	Bethesda	Llanddona	Wales and West
7th September 1973	Ventnor	Rowridge	South of England
14th September 1973	Weymouth	Stockland Hill	South-West England
14th September 1973	Mynydd Bach	Wenvoe	Wales and West
28th September 1973	Ebbw Vale	Wenvoe	Wales and West
28th September 1973	Abergavenny	Wenvoe	Wales and West
19th October 1973	Hastings	Heathfield	South of England
19th October 1973	Conway	Llanddona	Wales and West
19th October 1973	Betws-y-Coed	Llanddona	Wales and West
16th November 1973	Ladder Hill	Winter Hill	Lancashire
30th November 1973	Plympton	Caradon Hill	South-West England
30th November 1973	Abertillery	Wenvoe	Wales and West
7th December 1973	Carnmoney Hill	Divis	Northern Ireland
7th December 1973	Buxton	Sutton Coldfield	Midlands
25th January 1974	Brecon	Wenvoe	Wales and West
8th February 1974	Gartly Moor	Durris	North-East Scotland
15th March 1974	Eyemouth	Selkirk	The Borders and Isle of Man

Future UHF TV Relay Stations April 1974–mid 1975

The following list shows the relay stations which it is anticipated will be added by about the middle of 1975. Of these it is expected that 50 will be in service by the end of March 1975.

THE BORDERS AND ISLE OF MAN: Haltwhistle, Galashiels, Hawick, Peebles, Innerleithen

CENTRAL SCOTLAND: Kirkconnel, Milburn Muir, Killearn

EAST OF ENGLAND: Luton

LANCASHIRE: Littleborough, Whitworth, Heyshaw, Birch Vale, Congleton, Whalley, Walsden, Trawden, North Oldham, Oakenhead

LONDON: Woolwich, Great Missenden, Henley

MIDLANDS: Stanton Moor, Ashbourne, Leek, Bolehill
 NORTH-EAST ENGLAND: Morpeth, Alston
 NORTH-EAST SCOTLAND: Peterhead, Tay Bridge, Balgownie
 NORTHERN IRELAND: Black Mountain
 SOUTH OF ENGLAND: Marlborough, Findon
 SOUTH-WEST ENGLAND: Scilly Isles, St. Thomas (Exeter)
 WALES AND WEST OF ENGLAND: Bristol Kings Weston Hill,
 Llangeinor, Taff's Well, Blaina, Ogmore Vale, Cwmafon,
 Clyro, Croeserw, Llanhilleth, Gilfach Goch, Tonypany,
 Abertridwr, Bala, Porth, Ferndale, Treharris, Llanelli,
 Pontardawe, Stroud, Cirencester, Bedlinog, Arfon, West-
 wood
 YORKSHIRE: Sedbergh, Oxenhope, Tideswell Moor, Olivers
 Mount, Calver Peak, Shatton Edge.

New Design for Small Stations

The smaller stations, the first of which, Morpeth, is now nearing completion, posed new problems of design and construction. During recent years it has become increasingly difficult to obtain satisfactory quotations from local builders for the construction of the smaller buildings required for the 50W relays. It was anticipated, therefore, that it would be even more difficult to obtain quotations for the 10W buildings, especially since these stations are often located in extremely inaccessible areas.

Many Planning Authorities were approached and agreement in principle was reached on the general adoption of a 'steel container' type of building produced in small batches by standard manufacturing methods. This will be placed within the base area of the tower which carries the aerial system. This design allows the electrical equipment and some of the technical equipment to be installed at the Authority's Central Stores area at Alperton in north-west London, resulting in substantial savings in the number of site visits required during the construction and installation of the stations.

A special purpose vehicle transports the complete container to the site and allows it to be located within the base of the mast without the use of a crane. When power supply connections and aerial system feeder connections have been made, the solid state transposer equipment (which will have already been submitted to a test schedule) can be installed and the final commissioning tests completed within a week.

The first transposer equipments of this type have now been delivered against a new Authority specification which emphasised the need for a modular form of construction. Wherever possible 'frequency-conscious' elements have been placed in separate modules to avoid the need for complex on-site set-up procedures. It was considered vital that on-site maintenance should be limited in the main to the changing of faulty modules, allowing the repair of the modules to be carried out at a central workshop. About two-thirds of the 50 or so stations likely to be completed during the next twelve months will use this new design.

Structural Strengthening

Work continues on a review of the Authority's masts in relation to the new British Standards Code for wind loading in the British Isles and strengthening of some structures to meet this code has already been carried out.

Mast Sharing Facilities

In accordance with a government Town and Country Planning directive the Authority is prepared, wherever technically possible, to allow other organisations to use its masts and towers to support their aerial systems. The directive is intended to limit the proliferation of masts and towers throughout the countryside which would otherwise occur with the rapid increase in television and radio broadcasting and in mobile radio communication services.

At many of its sites throughout the United Kingdom the Authority already provides facilities such as mast space, buildings, and electricity supplies for various services such as: fire, police, ambulance and Coast Guard radio transmitters, radio control equipment for the electricity and gas grids, alarm

systems for river and water authorities, mobile radio base stations for doctors, veterinary surgeons, county surveyors, post office message services, and taxi services. The 'other users' provide their own technical equipment, the Authority's interest being limited to ensuring that any attachments to masts do not exceed the mast design loading capability, that operation of the equipment will not interfere with IBA or BBC broadcasts, and that an adequate supply of electricity exists to operate the equipment.

Where several 'other users' wish to share on the same site it is generally more satisfactory for the Authority to erect one building to serve them all, rather than to permit a piecemeal development of several small huts. Charges made for these facilities are based on commercial practice and are related to the actual costs incurred by the Authority in providing the facilities granted. At present some thirty new applications for mast sharing facilities are being considered.

Operations and Maintenance

The number of stations in service by the end of the year was 163. Yet the staff employed in operating and maintaining these stations (together with the eight local radio transmitters brought into service during the year) is substantially the same as that required in previous years for many fewer stations. The engineers additionally play a full part in the installation and commissioning of new stations.

It has been possible to achieve this increased workload by redeploying engineers from operational duties to maintenance duties, and by utilising automatic and telemetry systems to enable the basic operational work to be undertaken by a smaller number of staff.

With the increasing number of stations and different equipment types now being brought into service, emphasis has been placed on training the Authority's engineers to maintain efficiently the new equipment now in service. Full advantage is taken of training courses offered by the equipment manufacturers but in addition the Authority runs equipment training courses at its own training establishment at the Stockland Hill television station in Devon.

The Authority continues to recruit engineers for operations and maintenance at a rate of approximately eighteen each year. This number is just sufficient to cover those engineers leaving or transferring from the Operations and Maintenance staff.

Because of the problems of recruiting staff fully experienced in this specialist work, the Authority normally appoints young academically qualified but inexperienced engineers who then undergo eighteen months of training. This period includes nine months at the Plymouth Polytechnic, leading to a Diploma in Advanced Television Engineering.

Breaks in transmission as a percentage of the total programme transmission time for the past three years are shown in the following table:

Breaks in Programme Transmission Time (per cent)	1971-72	1972-73	1973-74
	Attributable to faults in the studios of the originating or local programme company	0.033	0.031
Attributable to faults on the network (Post Office Links)	0.041	0.031	0.022
Attributable to faults in main VHF transmitters (including electricity supply failures)	0.024	0.015	0.019
Attributable to faults in VHF relay transmitters (including electricity supply failures)	0.505	0.079	0.108
Attributable to faults in main UHF transmitters (including electricity supply failures)	0.138	0.023	0.046
Attributable to faults in UHF relay transmitters (including electricity supply failures)	1.285	0.104	0.034

The most significant change shown by these figures is the continuing improvement in performance of the unattended UHF relay stations. This year's figures indicate that many of the early 'teething' troubles have now been satisfactorily resolved. Down-time at main high-power UHF stations was rather more than in 1972-73 but modifications that have been carried out on this equipment are expected to result in improved reliability.

Service Area Planning

Planning of the national network of 625-line UHF television stations has continued in collaboration with the BBC. As the coverage expands, the emphasis is increasingly on the provision of relay stations in the more remote areas, covering relatively small numbers of people. Whereas the early main stations each provided television for hundreds of thousands, and even millions of people, many of the relays now in the planning stage are for the benefit of a few thousand people, usually screened by hills from the main stations.

Careful planning is needed to provide maximum utilization of the limited frequency spectrum available for broadcasting; each of the channels has to be used many times over and allocations must be carefully arranged to minimise mutual interference between stations using the same or adjacent channels.

New work has been undertaken on the use of computer techniques for the type of propagation studies needed in service area planning, for the storage of area coverage information, for the eventual production of maps and also for population statistics.

The year was the first during which all IBA survey work has been wholly undertaken by the Authority's service area planning engineers, using specially-equipped survey vehicles; previously much of this work was contracted out. For those stations at which, under the joint IBA-BBC agreement, the IBA is the 'landlord', detailed survey work begins whenever a new station becomes operational. During the year seven surveys of this type have been completed; here again there is a progressive change of emphasis from the large main stations to the smaller relays.

The year also saw the introduction of a new form of 'initial survey' carried out on IBA transmissions from relay stations shortly after commissioning. These surveys, usually lasting only a few days, are to confirm in broad terms that coverage is approximately as predicted, in advance of the more detailed surveys carried out by either the BBC or the IBA. During the year fifteen of these initial surveys were completed.

Detailed reception tests have been carried out at the sites proposed for new relay stations; these tests are needed to determine that signals received at the site will be suitable for rebroadcast purposes. Tests of this type were undertaken at 23 different sites.

Detailed consideration has been given to the provision of a UHF programme feed from the mainland to the Channel Islands. Propagation of UHF signals over long sea paths is subject to significant seasonal and meteorological changes so that it is necessary to ascertain the degree of variation over a fairly long period of time before it is possible to confirm that a proposed route will be satisfactory.

Site Selection

The rocketing increase in agricultural land values - estimated to have risen by a national average of 43 per cent during the fiscal year 1972-73 - not only imposes additional financial burdens in acquiring new sites but also results in a marked reluctance on the part of many landowners to part with their increasingly valuable asset. Nevertheless during the year the Authority successfully acquired sites for a further 27 relay stations throughout the United Kingdom as its contribution to the joint IBA-BBC programme of extending UHF coverage.

The siting of relay stations to serve comparatively small groups of people may be highly critical; often there is only one suitable location and the choice of sites is usually ex-

tremely restricted. Furthermore there is increasing public interest in all matters relating to the conservation of the environment. This makes it increasingly difficult to obtain the necessary planning permissions, even though most people expect and wish to receive good television signals in their homes. During the year planning consent was obtained for 32 more stations, in many instances only after the Authority's staff had attended and addressed meetings of local planning committees.

Negotiations with the National Trust for Scotland have had a satisfactory outcome, with the Trust recognising the need for a microwave link station to be set up on Fair Isle in order that television programmes can be brought to the Shetland Islands.

Network Planning

Planning has been completed for the provision of a 625-line programme feed for a new transmitter to be built on the Shetland Islands. This requires an intermediate link station on Fair Isle, where the signals from a new station on The Orkneys will be received on UHF and transmitted to the Shetland Islands on microwaves. The building of this relay poses special problems since no electricity supply is available and will have to be provided locally from diesel generators in a joint project with the BBC and the Post Office. The single aerial tower will be used for both television and Post Office telecommunication circuits.

A four-hop microwave system has also been planned to carry the 625-line pictures and sound from the existing station at Rosemarkie to the Isle of Lewis. This will be a joint IBA-BBC system and in addition will use two passive repeaters; that is to say, using large receiving aerials to provide the signal for the next hop without any local electronic amplification.

The extension of UHF coverage to North-West Scotland will also require an IBA-BBC microwave link to the Isle of Mull from Knap Dale, where the signals broadcast from Black Hill will be received and then retransmitted by microwaves to Craignure.

In general in areas such as North-West Scotland the provision of programme feeds is more complex and more costly than in the more densely populated areas of the United Kingdom. Of the 500 or so UHF stations planned for the UK less than 50 will involve special microwave links, the remainder, being able to pick-up and rebroadcast signals directly from another broadcast transmitter. For the more remote stations the network systems are not only often more complex but present problems of access and supply.

Planning has been completed for the provision of a two-way microwave link between IBA headquarters in Knightsbridge and Crawley Court; the installation has begun.

Additional facilities are being provided to the Belmont station to enable programmes of local interest to be provided either by Yorkshire Television or Anglia Television.

Network Lines for Television

The vision network of Independent Television, consisting of inter-city and studio-to-transmitter circuits, has increased slightly during the year from about 4,200 to 4,300 channel miles of point-to-point links. The majority of these links are provided by the Post Office and all are now fully colour capable. The Authority is also continuously increasing the number of its own microwave and rebroadcast links required for the expanding network of UHF transmitters. The programme sound and control circuits have expanded slightly to 4,900 and 5,500 miles respectively. Omnibus or multi-point networks now form an important part of the control arrangements.

The use of the vision network for inter-company videotape recording has increased and the number of network switches per month is approximately 3,300.

Performance checking of the Independent Television network is currently based on the use of test signals transmitted continuously with the television picture signals; this method of

performance monitoring has proved entirely satisfactory and has permitted the introduction of automatic measuring equipment at a number of unattended transmitting stations.

The reliability of the vision and sound networks has generally shown an improvement during the year, with an average lost programme time of less than one hour per month.

Quality Control of Television

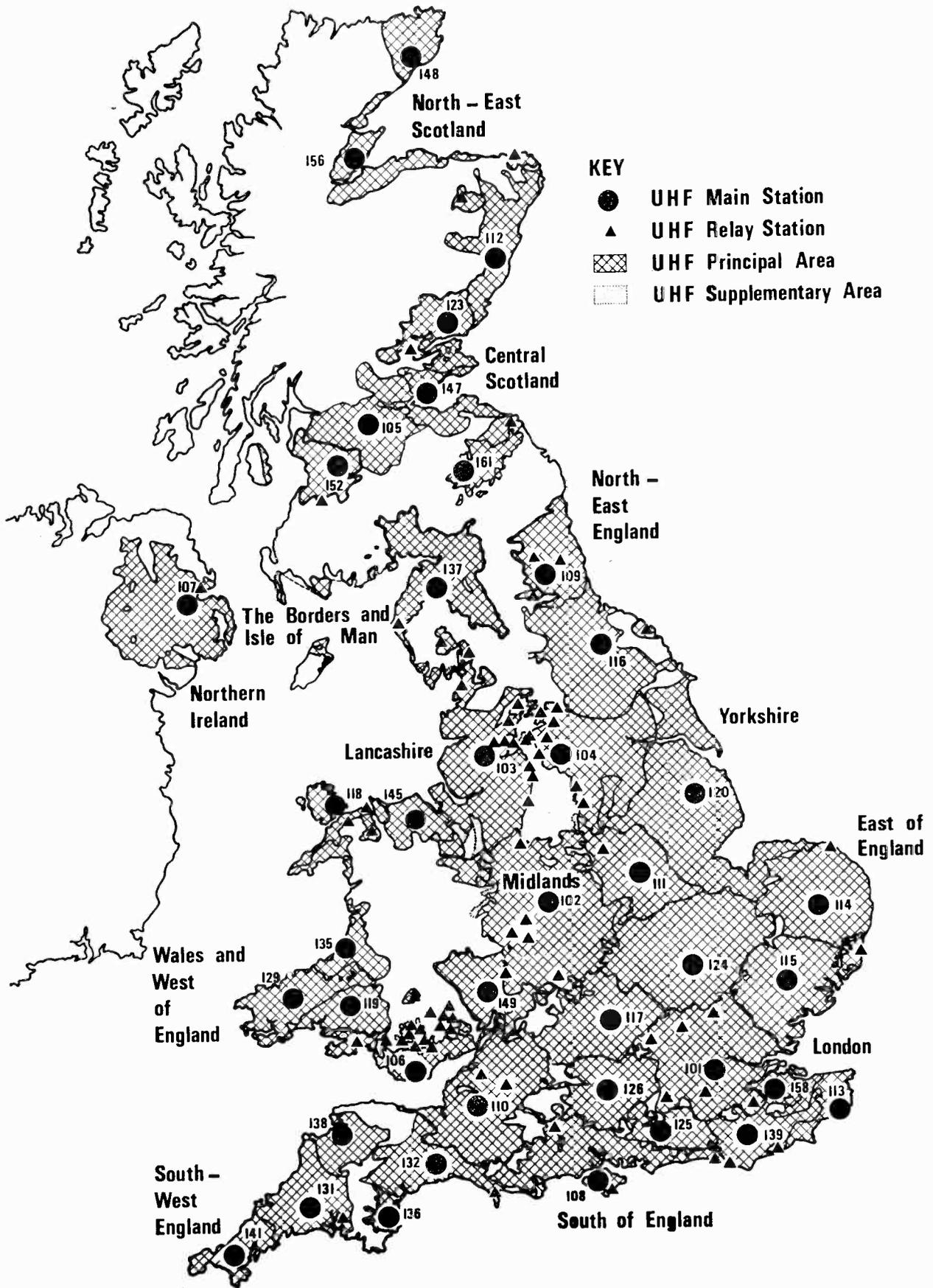
Within the IBA Engineering Division a quality control section maintains continuous surveillance on the technical quality of Independent Television transmissions. This includes the definition of appropriate standards as well as monitoring

and reporting procedures for subsequent analysis. Some 1,000 or more television programmes are monitored in this way each week. Additionally, IBA quality control engineers make regular visits to all Independent Television centres to ensure that the technical performance of all parts of the programme chain are within the tolerances set out in the IBA's Codes of Practice.

A most welcome improvement has been achieved in the past year in the quality of pictures converted from the 525-line standard; this is largely the result of the operational use by Independent Television News of the IBA-developed digital standards converter.

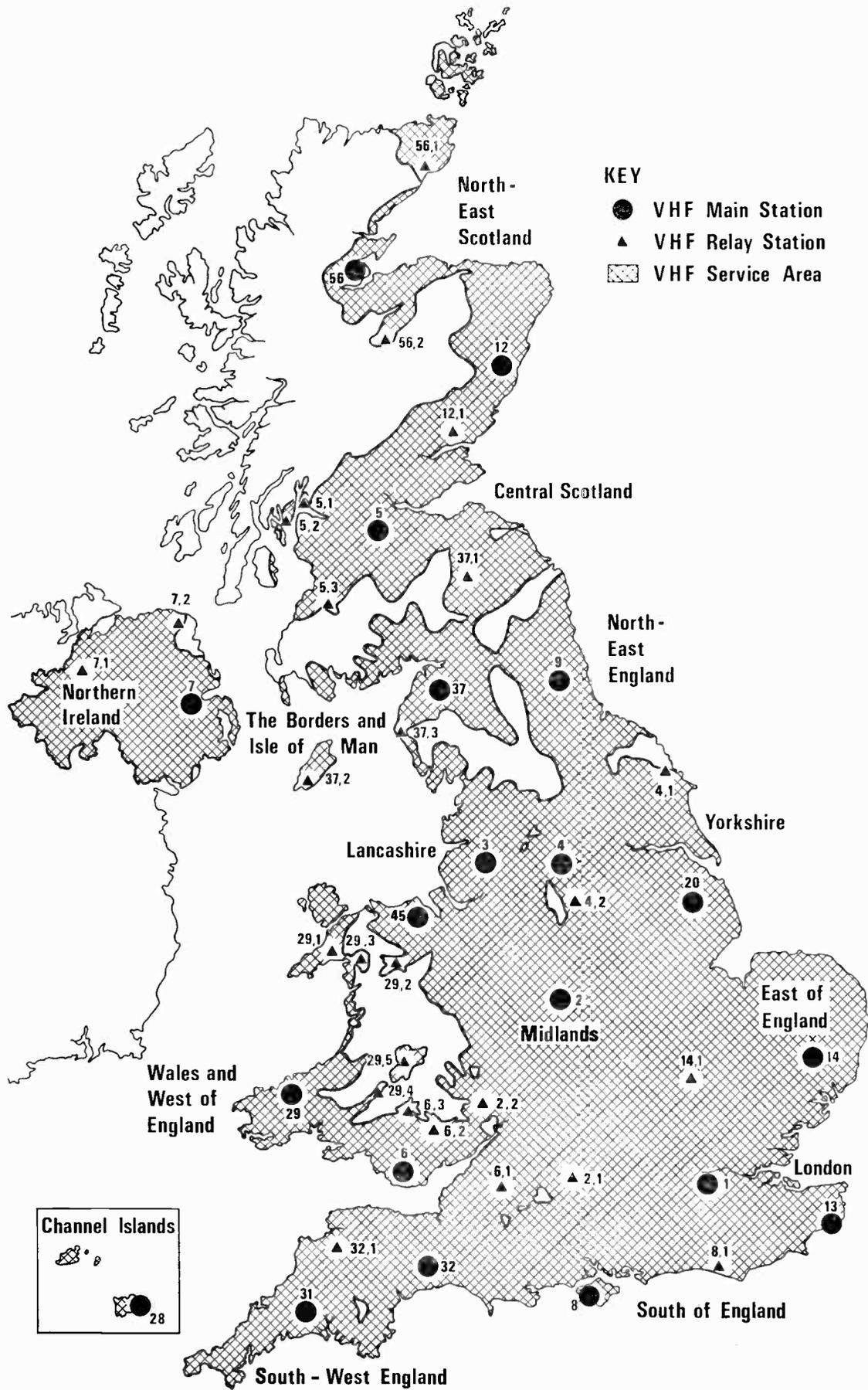
UHF Television Coverage

IBA 625-LINE TRANSMITTERS AT END OF MARCH 1974



VHF Television Coverage

IBA 405-LINE TRANSMITTERS



IBA Television Station Details

UHF TRANSMITTING STATIONS

Existing and proposed transmitting stations

It is expected that at least 50 main and 350 relay stations will be required for the UHF service. This list includes all stations at present being planned. The information is provisional.

UHF Station Number	Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
THE BORDERS AND ISLE OF MAN (B)									
Border Television									
137	Caldbeck	28	30	34	32	HA	500	1960	1.9.71
137.01	Whitehaven	43	40	46	50	VB	2	601	6.10.72
137.02	Keswick	24	21	27	31	VA	0-03	743	late 75
137.05	Haltwhistle	59	55	62	65	VC/D	2	789	5.4.74
137.07	Bassenthwaite	49	52	45	49	VB	0-16	454	late 75
137.15	Langholm	60	57	63	53	VC/D	0-025	1001	late 75
161	Selkirk	59	55	62	65	HC/D	50	1709	1.3.72
161.01	Eyemouth	23	33	26	29	VA	2	795	15.3.74
161.02	Galashiels	41	51	44	47	VB	0-1	974	late 74
161.03	Hawick	23	33	26	29	VA	0-05	650	early 75
161.07	Peebles	25	22	28	32	VA	0-25	1328	early 75
161.08	Innerleithen	61	58	64	54	VC/D	0-08	889	mid 75
CENTRAL SCOTLAND (CS)									
Scottish Television									
105	Black Hill	43	40	46	50	HB	500	1750	13.12.69
105.02	South Knapdale	43	40	46	50	VB	1-5	1743	late 75
105.03	Biggar	25	22	28	32	VA	0-5	1208	late 75
105.06	Killearn	59	55	62	55	VC/D	0-5	530	mid 75
105.11	Rothsay	25	22	28	32	VA	2-0	681	mid 75
147	Craigkelly	24	31	27	21	HA	100	1050	27.9.71
147.01	Penicuik	61	58	64	54	VC/D	2-0	985	late 75
147.03	West Linton	23	33	26	29	VA	0-025	1058	late 75
152	Darvel	23	33	26	29	HA	100	1461	1.12.72
152.02	Kirkconnel	61	58	64	54	VC/D	0-25	1726	early 75
152.04	Lethanhill	60	57	63	53	VC/D	0-25	1185	23.3.73
152.05	Girvan	59	55	62	65	VC/D	0-25	765	late 75
152.06	Campbeltown	60	57	63	53	VC/D	0-125	438	late 75
152.10	Milburn Muir	42	39	52	49	VE	0-25	657	mid 75
152.11	Rosneath	61	58	64	54	VC/D	1-0	764	late 75
EAST OF ENGLAND (E)									
Anglia Television									
114	Tacolneston	59	62	55	65	HC/D	250	724	1.10.70
114.01	West Runton	23	33	26	29	VA	2	491	6.4.73
114.02	Aldeburgh	23	33	26	30	VA	10	265	24.11.72
115	Sudbury	41	51	44	47	HB	250	708	18.11.70
124	Sandy Heath	24	31	27	21	HA	1000	951	18.1.71
101.08	Luton	59	55	62	65	VC/D	0-08	670	14.6.74
LANCASHIRE (La)									
Granada Television									
103	Winter Hill	59	55	62	65	HC/D	500	2357	15.11.69
103.01	Darwen	49	39	45	42	VB	0-5	1026	1.11.71
103.02	Pendle Forest	25	22	28	32	VA	2	1067	2.8.71
103.03	Haslingden	23	33	26	29	VA	10	1295	25.8.72
103.05	Todmorden	49	39	45	42	VB	0-5	895	31.5.72
103.06	Saddleworth	49	52	45	52	VB	2	1291	28.1.72
103.08	Bacup	43	40	46	53	VB	0-25	1258	9.3.73
103.09	Ladder Hill	23	33	26	29	VA	1	1510	16.11.73
103.11	Birch Vale	43	40	46	53	VB	0-25	1158	21.6.74
103.12	Whitworth	25	22	28	32	VA	0-25	1258	21.6.74
103.13	Glossop	25	22	28	32	VA	1	1035	18.8.73
103.15	Sedburgh	43	40	46	50	VB	0-5	844	mid 74
103.18	Trawden	60	57	63	67	VC/D	0-2	1028	late 74
103.19	Whalley	43	40	46	53	VB	0-05	705	late 74
103.20	Walsden	60	57	63	67	VC/D	0-05	978	late 74
103.22	Littleborough	24	21	27	31	VA	0-5	896	21.6.74
103.25	North Oldham	24	21	27	31	VA	0-04	959	1975
103.27	Congleton	41	51	44	47	VB	0-2	515	late 74
103.31	Oakenhead	41	51	44	47	VB	0-1	940	1975
103.32	Whitewell	60	57	63	67	VC/D	0-08	1059	late 75
103.35	Lancaster	24	31	27	21	VA	10	604	23.6.72
103.36	Kendal	61	58	64	54	VC/D	2	746	17.11.72
103.38	Windermere	41	51	44	47	VB	0-5	825	13.4.73
103.45	Coniston	24	21	27	31	VA	0-09	1008	late 75
LONDON (Ln)									
Thames Television/London Weekend Television									
101	Crystal Palace	23	26	33	30	HA	1000	1027	15.11.69
101.01	Guildford	43	40	46	50	VB	10	616	24.3.72
101.02	Hertford	61	58	64	54	VC/D	2	318	10.3.72
101.03	Reigate	60	57	63	53	VC/D	10	921	15.11.71
101.04	Tunbridge Wells	41	51	44	47	VB	10	564	4.2.72
101.05	Hemel Hempstead	41	51	44	47	VB	10	740	10.3.72
101.06	Woolwich	60	57	63	67	VC/D	0-63	176	12.4.74
101.07	High Wycombe	59	55	62	65	VC/D	0-5	691	14.1.72
101.09	Woburn	56	49	52	68	VC/D	0-1	470	*
101.10	Henley-on-Thames	67	48	64	54	VC/D	0-1	514	1975
101.14	Great Missenden	61	58	64	54	VC/D	0-085	707	late 74
158	Bluebell Hill	43	40	46	65	HE	30	823	25.2.74

Note: The number to the left of each UHF station is a reference number allocated under the joint IBA-BBC planning arrangement. The main stations are numbered in the series 101-200 and relay stations are numbered as decimals of the parent main station; thus Enley Moor is numbered 104 and Sheffield, an Enley Moor relay, is numbered 104.03. The VHF stations are numbered in the series 1-100 with the relay stations similarly given as decimals of the parent.

UHF Station Number	Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
MIDLANDS (M)									
ATV									
102	Sutton Coldfield	43	46	40	50	HB	1000	1297	15.11.69
102.02	Kidderminster	61	58	64	54	VC/D	2	437	31.3.72
102.03	Brierley Hill	60	57	63	53	VC/D	10	591	3.12.71
102.06	Bromsgrove	24	31	27	21	VA	10	651	4.2.72
102.07	Malvern	66	56	62	68	VC/D	10	691	26.5.72
102.08	Lark Stoke	23	33	26	29	VA	10	914	7.7.72
102.09	Stanton Moor	59	55	62	65	VC/D	2-0	1164	mid 74
102.10	Leek	25	22	28	32	VA	1	1028	1975
102.11	Fenton	24	31	27	21	VA	10	790	21.1.72
102.12	Ashbourne	25	22	28	32	VA	0-25	696	late 74
102.13	Bolehill	60	57	63	53	VC/D	0-25	1156	early 75
102.19	leomb Hill	25	22	28	32	VA	0-11	956	late 75
102.23	Nottingham	24	21	27	31	VA	2	599	30.3.73
102.24	Buxton	24	21	27	31	VA	1	1558	7.12.73
111	Waltham	61	58	64	54	HC/D	250	1407	28.2.70
117	Oxford	60	57	63	53	HC/D	500	948	15.6.70
121	The Wrekin	23	26	33	29	HA	100	1470	late 75
149	Ridge Hill	25	22	28	32	HA	100	1200	26.2.73
NORTH-EAST ENGLAND (NE)									
Tyne Tees Television									
109	Pontop Pike	61	58	64	54	HC/D	500	1454	17.7.70
109.02	Newton	23	33	26	29	VA	2	695	28.4.72
109.03	Fenham	24	21	27	31	VA	2	555	10.12.71
109.06	Weardale	41	51	44	47	VB	1	1490	24.8.73
109.08	Alston	49	52	45	42	VB	0-4	1755	mid 75
109.09	Catton Beacon	41	51	44	47	VB	0-2	1217	late 75
109.10	Morpeth	25	22	28	32	VA	0-044	360	28.6.74
116	Bilsdale	29	33	26	23	HA	500	2247	15.3.71
116.01	Whitby	59	55	62	65	VC/D	0-25	351	11.5.73
155	Chatton	49	39	45	42	HB	100	1150	19.8.74
NORTH-EAST SCOTLAND (NS)									
Grampian Television									
112	Durriss	25	22	28	32	HA	500	2083	19.7.71
112.01	Peterhead	59	55	62	65	VC/D	0-1	315	mid 74
112.02	Gartly Moor	61	58	64	54	VC/D	2-2	1520	8.2.74
112.03	Rosehearty	41	51	44	47	VB	2	365	9.2.73
112.04	Balgownie	43	40	46	50	VB	0-04	354	late 74
112.05	Tullich	59	55	62	65	VC/D	0-11	1677	late 75
123	Angus	60	57	63	53	HC/D	100	1797	30.9.72
123.01	Perth	49	39	45	42	VB	1	558	3.11.72
123.02	Crieff	23	33	26	29	VA	0-25	1872	late 75
123.05	Pitlochry	25	22	28	32	VA	0-15	1384	late 75
123.07	Blair Atholl	43	40	46	50	VB	0-05	1431	late 75
123.08	Tay Bridge	41	51	44	47	VB	0-05	488	late 74
123.11	Dunkeld	41	51	44	47	VB	0-01	974	late 75
134	Keelylang Hill (Orkney)	43	40	46	50	HB	100	886	late 75
148	Rumster Forest	24	21	27	31	HA	100	1493	24.12.73
153	Knock More	23	33	26	29	HA	100	1535	late 74
154	Eitshal (Lewis)	23	33	26	29	HA	100	1200	late 75
156	Rosemarkie	49	39	45	42	HB	100	1061	8.10.73
NORTHERN IRELAND (NI)									
Ulster Television									
107	Divis	24	31	27					

Number	UHF Station Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
SOUTH-WEST ENGLAND (SW)									
131	Caradon Hill	25	22	28	32	HA	500	1981	25.5.71
131,01	St. Austell	59	55	62	65	VC/D	0.1	785	late 75
131,04	Gunnislake	43	40	46	50	VB	0.04	576	late 75
131,05	Plympton (Plymouth)	61	58	64	54	VC/D	2	538	30.11.73
131,10	Penaligon Downs	49	39	45	42	VB	0.1	538	late 75
132	Stockland Hill	23	33	26	29	HA	250	1515	13.9.71
132,01	St. Thomas (Exeter)	41	51	44	47	VB	0.25	482	mid 75
132,06	Bridport	41	51	44	47	VB	0.1	374	late 75
132,08	Weymouth	43	40	46	50	VB	2	375	14.9.73
136	Beacon Hill	60	57	63	53	HC/D	100	933	19.3.73
138	Huntshaw Cross	59	55	62	65	HC/D	100	1180	5.11.73
141	Redruth	41	51	44	47	HB	100	1250	22.5.74
141,01	Scilly Isles	24	21	27	31	VA	0.5	390	3.5.74

WALES AND WEST OF ENGLAND (WW)									
Number	UHF Station Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
HTV									
106	Wenvoe	41	44	51	47	HB	500	1158	6.4.70
106,01	Kilvey Hill	23	33	26	29	VA	10	798	28.1.72
106,02	Rhondda	23	33	26	29	VA	4	1215	7.12.72
106,03	Mynydd Machen	23	33	26	29	VA	2	1346	25.2.72
106,04	Maesteg	25	22	28	32	VA	0.5	1006	18.5.73
106,05	Pontypridd	25	22	28	32	VA	2	811	24.8.72
106,06	Aberdare	24	21	27	31	VA	0.5	1092	8.12.72
106,07	Merthyr Tydfil	25	22	28	32	VA	0.5	1010	22.12.72
106,08	Bargoed	24	21	27	31	VA	1.5	1120	25.5.73
106,09	Rhymney	60	57	63	53	VC/D	0.75	1520	2.3.73
106,12	Aberthillery	25	22	28	32	VA	1.4	1410	30.11.73
106,13	Ebbw Vale	59	55	62	65	VC/D	0.5	1657	28.9.73
106,14	Blaina	43	40	46	50	VB	0.1	1140	9.8.74
106,15	Pontypool	24	21	27	31	VA	1	977	25.5.73
106,17	Blaenavon	60	57	63	53	VC/D	0.75	1355	27.4.73
106,18	Abergavenny	49	39	45	42	VB	1	1588	28.9.73
106,19	Ferndale	60	57	63	53	VC/D	0.08	1430	1975
106,20	Porth	43	40	46	50	VB	0.1	1000	late 74
106,22	Llangeinor	59	55	62	65	VC/D	0.15	1176	mid 74
106,23	Treharris	52	56	48	68	VC/D	0.05	703	1975
106,24	Cwmafon	24	21	27	31	VA	0.07	735	late 74
106,26	Llanhilleth	49	39	45	42	VB	0.03	1021	late 74
106,27	Croeserw	61	58	64	54	VC/D	0.12	1290	late 74
106,28	Gilfach Goch	24	21	27	31	VA	0.05	1045	late 74
106,29	Taff's Well	59	55	62	65	VC/D	0.02	603	2.8.74
106,30	Ogmore Vale	60	57	63	53	VC/D	0.1	1104	9.8.74
106,31	Abertridwr	60	57	63	53	VC/D	0.05	985	late 74
106,35	Tonypandy	59	55	62	65	VC/D	0.01	836	late 74
106,42	Mynydd Bach	61	58	64	54	VC/D	0.25	1168	14.9.73
106,43	Bedlinog	24	21	27	31	VA	0.01	1242	early 75
106,49	Brecon	61	58	64	54	VC/D	1	895	25.1.74
106,51	Clyro	41	51	44	47	VB	0.16	865	late 74
106,56	Pontardawe	61	58	64	68	VC/D	0.05	658	early 75
106,57	Deri	25	22	28	32	VA	0.05	1338	late 75
110	Mendip	61	58	64	54	HC/D	500	1934	30.5.70
110,02	Bath	25	22	28	32	VA	0.25	715	11.10.71

Number	UHF Station Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
WALES AND WEST cont.									
110,03	Westwood	43	40	46	50	VB	0.1	442	mid 75
110,07	Bristol Kings Weston Hill	42	48	45	52	VB	1	471	5.4.74
110,08	Bristol Ichester Crescent	43	40	46	50	VB	0.5	325	15.12.72
110,18	Stroud	42	48	45	52	VB	0.5	881	early 75
110,19	Cirencester	23	33	26	29	VA	0.25	765	early 75
118	Llاندona	60	57	63	53	HC/D	100	828	6.9.73
118,01	Betws-y-Coed	24	21	27	31	VA	2	1167	19.10.73
118,03	Conway	43	40	46	50	VB	2	535	19.10.73
118,04	Bethesda	60	57	63	53	VC/D	0.025	630	6.9.73
119	Carmel	60	57	63	53	HC/D	100	1351	21.5.73
119,01	Llanelli	49	39	45	67	VB	0.1	455	early 75
119,04	Llandrindod Wells	49	39	45	42	VB	2.8	1645	late 75
129	Presely	43	46	40	50	HB	100	1832	16.8.73
135,03	Blaen-Plywyf	24	31	27	21	HA	100	1097	7.5.73
145	Arfon	41	51	44	47	VB	3	1973	mid 75
145,08	Moel-y-Parc	49	52	45	42	HB	100	1880	11.6.73
	Bala	23	33	26	29	VA	0.2	1158	late 74

YORKSHIRE (Y)									
Number	UHF Station Name	Channels				Polarization/ Aerial Group	ERP (kW)	Aerial height ft aod	IBA target service date
		IBA	BBC 1	BBC 2	Fourth				
Yorkshire Television									
104	Emley Moor	47	44	51	41	HB	1000	1860	15.11.69
104,01	Wharfedale	25	22	28	32	VA	2	856	1.9.71
104,03	Sheffield	24	31	27	21	VA	5	969	17.1.72
104,04	Skipton	49	39	45	42	VB	10	690	21.7.72
104,05	Chesterfield	23	33	26	29	VA	2	766	1.9.71
104,06	Halifax	24	21	27	31	VA	2	926	21.1.72
104,07	Keighley	61	58	64	54	VC/D	10	1166	21.4.72
104,08	Shatton Edge	48	58	52	54	VC/D	1	1356	mid 75
104,09	Hebden Bridge	25	22	28	32	VA	0.25	864	9.2.73
104,10	Ripponden	61	58	64	54	VC/D	0.06	1096	late 75
104,11	Cop Hill	25	22	28	32	VA	1	1171	22.12.72
104,13	Idle	24	21	27	31	VA	1	862	29.12.72
104,17	Oxenhope	25	22	28	32	VA	0.2	1337	late 74
104,18	Calver Peak	49	39	45	42	VB	0.25	1056	early 75
104,22	Tideswell Moor	60	56	63	66	VC/D	0.25	1481	early 75
104,38	Oliver's Mount	60	57	63	53	VC/D	1	618	early 75
104,44	Heysshaw	60	57	63	53	VC/D	0.5	1102	28.6.74
120†	Belmont	25	22	28	32	HA	500	1550	24.5.71

NOTES ON UHF TRANSMITTING STATIONS

The 'Fourth' column shows the channel numbers reserved for the fourth, as yet unallocated, programme service.
Polarization is either Horizontal (H) or Vertical (V).
ERP is the maximum effective radiated power.
*Tentative, plans provisional.
†Reallocated from East of England 30.7.74

VHF TRANSMITTING STATIONS

No.	Name	Channel	Max. vis. erp	Aerial height ft aod	No.	Name	Channel	Max. vis. erp	Aerial height ft aod
THE BORDERS AND ISLE OF MAN					NORTHERN IRELAND				
Border Television					Ulster Television				
37	Caldbeck	11 H	100 kW	1902	7	Black Mountain	9 H	100 kW	1687
	37.1 Selkirk	13 V	25 kW	1644		7.1 Strabane	8 V	100 kW	1867
	37.2 Richmond Hill	8 H	10 kW	730		7.2 Ballycastle	13 H	100 W	606
	37.3 Whitehaven	7 V	100 W	571					
CENTRAL SCOTLAND					SOUTH OF ENGLAND				
Scottish Television					Southern Television				
5	Black Hill	10 V	475 kW	1853	8	Chillerton Down	11 V	100 kW	1246
	5.1 *Rosneath	13 V	100 W	450	8.1	Newhaven	6 V	1 kW	385
	5.2 Rothesay	8 V	1 kW	651	13	Dover	10 V	100 kW	1165
	5.3 Lethanhill	12 V	3 kW	1135					
CHANNEL ISLANDS					SOUTH-WEST ENGLAND				
Channel Television					Westward Television				
28	Fremont Point	9 H	10 kW	753	31	Caradon Hill	12 V	200 kW	1936
					32	Stockland Hill	9 V	100 kW	1475
					32.1	Huntshaw Cross	11 H	500 W	1130
EAST OF ENGLAND					WALES AND WEST OF ENGLAND				
Anglia Television					HTV				
14	Mendlesham	11 H	200 kW	1160	6	St. Hilary	10 V	200 kW	1113
	14.1 Sandy Heath	6 H	30 kW	875	6	St. Hilary	7 H	100 kW	1043
						6.1 Bath	8 V	500 W	678
						6.2 Abergavenny	11 H	100 W	1567
						6.3 Brecon	8 H	100 W	872
						29.1 Presely	8 H	100 kW	1812
						29.1 Arfon	10 H	10 kW	1904
						29.2 Bala	7 V	100 W	1151
						29.3 *Ffestiniog	13 V	100 W	1145
						29.4 Llandoverly	11 H	100 W	1154
						29.5 *Llandrindod Wells	9 H	3 kW	1605
						45 Moel-y-Parc	11 V	25 kW	1815
LANCASHIRE					YORKSHIRE				
Granada Television					Yorkshire Television				
3	*Winter Hill	9 V	100 kW	2127	4	Emley Moor	10 V	200 kW	1807
LONDON					Thames Television/London Weekend Television				
1	Croydon	9 V	350 kW	830	4.1	Scarborough	6 H	1 kW	759
					4.2	Sheffield	6 H	100 W	958
					20	*Belmont†	7 V	20 kW	1411
MIDLANDS					NORTH-EAST ENGLAND				
ATV					Tyne Tees Television				
2	Lichfield	8 V	400 kW	1453	9	Burnhope	8 H	100kW	1487
	2.1 Memb								

INDEX OF IBA TELEVISION TRANSMITTERS

Name	Area	Station No. UHF VHF	National Grid Reference	Name	Area	Station No. UHF VHF	National Grid Reference	Name	Area	Station No. UHF VHF	National Grid Reference
Aberdare	WW	106,06	SO 034 013	Ffestiniog	WW	29,3	SH 709 391	Oxenhope	Y	104,17	SE 028 338
Abergavenny	WW	106,18	6,2 SO 244 126	Findon	S	108,07	TQ 120 072	Oxford	M	117	SP 567 105
Aberthillery	WW	106,12	SO 224 023	Fremont Point	Ch	28	49°15'N, 2°8'W	Peebles	B	161,07	NT 228 418
Abertridwr	WW	106,31	ST 123 886	Galashiels	B	161,02	NT 507 360	Penaligon Downs	SW	131,10	SX 027 683
Aideburgh	E	114,02	TM 441 596	Gartly Moor	NS	112,02	NJ 547 326	Pendle Forest	La	103,02	SD 825 384
Alston	NE	109,08	NY 730 478	Gilfach Goch	WW	106,28	SS 982 890	Penicuik	Cs	147,01	NT 252 590
Angus	NS	123	12,1 NO 394 407	Girvan	CS	152,05	NX 211 981	Perth	NS	123,01	NO 108 212
Arfon	WW	135,03	29,1 SH 476 493	Glossop	La	103,13	SK 027 953	Peterhead	NS	112,01	NK 112 453
Ashbourne	M	102,12	NK 182 460	Great Missenden	Ln	101,14	SP 905 006	Pitlochry	NS	123,05	NN 923 565
Aviemore	NS		56,2 SH 940 126	Guildford	Ln	101,01	SU 974 486	Plymouth	SW	131,05	SX 531 555
Bacup	La	103,08	SD 878 224	Gunnislake	SW	131,04	SX 440 720	Pontardawe	WW	106,56	SN 731 037
Bala	WW	145,08	29,2 SH 969 375	Halifax	Y	104,06	SE 103 242	Pontop Pike	NE	109	NZ 148 526
Balgownie	NS	112,04	NJ 927 104	Halfwhistle	B	137,05	NY 674 628	Pontypool	WW	106,15	ST 284 990
Ballycastle	NI		7,2 D 077 423	Hannington	S	126	SU 527 568	Pontypridd	WW	106,05	ST 085 905
Bargoed	WW	106,08	SO 145 010	Haslingden	La	103,03	SD 795 236	Porth	WW	106,20	ST 029 919
Bassenthwaite	B	137,07	NY 207 305	Hastings	S	139,02	TQ 807 100	Presely	WW	129	29 SN 172 306
Bath	WW	110,02	6,1 ST 769 654	Hawick	B	161,03	NT 510 148	Redruth	SW	141	SW 690 395
Beacon Hill	SW	136	SX 857 619	Heathfield	S	139	TQ 566 220	Reigate	Ln	101,03	TQ 256 521
Bedlinog	WW	106,43	SO 102 005	Hebden Bridge	Y	104,09	SD 988 267	Rhondda	WW	106,02	SS 989 939
Belmont	Y	120	20 TF 218 836	Hemel Hempstead	Ln	101,05	TL 088 045	Rhymney	WW	106,09	SO 127 042
Bethesda	WW	118,04	SH 613 663	Henley-on-Thames	Ln	101,10	TU 320 137	Richmond Hill	B		37,2 SC 335 748
Betws-y-Coed	WW	118,01	SH 825 582	Hertford	Ln	101,02	TL 320 137	Ridge Hill	M	149	2,2 SO 630 333
Biggar	CS	105,03	NT 016 325	Heysham	Y	104,44	SE 170 631	Ripponden	Y	104,10	SE 043 189
Bilsdale	NE	116	SE 553 962	High Wycombe	Ln	101,07	SU 856 942	Rosehearty	NS	112,03	NJ 933 663
Birch Vale	La	103,11	NK 028 861	Huntshaw Cross	SW	138	32,1 SP 527 220	Rosemarkie	NS	156	NH 762 623
Black Hill	CS	105	5 NS 828 647	Icomb Hill	M	102,19	SP 202 229	Rosneath	CS	152,11	5,1 NS 258 811
Black Mountain	NI	107,07	7 J 278 727	Idle	Y	104,13	SE 164 374	Rothsay	CS	105,11	5,2 NS 125 690
Blaenavon	WW	106,17	SO 277 063	Innerleithen	B	161,08	NT 325 368	Rowridge	S	108	SZ 447 865
Blaen-Plwyf	WW	135	SN 569 756	Keelylang Hill (Orkney)	NS	134,00	HY 378 102	Rumster Forest	NS	148	56,1 ND 197 385
Blaina	WW	106,14	SN 196 083	Keighley	Y	104,07	SE 069 444	Saddleworth	La	103,06	SD 987 050
Blair Atholl	NS	123,07	NN 894 658	Kendal	La	103,36	SD 540 912	St. Austell	SW	131,01	SX 008 536
Bluebell Hill	Ln	158	TQ 757 613	Keswick	B	137,02	NY 279 224	St. Hilary	WW		6 ST 026 741
Bolehill	M	102,13	SK 095 552	Kidderminster	M	102,02	SO 808 739	St. Thomas (Exeter)	SW	132,01	SX 898 922
Brecon	WW	106,49	6,3 SO 054 287	Kilkeel	NI	107,03	J 281 180	Salisbury	S	108,01	ST 136 285
Bridport	SW	132,06	SY 450 920	Killearn	CS	105,06	NS 483 848	Sandy Heath	E	124	14,1 TL 204 494
Brierley Hill	M	102,03	SO 916 856	Killowen Mountain	NI	107,30	J 207 174	Scarborough	Y		4,1 TA 009 880
Brighton	S	108,05	TQ 329 045	Kilvey Hill	WW	106,01	SS 672 940	Scilly Isles	SW	141,01	SV 911 124
Bristol Ilchester				Kirkconnel	CS	152,02	NS 746 150	Sedburgh	La	103,15	SD 607 879
Crescent	WW	110,08	ST 577 700	Knock More	NS	153	NJ 321 497	Selkirk	B	161	37,1 NT 500 294
Bristol Kings	WW	110,07	ST 547 775	Ladder Hill	La	103,09	SK 027 789	Shatton Edge	Y	104,08	SK 194 814
Weston Hill	M	102,06	SO 948 730	Lancaster	La	103,35	SD 490 662	Sheffield	Y	104,03	4,2 SK 324 870
Bromsgrove	M	102,06	SO 948 730	Langholm	B	137,15	NY 358 831	Skipton	Y	104,04	SD 909 517
Brougher Mountain	NI	151	H 350 527	Lark Stoke	M	102,08	SP 187 426	South Knapdale	CS	105,02	NR 837 748
Burnhope	NE		9 NZ 184 474	Larne	NI	107,01	D 395 037	Stanton Moor	M	102,09	SK 246 637
Buxton	M	102,24	SK 060 753	Leek	M	102,10	SJ 999 561	Stockland Hill	SW	132	32 ST 222 014
Caldbeck	B	137	37 NY 299 425	Lechanhill	CS	152,04	5,3 NS 438 106	Strabane	NI	151,01	7,1 H 393 947
Calver Peak	Y	104,18	SK 232 743	Lichfield	M		2 SK 164 043	Strabane	WW	110,18	SO 836 077
Campheltown	CS	152,06	NR 707 192	Lichfield	M		2 SK 164 043	Sudbury	E	115	TL 912 376
Caradon Hill	SW	131	31 SX 273 707	Limavady	NI	130	C 711 296	Sutton Coldfield	M	102	SK 113 003
Carmel	WW	119	SN 576 153	Littleborough	La	103,22	SD 950 166	Tacolneston	E	114	TM 131 958
Carmoney Hill	NI	107,02	J 336 829	Llandona	WW	118	SH 583 810	Taff's Well	WW	106,29	ST 123 848
Catton Beacon	NE	109,09	NY 822 591	Llandovery	WW		29,4 SN 831 405	Tay Bridge	NS	123,08	NO 430 284
Chartham	S	113,05	TR 103 561	Llandrindod Wells	WW	119,04	29,5 SO 019 635	The Wrekin	M	121	SJ 629 081
Chatton	NE	155	NU 105 264	Llanelli	WW	119,01	SN 510 023	Tideswell Moor	Y	104,22	SK 149 780
Chesterfield	Y	104,05	SK 383 764	Llangainor	WW	106,22	SO 905 886	Todmorden	La	103,05	SD 958 241
Chillerton Down	S		8 SZ 475 835	Llanhilleth	WW	106,26	SO 213 004	Tonypandy	WW	106,35	SS 986 241
Cirencester	WW	110,19	SP 005 058	Londonderry	NI	130,01	C 404 175	Trawden	La	103,18	SD 909 378
Clyro	WW	106,51	SO 204 432	Luton	E	101,08	TL 081 210	Treharris	WW	106,23	ST 103 964
Congleton	La	103,27	SJ 865 619	Maesteg	WW	106,04	SS 841 913	Tullich	NS	112,05	NO 379 984
Coniston	La	103,45	SD 327 966	Malvern	M	102,07	SO 774 464	Tunbridge Wells	Ln	101,04	TQ 607 440
Conway	WW	118,03	SH 081 765	Marlborough	S	110,24	SU 209 688	Ventnor	S	108,03	SZ 567 783
Cop Hill	Y	104,11	SE 058 138	Membury	M		2,1 SU 307 763	Walsden	La	103,20	SD 927 235
Craigkelly	CS	147	NT 233 872	Mendip	WW	110	ST 563 488	Waltham	M	111	SK 809 233
Crieff	NS	123,02	NN 814 200	Mendlesham	E	14	TM 122 641	Weardale	NE	109,06	NZ 025 384
Croeserw	WW	106,27	SS 858 952	Merthyr Tydfil	WW	106,07	SO 057 066	Wenvoe	WW	106	NT 110 742
Croydon	Ln		1 TQ 332 696	Midhurst	S	125	SU 912 250	West Linton	CS	147,03	NT 164 508
Crystal Palace	La	101	TQ 339 712	Milburn Muir	CS	152,10	NS 378 796	West Runton	E	114,01	TG 186 412
Cwmafon	WW	106,24	SS 798 936	Moel-y-Parc	WW	145	5J 123 701	Westwood	WW	110,03	ST 817 597
Darvel	CS	152	NS 557 341	Morpeth	NE	109,10	NZ 218 864	Weymouth	SW	108,09	SY 663 778
Darwen	La	103,01	SD 708 223	Mounteagle	NS	56	NH 639 580	Whalley	La	103,19	SD 729 352
Deri	WW	106,57	SD 121 022	Mynydd Bach	WW	106,42	ST 168 925	Wharfedale	Y	104,01	SE 198 485
Divis	NI	107	J 286 750	Mynydd Machen	WW	106,03	ST 223 900	Whitby	NE	116,01	NX 903 113
Dover	S	113	13 TR 274 397	Newcastle	NI	107,05	J 362 303	Whitehaven	B	137,01	37,3 NZ 992 123
Dunkeld	NS	123,11	12 NO 046 415	Newhaven	S	139,01	8,1 TQ 435 006	Whitewell	La	103,32	SD 833 245
Durriss	NS	112	NO 763 899	Newry	NI	107,04	J 091 221	Whitworth	La	103,12	SD 886 202
Ebbw Vale	WW	106,13	NO 159 888	Newton	NE	109,02	NZ 035 653	Wintermere	La	103,38	SD 383 980
Eitshal (Lewis)	NS	154,00	NB 306 302	North Oldham	La	103,25	SD 929 060	Winterborne			
Emley Moor	B	161,01	4 SE 222 128	Nottingham	M	102,23	SK 503 435	Stickland	S	108,10	ST 838 051
Eyemouth	B	161,01	NT 947 599	Oakenhead	La	103,31	SD 806 234	Winter Hill	La	103	3 SD 660 144
Fenham	NE	109,03	NZ 216 648	Ogmore Vale	WW	106,30	SS 929 894	Woolburn	Ln	101,09	SU 916 873
Fenton	M	102,11	SJ 902 450	Oliver's Mount	Y	104,38	TA 040 869	Woolwich	Ln	101,06	TQ 460 794
Ferndale	WW	106,19	ST 006 970								

Most modern Ordnance Survey maps carry the National Grid. This is simply a series of squares with 100 kilometre sides. Each square on Great Britain is designated by two letters. These are followed by two groups of numbers which measure the distance of a point from the SW (bottom left) corner of the square. The first group of numbers shows the distance east, the second the distance north.

IBA TV Channels and Nominal Carrier Frequencies (MHz)

Band III Channel	Vision	Sound	Band IV (cont.) Channel	Vision	Sound	Band V (cont.) Channel	Vision	Sound
6	179.75	176.25	29	535.25	541.25	48	687.25	693.25
7	184.75	181.25	30	543.25	549.25	49	695.25	701.25
8	189.75	186.25	31	551.25	557.25	50	703.25	709.25
9	194.75	191.25	32	559.25	565.25	51	711.25	717.25
10	199.75	196.25	33	567.25	573.25	52	719.25	725.25
11	204.75	201.25	34	575.25	581.25	53	727.25	733.25
12	209.75	206.25				54	735.25	741.25
13	214.75	211.25				55	743.25	749.25
						56	751.25	757.25
						57	759.25	765.25
						58	767.25	773.25
						59	775.25	781.25

INDEPENDENT LOCAL RADIO

The opening during the year of the first four Independent Local Radio programme services – LBC, Capital, Radio Clyde and BRMB – represented for the public the first results of the intensive planning and constructing of transmission facilities for these new services by IBA engineers. That ILR has slipped naturally, effectively and technically unobtrusively into the crowded radio spectrum on medium-waves and VHF is a considerable tribute to the planning of the service. From its start ILR has encouraged much greater listener interest in stereo reception and it is noteworthy that the first stereo service in Scotland was that provided by Radio Clyde. By 31st March 1974 four services were in operation; two in London and one each in Glasgow and Birmingham. In addition the fifth service (Manchester) was radiating regular engineering and test transmissions in readiness for the opening of the Piccadilly Radio service on 2nd April 1974.

The primary aim in the engineering of ILR has been to provide high-quality but economically viable local sound broadcasting. As for Independent Television, the Authority's responsibilities include the building and operating of the transmitters and, in conjunction with the Post Office, providing the distribution links. The studios and studio equipment are the responsibility of the programme companies, although these are required to operate within the technical characteristics set out in a detailed IBA Code of Practice.

The opportunity has been taken, within the limitations of

local services, to look anew at the technical aspects of sound broadcasting; much of the standard work in this field was carried out in the thirties before the advent of television. The technical innovations of ILR have been significant: for example, ILR stations have been the first local services in the UK to provide a full service of stereo broadcasting; the first to use circular polarisation to improve VHF reception on car radios and transistor portables; the first to make extensive use of three- and four-mast directional aerials to help overcome the shortage of medium-frequency channels; and the first to make use of programme automation equipment in the studios.

The problems of planning frequencies and coverage areas have been formidable but the results already show that listeners can be provided with these additional services without jeopardising the existing networks. For many years the important MF band in Europe has appeared to be grossly overcrowded: and this is certainly true after dark. Yet in daytime listeners have not had a programme choice to the extent theoretically possible. By the use of carefully planned directional aerials, each having several directions of minimum radiation, it has been demonstrated that numbers of different Independent Local Radio programmes can be transmitted on the same frequency in towns as closely spaced for example as Birmingham and Manchester, and with the minimum of interference to other services.

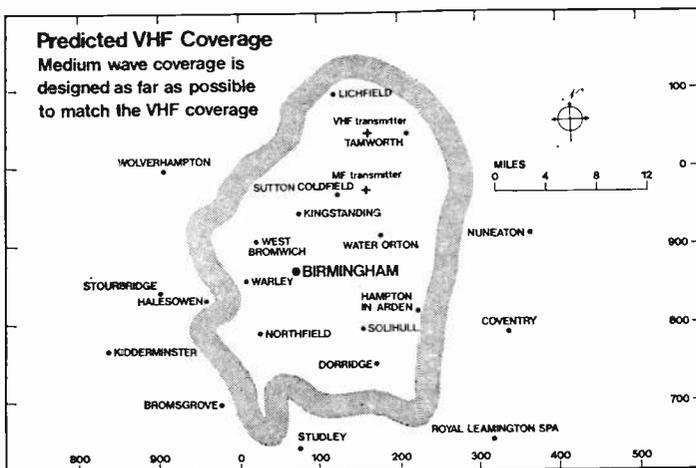
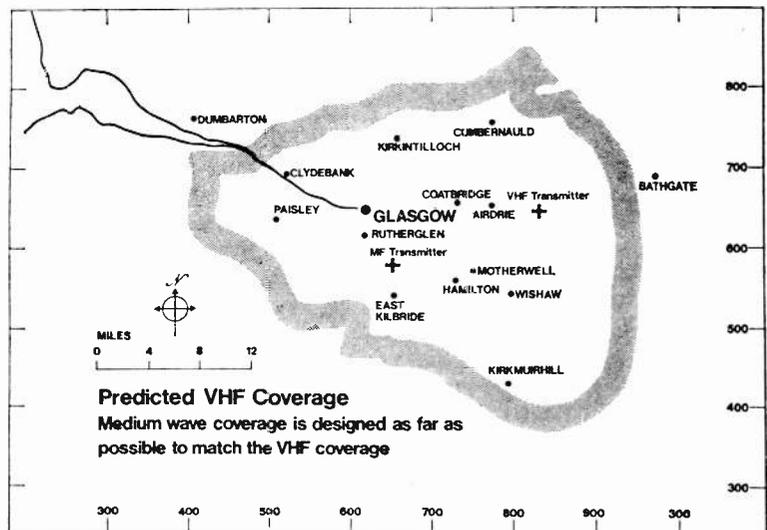
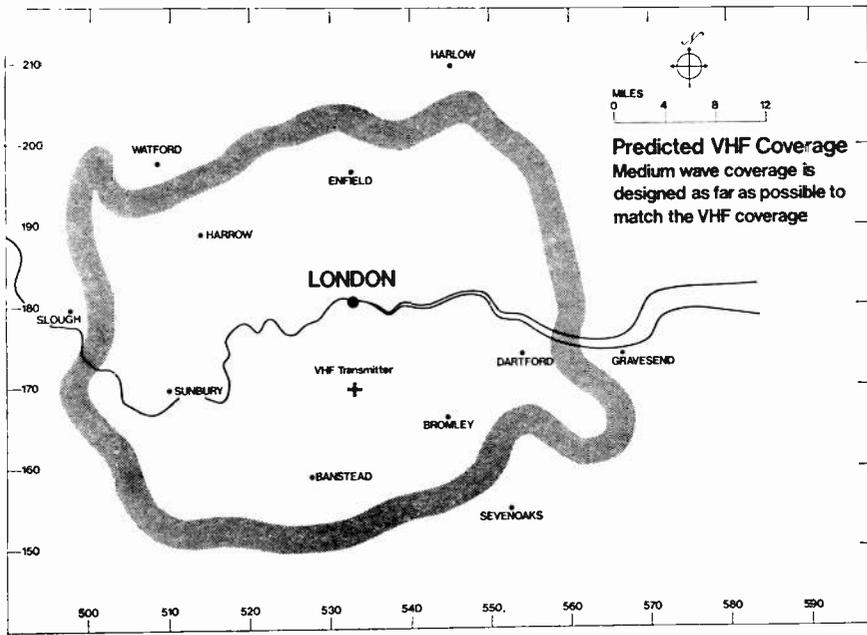
Independent Local Radio Stations

Service Date	Company	Station	Site	Nominal Transmitter Power (kW)	Nominal Power (kW ERP)
8.10.73	LBC	London VHF	Croydon		2
8.10.73	LBC	London MF (temporary)	Chelsea	0.5	
16.10.73	Capital	London VHF	Croydon		2
16.10.73	Capital	London MF (temporary)	Chelsea	1.0	
31.12.73	Radio Clyde	Glasgow VHF	Black Hill		4
31.12.73	Radio Clyde	Glasgow MF	Dechmont Hill	2.0*	
19.2.74	BRMB	Birmingham VHF	Lichfield		2
19.2.74	BRMB	Birmingham MF	Langley Mill	0.8*	
2.4.74	Piccadilly	Manchester VHF	Saddleworth		2
2.4.74	Piccadilly	Manchester MF	Ashton Moss	0.35*	
15.7.74	Metropolitan	Tyne/Wear VHF	Burnhope		5
15.7.74	Metropolitan	Tyne/Wear MF	Greenside	1.0*	
Late 1974	Swansea Sound	Swansea VHF	Kilvey Hill		1
Late 1974	Swansea Sound	Swansea MF	Winsh-wen (Jersey Road)	0.8	
Late 1974	Radio Forth	Edinburgh VHF	Craigkelly		0.5
Late 1974	Radio Forth	Edinburgh MF	Barns Farm	2.0	
Late 1974	Radio City	Liverpool VHF	Allerton Park		5
Late 1974	Radio City	Liverpool MF	Rainford	1.2*	
Late 1974	Radio Hallam	Sheffield VHF (1)	Tapton Hill		0.1
Late 1974	Radio Hallam	Sheffield VHF (2)	Rotherham		0.05
Late 1974	Radio Hallam	Sheffield MF	Skew Hill	0.4*	
Early 1975	LBC	London MF (permanent)	Saffron Green	8*	
Early 1975	Capital	London MF (permanent)	Saffron Green	25*	
1975	Plymouth Sound	Plymouth VHF	Plympton		1
1975	Plymouth Sound	Plymouth MF	Plummer Barracks	0.5	
1975		Nottingham VHF	Colwick Wood		0.3
1975		Nottingham MF	Trowell	0.25*	
1975		Teesside VHF	Bilsdale		2
1975		Teesside MF	Nr Stockton	0.8	

*Directional MF Aerial system used at these stations

ILR Coverage

THE STATIONS ON AIR BY THE END OF MARCH 1974



The White Paper, 'An Alternative Service of Radio Broadcasting', did not envisage the use of stereo in VHF. Nevertheless, by careful planning, it has been possible to provide a stereo service. Power limitations imposed by the need to plan for some 60 VHF stations have proved restrictive in the provision of noise-free stereo reception to the limits of the service area. Unfortunately the pilot-tone stereo system requires a significantly stronger minimum signal than monophonic broadcasting and is also more susceptible to adjacent channel interference.

With a total of ten ILR installations completed at the end of the year the building programme was continuing unabated. The installations at Tyneside, Swansea, Liverpool, Sheffield and Rotherham were well in hand whilst the buildings had been erected at Saffron Green (London MF permanent) and Edinburgh where the technical installations were to commence shortly. Building work at Plymouth, Teesside and Nottingham was due to commence in Summer 1974.

Some criticisms were levelled at the Authority for its choice of Croydon for the London VHF transmitters, rather than co-siting with the BBC transmitters at Wrotham in Kent. Croydon was chosen because it offered the best possibility of covering the London area at the transmitter powers acceptable on the frequencies available for this local service. Experience has shown beyond question that Croydon does give better coverage of the target area with restricted power and that the vast majority of listeners do not require additional aerials.

The temporary London MF station, made necessary by the problem of obtaining planning permission, has with an omni-directional aerial proved reasonably effective, although in some areas 557 kHz has suffered interference from an unauthorised off-shore station broadcasting to the Netherlands, and 719 kHz at night is affected by 'jamming' directed at the transmissions of Radio Free Europe. It is hoped to transfer these services to the permanent station being built near Barnet in Spring 1975.

Quality Control of Local Radio

The start of Independent Local Radio was much helped by the existence of the IBA Code of Practice for the studio centres. As for television, this Code of Practice defines the required standard of technical performance for programme origination equipment, studio signal paths and recording equipment; studio acoustics; and the standards to be adopted by the programme companies for monitoring and logging all broadcasts. This Code has been well received by programme companies and by the industry.

The aim of the detailed technical requirements is to ensure that ILR transmissions provide a high-quality stereophonic VHF service backed up by an MF service which makes the best possible use of the congested medium-wave band.

Lines for Radio

Each of the Independent Local Radio stations has a monophonic line between the studio centre and the associated MF transmitter and a stereophonic circuit from the studio centre to the VHF transmitter. In addition there is a monophonic news distribution network from the London news station to the studio centres of all other programme companies requiring this service. This inter-city network has separate feeds to the Midlands, the North, the Borders and Scotland as a safeguard against failure.

The early operational experience suggests that the Post Office stereophonic circuits (appreciably more critical than monophonic circuits) will prove to be very reliable, consistent, and to the technical standards required by the Authority for the transmission of high-quality pilot-tone stereo.

RESEARCH AND DEVELOPMENT

The Authority has continued to discharge its responsibilities in the engineering research field through the Experimental and Development Department, which studies those engineering techniques which are most likely to affect the future of

broadcasting. IBA engineers have over the years made notable contributions to new fields of technology which had not previously found application in broadcasting. Support has been given to industry by the release of technical information and by the issue of licences for the manufacture of equipment based upon IBA developments. In particular, the study of digital circuit techniques has been continued energetically, as it is expected that digital systems will in the future have an important effect on the Authority's operations. Great care is always taken in the selection of projects for study and a careful search is made for alternative industrial sources before work is started on the development of new types of equipment.

Digital Standards Converter (DICE)

In the 1972-73 Report, attention was drawn to the success of the work on the DICE project. This unique digital field rate standards converter has now been operating for almost a year in programme service at ITN. This first converter gives high quality conversion of colour pictures originating on the American 525-line 60-field NTSC standard to the European 625-line 50-field PAL and SECAM systems. The new converter is much smaller than earlier analogue type converters and experience has shown it to be very stable in operation. At ITN it is successfully and regularly employed for converting news material from abroad and also for converting imported material on videotape.

The second phase of the work on DICE is the development of a machine capable of operating in either direction; that is to say, equally suitable for converting television signals either way between the American and European standards. In this phase of the development, the opportunity will be taken to produce an equipment built to standards suitable for manufacture by industry since it seems possible that the increasing number of satellite earth stations may create a demand for high quality conversion equipment in various parts of the world. This new machine will be rapidly switchable from one direction to the other, and, in addition, certain refinements will be introduced which will give improved vertical resolution of fine detail.

The originality of the DICE concept was recognised by the presentation to the design team of the Geoffrey Parr award of the Royal Television Society and the Pye award for the year's most significant technical contribution to colour television.

Other Digital Projects

The success of the DICE equipment has pointed the way to other areas of development of digital techniques in broadcasting and it follows that, in due course, other parts of studio centres and networks will be involved. The Authority's engineers are therefore now considering the general television and sound studio and network problems in so far as these aspects will be important in the studies leading to a digital standard for the broadcast engineering system. Contributions to the work of the European Broadcasting Union and of the CCIR are made on all of these subjects.

ORACLE

This development was the subject of a brief reference in the 1972-73 Report. The acronym 'ORACLE' stands for 'Optional Reception of Announcements by Coded Line Electronics'. It is a system which will allow the broadcasting of written and simple graphical information to domestic receivers fitted with special adaptors. Adaptors will allow the viewer to receive an additional transmission which is combined with the normal picture transmission. On receivers not so equipped, the additional information does not affect normal reception as it is transmitted during a period when no other information concerning the picture is being sent. This development of data broadcasting could lead to the introduction of a very efficient new system which could offer the public additional and attractive information services. The Authority's engineers have been responsible for the development of both trans-

mitting and experimental receiving equipment for the system. The transmitting centre uses a small general purpose computer to generate the messages and allow the rapid insertion of new information via a suitable keyboard. In addition to normal written information it is also possible to operate the system in a graphics mode, so that simple still pictures such as weather maps may be transmitted.

Since early April 1973, transmissions of a test caption have been made from the IBA's Crystal Palace UHF transmitter. These transmissions have been continuous throughout programme hours. Together with similar BBC CEEFAX test transmissions they have assisted further engineering developments in the laboratories of the British television receiver industry. Experimental demonstration transmissions of a 50-page 'magazine' with immediate 'live' editing using a computer have also been made periodically since April 1973.

The original CEEFAX and ORACLE systems used differing engineering standards and it has been a major aim of work during the year to obtain agreement on a 'unified' standard to support both broadcasters' systems. This 'standardisation' work has been pursued by a joint committee having representation from BREMA (British Radio Equipment Manufacturers' Association), the Ministry of Posts and Telecommunications, the BBC and the IBA. Agreement has now been reached on a unified engineering standard to support an intensification of the engineering tests in the coming twelve months; tests which it is hoped will be followed by experimental public services.

Radio Frequency Developments

With the growth in the number of television stations employing 'rebroadcast' techniques, it has been necessary to ensure reliable reception at the receiving point. Diversity systems, employing aerial switching, have therefore been developed. In one type of equipment, the switching equipment accepts the signal path giving the highest signal-to-noise ratio and a later development allows the effect of the fading of the chrominance carrier to be taken into account. A similar type of system has also been developed for transposer stations, in which the signal processing is performed on the modulated carrier.

Work in the field of frequency synthesisers has continued and has yielded an equipment giving high spectral purity suitable for a range of tunable receivers, test transmitters and demodulators. These equipments are intended to be used in many different ways and are expected to provide the operational departments with flexible and rugged equipment for field use.

The problem of monitoring low power transposer stations has been under study and has resulted in work leading to the development of an equipment known as DATE (domestic alarm transposer equipment). In this system, a simple receiver placed in an appointed local viewer's home will indicate the state of the transposer and cause an alarm to be sounded if the equipment fails or switches to the standby condition. The appointed viewer will then telephone the nearest IBA maintenance centre.

Further progress has been made on techniques for the suppression of co-channel interference to rebroadcast receiving systems. A novel form of filter, giving about 12dB of co-channel interference suppression, has been developed in the laboratory and an equipment incorporating the new circuits is expected to undergo field trials during 1974.

ENGINEERING INFORMATION AND LIAISON

The opening of so many new stations and services during the year resulted in a high level of demand from the public, the trade and by industry for technical information and guidance. The relocation of the Engineering Division outside London has also underlined the need for good communications into as well as out of Engineering Division, and particular emphasis has been placed on ensuring that the engineers based at Crawley Court continue to be in close touch with current engineering developments.

In the firm belief that television provides the most efficient and effective of the communications media, dealers and the trade have since 1970 been provided with a weekly series of engineering announcements transmitted over the ITV network (except Channel Islands). These specialised engineering bulletins of news and advice continue to hold the interest of the audience for which they are intended (dealers, managers, sales assistants and service technicians) and have ensured that viewers are able in most cases to receive guidance on how best to use the new stations as these are brought into service.

Senior engineers continue to participate in many of the committees, working parties and study groups of the International Radio Consultative Committee (CCIR) and the European Broadcasting Union and National Industrial and Standards Organisations, as well as maintaining contact with the activities of the Asian Broadcasting Union. These national and international organisations play a very real role in determining the technical structure and spectrum management under which broadcasting functions. For example, much preliminary study has been made of the frequency plans and technical characteristics of medium-wave broadcasting in readiness for major international meetings to be held in 1974 and 1975.

During the year the Engineering Division received broadcast engineers from many countries, including the United States, Japan, Canada, Australia, New Zealand, South Africa, Brazil, Venezuela, Hong Kong and Singapore. Many special demonstrations of the Authority's 'ORACLE' system of data broadcasting were given both to overseas visitors and to representatives of broadcasting and industry.

IBA engineering staff participate, whenever appropriate, in professional and public discussions on the IBA's engineering strategy and the development of new technology. Examples from the last twelve months include the Cambridge Convention of the Royal Television Society at which Mr F H Steele, Director of Engineering, spoke on 'Planning the Television Broadcast Services'; the Montreux Television Symposium which was attended by 1,000 delegates from many countries and at which IBA engineers presented papers on digital standards conversion, UHF coverage and automatic remote monitoring; 'Film '73', which was organised by the British Kinematograph, Sound and Television Society; and the London Trade Shows of the receiver industry. Senior engineers from the Authority again attended the Annual Exhibition and Conference of the National Association of Broadcasters, held this year in Houston, Texas. This is the major event of broadcast engineering in North America, and attracts an international audience. This visit was extended to enable discussions to be held with engineers at the C.B.C. Headquarters in Montreal on the problems arising from the control and maintenance of a complex network of transmitting stations. At the same time, close liaison is maintained - through publications and by lectures, visits and equipment demonstrations - with the engineering students from whom so much of the future technology of broadcasting will come.

Among the publications compiled by the Engineering Division has been a third volume in the 'IBA Technical Review' series. This contains a series of engineering papers on aspects of digital television, including standards conversion, data transmissions, possible future application in studio centres and to video recording of circuits and 'ORACLE' data broadcasting. This has been warmly welcomed by television engineers, both in the United Kingdom and overseas.

Close liaison has similarly been maintained and extended with the retail and servicing trade. It is recognised that the dealer is often the vital and most effective link in technical and operational matters between the broadcasters and the viewers and listeners. The skill and technical competence, for example, used in providing domestic aerial installations has a most important bearing on the quality of the pictures seen in the home; similarly good stereo reception of sound radio may require the careful installation of an efficient high-gain aerial. The Authority is aware of a degree of confusion

that exists in the minds of the general public respecting the technical quality of colour television pictures and high-quality sound reproduction and welcomes the efforts of the trade and industry to improve installation standards, which unfortunately still sometimes fall short of what is required for really good reception.

PUBLIC DEMAND FOR INFORMATION about the work of the Authority and its programme companies increases year by year; and the process of inquiry, explanation and dialogue is, of course, never-ending.

The Authority welcomes the continued growth of interest in its activities and thinking; and in all the argument and counter-argument involved in its service to the public. Intensive studies were made during the year of ways in which the Authority's communications might be improved through both the spoken and the written word. In particular, the Authority would like to find ways of communicating more comprehensively with the many people outside the system who are actively interested in it, about the ways by which it formulates its views and judgments on the general development of the television and radio services as well as on the nature and scheduling of the programmes themselves. In turn, the Authority wants to be receptive to the widest possible range of views.

Regional Activities

The Authority's regional officers continue to play a key communications role in the Independent Broadcasting system with its fourteen regional television bases and possibly many more in local radio.

In addition to their job of day-to-day relations on behalf of the Authority with the programme companies in their regions, the regional officers have continued to be a focus of contact, information and dialogue with the communities which the companies, under the Authority's supervision, serve. So, in the year under review, the regional officers have again involved themselves in hundreds of meetings with the general public and with public representatives, including Members of Parliament and civic leaders, regional and local press, women's organisations, professional clubs, church groups, and adult education classes. Regional officers have also taken the initiative in organising informal conferences at which as wide as possible a cross-section of the viewing public are invited to talk about their likes and dislikes and to say what sort of service they feel they are getting from Independent Television. Another way of achieving feedback has been to arrange viewing sessions at which groups of the public have been brought into contact with programme producers and presenters. Information about public attitudes is derived from all these activities to supplement the Authority's formal research.

Independent Local Radio

In those areas in which the Authority's new Independent Local Radio stations have been planned and brought into being, the regional officers have been central to the work of providing information and guidance to the many people who have been stimulated by the possibility of participating in new broadcasting services for the communities in which they live; and of 'tuning in' to the ideas of everybody interested in how these services may develop. A particular feature of this work during the year was the organisation of well-attended and lively public meetings with Members of the Authority in Swansea, Newcastle, Edinburgh, Liverpool, Plymouth and Sheffield.

The Information Division centrally was responsible for making available a full flow of facts and thinking on the new radio system. During the establishment of each station, the Authority has in stages been announcing the number of applicants, the programmes of visits by Authority Members and staff to the localities, full details of the consortia to be

offered contracts and, when the stations go on the air, the original outline programme proposals submitted by the company concerned. In addition, the specifications for each station and copies of the contracts, when signed, have on request been supplied to anybody interested. In the supply of all this information and of other documents for the guidance of the remarkable range and numbers of organisations and individuals who have been in touch with radio developments, including of course the Press, the Authority has through its Information Division aimed to be considerably more free in its public communications than was required statutorily by Parliament through the Sound Broadcasting Act.

The Information Office continued to deal with an increasing volume of inquiries about television, to which the interest in radio has now been added. An additional Information Officer was appointed to help maintain and improve the day-to-day information service.

A total of 116 formal news releases was issued during the year, radio accounting for 43.

Publications

The IBA's annual handbook, *ITV 1974*, which was completely rewritten and redesigned this year, again provided a comprehensive work of reference on the Authority's activities and Independent Television as a whole. For the benefit of libraries and others who require a more permanent and durable reference book, a hard-back edition was produced for the first time. The handbook is attractively produced to appeal to the general public as well as to serious students and those with a professional interest. Readership extends to all parts of the globe. Demand exceeded that in any previous year and sales of this 12th edition amounted to over 25,000 copies.

The Authority's *Annual Report and Accounts* for 1972-73 were for the first time designed, printed and published by the Authority itself instead of by HMSO as a Parliamentary Paper. Arrangements were made, however, for sales to be continued through HMSO and Government Bookshops.

A third title in the *IBA Technical Review* series was published in June, 'Digital Television'. Its 64 pages provided a working introduction to digital techniques for those television engineers more used to the traditional approach; and reported a little of what had already been achieved in a number of specific projects. It is hoped that this occasional series will provide, in permanent record, papers germinated within Independent Broadcasting of particular lasting value and interest to professional broadcast engineers.

Details about a number of new ITV school series intended to help schools meet the needs of pupils affected by the raising of the school-leaving age were contained in *ITV Education News No. 6*. Over 70,000 copies of this colour tabloid newspaper were distributed by the IBA and the programme companies.

Four booklets in the *IBA Notes* series were issued during the year; issue 25 contained The Interim Report of the Working Party on the Portrayal of Violence on Independent Television; Advertising Revenue and Public Service Broadcasting was discussed by Brian Young, the Director General, in issue 26, which carried his speech to the delegates at the EBU Symposium on Broadcast Advertising in Europe; an address by the Director General to the Royal Television Society Convention on Public Responsibility appeared in issue 27, with a further address on Editorial Control by Joseph Weltman, the IBA's Head of Programme Services; and, also from the Convention, a talk by Howard Steele, IBA Director of Engineering, on Planning the Television

Broadcast Services, was reproduced with colour illustrations in issue 28.

There were new editions of the *ITV Regional Folders*, the *Who Does What in ITV* information folder, and booklets on *Advertising Control in Independent Broadcasting* and *Good Viewing of ITV*. The *ITV Transmitting Stations Pocket Guide* provided full up-to-date technical details of all the Authority's existing or proposed television transmitters and a revised *map poster* showed their location and area coverage.

A number of small leaflets were produced during the year including *Crisis of the Cross*, which gave details of special church services to be broadcast on ITV during Lent; *ILR: Your Technical Questions Answered*, which simplified some of the technical aspects of the IBA's new Independent Local Radio service; and an illustrated folder and map card of particular interest for visitors to the IBA Television Gallery.

Preliminary planning had also started on the production of a new quarterly journal designed to provide the public with more detailed information on the Authority's policy and a clearer understanding of the processes of decision making. The magazine, which will appear in August 1974, will carry topical articles of interest covering all aspects of Independent Broadcasting.

The Television Gallery

When the Television Gallery was originally built at the Authority's headquarters in London the responsibility of the Authority was limited to television and the Gallery accordingly dealt only with that subject. Consideration of the possibility of extending it to cover radio as well was referred to in the last Annual Report and during the course of the year this planning was completed. The decentralisation of the Authority's engineering staff freed space adjacent to the Gallery and in the closing days of the year under review construction work started on the new section, conceived not as an annexe to the original Gallery but as an integral part of it, reflecting the importance attributed by the Authority to the new Independent Local Radio services.

The use of the Gallery by organisations catering for overseas students continued to gather strength. The majority came from Europe, both East and West, but the Americans and the Far East were strongly represented.

It was a year in which large numbers of professional broadcasters, from the highest executive levels to programme producers and editors, came from all over the world. The

developing countries of Africa were strongly represented and altogether 16 countries were involved. A delegation from the Japanese National Association of Commercial Broadcasters was entertained as were two groups of overseas government information officers on study tours organised by the Central Office of Information.

The international standing of the Gallery as a unique permanent exhibition brought several visitors from the Smithsonian Institute in Washington where plans are being laid for an exhibition on similar lines, and a group of designers from India came to study the techniques used in the Gallery.

Domestically, the Gallery continued to play its part in the dialogue between the Authority and its publics. Schools and colleges of all sorts, as in previous years, made use of its facilities and many social clubs and organisations such as Townswomen's Guilds brought a wide cross-section of the viewing public to see and to question.

The IBA's Library Service

The Authority's library service continued to expand during the year. Over 700 titles were added to the bookstock and the collections of British Standards, research reports, government and parliamentary reports were all increased. 311 periodical titles were also taken and important journals in the broadcasting field were bound for retention in the reference library. The special collection of press cuttings, dating back to the early 1950s, was also expanded substantially.

The usual library services were continued and extended including the acquisition of translations, issuing of accessions lists and production of bibliographies and reading lists. Work has progressed on the production of suitable selective dissemination of information systems for staff.

A new service point was created at Crawley Court to enable all staff to continue to be provided with a full library service. The number of library staff has been increased by two to assist with this expansion. A unified system of organisation and control remains, with stock being placed at its most useful point.

The Brompton Road library has continued its reference and information service for the public on world broadcasting and has dealt with enquiries from all over Britain and from abroad, including the USA, Tanzania, New Zealand and Brazil. Many students have made use of the study facilities provided in the library while working on long-term theses and projects.

THE AUDITED ACCOUNTS for the year ended 31st March 1974 appear at the end of this section. Under the terms of the Independent Broadcasting Authority Act 1973 the Authority is required to treat television and local sound broadcasting as separate branches of its undertaking. The accounts therefore include separate Revenue Accounts and the Balance Sheet gives separate figures for each service wherever this is practical.

The Revenue Accounts are sub-divided to show the cost of the Authority's activities in broad groupings. Comparative figures for the year ended 31st March 1973 are included.

TELEVISION

REVENUE ACCOUNT

The surplus provided by the television operation, after charging depreciation but before providing for taxation, was £4,874,000. This is a reduction of £664,000 on the figure recorded in the previous year, and represents just under 15½ per cent before tax on the mean value of the assets employed during the year (1973 – 20 per cent). The charge for current and deferred taxation amounted to £3,856,000 (1973 – £1,996,000). The much higher taxation charge, although the surplus before taxation has fallen, was caused almost wholly by the increase in the Corporation Tax rate from 40 per cent to 52 per cent. This has two effects. First it means that higher provisions have to be made for current and deferred taxation on the current year's operations. Secondly it requires the balance on the deferred taxation account brought forward from 1973 to be adjusted to take account of the higher rate of taxation. This adjustment accounts for £1,033,000 of the total taxation charge of £3,856,000. The surplus available for appropriation after taxation was £1,018,000 (1973 – £3,542,000).

Income

The net decrease in the income for the year was £138,000. The amount payable by programme companies rose by £323,000 as a result of the full year's effect of the increase applied from 1st October 1972 which resulted from a change in the Index of Retail prices to which the rentals are contractually allied. (A further increase which became due contractually from 1st October 1973 has not so far been applied by the Authority.) Interest totalled £1,000,000, just over double the 1973 figure. This is made up of interest received on the Authority's investments, including those of its Reserve Fund, and interest earned by the day to day use of its cash resources, the rates obtainable for the latter having been high during the greater part of the year. The composition of the interest earned is given in Note 6.

The above increases are offset by a net loss of £34,000 on investments realised during the year and a loss of £429,000 on revaluation to market value of those held at 31st March 1974, against a net profit for the equivalent transactions in the previous year of £483,000. There was also a decrease in other income of £24,000.

Expenditure

Despite the effects of inflation and a further increase in the volume of work, the rate of increase in expenditure slowed. The increase was £273,000 (4 per cent) compared with £1,083,000 (17½ per cent) in the preceding year. There were a number of factors which kept the expenditure down. The operation and maintenance of the expanding transmitting network cost an additional £210,000, an increase of only just over 4 per cent. The longer lives being achieved by the

klystrons used in many of the UHF transmitters brought down the cost of maintenance of the equipment; and a relatively mild winter kept power costs well below the expected level. The cost of the planning, construction and development services fell by £61,000 because of staff vacancies. There were also a number of non-recurring items in the 1973 accounts. Expenditure on the Authority's control functions in the fields of programmes and advertising rose by £124,000, just under 21 per cent, a particular factor being the increase in expenditure on programme research of roughly 50 per cent on the preceding year. The charge for depreciation increased by £253,000 to make a total increase, including depreciation, of £526,000.

Surplus

The surplus for the year available for appropriation, after providing for current and deferred taxation, was £1,018,000 which was £2,524,000 less than in the previous year.

APPROPRIATION ACCOUNT

The following appropriation was necessary:

To Capital Reserve	£1,718,000
--------------------	------------

An appropriation for the current year was also necessary in respect of the reserve for the increased cost of replacement of fixed assets. This amounted to £1,250,000. It was, however, decided to reduce by three-quarters the provision already made in respect of VHF transmitting equipment since it is unlikely that more than a limited part of this equipment will be replaced. This reduction amounted to £1,670,000 so that there is a net reduction in this reserve of £420,000. Offsetting this against the appropriation to capital reserve reduces the appropriations to £1,298,000. The available surplus fell short of this sum by £280,000 and a withdrawal from the Reserve Fund of this amount was made to complete the requirement. This has had the effect of reducing that fund to £5,780,000 and leaving an unappropriated balance carried forward on revenue account of £225,000.

LOCAL RADIO

REVENUE ACCOUNT

The revenue account for local radio shows a deficit for the period ended on 31st March 1974 of £286,000 before taxation. Credit has been taken for £155,000 as this loss will be allowed as an offset for taxation purposes, leaving a net deficit for the period of £131,000.

Income

Income during the period amounted to £265,000. To meet the balance of costs incurred both on revenue and capital account, money has been made available on a temporary basis from television funds and an appropriate interest charge has been debited to the radio account, based on market rates. The debt outstanding at 31st March 1974 was £1,085,000. This debt will be cleared during the course of the 1974–75 financial year by drawing on the loan of up to £2 million provided for in Section 30 of the Independent Broadcasting Authority Act 1973.

Expenditure

Expenditure on revenue account amounted to £551,000, over half of this being on the planning and control of the construction of the transmitting stations.

Deficit

The net deficit on revenue account to be carried forward at 31st March 1974 is £351,000.

BALANCE SHEET

The total of net assets shown in the Balance Sheet has increased from £30,286,000 at 31st March 1973 to £33,864,000 at 31st March 1974, an increase of £3,578,000. Of this increase, growth in net fixed assets accounts for £2,256,000 while net current assets have risen by £1,602,000. The withdrawal from the Reserve Fund of £280,000, mentioned above, reduces the total increase to £3,578,000.

Fixed Assets

Statement C shows that expenditure on new fixed assets amounted to £5,140,000 of which £195,000 was on radio and the balance on television. There were, however, disposals of assets, or reclassifications, as detailed in Note 2, which cost £122,000 leaving a net increase in the cost of fixed assets in use of £5,018,000. The depreciation charge for the year was £1,557,000 of which £11,000 was for radio and the remainder for television. The total accumulated depreciation was £9,878,000, but this was reduced by the sum of £41,000 which had accumulated on the assets disposed of, to leave the total depreciation on assets in use at £9,837,000. The net book value at 31st March 1974 was therefore £16,557,000, an increase of £3,502,000 in the year.

Payments made on account of plant and buildings under construction decreased by £1,246,000 during the year to £2,643,000.

Reserve Fund Investments

Certain of the British Government securities in which the Authority's Reserve Fund is invested, or which are held as current assets, were sold during the year at a net loss of £34,000. The sums produced by these sales were reinvested. Those stocks held at 31st March 1974 which had a market value lower than the purchase price were written down to the market value. This resulted in a reduction in the book value of £429,000. The market value of the holdings at 31st March stands, in total, only marginally above the book value at that date.

Current Assets and Liabilities

The excess of current assets over current liabilities, the latter including a sum of £1,613,000 (1973 - £825,000) for current taxation, was £8,884,000 (1973 - £7,282,000).

ADDITIONAL PAYMENTS

These are the payments which the television programme contractors are required to make to the Consolidated Fund (Exchequer) through the Authority under Section 26(1)(b) of the Independent Broadcasting Authority Act 1973, and are calculated by reference to the advertising receipts of the contractors and in accordance with the scale shown in Section 26(4) of the Act. The Authority is responsible for collecting and verifying these amounts but they form no part of the revenues of the Authority. A separate account, with a report by the Comptroller and Auditor General, is laid before each House of Parliament annually. The amount of the additional payments made by the contractors to the Authority in the year to 31st March 1974 was £22,762,512 (1973 - £18,243,451). £21,113,066 of this sum was remitted to the Consolidated Funds of the United Kingdom and Northern Ireland before 31st March and the balance of £1,649,446 in the current financial year.

OTHER INFORMATION

The principal activity of the Authority is as stated in Section 2(1) of the Independent Broadcasting Authority Act 1973:

The function of the Authority shall be to provide in accordance with the provisions of this Act, and until 31st July 1976, television and local sound broadcasting services, additional in each case to those of the British Broadcasting Corporation and of high quality, both as to the transmission and as to the matter transmitted, for so much of the United Kingdom, the Isle of Man and the Channel Islands as may from time to time be reasonably practicable.

The changes in the fixed assets of the Authority during the year are dealt with above under the heading 'Balance Sheet'.

The names of all Members of the Authority during the year under review are given at the beginning of this Annual Report.

Members of the Authority are appointed by the Home Secretary for pre-determined periods.

There are no shareholdings in the Authority.

The aggregate remuneration of employees for the year, excluding payments made by the Authority on their behalf for pension purposes, was £3,118,013.

No goods have been exported by the Authority.

No contributions have been made for political or charitable purposes.

1 Accounts (cont.)

£000 1973	Revenue Account for year ended 31st March 1974	Television £000
	INCOME	
13,054	Received from Programme Contractors	13,377
491	Interest received and receivable (Note 6)	1,000
483	Profit/(Loss) on realisation less (loss) on revaluation of invest- ments	(463)
47	Other income	23
<u>14,075</u>		<u>13,937</u>
	REVENUE EXPENDITURE	
	ENGINEERING	
	<i>Network Operation and Maintenance</i>	
1,612	Salaries, wages, national insurance and pension contributions	1,778
250	Transport and travelling	298
55	Technical training	72
1,048	Hire of vision, sound and control circuits	1,013
335	Power	398
457	Maintenance of equipment and masts	257
314	Sites and premises (Statement B)	309
16	Sundry expenses	20
806	Administrative and general expenses (Proportion - Statement A)	958
<u>4,893</u>		<u>5,103</u>
	<i>Network Planning, Construction and Development</i>	
645	Salaries, wages, national insurance and pension contributions	609
65	Transport and travelling	83
98	Maintenance of technical equipment and materials consumed	126
230	Frequency planning, site testing and field strength investigations	166
151	Premises (Statement B)	161
137	Sundry expenses	32
424	Administrative and general expenses (Proportion - Statement A)	512
<u>1,750</u>		<u>1,689</u>
	PROGRAMME AND ADVERTISING CONTROL	
246	Salaries, wages, national insurance and pension contributions	271
20	Transport and travelling	19
14	Expenses of Advisory Committees	22
83	Programme research	128
56	Premises (Statement B)	59
20	Sundry expenses	15
162	Administrative and general expenses (Proportion - Statement A)	211
<u>601</u>		<u>725</u>
1,293	DEPRECIATION (Statement C)	1,546
<u>8,537</u>		<u>9,063</u>
5,538	SURPLUS BEFORE TAXATION	4,874
1,996	Taxation - (of which £1,033,000 relates to prior year adjust- ment) (Note 7)	3,856
<u>3,542</u>	NET REVENUE CARRIED DOWN	<u>1,018</u>

£000 1973	Appropriation Account for year ended 31st March 1974	Television £000
3,542	NET REVENUE BROUGHT DOWN	1,018
224	BALANCE BROUGHT FORWARD FROM 1973	225
40	TRANSFER FROM RESERVE FUND	280
<u>3,806</u>		<u>1,523</u>
	LESS:	
	TRANSFERS TO RESERVES	
2,536	Capital Reserve	1,718
1,045	Fixed Asset Replacement Reserve:	
	prior year adjustment (Note 8)	(1,670)
3,581	less transfer for current year	1,250
<u>225</u>	UNAPPROPRIATED BALANCE ON REVENUE ACCOUNT	<u>(420)</u>
		<u>225</u>

The notes on page 68 form an integral part of these accounts.

£000 1973	Revenue Account for year ended 31st March 1974										Radio £000
	INCOME										
—	Received from Programme Contractors	264
—	Interest received and receivable	1
—											<u>265</u>
	REVENUE EXPENDITURE										
	ENGINEERING										
	<i>Network Operation and Maintenance</i>										
10	Salaries, wages, national insurance and pension contributions	6
1	Transport and travelling	1
—	Hire of sound and control circuits	8
—	Power	2
—	Maintenance of equipment and masts	6
3	Sites and premises (<i>Statement B</i>)	16
5	Administrative and general expenses (<i>Proportion – Statement A</i>)	3
—											<u>42</u>
19											
	<i>Network Planning, Construction and Development</i>										
64	Salaries, wages, national insurance and pension contributions	131
9	Transport and travelling	22
—	Maintenance of technical equipment and materials consumed	2
141	Frequency planning, site testing and field strength investigations	8
15	Premises (<i>Statement B</i>)	32
11	Sundry expenses	3
42	Administrative and general expenses (<i>Proportion – Statement A</i>)	94
—											<u>292</u>
282											
	PROGRAMME AND ADVERTISING CONTROL										
21	Salaries, wages, national insurance and pension contributions	54
2	Transport and travelling	3
—	Expenses of Advisory Committees	2
5	Premises (<i>Statement B</i>)	12
8	Sundry expenses	5
22	Administrative and general expenses (<i>Proportion – Statement A</i>)	43
—											<u>119</u>
58											
7	INTEREST	87
—	DEPRECIATION (<i>Statement C</i>)	11
—											<u>551</u>
366											
366	DEFICIT BEFORE TAXATION	286
(146)	TAXATION	(155)
—											<u>131</u>
220	DEFICIT FOR THE YEAR	
—	DEFICIT FOR THE YEAR BROUGHT DOWN	131
—	DEFICIT BROUGHT FORWARD FROM 1973	220
—	DEFICIT CARRIED FORWARD AT 31ST MARCH 1974	<u>351</u>

Statement A: Administrative and General Expenses

£000 1973		£000
17	Fees of Authority members	17
736	Salaries, wages, national insurance and pension contributions	891
124	Transport and travelling	191
20	Training	7
42	Professional and legal fees	34
69	Information and public relations	76
158	Premises (<i>Statement B</i>)	184
25	Advertising	56
59	Printing and stationery	58
24	Postage and carriage	29
50	Telephones	68
17	Hire and maintenance of office equipment	84
1	Licence fee	1
38	Contribution to expenses of E.B.U.	47
81	Sundry expenses	78
<u>1,461</u>		<u>1,821</u>

Apportioned as follows:

TELEVISION		
806	Network Operation and Maintenance	958
424	Network Planning Construction and Development	512
162	Programme and Advertising Control	211
<u>1,392</u>		<u>1,681</u>
LOCAL RADIO		
5	Network Operation and Maintenance	3
42	Network Planning Construction and Development	94
22	Programme and Advertising Control	43
<u>69</u>		<u>140</u>
<u>1,461</u>		<u>1,821</u>

Statement B: Sites and Premises

£000 1973		£000
255	Rent	224
323	Rates	356
27	Heating and lighting	39
24	Cleaning	29
46	Building maintenance	79
27	Insurance	46
<u>702</u>		<u>773</u>

Apportioned as follows:

TELEVISION		
314	Network Operation and Maintenance	309
151	Network Planning, Construction and Development	161
56	Programme and Advertising Control	59
<u>521</u>		<u>529</u>
RADIO		
3	Network Operation and Maintenance	16
15	Network Planning Construction and Development	32
5	Programme and Advertising Control	12
<u>23</u>		<u>60</u>
158	Administrative and General Expenses (<i>Statement A</i>)	184
<u>702</u>		<u>773</u>

Statement C: Fixed Assets and Depreciation

	LAND AND BUILDINGS		PLANT AND EQUIPMENT	FURNITURE AND FITTINGS	TOTAL
	Freehold	Short Leases			
	£000	£000			
TELEVISION					
Cost at 31st March 1973	2,360	1,783	16,721	503	21,367
Additions at cost	1,727	302	2,750	166	4,945
Disposals at cost	-	(1)	(105)	(16)	(122)
Cost at 31st March 1974	4,087	2,084	19,366	653	26,190
Depreciation at 31st March 1973	337	471	7,256	257	8,321
Charge for year	61	70	1,371	44	1,546
Depreciation on disposals	-	-	(30)	(11)	(41)
	398	541	8,597	290	9,826
<i>Net Book Value at 31st March 1974</i>	<u>3,689</u>	<u>1,543</u>	<u>10,769</u>	<u>363</u>	<u>16,364</u>
RADIO					
Cost at 31st March 1973	-	-	9	-	9
Additions at cost	-	23	170	2	195
Disposals at cost	-	-	-	-	-
Cost at 31st March 1974	-	23	179	2	204
Depreciation at 31st March 1973	-	-	-	-	-
Charge for year	-	2	9	-	11
Depreciation on disposals	-	-	-	-	-
Depreciation at 31st March 1974	-	2	9	-	11
<i>Net Book Value at 31st March 1974</i>	<u>-</u>	<u>21</u>	<u>170</u>	<u>2</u>	<u>193</u>
TOTAL					
Cost at 31st March 1973	2,360	1,783	16,730	503	21,376
Additions at cost	1,727	325	2,920	168	5,140
Disposals at cost	-	(1)	(105)	(16)	(122)
Cost at 31st March 1974	4,087	2,107	19,545	655	26,394
Depreciation at 31st March 1973	337	471	7,256	257	8,321
Charge for year	61	72	1,380	44	1,557
Depreciation on disposals	-	-	(30)	(11)	(41)
	398	543	8,606	290	9,837
<i>Net Book Value at 31st March 1974</i>	<u>3,689</u>	<u>1,564</u>	<u>10,939</u>	<u>365</u>	<u>16,557</u>

1. ACCOUNTING POLICIES

The following is a summary of the principal accounting policies which have been adopted in preparing the accounts:

(a) Depreciation

Depreciation is calculated on a straight line basis by reference to the expected useful lives of the assets concerned. The principal rates of depreciation are as follows:

freehold buildings	2% per annum
leasehold land and buildings	over term of lease
plant and equipment	7½% to 10% per annum
furniture and fittings	10% per annum

No depreciation is provided on freehold land.

(b) Investments

Investments are valued at the lower of cost and quoted market value determined on an individual basis.

(c) Stocks

Stocks of spares have been valued as follows:

Valves and components	- cost less provision for obsolescence.
Klystrons	- at cost for unused items held in stock and at cost less an amount charged to revenue, based on the proportion of their usage to their expected total working lives for those in circuit.
Development stocks	- cost, including the relevant attributable overheads.

(d) Capital Reserve

The Authority's capital expenditure is funded from revenue. The appropriation to the capital reserve is the excess of the cost of fixed assets in use over the cumulative depreciation provided to date. This reserve is therefore an amount representing the net value of fixed assets in use.

(e) Fixed Asset Replacement Reserve

The fixed asset replacement reserve has been built up by annual appropriations from the Authority's taxed profits. The annual appropriation is calculated by reference to cost indices and is intended to supplement the depreciation charge, which is calculated by reference to historic cost, by such sums as are estimated to be necessary to provide towards the increased cost which would be entailed were those assets to be replaced by identical assets at current costs.

(f) Deferred Tax

Deferred taxation represents a potential liability for corporation tax calculated at the current rate of 52% on the excess of the net book value of certain fixed assets over their corresponding written down value for taxation purposes. It has been calculated after making allowance for expenses incurred for which tax relief has not yet been obtained.

2. FIXED ASSETS (Statement 'C')

"Disposals at cost" of £105,000 and "depreciation" under disposals of £30,000 include amounts attributable to klystrons of £53,000 and £1,000 respectively, which items have now been reclassified as current assets under the heading "Stocks of Spares".

3. CAPITAL PROGRAMME AND COMMITMENTS

The programme of station construction as sanctioned by the Authority for the five-year period to 31st March 1979, including the estimated proportion payable by the Authority for expenditure on UHF television stations to be shared with the British Broadcasting Corporation, is about £18.0 millions of which commitments amounting to £2,672,705 (1973 - £3,721,862) not provided in these accounts had been entered into at 31st March 1974.

4. DEBTORS AND PAYMENTS IN ADVANCE

Debtors include £285,556 (1973 - £330,813) in respect of the British Broadcasting Corporation's share of expenditure on joint works at UHF television stations. Under the terms of existing agreements this

expenditure will be recovered from the Corporation on commencement of transmission by the Authority from the stations concerned.

5. RESERVE FUND

The Reserve Fund is created in accordance with Section 25 (4) of the Independent Broadcasting Authority Act 1973.

6. INTEREST RECEIVED AND RECEIVABLE

Interest receivable of £1,000,000 (1973 - £491,000) includes interest on the Authority's holdings of quoted British Government stocks, £255,000 (1973 - £171,359); interest on tax reserve certificates, £17,000 (1973 - £31,111); interest on temporary loans to the local radio service, £87,000 (1973 - £7,000); the balance representing interest on short term loans and secured loans to staff for house purchase.

Capital and revenue expenditure on the local radio service in excess of rentals received has so far been met by short-term loans of cash from the television service which would otherwise have been invested on the short-term loan market. Interest was charged at the average rate of the Authority's other short-term loans. The total sum borrowed at 31st March 1974 was £1,085,000. This debt will be funded during the course of 1974/75 by drawing on the loan of up to £2 million provided for in Section 30 of the Independent Broadcasting Authority Act 1973.

7. TAXATION

The taxation on the surplus (deficit) for the year as shown by the revenue accounts comprises:

	Television £	Radio £	Total £
Corporation tax at 52%	2,077,000	(430,000)	1,647,000
Transfer to deferred taxation (Note 1(f))	1,779,000	275,000	2,054,000
	<u>3,856,000</u>	<u>(155,000)</u>	<u>3,701,000</u>

The transfer to deferred taxation includes £1,033,000 representing the adjustment in the reserve brought forward from 31st March 1973, caused by the increase in Corporation Tax from 40% to 52%.

8. FIXED ASSET REPLACEMENT RESERVE

In the current year £1,670,000 has been written back from previous provisions relating to assets employed in the VHF transmission system representing VHF transmitters which it is not now expected will be replaced.

9. FIXED ASSETS - STATEMENT C

The television assets include items at an original cost of £3,303,759 (1973 - £3,254,773) which although fully depreciated are still in use. They have no significant realisable value and will be phased out in due course.

10. EMOLUMENTS OF MEMBERS

The fees paid to Members as determined by the Home Office are as follows:

Chairman	£8,200 per annum
Deputy Chairman	£2,000 per annum
Other Members	£1,000 per annum each

11. EMOLUMENTS OF EMPLOYEES

	1973/74	1972/73
£10,001-£12,500	1	1
£12,501-£15,000	4	4
£15,001-£17,500	-	-
£17,501-£20,000	1	1

12. REMUNERATION OF AUDITORS

1973/74	1972/73
£4,750	£4,000

IBA

II The Structure of Independent Broadcasting

(at 31st March 1974)

Independent Television

<i>IBA Area</i>	<i>Programme Companies</i>	<i>Coverage (000s)</i>
The Borders and Isle of Man	Border Television	553
Central Scotland	Scottish Television	4,008
Channel Islands	Channel Television	107
East of England	Anglia Television	6,102
Lancashire	Granada Television	8,040
London	Thames Television (weekdays to 7 p.m. Friday)	13,940
	London Weekend Television (weekends from 7 p.m. Friday)	
Midlands	ATV Network	10,620
North-East England	Tyne Tees Television	2,720
North-East Scotland	Grampian Television	1,847
Northern Ireland	Ulster Television	1,375
South of England	Southern Television	4,989
South-West England	Westward Television	1,601
Wales and West of England	HTV	3,294
Yorkshire	Yorkshire Television	6,200

Independent Local Radio*

<i>IBA Area</i>	<i>Programme Companies</i>	<i>Coverage</i>
Birmingham	Birmingham Broadcasting (BRMB)	Birmingham out to Dudley, Lichfield, Tamworth, Solihull
Edinburgh	Radio Forth	Edinburgh out to Dalkieth, Bonnyrigg, Falkirk, Dunfermline and Kirkcaldy
Glasgow	Radio Clyde	Glasgow out to Milngavie, Kilsyth, Lanark, E. Kilbride, Johnstone
Liverpool	Radio City	Liverpool out to Ormskirk, St Helens, Warrington, Widnes, Ellesmere Port, Birkenhead and parts of Chester
London News	London Broadcasting Company (LBC)	London out to Potters Bar, Epping, Grays, Dartford, Caterham, Leatherhead, Staines
London General	Capital Radio	
Manchester	Piccadilly Radio	Manchester out to Bolton, Bury, Stockport, Newton-le-Willows
Plymouth	Plymouth Sound	Plymouth out to Torpoint, Saltash, Bere Alston, Yelverton, Cornwood, Ivybridge and Newton Ferrers
Sheffield and Rotherham	Radio Hallam	Sheffield and Rotherham out to Rawmarsh, Kiveton Park, Handsworth, Totley, Bradfield, Ecclesfield and parts of Dronfield and Bolsover
Swansea	Swansea Sound	Swansea out to The Mumbles, Llanelli, Burry Port, Neath and Port Talbot
Tyne/Wear	Metropolitan Broadcasting Company	Newcastle upon Tyne and Sunderland out to Durham, Blyth, Morpeth, Ashington, Blyth, and parts of Bishop Auckland, Consett, and Corbridge

*Companies offered contracts before 31st March 1974

III The Authority's Advisory Committees

(at 31st March 1974)

General Advisory Council

Professor J Ring (<i>Chairman</i>)	<i>Professor of Physics, Astronomy Group, Imperial College of Science and Technology</i>
Mrs M Anderson	<i>Teacher of deaf children, Cardiff</i>
Mrs M S Bourn	<i>Housewife, Lisburn, Co. Antrim. Voluntary welfare worker</i>
Mrs A J Dann	<i>Housewife, Chippenham. Barrister. Church Commissioner</i>
Mrs B Fleming-Williams	<i>Housewife, London. Voluntary social worker</i>
Mr Colin George	<i>Artistic Director, The Crucible Theatre, Sheffield</i>
Mr E Grierson JP	<i>Barrister, novelist and historian</i>
Mr D Hemery	<i>Athlete. Teacher.</i>
Mr L W Inniss	<i>Social Worker, Birmingham</i>
Mrs G C Huelin MBE	<i>Senator of the States of Jersey. Housewife</i>
Dr Dilys M Hill	<i>Senior Lecturer in Politics, University of Southampton</i>
Sir John Lawrence Bt OBE	<i>Editor of Frontier</i>
Miss R Lee	<i>Lecturer and Counsellor at Kingsway Princeton College for Further Education, London</i>
Sir Ian Maclennan KCMG	<i>HM Diplomatic Service, retired</i>
Mrs M McTaggart	<i>Examiner in a cigar factory, Glasgow</i>
Mr R L Marshall OBE	<i>Principal of Co-operative College, Loughborough</i>
Mrs M M Mather	<i>Headmistress, Hensingham Infants School, Whitehaven</i>
Mr J W Pardoe MP	<i>Liberal MP for Cornwall North</i>
Mr G Parry	<i>Warden, Teachers' In-Service Education Centre, Pembrokeshire</i>
Lady Pike	<i>Formerly Conservative MP for Melton</i>
Mr W P Reid	<i>District Secretary to the Transport and General Workers' Union, Aberdeen</i>
Mr John Roper MP	<i>Labour MP for Farnworth</i>
Dr Sheilah D Sutherland	<i>Senior Lecturer in Anatomy, University of Manchester</i>
Mr A B Venning	<i>Editor of the Cornish and Devon Post</i>
Mr W P Vinten	<i>Company Director, Suffolk</i>

Scottish Committee

Dr T F Carbery (*Chairman*)
 Mr D Christie
 Rev D L Harper
 Mr J P Hurry
 Mr W W McHarg OBE
 Mrs J R McKelvie
 Mrs D S Mason
 Mr E S Massie
 Mrs M Mullen
 Mr B Smith

Northern Ireland Committee

The Rev T P Bartley
 Mr W A J Browne
 Mrs M F Chalkley
 The Rev Dr R D E Gallagher
 Mr B G Harkin
 Mrs B L Quigley
 Mr J A Rankin
 Mrs J Williams

Welsh Committee

Mr T Glyn Davies CBE (*Chairman*)
 The Rev A R Jones
 Mr Alwyn R Owens

Mr Gerard Purnell
 Miss Joan Sadler
 Mr O Graham Saunders
 Mr D Hugh Thomas
 Mrs Nia Hall Williams

Advertising Advisory Committee

Mr S Howard CBE (*Chairman*)
 Mr H F Chilton
 Mr S W Day
 Mr M English FIPA
 Miss Sylvia Gray MBE
 Mrs Hilary Halpin JP
 Mr D F Lewis FPS
 Mr J S Rainer
 Dr S Wand DCL MB CHB LLD
 Mrs Alma Williams

Medical Advisory Panel

Dr A H Douthwaite MD FRCP
 Professor R D Emslie M SC BDS FDS
 Dr Philip Evans MD M SC FRCP
 Miss Dorothy Hollingsworth OBE BSC FRIC FIFST FIB
 Mr T L T Lewis FRCS FRCOG
 Sir John Richardson Bt MVO MA MD FRCP
 Mr Ian G Robin MA FRCS

Professor Sir Eric F Scowen MD DSC FRCP FRCS FRCPED

FRCPATH

Mr W B Singleton MRCVS

Dr Peter Smith MB BSC FRCP

Dr K A Williams BSC PHD MINSTPET AINSTP FRIC

Educational Advisory Council

Mr Gordon S Bessey CBE MA (*Chairman*)

Mr C D A Bagglely

J T Bain

Dr T Blackstone

Mrs A Corbett

Mr J Fulton

Miss J V R Gregory JP

Mr M Harris

Mr J W Henry

Dr E M Hutchinson

Professor H A Jones

Mr R Maclean

Mr J F Porter

Professor E A O G Wedell

Mr A R D Wright

Representatives of Programme Company Advisory

Committees:

Sir Alec Clegg

The Rt Hon Lord Evans of Hungershall

Professor F H Hilliard

Professor E G White

Chairman, Educational Sub-Committee of Network Programme

Committee (ex-officio member of EAC): Miss E Love

Schools Committee

John W Henry MA (*Chairman*)

Miss M Brearley

Mr B Colgan

Mr K Evans

Mr J F Gale

Mr G Hubbard

Mrs J Illsley

Miss M Jackman

Miss W Kernig

Mrs J M O'Hare

Mr M Marland

Mr D H J Phillips

Mr J Rothwell

Mrs E Bay Tidy OBE

Mrs A Wood

Assessors:

Mr G A B Craig

Mr M Edmundson

Representatives of Programme Company Advisory Committees:

Professor G C Allen

Miss M C Cockayne

Mr J Lavelle

Mr K L Smith

Adult Education Committee

Professor H A Jones (*Chairman*)

Mr J Brown

Mr T A Q Griffiths

Mr D Heap

Mr F Hooper

Mr Ieuan Hughes

Mr K Jackson

Mr K Jones JP

Mr A Kingsbury

Mrs P M Leslie

Mrs L Moreland

Mrs A Williams

Assessors:

Mr N E Hoey

Mr D McCalman

Mr H S Marks

Programme Company Advisers:

Mr F W Jessup

Professor W Walsh

Central Appeals Advisory Committee

Mr C P Hill CB CBE (*Chairman*)

Mr J E Cyril Abraham

Dame Annis Gillie DBE

Mr W L Graham

Miss I O D Harrison MBE

Mr A B Hodgson CMG

Major R Hungerford

Mr A D Lewis

Miss Pamela H Lewis

Air Commodore J W McKelvey CB MBE

Mr P E Pritchard OBE

Dr J Taylor JP

Mr L E Waddilove

The Rev J Callan Wilson

Mr Bryan H Woods MBE

Scottish Appeals Advisory Committee

The Rev J Callan Wilson (*Chairman*)

The Marquis of Aberdeen and Temair CBE TD JP

Professor Sir W Ferguson Anderson OBE

Mr F S Batchelor

The Hon Lord Birsay CBE TD

Dr J Romanes Davidson

Mrs Anne Leask

The Rev J Stewart Lochrie MBE JP

Major Robert MacLean

Mrs E M MacQueen

Mr W Merrilees OBE

Mrs M M Sinclair

Dr A L Speirs

The Rt Hon The Earl of Wemyss and March

The Rev Dr James S Wood

Central Religious Advisory Committee

The Rt Rev Dr R A K Runcie, Bishop of St Albans (*Chairman*)

Professor J N D Anderson

The Rev A Andrew OFM*

The Rev Dr George Balls

The Rev Dr G B Caird

Mr J J Campbell

The Rev Dr W Cattanach

The Rev Canon D L Edwards

The Rev Dr R D E Gallagher*

The Rt Rev A Harris, Bishop of Socia

Mr T Colin Harvey*

The Rev Professor Dr W Hollenwager

The Rev H M Jamieson

The Rev Alwyn Rice Jones*

The Rev R W Hugh Jones

Mr P Keegan

The Rev Canon G MacNamara

The Rt Rev Colin MacPherson, Bishop of Argyll and the Isles

Mrs Peggy Makins

Professor D Martin

Mrs Penelope Minney

The Rev Professor Ian Pitt-Watson

The Rev Donald Reeves*

The Rev E H Robertson

The Rev E Rogers

The Rev Professor H E Root

Mr J L Thorn

The Rev G Tilsley

The Rev Leslie Timmins*

Miss P M Webb

The Most Rev G O Williams, Archbishop of Wales

The Rev Canon Harold Wilson

The Rev W D Wood

The Rt Rev R W Woods, Bishop of Worcester

**Members of the IBA Panel of Religious Advisers*

Local Advisory Committee for Independent Local Radio in London

Miss Kaye Webb MBE (*Chairman*)

Councillor Miss M M Biggart
Councillor P S Bowness
Mr Paul Easton
Mr Mark Elwes
Alderman Leslie Freeman OBE
Mrs Sally King
Professor Maurice Kogan
Miss Felicity Lane Fox
Councillor Tony Judge
Mrs Moray Lewis
Councillor Mrs M Miller JP
Mr Joseph Milner
Alderman L P O'Connor
Mrs A Secker MVO
Alderman L Sherman OBE JP
Miss J A Walcott
Mr Peter Willmott

**Local Advisory Committee for Independent Local Radio
in Glasgow**

Mr Charles Johnston (*Chairman*)
Mrs Sheena Brough
Baillie Mrs Brownlie
Councillor Francis Carlin
Mr R Craig
Mrs Freda Hutchison
Mr Jack Kay
Mr F McMahon
Miss E Quinn
Councillor John Ross
Baillie Gordon Wallace JP

**Local Advisory Committee for Independent Local Radio
in Birmingham**

Mr F E Pardoe (*Chairman*)
Councillor M A F Ellis
Miss Barbara Glasgow JP
Councillor B J Grocott
Mrs Sheila Howes JP
Mr Willis Jones
Mr Michael Joseph
Councillor Mrs M J Stubbs JP
Miss Roisin Ward
Councillor Clive Wilkinson

**Local Advisory Committee for Independent Local Radio
in Manchester**

Mr Bernard Crossley (*Chairman*)
Councillor L Bullas
Councillor J C Hanscomb
Mrs S V Hartshorne JP
Mr J B Haynes
Mr V N Lewis
Councillor A R Littler
Miss Valerie Long
Mrs Pamela MacLaren
Miss Pat McManus
Councillor Mrs J Read
Mr Geoffrey Scargill



IV Authority Offices

HEADQUARTERS	70 Brompton Road, LONDON SW3 1EY 01-584 7011 Telegrams: IBAVIEW LONDON Telex: 24345
ENGINEERING, ESTABLISHMENTS, FINANCE	Crawley Court, WINCHESTER, Hants SO21 2QA <i>Winchester (0962) 823434</i> Telex: 477211
EAST OF ENGLAND	Century Insurance Building, 24 Castle Meadow, NORWICH NR1 3DH <i>Norwich (0603) 23533</i>
MIDLANDS	Albany House, Hurst Street, BIRMINGHAM B5 4BD <i>Regional Officer: 021-692 1060</i> <i>Regional Engineer (Midlands): 021-622 1635/6/7/8</i>
NORTH-EAST ENGLAND, THE BORDERS AND ISLE OF MAN	Collingwood House, Collingwood Street, NEWCASTLE UPON TYNE NE1 1JS <i>Newcastle upon Tyne (0632) 610148/23710</i> 4 The Crescent, CARLISLE CA1 1QN <i>Carlisle (0228) 25004</i>
NORTH-WEST ENGLAND	Television House, Mount Street, MANCHESTER M2 5WT <i>061-834 2707</i>
NORTHERN IRELAND	144 University Street, BELFAST BT7 1HH <i>Belfast (0232) 31442/3</i>
SCOTLAND	Fleming House, Renfrew Street, GLASGOW G3 6SU <i>041-332 8241</i>
SCOTLAND AND NORTHERN IRELAND (Regional Engineer)	37 College Way, DUMBARTON <i>Dumbarton (0389) 67516/7</i>
SOUTH OF ENGLAND	Castle Chambers, Lansdowne Hill, SOUTHAMPTON SO1 0EQ <i>Regional Officer: Southampton (0703) 29115</i> <i>Regional Engineer (South): Southampton (0703) 30461/2</i>
SOUTH-WEST ENGLAND, CHANNEL ISLANDS	Royal London House, Armada Way, PLYMOUTH PL1 1HY <i>Plymouth (0752) 63031</i> 114 Rouge Bouillon, St Helier, JERSEY, Channel Islands
WALES AND WEST OF ENGLAND	Arlbee House, Greyfriars Road, CARDIFF CF1 3JG <i>Cardiff (0222) 28759/30205</i> York House, Bond Street, BRISTOL BS1 3LQ <i>Bristol (0272) 421177</i>
YORKSHIRE	REGIONAL OFFICER: Dudley House, Albion Street, LEEDS LS2 8PN <i>Leeds (0532) 41091</i> REGIONAL ENGINEER (NORTH): Pennine House, Russell Street, LEEDS LS1 5RN <i>Leeds (0532) 33711/2/3</i>

V Senior Staff of the Authority

(at 31st March 1974)

<i>Director General</i>	Brian Young
<i>Deputy Director General (Programme Services)</i>	B C Sendall CBE
Head of Programme Services	J Weltman OBE
Deputy Head of Programme Services	P Jones
Senior Programme Officer	D Glencross
Senior Programme Scheduling Officer	C O B Rowley
Programme Administrative Officer	N E Clarke
Religious Programmes Officer	C J N Martin
Head of Educational Programme Services	B Groombridge
Programme Officers	D P O'Hagan, M Gillies
Head of Research	Dr I R Haldane
Deputy Head of Research	Dr J M Wober
<i>Deputy Director General (Administrative Services)</i>	A W Pragnell OBE DFC
Head of Establishments	R L Fox OBE
Secretary to the Authority	B Rook
Senior Administrative Officer	K W Blyth
Deputy Head of Establishments	R H R Walsh
Personnel Officer	F B Symons
<i>Director of Finance</i>	A S Curbishley OBE
Chief Accountant	R D Downham
Deputy Chief Accountant	R Bowes
Senior Accountant	R N Rainbird
Data Processing Manager	C F Tucker
<i>Director of Engineering</i>	F H Steele
Deputy Director of Engineering	T S Robson OBE
Chief Engineer (Transmitters)	R C Hills
Chief Engineer (Network)	A L Witham
Chief Engineer (Development & Information)	J B Sewter
HEAD OF ENGINEERING INFORMATION SERVICES DEPARTMENT	Dr G B Townsend
Deputy Head of Engineering Information Services Department	B T Hadley
HEAD OF NETWORK AND SERVICE PLANNING DEPARTMENT	F H Wise
Head of Site Selection Section	R M Bicknell
Head of Service Area Planning Section	R J Byrne
Head of Network Planning Section	B F Salkeld
HEAD OF STATION DESIGN AND CONSTRUCTION DEPARTMENT	S G Bevan
Head of Transmission Group	R Wellbeloved
Head of Masts and Aerials Section	J A Thomas
Head of Power Section	J Belcher
Head of Transmitter Section	M H Edwards
Head of Building Section	P J T Haines
Head of Progress and Contracts Section	B T Rhodes
Head of Telemetry and Automation Section	P A Crozier-Cole
Head of Local Radio Project Section	D S Chambers
HEAD OF STATION OPERATIONS AND MAINTENANCE DEPARTMENT	H W Boutall MBE
Head of Operations Section	P S Stanley
Head of Maintenance Section	J D V Lavers MBE
Head of Methods and Operations Unit	R P Massingham
HEAD OF NETWORK OPERATIONS AND MAINTENANCE DEPARTMENT	A James MBE
Head of Technical Quality Control Section	P J Darby MBE
Head of Lines Section	B R Waddington

HEAD OF EXPERIMENTAL AND DEVELOPMENT DEPARTMENT	W N Anderson OBE
Head of Automation and Control Section	G A McKenzie
Head of Video Section	J L E Baldwin
Head of Radio Frequency Section	T G Long
Head of Engineering Services Section	G S Twigg

Regional Engineers

Scotland and Northern Ireland	L Evans
North	H N Salisbury
Midlands	G W Stephenson
South	H French MBE

Engineers-in-Charge

Black Hill	P T Firth
Black Mountain	R Cameron MBE
Burnhope	A D B Martin
Caldbeck	A V Sucksmith
Caradon Hill	K Archer
Chillerton Down	S E Jones (<i>Acting</i>)
Croydon	G E Tagholm MBE
Durris	D H Rennie
Emley Moor	I C I Lamb MBE
Fremont Point	W D Kidd
Lichfield	J W Morris
Mendlesham	W D Thomas
Moel-y-Parc	E Warwick
St. Hilary	W Woolfenden MBE
Winter Hill	W G Learmonth

<i>Director of Radio</i>	J B Thompson
Senior Officers	R D Kennedy, G E Margolis

<i>Head of Advertising Control</i>	A Graham OBE
Senior Advertising Control Officer	H G Theobalds
Advertising Control Officers	Y A Millwood, J B Smith

<i>Head of Information</i>	B C L Keelan
Deputy Head of Information	J Guinery
Head of Publications	E H Croston
Publicity and Television Gallery Manager	M H G H Hallett

<i>Regional Officers</i>	
East of England	J N R Hallett MBE
Midlands	F W L G Bath
North-East England and The Borders	R F Lorimer
North-West England	J E Harrison
Northern Ireland	A D Fleck
Scotland	J Lindsay
South of England	J A Blair Scott
South-West England, Channel Islands	W A C Collingwood OBE
Wales and West of England	L J Evans OBE
Yorkshire	R Cordin

VI The ITV Programme Companies and ITN

(at 31st March 1974)

ANGLIA TELEVISION LTD

Anglia House, Norwich NOR 07A
 Brook House, 113 Park Lane, London W1Y 4DX
 Television House, 10-12 Mount Street, Manchester M2 5WT
 Regent House, Ferensway, Kingston upon Hull
 Hainton House, Hainton Square, Grimsby, Lincolnshire

Directors

The Marquess Townshend of Raynham (*Chairman*)

Donald Albery

Aubrey Buxton MC

Glyn Daniel

Sir Peter Greenwell Bt

R G Joice

Desmond E Longe MC DL

D S McCall (*Secretary*)

J P Margetson (*Sales Controller*)

Laurence Scott

John Woolf

Executives

J F M Roualle (*Administration Controller*)

K Elphick (*Programme Planning Executive*)

A T C Barnett (*Station Engineer*)

P J Brady (*Head of Press and Public Relations*)

R J Pinnock (*Assistant Company Secretary*)

C Willock (*Head of Natural History Unit*)

J Jacobs (*Head of Drama*)

F O'Shea (*Production Manager*)

F Taylor (*Head of Documentaries and Adult Education*)

ATV NETWORK LTD

ATV Centre, Birmingham B1 2JP

ATV Studio Centre, Eldon Avenue, Borehamwood, Herts

ATV House, 17 Great Cumberland Place, London W1A 1AG

Directors

Sir Lew Grade (*Chairman and Managing Director*)

Jack F Gill (*Deputy Chairman and Finance Director*)

Bruce Gyngell (*Deputy Managing Director*)

Sir Eric Clayson; Norman Collins; Bill Ward OBE (*Director of Programmes*)

Francis Essex (*Production Controller*)

Len Mathews OBE (*General Manager, Midlands*)

Sir George Farmer

Sir Raymond Brookes

Executives

D S Williams (*Company Secretary*)

J Wardrop (*Director of Sales*)

G Spencer (*Sales Controller*)

D Basinger (*Controller, Elstree Studios*)

C Fox (*Controller, Midlands Studios*)

A Brook (*Financial Controller*)

A Lucas (*Legal Advisor*)

Gerry Kaye (*Chief Engineer*)

Alan Deeley (*Chief Press Officer*)

C Clarke (*Executive Producer - Plays*)

C Denton (*Head of Documentaries and Factual Programming*)

P Gibson (*Head of Staff Relations*)

A Flanagan (*Head of Outside Broadcasts*)

Billy Wright CBE (*Head of Sport*)

A Page (*Schedules Controller and Planning Officer*)

P Mears (*General Sales Manager*)

S Smith (*Regional Sales Manager*)

BORDER TELEVISION LTD

The Television Centre, Carlisle CA1 3NT

33 Margaret Street, London W1N 7LA

Directors

Sir John Burgess OBE TD DL JP (*Chairman*)

James Bredin (*Managing Director and Controller of Programmes*)

B C Blyth (*Sales Director*)

Major T E Brownsdon OBE JP

The Earl of Lonsdale

J I M Smail OBE MC TD DL

Colonel The Earl of Stair CVO MBE JP

J C Wade OBE JP

Ronald H Watts (*General Manager and Company Secretary*)

Esmond Wright

Executives

J D Batey (*Assistant Controller of Programmes (Production)*)

J Graham (*Assistant Controller of Programmes (Planning)*)

H J C Gower (*Chief Engineer*)

F J Bennett (*Public Relations Manager and Schools Liaison Officer*)

Neil Welling (*Sales Manager*)

K Coates (*Regional Sales Manager*)

CHANNEL TELEVISION

(*Channel Islands Communications (Television) Limited*)

The Television Centre, Rouge Bouillon, St Helier, Jersey, CI

Les Arcades, Market Street, St Peter Port, Guernsey, CI

Directors

E D Collas (*Chairman*)

K A Killip OBE (*Managing Director*)

E H Bodman

M J Brown

Harold Fielding

G le G Peek

W N Rumball

Advocate T Cubitt Sowden

Mrs George Troy

Executives

Brian Turner (*Operations Manager*)

Phill Mottram Brown (*Head of Sales*)

John Rothwell (*Head of News and Features*)

Alastair McLintock (*Company Secretary*)

GRAMPIAN TELEVISION LTD

Queen's Cross, Aberdeen AB9 2XJ

103/105 Marketgait, Dundee DD1 1QT

Directors

Captain Iain M Tennant JP (*Chairman*)

Alex Mair MBE (*Chief Executive*)

James F Buchan OBE (*Programme Controller*)

G Wallace Adam

The Dowager Viscountess Colville of Culross OBE

Principal James Drever

The Lord Forbes KBE DL JP

James Shaw Grant CBE JP

Calum A MacLeod

Neil Paterson

Lord Tayside OBE JP

Executives

Alastair Beaton (*Publicity and Promotions Executive*)
Robert L Christie (*Operations Manager*)
A G Dey (*Company Secretary*)
A A C Elkins (*Head of Film*)
Robert C Hird (*Production Controller*)
Alex R Ramsay (*Chief Engineer*)
Charles C Smith MBE (*Controller of News and Current Affairs*)
Jeremy S Taylor (*Programme Planning Controller*)

G H Sylvester CBE

E L Thomas
W Vaughan-Thomas
R W Wordley (*Sales Director*)

Executives

P S B F Dromgoole (*Programme Controller, West of England*)
T Knowles (*Company Secretary*)
T A H Marshall (*Chief Engineer*)
W J Morgan (*Programme Adviser*)
M R Towers (*Deputy Programme Controller, Operations*)
A Vaughan (*Programme Controller, Wales*)

GRANADA TELEVISION LTD

Granada TV Centre, Manchester M60 9EA
36 Golden Square, London W1R 4AH

Directors

Cecil G Bernstein (*Chairman*)
Alex Bernstein (*Joint Managing Director*)
J Denis Forman (*Joint Managing Director*)
J C B Amyes
Sir P E O Bryan MP
L A W Diamond (*General Manager*)
D Plowright (*Programme Controller*)
J Warton
Professor F C Williams

Executives

W Dickson (*Company Secretary and Financial Controller*)
P Rennie* (*Sales Director*)
K E P Fowler (*Controller of Engineering*)
A C Gilbert (*Chief Accountant*)
N Frisby (*Chief Press Officer*)

Programme Committee

Cecil G Bernstein
Alex Bernstein
J Denis Forman
J C B Amyes
D Plowright
P Eckersley
D Granger
B Heads*
G Macdonald
M Murphy
A Quinn
M Scott
J Wallington
Joyce Wooller
*Executive Directors

HTV LTD

The Television Centre, Cardiff CF1 9XL
The Television Centre, Bristol BS4 3HG
99 Baker Street, London W1M 2AJ

Directors

The Rt Hon Lord Harlech PC KCMG (*Chairman*)
A T Davies QC (*Vice-Chairman and Chairman of the Welsh Board*)
G E McWatters (*Vice-Chairman and Chairman of West of England Board*)
A J Gorard (*Managing Director*)
J Aeron-Thomas
Stanley Baker
W G Beloe
Richard Burton CBE
W F Cartwright DL
J E C Clarke
A R Edwards
Sir Geraint Evans CBE
R A Garrett
M Geraldo
W A Hawkins
T Hoseason-Brown
A Llewelyn-Williams
Lady E J Parry-Williams

LONDON WEEKEND TELEVISION LTD

South Bank Television Centre, Kent House, Upper Ground,
London SE1 9LT
Wycombe Road, Wembley, Middlesex
Thomson House, 1-23 Withy Grove, Manchester M60 4BJ

President

Aidan Crawley

Directors

The Rt Hon John Freeman (*Chairman and Chief Executive*)
Lord Hartwell (*Deputy Chairman*)
The Hon David Astor
Cyril Bennett (*Controller of Programmes*)
Lord Campbell of Eskan
Robert Clark
Vic Gardner (*General Manager*)
Duncan McNab
Peter McNally (*Financial Controller*)
The Hon David Montagu
Ron Miller (*Sales Director*)
Rupert Murdoch
G H Ross Goobey
Evelyn de Rothschild

Executives

Rex Firkin (*Deputy Controller of Programmes, Drama*)
John Bromley (*Deputy Controller of Programmes, Sport*)
John Blyton (*Deputy Controller of Programmes (Organisation)*)
Eric Flackfield (*Deputy Controller of Programmes (Planning)*)
Michael Grade (*Deputy Controller Programmes, Light Entertainment*)
Geoffrey Hughes (*Deputy Controller of Programmes, Features*)
Peter Cazaly (*Production Controller*)
Roger Appleton (*Chief Engineer*)
Roy van Gelder (*Controller, Staff Relations*)
Cyril Orr (*Company Secretary*)
John Baker (*Chief Accountant*)
Charles Bayne (*Head of Press and Publicity*)
Alf Chapman (*Head of Administration*)
Tony Hephher (*Head of Visual Services*)
Harry Rabinowitz (*Head of Music Services*)
Martin Case (*Head of Casting*)
Suzanne Cleaver (*Head of Research Services*)
Craig Pearman (*General Sales Manager*)

SCOTTISH TELEVISION LTD

Theatre Royal, Hope Street, Glasgow G2 3PR
70 Grosvenor Street, London W1X 0BT
Station Tower, Coventry CV1 2GR
The Gateway, Edinburgh EH7 4AH

Directors

James M Coltart (*Chairman*)
William Brown CBE (*Managing Director*)
Sir Samuel Curran
Hugh W Henry (*Sales Director*)
Mrs Barbara Leburn MBE
Andrew Stewart CBE
Lord Taylor of Gryfe
Sir William Walker
Viscount Weir CBE
The Earl of Wemyss and March KT

Executives

Anthony Firth (*Controller of Programmes*)
Lewis J M Hynd (*Company Secretary/Financial Controller*)
J R Miller (*Technical Controller*)
John Loch (*Public Relations Manager*)
Colin S Waters (*Personnel and Labour Relations Manager*)
David Johnstone (*Assistant Controller of Programmes*)
Robert McPherson (*Edinburgh Controller*)
Don J Kinloch (*Chief Accountant*)
F Coia (*Facilities Controller*)
John Dunlop (*Chief Engineer*)

SOUTHERN TELEVISION LTD

Southern Television Centre, Northam, Southampton SO9 4YQ
Glen House, Stag Place, Victoria, London SW1E 5AX
Dover Studio, Russell Street, Dover
Peter House, Oxford Street, Manchester M1 5AQ
2 Copthall House, Station Square, Coventry CV1 2FZ
38 Earl Street, Maidstone 10
63 High West Street, Dorchester, Dorset
39 Duke Street, Brighton BN1 1AH
23-24 Union Street, Reading

Directors

Sir John Davis (*Chairman*)
C D Wilson CBE MC (*Managing Director*)
Professor Asa Briggs
G W L Christie
G R Dowson
The Hon V H E Harmsworth
B G Henry (*Marketing and Sales Director*)
Mr P J B Perkins
R M Shields
Berkeley Smith (*Controller of Programmes*)
B H Thomson TD
D B Thomson
Sir Richard Trehane
B Harper MC
R W Evans

Officers

F W Letch (*General Manager and Company Secretary*)
Jack Hargreaves OBE (*Deputy Controller of Programmes*)
A F Jackman (*Assistant Controller - Programme Administration*)
Terry Johnston (*Assistant Controller - News and Features*)
Lewis Rudd (*Assistant Controller - General Programmes*)
Basil Bultitude (*Chief Engineer*)
D R Baker (*Chief Accountant/Labour Relations Officer*)
John Fox (*General Sales Manager*)
M Crawford (*Head of Programme Planning and Presentation*)
S Wade (*Head of Outside Broadcasts*)
Maurice Thrift (*Publicity Manager*)
John Braybon (*Education Officer*)

THAMES TELEVISION LTD

Thames Television House, 306-318 Euston Road, London NW1 3BB
Studios: Teddington Lock, Teddington, Middlesex TW11 9NT
Norfolk House, Smallbrook Queensway, Birmingham B5 4LJ

Directors

Howard Thomas CBE (*Chairman*)
G A Cooper (*Managing Director*)
John T Davey
D R W Dicks
H S L Dundas DSO DFC
B R Greenhead OBE (*Director of Studios and Engineering*)
J Isaacs (*Director of Programmes*)
J E Read
I M Scott (*Director of Finance*)
T H Tilling
C S Wills (*Assistant Managing Director and Director of Administration*)

Executives

B E Marr (*Secretary*)
James F Shaw (*Sales Director*)
J Andrews (*Controller, Programme Department*)
J Edwards (*Controller of Feature Programmes*)
Philip Jones (*Controller of Light Entertainment*)
Guthrie Moir (*Controller of Educational and Religious Programmes*)
Sue Turner (*Controller of Children's Programmes*)
Grahame Turner (*Controller of Outside Broadcasts*)
J S Sansom (*Technical Controller*)
J Hambley (*Controller, Advertising and Publications*)
R J Hughes (*Sales Controller*)
T W Pace (*Head of Production Services*)
D Cullimore (*Chief Press Officer*)
M Lawson (*Chief Accountant*)
J A M Sutherland (*Programme Sales*)
D Thornes (*Research Manager*)
L G Lugg (*Programme Co-ordinator*)
E E Parry (*Controller Administration*)

TYNE TEES TELEVISION LTD

The Television Centre, City Road, Newcastle upon Tyne NE1 2AL
London Office: Trident House, Brooks Mews, London W1Y 1LF

Directors

Sir Geoffrey Cox CBE (*Executive Chairman*)
Sir Ralph Carr-Ellison TD JP (*Deputy Chairman*)
Peter S Paine DFC (*Managing Director*)
Arthur E Clifford (*Director of Programmes*)
R H Dickinson
Professor E J R Eaglesham
J P Graham
Dr Henry G Miller
D G Packham (*Technical Director*)
Viscount Ridley TD DL
Peter Wrightson OBE

Executives

Gordon S Wood (*Company Secretary*)

ULSTER TELEVISION LTD

Havelock House, Ormeau Road, Belfast BT7 1EB
19 Marylebone Road, London NW1

Directors

The Rt Hon The Earl of Antrim KBE JP (*Chairman*)
William B MacQuitty (*Deputy Chairman*)
(*Alternate as Director - Mrs Betty MacQuitty*)
R B Henderson (*Managing Director*)
The Rt Hon The Countess of Antrim
Miss Betty E Box OBE
H R C Catherwood
C S G Falloon
Captain O W J Henderson
J P Herdman
M R Hutcheson (*Sales Director*)
G C Hutchinson
J B McGuckian
Major G B MacKean DL JP
J L MacQuitty QC
E M R O'Driscoll (*Alternate as Director - E J O'Driscoll*)
S R Perry (*Programme Controller*)
S S Wilson

Executives

F A Brady (*Chief Engineer*)
J A Creagh (*Head of Presentation Press and Publicity*)
A Finigan (*Head of Production*)
B W Lapworth (*Northern Ireland Sales Manager*)
R McCoy (*Company Secretary*)
H Mason (*Personnel Manager*)
E A L Radclyffe (*London Sales Manager*)

WESTWARD TELEVISION LTD

Derry's Cross, Plymouth, Devon PL1 2SP
11 Connaught Place, Marble Arch, London W2 2EU
Dominions House, 23-25 St Augustine's Parade, The Centre,
Bristol BS1 4UG

Directors

Peter E Cadbury (*Executive Chairman*)
The Rt Hon The Earl of Lisburne (*Deputy Chairman*)
Ronald A Perry (*Managing Director*)
Winston Brimacombe OBE
Robert G Cooke MP
Terence T Fleet (*Production Controller*)
The Hon Simon D R Lennox-Boyd
George H Lidstone
R Ralph Miller (*Company Secretary*)
Harry E Turner (*Sales Controller*)

Executives

David Dickinson (*Technical Controller*)
John D Cooper (*Head of Films*)
Ronald L Elliott (*Head of Publicity*)
F David Sunderland (*Head of Presentation*)
Michael H Warren (*Programme Planning Controller*)
Henry F H Whitfield (*Education Officer*)
Albert W Maillardet (*Chief Accountant*)

YORKSHIRE TELEVISION LTD

The Television Centre, Leeds LS3 1JS
Trident House, Brooks Mews, London W1Y 1LF
Charter House, Sheffield S1 3EJ
Paragon Street, Hull
2 Saltergate, Lincoln
Brazennose House, Brazennose Street, Manchester 2

Directors

Sir Richard B Graham Bt OBE DL (*Chairman*)
G E Ward Thomas CBE DFC (*Deputy Chairman and Joint
Managing Director*)
E Stuart Wilson (*Joint Managing Director*)
Paul Fox (*Director of Programmes*)
Stanley H Burton
The Lord Cooper
Mrs L A Evans
S H Hall
J G S Linacre AFC DFM

N G W Playne

George Brotherton Ratcliffe
D L Sumner (*General Manager*)
Professor William Walsh
G Oliver Worsley TD

Executives

Kenneth Bellini (*Head of Programme Planning*)
Miss Muriel Cole (*Head of Casting*)
Jeffrey Edwards (*Head of Film Operations*)
Anthony Essex (*Head of Special Features*)
John Fairley (*Head of News and Current Affairs*)
Brian Harris (*Head of Programme Services*)
Lawrie Higgins (*Head of Sport*)
Philip Parker (*Director of Engineering*)
Brian Rose (*Regional Sales Manager*)
Peter Scroggs (*Head of Education*)
Leslie Thornby (*Company Secretary*)
Alec Todd (*Head of Public Relations*)
Peter Willes (*Head of Drama*)
Duncan Wood (*Head of Light Entertainment*)
Jess Yates (*Head of Children's Programmes*)

INDEPENDENT TELEVISION NEWS LTD (ITN)

ITN House, 48 Wells Street, London W1P 4DE

Directors

Sir Robert Fraser OBE (*Chairman*)
Julian Amyes (*Deputy Chairman*)
Nigel Ryan (*Editor and Chief Executive*)
William Brown CBE
Anthony Gorard
Peter Cadbury
Norman Collins
Sir Geoffrey Cox CBE
John Freeman
W D J Hodgson (*General Manager*)
David Nicholas (*Deputy Editor*)
Howard Thomas CBE

Executives

D Moloney (*Company Secretary/Chief Accountant*)
Peter Ward (*Chief Engineer*)
M Batchelor (*Production Controller*)
L Richardson (*Facilities Controller*)

IBA

VII The ILR Programme Companies

LONDON BROADCASTING COMPANY*(appointed programme contractor for the ILR London News service)*

Communications House, Gough Square, London EC4P 4LP

	<i>Ordinary & Preferred Shares</i>	<i>Unsecured Loan Stock 1976/85</i>
	<i>%</i>	<i>%</i>
	<i>Voting Rights</i>	
Associated Newspapers Group Ltd.*	22.65	24.60
Charterhouse Securities Ltd.	22.65	23.54
Selkirk Communications Ltd.	22.65	25.77
Home Counties Newspapers*	7.14	9.36
IBC Sound Recording Studios Ltd.	6.06	4.74
Universal News Services	4.29	3.36
John E Dallas & Sons Ltd.	3.55	—
Michael Sissons & Others	3.33	2.61
Coutts & Co. (For A/C Michael Sissons & Others)	2.73	2.14
The Automobile Association	1.82	1.42
Adrian Ball Associates (Holdings Ltd.)	1.61	1.26
Michael W Rapinet	0.40	0.32
Adrian Andrew Ball	0.34	0.27
Dimbleby & Sons Ltd.*	0.28	0.23
Sir Charles Trinder	0.22	0.17
Freeman & Garlick (Holdings) Ltd.	0.08	0.06
Colin Kelsey	0.08	0.06
Norman Strauss	0.08	0.06
Sir Gordon Newton	0.04	0.03
	<u>100.00</u>	<u>100.00</u>

Notes:

- (i) The company has issued £375,000 Ordinary shares, £375,000 Preferred ordinary shares and £937,500 unsecured loan stock. The ordinary shares carry one vote per share. The preferred ordinary shares carry 3 votes per share and also have preferential rights as to dividend and return of assets. Additional finance is available through the company's bankers.
- (ii) Shareholders marked with an asterisk are newspaper publishers.
- (iii) The directors of the company are: Sir Gordon Newton (*Chairman*); Brian Harpur (*Deputy Chairman*); R W S Gibbs; Kenneth Baker; Ross McCreath and Stuart MacKay (alternates for K Baker); John Bowman; Adrian Ball; George Clouston; Alfred Geiringer; Brenda Maddox; Michael Rapinet; Michael Sissons. The Company Secretary and Financial Controller is Vincent Hill.

CAPITAL RADIO*(appointed programme contractor for the ILR London General service)*

Euston Tower, London NW1 3DR

	<i>Ordinary Shares</i>	<i>Loan Stock</i>
	<i>%</i>	<i>%</i>
Dominfast Ltd.	38.13	36.21
Local News of London Ltd.*	17.60	23.12
Rediffusion Radio Holdings Ltd.	17.60	16.98
Evening Standard Co. Ltd.*	9.69	11.16
The Observer (Holdings) Ltd.*	9.62	9.50
Richard Attenborough	2.91	2.34
Lord Willis	1.62	—
Other individuals holding less than 1%	2.83	0.69
	<u>100.00</u>	<u>100.00</u>

Notes:

- (i) The company has issued £231,523 ordinary shares and £398,752 of loan stock (£250,000 fully paid, £148,752 5p paid). A further £18,477 ordinary shares is reserved for allotment to senior executives. The unsecured loan stock can be converted at any time, at the option of the lender, into non-voting 'B' ordinary shares. Additional finance is available through the company's bankers.
- (ii) Shareholders marked with an asterisk indicate newspaper publishers.
- (iii) Local News of London Ltd is a company consisting of 22 publishing companies producing 132 different weekly newspaper titles in the London area.
- (iv) The shareholders in Dominfast Ltd. are:
- | | <i>%</i> |
|------------------------------------|---------------|
| B. Barclay-White | 25.00 |
| Bristol Industrial Securities Ltd. | 15.00 |
| Bryan Forbes | 15.00 |
| Richard Attenborough | 15.00 |
| Michael Flint | 10.00 |
| Peter Saunders | 5.00 |
| George Martin | 5.00 |
| David Jacobs | 5.00 |
| Other minor shareholders | 5.00 |
| | <u>100.00</u> |
- (v) The directors of the company are: Richard Attenborough (*Chairman*); John Whitney (*Managing Director*); B Barclay-White; A F Bartlett; W H Beets; Graham Binns; R M Denny; Bryan Forbes; J C Littlejohns; Brian Nicholson; R A Stiby; Lord Willis. The Company Secretary is G B Morgan.

BIRMINGHAM BROADCASTING*(appointed programme contractor for the ILR Birmingham station)*

P.O. Box 555, Alpha Studios, Aston Road North, Birmingham B6 4BX

	<i>Voting Shares</i>	<i>Non-voting Shares</i>
	<i>%</i>	<i>%</i>
Birmingham Post & Mail Group Ltd.*	10.00	15.00
Birmingham Co-operative Society Ltd.	6.00	9.00
Guest Keen & Nettlefolds Ltd.	6.00	6.67
Automobile Association	5.00	5.00
General and Municipal Workers' Union	5.00	5.00
Lewis's Ltd.	5.00	4.16
David Pinnell	5.00	1.67
V H Johnson (Held in trust for local youth organisations)	4.00	2.67
Midland & Northern Securities Ltd.	3.50	2.33
Davenport's C.B. Ltd.	3.00	2.00
Delta Metal Co. Ltd.	3.00	3.33
Imperial Metal Industries Ltd.	3.00	6.17
Tube Investments Ltd.	3.00	2.67
ATV Investments Ltd.	2.50	8.92
West Midlands Press Ltd.*	2.00	3.08
Berrows Organisation Ltd.*	2.00	2.50
Burton Daily Mail Ltd.*	2.00	2.08
Lichfield Mercury Ltd.*	2.00	0.75
Tamworth Herald Co. Ltd.*	2.00	0.75
Allied Breweries (UK) Ltd.	2.00	1.33
Debenhams Ltd.	2.00	1.33
Birmingham Chamber of Commerce & Industry	2.00	1.33

Mitchells & Butlers Ltd.	2.00	1.34
Snipemead Ltd.	2.00	1.33
Reg Davies	2.00	1.67
Express & Star (Wolverhampton) Ltd.*	1.00	2.00
Association of Professional Executive, Clerical and Computer Staffs	1.00	1.50
John Russell	1.00	0.17
C Coombs	1.00	0.17
J Ferguson	1.00	0.17
R Jaffa	1.00	0.17
D King	1.00	0.16
Sir Frank Price	1.00	0.17
J Saville	1.00	0.16
B Zissman	1.00	0.16
Other individuals holding less than 1%	2.70	0.67
Reserved for staff	1.30	2.42
	<u>100.00</u>	<u>100.00</u>

Notes:

- (i) The company has issued £50,000 'A' voting ordinary shares and £300,000 'B' non-voting ordinary shares. Additional finance is available through the company's bankers.
- (ii) Shareholders marked with an asterisk are newspaper publishers.
- (iii) The Directors of the company are: A J Parkinson (*Chairman*); David Pinnell (*Managing Director*); John Russell (*Programme Director*); Reg Davies (*Sales Director*); Keith Hayes (*News Editor*); G N Battman; J Mason; Miss Beryl Foyle; J F Howard; E Swainson.
The Chief Accountant/Company Secretary is L Trethewey

PICCADILLY RADIO

(appointed programme contractor for the ILR Manchester station)

127-131 The Piazza, Piccadilly Plaza, Manchester M1 4AW

	Ordinary Shares	Redeemable Preference Shares
	%	%
St. Regis Newspapers Ltd.*	11.00	11.00
The Guardian & Manchester Evening News Ltd.*	10.00	10.00
Granada TV Ltd.	8.00	8.00
H. & J. Quick Group Ltd.	8.00	8.00
Bolton & Wigan & Oldham Co- operative Societies	6.00	6.00
Sir John Foster	5.00	5.00
Northern Commercial Trust (Investments) Ltd.	5.00	5.00
Philip Birch	5.00	5.00
Anthony Blond	4.00	8.00
G. & A. N. Scott Ltd.*	4.00	4.00
South Lancashire Newspapers Ltd.*	4.00	4.00
Mackie & Co. Ltd.*	4.00	4.00
Amalgamated Textile Workers' Union (A.W.A. Div.)	3.00	3.00
Authority Investments Ltd.	3.00	3.00
British & American Film Holdings Ltd.	3.00	3.00
Associated Independent Radio Group Ltd.	2.50	2.50
Desmond Briggs	2.00	—
Andrew McCall	2.00	—
John Gould & Others	2.00	2.00
Other Individual Holdings less than 1%	2.00	1.42
Michael Peacock	1.92	—
Michael Winstanley MP	1.50	1.50
Niel Pearson	1.08	1.08
Arthur Hopcraft	1.00	1.00
David Jacobs	1.00	1.00
Monitor Enterprises Ltd.	—	2.50
	<u>100.00</u>	<u>100.00</u>

Notes:

- (i) The company has issued £130,000 ordinary shares and £130,000 redeemable preference shares. Additional finance is available through the company's bankers.
- (ii) Shareholders marked with an asterisk are newspaper publishers.
- (iii) The Directors of the company are: Niel Pearson, CBE (*Chairman*); Norman Quick (*Vice-Chairman*); Philip T Birch (*Managing Director*); A R Armit: F J Beswick; Anthony Blond; Sir Paul Bryan, DSO, MC MP; Sir John Foster, KBE, QC; Sidney Friedland; Arthur Hopcraft; Harry Kirkpatrick; Mary Mason, JP; Dame Kathleen Ollerenshaw, DBE; Michael Peacock; J H Perrow; Stanley Porter; Joseph Wilmot; Dr Michael P Winstanley, MP; Lord Wright of Ashton under Lyne, CBE.
The Chief Accountant/Company Secretary is B G Jones

RADIO CLYDE

(appointed programme contractor for the ILR Glasgow station)

Ranken House, Blythswood Court, Anderston Cross Centre, Glasgow G2 7LB

	Ordinary Voting Shares %	Ordinary Non-voting Shares %
Evening Citizen Ltd.*	10.00	15.00
George Outram & Co. Ltd.*	8.00	8.00
Scottish Television Ltd.	7.00	9.00
Scottish Daily Record & Sunday Mail Ltd.*	6.50	6.50
Clydesdale Bank Limited	5.00	5.00
Scottish & Universal Newspapers Ltd.*	4.00	4.00
Stenhouse Holdings Limited	4.00	4.00
William Collins Sons & Co. Ltd. Coatbridge, Clydebank, Dalziel, Paisley, Rutherglen, Shettleston	4.00	4.00
Co-operative Societies Ltd.	4.00	4.00
Ian Chapman	3.50	2.00
James Gordon	3.50	2.00
Strathclyde News Holdings Ltd.*	3.00	3.00
J Dickson Mabon	2.33	1.00
Kenneth McKellar	2.33	1.00
A J Murray	2.33	1.00
West Common Holdings Ltd.	2.00	2.00
General and Municipal Workers' Union (Scottish Region)	2.00	2.00
Caledonian Associated Cinemas Ltd.	2.00	2.00
House of Fraser Ltd.	2.00	2.00
Co-operative Wholesale Society (Scottish Region)	1.00	1.00
Strathclyde University	1.00	1.00
Automobile Association	1.00	1.00
Scottish International Education Trust	1.00	1.00
Scottish Metropolitan Property Co. Ltd.	1.00	1.00
William Brown	1.00	1.00
Sir Iain Stewart	1.00	1.00
Professor Esmond Wright	1.00	1.00
Terry Bate	1.00	1.00
Sean Connery	1.00	1.00
Robin MacLellan	1.00	1.00
Singleton Cinemas	1.00	1.00
Reo Stakis	1.00	1.00
Jackie Stewart	1.00	1.00
G B Allan	0.84	0.83
Cliff Hanley	0.50	0.50
Catholic Herald Ltd.*	0.50	0.50
Church of Scotland Dept. of Publicity and Publications	0.50	0.50

City of Glasgow Society of Social Service	0.17	0.17
Reserved for senior executives and others	6.00	6.00
	<u>100.00</u>	<u>100.00</u>

Notes:

- (i) The company has issued £600 ordinary voting shares and £300,000 ordinary non-voting shares (50p paid). Additional finance is available through the company's bankers.
- (ii) Shareholders marked with an asterisk are newspaper publishers.
- (iii) The directors of the company are: F I Chapman (*Chairman*); James Gordon (*Managing Director*); William Brown; J Dickson Mabon; Kenneth McKellar; A J Murray; Sir Iain Stewart; Professor Esmond Wright.
The Company Secretary is Gordon Allan

Bruce Lewis	5.00
Paul Nicholson	1.00
Mrs S Ramsden	1.00
John Josephs	1.00
Kevin Rowntree	1.00
Geoffrey Coates	1.00
Neil Robinson	1.00
Sir R W Elliott	1.00
Derek Robb	1.00
L Harton*	1.00
Peter Lewis	1.00
Nancy Ridley	0.50
J Harper	0.10
Others	2.65
	<u>100.00</u>

METROPOLITAN BROADCASTING

(appointed programme contractor for the ILR Tyne/Wear station)

Radio House, Longrigg, Swalwell, Newcastle Upon Tyne

	Ordinary Shares %
Swan Hunter Group Ltd.	11.00
Vaux and Associated Breweries Ltd.	11.00
Bellway Holdings (formerly North British Properties Ltd.)	11.00
Newcastle Chronicle and Journal Ltd.*	11.00
Westminster Press Ltd.*	7.50
Portsmouth and Sunderland Newspapers*	7.50
Leslie Grade (Films) Ltd.	7.00
North Eastern Co-operative Society	5.00
NATSOPA and other TUC members	1.50
T Bate	1.00
T McIver	1.00
H B Gold	1.00
W Sharman	1.00
Sunderland FC	0.25
Sir John Hunter	5.00

Notes:

- (i) The shareholders will subscribe a total of £100,000 in ordinary voting shares. Additional finance will be available; through the company's bankers.
- (ii) Shareholders marked with an asterisk are newspaper publishers.
- (iii) The directors of the company are: Sir John Hunter, CBE, DSC, DL (*Executive Chairman*); Bruce Lewis (*General Manager*); John Josephs (*Company Secretary & Finance Director*); Geoffrey Coates (*Controller of Programmes*); Kevin Rowntree; Peter Lewis; Neil Robinson; Jim Harper, CBE; L. Harton; Paul Nicholson; Sally Ramsden; Nancy Ridley; Derek Robb; Elliott Ward; H Whitehead.

FURTHER ILR PROGRAMME CONTRACTS

Programme contracts are also in an advanced stage of negotiation as follows:

- Swansea – Swansea Sound Limited
- Sheffield/Rotherham – Radio Hallam Limited
- Liverpool – Radio City (Sound of Merseyside) Limited
- Edinburgh – Radio Forth Limited
- Plymouth – Plymouth Sound Limited

Details of the composition of these companies are to be announced in the Press as soon as they have been finalised.

VIII ILR Companies' Programme Plans

WHEN EACH Independent Local Radio company commences broadcasting the Authority publishes the programme proposals which the successful applicant for the franchise ori-

ginally proposed to provide during the contract period. The programme plans submitted in the written applications of the first five companies are reproduced below.

LONDON BROADCASTING COMPANY**London (News Service)**

LONDON BROADCASTING PROPOSES a 24-hour broadcast output of international, national and local news and information. The news will be presented in a strictly objective manner which will stand comparison with the output of the BBC, or of any other organisation. Comment, and the opinions of interested parties, will always be clearly identified as such. Our output will include many elements of entertainment and education (in the widest sense) which, combined with the news content, will provide a unique form of programming for the Greater London area. Our plans have been based upon sound and comprehensive research. In parallel, we will operate a network service of a quality, and at a price, which should meet fully the IBA's requirements, while standing up to the closest professional and political scrutiny.

London Broadcasting believes that nothing like the full potential of radio has yet been reached in Britain. We consider the future of the medium to be as bright and as unbounded as it looked to the pioneers of 1922.

In applying for a licence to operate the London news and information station, London Broadcasting sees itself satisfying two major areas of responsibility in providing an alternative service to the BBC:

- (1) It will offer residents of its coverage area a 24-hour news and information service designed to inform, educate and entertain in a manner geared to the special needs of the society of the 1970's.
- (2) By establishing a professional and objective central news service it will provide other commercial radio contractors with a solid base on which to build their own services of comparable quality and depth.

The service to London listeners will be produced by a news department headed by a Chief Editor (in overall charge of LBC's editorial operation) assisted by an Editor. The news service provided to the independent radio network will be supplied by a division of London Broadcasting (Independent Radio News) which will have its own corporate existence. The network service will have an Editor equal in status and responsibility to the person holding the same post in LBC. In this report, we will describe the news service for the capital as "London Broadcasting" (LBC) and the networking operation as "Independent Radio News" (IRN).

The style of station which we envisage, having a continuous flow of news and information programming – all day and every day – will be unlike any radio news service anywhere in the world. We are confident it will quickly earn itself the regard enjoyed by a useful and valued public service. Commercial radio, in our view, will only prosper as it becomes an integral part of the locality it covers. Good community radio is no longer a one-way communication; the practitioners who have brought about the remarkable revival of interest in the medium in North America have demonstrated forcibly that stations only flourish when they listen to the public as often as they talk to it.

We intend to produce a news service without bias which will be objective and flexible to a degree not hitherto attempted in radio. The news is to be presented without the slightest "editorialising", by a staff instructed and exhorted at all times to be absolutely impartial. This does not mean that our programmes will be without opinion or comment. On the contrary, we intend to encourage the expression of every shade of opinion, by people of all creeds and every age group. But each personal comment, every item of special

pleading – by a politician, businessman, cleric or organised pressure group – will be prefaced by the statement that a personal viewpoint or prejudice is about to be expressed. London Broadcasting believes that today's public is in a mood for a new type of information service owing nothing to past newspaper or BBC reporting traditions.

We do not expect to win every viewer away from the television channels, and recognise that a great deal of the public's entertainment needs are, and will be met by this medium. But we believe that an audience large enough to make the news station a viable commercial proposition can be built up by providing an information service with a breadth of appeal, and a frankness, of which Britain has had no previous experience. Although music will not be banished completely from our schedules, we feel no need to "sugar the pill" for listeners by giving London a thinly disguised second general entertainment station. We believe, and are determined to show, that news and current affairs can be as absorbing as any other entertainment.

We will regard it as part of our duty to demonstrate to the Greater London public (and, through our networking organisation, a large part of the nation) the real meaning of impartiality. We do not consider that the ideal of objectivity is pursued as actively as it should be in any of today's communications media. "Editorialising" has become second nature to many communicators (not always for bad reasons) and we believe that commercial radio can make a real contribution by giving a fair hearing to all strata of society and shades of opinion.

London Broadcasting's conviction about the kind of radio station it hopes to be authorised to introduce is that *service* to the community must be the determining factor in virtually everything it does in its programming, and in the conduct of its business.

There are no intentional elements of altruism in this philosophy. We acknowledge that, unless a station genuinely serves the needs of its potential audiences, it is unlikely to become a commercial success. And if a commercial station, independent of assistance from public funds, does not become self-supporting it cannot continue to perform its licensed function.

London Broadcasting does not intend merely to compete with the BBC radio services; it is determined to be a complete, popular alternative to the Corporation. We do not aim to match the output of Broadcasting House, but to provide a wider scope of programmes than ever before; and to make listening to radio not a ritual familiar since childhood but an exciting contemporary experience whose flavour will change from day to day.

Radio ceased long ago to be a status symbol; only a tiny fraction of homes in the London area (perhaps no more than two per cent) are without a set.

The role of radio has changed dramatically from that of a major source of family entertainment to that of a heavily service-orientated medium. In North America radio is now essentially local, with the bulk of the population turning to their favourite stations for almost all their basic information needs. London Broadcasting believes that the same situation will develop here when the nation becomes really aware of the potential of community radio.

For this reason, LBC is confident that current listening patterns (though indicating a very healthy audience for radio) do not provide any sure guide to the possibilities of the new network. We will be setting out, not just to win the

attention of people already interested in news and current affairs, but to create new audiences. In its research programme, LBC contacted almost 400 organisations with a claim to speak for large sections of the public. A considerable majority of these groups expressed interest and enthusiasm in what the London news and information station might offer.

The programme schedules envisaged by LBC recognise that all round-ups of news must be offered at set times, both for London and the network but within that framework programming must be completely flexible. Scope will be found for any type of item at any time of the day. In this way, we intend to establish a reputation for speed in putting over major news items. At any time of the day or night, we plan to be first with the news – and to take the same pride in our “timings” as the great international news agencies. The Greater London community will soon become aware of the fact that the news station is the *prime source of news*. That phrase will, in fact, be one of our big promotional points.

Before detailing our schedule for a typical weekday, we would like to explain, briefly, our programme philosophy. It does *not* embrace a set series of shows carefully scripted in advance (although the general shape of the week's programming will soon become familiar to listeners). What we plan is a framework into which almost any type of broadcast can be fitted, provided it is newsworthy, instructive, and entertaining. The listener will not have a Radio Times-type guide to take him through every hour of the day. Instead, he will know that there will always be something to interest him. It may be a feature that would once have been designated a “Woman's Hour” item; it may be a report more suitable for a children's broadcast. That, we believe, will be the magic of the LBC service: the spoken work will assume a new importance in the everyday lives of Londoners.

The time period from 6 to 9 a.m. will be hosted by a friendly personality whose actual participation in the time period will be slight because of the tremendous volume of news information, but whose important function will be to knit it all together as the producer decrees . . . to ensure an orderly flow of the programme's components. He will also insert time-checks, introduce the information features, and inform listeners about the programme highlights for the day and, in general, help the community begin the day better informed and (hopefully) in a better mood. The features scheduled in this three-hour programme period will normally be between two and three minutes in length and will include early items designed for the industrial or factory worker; community bulletins; features for children prior to their departure for school; shoppers' reports reflecting price changes and market availabilities of seasonal merchandise; financial and business news; press comment and overnight theatre and concert reviews; editorial talk on the day's news diary. One such feature will be programmed in each 20-minute segment – nine in all during the three hour period.

In addition to news, time and special interest features, weather reports and sport items are to receive considerable attention during the 6 to 9 a.m. period. The station will train its own “weathermen” and all meteorological bulletins during key periods will be given by them and not included as part of a newscast. This practice will also apply during the returning home period from 4.30 to 6.30 p.m. During both these morning and late afternoon sessions there will also be a specialist sports personality giving news and views. The other major service feature in these two peak traffic times of day will be reports on driving conditions on heavily travelled roads in the area. We also know that, should we obtain the franchise, support would be forthcoming from the Automobile Association which would provide consumer-type motoring information as well as traffic news.

The programme *London Is My Beat*, commencing at 9.10 a.m. following the 9 o'clock network news, will be designed to mirror the life and times of the many communities which together make Greater London such a colourful complex. Its host, who will preside during the morning hours from 9.10 a.m. until noon, will be a strong personality with a journalistic background who will reach out into the station's

coverage area by calling correspondents in the various boroughs to report on their local scenes. He will be entertaining and knowledgeable and in addition to talking with area correspondents, will talk to any “newsmaker” of the day. In addition to being on the air for three hours, his day will also include attending events and local functions during the afternoon and evening in a constant search for topical material for the next day. His morning features will also include regular items, such as opening stock market reports, business news, and background commentary on current problems with which the Greater London Council has to wrestle. Members of Parliament from constituencies in the coverage area could also become a rich source of guests for the programme.

Following the midday news, we will open the telephones to provide a two-hour “open line” opportunity for organisations and individuals to express opinions on topics of their choice: to become, in effect, broadcasters instead of passive listeners. London has long been world-renowned for defending the freedom of speech allowed the Hyde Park orator. This open line forum will simply extend the opportunity to “speak one's piece” to the entire community. (The LBC office will also be available to listeners to record the equivalent of “letters to the editor” at all times).

From 2.10 until 4.00 p.m. a man and a woman will jointly host *Two About Town*. This feature will relate to the more leisurely characteristic of mid-afternoons and will be much lighter than other parts of the schedule. As with the morning host, the *Two About Town* pair will spend much of their off-air time being very much part of the London scene, gathering all types of material.

They might be on location quite often, interviewing a celebrity in a fashionable hotel lounge, covering the opening of a trade fair, or getting public reaction to a major news item. The afternoons programme will range over many interests. It may include a smattering of games to allow listeners to participate and win prizes . . . consumer reports . . . dieting features . . . astrology predictions . . . wine and food items . . . recipes from top London chefs, etc. Sporting results and features, as available, will be aired throughout the afternoon. In the late segment of the show, with youth more readily available in the audience, features appealing to the younger generation will be developed.

We feel that children have been much neglected on radio in recent years and, despite the competition from tv, intend to produce something like a “Children's Newspaper” of the air with bulletins made up of items of special interest to the young. London Broadcasting feels that whenever possible such shows should be hosted by children and adolescents, who should be given a voice with minimal adult direction. In this way we hope to create, not only interesting and valuable programmes, but to win youngsters back to the habit of listening to radio.

The time period from 4.30 until 6.30 p.m. has been provisionally titled “London Update” and, as the name implies, is meant to inform the Londoner who has been at work all day what has been going on in his city and his world. Basically, it will be in half-hour segments of local, national and international news, with reports on the weather by the station's own authority; sports scores and comments; public service announcements; specialist contributions; and traffic reports from the police or the motoring organisations. Regular features will be built into each half-hour segment. These will include final stock market reports and business news; a “Bouquets and Brickbats” item based on the day's news; consumer features of an investigative nature; perhaps important developments in the evolution of the Common Market and regular “bulletin board” items advising listeners where to go and what to do in London that night.

From 6.40 to 7.30 each evening LBC intends to turn the spotlight on the people's elected representatives in Westminster and at County Hall. We believe that people want to know more about the day's developments in national and local government, and that they should be given all possible information. Their representatives in the democratic process,

we know, want to tell them more about what is happening, and why. Coverage of Question Time in the House of Commons will come into this part of the day's reporting, although major developments will have been put on the air earlier in the afternoon. Naturally, a fair balance will be kept between the parties by London Broadcasting's political staff. Greater London Council and borough news is to be reported in similar style. We plan to have correspondents to feed us news of significant developments in the boroughs, to maintain a staff correspondent at County Hall, and to keep in close contact with hospital boards and similar public utilities which serve the London area.

London Broadcasting recognises that current media reporting of local government affairs is one of the least satisfying aspects of communications in London.

This is largely due to the inexpert treatment of news from, and about local authorities. It is essential, in our view, to use journalists who are as knowledgeable about the machinery of local government, its personalities and its conflicts, as the typical lobby correspondent is about government and parliamentary affairs. Instead of merely reacting to local events, often of a trivial character, the experienced local government correspondent should be able to seek out news in depth without being dull – and still less without becoming the mouthpiece of the councils or public authorities.

For the balance of the evening, from 7.40 until 11.00 p.m. we will again include some "open line" programming, only this time on controlled subjects. This will allow us to have interesting guests to discuss problems of local government, religion, education . . . almost any subject which our listeners wish to discuss with in-studio guests or programme host. Such a formula lends itself to panel discussions for the first portion of the evening with participation by listeners in the second half.

Following the 11.00 p.m. network news, and until midnight, the programme is *World Beat*. This nightly presentation will allow in-depth reporting and commentary by correspondents all over the world. Much of the material will be provided by news agency audio services and experts in London, although it may ultimately be necessary for London Broadcasting to have correspondents in major capitals where news is developing. In many instances, where immediacy of release is not a critical factor, reports will be pre-recorded and mailed in by overseas correspondents. *World Beat* will be essentially a news magazine, and much of the material in it will be suitable for syndication to other stations by Independent Radio News.

From midnight until 6 a.m. we schedule *Night Line* which will cover a variety of features designed to appeal both to the minority who are awake at home and the quite large number (difficult to establish by research, but believed to be substantial) who work through the night in the capital. While we intend to be, above all, a news and information station we believe that some integration of music into our programmes will be necessary, and most of this will be in the early hours. Our comparatively small musical content will be divided between "middle of the road" relaxing items played between newscasts, and special programmes in which music plays an integral part. Here, we are thinking of an interview, perhaps with a celebrated composer, a report on the revival of the big bands, or a background item on a visiting symphony orchestra. We consider that such talk-with-music features will often slot very well into the overnight session, and be a useful service to listeners at that time.

Open line programming will again play a big part after midnight, with the host in the early part of the session calling out to various night spots in London to talk "live" with interesting personalities and entertainers. Also, throughout the night, the half-hour news will keep a lively watch on police activities, and will run regular messages at the request of Scotland Yard and the other public services. Our overnight schedule, too, will embrace repeats of some of the best items broadcast in the previous 18 hours.

There is not scope in this report for a detailed run-down on all the types of features which may slot into our basic

framework. We recognise, for instance, that the period between 8 a.m. and 9 a.m. will be the time when we will be fighting hardest for listeners against other media and we believe that *Editorial Conference* will attract wide public interest at that time of day. This is a novel idea, not attempted anywhere in radio. We are proposing, simply, to transmit our own editorial conferences "live" so that listeners can be involved in our news gathering planning and headaches, and will have their appetite whetted for further listening. The conferences will be brief affairs, with no attempt to "talk down" to the listeners, or to conceal our own problems – or mistakes. When some arrangement breaks down, we will let the listeners into the secret; total involvement of the public in the news business will contribute towards a greater awareness of the value of free communications.

A regular morning feature, too, may be a critical review of the previous night's BBC and Independent Television programmes, as well as the theatrical first nights and concerts. By the morning critics are able to record their impressions in greater detail, and with more clarity, than they can when rushing for 11 p.m. newspaper deadlines. We plan a daily comparison of the TV output on all channels the previous evening – including, perhaps, straight reporting of controversial things said on the late night shows. Listeners will also be able to "let off steam" about TV programmes in open-line periods. The London news station could give viewers their only real chance of talking back to the "box" – and we will strengthen listener loyalties by making this facility available.

Broadcasts from primary and secondary schools are contemplated (during the week, and at weekends) as a reversal of the usual practice of talking to the children. We feel that many mothers and fathers will take a personal interest in what actually happens in today's educational establishments. School debates, too, are contemplated and readings by students of selected items from their own magazines. We believe that LBC will be able to give students in technical colleges, art and secondary schools a more meaningful voice than they have at present, and help to make them radio-minded for the future. In the same spirit of providing a platform for groups which are rarely given the chance of being articulate, it is proposed to give air time regularly to parent-teacher issues, tenants and their problems, and to religious and racial minority groups.

We believe that telling the public what is happening in the market place is a public service. LBC thinks that an honest review of an exciting department store sale, a comparison of restaurants, or a round-up of new domestic gadgets should be treated in the same way as reviews of the new books, films, or art shows. We are not suggesting an "advertising magazine" approach; coverage would always be strictly on merits, with news value the sole criterion and no heed paid to the advertisers. We are well aware that it is editorial integrity which, in the long run, will win and hold advertising support.

Short lively talks are to be a staple diet of our feature output and we know already that we can tap all manner of sources hitherto largely neglected by radio – associations and learned bodies, professional and trade organisations, and numerous talented freelancers. The arrangements we have made for 15 minutes at least every day of news and views on scientific and medical matters from the Royal Institution and the British Association for the Advancement of Science are typical of the links we are confident we can forge with scores of bodies which have something worthwhile to say. Such items will usually be presented in snatches throughout the day rather than as lengthy offerings because we feel the public will digest, and come to appreciate such material in small doses.

The Weekend

Revised programme schedules are planned for the weekend to include a larger number of regular features, and to take advantage of fresh listener patterns. The basic service of ten minutes of news on the hour, and on the half hour, from

6 a.m. until midnight, will remain constant through Saturday and Sunday.

Among the different shows envisaged are *Saturday in London*, to run from 6 until 9 a.m. This will follow in some respects the pattern established during the week but will give greater emphasis to shopping items, consumer reports, new product surveys, and to what's on in London at the weekend. Between 9 and 10 a.m., an open line show, *Green Thumb*, will offer an expert to answer questions about gardening. From 2 until 7.30 p.m. sport will dominate coverage with reports, scores, commentaries and interviews, climaxed in the last hour by an open line show collecting the views of fans on the big games of the day.

Our opening show in the morning, *Sunday in London*, is planned to cover events in the capital that day, and all manner of leisure interests, as well as giving time for talks by representatives of various religions. LBC intends to give the microphone to ministers of all creeds, large and small, including some of the more "exotic" denominations. We will be alive to the possibility of stimulating broadcasts from churches.

Two midday shows are to capitalise on the fact that vast numbers of Londoners will be doing the same thing simultaneously – reading the Sunday newspapers, and then going to their local public houses. *Talk Back to Fleet Street* is to run in the 9 a.m. until noon spot with listeners being invited to call and to comment upon the contents of the morning newspapers. *Pub Call*, filling the free time between noon and 1 p.m., will be broadcast from a different pub each Sunday, with a compere, two regular panellists, and a guest panellist from the area. In the last 20 minute segment of this show, written questions will be accepted on topical subjects from the pub patrons.

Sunday afternoon listening will begin with *Last Week*, a review of the major stories of the preceding seven days, with voice reports by correspondents and recordings of comments made by people in the news. Mid-afternoon spot will be given over to an open-line religious programme with a guest (cleric or agnostic) answering questions from listeners. Between 4 and 5 p.m. we will devote air time to *The Lively Arts*, a review of the week's theatrical, musical, artistic and literary developments, with comments by prominent critics and celebrities in the news.

In the next hour we are scheduling *Once Over Lightly*, a comedy review of the week's news written by a team of lively writers (and comprising the London news station's only contribution to "drama"). Then, between 6 and 7 p.m. we consider there will be a thoughtful audience for *The Week Ahead*, with specialist reporters forecasting development in their own fields. Emphasis in this show will, naturally, be on political and diplomatic news. After 7 p.m. on Sunday evenings, the service will follow the pattern established on week nights.

We can confirm that the great bulk of our output will be of "British origin and performance". Only a small part of our programmes will be taped abroad, or be supplied by overseas news agencies, and then only because of the necessity of acquiring "foreign" material at first hand.

We have every confidence we can mount and maintain a national network service which the stations in the local radio system and their audiences will value; one which will measure up to the standards enunciated by the Authority; and one which, in concert with the London news station, will be viable. We hope to encourage people to listen to radio instead of radio programmes – to make radio as much a valued public utility as transport or the household services.

December 1972

CAPITAL RADIO

London (General and Entertainment Service)

RADIO IS BY DEFINITION a mass medium; the London General Station is primarily an entertainment station and therefore our programmes must be relevant to those who live and work

in the archipelago of localities that go to make up the area. At the moment it is our view that there is little that is relevant, although of course, there is no shortage of mass entertainment available on radio, television and via the other media. Much of it has little relationship to the ways in which people actually live, and it is here we believe we have a job to do.

We have given considerable thought to the realities of the situation, and we are aware that we are required to mount a profitable but responsible broadcasting operation directed at a unique community.

We must serve that community and faithfully reflect its personality.

The London General Station should never go off the air. Therefore, unless there are valid legal or technical reasons which preclude this, Capital Radio has developed its programme plans on the basis of a round-the-clock service.

We are not aiming to be a station that talks to people: our definition of Capital Radio is a catalyst enabling people to talk to each other.

Our programming will depend heavily on *live* reportage, *live* interviewing and the *live* involvement of the audience.

This means informality, a not-so-tidy approach to programming and, within the overall discipline of the schedule, a degree of unpredictability. Without such a basic approach we believe any new station would rapidly and inevitably become devoid of vitality and real purpose.

In our planning we have adopted the concept of a "Presenter" rather than the more standard one of employing Disc Jockeys and Announcers who work under the umbrella of back-room Producers. We believe that a Presenter who is responsible for his own programme will have a much more personal understanding of his audience. We intend to be the positive voice of London.

We see one of the essential characteristics of programming as being fun – fun to work on but, more important, fun to listen to and to participate in.

This emphasis on fun should not be mistaken for an emphasis on triviality. The two are not synonymous. Triviality reduces everything to an inconsequential level: fun is treating material, however serious, in a way that makes the station compulsive listening. It implies a lack of unctuousness and a readiness and ability to criticise established attitudes.

In submitting these programme plans we recognise that programming is a living, changing thing; that the best laid plans never work out quite as they were conceived in the minds of their creators; that conditions change, ideas grow stale in a matter of months if not weeks, and that new interests arise and have to be met.

While we stand by the principles outlined in this document, it would be as foolish as it would be impractical to undertake that every suggestion will be put into practice precisely in the way it is described here.

Our primary object will be to entertain.

The programme output as a whole will be related to the lives of Londoners, as can be seen by examining the programme plans put forward. Admittedly, much of the music content will have little relevance in itself, but the manner in which it is presented will. Bearing this in mind, we expect that much the greater part of our programmes will be directly relevant to the lives of men, women and children in the London area.

The General Station must work alongside the News Station so that the two together can be seen and heard to be a definite alternative voice to the BBC.

In the news field we shall concentrate on the provision of current affairs and features, both in the wider sense and in the specifically London connotation, rather than on hard news, because the emphasis in our programmes will be on entertainment.

We appreciate the great importance attached by the Authority to the provision of local news, and we also appreciate the importance of the two London stations providing a complementary service. Acceptance of these two principles does, however, pose a particular problem, as the London News Station will itself be providing a local news service.

In common with applicants in other areas, we have been faced with the decision whether to subscribe to the London News Station for national and international news, or to use other sources, and also whether to state our intention of taking bulletins *in toto* or re-editing the London News Station's output and re-presenting it in an individual manner. Because of the availability to our audience of the whole of the news station's output, these questions again pose particular problems.

We shall subscribe to our "complementary competitor", assuming that suitable arrangements can be made, as we regard it as a sensible division of resources and priorities.

The decision that we have made to transmit identical bulletins has been more difficult to reach. On the one hand we have a natural desire to present a totally different sound for the whole of our output, and on the other hand we have had to meet the economic realities of the situation, and recognise that our resources can be more usefully deployed on other aspects of programming.

In making these proposals, we do not rule out the possibility of starting a rival local news service in the future, or of re-editing and re-presenting national and international news using the London News Station as a primary source. Much will depend on the reaction of the audience to the proposed arrangement and the financial development of Capital Radio.

News bulletin coverage will be provided throughout the twenty-four hours, and in stating our plans for the broadcasting of news it will be appreciated that we have had to make various assumptions about the nature of the News Station's output.

We plan to transmit bulletins of up to ten minutes' duration at 06.00, 07.00, 08.00, 13.00 and 18.00 hours, and summaries of two or three minutes at 06.30, 07.30, 08.30, 09.00 hours and on the hour for the rest of the broadcasting day. When the format of the News Station is known to us, our plans may have to be revised.

It should be mentioned that, by arrangement with the London News Station, important news flashes will be transmitted as soon as possible and will not be confined to set bulletin times.

Under the Head of News and Current Affairs, a permanent staff of journalists will be responsible for the current affairs output of the station. We shall need to know more about the service that we shall get from the News Station before we can estimate the number of journalists we shall need to employ. For the time being we have put this number at six. Their efforts will be supplemented by freelance correspondents and it is in this context that Local News of London will be able to make a particularly significant contribution.

In the selection of feature material, the news staff will be guided by the general programming principles laid down.

Talk

Our approach to the talk content of the station's output is in accordance with our basic belief in involvement with the community we are seeking to serve.

Although talk will take up a smaller number of hours of air time than music, it is the talk which will help to form the character of the station.

Our principle is that the talk should be of common interest to Londoners as a whole. We are keenly aware of the futility of attempting to cater to the majority by concentrating on large numbers of separate minorities. What this could mean in practice can best be illustrated by taking one fertile area in a little more detail, and for this purpose Town Planning is a good example.

Because London has changed over the last two decades, because the face of London has been altered and will continue to undergo concrete plastic surgery, we should take into account that not all the changes have been or will be for the benefit of the majority of its inhabitants.

We now have large sections of the population of London living in close isolation. The old and much admired com-

munity spirit has been savagely eroded by the planners. A void has been left.

Many people are unaware of this process of erosion until it is too late. A topic such as the proposed Motorway Box which affects great areas of London seems to us to have particular relevance. Again it is not hard to envisage situations that only come up in one area of the city but which illustrate situations perhaps concealed in other areas. Although listeners may not be directly affected, such topics as the redevelopment of Piccadilly and Covent Garden will be of keen interest to them and their future. There are those topics which, though localised, have an intrinsic interest for all London. The proposal to build a noisy heliport for businessmen in a populous and poor area of the East End would be a good example.

Equally important in attempting to create this sense of identity is having the strength and sense to avoid subject matter of purely sectional local interest. We believe there is no surer way to lose the audience than by trying to become the parish pump of each separate neighbourhood.

We aim to become London's station, London's first voice, concentrating on London life. As such, we still hope to keep a day-to-day awareness that London is a unique and cosmopolitan capital and this aspect of London's character will feature prominently in the station output. Capital Radio as a purely parochial station would be a contradiction in terms.

In order to achieve and maintain vitality we shall make great use of the telephone, for with the telephone a radio station can become a true forum. We plan to have a high concentration of telephone-talk programmes and to use the telephone as a standard technique throughout the schedule.

We believe that if we can *involve* our audience in a straightforward, honest way, we shall serve them. If we serve them, we shall involve them more. It is our intention to provide a vital alternative to existing programming with particular and continuing awareness of the needs of the people to whom we speak.

Music

It would be too facile to say that in its music policy, Capital plans to lead, not just to follow.

What we can say is that we intend to take a positive attitude to the promotion of British performers whenever and wherever possible, and to make quality our criterion.

The extremes of music will certainly be avoided. There will not, for example, be much Stockhausen or John Cage, nor a great deal of Three Dog Night, Ten Years After or Led Zeppelin.

Our aim will be to provide good music. It can be defined as including Gilbert O'Sullivan and Cole Porter, Paul McCartney and Andre Prévin. Indeed it embraces Procul Harum, Elton John, Carole King, Simon & Garfunkel, Neil Diamond as well as Fauré and Britten. It would be easier to say that it does not really include highly popular but transient records like those of Alice Cooper or Lieutenant Pigeon, but this would not strictly be accurate – for although this type of material would not be overplayed it would be pompous and unrealistic to exclude it completely.

Popular music will be the main ingredient. The most popular music is already found in the record charts, but it is here that Capital will make a difference.

The top forty will be played, not to distraction, but with an awareness that much of it is unoriginal and manufactured on a conveyor belt process that leaves little time for real talent or professionalism. No broadcaster can ignore the ever-changing pop scene, for at its best it is the language and philosophy of youth.

What we should clearly try to do is to discover and present not only the day-to-day or week-to-week favourites, but those records which will become the 'Standards' of the future. It is in this fashion that a station can help music, and serve the needs of musicians.

Music will be carefully selected for the particular target audience, and as this audience changes throughout the day so

will the pattern of the music being played.

To illustrate this, if we assume that the working day begins at 05.30 hours then we should recognise that the people forced to leave their beds at that time do not necessarily want to be bombarded with 'top-of-the-morning' musical heartiness *ad nauseam*. What they are more likely to appreciate is a pleasant approach, musically bright and closely keyed to the average human tempo.

As the day progresses we would gradually increase the pace, again aware that our audience is widening and waking up. Further into the day the tone will become that of easier listening, and in the late evening hours the musical content will take in more and more of the extremes of our spectrum.

We believe that we will play an important role in demonstrating the pre-eminence of London as a leading city in the world of music.

Considerably more than the minimum requirement of 3% of net income has been allocated to live music production. This is because we recognise our obligation to musicians in general and to British and London musicians in particular.

We shall seek to encourage more pop groups who, for lack of a hit record, find it difficult to exist. We also want to utilise the skills of many fine jazz musicians in London.

We shall recognise that the needs of young people do extend beyond the pop scene and that in the long tradition of the Proms, it has been demonstrated that the finest classical music can be commercially viable and artistically rewarding to player and audience alike, and that the audience is drawn from all walks of life and all age groups.

We are confident that although the direction of our music policy may alter as the tastes and needs of London alter, we will still be able to maintain our insistence on quality.

Our audience can expect to hear the best that is available at all times, whether it be a concert orchestra or a reggae band.

Drama

We are of the opinion that the serial format is the correct one for a segmented schedule brought about by commercial breaks.

Our chief drama effort from the outset will, we hope, be a Sunday matinee and a fifteen minute serial, broadcast during the morning, commissioning writers capable of inventing a story and a cast rooted firmly in reality. The characters will live in real and recognisable parts of London. We may take the traumas of a family living in a high rise block of flats; they will be involved with the issues and diversions of the day and we hope it will prove feasible for them to shop at typical shops and work for typical firms.

In addition we plan to experiment with serials of a pop and satirical nature – strip cartoons of the air, the newspaper equivalents of which are *The Guardian's* Varoomshka and the *Daily Mail's* Rip Kirby.

In addition to the serials, and our Sunday matinee, we will produce one-off plays and dramatised documentaries which are likely to be included in the 21.00 to 21.30 hours segment, providing another outlet for dramatists.

As London is still considered to be the theatre centre of the world, Capital Radio's drama productions will reflect this. We also look forward to offering our audience productions from other companies.

Women

Programming, or writing, for women as if they were morons is mercifully out of date. A newer error is to suppose that addressing women as if they are not morons means addressing them as if they are not women.

In constructing programmes to appeal to women (and to a large extent women as housewives) two things have to be borne in mind.

The first is that there is a very wide area of overlap between programmes that might be called of 'general interest' and subjects that are also of deep interest to *some* men, but not of automatic interest to *all* men. By this we mean such subjects as health and doctors' appointments; schools and squabbles

with teachers; children and theories about forming citizens; animals and behaviour patterns of animals which teach us more about human beings. Lively programming in these areas ought to mean that not only would the housewife not turn off the programme – assuming she could rid her hands of flour quickly enough – but that a man punching the buttons of his car radio might find his attention caught. We would like to arrive at a situation whereby the men are not repelled by a feeling that the tone of the programme had been artificially constructed for women alone.

The second thing is that there are certain fundamentals that women enjoy. Women are sentimental, or they care deeply about emotions. Women are fanatical, or they can see through plausible rationalisations.

They are escapists, or they are not sufficiently cold-blooded to enjoy drama which, if taken seriously, would represent alarm and despondency. This is what gives them their bias towards stories about hospitals and against stories about guns; towards local issues (where they can see plainly enough what is at stake) and away from foreign news (of dubious implication); towards happy endings, but happy endings to sagas which are as grittily tough as they know real life usually is.

Children

Although much of the general output will be of interest to children as well as to adults, we have given particular thought to the problem of producing special programmes for them.

The principal decision was whether to plan a daily segment especially for children, in all probability of short duration, or whether to concentrate our efforts into a weekly segment of greater length.

We have come to the conclusion that more can be achieved by providing one segment of four hours on one day a week, and we have therefore planned to devote Saturday afternoons to this. During the period between three p.m. and seven p.m. we will produce a cross-section of our normal output directed to and specially produced for children. All the regular Capital features will be there. Special news reviews will be compiled for this period in such a way that children can grasp the significance of the major events of the week. The reviews will be in addition to our normal news broadcasts which our listeners will expect at specified times.

We shall provide music, but in addition special features will be devised to increase the attraction of this period. It is designed to provide for the seven to fourteen age group, with more emphasis placed upon the interests of the older children as the programme hours progress.

Above all, we will not talk down to children, and we shall pay proper attention to what they are reading, what their current loyalties are, who are their heroes – allowing them a voice, encouraging them to play an active part in the presentation whenever possible.

Sport

Straight sports reporting does not figure largely in our plans, as we envisage this being provided by the London News Station, whose bulletins we shall be taking.

It will, however, be part of the responsibility of our News and Current Affairs department to produce regular background and feature material on the sporting world for inclusion in our programmes.

We plan to make arrangements for live coverage of certain major events such as the Cup Final, certain horse-races and big prizefights.

We do not intend to devote Saturday afternoons to sports coverage, as this is the time that has been scheduled for the children's segment. But as children have a keen interest in sport, we see no conflict in providing a limited amount of sports coverage during these hours.

Major disputes and developments in sport will, of course, be eligible material for telephone programmes and other aspects of our talk output, using personalities wherever possible.

Education

We think that the most productive and useful field of education for us to consider is that of adult education. We will, for example, establish regular weekly programmes – probably in the 19.00 to 21.00 hours segment.

As we go further into the seventies, we feel we should pay particular attention to the two important problems of leisure and loneliness.

Leisure may not at first seem to be a problem, but with the development of the shorter working week, with earlier retirement and with redundancy a very definite threat, we feel that there is a need for educational programmes that will interest people in how best to use their new-found leisure. This also applies to the old who are left alone and to those who are friendless in the urban situation. Special courses will be arranged for them.

Religion

Our approach is based on adding to the existing range of religious broadcasting, rather than duplication. We will not be afraid to integrate religious subjects with our day-to-day programmes.

Although exceptions will be made for the major days in the church calendar, we do not propose to relay religious services on a regular basis. Our news commentaries on Sunday mornings will include topics of a moral or ethical or religious nature. Telephone talk-back will be an integral part of these productions in which it is planned to involve representatives of different beliefs and free-thinkers.

Our programmes will take account of the needs of church, chapel, synagogue, meeting house and mosque.

We attach great importance to the integration of religion with other aspects of programming. We have been advised that there is only a limited role for direct evangelising in the medium. We agree that one of the functions of religious broadcasting should be to demonstrate how beliefs apply to daily life. So we see a good deal to be done by religious leaders contributing, as individuals, to the normal range of our current affairs programmes.

* * *

We envisage a system of 'block' programming throughout the twenty-four hours. By this technique we hope to provide a schedule so simple that the audience can carry it in their heads and know what particular flavour of programming to expect at any given time of the day.

MONDAY TO FRIDAY:

05.30 to 09.00 hours

The early morning is the peak period in the whole 24 hour schedule and because of this there is a particular need to collaborate with the News Station to put forward programming so strong as to provide a definite alternative to the BBC.

We shall be concentrating on providing music suitable to the changing hour, interspersed with up-to-the-minute weather and traffic information which we regard as very important indeed. Traffic snarls are hardly likely to improve during the next decade, London is and will continue to be particularly vulnerable, and therefore we place special emphasis on our responsibility to cheer people up.

Our Morning Man will be humorous, witty and, above all, an intelligent entertainer. In his own particular style he will give up-to-the-minute information about traffic, train delays and weather; also off-beat items of news, while at the same time maintaining the authority of his voice if an item of national importance has to be delivered.

We are not attempting to describe this programme in too much detail. Given our general approach, the detail of ideas must wait on events. So much will depend upon the personalities of our Programme Director and of our presenters. Much, too, will depend upon the precise relationship that is developed with the News Station. But the essential principle of our approach – a lively beginning to the day – must remain.

09.00 to 11.00 hours

This block will be designed, in the main, for women at home. This means a change of pace, a change of emphasis and a different slant to our talk content.

Shopping news is obviously important. Items on cookery, children, the cost of living, clothing and other domestic priorities will be featured with comment.

We intend to recruit presenters of both sexes who can be provocative without being coy and who understand and are able to put over the woman's point of view. The average woman is not trying to tell the difference between Stork and butter when she is not rushing to buy the latest fashions extolled by the glossy magazines! The truth encompasses women of all ages at various levels of the social scale who are occupied with the shared problem of trying to exist in a sometimes hostile and always expensive world.

We also hope that the men in our audience will find most of the music to their liking and some of the talk, particularly our out-of-the-ordinary daily serial which will be included within this period.

11.00 to 13.00 hours

With the accent still firmly placed on our music output, feature material will play a large part in this segment.

We have devised an Advice programme with a difference. Each week a real and specific problem will be highlighted, and an actual case history followed through: what the marriage counsellor said, what the in-laws said, how it all came out. We recognise the desirability of avoiding this being a saga of gloom or banality and we intend to put the emphasis on problems of human interest that can be solved.

Another possible feature will draw on the fact that London is the prime target for all manner of surveys – sociological, political and marketing. The object here will be to tell women at home what is supposed to have been discovered about them as a group by the pundits, and then to question and probe these findings.

This will require a light touch and will leave an intrigued – sometimes sceptical – question mark rather than hammer home a pedantic point of view. It will be an extension of the "WHICH?" approach. The point we are trying to make is that the citizen – and women in particular – are always being pushed into slots. Very few people are actually polled in real life, but they are asked to believe that they – the mythical Mrs. and Mr. Average – conform, and that therefore their behaviour patterns, their political beliefs, their marketing habits, can be pre-determined by pollsters. We want to question this approach in topical and bantering fashion, confronting the pundits with members of the audience. We also hope to invite manufacturers to appear on the programme so that they too can meet the customer face to face and discuss the merits and shortcomings of their products.

We shall discuss aspects of shopping: is the small trader, giving personal service, to be preferred to the supermarkets? Are standards of cleanliness sufficient and upheld? Again, to make it pertinent to London, we intend to delve into local shopping conditions, taking a new locality every day if possible.

Perhaps this segment can best be described as vital informality. It is a further extension of a policy of involvement – there is too much remoteness in everyday life, too many experts only too anxious to tell but mostly unwilling to listen.

13.00 to 17.00 hours

During this period we will make a serious attempt to explore single subjects in depth, using the telephone talk-back technique.

Many obvious headings come to mind: crime, drugs, the generation gap, violence, pornography, religion, London Transport, British Rail, the Post Office, rising prices, rates, road deaths – these are but a few chosen at random.

We have allowed a two-hour segment because many people resent serious discussion being curtailed. This will allow a thorough investigation of a subject, in which both sides of an argument can be fairly put, themes can be de-

veloped and a just hearing obtained.

The Moderator in the studio will link person-to-person, through the telephone, as opposed to the standard technique in which an expert in the studio makes authoritative pronouncements.

Topics will sometimes have a specifically London slant, and sometimes have national and international importance. They will be relevant to the day and the week they are being broadcast. Lively verbal exchanges are envisaged and music will allow the listener/contestants to get their breath back between rounds.

At about three o'clock the telephone talk will be wound up and music will reappear in force. From four o'clock we will include panel games and quizzes which may be organised on an inter-borough or cross-river basis.

17.00 to 19.00 hours

In the early morning we helped our listeners to begin the day and accompanied them on the way to work. We now reverse the procedure.

We will try to get them back safely, accompany them during the frustrations of the slow homeward crawl and welcome them on their arrival. This is not to say that we are solely directing the programme at the commuting motorist – although we think he will make up a large part of our audience. He will be able to share the entertainment with homework-dodging school children, bed-sitter girls getting ready for their dates and mothers preparing the family meal.

Overall, the programme content will be similar to that broadcast in the early morning.

19.00 to 21.00 hours

After 7 o'clock our attention turns to the listeners who do not join the majority that switch to television at the start of the evening's programme.

Although we will now have a smaller audience it is a particularly important one. It is an 'up-market' audience who need just as much care and affection from their radio as the evening begins as does the commuter.

During the first part of this period we will provide a *Time-Out* type service with music. The events of the week will be highlighted with capsulated critiques – much in the manner of *The Observer's* 'Briefing'. Where to go, what to do and at what cost. For some productions we may even be able to advise about the availability of seats and prices.

The music will be sophisticated and the period will include our daily five-minute strip-cartoon of the air.

As we move into the second hour we will spotlight even smaller minorities and feature modern and traditional jazz, folk, country-and-western, old-time, brass bands, organs and a special programme designed to bridge the generation gap: a choice of music presented by a "personality" parent and child, each trying to convince that the other is wrong.

21.00 to 21.30 hours

During this period there will be no music at all and it will become known that from 9 o'clock until half-past talk will take over completely – but talk of an entertaining nature, plays, comedies, dramatised documentaries, discussions and forums.

21.30 to 23.00 hours

From 9.30 p.m. the pace lightens. This is the time for relaxed conversations with personalities from the entertainment world, interspersed with their particular choice of music.

Again, we would like to be up to the minute with any pertinent featured material. We will invite comment about the shows that had been premiered that very evening, bringing to the studio members of the actual audience who will anticipate the critics so that there can be useful follow-through programme material in the event of major differences of opinion the following day. The film 'Straw Dogs' was condemned by some very responsible critics, and equally praised by others. What did the actual paying audience think?

The obvious dangers of such a segment are that it can lead to sop and sycophancy, with the press agents trying to manipulate air time for the spurious needs of their clients. We are aware of the dangers and will do our level best to avoid them. Show-business personalities, like politicians, often have an inflated idea of their own importance.

23.00 to 01.00 hours

Here we are very conscious of the absence of programmes specifically designed to cater for the transitional age group – part teenager, part adult. Some of these see little point in education and have a restricted range of interests – others form the main body of university students. We are particularly thinking of the socio-economic groups from which many of the youth styles of recent years have emerged.

We will talk to them in their own language, for in London they are of evergrowing concern.

Their tastes may be limited, they may be unpopular, but for them they are valid.

The pattern of this segment will be capable of embracing music and talk expressed in the language of socially-conscious and socially-unconscious youth alike.

01.00 to 05.30 hours

We believe that it is necessary to provide a presence throughout the twenty-four hours.

Between 1.00 a.m. and 5.30 a.m., therefore, our output will be almost entirely library music, and a minimal staff will be on duty – but a staff still capable of dealing with emergencies, for the rest of the world is not asleep. We would like to think that London itself never sleeps and at any given hour of the day or night there is an audience. World news very often breaks while we are asleep: it would be broadcast and collated during the night hours and then prepared for more detailed analysis the moment our main bulletins come on the air.

We will give on-air exposure to new station staff and develop new musical talents and different programme techniques.

WEEKENDS

The accent of much of the feature material will be different at weekends from that transmitted from Monday to Friday. However, the broad principles of block programming will be maintained – with some important differences.

SATURDAY

It is proposed that Monty Modlyn will present a four-hour programme from nine a.m. to one p.m. which will be very much geared to talk.

It will include features that have been prepared during the week. One will be about what happens at school – of interest to parents as well as children. There will be a 'Weekend Shopping Guide' and a feature capitalising on Mr. Modlyn's ability to discover from Londoners the particular character of individual streets and suburbs.

As we have already said, we intend to devote our entire programme output between three p.m. and seven p.m. to children.

SUNDAY

We shall approach questions of religious, ethical and moral concern in an adventurous and inventive spirit and we are allowing time in our early morning schedule for a programme that will give life and reality to these matters.

Sunday morning is special, a holiday and a day of rest for most people. The music will differ from that broadcast on working days and Saturdays so that it will appeal to the late risers in our audience, bearing in mind also that there are people who like to get out and about and enjoy the day to the full.

Sunday is traditionally the day when the family takes to the highways. Our up-to-the-minute traffic news will be as vitally important to them as it is, ordinarily, to the commuter, but it will have a different character, paying particular atten-

tion to the main roads and motorways out of London. (In the afternoon and evening we will give homecoming motorists advice on bottlenecks on the way back into the metropolis.)

We will feature the weekly hit-parade between 9 a.m. and 10 a.m. for our pop-conscious listeners.

The period between ten and two o'clock will be in the hands of David Jacobs and apart from providing an appreciable music content will take advantage of Mr. Jacobs' talent and experience as a programme moderator.

One o'clock Sunday lunchtime is traditionally the time for the family to be together and David Jacobs will direct the show towards them in a spirit which will include those listeners who are unable to enjoy the company of their own families.

We will feature a play during the mid-afternoon on Sunday and this will be followed by a programme devoted to music from the week's top albums.

Our news programme will include an analysis of the week's main headlines which will be presented by a commentator whose style will be as distinctive as that of Alastair Cooke.

We shall broadcast live concerts of popular music from some of the many London Borough Halls as part of our Sunday evening programme. Our listeners will be invited to write in for tickets. We have in mind guest concerts with such performers as Tom Jones, Mantovani, Petula Clarke, Andre Prévin, Nana Mouskouri and leading orchestras.

* * *

Capital Radio will originate the vast majority of its programmes. We do not think that it is proper for what we hope will be the premier Independent Local Radio station to rely on syndicated material.

There are, however, two important sources of material that we do plan to use. First there are the other stations, and we propose to purchase the best of their material from them.

Secondly, it seems likely that various British production houses will be set up. We cannot know what these companies will have on offer, but we can foresee using a limited quantity of material of high quality produced by them. In all probability this will be light entertainment or serial drama.

We have no plans to use a significant amount of foreign material, but hope that whatever quota arrangements may be decided will give us the opportunity to shop selectively overseas.

We are fully aware of the challenge presented by existing BBC programmes. Some changes will be forced upon the BBC by virtue of commercial radio competition and some they will inevitably bring about themselves. Merely to overlap is not, in our opinion, enough.

The challenge before Capital Radio as serious applicants for what is surely the most important of the Local Radio Stations to be created, is something that we do not underestimate. We realise that the successful applicant will in all probability set the standards for the rest of the country.

In our programming, in our planning, in our actual name, we have at all times attempted to keep the concept of service in the forefront of our minds. We believe that broadcasting, by whatever system, is a service to the community.

December 1972

RADIO CLYDE

Glasgow

GLASWEGIANS FEEL that Glasgow is the centre of the world. No existing broadcasting medium looks at the world through Glasgow eyes nor at our area in the sort of detail we who live here think it deserves. This is not a criticism, for the existing media are obliged to serve a much larger area. Clydeside is different from the rest of Central Scotland in its ethnic background, social composition, economic and cultural activity, and therefore in its broadcasting needs.

Our aim will be not merely to cater for our area's unsatisfied broadcasting needs but to do so in a style which will

be clearly identified with our people—humorous, direct, argumentative; often serious and frequently sentimental as we recall our past. For Glasgow has a past and its people are conscious of their roots—it is a place to belong to. And we would hope in our programming to help the city to preserve the folk music, the humour and the children's games of old Glasgow before they are lost with the demolished buildings which were once their setting. We will have to earn the respect of our audience, and Glasgow people are often slow to praise their own, but if we do earn their respect, they will be unstinting in their loyalty to what they will regard as "our station".

Independent Local Radio faces competition from four BBC stations and although it has to match the collective output of those four stations in providing balanced programming, it also has to compete with each of them individually in its attempt to cater for specialised tastes. (One would be surprised if either BBC Radio 1 or 3 on its own would meet the IBA's requirement for a prospective programme contractor). From this it is clear that an Independent Local Radio station should not offer a diet of constant pop music interspersed with hourly news headlines. Even if the IBA were to grant the franchise to a contractor with such programme plans it is very doubtful if such a station would be commercially viable since that service is currently available on BBC Radio 1.

It is quite clear to us that to attract listeners in our area we must create a strong sense of local identification in the content and style of our programming. We intend that a stamp will be set on our programming which will make our audience immediately aware that this is *their* radio station, catering specifically to their interests. That is why we lay such stress on our news service.

We regard news as the single most important item in our programming and our success in providing a comprehensive responsible and attractive news service will determine our success or failure as a station.

The present distinction between local news and national news is a false one. News is news. Each community is interested in what goes on in its own neighbourhood, the rest of the country and the world, and there can be no hard and fast rules as to which is most important on any one day. News to be interesting must be relevant and important to our listeners. Therefore, what we're trying to do is look at the world, Britain, and the rest of Scotland through Glasgow eyes and at our own area in the sort of detail people living here think it deserves.

For us Glasgow is the centre of the world. As far as national and international news is concerned we concede that nine times out of ten the view from Glasgow is the same as that from London—though even here sometimes a particular Scottish historical, ethnic or commercial link may make a story more important in our area than it is nationally. Some national stories affect all parts of the country; here we should be free to choose that aspect or illustration of the story which most concerns our area. To avoid needless duplication of facilities and multiplication of interviews we would clearly take the national content of such a story from the London news service or such other source as the Authority may approve of, but both the place of that story in the news bulletin and the local follow-up to it would be a matter for our editorial judgement. We think it preferable by far to adopt this approach rather than to have a "National" news leading on, say, a dock strike, and then quite separate from that to lead a local news bulletin on the effects of the dock strike in our area.

Other national stories are not national in the above sense, but are rather London's assessment of what is the top regional story that day. Our assessment will often be quite different.

We would also intend to retain an existing Scottish lobby correspondent to supply us with Parliamentary information relative to our area.

The Authority will understand that in the light of our policy outlined above, we are most anxious that it provide an audio news agency service, leaving editorial control of

bulletins to the local stations.

We would have lost a major programming advantage if we were to be forced into the position where we had to accept a national news bulletin as seen from London, live, and precede or follow it with our own local bulletin which, in many cases, would be covering similar items.

News magazines vary from five to ten minutes in length and are distributed throughout the day as follows:

06.00–09.00 News mag. on the hour; headlines at half past

10.00–11.00 Headlines on the hour

12.00–14.00 News mag. on the hour; headlines at half past

14.00–16.00 Headlines on the hour

16.30–20.00 News mag. on the hour; headlines at half past

22.00–22.30 Major news magazine

Sport would be included in all news magazines or headlines where appropriate in view of the keen interest it arouses in our area.

Unlike TV and newspapers, radio is non-visual; it follows that radio alone can provide information and entertainment while people are still concentrating on something else visually – getting up, shaving, cooking or eating breakfast, going to work, working, doing housework, gardening etc. Our biggest audiences should therefore be when the majority of people are so occupied – that is until about 7.00 p.m. Our aim during this period should be to attract and retain the maximum general audience, and nothing in our programming should lead the average listener to switch off.

When people are at leisure, we must recognise that the added visual dimension of TV will mean that most people will prefer to watch TV rather than listen to radio. Our strategy therefore changes. Granted that we can no longer hope to attract a mass general audience, our programming is aimed at attracting significantly large minority audiences in much the same way that BBC 2 schedules its programmes and that the present ITV companies would operate a second channel were it to be granted. Thus we hope not only to provide a public service and balanced programming, but also to maintain viability even during the evening when many BBC local radio stations give up and switch back to the network. There are for example about 250,000 over-sixties in the greater Glasgow region: we would hope to attract a significant proportion of them not only to our day-time programmes but to those in the evening which were making a definite effort to cater for their tastes. There are 220,000 aged between 10 and 17: again we would hope that a programme of pop records and information aimed specifically at them might attract a sizeable audience each evening. During the day there is a further sizeable audience, in addition to the housewife and motorist, who are traditionally regarded as the staple audience for radio during the day. We refer to the unemployed.

Music, particularly recorded music, would play a large part in our programming. Television for understandable reasons does not cater sufficiently for a wide enough range of musical tastes. We would envisage just under 50% of our broadcast hours being taken up in "needle time". We make no apology for this; music is an important ingredient in education and entertainment, and the best music is in general that which is available on record. We will, however, be conscious of a moral obligation to help musicians in our area and so we will probably exceed the 3% of total revenue which the Authority has said would be devoted to the employment of musicians.

Alexander Gibson has expressed a willingness to advise the company on all musical matters. We have already had discussions with a view to broadcasting the S.N.O. and we would hope that other contractors would wish to take such a programme, perhaps in exchange for one of similar quality. We have also had discussions about the live broadcasting of local pop groups who are starved of an outlet for their often not inconsiderable talents – Lulu started here. In all our music programming, whether live or on record, we intend to reflect local tastes. Our survey of local musical tastes, even in the pop field, shows L.P. records by Scottish artists which are top locally, but not even in the Top Twenty nationally, and equally, L.P.s which are No. 1 in the national charts before they are even released in Scotland. If these findings are

correct, it is our job to reflect them. If they are not, we will modify our programming in the light of experience.

In accordance with the general strategy outlined above our selection of records during the day would be aimed at attracting the maximum general audience. It would therefore in general exclude pop music which was felt to be unacceptable to a largely adult audience, and classical music. But both of these, together with folk music, and light music aimed at attracting older listeners, would feature in our programmes aimed at specialised audiences in the evening.

Records alone will not make a local radio station commercially viable let alone provide a public service of balanced programming. We have already stressed the cardinal importance we attach to news, particularly local news: but quite apart from news bulletins, we feel that there are a large number of items of interesting information which our listeners would find helpful. Among these, obviously during morning and evening rush hours, would be traffic reports, and throughout the day time checks and weather news. There clearly is a demand for news and advice on social welfare and health matters. For the provision of shopping hints, and advice on household budgeting and cooking, we have secured the services of Miss Catherine Gillespie of the West of Scotland College of Domestic Science, who recently won a national award for her outstanding work on the problems of budgeting for food and services for low income families. Glasgow has more than its share of such families, but Miss Gillespie's experience in the field of Home Economics will enable her to advise all income groups. We also intend to provide throughout our daytime programming, information on what is on in our area, attractively presented items of local history, and also an opportunity for local consumer groups to bring their findings to the notice of our listeners. Among other ideas which we would envisage either coming up at a set time or at random during our non-specialised programmes are: safety in the home, do-it-yourself hints, play group – what to do with the children, O.A.P. bulletin, book, record, theatre and cinema reviews, pets corner and hobbies.

Glasgow has a very distinct brand of humour; it is more repartee than structured and formalised. At its best, and suitably bowdlerised, the wit of the terracing at football matches and of the stall-holders at "the barrows" – Glasgow's covered market – is unsurpassed, and we intend that humour would run through all our programmes except where the contents made it inappropriate. A Glasgow sense of humour is therefore high on our list of priorities in selecting staff. In addition to this our Sunday lunch-time show would have as one of its main attractions the pick of the week's humour.

Sport plays a large part in the life of our community: Glasgow has been described as the football capital of Europe. The average Glaswegian regards it as his ninety minute revenge on the rest of the week. However, we cannot in general compete with television in live coverage of football, or indeed of racing, and will therefore treat these sports in a way in which we can successfully compete – discussions with leading personalities, a fast results service, and daily racing hints. We also intend to cover sports at present regarded as of minority interest by television, but of higher than average importance in this area. Snow reports for skiers, coastal wind conditions for sailors and mountain conditions for climbers are examples of vital information we would provide. We also intend to form a Radio Clyde Sports Club for youngsters, which would provide information on sporting and recreational facilities in the area, and put them in touch with organisations they could join.

We hope that any initial dislike of commercials will be overcome and that local advertisements in particular will prove an attractive feature of our total output.

The above would form the staple elements of our programming from 6.00 a.m. till about 7.00 p.m. It may be helpful to mention some particular areas of programming, which although not staple elements, would nonetheless be important.

Religion plays an important part in the life of our community. Church attendance is well above the national average – between 25 and 30 per cent of the entire population. Our preliminary conclusions are:

- (1) That it is worthwhile providing a brief religious spot early in the morning.
- (2) That we will broadcast a religious service at 10.00 a.m. on Sunday morning and are currently examining the most imaginative and useful way in which to do this.
- (3) That our radio “Sunday School” for children would be a welcome innovation.
- (4) That a religious discussion programme would be valuable but not a Church notice board type of programme divorced from the main news programming of our station.

Among the charitable organisations with whom we would maintain liaison are many in which the Churches play a leading part. We do not intend to neglect non-Christian bodies, though their numbers are obviously smaller. We have a sizeable Jewish community, and from our small number of more recent immigrants has been elected Britain’s first Pakistani councillor.

After discussions with leading educationalists, it is clear that there is an important gap in existing educational programming which those involved in education would like to see filled. We could do so by drawing attention to the range of educational courses and facilities already available to people at various stages in the education process, rather than by providing education courses ourselves.

Some fields we would cover would be Nursery Education, Play Groups (this could be included in our 9.00 a.m.–12 noon slot also), advice for parents with children at school, particularly for immigrant mothers, Teacher’s forum, Pupil voice, Career guidance, guidance on Higher Education, Youth Employment service, leisure pursuits and community involvement, adult education classes, Summer Schools, Preparation for the Open University, industrial retraining and rehabilitation, preparation for retirement (Glasgow leads the U.K. in this). We envisage a half-hour programme on education each week with a repeat on Sunday. Many of them could involve a listener follow-up with an expert from a particular field answering telephone queries from listeners. Since every family has someone at some stage in the educational process we feel that such a programme could provide an important public service and attract a reasonable audience.

Politics both local and national will of course be covered fully in our daily news programmes and radio is sufficiently flexible to allow us to extend these whenever the need arises; but we will in addition produce a regular weekly programme devoted to the issues of the week in national and local politics with an opportunity for listeners to participate by telephone.

We consider this an important aspect of programming, particularly because it enables listeners to talk directly to people who are important in their lives and to each other. Among the guests we would put at the receiving end of the calls, would be personalities from the world of sport and entertainment, politicians local and national, and directors of various branches of the social services which come regularly in contact with the public.

We think we can best cater for the needs of very young children by reaching their mothers with hints on everything from safety in the home to educational games, nursery rhymes and bed-time stories. For children of school age, programmes include advice on pets, hobbies, books and the Radio Clyde Sports Club with advice on various sports and where to find facilities for them. We will sponsor a Schools Quiz Competition for children in our area. For those in the upper forms at school we intend giving a voice to pupils in our educational programmes, and we hope they will also be interested in advice on youth clubs and in our education programmes designed to help them choose either subjects at school or a career when they leave school. And, of course, our programmes of pop music will have a special appeal for this age group.

For the teenagers we plan daily pop programmes in the evening interspersed with information on youth activities

and recreational and leisure facilities delivered in a non-patronising way. Such a programme could also provide an outlet for the opinions of senior pupils at school. There would be longer pop programmes for teenagers on Saturday and Sunday.

We can try to help the unemployed retain their self respect by not ignoring them. We will broadcast features designed to help men who find themselves at a loss during a period of enforced idleness. Hints on do-it-yourself, hobbies, educational facilities and retraining will be useful to them and Miss Gillespie’s hints on budget cooking will be invaluable to their wives.

For the old, for whom radio can be a vital link, we plan some special programmes which could deal with social security and welfare benefits, shopping hints, concessions available to O.A.P.s, hints on health and safety in the home, O.A.P. Clubs, Day Centres, Classes and holidays and training for retirement.

All Glaswegians have an affection for the city, and even those too young to remember will, we think, be interested in our programmes on Old Glasgow. They will contain folk songs, reminiscences, street songs, children’s games and rhymes, and a sample of a near priceless collection of records of Old Glasgow entertainers. The Glasgow Music Hall Society will co-operate in the preparation of some of these programmes, and we have also had offers of help from two Glasgow teachers who have amassed a large collection of old songs and children’s games.

We intend to provide a minimum of two hours per week of classical music, mainly recorded but occasionally live. This is a field in which the Chairman, Ian Chapman, and Kenneth McKellar will take a keen interest and we will also be able to call upon Alexander Gibson, Musical Director of the Scottish National Orchestra and of Scottish Opera, and Iain Turpie of the Glasgow Arts Centre.

We think there would be a market for a good thriller serial and for a serial aimed particularly at a female audience. Such serials, if we were successful in producing them, should be networked. We also intend occasionally to broadcast full-length plays preferably by writers in our area.

In the planning and scheduling of the above ingredients the Managing Director will be able to draw on the creative talents of the senior specialist staff who are yet to be appointed. The Head of Programmes, Head of News and Current Affairs and Head of Facilities, Miss Catherine Gillespie and Mrs. Joan Macintosh will form a programming Board for this purpose. In addition, for more detailed programme planning our staff will be able to count on the co-operation and advice of a large number of individuals and organisations with wide experience in specific fields.

We would submit that the ideas outlined go a long way towards satisfying programme needs: they provide balanced programming and yet we believe they will be sufficiently attractive to ensure a large enough audience to make our overall output commercially viable.

At this stage we find it difficult to think of any material of foreign origin we would use; if we did use any it would represent an infinitesimally small proportion of our total output. We are conscious of the very close ties between Scots abroad and their relatives at home and it is our intention that in our Sunday family programme we should link up with exiles abroad. We would also be prepared to exchange news letters with radio stations in Commonwealth countries with a large Scottish population.

With the exception of a few possible networked programmes or the even fewer programmes of foreign origin, all our programming will be related to the interests and activities of people in our area. This is perhaps more obviously true of our non-musical content, but it is also our intention in our selection of records to cater for local musical tastes which, although they sometimes follow the national pattern, are frequently at variance with it.

The following is a broad outline of our programme plans, but we would stress that one of the main advantages of radio is its flexibility. We do not want to be tied to a strict schedule.

06.00–09.00 *target group: everyone.*

We give them the news to bring them up to date with what has happened, and look forward to the new day in short features spaced between records. The music should be bright, up-tempo standards.

Needle time: 20 mins/hour.

Example

08.00 Time, News, mainly national and international, including interviews, time, weather, traffic.

08.15 Time, humour, record, events of the day, time, traffic, record, what's on in town, time, record, time, traffic.

08.30 Time, 2 min. headlines, humour, record, time, traffic, review of papers, record, time, religious spot, time, traffic, record, time.

08.45 Time, brief shopping for town shoppers, time, weather, traffic, record, programme news, time, record, sport.

N.B.—It will never be as rigid as this; if there is a big story there may be a Phone-in follow up. All timings are very approximate: the above is merely to show that it should be busy and fast moving.

09.00–12.00 *Target group: housewives, but also over 60's and unemployed.*

Pleasant listening, plus features to interest. Music, middle of the road, vocals and instrumentals – everything from acceptable pop, through ballads, Sinatra, etc. to Les Swingle Singers.

09.00 5 min. News, weather etc.: mainly records, but short features on shopping from consumer group, recipes, etc. time every 15 mins. 40 mins. needle time.

10.00 2 min. News, about 30 mins. records interspersed with: safety in home, play group – what to do with the children, do-it-yourself hints, O.A.P. bulletin, 10 min. serial.

11.00 2 min. News, about 20 mins. records; features include community news, "people who care" – a visit to some voluntary organisation. This could be done as an OB and the people we visit could choose the records (within reason) and chat about their work; 'Our town' – feature on some building or institution in the area handled in same way. Things to do for the unemployed. Listener participation.

12.00–14.00 *Target group as 9–12 but add schoolkids or adults able to listen at lunchtime.*

More emphasis on News and chat, including listener participation. News as 6–9.

Music about 30 mins/hour, more instrumental than vocal, but otherwise as 9–12.

12.00 News (12 mins.); outside broadcast from shopping centre, factory or school. Comment and record choice from people there. Consumer spot. Racing hints. What to do with the afternoon. OAP spot, + records. Programme news. 2 min. headlines at 12.30.

13.00 News (12 mins.) phone-in comment from listeners, records, 2 min. headlines at 13.30; what's on in the afternoon, records.

Time in both hours every 10 mins. or so.

14.00–16.30 *As 9–12 audience only probably smaller.*

More relaxed programming, possibly dealing with subjects in greater depth. Music as 9–12 but some light orchestral or even pop classics as well, slower pace.

14.00 2 min. News: Feature on some aspect of social services, or a longer consumer spot, with listener participation. Book reviews, L.P. reviews, theatre and cinema reviews, drawing together spots from other periods which perhaps listeners have been too busy to listen to. About 25 mins. records. A sort of 'Woman's Hour'.

If not any racing on TV, then programming should include racing – betting prices, and results, and should be equally male and female orientated.

Hints for children home from school. Shopping guide.

15.00 2 min. News: as above but repeat of morning serial at 15.45.

16.00 2 min. News, records, 2 min. headlines at 16.30.

16.30–19.00 *General audience, so music with general appeal, but people in less of a hurry, therefore some vocals, and some comedy records. News, mainly local (morning will be mainly national/international).*

After news headlines, spot for 5–12-year-olds – pets, hobbies, nature rambles, etc. lasting about 5 mins., then records, time checks every 10 mins. or so, traffic reports.

17.00 News (12 mins.) records 30 mins./hour, as much humour as we can get, what's on tonight in town, programme news. 2 min. news headlines at 17.30.

18.00 News (12 mins.) perhaps more emphasis on sport (though all bulletins will cover sport) and on Fridays extended to include supporters' club news. Listeners' participation on local issues, records, headlines at 18.30, records, 18.45 spot for 8–14 year olds, e.g. sports club (how to take up a particular sport) inter-schools' quiz, hobbies, records. Except Friday when spot devoted to weekend plans for adults – sport and leisure.

19.00 News (6 mins.) followed by major audience phone-in show Mon.–Thurs. Themes: Education; local and national politics; current affairs documentary; 'Raw Deal' type programme. (Different theme each night, but nights still to be allocated). Friday: personality interview, and listener participation with questions, then book review spot.

20.00 Two nights aimed at middle aged and elderly with music to suit, reminiscences of old Glasgow etc., what to do with retirement and so on.

One night classics explained for middle brows. One night Glasgow folk music. One night the Big Bands, or the all-time greats.

21.00 Teen scene. 2 min. news, followed by pop records, very lightly interspersed in a non-patronising way with some youth news – community involvement, youth clubs, etc. One night a local group live. Friday night, New Releases.

22.00 10 min. News, followed by book/theatre/cinema reviews or reading from a book in serial form. Where appropriate football or racing results.

22.30–02.00 *Records, with 2 min. News each hour.*

More sophisticated, relaxed listening. Listener participation.

SATURDAY: Sport, leisure and major shopping orientated features.

06.00–08.00 News headlines on the hour, fairly quiet music.

08.00–10.00 10 min. News, mainly sport, gardening, do-it-yourself hints, major shopping guide, what to do for kids, where to go at the weekend, including motoring and cycling trips, about 30 mins./hour records.

10.00–12.00 Teen scene, pop records.

12.00–14.00 Sports news, comedy spots, middle of the road records, news headlines on the hour.

14.00–17.00 News headlines on the hour, records, afternoon play, more gardening, sports results as goals are scored, racing.

17.00 Sports round up till 17.30 then records.

18.00 10 min. News, sports headlines, quiz programme, records.

19.00 2 min. News headlines, then sports panel, sports quiz and news of more out of the way sports.

19.30 Thriller serial.

20.00–22.00 Aimed at mums and grandparents, mixture of old-time music hall, records, live excerpts from Glen Daly at the Ashfield, or Lex MacLean, or other Scots comic.

22.00–02.00 News headlines on the hour, pop records.

SUNDAY: Reflective element in programming, plus two big family shows.

08.00–10.00 News headlines on the hour, quiet music, with a few features on where to go, what to do, do-it-yourself, gardening.

10.00 Religious service, followed by 'Sunday School'.

11.00 Community Council – local affairs with listener participation.

11.30–14.30 Big Family Show, records, cleaned up humour

from the terracing, links with Canada, Australia, etc., recording of excerpt from Glen Daly/Lex MacLean/A. N. Other, News headlines every hour, personality, preferably from football, or entertainment, interviewed and choosing records for half an hour.

14.30 Comedy series.

15.00 'Old Glasgow', vintage records, reminiscences, humour, etc., occasionally replaced by one-hour play.

16.00-18.00 Teen scene including Radio Clyde Top Thirty.

18.00-19.30 Another show aimed at the whole family, news headlines on the hour, at appropriate time of year including 'where to go on holiday', humour and records.

19.30 Repeat of thriller serial.

20.00 Classical music - live if networked.

21.00 Education programme.

22.00-02.00 Records, not unacceptable pop or classics, but including most other types and perhaps a special jazz spot. 2 mins. news headlines on the hour.

December 1972

BIRMINGHAM BROADCASTING (BRMB)

Birmingham

We aim to be "CLOSE TO OUR COMMUNITY" and therefore serve our listeners with a realistic understanding of their programme needs.

The success of BRMB's service will logically be measured in the following terms:

"A service of high standards to encourage a greater awareness of the opportunities which exist for the enrichment of personal lives, available to the great majority of our community, obtaining massive public acceptance and confidence evidenced by large quantitative listening, paying its way with revenue obtained by the sale of advertising facilities, and providing the Authority with a financial surplus after allowing the local radio company a margin of profit which will justify its investment risk."

The development of sound broadcasting has been basically influenced by its changed position in the overall context of the mass media.

Radio is no longer a story-telling medium. TV has taken over here. Radio used to be television before it became radio, since before the advent of television it occupied the place today occupied by the sight and sound medium.

The public's preference on the programme level is above all for radio's qualities which are peculiarly its own, namely - speedy news and information, with music as the entertainment thread.

Above all else, the local commercial radio station has to be popular. Only when the station enjoys and is known to enjoy large audiences can it satisfy the basic popular need for a sense of communal participation. Unless a large number of friends are known also to be listening, the feelings of loneliness and insecurity which so easily impose on the individual in the complex industrial society of Birmingham are intensified rather than relieved.

The need in Birmingham is for a radio station which provides:

A preponderance of music, popular and light, but including modest spells of many other kinds, from the classics to progressive jazz.

Constant contact with the world around, news as it occurs in 'flashes', breaking into programmes, frequent and short news bulletins, weather and road reports, with a strong Midlands flavour.

Other items of all kinds but in small doses, presented in a popular way.

A host of information-items catering for the myriad minority and specialist groups (there are over 3,000 separate organisations and branches of organisations in Birmingham alone), scheduled at regular times, so that the interested know where to find them.

With immigrants who recognise in most things that they belong themselves to the majority, the problem is that of integration not separation.

A forum for local opinion on a wide range of issues both local and national.

The unexpected, the humorous and the unusual.

Friendly announcers to meet social needs and loneliness, particularly apparent in this highly industrialised community.

The widest possible range of advertising, mostly local, for in this exclusive field the BBC cannot compete.

A twenty-four hour service to include the early morning hours for which there is no provision in the United Kingdom at the present time.

News and Information Policy

The policy of BRMB will be to provide a helpful, accurate, lively, responsible, comprehensive, fast and professional independent local news and information service.

Accuracy: Nothing is more important than accuracy, i.e. the accurate reporting of facts and statements and the accurate interpretation of these facts and statements.

Responsibility: Great care must be taken at all times to prevent broadcasting any information that might be actionable, unfair or in poor taste, or that does not observe the standards of impartiality required by the Sound Broadcasting Act, or the Authority's codes and guidelines for programme production with particular reference to "the editing of interviews".
Immediacy and Initiative: Our aim at all times should be to report the news as quickly as we can, and as near to its access as possible.

Topicality: This is vital, and local situations and personalities are given priority. The aim is to sustain an awareness of what is going on, firstly locally, and secondly on an international and national basis, and how this affects our local communities. BRMB will aim for the first time to fully accept the word 'live', and with the development of the service it will be possible to develop this even further.

Treatment: Positive, i.e. information with a purpose that will attract the listeners' attention, hold their interest and is easily understood, delivered professionally.

National News

Subject to satisfactory negotiations on costs being completed, we would wish to take this from the London news station by wire and in audio, and carefully blend this with local news into our frequent news summaries, bulletins and commentaries. If an item in the national news originates from within Birmingham, we will offer coverage, eye-witness accounts and interviews back to the London news station. In addition we will provide facilities and staff for other broadcasting stations to use our studios and equipment under reciprocal arrangements normally offered between broadcasting organisations.

National and Local News Summaries, Bulletins, and News Commentaries

It is hoped, as the service develops, to attract listeners to listen to news in greater depth locally. Initially, up-to-the-minute news bulletins, including sports results, will be broadcast frequently throughout the day and often teased in advance, plus a longer news commentary four times a day. We will not hesitate, however, to introduce extra news bulletins and flashes, to extend local news items, and to incorporate specialised news features and commentaries from the London news station, within normal programming as the situation demands.

Business News

This will be incorporated into our longer news commentaries to report on the activities and achievements of commerce and industry within the city.

Church News

On Sunday evenings we propose a special news bulletin devoted to the spiritual activities and comments of religious denominations in our area.

Listener Information (Participation)

Throughout our programming we will encourage audience participation in order to establish dialogue between the broadcaster and the listener, which is an essential ingredient of local radio. Not only will listeners be invited to visit our studios and outside broadcasts, but 'open-line' programming will be mounted whereby listeners can request information on any subject from gardening to cooking, from home-making to the arts, and be advised by professional experts accordingly.

Listener Information (Advertising)

It is anticipated that much of the advertising broadcast by the station will be local and in itself, therefore, of service and information to the community. It is hoped that as diverse a range of products and services as possible will be attracted to advertise on the station, to widen this field of information.

In our belief that modern local radio must stimulate, interest, inform and involve listeners consistently against a background of selective competition, we identify *entertainment, information and participation* as the key ingredients of a popular and flexible format designed to serve the ever changing needs of our community, i.e. radio worth listening to. By providing a popular framework of radio programming locally BRMB will provide an alternative service to the BBC national networks and Radio Luxembourg so that a really substantial number of listeners will be encouraged to absorb local news and information and participate 'live' and through the telephone, without sacrificing a knowledge and understanding of national and international news.

The staple elements will therefore be music acceptable to the majority of listeners, who are at present tuned to Radio 1 and Radio 2 and Radio Luxembourg, coupled with frequent news summaries and information on a wide range of activities which have hitherto suffered from inadequate publicity in the broadcasting medium locally.

The highest professional standards of broadcasting will be our constant aim and the emphasis on all our programming will be LOCAL; local broadcasters talking to local listeners about local events. The criteria which would be applied to all our programming will answer the questions - 'Is this in some way involved in the locality, valued by our listeners and meeting their broadcasting needs?'

Our programming of entertainment, information and participation will serve significant minorities, and continuing research and listener feedback will be encouraged so that we may constantly experiment within our flexible format all the time. BRMB will thus make the most of the unique opportunity to be an individual media unlike the national networks.

The main broadcasting need is for an entertaining radio service locally into which can be incorporated a constantly varying and up-to-date service of local news and information. To succeed in our object, BRMB will marry the ingredients of entertainment and information into professional programming which will at all times be flexible. The programming periods are aimed at providing the maximum flexibility so that information, interviews, reports and news may be inserted and updated without destroying the entertainment value of radio. Whilst certain of our programme periods will be aimed primarily at specific sections of the community such as housewives or younger listeners, the content will be carefully designed not to exclude a wider secondary audience. In this way we aim to assist in breaking down the communication gap.

Following three research surveys, we are convinced that there are great possibilities for developing the use of radio in extending an interest in local youth activities, particularly during the evenings where trends indicate a lessening interest in tv by young people.

(i) Information

Our news staff will be responsible for the writing and preparation in broadcast form of all public and community service information. From our extensive contacts with civic, charitable and sporting organisations it is clear that they will wish to use BRMB as a valuable information medium. Our Creative/Promotions/Public Service Manager will be in close and regular touch with these organisations to ensure that their needs are given maximum coverage in radio terms. He will also advise those responsible on the preparation of speakers for interviews involved with publicity. Certain recurring information of wide interest will be scheduled at regular times and repeated in order to reach a maximum audience.

(ii) Education

From our discussion with educational leaders it is clear that the great need in the field of education is to inform and stimulate public interest in the wide range of opportunities, particularly in the field of Further Education for people of all races, careers for the young and re-training for the unemployed, which is available in our area. When publicising these opportunities in the form of interviews with organisers, lecturers and students we would simultaneously publicise dates of enrolment, venues and course details. Our educational role will thus be to encourage listeners to widen and extend their knowledge by taking advantage of existing facilities.

(iii) Entertainment

Our entertainment will be based on carefully balanced and compiled music to comply with five basic programming requirements, namely - familiarity, tunefulness, quality of lyrics, tempo and quality of performance appealing to a wide range of age groups and musical tastes. We believe that whilst there are addicts for extremes of music, there are also many common musical meeting points which give pleasure to a much larger audience. It is this 'middle of the road' music which will be used as the basis of our entertainment at peak listening periods. Although our music will be popular in order to attract our potential audience, it will be neither 'wallpaper music' nor an endless repetition of the 'Top 50' charts. Our music programmers will aim to provide the right music not only for the changing audience throughout the day and night, but also for the particular time of day, tied to the life-style of the audience. At all times our music will be designed to enable our presentation staff to blend in naturally news, information and commercial breaks. We will feature where possible within our budget recordings of local artists, bands and orchestras. During the evening, when our surveys show we can expect a mainly younger radio audience, we will reflect this by catering for more specific musical forms such as pop, progressive, jazz, country and western, folk, reggae and soul. By offering a youthful audience music of their own taste, we will in turn provide a musical forum for discussion in which young people may express themselves.

AS BRMB develops we are particularly anxious to take the station to outside audiences in order to foster and encourage audience participation in a wider sense as the broadcasters meet the listeners in their own social environment.

The balance within our daily programming will be measured by the ability of this new service to publicise, and thus provide opportunity for, local self-expression on a wide variety of activities, i.e. topical, educational, religious, children, through local information, local news and views within a popular format, with the development of local talent and participation always in mind. By linking people with diverse interests and drawing attention to these interests, BRMB will encourage its listeners to seek out their own balance both in broadcasting terms and in life.

Whilst the Company does not preclude the inclusion of limited foreign material, particularly in the field of recorded music and interviews, it is our conviction that any regular departure from programming produced and presented locally would be a retrograde step. However, it is envisaged that we will reflect Birmingham's connection with Europe, particularly in the field of its 'twinning' arrangements with Frankfurt, Lyons and Milan.

All our programming will be directly related to the interests

and activities of those living in the area.

At present our plans regarding syndicated material are restricted to non-needle time library music in order to supplement the needle time allowance.

As the Independent Radio Network grows, we do foresee the time when there would be two-way and multi-way programme links, particularly in the field of record requests, local issues affecting other parts of the country, programme exchanges with our twin cities, and when members of our own community are involved in other areas.

Provided the extra needle time can be negotiated, or alternatively within our present budget we can obtain library music at a realistic figure, it is our intention to offer a 24-hour service. We consider that in an industrial community in which large numbers of people work shifts based on a 24-hour day, the local radio station should equally provide a round-the-clock service. Our research shows there is a requirement, and thus BRMB will provide a truly public service.

By providing a popular and acceptable service of high quality at local level, BRMB will in its public service role enable the listener to enquire further into his own community. Simultaneously, from within our service area we aim to put officials, organisations and services personally in touch with members of the public who have hitherto eluded contact.

If by providing popular local radio, BRMB attracts substantial numbers of listeners so that their lives and their interests within the area have been enriched, our aim will have been achieved, namely that 'BRMB - IS CLOSE TO YOUR COMMUNITY'.

Note: Appendix A sets out in some detail the kinds of programmes which were envisaged in the applications.

APPENDIX A

START THE DAY RIGHT

<i>Placing:</i>		<i>Presentation:</i>
Saturday	05.04-08.10	One Presenter
Sunday	05.04-08.04	One Newsreader
Monday to Friday	05.04-08.30	News: 05.30, 06.00, 06.30, 07.00, 07.30, 08.00

Start the Day Right will attract an early morning audience who may join and leave the programme at any time within the period. The music will be middle of the road, with the inclusion of bright vocals and record requests.

Information will include: Frequent accurate time checks, weather forecasts for the region, AA traffic and road condition reports updated as conditions dictate. Road safety messages tied to the driving conditions. Commuter information on bus, rail and air travel. Health and vaccination precautions and the pollen count. Details of events in and around Birmingham together with information concerning routes and public transport arrangements. Amateur and professional sporting fixtures together with a cancellation service when necessary. Programme trailers on forthcoming BRMB programmes.

From time to time we will recall past events in the history of Birmingham and its surroundings. *Start the Day Right* will welcome visitors to the city and will include a greater range of travel information of interest to those making an early start on day trips or holidays on Saturdays and Sundays. In the summer we will give temperatures at major holiday resorts both at home and abroad. During the season, particularly at the weekends and public holidays, the programme will provide information on fishing prospects and conditions for anglers.

CONTACT

<i>Placing:</i>		<i>Presentation:</i>
Monday to Friday	08.30-11.04	One Announcer
		News: 09.00, 09.30, 10.00, 10.30, 11.00

Contact will aim to link housewives across the area by providing information on local market prices, best buys in fresh produce, meat and fish, recipes, requests and competitions. Events of the day of special interest to women, the opening of a new community centre, crèche or shopping precinct, will be included as part of the programme's information service.

The recipe spots will reflect the many cooking influences within the region as we invite the Asian housewife to exchange her favourite dishes and culinary tips with her European radio neigh-

bour. We hope to involve the Birmingham College of Food and Domestic Arts in promoting good home cooking and food preparation.

Housewives of the day will be introduced to listeners for the first time during *Contact* and an invitation will be extended to meet the housewife again during the afternoon period *Home Spun*.

As the popularity of the programme and its presenter increases, we will aim to take *Contact* outside the studio to locations in which the audience can meet those involved. The "middle of the road" music format with the inclusion of standard evergreens and popular tunes of the day will assist in an entertaining way a busy housewife with her chores.

D.J. SHOW

<i>Placing:</i>		<i>Presentation:</i>
Monday to Friday	11.04-12.04	One Announcer
		News: 11.30, 12.00

A daily record programme hosted by the same personality featuring middle of the road music, with special reference to new releases and reviews of new long playing albums. From time to time the programme will include studio interviews with guests from the entertainment world visiting the city or appearing in its clubs, theatre or television shows.

FIRST EDITION

<i>Placing:</i>		<i>Presentation:</i>
Sunday	12.30-14.04	One Announcer
Monday to Friday	12.04-14.04	One Newsreader
		News: 13.00, 14.00

First Edition is designed to provide a lunch time audience with an entertaining mixture of news, views, interviews and music. The programme will be built around a central point in the form of an extended News Bulletin at 13.00 including International and National news, reports and interviews supplied by the London News Station.

First Edition will enquire further into local news stories by bringing those involved into the studio or to our mobile microphones. Our "open line" facilities will encourage listeners to add their comments and opinions on topics expressed in the programme, to take issue with the speakers or to ask for advice on any subject. From time to time we hope to include a studio guest in the programme, a prominent figure from the city or surrounding area or a well known national or international visitor to Birmingham. *First Edition* will give details of afternoon weather and travel prospects and local sporting fixtures. The "middle of the road" music will be designed to act as a bridge between the items and enable the programme to achieve a flexible news orientated period of entertainment.

HOME SPUN

<i>Placing:</i>		<i>Presentation:</i>
Monday to Friday	14.04-16.04	One Announcer
		News: 15.00, 16.00

Home Spun will set out to entertain and inform its predominantly female audience on a variety of topics and activities within the area which is mainly of interest to women. It is anticipated that this audience will be able to listen more closely in the afternoon and this will be reflected in the greater emphasis placed on publicising the work of those voluntary organisations such as W.V.S. and the Red Cross. Publicity for such organisations might well take the form of short interviews with organisers or members. It is in *Home Spun* when we will also include items on fashion, family health, household tips, slimming and temporary or part-time employment prospects. The music, which will be middle of the road, including familiar standards, will also contain requests to and from hospital patients, staff and relatives, and children.

During *Home Spun* we will reintroduce Housewives of the Day first met in *Contact* during the morning. Our Housewife of the Day will be interviewed by the presenter of the programme and will join our Housewives' Club. The programme will in this way hope to build up an ever expanding group of contacts who have taken part in the programme, and can be used in future editions.

TRADIO

<i>Placing:</i>		<i>Presentation:</i>
Monday to Friday	16.04-17.04	One Announcer
		News: 17.00

Tradio will provide a free service to listeners who may wish to swap, exchange or give away items, interspersed with music.

Items will be included provided they do not involve commercial gain, cash, and are not submitted by commercial firms.

It is anticipated that the service will attract amongst others:
 Collectors wishing to extend or dispose of their collections
 Gardeners wishing to swap ideas or plants
 Pet owners who can no longer look after their pets
 Children collecting milk bottle tops for charity
 Students appealing for information needed for school projects
 Families wishing to exchange homes for holidays
 Charitable organisations collecting items for Disaster Relief.

FIVE ONWARDS

Placing:
 Monday to Friday 17.04-19.04

Presentation:
 One Presenter
 News: 17.30, 18.00, 18.30, 19.00

Five Onwards will concentrate for the first hour on providing up to date traffic and commuter information. The AA traffic information will assist motorists in selecting the best routes. Simultaneously for those listening at home *Five Onwards* will warn of delays which may affect the arrival time of other members of the family. As well as its three news summaries, the programme will include an extended News Bulletin at 18.00 giving full reports and interviews on International, National, local and business news.

The programme will include a brief sports report on local results as well as giving details of any evening floodlit fixtures together with venues, times and suggested routes. Evening weather reports and prospects for the next day will be reported frequently and there will be a round-up of evening entertainment from Birmingham to Burton-on-Trent.

The musical content of *Five Onwards* will be middle of the road with a bright emphasis enabling the items to be included naturally and speedily.

D.J. SHOW

Placing:
 Monday to Friday 19.04-21.04

Presentation:
 One Presenter
 News: 20.00, 21.00

This record programme will be aimed primarily at a young audience. The musical accent will be on progressive and pop music, reviews of new groups and interviews with recording artists, particularly those involved in live performances in Birmingham. Into this music format we will incorporate career opportunities, news of youth activities and interests ranging from youth clubs and University student organisations to youthful fashion. Our intention would be to mount this programme from time to time as an Outside Broadcast from youth clubs or student Halls of Residence, and on such occasions we would incorporate local groups to provide a "live" music content. The policy of the programme will be to attract a young audience to listen to the music of the day and simultaneously to inform them of the many youth activities which are available to them.

TALKING SPORT

Placing:
 Monday to Saturday 21.04-21.15

Presentation:
 Sports Editor
 News: —

Talking Sport, compiled and presented by the Sports Editor, will provide a round-up of National, International and local sport together with comment, interviews and results. The programme will also anticipate forthcoming sporting fixtures with special emphasis on local amateur sport, clubs and players, often including brief interviews with those involved. The Friday edition will concentrate on local match prospects for Saturday's events.

SPOTLIGHT

Placing:
 Monday to Friday 21.15-22.04

Presentation:
 One Presenter, One Guest
 News: 22.00

Spotlight will be an informal interview with a studio guest in which he will talk about his life and work in a relaxed setting interspersed with music. Guests will normally be from the area and will be chosen for their interest value within the community, but occasionally will include a national or international visitor to the city. Programme trailers throughout the day will encourage listeners with mutual connections to the guest to listen to radio when they would normally be watching television. The informal style of the interview will assist in making the personality of the guest more widely known in the community, and an opportunity may be given to listeners to speak to him on the telephone.

GENTLE ON YOUR MIND

Placing:
 Monday to Friday 22.04-23.04

Presentation:
 One Announcer
 News: 23.00

A relaxed programme of easy listening music including popular classics played by orchestras such as Mantovani, Percy Faith and Frank Chacksfield.

AFTER HOURS

Placing:
 Nightly 23.04-01.03

Presentation:
 An Announcer
 News: Midnight, 01.00

After Hours will provide music for easy listening. In addition it will provide information services of value to the community at that time.

ALL THROUGH THE NIGHT

Placing:
 Nightly 01.03-05.04

Presentation:
 One Announcer
 News: 02.00 03.00, 04.00, 05.00

All Through the Night will provide music and request records to and from night shift workers as well as those listeners who go to bed late or rise early. News summaries on the hour, time checks and information as required. Our intention is that this period will often be presented by a female announcer.

SATURDAY

START THE DAY RIGHT

Placing:
 Saturday 05.04-08.10

Presentation:
 One Announcer
 News: 05.30, 06.00, 06.30, 07.00, 07.30, 08.00

Programme format as on weekdays.

WHERE AND WHEN

Placing:
 Saturday 08.10-10.04
 Sunday 08.04-10.10

Presentation:
 One Announcer
 News: 09.00, 09.30, 10.00

Where and When will provide a service with details of sporting, social and other events taking place in or within easy reach of our area, with considerable stress on location of events, timings and suggested routes to enable the listener to reach the event easily, quickly and on time. When possible the publicity will take the form of interviews with organisers or participants, often brought live into the programme during preparations for the event using our mobile units. The Saturday edition will include a greater proportion of sporting events and the aim will be to stimulate interest particularly in amateur matches. The Sunday edition will include a Thought for Sunday religious spot and this will be used to key any special religious services or rallies. This spot will be prepared by our religious adviser.

During major events such as the Royal Show or the Birmingham Show we will investigate the possibility of mounting the programme from the show.

Since many of these events will be of interest to all the family, the music content of "Where and When" will reflect this by including requests and messages to and from our younger listeners. Some of these requests will be taken over the telephone.

D.J. SHOW

Placing:
 Saturday 10.04-12.04

Presentation:
 One Announcer
 News: 10.30, 11.00, 11.30, 12.00

This bright programme of popular music will include hit material, reminders of past successes and reviews of new releases. Motoring flashes would be included as necessary. It is anticipated that this programme would lend itself to Outside Broadcast origination from major shopping precincts from Birmingham to Burton-on-Trent. Occasionally the programme will feature guest announcers from other radio stations, particularly those in the Midlands.

IN, OUT AND ABOUT

Placing:
Saturday 12.04-19.04

Presentation:
One Presenter
One Sports Editor
News: 13.00, 14.00, 15.00,
16.00, 17.00, 17.30, 18.00,
19.00

In, Out and About will provide a fast entertaining sports service. Anchored by the Sports Editor, the programme will include on the spot reports from major professional and amateur sports events in the area, news of local teams playing away fixtures, and National and International sports news fed from the London news station.

To achieve this fast moving informative programme, we shall employ many of our resources including the Radio Car, telephone facilities at grounds, sports news agencies and our own sports stringers. We will include interviews with local sporting personalities and, by putting them on "open line", give them the opportunity to answer questions from the public. We particularly wish to encourage interest in minority sports and will broadcast results of the major angling contests. The programme will provide a classified results service for Football Pools punters and traffic and travel information will give a service to match or homeward-bound spectators. The middle of the road music will bridge the various items as the sports department produces a programme aimed at promoting active participation in the range of sports staged in the area.

SOUND OF SOUL

Placing:
Saturday 19.04-21.04

Presentation:
One Announcer
News: 20.00, 21.00

Sound of Soul will cover a wide range of vocal and non-vocal music and will feature those black artists who have made their homes in Britain. There will be reviews of new album releases and studio interviews with artists.

TALKING SPORT

Placing:
Saturday 21.04-21.15

Format as throughout the weekdays but including late results.

AND ALL THAT JAZZ

Placing:
Saturday 21.15-23.04

Presentation:
One Announcer
News: 22.00, 23.00

And All That Jazz will be an informative programme featuring a wide range of jazz from big bands to small combos, Duke Ellington to Oscar Peterson. It will include short features on jazz stars and bands, tracing their history and discography. As well as reviews of new albums, we hope to include illustrated interviews with British musicians and international artists as they visit Birmingham.

AFTER HOURS

Placing:
Saturday 23.04-01.04

Presentation:
One Announcer
News: Midnight, 01.00

Format as throughout week.

ALL THROUGH THE NIGHT

Placing:
(Saturday)/Sunday 01.04-05.04

Presentation:
One Announcer
News: 02.00, 03.00, 04.00,
05.00

Format as throughout week.

SUNDAY

START THE DAY RIGHT

Placing:
Sunday 05.04-08.04

Presentation:
One Presenter
News: 06.00, 06.30, 07.00,
08.00

Format as on weekdays although there will be less emphasis on commuter information and more information for those making an early start in sporting or leisure activities.

WHERE AND WHEN

Placing:
Sunday 08.04-10.10

Presentation:
One Presenter
News: 09.00, 09.30, 10.00.

Format as on Saturday with the inclusion of church news and timings of special services and religious rallies.

IN TOUCH

Placing:
Sunday 10.10-12.30

Presentation:
One Presenter
News: 10.30, 11.00, 11.30,
12.00

In Touch is a family request programme for all ages and musical tastes aimed at linking friends and relatives across our transmission area. There will be spots within the programme during which greetings may be exchanged with hospital patients and youngsters may send personal greetings to their grandparents. As the Independent Broadcasting Network grows, we would wish to extend *In Touch* by linking in the form of two or multi-way exchanges with other stations, particularly those in the Midlands. We would hope to involve from time to time our "twin" cities of Frankfurt, Lyons, and Milan and the British Forces Stations overseas. The accent of the programme will be local family entertainment to which the various members of the family may contribute.

FIRST EDITION

Placing:
Sunday 12.30-14.04

Presentation:
One Announcer
One Newsreader
News: 13.00, 14.00

Although the format will be similar to the weekdays, it is anticipated that the programme may take a more reflective look at events of the past week and attempt to predict the major news stories during the forthcoming week. The pace of the programme is likely to be more leisurely.

SOUNDS TOPS

Placing:
Sunday 14.04-17.04

Presentation:
One Announcer
News: 15.00, 16.00, 17.00

Sounds Tops will keep listeners up to date with popular music, the charts, reviews of new singles and album releases, popular music on the continent and the U.S.A., together with news of artists and recordings. During *Sounds Tops* the announcer will interview recording artists who are either Birmingham based or who are about to visit the city for live concerts. Listeners will be invited to take part in simple telephone competitions for small prizes as well as commenting on the records. Whilst *Sounds Tops* will be fast moving, it will attempt to concentrate on tuneful popular music of wide appeal.

ON THE REGGAE BEAT

Placing:
Sunday 17.04-18.10

Presentation:
One Presenter
News: 17.30, 18.00

On the Reggae Beat will bring together European and West Indian listeners in the common sharing of a music which has wide appeal. Where possible it will include recordings of local Caribbean artists together with studio guest interviews. Although the programme reflects the current interest in Reggae, the period might well alter if the present popularity wanes.

DIALOGUE

Placing:
Sunday 18.10-18.30

Presentation:
Several Speakers

Dialogue will be devised and produced by the BRMB religious adviser and will juxtapose contemporary religious music including choirs often locally recorded, with news, views and interviews on religious topics. Speakers will also be encouraged to give a religious view on current talking points and within the overall format we would attempt to bring together members of different denominations and religions.

DON'T RING US—WE'LL RING YOU!

Placing:
Sunday 18.30–20.04

Presentation:
Open Line format with one anchor-man and guest contributors
News: 19.00, 20.00

Don't Ring Us—We'll Ring You! is an open line programme in which listeners will be invited to air their views by telephone on a variety of topics of local or personal interest. Not only will the programme help with personal problems, but also it will seek answers to specific queries by calling up those experts who may be able to assist. It is envisaged that this programme will be anchored by an experienced social worker and broadcaster who will be assisted by one or more studio guests chosen for their diverse backgrounds. The guests will give differing opinions to callers and it is hoped that this will provide lively and entertaining argument and considerable audience participation.

FOLK ON SUNDAY

Placing:
Sunday 20.04–22.04

Presentation:
One Presenter
News: 21.00, 22.00

Folk on Sunday will reflect the great interest in Folk Music in the area, particularly amongst young people. Since folk music embraces all ethnic groups represented in Birmingham, the programme will include illustrated interviews and items on Asian and West Indian music as well as more traditional European songs. *Folk on Sunday* will give news of Folk Clubs and Folk Artists in the area and will include recordings made at local clubs. Eventually the aim will be to mount the programme as an outside broadcast from Folk Clubs and the University Campus. Since folk music is by its nature often a comment on social attitudes, it is felt that this could be used to encourage short discussions from members of the audience.

THE PICK OF BRMB

Placing:
Sunday 22.04–23.04

Presentation:
One Presenter
News: 23.00

The Pick of BRMB is a Sunday night miscellany of music selected from the whole range of the past week's programmes. Each week the selection will be made by a different personality on the staff and occasionally an outside contributor or listener will be asked to make his own choice.

AFTER HOURS

Placing:
Sunday 23.04–01.04

Presentation:
One Announcer
News: Midnight, 01.00

Format as throughout the week.

ALL THROUGH THE NIGHT

Placing:
(Sunday)/Monday 01.04–05.04

Presentation:
One Announcer
News: 02.00, 03.00, 04.00, 05.00

Format as throughout the week.

December 1972

PICCADILLY RADIO Manchester

Pirate Local Radio was the first to recognise that an interest in pop music was a common factor which crossed social lines and age groups. It presented its programmes with a style which its audience found friendly, personal and immediate. It pioneered a form of communication which at that time was unknown to the BBC. The critics of Pirate Radio said it wrapped its audience in a mindless aural wallpaper. It was certainly short on information. But it was very popular. And where it led, the BBC was forced to follow.

It would be impertinent and foolish to under-estimate BBC Radio. Its traditions, experience, and the talent of its creative staff are universally acclaimed. The recent restructuring of BBC Radio went some way towards meeting the demands of a new generation of listeners, but at the expense

of much that was best in the old regional system. The quickness of the metropolitan hand has not deceived the provincial ear.

BBC Local Radio has a high-minded professional competence, and has pioneered some exciting local experiments, but whether through lack of resources or imagination or too much networking, it has rarely managed to excite its audience or command their allegiance.

Independent Local Radio must avoid the pap of the pirates, and yet attract an audience where the BBC has failed.

The broadcaster should become the servant of the community while maintaining his independent judgement. He should be instructed by those he serves but he should also lead them. The service the media have traditionally dispensed has become a monologue. If communication is to mean anything then it must be a conversation.

Television has made faltering steps in this direction, but whether from the sophistication and expense of its hardware or because of sheer size and geographical breadth of its audience, genuine two-way communication remains beyond its grasp. Newspapers can never grasp it because they lack immediacy. They can never be more than a chronicle of what has recently happened or a catalyst for what should soon happen. They can never achieve real spontaneity and can rarely invite real participation.

Independent Local Radio can try to achieve this goal. Its hardware is unsophisticated, its schedules flexible, its audience smaller and geographically more confined. It can perhaps pioneer a relationship between broadcaster and audience which the other media could adapt and follow.

It is not the function of Local Radio to compete directly with local newspapers or the local programmes of television, but to complement those services in its schedules, content, and especially in the element of audience participation which has so far eluded the other media. That is not to evade responsibilities to the audience but to recognise that Local Radio cannot hope to command either the resources or the audience of the television channels or the intimacy of the small-town weekly newspaper.

It would be foolish to ignore the difficulties in providing a genuine local service. The Manchester Independent Radio Region has a population of two and a half million and an area of more than 300 square miles. It has more people than 36 Members of the United Nations, and its economic strength would put it in the running for a seat on the Security Council. From Rochdale in the north to Wilmslow in the south, from Stalybridge in the east to St. Helens in the west, it is not a homogeneous region, either socially, economically, or in the interests or aspirations of its people. They do not have the same problems or the same concerns just because they live within twenty miles of each other. They do not become a community just because someone draws a red line around them on a map. Manchester and its neighbouring towns is not a locality, and cannot be served as such. It can only be served as a quasi-region – delimited by factors as social as transmitter strength, ground terrain, and the quirks of the heavyside layer – by a station which sets out to reflect the needs of the majority of the community, and those of the minority groups which comprise that majority.

What follows is not so much a blue-print as a draft brief which we expect the Programme Controller and his staff to adapt and implement. The station will be as good as its creative staff.

General Programme Intentions

The Programme Department will draw on six major sources of material:

- (i) News and Information
 - (ii) Citizens' advice and action
 - (iii) Group access and participation
 - (iv) Story and Feature
 - (v) Sport
- and of course
- (vi) Music

We believe that most listeners will prefer to alternate between music, information and other features without undue interruption of one by the other. For much of the day we shall attempt to weave magazine material in with music, rather than present it in traditional compartmentalised programme segments. In this way we expect to create a feeling of anticipation and excitement on the air.

The 'mix' will vary according to the time of the day and our assumptions of radio listening habits.

For example the music/information 'mix' in the audience peaks at breakfast-time, lunch-time and later afternoon would be approximately 40/60, while it would reverse to a 60/40 'mix' for the rest of the daytime, and would change to 80/20 by the late evening.

News, News Features and Information

The broadcasting of local news, local news features and local information should be the single most important consideration of a station which serves a restricted geographical area with a relatively small population.

It must be said, however, that an area with the size and population of Greater Manchester presents obvious difficulties for local news coverage. It is not a locality. It is something less than a region.

A concept of local news in its most basic sense is untenable. Items which are of passing news interest to people in Rochdale are not news at all to listeners in St. Helens or Wilmslow. Only when a local news item reaches a certain level of importance does it become of regional interest. Those items will be fully covered.

Perhaps more important is that 'National' news will be interpreted and presented in terms of its relevance to the Greater Manchester area. If there is a national dock dispute then Manchester Docks will be considered. If there is a fall in the national unemployment figures, but a marginal increase in the Lancashire figures, the latter will be examined. A new Act of Parliament will be interpreted only for relevance to the Manchester area.

That is not parochialism. It is a commonsense service to a community which is frequently ill-served by the metropolitan thinking of national news organisations.

Full National and International News will be taken on every scheduled network transmission. In addition, National and International News headlines will be read locally at appropriate intervals.

A full regional bulletin will be associated with all networked National News transmissions. Regional news should not be stockpiled for these bulletins, but should be slotted in piecemeal as it happens.

The Manchester area is not a homogeneous climatic region. Weather conditions can vary widely over a relatively small area. This presents an excellent opportunity to tell people what they can expect in their own locality in the next few hours. On a showery or stormy day it should be possible to give listeners instant rain-checks, warning them in certain localities of rain within a few minutes. This would be done in co-operation with the Manchester Weather Centre, Ringway Airport, and on the basis of listeners' reports.

Good News: news, by its nature, normally deals with the abnormal or exceptional in human affairs. Not for nothing is 'no news' said to be 'good news'. To redress this imbalance, a regular daily slot will be devoted solely to good news. This will be uncontentious.

Bad News: a disaster procedure will be worked out in detail. If Local Radio offers an unprecedented opportunity to inform, it can also cause maximum alarm. In the case of bad motorway pile-ups or major industrial accidents, great care must be taken in the presentation of information. The circumstances will vary.

The first priority in a motorway pile-up will be to inform other motorists in the vicinity. But hearsay information on casualties involved in accidents must be withheld, and the normal journalistic procedure of not giving names until next of kin have been informed will be over-scrupulously

observed. All major accidents, e.g. plane crashes, would only be covered by live report if accompanied by appeals for sight-seers to avoid the area.

News Features: the News Desk will be responsible for many brief features, varying in length from a few seconds to a few minutes, and which should be updated or repeated at appropriate intervals throughout the day.

The co-operation of the Manchester, Lancashire and Cheshire Police Forces is essential. Police messages will be broadcast as soon as they are received and will be repeated as necessary.

A regular crime information spot could be broadcast with the CID seeking the assistance of armchair detectives on the lines of television's Police File.

Regular road reports of exceptional weather conditions, accidents, traffic jams, road works and diversions, will be broadcast in peak traffic times.

A crime prevention programme made with Police assistance could be a regular weekly feature.

The station could co-ordinate searches for someone lost on the moors in the region by relaying up-to-the-minute information to lay searchers who keep their radios tuned to the station.

A daily feature will be broadcast at breakfast-time of What The Manchester Editions of the Newspapers Say. Most of the national papers have a distinctive Northern edition. A fuller Saturday morning feature will be considered dealing with news made by Local Weekly papers in the region.

In the late afternoon there could be a brief feature on questions of important regional interest raised by local MP's in the House of Commons that day. In addition the general activities of local MP's at Westminster will, where appropriate, be reported in the regional news bulletins.

A weekly Constituency Report could be made on each of the constituencies in the area in which the Member will face critical constituents to discuss local issues.

Every morning there could be a brief report on the important debates and decisions from the previous night's Council meetings.

Access will be sought to record major council debates, e.g. the Rates Debate. Although localised, the same arguments and influences will tend to be constant throughout the region.

Council elections, by-elections, and General Elections will be covered in full.

An early morning Market Report could give advice to food retailers on wholesale prices at Manchester markets.

Throughout the day a repeated and updated feature will give advice to shoppers of Best Buys in meat, fish and fresh vegetables depending on local market conditions.

Apart from the many public service advertisements, e.g. road safety which could be taken free in available slots throughout the day, there are specific public service features which can be made. For example, given the existing and apparently endemic, marginally high rate of unemployment in the area, there is scope for a daily feature on Jobs Going which would be made in co-operation with the regional offices of the Department of Employment. The region is small enough to be able to direct listeners to specific local Employment Exchanges, and to give brief details of specific jobs.

A daily leisure feature - What's On - could chronicle events, exhibitions, and performances in the region. It could include information on major commercial performances, and perhaps its most valuable aspect could be to warn that the house was full, or the event cancelled.

News Bulletins, and local news features and information will be co-ordinated by a News Editor who will be directly responsible to the Programme Controller.

We expect that listeners will provide 'tip-offs' in many areas of news. Promotional efforts will be made to involve the audience in providing 'their own news for their own station'.

If the collection and interpretation of news is important, then its presentation is most important of all. As we expect that much of our news and information will be presented

outside the confines of formal bulletins and feature magazine segments, then the standard, judgement and skill of our continuity announcers becomes of paramount importance.

We will expect that most, if not all, of our news reporters will be capable of on-air performance.

Especially, we do not envisage the employment of announcers who just read scripts written by other people. We believe that it is easier to find journalists with a flair for music continuity than to train disc-jockeys to have 'news sense'.

The most repugnant feature of many commercial stations throughout the world, and even at times of some BBC programmes, is the glib, mindless 'wordzak' of their station continuity. We do not believe that this is either necessary or desirable.

Citizens' Advice and Action

A symptom of the growing complexity of society is the increasing call made on newspapers and broadcasting companies for advice and assistance on a whole range of problems: personal, domestic, consumer, medical, legal, financial, social security etc.

It would be impertinent to suggest that a radio station could give an instant answer to many of these problems. In fact it would be wiser to resist the temptation, because it would frequently be harmful even to try. The station could not provide a universal panacea, but it could become a problem-broker. It could act as a middle-man between the many public and voluntary Agencies and the listener who is either unaware of their existence and scope or is too timid to make an initial approach.

The Action Desk would receive and process letters and telephone calls from listeners. Problems with easily-researched answers would be broadcast frequently. These could take the form of a taped telephone call, or an anonymous enquiry, depending on the listener's sensibilities. Many other enquiries would be referred to the appropriate Agencies, but no action would ever be taken without the consent of the listener.

The whole operation would have to be conducted with the co-operation of consultant experts and especially in close liaison with the relevant Agencies, e.g. Department of Social Security, National Council for Civil Liberties.

A regular half hour programme could be broadcast five or six days a week in the early afternoon. This could be live confrontation between listeners with problems and their advisers or antagonists. A different aspect of some common groups of problems could be dealt with each day.

Listeners' complaints and demands for action could provide the basis for a sustained campaign in some cases. The issues adopted would usually be uncontentious: a campaign for a pollution-free and landscaped River Irwell; a demand for retention of trees on land cleared for housing estates, etc., etc. A campaign could be pursued until the problem was solved, or until it appeared to be genuinely insoluble.

The mistakes of private, public and commercial life will, quite properly, be given a lot of air time. Perhaps this can be balanced by items which would stress achievement. A person who has conquered a disability. A local council which has gone out of its way to provide for more than the law demands. A company which against the odds has achieved record exports.

Group Access and Participation

Local radio affords an ideal opportunity of access for those groups in the community who do not usually make news, and whose needs are rarely recognised by the other media. It is essential that the impulse to use radio should emerge from the community itself, but initially the station must identify and invite groups to participate. They should be advised and assisted in the preparation of programmes and minimum standards of broadcast quality should be ensured.

Most groups will be conventional, but access must also be freely given to those whose ideas are unconventional or even

unpalatable to many in the community. The only criteria for access should be that a substantial and verifiable demand exists, that responsible statements are made, and that the contents of the broadcast are lawful.

We recognise that there is no point in attempting to compete with television in the mid-evening period. But radio listening today is essentially a personal pursuit. Families do not normally sit round a radio as they do a television. The receiver is portable. Any member of the family can retire with his or her receiver and listen to programmes which would not interest other members. We therefore intend to use time in that mid-evening segment to provide a genuine alternative for minorities in our audience.

For example, in the Manchester region we have a responsibility to provide a service for some of the ethnic minorities: Jews, Poles, West Indians, West Africans, East African Asians and Pakistanis.

Each group could be given a half-hour programme each week in off-peak evening time. This would be compiled by representatives of their own communities and in some cases would be in their own languages. We understand that interest in news from their home countries is so intense that some Asians get up at 4.00 a.m. to listen to broadcasts from their own countries.

They would be assisted to maintain aspects of their separate social identities, while encouraging their involvement in the larger community. While the Station would accept editorial responsibility for the content of these broadcasts, it would not attempt to direct or dictate.

Manchester is the centre of a large academic community, with two universities and scores of other Higher Education institutes. This reservoir of wide-ranging talent could provide both skilled programme contributors and a discriminating audience for specialist minority programmes in the off-peak segments.

In a similar way, 'underground' organisations, tenants' associations, trades unions etc., etc., would be identified and contacted.

The British audience listens to radio less than the audience in any other English speaking country. Apart from in certain peak periods, the habit seems to be dying. Perhaps it can be revived.

We believe that people will listen to the station because they will frequently be listening to each other, rather than being directed by the choice of the professional broadcaster. The key to success in local broadcasting must be to involve the listener so that he believes the station to be 'Radio Us' and not 'Radio Them'.

We expect listeners to complain, suggest and perhaps congratulate in both letters and telephone calls, which will be featured in programmes.

A programme similar to television's Open Night should be a regular feature (perhaps from a different town each week), in which listeners could confront the programme makers.

The telephone must be the principal immediate link between the audience and the station. But we are aware that only one-third of the households in the Region have a telephone, and that these are more likely to be ABC listeners. At present we do not see a way of overcoming this other than to encourage and give special consideration to the letters from CDE listeners.

Wherever appropriate, telephone calls would be broadcast live, with the necessary safeguards of a preliminary vetting of calls and the use of a 'delayed-tape' machine.

While the station will be permanently accessible to the public, it is essential that this is not abused. We stress the concern of producers to see that misinformation and general crankiness is not broadcast.

Story and Feature

The Manchester region is notorious for the weakness of its interest in the serious arts, perhaps because of the po-faced presentation and stately accommodation which are repugnant

to Northern taste. We cannot hope to compete directly with the universal excellence of BBC Radio in this field. What we can do is to recognise this popular regional suspicion of Culture, and to some extent 'de-Culturise' our presentations.

The station will have contact with professional theatre groups in the region, although we do not know the extent or feasibility of possible co-operation. One potential area is the emphasis put by many local theatres on the dramatic or musical presentation of local historical events, e.g. The Siege of Manchester (a Civil War drama), several dramas and musicals done on building railways in the region.

The River Irwell has a better claim than the Nile, Indus, Tigris or Euphrates to be the epicentre of current world civilisation. This is reflected in every Lancastrian's firm belief that history was created on his street, or, at worst, just up the road. All of which gives a splendid opportunity to exploit local history on a regional scale, in analysis of single towns, and even on details about single streets.

It is apparent to us that some television series can be run as sound-track only, and be acceptable and popular as radio programmes. Coronation Street and Crown Court are examples. This could provide an alternative service for those who miss an episode in the TV transmissions.

Serialised readings from novels or works of non-fiction, either written by regional authors or relating directly to the region, could be a brief feature at a regular time each day.

It should be possible, with the co-operation of publishers, to do radio adaptations of books either immediately before or at the same time as publication. Perhaps we could possibly commission books in association with publishers, which would be serialised on radio around the publication date.

Short story and poetry competitions could attract local talent. Preferably they would be read by the authors. This would attract many McGonagalls with Rochdale accents, but in our experience this would not diminish their charm, audience interest or (occasionally) genius. The best could be appointed Station Laureate with a limited tenure of office.

It is clearly beyond the resources of a single independent station to compete with BBC Radio drama. Drama and features are an area in which networking agreements must be sought. We shall consider not only sales of material to other stations in the United Kingdom but also abroad.

Sport

The region has seven Football League clubs, (if Liverpool will forgive us, Manchester is probably the most famous soccer city in the world), the Lancashire County Cricket Club, Rugby League (the professional game) clubs, as well as a large number of semi-professional clubs playing soccer and Lancashire League cricket. It has possibly the highest concentration of professional sport in the country. It is envisaged substantial coverage of these clubs would be given. They are followed by a very large aggregate of people, and we would not be dealing simply with one audience for Rugby League, another for semi-professional soccer, another for County Cricket, and so on. Many people's interest overlaps from one class of sport to another and from one *kind* of game to another. Many soccer followers of, say, Manchester City or Bolton Wanderers also like to know what has been happening to, say, Altrincham or Little Lever.

One cannot escape the fact that the glamorous clubs – First Division Football, the leading Rugby League names, in particular – get a great deal of coverage, in much detail, from TV, BBC Radio and the newspapers. But it would be necessary to meet the very great interest there exists here, which means that a good deal of the station's time allotted to sport would probably be devoted to 'where the action is'.

News stories about the clubs – transfer of players, injuries, boardroom manoeuvrings, etc. – ought to be carried with the same attention to detail that the newspapers give them. Sport is controversial: players' and managers' comments on other players, other clubs, intrigue the public. So do the comparisons made by old stars of yesterday's team with today's.

The station ought to deal with controversy as much as with information. On occasions, when important matches are being played, there is considerable excitement in being told, say, ever quarter of an hour, how the games are going: short, sharp radio reports, fitted into other programmes, may well be more appealing than full-length commentaries – except for something like a big boxing match, whose duration is an unknown factor. Generally, in dealing with major competitive sports, there is much to be said for the frequent, brief, vivid 'briefing' on sport, as against longer, more formal 'package' sports programmes. We do not believe that this would infringe the current exclusive BBC Radio contract with the Football League.

The region is notably rich in the kind of sporting activity which involves people *actively* and is little reported by the newspapers, TV and BBC radio. Fell-walking and mountaineering, crown green bowls, whippet racing, road walking, cross-country running, angling, lacrosse, snooker. Substantial time could be given in a weekly sports magazine programme to a legion of minority interests.

For example, the area has always produced a particularly high number, and high standard, of mountaineers – individuals all of them, who can be relied on to be candid and often very amusing.

For another example, the crown green bowling scene is rich with anecdotes and men who can tell them. The area contains the only professional crown green bowling in the world. Bowlers do it for a living. Bookmakers are involved.

How do you train a top whippet? Is lacrosse a girl's game that only sissy men play? What's the attraction in the exhausting, lonely business of long-distance road walking? This kind of question ought to prompt some interesting answers, and certainly produce a wide variety of voices, accents, styles.

It is claimed that more people go fishing every weekend than involve themselves in any other participative sport, and that more people fish than watch League Football. While we have no corroboration of knowing the statistical basis of the anglers' argument we appreciate their complaint that the media show little interest and serve them with scant information. It should be possible to provide frequent information at weekends on fishing grounds in the region, including weather and shoal conditions. Perhaps an early morning weekend magazine programme could be devoted solely to early-rising anglers.

The station could also help people involved in many sports by giving venues, advice on weather and the right clothing for it, tips on looking after equipment etc. – treating sport rather like gardening, as the BBC do it in Gardeners' Question Time.

Panels of well-chosen controversialists, answering topical questions from live audiences, can produce a very lively show. BBC Radio already does it, but the station would hope to be much more direct in putting, say, the manager of a football club on the spot in front of his supporters' club.

The sports quiz can be very entertaining. A kind of 'Top of the Form' competition would be held for teams from pubs, clubs or simply streets.

Racing Prospects: a regular daily service could be provided by our own expert, and an analysis could be made of the consensus of newspaper tips. This could be a repeated and up-dated daily service.

Drawn Games: a Wednesday discussion between a soccer manager, a player, and a sports journalist on those Saturday games which are likely to end in a draw.

Music

The background of commercial radio to date has been record request programmes. These depend for their quality upon the personality of the compere who, as has been said elsewhere, should be a person in his own right. The programme should seek to build his personality.

There is, of course, a sufficiency of available needle-time for a considerable output of middle-of-the-road pop music. As will be seen from our schedules, this will be interwoven

with other programme material at peak times. But there is no reason why a programme presenter, with the right judgement and musical sense, should not be able to enlarge the "Popular" repertoire beyond the range of the somewhat over-sweet selection which is the general currency of 'Housewife Request' programmes. He should be the kind of enterprising person who can genuinely popularise items from the Classics, from Virtuoso Jazz, from Rock and from Folk. We know from disc sales that a man with the right ear and with the ability to communicate his own enthusiasm for a piece of music (and who plays it often enough) can quickly gain a ready acceptance from a wide public.

In general radio has never been particular enough in its approach towards music. We would propose to develop a wide interest in music by encouraging fan clubs. These clubs would be formed by contact with the station through telephone and letter. Although the range of interest would be wide each club would be very particular in its interest.

One absolute criterion of editorial selection which would be applied to all music, except middle-of-the-road pop, would be that of excellence in performance. Nothing is more damaging to the sound of a station than the sort of haphazard selection of sloppily-played music which is so frequently heard on the BBC but which, within their own narrow range, was avoided by the pirates.

So far as live music is concerned we see no advantage in producing concerts of classical music. The quality of the Hallé is much better captured on a stereo disc than would be possible in a mono-recording, a studio or concert hall performance. We would rather seek to find soloist and individual groupings from amongst the members of the Hallé, or to transmit live performances of groups visiting the area, particularly when audience appreciation enhances the appeal or excitement of the music performed. Other things being equal we would play the disc of a Hallé performance rather than, say, the same symphony by the Royal Philharmonic.

Live music will be broadcast in accordance with the agreement with the Musicians' Union. As previously stated, we do not for technical reasons see an advantage in recording orchestral music, therefore the greater part of the allocation of live music will be devoted to jazz, folk, brass band, and similar 'popular' performances recorded in informal circumstances.

We are aware of the growing interest in stereo-sound receivers. Where possible, all music played by the station would be stereo. We would hope in this way to encourage appreciation of high-quality sound transmission.

All programmes, except for a small but as yet unknown amount of bought-in network material, will be directly related to the interests of the regional audience.

Much of the music cannot hope to be local in that sense, although other things being equal we would prefer to use orchestras, bands, groups and soloists from this region. Music will be localised by the requests and dedications of individual listeners, and by the participation of fan clubs from the area.

Proposed Hours of Broadcasting

Initially,

Weekdays	0630-0030
Fridays and Saturdays	0630-0200
Sunday	0700-0100

Experimental round-the-clock programmes will be operated and, if found to meet audience demand and to be financially viable, they could become a permanent feature. There are excellent arguments in favour of it:

- (i) There is no competition from other media.
- (ii) The world does not stop turning at the conventional bedtime. News and information are still coming in.
- (iii) A relatively high proportion of the population of the Manchester Region is shift-workers, either working nights or rising very early for the morning shift.
- (iv) It would take advantage of 'listener inertia'. An audience has a tendency to stay tuned to the station last listened to.

We hope not to depend on syndicated programme material unless it is relevant to the Manchester area. It is impossible at present to assess the opportunities for networking agreement with other Independent Radio Stations. We expect that this will be necessary in the fields of drama and feature. Our thoughts on the possibilities of radio adaptation of television features and books have been outlined previously.

The members of the Consortium applying for this contract have had active commercial, professional or personal associations with the Manchester region for many years. We believe that we understand the people and their needs, their opportunities (or lack of them) and their aspirations. We think we know what makes them tick, what they will take and what they will ask for. It is intended that the bulk of the creative staff of the station will be recruited locally, and they will be expected to use their local knowledge, contacts any insights in all of their assignments.

As we have outlined in our General Programme Aims the station must maintain a dynamic and creative relationship with individuals and organisations in the region. The most important relationship is with our listeners, in their own homes or cars with their own interests, enquiries, and demands. This is the audience participation which we must excite if we are to succeed.

We must also identify, interest and involve those groups of potential listeners who together comprise the mass of our audience, but who are immediately apparent as minority groups - large and small.

We intend to appoint a relatively senior member of the station staff whose duty it will be to identify, co-operate with, and bring to programme fruition, the ideas of these minority groups.

To specify or name them at this stage could be to promise what we would only hope to obtain. They are universities, colleges of further education, schools and playgroups; churches, political parties, ethnic minorities; musical (the whole spectrum), theatre and arts groups; ratepayers and municipal residents; gardeners, philatelists, and astronomers.

We do not wish to promise more than we could honestly hope to achieve. We believe we have outlined a programme which is administratively and financially feasible, and which will attract, retain, and we hope excite our regional audience.

December 1972

IX ITV Programme Details 1973-74

News and News Magazines

National News

National news bulletins are provided for the network by Independent Television News (ITN). On Mondays to Fridays there are three bulletins at 12.40 (20 minutes), 5.50 (10 minutes) and 10.00 (30 minutes), a total of one hour daily. On Saturdays there are three bulletins totalling 20 minutes and on Sundays two bulletins totalling 25 minutes.

Local News and News Magazines

Most local news and news magazines are presented in daily programmes at 6.00 p.m. from Monday to Friday. The weekly duration at the end of March 1974 is shown in minutes.

Company	Programme	Weekly minutes
ANGLIA	<i>About Anglia</i>	170
ATV	<i>ATV Today</i>	185
BORDER	<i>Border Diary</i>	5
BORDER	<i>Border News and Lookaround</i>	155
BORDER	<i>Border News Summary</i>	15
CHANNEL	<i>Channel Lunchtime News</i>	25
CHANNEL	<i>Channel News and Weather</i>	40
CHANNEL	<i>News and Weather in French</i>	25
CHANNEL	<i>Report at Six</i>	35
GRAMPIAN	<i>Grampian News</i>	25

Company	Programme	Weekly minutes
GRAMPIAN	<i>Grampian Week</i>	30
GRAMPIAN	<i>Mid-day Roundup</i>	10
GRANADA	<i>Granada Reports</i>	144
HTV	<i>Report Wales</i>	90
HTV	<i>Report West</i>	140
HTV	<i>Y Dydd</i>	85
SCOTTISH	<i>Scotland Today</i>	160
SOUTHERN	<i>Day by Day</i>	210
SOUTHERN	<i>News and Weather</i>	15
SOUTHERN	<i>Scene South East</i>	35
SOUTHERN	<i>Southern News Extra</i>	50
SOUTHERN	<i>Southern News (at weekends)</i>	10
THAMES	<i>Today</i>	195
TYNE TEES	<i>Late News Extra</i>	65
TYNE TEES	<i>North East News Headlines</i>	5
TYNE TEES	<i>Today at Six</i>	175
ULSTER	<i>Ulster News Headlines</i>	15
ULSTER	<i>UTV Reports</i>	145
WESTWARD	<i>Farm and Country News</i>	30
WESTWARD	<i>Westward Diary</i>	150
WESTWARD	<i>Westward Late News</i>	15
WESTWARD	<i>Westward News Headlines</i>	10
YORKSHIRE	<i>Calendar</i>	185

Current Affairs and Documentaries

Networked Documentaries

Date	Programme	Description	Company
1973			
April 3	Children of Eskdale	<i>Portrait of a Yorkshire farming family</i>	YORKSHIRE
10	Crime Squad	<i>The work of a regional crime squad</i>	ATV
12	Olga	<i>Olga Korbut, the young Russian gymnast</i>	GRANADA
17	Double Sentence	<i>How a wife copes when her husband is imprisoned</i>	ATV
24	The Linehams of Fosdyke	<i>Eeking out a living on the coast of The Wash</i>	YORKSHIRE
May 1	The Charlton Brothers	<i>The footballing brothers, Jackie and Bobby Charlton</i>	YORKSHIRE
8	The Forbidden Desert of the Danakil	<i>The wildlife of the Danakil Desert in Ethiopia</i>	ANGLIA
15	In The Beginning There Was Snow	<i>Clement Freud on the history of St. Moritz</i>	ATV
22	Memories of Russia	<i>Russian immigrants in Israel</i>	THAMES
29	Sunday and Monday in Silence	<i>Problems of the deaf</i>	THAMES
June 5	A Mosque in the Park	<i>Four Moslem families in Britain</i>	THAMES
12	Mike and Sue	<i>Children on an educational cruise</i>	ATV
19	A Kind of Freedom	<i>Lady Allen of Huntwood on the freedom to help people</i>	ATV
July 3	A Kind of Freedom	<i>A fairground family on the freedom of their business</i>	ATV
10	A Kind of Freedom	<i>Jack Dupré on the freedom he has found in Britain</i>	ATV
17	A Kind of Freedom	<i>Jane Fonda on her concept of political freedom</i>	ATV
23	The State of the Nation	<i>Part 1: the passage of a Bill through Parliament</i>	GRANADA
24	The State of the Nation	<i>Part 2: the workings of a Select Committee</i>	GRANADA

<i>Date</i>	<i>Programme</i>	<i>Description</i>	<i>Company</i>
July 25	The State of the Nation	<i>Part 3: a television debate on the effectiveness of Parliament</i>	GRANADA
26	A Kind of Freedom	<i>Richard Neville on the freedoms of the alternative society</i>	ATV
Aug. 2	The She-Wolf and the Caterpillar	<i>Siena and its annual Palio</i>	GRANADA
7	Life by Misadventure	<i>The work of a hospital burns unit</i>	SOUTHERN
16	May I Have the Pleasure?	<i>A profile of the Hammersmith Palais</i>	THAMES
20	Could Your Street Be Next?	<i>The effect of redevelopment schemes on the lives of ordinary people</i>	ATV
Sept. 3	Chester: Portrait of a City	<i>A personal view of Chester</i>	GRANADA
11	Peter Ind – Music Maker	<i>Reminiscences of a famous musician</i>	THAMES
18	The Road to Santiago	<i>A 500 mile walk along an ancient pilgrims' way in Spain</i>	THAMES
25	The Unlucky Australians	<i>Conflict between Aborigines and the Australian Government</i>	ATV
Oct. 2	Whicker's Way Out West	<i>Alan Whicker on the oddities of life in California</i>	YORKSHIRE
9	Bristol 600	<i>The 600th anniversary of Bristol's County Charter</i>	HTV
16	The Road to Wigan Pier	<i>Memories of the period of George Orwell's book</i>	THAMES
23	Bitter Harvest	<i>Grape pickers of Southern California fight for Union recognition</i>	ATV
30	Thank you, Ron	<i>Joan Bakewell's investigation into Scientology</i>	ATV
Nov. 7	The Rhine	<i>Portrait of a river</i>	YORKSHIRE
12	Wedding of the Year	<i>Programme for the eve of Princess Anne's wedding</i>	THAMES
13	Red Under The Bed	<i>Woodrow Wyatt on Communists in British politics</i>	ANGLIA
20	Kataragama	<i>A religious cult in Ceylon</i>	GRANADA
27	The Dervishes of Kurdistan	<i>The life and practices of the Dervishes</i>	GRANADA
Dec. 4	Elton John and Bernie Taupin Say . . .	<i>Bryan Forbes film on Elton John</i>	ATV
10	Happy Being Happy	<i>Lord Snowdon film on happiness</i>	ATV
11	The Year of the Torturer	<i>'World In Action' special on the political use of torture</i>	GRANADA
24	The Family That Lives With Elephants	<i>'Survival' special on the study of elephants in Tanzania</i>	ANGLIA
30	I Like to Think That I'm Nearer to God than Frankenstein	<i>Alan Whicker on cosmetic surgery in America</i>	YORKSHIRE
1974			
Jan. 10	Confrontation at Clay Cross	<i>Report on the Clay Cross dispute</i>	YORKSHIRE
15	Uri Geller – Is Seeing Believing?	<i>An investigation into Uri Geller's claims</i>	THAMES
29	The World of Hugh Hefner	<i>The man who launched 'Playboy'</i>	YORKSHIRE
31	The Slimming Disease	<i>The dangers of excessive slimming</i>	ATV
Feb. 12	Graham	<i>Success story of racing driver Graham Hill</i>	ATV
19	The Evidence of Your Eyes	<i>Bernard Levin on the fallibility of human observation</i>	ATV
26	Scream Quietly or the Neighbours will Hear	<i>An organisation which combats wife-beating</i>	THAMES
Mar. 5	The Public's Right to Know	<i>Kenneth Griffith on television censorship</i>	THAMES
12	Retirement – End or Beginning?	<i>The problems of the newly retired</i>	ATV
19	Nine Miles High in a Hot-Air Balloon	<i>Ballooning in India</i>	GRANADA
26	Trafford Park	<i>Britain's oldest industrial estate</i>	GRANADA

Other Documentaries

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
The Ballad of Dai Richards	<i>Profile of his life</i>	HTV	15 March	L
Beating the Bombers	<i>Portrait of the Bomb Disposal units</i>	SOUTHERN	26 November	L
Bristol 600	<i>600 years since Bristol's County Charter was conferred</i>	HTV	8 August	L
Call up the Bands	<i>A profile of five brass bands</i>	ANGLIA	6 September	L
Come to the Fair	<i>A look at the traditional English fair</i>	ANGLIA	6 December	L
Dame Flora MacLeod	<i>A profile</i>	HTV	16 August	L
David Vaughan Thomas	<i>Portrait of the composer</i>	HTV	7 December	L
Dear Jean	<i>Profile of Jean Davies</i>	SOUTHERN	20 January	L
Dep. Luton 22.30 Hrs.	<i>The future of Luton Airport</i>	ANGLIA	19 July	L
Dr. William Parker	<i>Profile of Brighton's Medical Officer of Health</i>	SOUTHERN	19 April	L
Eden and After	<i>North Sea Oil</i>	SCOTTISH	6 November	L
Encore to the Mighty Organ	<i>The fate of the cinema organ</i>	ANGLIA	18 October	L
The Essex Show	<i>The agricultural show at Chelmsford</i>	ANGLIA	14 June	L

L Local

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
An Evening with James Bridie	<i>Ronald Mavor talks about his famous father</i>	SCOTTISH	12 March	L
Everybody's Building, But What's Underneath?	<i>The Norwich Survey</i>	ANGLIA	27 September	L
A Farewell to Trams	<i>The disappearance of the tram</i>	ANGLIA	20 September	L
Fit for the Queen	<i>Preparations for the Queen's visit to Basingstoke</i>	SOUTHERN	19 November	L
Fly Past, Drop In	<i>Executive type private aircraft</i>	ANGLIA	4 October	L
Glass Conscious	<i>The manufacture of glass</i>	ANGLIA	21 June	L
Gone to Pot!	<i>Holkham Hall pottery</i>	ANGLIA	11 October	L
The Great Yacht Race	<i>A report on the end of the first stage of the around-the-world yacht race</i>	SOUTHERN	12 November	L
The Harvest	<i>The history of the harvest</i>	ANGLIA	30 August	L
The Heroes Return	<i>Sunderland Football Club</i>	TYNE TEES	8 May	L
The Hidden Handicap	<i>The problems facing children with Dyslexia</i>	SOUTHERN	15 October	L
Hintlesham Hall and Me	<i>The Home of Robert Carrier</i>	ANGLIA	4 May	L
Home on the Hill	<i>The Portsdown Development</i>	SOUTHERN	30 April	L
Horses Lots of Horses	<i>Kelso horse sales</i>	BORDER	22 August	L
How Green Was My Valley	<i>Land reclamation</i>	HTV	27 August	L
In Sickness and in Health	<i>The National Health Service</i>	HTV	10/17 December	L
The Jade Sea	<i>Prince William's last film of tribes in East Africa</i>	ANGLIA	23 August	L
Ladies in Protest	<i>Women's rights</i>	SOUTHERN	17 February	L
Last of the Black Sail Traders	<i>The wherry Albion and her voyage from Great Yarmouth to King's Lynn</i>	ANGLIA	25 October	L
Little Titch	<i>Profile of Harry Relph, the music hall performer</i>	ANGLIA	12 July	L
A Magnificent Man and His Flying Machines	<i>Portrait of Sir George Cayley</i>	ANGLIA	13 December	L
The Making of a Bailiff	<i>The swearing in of John Henry Loveridge, CBE</i>	CHANNEL	8 October	L
Man and Power	<i>Interview with H.R.H. Prince Philip on the world energy-crisis</i>	SOUTHERN	3 December	L
Man of Property . . . Man of Letters	<i>Portrait of Colin Strickland and John Davies, both multi-millionaires</i>	SOUTHERN	10 February	L
Maybe it's Because They're Londoners	<i>The influx of Londoners on the towns of the South Coast</i>	SOUTHERN	2 April	L
Meanwhile Back in Sunderland	<i>F.A. Cup Final day 1973</i>	TYNE TEES	7 May	L
The Memory Box	<i>Ken Dodd remembers</i>	SOUTHERN	24 September	L
Memory of Times Past	<i>A hundred years of Swansea rugby</i>	HTV	14 March	L
A Necessary Figure	<i>Portrait of Saunders Lewis</i>	HTV	12 October	L
Nice One, Lawrie!	<i>Profile of Southampton Football Club</i>	SOUTHERN	17 December	L
No More Mines in the Meadow	<i>The last of the Somerset coal mines</i>	HTV	28 September	L
Oliver Reed	<i>A profile of the film star</i>	SOUTHERN	21 May	L
One in Every Two of Us	<i>The growth of heart disease</i>	ANGLIA	20 December	L
One Man's Kingdom	<i>The rebuilding of the Norfolk village of Lexham</i>	ANGLIA	2 August	L
Out of the Red	<i>The Post Office</i>	SOUTHERN	16 April	L
Penclawdd Wedding	<i>A village wedding</i>	HTV	29 March	L
Piers of the Realm	<i>Roy Hudd tours the piers of the East Coast</i>	ANGLIA	7 June	L
The Pioneers of Horseshoe Creek	<i>Felixstowe docks</i>	ANGLIA	9 September	L
A Question of Identity	<i>Lord Chalfont on the Celts</i>	HTV	30 October	L
Remember Maria	<i>A report which looks at the events which lead to Maria Colwell's death</i>	SOUTHERN	8 October	L
Rolling in the Aisles	<i>The Royal visit to Holm Cultram Abbey</i>	BORDER	9 July	L
Royal Bath: From Edgar to Elizabeth	<i>A profile of the City</i>	WESTWARD	9 August	L
'S' is for Ski-ing	<i>A profile of the winter sport</i>	SOUTHERN	14 May	L
Stunt Squad	<i>Joe Weston-Webb and his team perform some 'death-defying' tricks</i>	ANGLIA	10 May	L
The Suffolk Show	<i>The agricultural show</i>	ANGLIA	31 May	L
A Summer School for Strings	<i>The Brandeston Summer Orchestral School</i>	ANGLIA	16 August	L
Sudbury Mammoth Olde Tyme Rallye	<i>Historic forms of transport and machinery</i>	ANGLIA	8 November	L
Superdocket Esq.	<i>Southampton docks and the changes taking place there</i>	SOUTHERN	27 January	L
They're Not Mad Really!!	<i>Stock car racing</i>	WESTWARD	25 August	L

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	
Time for Survival	<i>Robin Hanbury Tennison talks about his travels</i>	WESTWARD	13 November	L
The Town Disguised as a Village	<i>Portrait of Bournemouth and the changes which progress has brought</i>	SOUTHERN	10 December	L
Village of Children	<i>The Pestalozzi village in Sussex</i>	SOUTHERN	7 May	L
Waiting for a Green on the Christmas Tree!	<i>Drag racing</i>	ANGLIA	1 November	L
The Walpoles of Wolterton	<i>Profile of a family house</i>	ANGLIA	17 May	L
A West Country Christmas	<i>What Christmas means in the West Country</i>	WESTWARD	24 December	L
What Price a Motorway?	<i>The fight against the M3 Motorway from Winchester to Southampton</i>	SOUTHERN	22 October	L
What Price Homes?	<i>The housing problems of North East Scotland</i>	GRAMPIAN	26 October	L
What Price Oil?	<i>How to get the maximum benefit from oil</i>	GRAMPIAN	4 May	L
Where Do we go from Here?	<i>The Channel Islands' future development</i>	CHANNEL	10 September	L
Whipsnade	<i>A profile of the zoo</i>	ANGLIA	28 June	L
Who Shall Inherit the Earth?	<i>The English China Clay Company's quest for minerals</i>	SOUTHERN	1 October	L
A Window by the Sea	<i>A personal view of North Devon</i>	HTV	7 March	L
The Wood From the Trees	<i>Forestry</i>	ANGLIA	15 November	L
Wor Bobby - A profile of Bob Stokoe	<i>The Sunderland Football Club team manager</i>	TYNE TEES	2 May	L

News Features

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Border Parliamentary Report	<i>Parliamentary topics</i>	BORDER	30	10.30 Fri. monthly from Oct.	L
The Brian Connell Interviews	<i>Interviews with prominent personalities</i>	ANGLIA	30	10.30 Fri. July-Sept.	L
Calendar Commentary	<i>Opinion in London and Yorkshire</i>	YORKSHIRE	30	11.25 Mon. July, Nov.	L
Calendar Forum	<i>Local current affairs</i>	YORKSHIRE	35	1.40 Sun. Jan.-March	L
			35	10.30 Wed. March	L
Calendar Sunday	<i>Local current affairs</i>	YORKSHIRE	30	1.25 Sun. to Aug.	L
			30	1.40 Sun. Sept.-Dec.	L
Challenge	<i>Discussion of key issues</i>	TYNE TEES	30	10.30/11.00 occasional Oct., Dec.	L
			30	11.00/11.15 Sun. Sept.-Nov.	L
			50	11.15 Mon. from Feb.	L
A European Journey	<i>René Cutforth and Denis Mitchell visit Hungary, Rumania and Yugoslavia</i>	GRANADA	30	10.30 Thurs. to May	N
Friday Night	<i>Local current affairs</i>	SCOTTISH	30	10.30 Fri. to July	L
Outlook	<i>Local politics and industry</i>	HTV	45	11.00 Fri. to July, Sept.-Dec.	L
			45	6.30 Wed. Jan.-Feb.	L
			45	10.30 Fri. March	L
On the Spot	<i>Local current affairs</i>	GRANADA	30	1.40 Sun. Oct.-Feb.	L
Points North	<i>Political discussion</i>	GRAMPIAN	30	10.35 Fri. monthly	L
Politics and The West	<i>Political interviews with a West Country angle</i>	WESTWARD	15	12.15 Sat. from Jan.	L
Probe	<i>Parliamentary topics</i>	ANGLIA	30	10.30 Fri. to June, from Oct.	L
Scotland Friday	<i>Local current affairs</i>	SCOTTISH	45	10.30 Fri. Oct.-Dec., Feb.-March	L
			45	7.30 Fri. Jan.-Feb.	L
This Week	<i>Current affairs</i>	THAMES	30	8.30 Thurs. to July, Aug.-Oct., Feb.	N
			30	9.30 Thurs. Nov.-Jan., March	N
Weekend World	<i>Current affairs</i>	LONDON	90	11.30 Sun. to June	N
		WEEKEND	70	12.00 Sun. from Sept.	N
Westward Report	<i>Local current affairs</i>	WESTWARD	30	10.30 Thurs. to May, Oct.-Dec., from Feb.	L
What The Papers Say	<i>Review of the Press</i>	GRANADA	15	11.00 Thurs. to Dec., from Feb.	P
			15	1.10 Sun. Jan.	P
Whicker Way Out West	<i>Alan Whicker in California</i>	YORKSHIRE	30	7.00 Oct.-Nov.	N
World In Action	<i>Current Affairs</i>	GRANADA	30	8.30 Mon. to Aug., Sept., from Feb.	N
			30	8.00 Mon. Sept.-Feb.	N
Your Men At Westminster	<i>Local and national issues</i>	SOUTHERN	30	10.30 Wed. monthly from Oct.	L

L Local P Part Network N Network

General Discussion Programmes

Programme	Description	Company	Weekly Mins.	Time and Day	Area
Access	<i>North East groups put their point of view</i>	TYNE TEES	30	10.30 Mon. July–Sept.	L
Arena	<i>Current affairs</i>	ANGLIA	15	6.20 Thurs.	L
Border Month	<i>Local current affairs</i>	BORDER	45 45	10.30 Mon. monthly to Nov. 3.05 Sun. monthly from Feb.	L L
Confrontation	<i>Local current affairs</i>	HTV	30	6.30 Wed. Jan.	L
Foreign Eye	<i>Foreign journalists discuss Britain</i>	ATV	45	11.15 Sun. to July	N
On the Line	<i>Local politics</i>	GRANADA	25	2.00 Sun. to Aug.	L
Open Night	<i>Critical comment on TV by an audience</i>	GRANADA	45	11.15 Sun. July, Aug.	N
John Morgan Interview	<i>Interviews with prominent Welshmen</i>	HTV	30	11.30 Thurs. Nov.–Dec.	L
People and Politics	<i>Political discussion</i>	THAMES	60 60	11.00 Thurs. Oct., Nov., March Various times and days, Feb.	L L
Something to Say	<i>Two leading personalities debate important issues</i>	THAMES	60	11.00 Thurs. July, Aug.	L
Times Four	<i>Current affairs</i>	TYNE TEES	30	10.30 Mon. to June	L
Viewfinder	<i>Interviews in depth</i>	GRAMPIAN	30	11.00 Thurs. July, Aug.	L
Viewfinder	<i>Current affairs</i>	ULSTER	30	6.10 Wed., Fri. July–Sept.	L

Magazine Programmes

Programme	Description	Company	Weekly Mins.	Time and Day	Area
About Women	<i>Women's magazine</i>	ANGLIA	60 60	2.30 Mon., Fri. to June 2.30 Tues., Fri. from July	L L
Country Focus	<i>Country magazine</i>	GRAMPIAN	25	6.05/6.10 Tues. fortnightly	L
Dateline	<i>Women's magazine</i>	SCOTTISH	150	2.30 Mon.–Fri. to June	L
Farming Diary	<i>Farming magazine</i>	ANGLIA	30	1.45 approx. Sun.	L
Farming Outlook	<i>Farming magazine</i>	TYNE TEES	30	1.00/1.10 Sun from Jan.	L
Gardening Diary	<i>Gardening magazine</i>	ANGLIA	30	10.30 Mon. April–Dec.	L
Good Afternoon	<i>Women's magazine</i>	THAMES	150	2.30 Mon.–Fri.	P
Good Living	<i>Women's magazine</i>	TYNE TEES	30	2.30 Tues. Sept.–Jan.	L
Housecall	<i>Women's magazine</i>	SCOTTISH	150	2.30 Mon.–Fri. from Sept.	L
Houseparty	<i>Women's magazine</i>	SOUTHERN	90	2.30 Mon., Tues., Wed.	P
Job Look	<i>Employment magazine</i>	GRAMPIAN	5	10.30 Fri. to June, Sept.–Dec.	L
Make The Most of Your Garden	<i>Gardening magazine</i>	TYNE TEES	30	11.30 a.m. Sun. from Jan.	L
Out of Town	<i>Country magazine</i>	SOUTHERN	30	6.35/6.40 Fri. from July	L
Where the Jobs Are	<i>Employment magazine</i>	TYNE TEES	5	2.00 approx. Sun.	L
Women Only	<i>Women's magazine</i>	HTV	50	2.30 Thurs., Fri.	L
Women Only	<i>Women's magazine</i>	ULSTER	30 30	2.00 Fri. April 2.30 Mon. from Sept.	L L
Women Today	<i>Women's magazine</i>	ATV	60	2.00 Tues., Thurs. to Feb.	P

Miscellaneous Series

Programme	Description	Company	Weekly Mins.	Time and Day	Area
*About Britain	<i>Series of one-off documentaries about aspects of Britain's scenic heritage</i>	VARIOUS	30	3.00 Mon.	N
Afloat	<i>Sailing topics and information</i>	SOUTHERN	30	10.30 Mon. June–Sept.	L
Ask About Europe	<i>Common-market quiz for teenagers</i>	SCOTTISH	45	6.05 Mon., Fri. July	L
Book Review	<i>Reviews of books of Welsh interest</i>	HTV	15	11.15 Tues. Sept.–Dec., March	L
Bygones	<i>Victoriana magazine</i>	ANGLIA	30 30	10.30 Thurs. to May 7.00 Fri. from Jan.	L L
Citizens' Rights	<i>The rights of ordinary people</i>	ATV	30 30	10.30 Wed. to Aug. 10.30 Mon. Sept.–Dec., March	L L

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
A Date with Danton	<i>West Country characters, events</i>	WESTWARD	20	6.35 Mon.	L
†Doing Things	<i>Hobbies and activities</i>	VARIOUS	30	3.00 Thurs. to June, Sept.–Dec.	N
			30	3.00 Mon. July–Sept.	N
			30	3.55 Thurs. from Jan.	N
Friday Profile	<i>Interviews with prominent people</i>	HTV	30	11.00 Fri. to June	L
A Guid Concoct of Ourselves	<i>Well-known Scottish inventors and their discoveries</i>	SCOTTISH	30	11.00 Sun. Jan.	L
The Happiness Business	<i>Tourism in the West Country</i>	WESTWARD	30	11.00 Mon. to June	L
Hobby Horse	<i>Unusual and interesting hobbies</i>	BORDER	30	6.15 Mon. July–Sept.	L
Holiday Times	<i>Holiday information</i>	WESTWARD	5	12.50 Sun. July–Sept.	L
A Month in the Country	<i>The countryside in Wales</i>	HTV	30	11.00 Thurs. monthly, Sept.–Dec.	L
O.K.	<i>Programme for school-leavers</i>	GRANADA	30	6.15 Mon. July–Sept.	L
Put It In Writing	<i>Viewers' comments</i>	GRANADA	7	6.10/6.30 Thurs. to Nov.	L
The Sound of the Pipes	<i>Local organs; their types, construction and playing</i>	ULSTER	30	10.30 Fri. Sept.	L
The Summer of '73	<i>Interviews with West Country personalities</i>	WESTWARD	25	10.30 Mon. July–Oct.	L
Survival	<i>Wild life</i>	ANGLIA	30	5.20 Wed. Sept.–Oct.	N
			30	7.00 Thurs. Jan.–Feb.	N
Talking to Dan Farson	<i>People who have overcome severe difficulties</i>	HTV	30	11.00 Thurs. Aug.–Sept.	L
This is the West this Week	<i>Miscellany of local items</i>	HTV	25	6.20 Mon. from Oct.	L
This is Your Right	<i>The rights of ordinary people</i>	GRANADA	15	6.30 Mon. to Oct.	L
			15	6.25 Mon. from Sept.	L
Thompson at Teatime	<i>Off-beat news stories and characters</i>	GRAMPIAN	25	6.10 Wed. to June	L
Watch This Space	<i>Miscellany of discussion and informative items</i>	SCOTTISH	165	6.05 Tues., Wed. Thurs. July–Aug.	L
The Week in the West	<i>Miscellany of local items</i>	HTV	25	6.20 Mon. from Nov.	L
What's On	<i>Local events</i>	GRANADA	10	6.20 Wed. to July	L
			10	6.05 Mon. July–Sept.	L
			10	6.25/6.30 Fri. from Sept.	L
Wish You Were Here	<i>Holiday spots around the world</i>	THAMES	30	2.00 Mon. from Jan.	N
The World At War	<i>A television history of the Second World War</i>	THAMES	60	9.00 Wed. from Oct.	N

**About Britain*: 39 editions were screened during the year and the series was made up of contributions from Anglia, HTV, Grampian, Southern, Tyne Tees, Westward and Ulster.

†*Doing Things*: 41 editions were screened during the year and the series was made up of contributions from Anglia, Grampian, HTV, Scottish, Southern, Tyne Tees and Westward. In both cases, some of the episodes had previously been transmitted locally in the area in which they were made.

The Arts and Sciences

This list includes only series devoted to the arts and sciences; they are also covered in many other programme categories, particularly documentaries, magazine and educational programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Aquarius	<i>Arts magazine</i>	LONDON WEEKEND	45	5.20 Sun. Sept.–Dec	N
Cinema	<i>Review of the cinema</i>	GRANADA	30	10.30 Thursday, May–Dec. from Feb.	N
Discovery	'Awakenings'	YORKSHIRE	45	11.15 Sun. 24 Feb.	N
	'What is Visceral Learning, Anyway'?			3 March	N
	'By Accident'			10 March	N
	'The Secret Life of Manx Shearwater'			17 March	N
	'Down Among the Dead Men'			24 March	N
	'Tough at the Top'			31 March	N

L Local N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Diversions	<i>Arts magazine</i>	SCOTTISH	30	11.35 Thurs. July–Aug.	L
			30	11.35 Mon. Feb.	L
Festival Magazine	<i>Edinburgh Festival, news and review</i>	SCOTTISH	195	10.30 Mon., Fri. Aug.–Sept. 11.30 Tues., Wed. Thurs. Aug.–Sept.	L
Format	<i>Arts magazine</i>	WESTWARD	50	10.30 Mon. monthly except Jan.	L
Gallery	<i>Arts magazine</i>	HTV	30	10.30 Thurs. monthly to Dec., from Feb.	L
In the Picture	<i>Local artists discussed</i>	TYNE TEES	30	10.30 Mon. Sept.–Dec.	L
Music in Camera	<i>Music by the Bournemouth Symphony Orchestra</i>	SOUTHERN	30	10.30 Wed. monthly July–Sept.	L
			30	10.30 Fri. Nov., March	L
Nails	<i>Arts magazine</i>	HTV	30	10.30 Thurs. monthly from June	L
Operas	<i>'Die Entfuhrung Aus dem Serail'</i>	SOUTHERN	135	10.00 Sun. 27 May	N
	<i>'Carmen'</i>	GRANADA	100	9.30 Thurs. 13 Sept.	N
	<i>'The Beach at Falesa'</i>	HTV	150	9.25 Sat. 30 March	L
Parade	<i>Arts magazine</i>	GRANADA	45	10.40 Sat. June	N
			50	11.15 Sun. Feb.	N
The Scientists	<i>'The Full Face of the Earth'</i>	YORKSHIRE	45	10.25 Sat. 14 April	N
	<i>'Everything in the Garden is Lovelier'</i>			21 April	N
	<i>'An Experiment in Time'</i>			28 April	N
	<i>'Wheezles and Sneezles'</i>			5 May	N
	<i>'Here Comes the Sun'</i>			12 May	N
	<i>'Bring the House Down'</i>			19 May	N
	<i>'A Desert Island'</i>			26 May	N
Spectrum	<i>Arts magazine</i>	ULSTER	30	10.30 Fri. fortnightly to May, Sept.–Dec., March	L
A Touch of Jazz	<i>Jazz music</i>	SCOTTISH	30	11.00/11.30 Fri. Sept.–Oct.	L

Religious Programme Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Answerback	<i>Viewers ring Barry Westwood's weekly guest</i>	LONDON WEEKEND	25	6.35 Sun. from Jan.	N
Argument	<i>Bryan Magee challenges religious leaders</i>	LONDON WEEKEND	45	6.15 Sun. to May	N
As In Adam All Die	<i>Discussions about death</i>	SCOTTISH	25	6.35 Sun. Jan.–Feb.	L
Believe It or Not	<i>Schools religious education series</i>	ATV	20	6.15 Sun. Sept.–Oct.	N
Big Questions	<i>Three clergy with varied audiences</i>	ANGLIA	25	6.35 Sun. Nov.–Dec.	N
Come Wind Come Weather	<i>Religious discussion</i>	SCOTTISH	25	6.35 Sun. from Feb.	L
Epilogue	<i>Talk</i>	CHANNEL	5	12.10 Sun. to Dec., from Feb.	L
Faith for Life	<i>Discussion, readings, hymns</i>	WESTWARD	35	Close all week to Dec., from Feb.	L
George Canty	<i>Talk</i>	ATV	5	12.00 noon Tues. Oct.–Dec.	L
A God By Any Other Name	<i>Films about other religions</i>	LONDON WEEKEND	45	6.15 Sun. Aug.–Sept.	N
Good Day	<i>Neighbourly talk</i>	WESTWARD	15	12.00 Tues., Wed., Thurs., from Jan.	L
Good Morning	<i>Prologue</i>	SOUTHERN	35	9.25 a.m. all week Jan.–Feb.	L
Guideline	<i>Interviews, choirs, talk</i>	SOUTHERN	35	Late night all week to Dec., from Feb.	L
Holy Week	<i>Talks</i>	ULSTER	35	Close each day of Holy Week	L
A Kind of Living	<i>Interviews</i>	GRAMPIAN	15	12.15 Sun. to June	L
Late Call	<i>Christian comment</i>	SCOTTISH	35	Late all week to Dec., from Feb.	L
Late Night Religion	<i>Religious humour, reportage and stories</i>	ATV	5	Late various days to Dec., March	L
Late Night Religion	<i>Talks, interviews, music</i>	THAMES	70	Late all week to Dec., from Feb.	L
Lectern	<i>Bible reading</i>	TYNE TEES	35	Close all week to Dec., from Feb.	L
Let's Celebrate	<i>Religious music</i>	ATV	25	7.00 Sun. from Feb.	N

L Local N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Link Up	<i>Religious magazine</i>	CHANNEL	25	6.10 Wed., monthly to May	L
			25	6.10 Thurs. March	L
Living Cinema	<i>Talk about filmclips</i>	GRAMPIAN	40	6.15 Sun. July, Aug., monthly	L
			25	6.35 Sun. Oct.-Nov.	N
Long Ago and Far Away	<i>Children's mimes</i>	SOUTHERN	20	6.15 Sun. June, Nov.	N
Masters of Melody	<i>Excerpts of choral sacred music</i>	YORKSHIRE	25	7.00 Sun. Aug.-Sept., Jan.-Feb.	N
Meditation	<i>Prayer</i>	GRAMPIAN	25	Close Mon.-Fri. to Dec.	L
Monday Night	<i>Christian comment</i>	ULSTER	10	10.30 Mon. to Dec., March	L
Morning Service	<i>Outside broadcast or studio worship</i>	VARIOUS	60	9.30 a.m. Sun.	P
No Easy Answer	<i>Discussion on contemporary issues</i>	SCOTTISH	20	6.15 Sun. to May	L
Prologue	<i>Religious messages</i>	TYNE TEES	50	9.20 a.m. Mon.-Fri.	L
The Promise and the Quest	<i>Discussion</i>	SCOTTISH	25	6.35 Sun., Nov.-Dec.	L
Reflection	<i>Talk, prayer, music, reading</i>	ANGLIA	35	Close all week to Dec., from Feb.	L
Signs of Life	<i>Films of religious renewal</i>	LONDON WEEKEND	45	6.15 Sun. Aug.	N
Sing a Song for Christmas	<i>Carol-writing competition</i>	SOUTHERN	25	7.00 Sun. Dec.	N
Songs of Celebration	<i>Hymn-writing competition</i>	SOUTHERN	25	7.00 Sun. July-Aug.	N
Stars on Sunday	<i>Religious entertainment</i>	YORKSHIRE	25	7.00 Sun. April-June, Sept.-Dec.	N
Start the Day	<i>Prologue</i>	WESTWARD	25	9.25 a.m. Mon.-Fri. Jan., Feb.	L
The Sunday Quiz	<i>Quick-fire religious knowledge quiz</i>	YORKSHIRE	25	6.35 from Sun. Jan.	N
The Sweat of Our Brow	<i>Questions about work</i>	HTV	20	6.35 Sun. May-June	N
That's the Spirit	<i>Discussion</i>	SCOTTISH	45	6.15 Sun. July-Sept.	L
Through the Chair	<i>Discussion</i>	SCOTTISH	25	6.35 Sun. Sept.-Nov.	L
What's It All About?	<i>Topical discussion</i>	ULSTER	20	11.00 Thurs. to June, Sept.-Dec., March	L

Children's Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
The Adventures of Black Beauty	<i>Based on Anna Sewell's classic book</i>	LONDON WEEKEND	30	4.50 Sun. Sept.-Dec.	N
			30	5.35 Sun. Jan.-March	N
Amazingly Enough It's Rod Hull and Emu	<i>Rod Hull's emu tells stories</i>	THAMES	15	12.25 Tues. Oct.-Dec.	N
Arthur of the Britons	<i>Serialisation of King Arthur's legend</i>	HTV	30	6.30 Wed. Sept.-Nov.	N
Black Arrow	<i>Dramatisation of R.L. Stevenson's novel</i>	SOUTHERN	30	4.50 Wed. Dec.-Jan.	N
Boy Dominic	<i>Drama serial set in 19th century</i>	YORKSHIRE	30	5.35 Sun. March	N
Clapperboard	<i>Cinema for children</i>	GRANADA	30	4.55 Mon. April-Sept. 4.25 Mon. from Sept.	N N
Cuddles & Co.	<i>For younger children</i>	ATV	15	12.25 Wed. to Sept.	N
Dawson's Funny Old Farm	<i>Puppets for younger children</i>	THAMES	15	12.25 Mon. Aug.-Oct.	N
Follyfoot	<i>Drama series</i>	YORKSHIRE	30	5.35 Sun. June-Sept.	N
The Flaxton Boys	<i>Drama serial set in 19th century</i>	YORKSHIRE	30	5.35 Sun. to June	N
Freewheelers	<i>Drama series</i>	SOUTHERN	30	4.50 Mon. Aug.-Nov.	N
Get This	<i>Informative miscellany</i>	SOUTHERN	25	4.25 Wed. April	N
The Glen Michael Children's Cavalcade	<i>Children's cartoons and birthday greetings</i>	SCOTTISH	30	5.35 Sun. from Jan.	L
Gus Honeybun's Birthdays	<i>Birthday greetings and cartoons</i>	WESTWARD	15/25	12.00/12.30 approx. most days approx.	L
A Handful of Songs	<i>For younger children</i>	GRANADA	15	12.25 Fri. Oct.-Jan.	N
Happy House	<i>Animal fun for younger children</i>	THAMES	15	12.25 Fri. to Aug.	N

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Hold the Front Page	<i>Comedy revue</i>	THAMES	30	4.20 Wed. Jan.–Feb.	N
How	<i>General knowledge magazine</i>	SOUTHERN	30	4.55 Tues. April–June	N
Issi Noho	<i>Stories for younger children</i>	THAMES	15	12.25 Tues. from Jan.	N
The Jensen Code	<i>Thriller serial</i>	ATV	30	4.50 Wed. to May	N
Junior Police Five	<i>Police information for children</i>	LONDON WEEKEND	10 10	4.15 Sun. to May 10.50 approx. Sat. from May	L L
Junior Showtime	<i>Children entertain</i>	YORKSHIRE	25	4.25 Tues. to Sept., from Jan.	N
The Kids from 47A	<i>Adventures of children left at home to cope</i>	ATV	30	4.50 Wed. May–Sept., from Jan.	N
Lift Off With Ayshea	<i>Pop music</i>	GRANADA	30 30	4.55 Fri. April–June 4.25 Wed. Oct.–Jan.	N N
Little Big Time	<i>Children's music-hall</i>	SOUTHERN	25	4.25 Wed. July–Oct.	N
Magpie	<i>Teenager's magazine</i>	THAMES	60	4.50 Tues., Fri., April from July	N
Michael Bentine's Potty Time	<i>Puppets and stories for younger children</i>	THAMES	15	12.25 Mon. from Nov.	N
Orbit	<i>Alan Taylor entertains the younger children</i>	HTV	25	11.05/11.10 Sat. from Oct	L
Pardon My Genie	<i>Comedy adventure series</i>	THAMES	30	4.25 Mon. April	N
Puffin's Birthday Greetings	<i>Birthday greetings</i>	CHANNEL	5	12.25 Sat. July–Dec.	L
Robert's Robots	<i>Adventures with a mad professor</i>	THAMES	30	4.50 Mon. Nov.–Dec.	N
The Romper Room	<i>Kindergarten</i>	ANGLIA	50	4.25 Thurs., Fri.	L
The Romper Room	<i>Kindergarten</i>	ULSTER	100 100 100	2.30/2.40 Mon.–Fri. to June 11.45 a.m. Mon.–Fri. July–Sept., from Dec. 10.45 a.m. Mon.–Fri. Sept.–Dec.	L L L
Ron and Friends	<i>For younger children</i>	GRAMPIAN	45	11.15/11.45 Sat. to Sept., from Oct.	L
Sally and Jake	<i>Cartoons for younger children</i>	THAMES	15	12.25 Tues. July–Sept.	N
Saturday Cavalcade	<i>Children's cartoons and birthday greetings</i>	SCOTTISH	30	12.00 Sat. to Oct.	L
Sing to the Animals	<i>Songs for younger children</i>	THAMES	15	12.25 Mon. Aug.–Nov., from Jan.	N
Skribble	<i>Drawing fun for younger children</i>	THAMES	15	12.25 Mon. to May	N
The Sooty Show	<i>Puppets for younger children</i>	THAMES	25 25	4.20 Wed. to June, March 4.25 Tues. Sept.–Dec.	N N
The Tiswas Show	<i>Miscellany</i>	ATV	150	10.00 Sat. from Jan.	L
The Tomorrow People	<i>Science-fiction adventure serial</i>	THAMES	25	4.50 Mon. May–July, from Feb.	N
The Up and Down, In and Out, Roundabout Man	<i>Cartoons for younger children</i>	THAMES	15	12.25 Mon. June–Aug.	N
Young Eyes	<i>Informative magazine for children</i>	WESTWARD	30	4.50 Tues. to July, March	L

Pre-School Programmes

The following series alternated, usually at five-weekly periods, and were networked daily at 12.05 from Mondays to Fridays. Exceptionally, they were shown at 1.10 p.m. from 11th February to 1st March 1974.

<i>Programme</i>	<i>Description</i>	<i>Company</i>
Hickory House	<i>Everyday objects and ideas imaginatively presented by Alan Rothwell and Nicolette Chaffey, and helped by puppets, Humphrey Cushion and Dusty Mop</i>	GRANADA
Inigo Pipkin	<i>Pipkin's workshop is the setting for stories illustrating day by day human relationships, with Johnny the apprentice and the animal puppets</i>	ATV
Mr. Trimble	<i>Children join a talking goldfish and a magic telescope in Mr. Trimble's attic, and go out with him to look at their real life surroundings</i>	YORKSHIRE
Rainbow	<i>Bungle Bear and presenter Geoffrey Hayes take their audience through a lively range of experiences on a daily theme</i>	THAMES

L Local N Network

School Programmes

<i>Series Title</i>	<i>Age</i>	<i>Subject</i>	<i>Company</i>	<i>Area</i>
SUMMER TERM 1973				
*It's Fun to Read	4-6	<i>Reading for beginners</i>	GRANADA	N
My World 1 and 2	4-6	<i>(1) Stories (2) Real Life. To stimulate children's imagination</i>	YORKSHIRE	N
Seeing and Doing	6	<i>Miscellany</i>	THAMES	N
Finding Out	7-8	<i>General interest</i>	THAMES	N
Figure It Out	7-9	<i>Primary mathematics</i>	ATV	N
*Stop, Look, Listen	7-9	<i>Environmental studies for slow learners</i>	ATV	N
*High, Wide and Deep	8-10	<i>Environmental Studies</i>	ATV	N
Picture Box	8-11	<i>International films to stimulate creative work</i>	GRANADA	N
How We Used to Live	9-12	<i>Social history in Victorian times</i>	YORKSHIRE	N
Song and Story	9-12	<i>Social history through contemporary songs</i>	THAMES	N
*A Place to Live	9-12	<i>Natural history</i>	GRANADA	N
En Français	9-13	<i>French language and culture</i>	CHANNEL	L
Our Future	10-12	<i>Trends in science which could change our future</i>	GRAMPIAN	P
Our Police	10-12	<i>The police at work in society</i>	GRAMPIAN	L
Neighbours	10-13	<i>European studies/geography</i>	GRANADA	N
Meeting Our Needs	10-13	<i>Integrated studies (health)</i>	YORKSHIRE	N
*Rules, Rules, Rules	12-14	<i>Integrated studies</i>	ATV	N
*This is Life	14+	<i>Social Studies</i>	THAMES	P
*The Messengers	14-16	<i>English (Writer's Gallery)</i>	GRANADA	N
*People Work Here	14-16	<i>Integrated studies</i>	YORKSHIRE	P
You and the World	14-16	<i>Social studies</i>	THAMES	N

AUTUMN TERM 1973

*My World	4-6	<i>Stories</i>	YORKSHIRE	N
*My World	4-6	<i>Real life</i>	YORKSHIRE	N
Mathman	5	<i>Mathematics</i>	GRAMPIAN	L
Am Hwyl	5-7	<i>Datblygu themau (for Welsh children)</i>	HTV	L
*The Magic of Music	6-7	<i>Music</i>	GRANADA	N
Seeing and Doing	About 6	<i>Miscellany</i>	THAMES	N
Finding Out	7-8	<i>General Interest</i>	THAMES	N
*Stop, Look, Listen	7-9	<i>For slow learners</i>	ATV	N
*Figure it Out	7-9	<i>Primary mathematics</i>	ATV	N
Picture Box	8-11	<i>International films to stimulate creative work</i>	GRANADA	N
The World Around Us	9-12	<i>Science</i>	THAMES	N
Writer's Workshop	9-12	<i>English</i>	THAMES	N
On the Farm	9-12	<i>Rural studies</i>	YORKSHIRE	N
*How We Used to Live	9-12	<i>Social History in Victorian times</i>	YORKSHIRE	N
En Français	9-13	<i>French language and culture</i>	CHANNEL	L
Playfair	10-12	<i>Community education</i>	SCOTTISH	P
Exploration Man	10-12	<i>Integrated studies</i>	ATV	N
Cornerstones	11-13	<i>Religious education (What Makes You Happy)</i>	TYNE TEES	P
Starting Out	13-15	<i>Discussion themes in personal relationships</i>	ATV	N
*Flashback	14-16	<i>Social/economic history</i>	GRANADA	N
The Nature of Things	14-16	<i>Science in popular social themes</i>	YORKSHIRE	N
*Just Look	14-16	<i>Environmental studies</i>	YORKSHIRE	P
The Messengers	14-18	<i>English/moral education</i>	GRANADA	N
*Fusion	15+	<i>The arts</i>	THAMES	P
Evidence	15+	<i>General and social studies (Europe, prisons, housing, schools)</i>	THAMES	P
*The Time of Your Life	15-18	<i>General studies</i>	ATV	N

SPRING TERM 1974

*My World	4-6	<i>Stories</i>	YORKSHIRE	N
*My World	4-6	<i>Real life</i>	YORKSHIRE	N
Seeing and Doing	About 6	<i>Miscellany</i>	THAMES	N
Finding Out	7-8	<i>General interest</i>	THAMES	N
*Stop, Look, Listen	7-9	<i>For slow learners</i>	ATV	N

L Local P Part Network N Network * Repeat series

<i>Series Title</i>	<i>Age</i>	<i>Subject</i>	<i>Company</i>	<i>Area</i>
*Figure It Out	7-9	Primary mathematics	ATV	N
Picture Box	8-11	International films to stimulate creative work	GRANADA	N
*You're Telling Me	9-11	Oral English	ATV	N
The World Around Us	9-12	Science	THAMES	N
Writer's Workshop	9-12	English	THAMES	N
On The Farm	9-12	Rural Studies	YORKSHIRE	N
En Français	9-13	French language and culture	CHANNEL	L
*Meeting Our Needs	10-13	Integrated studies	YORKSHIRE	N
*Living and Growing	10-13	Health education	GRAMPIAN	P
*This Island About Us	10-13	Geography	ULSTER	L
Cornerstones	11-13	Religious education (1. Great Occasions 2. Qualities that matter)	TYNE TEES	P
A Matter For Decision	12-14	General interest	GRAMPIAN	P
*The Living Body	12-14	Human Biology	GRANADA	N
*Believe It or Not	13-15	Religious education	ATV	N
*Le Butin de Colombert	About 14	French	THAMES	P
The Nature of Things	14-16	Science in popular social themes	YORKSHIRE	N
Time to Think	14-16	Modern social issues	SCOTTISH	L
The Messengers	14-18	English/moral education	GRANADA	N
Decision!	15-16	Social studies in decision-making	GRANADA	N
*Macbeth	15+	Drama	THAMES	N
Reflections	15+	English/general studies linked to 'Macbeth'	THAMES	N
*The Facts are These	15-18	Social/health education	GRANADA	N
*The Time of Your Life	15-18	General studies	ATV	N

* Repeat Series

Adult Education Programmes

During the period under review, the following new educational series were shown for adults, in addition to repeat transmissions and to continuing series such as Southern Television's *Farm Progress* and ATV's *Gardening Today/Angling Today*.

<i>Series Title</i>	<i>Programme</i>	<i>Company</i>	<i>Area</i>
Adventures in Words	13 short programmes with John Whale on the use of words	TYNE TEES	P
The Art of the Craft	6 programmes based on courses of crafts at West Dean College, Sussex: the care and restoration of china, furniture, upholstery and picture framing. Presented by Howard Williams	THAMES	P
Artists at Work	6 programmes in which artists spoke about their work, including painting, sculpting, wood carving, designing clothes and ceramics. Presented by Jeff Nuttall	LONDON WEEKEND	N
At Your Service	13-part discussion series on the National Health Service, chaired by Brian Redhead	GRANADA	N
Cover to Cover	A second series of 13 programmes exploring various themes in fiction, using contemporary novels. Presented by Annabel Leventon	LONDON WEEKEND	N
Drive-In	Third edition of motoring magazine, including comparative tests, advice on driving, and a series to help viewers understand better the working of their cars. Presented by Shaw Taylor and Tony Bastable	THAMES	P
Eastern Food in an English Kitchen	More 'Tricks of the Good Cook's Trade' from Mary Morris in 6 programmes	SOUTHERN	L
†Enjoy Your Retirement	6 new programmes of advice and information for the newly retired and those about to retire, by Shaw Taylor	ATV	N
†Farmhouse Kitchen	A third and fourth series of programmes of regional recipes and traditional domestic skills from Dorothy Sleightholme	YORKSHIRE	N
Fit to Last	Health education magazine of 13 programmes, presented by Charlotte Allen and Paul Young	SCOTTISH	P
Happy Riding	6 programmes on all aspects of horse-riding, from the fun of owning and riding a pony to the work of caring for it. Narrated by Howard Williams	HTV	N
†Improve Your Bridge	Contract bridge for those who know something about the game. Presented by Shaw Taylor	ATV	N
In Tune	A series of 8 programmes about musicians, the music they play, and the instruments they play it on. Presented by Steve Race	HTV	N

L Local P Part Network N Network † Support Literature

<i>Series Title</i>	<i>Programme</i>	<i>Company</i>	<i>Area</i>
†Jobs Around the House	<i>A second series of 13 do-it-yourself programmes with Mike Smith</i>	YORKSHIRE	N
Let's Face It	<i>New second series of 13 programmes about beauty problems. Presented by Polly Elwes</i>	THAMES	P
Mathman	<i>Evening previews, for teachers and parents, of 8 programmes that formed a remade version of a series of mathematics for children in their first term at school</i>	GRAMPIAN	L
†The Piano Can be Fun	<i>13 programmes of instruction from Harry Junkin and Cyril Orndel on how to play the piano</i>	ATV	N
†Planting for Pleasure	<i>7 programmes from Jean Taylor, on how to grow plants, and how to arrange and preserve them</i>	THAMES	P
†Play With a Purpose	<i>New practical series of 26 programmes showing parents how they can teach their pre-school children through various kinds of play. Presented by Judith Chalmers and Don Spencer</i>	TYNE TEES	P
Romantic versus Classic Art	<i>A series of 14 programmes written and narrated by Lord Kenneth Clark, explaining the origin and meaning of romantic and classic art, and the conflict between them</i>	ATV	N
†Take Better Photographs	<i>7 programmes presented by Shaw Taylor on various ways of improving photography</i>	ATV	N

L Local P Part Network N Network † Support Literature

Plays

<i>Date</i>	<i>Title</i>	<i>Series</i>	<i>Author</i>	<i>Company</i>	<i>Mins.</i>
1973					
April 1	The Ruffian on the Stair	<i>Sunday Night Theatre</i>	Joe Orton	YORKSHIRE	60
3	The Professional	<i>Playhouse</i>	David Ambrose	Yorkshire	60
4	The Eagle Has Landed	<i>Late Night Theatre</i>	David Edgar	GRANADA	30
8	A.D.A.M.	<i>Sunday Night Theatre</i>	Donald Jonson	LONDON WEEKEND	60
10	Relics	<i>Playhouse</i>	John Peacock	ATV	60
11	Miss Fanshaw's Story	<i>Armchair 30</i>	William Trevor	THAMES	30
14	Lady Killer	<i>Thriller</i>	Brian Clemens	ATV	75
15	But Fred, Freud is Dead	<i>Sunday Night Theatre</i>	Peter Terson	GRANADA	60
17	A Friend Indeed	<i>Playhouse</i>	William Douglas-Home	ANGLIA	60
18	Alfred Potter's Story	<i>Armchair 30</i>	Pauline Macaulay	THAMES	30
21	Possession	<i>Thriller</i>	Brian Clemens	ATV	75
22	A Long Day's Journey Into Night	<i>Play</i>	Eugene O'Neill	ATV	180
24	Vinegar Trip	<i>Playhouse</i>	Kenneth Cope	GRANADA	60
25	Harry Sebrof's Story	<i>Armchair 30</i>	James Andrew Hall	THAMES	30
28	Someone at the Top of the Stairs	<i>Thriller</i>	Brian Clemens	ATV	75
29	Harlequinade	<i>Sunday Night Theatre</i>	Terence Rattigan	ANGLIA	60
May 2	Dolly – The House Opposite	<i>Late Night Theatre</i>	Anthony Hope	YORKSHIRE	30
5	An Echo of Theresa	<i>Thriller</i>	Brian Clemens	ATV	75
6	An Afternoon at the Festival	<i>Sunday Night Theatre</i>	David Mercer	YORKSHIRE	60
9	Dolly – A Life Subscription	<i>Late Night Theatre</i>	Anthony Hope	YORKSHIRE	30
12	The Colour of Blood	<i>Thriller</i>	Brian Clemens	ATV	75
13	The Coffee Lace	<i>Sunday Night Theatre</i>	John Bowen	ATV	60
14	The Man in the Wood	<i>Playhouse</i>	Edward Hyams	ANGLIA	60
16	Dolly – The Other Lady	<i>Late Night Thriller</i>	Anthony Hope	YORKSHIRE	30
19	Murder in Mind	<i>Thriller</i>	Brian Clemens	ATV	75
20	Passengers	<i>Sunday Night Theatre</i>	Susan Pleat	GRANADA	60
20	Glad to be of Help	<i>The Frighteners</i>	Maurice Edelman	LONDON WEEKEND	30
21	The Team	<i>Playhouse</i>	John Elliot	ATV	60
23	The Old Days	<i>Late Night Theatre</i>	Peter Draper	WESTWARD	30
26	A Place to Die	<i>Thriller</i>	Terence Feely	ATV	75
30	Family Tree	<i>Late Night Theatre</i>	Jill Laurimore	ATV	30
June 2	File It Under Fear	<i>Thriller</i>	Brian Clemens	ATV	75
3	Willy	<i>Sunday Night Theatre</i>	David Cook	ATV	60
3	Have a Nice Time at the Zoo, Darling	<i>The Frighteners</i>	David Hodson	LONDON WEEKEND	30

<i>Date</i>	<i>Title</i>	<i>Series</i>	<i>Author</i>	<i>Company</i>	<i>Mins.</i>
6	Feet Together Hands to the Sides	<i>Late Night Theatre</i>	Tom Clarke	WESTWARD	30
9	The Eyes Have It	<i>Thriller</i>	Brian Clemens	ATV	75
13	Susan	<i>Late Night Theatre</i>	Mike Stott	ATV	30
16	Spell of Evil	<i>Thriller</i>	Terence Feely	ATV	75
17	Lorna and Ted	<i>Sunday Night Theatre</i>	John Hale	GRANADA	60
20	1939	<i>Late Night Theatre</i>	John Grillo	GRANADA	30
24	Divorce His: Divorce Hers	<i>Play (Part 1)</i>	John Hopkins	HARLECH	80
25	Divorce His: Divorce Hers	<i>Play (Part 2)</i>	John Hopkins	HARLECH	80
27	Barrie With Love – Twelve-Pound Look	<i>Late Night Theatre</i>	J. M. Barrie	YORKSHIRE	30
July 1	Reckoning Day	<i>Sunday Night Theatre</i>	David Ambrose	YORKSHIRE	60
4	Barrie With Love – The New Word	<i>Late Night Theatre</i>	J. M. Barrie	YORKSHIRE	30
8	It Only Hurts for a Minute	<i>Sunday Night Theatre</i>	Roger Marshall	ATV	60
11	Barrie With Love – Barbara's Wedding	<i>Late Night Theatre</i>	J. M. Barrie	YORKSHIRE	30
15	The Intruders	<i>Sunday Night Theatre</i>	Adeline Collier	ANGLIA	60
18	Yesterday's Girl	<i>Late Night Theatre</i>	Adrian Henri	GRANADA	30
22	Blinkers	<i>Sunday Night Theatre</i>	Peter Ransley	LONDON WEEKEND	60
29	Free as a Bird	<i>Sunday Night Theatre</i>	Roy Minton	YORKSHIRE	60
Aug. 1	We're Strangers Here	<i>Late Night Theatre</i>	Eric Chappel	ATV	30
5	A Question of Everything	<i>Sunday Night Theatre</i>	Deborah Mortimer	ATV	60
8	Alan's Story	<i>Armchair 30</i>	Fay Weldon	THAMES	30
12	Once Upon A Time – Silver	<i>Sunday Night Theatre</i>	John Spurling	GRANADA	60
15	Carol's Story	<i>Armchair 30</i>	Frank Marcus	THAMES	30
19	Once Upon A Time – Buttons	<i>Sunday Night Theatre</i>	Alun Owen	GRANADA	60
22	Simon Fenton's Story	<i>Armchair 30</i>	Pat Hooker	THAMES	30
26	Once Upon A Time – Sister Alice	<i>Sunday Night Theatre</i>	Brian Wright	GRANADA	60
29	Jessie James' Story	<i>Armchair 30</i>	John Armstrong	THAMES	30
Sept. 2	Once Upon A Time – Frankenstein	<i>Sunday Night Theatre</i>	John Stevenson	GRANADA	60
9	Once Upon A Time – Ishmael	<i>Sunday Night Theatre</i>	Stanley Eveling	GRANADA	60
11	Death or Glory	<i>Armchair Theatre</i>	Robert Holles	THAMES	60
16	Young Guy Seeks Part-Time Work	<i>Sunday Night Theatre</i>	John Bowen	YORKSHIRE	60
18	Beyond Our Means	<i>Armchair Theatre</i>	Rosemary Anne Sissons	THAMES	60
23	Hopcroft Into Europe	<i>Sunday Night Theatre</i>	Michael Sadler	ATV	60
25	A Bit of a Lift	<i>Armchair Theatre</i>	Donald Churchill	THAMES	60
Oct. 2	Brussel Sprouts Boy Scouts	<i>Armchair Theatre</i>	Jonathan Hales	THAMES	60
9	Red Riding Hood	<i>Armchair Theatre</i>	John Peacock	THAMES	60
16	The Square of Three	<i>Armchair Theatre</i>	P. J. Hammond	THAMES	60
23	Verite	<i>Armchair Theatre</i>	Howard Schuman	THAMES	60
24	Money With Menaces	<i>Playhouse</i>	Frederick Forsyth	ANGLIA	60
28	Katapult	<i>Sunday Night Theatre</i>	Arthur Hopcraft	GRANADA	60
30	The Golden Road	<i>Armchair Theatre</i>	Pat Hooker	THAMES	60
Nov. 4	Oranges and Lemons – A Funny Kind of Joke	<i>Sunday Night Theatre</i>	P. J. Hammond	LONDON WEEKEND	60
6	Russian Roulette	<i>Armchair Theatre</i>	Mieczyslawa Wazacz	THAMES	60
11	Oranges and Lemons – Brenda	<i>Sunday Night Theatre</i>	Susan Pleat	LONDON WEEKEND	60
13	That Sinking Feeling	<i>Armchair Theatre</i>	Roy Clarke	THAMES	60
18	Oranges and Lemons – Brotherly Love	<i>Sunday Night Theatre</i>	Alan Plater	LONDON WEEKEND	60
20	Ross Evan's Story	<i>Armchair 30</i>	Trevor Preston	THAMES	30
25	Oranges and Lemons – The Trigger	<i>Sunday Night Theatre</i>	Eric Coltart	LONDON WEEKEND	60
27	Captain Video's Story	<i>Armchair 30</i>	Howard Schuman	THAMES	30
Dec. 3	Life and Soul	<i>Playhouse</i>	Bill Oakes	GRANADA	60
4	John Sloan's Story	<i>Armchair 30</i>	Jim Hawkins	THAMES	30
9	Oranges and Lemons – The Quiet Man	<i>Sunday Night Theatre</i>	Roy Minton	LONDON WEEKEND	60
10	Flight	<i>Playhouse</i>	Alun Owen	YORKSHIRE	60
16	In The Heel of the Hunt	<i>Sunday Night Theatre</i>	Jim Allen	GRANADA	60
17	Fixation	<i>Playhouse</i>	Miles Tripp	ANGLIA	60

Date	Title	Series	Author	Company	Mins.
<i>1974</i>					
Jan. 22	The Liberation of Eileen	<i>Playhouse</i>	Noel Robinson	ATV	60
26	Only A Scream Away	<i>Thriller</i>	Terence Feely	ATV	75
31	The Break	<i>Playhouse</i>	Donald Giltinan	YORKSHIRE	60
Feb. 2	Once the Killing Starts	<i>Thriller</i>	Brian Clemens	ATV	75
5	Lucky	<i>Playhouse</i>	Alun Owen	GRANADA	60
9	Kiss Me and Die	<i>Thriller</i>	Terence Feely	ATV	75
10	The Merchant of Venice		William Shakespeare	ATV	146
12	Click	<i>Playhouse</i>	Charles Humphreys	YORKSHIRE	60
16	One Deadly Owner	<i>Thriller</i>	Brian Clemens	ATV	75
17	Visitors	<i>Sunday Night Theatre</i>	Ellen Dryden	ATV	60
19	What Would You Do?	<i>Playhouse</i>	Charles Humphreys	YORKSHIRE	60
23	Ring Once for Death	<i>Thriller</i>	Terence Feely	ATV	75
24	No Harm Done	<i>Sunday Night Theatre</i>	Roger Marshall	ATV	60
26	Weekend Guest	<i>Playhouse</i>	Pat Hoddinott	ANGLIA	60
Mar. 2	K is For Killing	<i>Thriller</i>	Brian Clemens & Terry Nation	ATV	75
3	If There Weren't Any Blacks You'd Have To Invent Them	<i>Sunday Night Theatre</i>	Johnny Speight	LONDON WEEKEND	60
9	Sign It Death	<i>Thriller</i>	Terence Feely	ATV	75
10	Death or Glory Boy - Early Arrival	<i>Sunday Night Theatre</i>	Charles Wood	YORKSHIRE	60
16	Who Killed Lamb	<i>Thriller</i>	Anthony Skene	YORKSHIRE	75
17	Death or Glory Boy - Early Days	<i>Sunday Night Theatre</i>	Charles Wood	YORKSHIRE	60
24	Death or Glory Boy - Early Breakfast	<i>Sunday Night Theatre</i>	Charles Wood	YORKSHIRE	60
31	Geography of a Horse Dreamer	<i>Sunday Night Theatre</i>	Sam Shepard	GRANADA	60

Drama Series

Programme	Description	Company	Weekly Mins.	Time and Day	Area
Beryl's Lot	<i>A charlady's attempts to better herself</i>	YORKSHIRE	60	8.30 Thurs. Oct.-Jan	N
The Brontes of Haworth	<i>The story of the Bronte family</i>	YORKSHIRE	75	9.45 Sun. Sept.-Oct.	N
The Capone Investment	<i>Thriller serial</i>	SOUTHERN	30	8.30 Wed. July-Aug.	P
Coronation Street	<i>Day to day life in a Lancashire town</i>	GRANADA	60	7.30 Mon. and Wed.	N
Crime of Passion	<i>Court-room dramas set in France</i>	ATV	60	9.00 Mon. Sept.-Oct.	N
Crossroads	<i>Life in a Midlands motel</i>	ATV	100	6.35 Tues.-Fri.	N
Crown Court	<i>Court case serials</i>	GRANADA	90	1.30 Wed.-Fri. to Dec.	N
			90	2.00 Wed.-Fri. from Jan.	N
Emmerdale Farm	<i>Life on a Yorkshire farm</i>	YORKSHIRE	60	1.30 Mon. and Tues.	N
The Frighteners	<i>Thrillers</i>	LONDON WEEKEND	30	12.10 a.m. Sun. May	L
General Hospital	<i>Serial set in a hospital</i>	ATV	60	2.00 Thurs. and Fri.	N
Hadleigh	<i>Country squire fights life's injustices</i>	YORKSHIRE	60	9.00 Fri. June-Sept.	N
Harriet's Back in Town	<i>Serial about a divorcee's life in London</i>	THAMES	60	2.00 Tues. and Wed. to Oct.	N
Helen - A Woman of Today	<i>Helen Fiske as a woman whose marriage is failing</i>	LONDON WEEKEND	60	9.00 Fri. Sept.-Dec.	N
Hunter's Walk	<i>Crime detection series</i>	ATV	60	9.00 Mon. June-Sept.	N
Justice	<i>Margaret Lockwood as a barrister</i>	YORKSHIRE	60	9.00 Fri. to May	N
Marked Personal	<i>Everyday life of a personnel officer</i>	THAMES	60	2.00 Tues. and Wed. from Oct.	N
Napoleon and Love	<i>The women in the life of Napoleon Bonaparte</i>	THAMES	60	9.00 Tues. March	N
New Scotland Yard	<i>Detective series</i>	LONDON WEEKEND	60	8.30 Sat. June, Aug.-Sept.	N
A Raging Calm	<i>Adaptation of Stan Barstow's novel</i>	GRANADA	60	9.00 Mon. Jan.-Feb.	N

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
The Rivals of Sherlock Holmes	<i>Melodramas of the Edwardian era</i>	THAMES	60	9.00 Mon. to May	N
Sam	<i>Boy's life in a mining village</i>	GRANADA	60	9.00 Tues. July–Sept.	N
Shabby Tiger	<i>Adaptation of Howard Spring's novel</i>	GRANADA	60	9.00 Wed. July–Aug.	N
Six Days of Justice	<i>Cases before a magistrates' court</i>	THAMES	60	9.00 Tues. May–June	N
			60	9.00 Mon. Oct.–Nov.	N
Special Branch	<i>Crime series</i>	THAMES	60	9.00 Wed. to June	N
			60	8.30 Thurs. March	N
Upstairs, Downstairs	<i>Life in an Edwardian household</i>	LONDON WEEKEND	60	8.30 Sat. Oct.–Jan.	N
Van der Valk	<i>Adventures of a Dutch detective</i>	THAMES	60	9.00 Wed. Aug.–Oct.	N
Within These Walls	<i>Life in a women's prison</i>	LONDON WEEKEND	60	9.00 Fri. from Jan.	N
Zodiac	<i>A detective uses astrology to solve crimes</i>	THAMES	60	9.00 Mon. from Feb.	N

Light Entertainment Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Amazing World of Kreskin	<i>Illusionist entertains</i>	TYNE TEES	30	1.00 Fri. Oct.–Jan.	N
And Mother Makes Three	<i>Comedy with Wendy Craig</i>	THAMES	30	8.00 Wed. May–June	N
The Benny Hill Show	<i>Benny Hill entertains</i>	THAMES	60	8.00 Wed. occasional	N
The Best in the West	<i>Quiz</i>	HTV	30	6.30 Wed. from Jan.	L
Billy Liar	<i>Comedy based on the "Billy Liar" saga</i>	LONDON WEEKEND	30	8.30 Fri. Nov.–Jan.	N
Bless This House	<i>Comedy with Sid James</i>	THAMES	30	8.00 Mon. April–May, from Feb.	N
Bowler	<i>Comedy with George Baker</i>	LONDON WEEKEND	30	7.25 Sun. July–Sept.	N
			30	7.30 Fri. Sept.–Oct.	N
Candid Camera	<i>Practical jokes on the public</i>	LONDON WEEKEND	30	8.30/8.45 Sat. Jan.	N
			30	6.00 Sat. from Jan.	N
Calum's Ceilidh	<i>Scottish Entertainment</i>	GRAMPIAN	30	7.00 Fri. Sept.–Dec.	L
The Comedians	<i>Stand-up comics</i>	GRANADA	30	8.30 Fri. to May	N
			30	8.30 Sat. from Jan.	N
Country Hoedown	<i>Country Music</i>	ANGLIA	30	7.00 Thurs. March	L
Cuckoo in the Nest	<i>Panel game</i>	HTV	30	6.30 Wed. to Aug.	N
The David Nixon Show	<i>Entertainment and magic</i>	THAMES	50	6.40 Mon. May–June	N
Des O'Connor Entertains	<i>Variety with Des O'Connor</i>	ATV	30	7.00 Tues. from Feb.	N
Doctor In Charge	<i>Comedy based on Richard Gordon's "Doctor" novels</i>	LONDON WEEKEND	30	6.00 Sat. Sept.–Dec.	N
The Fenn Street Gang	<i>Comedy</i>	LONDON WEEKEND	30	7.25 Sun. June–July	N
The Frost Programme	<i>Chat and entertainment</i>	LONDON WEEKEND	45/60	11.00/11.15 Sun. Oct.–Nov.	N
Glamour '73	<i>Beauty contest</i>	ANGLIA	30	7.00 Fri. July–Sept.	L
The Golden Shot	<i>Crossbow competition with Charlie Williams</i>	ATV	55	4.40 Sun.	N
The Gordon Burns Hour	<i>Late night discussion and entertainment</i>	ULSTER	60	10.40 Sat. Sept.–Dec., March	L
The Great Western Musical Thunderbox	<i>Country and western music</i>	HTV	30	1.00 Fri. from Jan.	N
Harry Worth	<i>Comedy with Harry Worth</i>	THAMES	30	8.00 Tues. July–Aug.	N
Hey Brian	<i>Variety with Brian Marshall</i>	YORKSHIRE	30	7.00 Tues. May–June	N
The Inn Game	<i>Competition</i>	WESTWARD	30	10.35 Mon. Oct.–Dec., Feb.–March	L
It's Tarbuck	<i>Jimmy Tarbuck entertains</i>	ATV	30	7.00 Tues. to May	N
The Jim MacLeod Show	<i>Variety</i>	GRAMPIAN	35	6.10 Mon. June–Sept.	L
			40	6.05 Mon. from Feb.	L

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Jim's World	<i>Jimmy Young entertains</i>	SOUTHERN	30	1.00 Tues. from Jan.	N
Jokers Wild	<i>Joke telling contest between comedians</i>	YORKSHIRE	30 30	1.00 Thurs. May–Aug. 3.55 Mon. Nov.–March	N N
The Julie Andrews Show	<i>Variety show with Julie Andrews</i>	ATV	60	7.30/8.00 Sat. occasional to Aug.	N
Looks Familiar	<i>Panel game about showbiz history</i>	THAMES	25	3.00 Wed. May, Sept.–Jan. 3.00 Mon. July–Aug.	N P
Look Who's Talking	<i>Celebrities interviewed</i>	BORDER	45 30	11.00 Thurs. July–Sept. 6.15 Mon. Sept.–Dec.	L L
Love Thy Neighbour	<i>Comedy</i>	THAMES	30 30	8.00 Mon. April 8.00/8.30 Mon. from Jan.	N N
Lunchtime with Wogan	<i>Terry Wogan Entertains</i>	ATV	30	1.00 Tues. to Aug.	N
Man About the House	<i>Comedy set in bed-sit land</i>	THAMES	30	8.30 Tues. Aug.–Sept. 8.00 Wed. Jan.–Feb.	N N
Max	<i>Max Bygraves entertains</i>	ATV	30	8.30 Wed. March	N
Melody Inn	<i>Old time music hall</i>	GRAMPIAN	30	1.00 Mon. May–July	N
The Melody Lingers On	<i>Nostalgic music</i>	SCOTTISH	30	10.35 Mon. Aug.–Sept.	L
Men of Affairs	<i>Comedy starring Brian Rix and Warren Mitchell</i>	HTV	30	8.30 Wed. Nov.–Dec., occasionally from Jan.	N
Mike and Bernie	<i>Variety with Mike and Bernie Winters</i>	ATV	60	8.00 Sat. occasional to June	N
Mr. and Mrs.	<i>Quiz for married couples</i>	BORDER	30	6.15 Mon. Jan.–March	N
Mr. and Mrs.	<i>Quiz for married couples</i>	HTV	30 30	9.30 Sun. May–Sept. 7.00 Wed. Sept.–Nov.	N N
Mr. and Mrs.	<i>Quiz for married couples</i>	TYNE TEES	30 30	1.00 Mon. to May 7.00 Wed. May–June	N L
My Good Woman	<i>Comedy with Sylvia Syms</i>	ATV	30 30	8.00 Mon. June–July 7.00 Tues. Nov.–Jan.	N N
New Faces	<i>Talent Contest</i>	ATV	40	5.20 Sat. Sept.–Dec.	N
Nobody is Norman Wisdom	<i>Comedy with Norman Wisdom</i>	ATV	30	7.00 Tues. June–Aug.	N
Not on Your Nellie	<i>Comedy with Hylda Baker</i>	LONDON WEEKEND	30	8.30 Fri. March	N
On The Buses	<i>Comedy at a bus depot</i>	LONDON WEEKEND	30	7.25 Sun. to May	N
Opportunity Knocks	<i>Talent competition</i>	THAMES	50	6.40 Mon. to May, from Aug.	N
Our Kid	<i>Comedy with Ken Platt</i>	YORKSHIRE	30	9.30 Sun. to May	N
Our World of Song	<i>Variety</i>	BORDER	30	10.30 Thurs. Oct.–Nov.	L
Quick On The Draw	<i>Panel game</i>	THAMES	25	3.55 Wed. March	P
Reg Varney	<i>Reg Varney entertains</i>	ATV	30 30	8.00 Wed. Aug.–Sept. 5.20 Sat. from Feb.	N N
The Rolf Harris Show	<i>Variety</i>	LONDON WEEKEND	45 45	5.50 Sat. June, 6.35 Sat. July 5.00/5.20 Sat. Jan.–Feb.	N N
Romany Jones	<i>Comedy</i>	LONDON WEEKEND	30 30	7.30 Fri. May–July 7.25 Sun. Sept.–Oct.	N N
The Royal Clansman	<i>Music</i>	GRAMPIAN	40	6.05 Mon. Sept.–Dec.	L
Russell Harty Plus	<i>Chat and entertainment</i>	LONDON WEEKEND	45 45 45	11.15 Sun. July–Sept. 10.40 Fri. Sept.–Dec. 9.30/9.45 from Jan.	P P L
Russell Harty Plus One	<i>Chat and entertainment</i>	LONDON WEEKEND	45	11.00 Sun. Sept., Dec.	L
Sale of the Century	<i>Quiz</i>	ANGLIA	30	6.30 Sat. from Sept.	P
Scotch Corner	<i>Andy Stewart entertains</i>	SCOTTISH	30	1.00 Wed. to Sept., from Jan.	N
Sez Les	<i>Variety with Les Dawson</i>	YORKSHIRE	45 30	6.15 Sat., July–Aug. 8.30 Fri. Jan.–Feb.	N N
Show Case	<i>Variety</i>	SCOTTISH	60 60	7.25 Sun. July–Aug. 8.00 Fri. Oct.–Dec., Jan.–Feb.	L L
Shut That Door	<i>Larry Grayson entertains</i>	ATV	30	8.00 Tues. to May	N
Singalongamax	<i>Max Bygraves entertains</i>	ATV	30	8.00/8.30 Mon. Sept.–Oct.	N
Sir Yellow	<i>Medieval comedy with Jimmy Edwards</i>	YORKSHIRE	30	7.00 Fri. July–Aug.	N
The Sky's The Limit	<i>Quiz with Hughie Green</i>	YORKSHIRE	30	7.00 Fri. to July, Sept.–March	N
The Sound of . . .	<i>Light music and song</i>	BORDER	30	4.30 Sun. April	L
Sounds Like McEvoy	<i>Folk songs from Ireland</i>	ULSTER	30	1.00 Wed. Oct.–Nov.	N

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Sounds '73	<i>Variety</i>	GRAMPIAN	30	12.00 Sat. July–Aug.	L
Spring and Autumn	<i>Comedy with Jimmy Jewel</i>	THAMES	30	8.00 Mon. July–Aug.	N
Startime '73	<i>Variety</i>	ATV	45	7.45 Sat. Aug.–Sept.	N
Strictly Scottish	<i>Scottish Songs</i>	GRAMPIAN	30	6.10 Mon. to June	L
Sunday Night at The London Palladium	<i>Variety</i>	ATV	60	7.25 Sun. Oct.–Jan., March	N
Talking with Ted	<i>Conversations</i>	GRAMPIAN	30	6.05 Wed. Sept.–Nov., from Jan.	L
Tell Tarby	<i>Jimmy Tarbuck entertains</i>	ATV	30	8.30 Mon. Oct.–Dec.	N
There Goes That Song Again	<i>Panel game about old hit songs</i>	THAMES	25	3.55 Wed. Jan.–March	P
Thirty Minutes Worth	<i>Comedy with Harry Worth</i>	THAMES	30	8.00 Tues. Oct.–Nov.	N
This Is Your Life	<i>Eamonn Andrews interviews celebrities and others</i>	THAMES	30	7.00 Wed. to May, from Nov.	N
Time Was	<i>Music of the Forties</i>	HTV	30	10.30 Wed. to Aug.	L
The Tommy Cooper Hour	<i>Tommy Cooper entertains</i>	THAMES	60	8.00 Wed. occasional	N
Top Team	<i>Contest</i>	GRAMPIAN	25	6.10 Wed. July–Sept	L
			25	5.20 Tues. Sept.–Oct.	L
Top Town	<i>Inter-town competition</i>	BORDER	25	6.15 Mon. to June	L
The Train Now Standing	<i>Comedy</i>	THAMES	30	9.30 Sun. July–Aug.	N
Treasure Hunt	<i>Quiz</i>	WESTWARD	30	7.00 Wed. to June, from Sept.	L
Try for Ten	<i>Quiz</i>	GRAMPIAN	25	6.10 Thurs. to June	L
Try for Ten	<i>Quiz</i>	HTV	30	6.35 Tues. to May	L
University Challenge	<i>General knowledge quiz</i>	GRANADA	30	6.30 Wed. to Sept., Oct.–Dec.	N
			30	5.20 Mon. Jan., from March	N
Val Doonican	<i>Variety with Val Doonican</i>	ATV	30	7.00 Tues. Jan.–Feb.	N
Welsh Notes	<i>Light music</i>	HTV	30	6.30 Wed. from Feb.	L
Where Are They Now?	<i>Showbiz names of yesteryear</i>	ANGLIA	30	7.00 Fri. Sept.–Dec.	N
The White Line	<i>Light entertainment</i>	ULSTER	25	11.10 Sat. to June	L
Who Are You?	<i>Quiz</i>	GRAMPIAN	25	6.05 Thurs. from Jan.	L
Who Do You Do?	<i>Impersonations</i>	LONDON	30	8.30 Fri. April–May	N
		WEEKEND			
Whodunnit?	<i>Panel game</i>	THAMES	50	6.40 Mon. June–July	N
Whose Baby?	<i>Panel game with celebrities' children</i>	THAMES	25	3.00 Wed. to Aug.	N
			25	3.55 Mon. Sept., Nov.	P
Win a Word	<i>Quiz</i>	GRAMPIAN	25	6.10 Tues. July–Sept.	L
			30	6.05 Thurs. Sept.–Dec.	L

Regular Sports Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
The Big Break	<i>Snooker competition</i>	SCOTTISH	30	10.30 Mon. Oct.–Dec.	L
The Big Match	<i>Soccer highlights</i>	LONDON	60	2.05/2.15 Sun. to May	P
		WEEKEND		from Aug.	
Border Sports Results	<i>Sports results</i>	BORDER	5	6.00/7.30 approx. Sat. to April, from Sept.	L
Carpet Bowls	<i>Indoor bowls competition</i>	TYNE TEES	25	10.50 a.m. Sun. July–Aug.	L
Double Top	<i>Darts competition</i>	ATV	15	9.15 a.m. Sat. Sept.–Nov.	L
The Final Whistle	<i>Soccer and rugby highlights at end of season</i>	BORDER	30	11.00 Thurs. May	L
Football	<i>Soccer highlights</i>	GRANADA	60	2.25 Sun. to May, Aug.–Sept.	P
			60	2.10 Sun. from Sept.	P
Indoor League	<i>Pub sports</i>	YORKSHIRE	30	1.00 Thurs. fortnightly to May, and from Sept.	N
Inter Schools Basket Ball	<i>Basket ball competition</i>	TYNE TEES	30	10.20 a.m. Sat. Jan.–Feb.	L
Invitation Bowls	<i>Bowls competition</i>	TYNE TEES	30	10.30 a.m. Sun. May–June	L
Invitation Snooker	<i>Snooker competition</i>	TYNE TEES	30	11.00 Mon. April, June	L
Kick-Off	<i>Sports roundup</i>	GRANADA	30	10.30 Fri. to May, Sept.–Dec.	L
			30	6.15 Fri. Aug.–Sept.	L

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Make a Break	<i>Snooker</i>	THAMES	30	11.30 Mon. July-Sept.	P
Match of the Week	<i>Soccer highlights</i>	ANGLIA	50	3.50 Sun. April, from Jan.	L
			50	3.10 Sun. Sept.-Dec.	L
Professional Wrestling	<i>Recorded bouts</i>	VARIOUS	30	11.15/11.30 Tues. to Oct.	N
				1.00 Thurs. fortnightly from Oct.	N
Results Service	<i>Sports results</i>	LONDON WEEKEND	20	4.50 Sat.	N
Scotsport	<i>Soccer highlights</i>	SCOTTISH	85	2.00 Sun. April, from Sept.	L
			75	2.15 Sun. Aug.-Sept.	L
Shoot	<i>Soccer highlights</i>	TYNE TEES	55/60	1.55/3.00 Sun. April, from Aug.	L
Soccer	<i>Soccer highlights</i>	YORKSHIRE	55	1.55 Sun. April	L
			60	3.00 Sun. Sept.-Dec.	L
			60	2.15 Sun. from Jan.	L
Sport	<i>Motor cycle scrambling, show-jumping and mixed O.B.'s</i>	YORKSHIRE	55	1.55 Sun. May-Aug.	L
Sports Arena	<i>Magazine</i>	HTV	30	10.30 Fri. April	L
			30	10.30 Thurs. Oct.-Dec.	L
			30	6.35 Fri. from Jan.	L
Sports Cast	<i>Sports magazine</i>	ULSTER	30	5.15/5.20 Sat. April from Sept.	L
Sports Desk	<i>Sports in the West Country</i>	WESTWARD	25	6.20 Mon. to June, from Jan.	L
			25	6.25 Fri. to June, from Jan.	L
			25	6.25 Mon. and Fri. July-Dec.	L
Sports Results	<i>Results</i>	ULSTER	5	7.50 Sun. to June, Sept., Oct.	L
			5	8.15/8.20 Sun. from Oct.	L
Sports Time	<i>Sports magazine</i>	TYNE TEES	30	10.30 Thurs. to June, Sept.-Dec., from March	L
			30	6.00 Thurs. Jan.-Feb.	L
Sports West	<i>Sports magazine</i>	HTV	20	6.15 Thurs.	L
Sports World '73	<i>Sports miscellany</i>	LONDON WEEKEND	60	2.15 Sun. May-Aug.	P
Star Soccer	<i>Soccer highlights</i>	ATV	60	2.00 Sun. to June, Aug.-Sept.	P
			55	2.10 Sun. from Sept.	P
Weekend	<i>Preview of weekend sport</i>	SOUTHERN	5	4.20 Fri. to June	L
			5	10.30 Fri. to Dec., from Feb.	L
World of Sport	<i>Racing, wrestling, and mixed O.B.'s</i>	LONDON WEEKEND	260	12.35 Sat.	N
Yorksport	<i>Sports magazine</i>	YORKSHIRE	30	10.30 Thurs. April-Oct.	L
			30	11.05 Thurs. from March	L

L Local P Part Network N Network

Welsh Language Programmes

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
Am Hwyl	<i>Schools</i>	15	11.13 a.m. Mon. Sept.-Nov.
Ar Brawf	<i>Courtroom drama</i>	45	6.40 Sun. Jan.-Feb.
Ar Gwr y Goedwig	<i>Portrait of Ruthin</i>	60	10.30 Tues. 7 Aug.
Ar Un Gainc	<i>St. David's Day celebration</i>	30	6.35 Thurs. 28 Feb.
Y Babell Lyfrau	<i>Books</i>	30	8.30 Mon. 6 Aug.
Bro	<i>Regional documentary</i>	45/60	10.30 Tues. April and June
Camau Cantamil	<i>Children's quiz</i>	30	4.20 Fri. from Sept.
Cantamil	<i>Children</i>	45	4.35 Tues.-Thurs. to Aug.
Carreg Filtir	<i>Quiz for Welsh learners</i>	30	5.30 Sat. from Feb.
Corau Meibion	<i>Choral competition</i>	45	10.30 Tues. April-June (fortnightly)
Dan Sylw	<i>Current affairs</i>	45/60	10.30 Tues. Sept.-Dec.
Dilyn y Band	<i>Brass band competition</i>	45	10.30 Tues. from March
'Dolig 'da Dai	<i>Christmas children's programme</i>	30	2.30 Christmas Day
Y Dydd	<i>News magazine</i>	85	6.00 Mon. to Fri.

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
Eisteddfod Genedlaethol	<i>National Eisteddfod</i>	155	6.30 Tues. 7 Aug. to Sat. 11 Aug.
Eisteddfod Genedlaethol yr Urdd	<i>Welsh League of Youth Eisteddfod</i>	90	10.30 Thurs. 31 May; Fri. 1 June and 5.45 2 June
Etholiad '74	<i>Election Results</i>	15	8.45 a.m. Fri. 1 March
Y Flwyddyn	<i>Review of the Year</i>	45	11.15 Mon. 31 Dec.
Hamdden	<i>Women's magazine</i>	30	2.30 Tues.
Llusern	<i>Religion</i>	20	6.15 or 6.35 Sun., except July–Sept. and Jan.–Feb.
Miri Mawr	<i>Children</i>	35	4.25 Tues. to Thurs
Miri Mwy	<i>Children</i>	45	4.35 Tues. to Thurs. from Sept.
O'r Cyfandir	<i>Wales and Europe</i>	45	10.30 Tues. 8 May and 22 May
O'r Wasg	<i>Book review</i>	15	11.15 Tues.
Sion a Sian	<i>Quiz</i>	30	5.45/6.05/6.30 Sat. to Jan.
Stesion Cantamil	<i>Children's quiz</i>	30	4.25 Fri. to Aug.
Sw'n y Jiwibili	<i>Religion</i>	20	6.40 Sun. 8 April
Yr Wythnos	<i>Current affairs</i>	30	8.30 to Sept. and from Feb. 8.00 Sept.–Dec.
Ystlumod	<i>Poem for television</i>	35	10.30 Tues. 12 June

X The Authority's Publications

(published 1973-74)

<i>Publication Date</i>	<i>Title</i>	<i>Description</i>
May 1973 (reprinted August 1973)	ITV Transmitting Stations: A Pocket Guide	Full technical details of all existing or proposed VHF and UHF transmitting stations for ITV (new edition)
June 1973	IBA Notes 25	An occasional series of booklets recording important policy statements and significant developments. <i>The Portrayal of Violence on Television: Working Party Interim Report</i>
June 1973	IBA Technical Review	A series of publications for broadcast engineers, describing technical activities and developments in Independent Television and Independent Local Radio. <i>Vol. 3: Digital Television</i> . 64 pages
August 1973	IBA Television Gallery	A card giving details of the IBA Television Gallery including a map showing how to get there.
August 1973	ILR: Your Technical Questions Answered	Technical information for the layman on the IBA's Independent Local Radio service
September 1973	Independent Broadcasting Authority Annual Report & Accounts 1972-73	Available from Government Bookshops. 116 pages. £1
November 1973	IBA Notes 26	<i>Advertising Revenue and Public Service Broadcasting</i> by Brian Young
November 1973	IBA Notes 27	<i>Public Responsibility</i> by Brian Young <i>Editorial Control</i> by Joseph Weltman
December 1973	Focus on Television	An illustrated folder about the IBA Television Gallery with notes on the historical development of television
December 1973	Who Does What in ITV	An informative folder giving details of the organisation of Independent Television, including the addresses of each programme company (new edition)
December 1973	IBA Television Transmitters: UK Coverage	Maps of the United Kingdom showing the location and coverage of the IBA's main UHF and VHF television transmitting stations and areas of the fifteen programme companies
January 1974	ITV 1974 - Guide to Independent Television	Twelfth edition of the IBA's annual handbook with articles and features on all aspects of Independent Television: organisation, transmitters, programmes, programme companies. Colour illustrations, maps. 240 pages. Standard Edition 90p. New Hard Back Library Edition £1.50p
January 1974	ITV Education News 6	Colour newspaper providing news and background information to ITV's school education programmes
March 1974	IBA Notes 28	<i>Planning the Television Broadcast Services</i> by Howard Steele. With colour illustrations
March 1974	Crisis of the Cross	A folder giving information about special Church services to be broadcast on ITV during Lent
March 1974	ITV Regional Folders	Information folders about each Independent Television area, setting out details of Authority offices and transmitters, the programme companies and the characteristics of programmes in each region (new edition)
March 1974	Advertising Control	A booklet describing the Authority's system for the control of advertising on Independent Television and Independent Local Radio (new edition)
March 1974	Good Viewing of ITV	A booklet outlining the factors which affect the technical quality of the picture on the viewer's television screen, and showing how reception may be improved (new edition)

XI The National Film Archive

THE NATIONAL FILM ARCHIVE of the British Film Institute, which selects cinema and television programmes for preservation, currently holds about 860 ITV programmes. Many of these have been paid for by the Independent Television

companies since 1969 through grants made under the Television Fund arrangements through ITCA. A complete list of programmes acquired since the Fund was set up appears below. Further details are given in Chapters 1 and 2.

1969-70

ANGLIA

The Battle of Arnhem

ATV

Hospital

Man of the Month: Brigadier A. A. Afrifa

Man of the Month: The Lord Mayor of London

Man of the Year: Norman Borlaug

Rebellion

The Tribe That Hides from Man

The Violent Earth

Wild and Free – Twice Daily

GRANADA

All Our Yesterdays: Arnhem Part I

All Our Yesterdays: Arnhem Part II

Big Breadwinner Hog: 1, A Promising Pupil, if Impulsive . . .

Gandhi (Men of Our Time)

Investiture at Caernarvon

Sepia Officinalis – Colour Change

This England: Nuclear Cathedral

World in Action: At the Bottom of the List

World in Action: A City Stumbles

World in Action: Deep South

World in Action: The Flame in Spain

World in Action: A New Kind of Match

World in Action: A New School of Thought

World in Action: Put to the Test

World in Action: Spies for Hire

World in Action: Unknown Soldier

HARLECH

Omri's Burning

Prince Charles Interview

LONDON WEEKEND

A Child of the Sixties

Faith and Henry

The Gold Robbers: 1, The Great Bullion Robbery

The Great Debate – Enoch Powell and Trevor Huddleston

Meet André Previn

Moonlight on the Highway

Sir Alf Ramsey – Sports Arena

Talking Head

Trumpets of Majesty

What's a Girl Like You

SCOTTISH

Contract 736

Full Circle

A Matter of Expression

THAMES

Applause, Applause: George Formby

Applause, Applause: Lucan and McShane

A Very Humble Prince

Callan: 1, The Most Promising Girl of Her Year

The Patriot Game

Public Eye: 1, Welcome to Brighton?

Report: It's Like This, Doctor

Report: St. Ann's

Sir Michael Balcon – Film-maker

This Week: Cambodia – The Prince

This Week: Edward Kennedy – The Wrong Turning

This Week: Fortress Israel

This Week: The Group

This Week: Laos – The Next Domino

This Week: Mrs. Golda Meir

This Week: The Politics of Sport

This Week: A Room in Peking

This Week Special: The War is Over

TYNE TEES

Face the Press: Arnold Toynbee

Face the Press: Sir Oswald Mosley

Face the Press: Valery Nikitin

WESTWARD

Barbara Hepworth

The Jumpers

YORKSHIRE

After Us – What? Penguins (Whicker in the Argentine)

Against the Tide – Places Where they Sing

Captain R.N.

The Gold Run

It Never Seemed to Rain

Jim Bullock – Miner Extraordinary

Papa Doc – Black Sheep

The Pugnacious Pacifist – Count Carl von Rosen

The Struggle for China

The Trainers

ITN

Prince of Wales – Story of an Education

1970-71

ANGLIA

The Craftsmen: The Slater

The Craftsmen: The Thatcher

Rutland

The Shepherd

ATV

Bernadette Devlin

Spiro Agnew Answers Bernard Levin

The Misfit: 1, On Being British

The Important Thing is Love

GRANADA

Cinema: Interview with Sir Laurence Olivier

Cinema: Interview with John Trevelyan

Cinema: Interview with Sam Peckinpah

A Disappearing World: A Clearing in the Jungle
Family at War: 5, The Gate of the Year
Living Round Here (local)
The Lovers: 4, Brainwashed
The Mosedale Horseshoe
Roll on Four o'clock
The Sinners: In the Bosom of the Country
Seven Plus Seven
World in Action: Act of God
World in Action: Death of a Student
World in Action: Ian Paisley
World in Action: The Monday Club
World in Action: No Smoking Village

LONDON WEEKEND

Aquarius: Denis Mitchell
Big Brother: 6, A Touch of the Jumbos
The Charlton Boys
Conceptions of Murder: 6, Tea with Major Armstrong
Curry and Chips Ep. 1
Doctor in the House: If in Doubt, Cut It Out
The Frost Programme: 13, Electrical Power Workers
The Frost Programme: 8, Jerry Rubin
Man in the News: Brian Young
Sports Arena: Beryl Burton
What's In a Game: 2, Cops and Robbers

THAMES

The Day Before Yesterday: 1, We are the Masters; 2, Realities of Power; 3, Set the People Free; 4, A Political Tragedy; 5, Fight and Fight Again; 6, Rise and Fall of Supermac
The Hardest Way Up: (Annapurna South Face)
The Hero of My Life*
Hook Up
Report: And on the Eighth Day*
Report: The Green is Wearing*
Report: Hard Times*
Rumour
The Sun TV Awards
This Week: All our Miss Stedmans*
This Week: The Army in Ulster
This Week: Edward Heath (transmission 10.6.70)*
This Week: Edward Heath (transmission 24.9.70)
This Week: What Was Lost – What Was Won

TYNE TEES

Mister Lowry

YORKSHIRE

Broken Hill – Walled City
The Last Dictator – Stroessner's Paraguay
The Main Chance: 1, A Time to Love, A Time to Die
The Main Chance: 2, It Could Happen to You
Portugal – Dream of Empire: 1, Out of Limbo; 2, Bread and Circuses
Ragged Revolution
Victor Feather (T.U.C.)

ITN

The Nation Decides

1971-72

ANGLIA

Brian Connell Interview: Lord Blackett

ATV

A Completely Different Way of Life
Cornelius (transmission 8.2.69)*
Emlyn (transmission 15.2.69)*
Germaine Greer v. USA
The Gold Inside (transmission 24.9.60)*
The Golden Shot*
Hine: Ep. 11, Survival of the Creeps

Kingdom in the Jungle
Macneil (transmission 1.2.69)*
Professional Wrestling: Jackie Pallo v. Bobby Graham

GRAMPIAN

Living and Growing: Part 8, 1966

GRANADA

Beatles First TV Recordings 1963
Beatles Playing on Cavern Club Stage 1962
Cinema: Ray Milland
Cinema: Robert Mulligan
Cinema: Shelley Winters
The Disappearing World: 1, The Last of the Cuiva; 2, Embra – The End of the Road; 3, War of the Gods
Experiment: The Determination of the Velocity of Radio Waves
Malcolm Muggeridge: Interview with Sir Oswald Mosley
The Man from No. 10
Paper Roses
Seven Men: Quentin Crisp
Stones in the Park
There was this Fella . . .
World in Action: Does an MP have the Right? (Labour in the Raw)
World in Action: Working the Land
World in Action: The Village that Gave Up, But Not Quite...
The Year of the Killing

HARLECH

My Brother's Keeper

LONDON WEEKEND

After a Lifetime
Budgie: Ep. 9, A Pair of Charlies
The Frost Programme: 2, Sheikh Mujib
Man in the News: 18, Brian Faulkner*
Man in the News: 3, Lord Longford; 4, William Whitelaw; 8, Stephen Murphy; 14, Richard Neville

THAMES

Dowager in Hot Pants*
For the Love of Ada: 7, The Wedding
Interview With President Nyerere (unedited version of item in Black Man's Burden)
The Judges*
The Loving Lesson
This Week: Both Practicable and Reasonable*
This Week: Death in the Prison Yard
This Week: The Miners' Last Stand
This Week: Parents and The Pill
This Week: Ralph Nader, Public Citizen*
This Week: Something About a Soldier

TYNE TEES

Big Jack's Other World

YORKSHIRE

I'm the World's Best Writer There's Nothing More to Say M62
Whicker's Orient: 1, What Makes Shaw Run Run

1972-73

ANGLIA

The Flight of the Snow Geese

ATV

Beyond Belief
The Dead End Lads
Options: (Item) The Life and Times of J W Rainbird
Shut That Door: Part 6 (with Diana Dors)
Turning Point: 3, The Siege of Dien Bien Phu

GRANADA

Adam Smith: Ep. 12
 All Our Yesterdays: Michael Powell Interview (uncut)
 Another Sunday, and Sweet F.A.
 Cinema: Oswald Morris*
 Country Matters: 6, Breeze Anstey
 Country Matters: 4, Crippled Bloom
 The Disappearing World: The Meo
 The Disappearing World: The Tuaregs
 Family at War: 20, Yielding Place to New
 The Last Journey
 The Last of the Baskets: 5, The Hound of the Baskets
 Open Night: 6, What Viewers Would Like to See on Television
 A Splinter of Ice
 A Subject of Struggle
 Whose Life is it Anyway?
 World in Action: The Angry Brigade
 World in Action: Caught in the Act
 World in Action: The Container Row
 World in Action: A Day in the Life of Kevin Donellon
 World in Action: The Docks Dispute
 World in Action: Het Dorp
 World in Action: How to Steal a Party
 World in Action: The Protestant Succession
 World in Action: The Runcorn Experiment
 World in Action: See For Yourself
 World in Action: Sounds of the Clyde
 World in Action: The Tanzam Railway

HARLECH

Dr. Price 1800-1893
 There Go I: 1, I was a Stranger
 Thick as Thieves

LONDON WEEKEND

Aquarius: The Best Television in the World
 Aquarius: Cookham to Calvary
 Aquarius: The Unknown Warrior
 Ben Spray
 The Death of Adolf Hitler
 The Frighteners: 4, The Manipulators*
 The Frost Programme: 4, The Miners' Strike; 5, The Ulster
 Crisis; 12, Ulster
 On the Buses: Boxing Day Special
 The Stanley Baxter Picture Show (transmission 8.10.72)
 Upstairs, Downstairs: 5, Guest of Honour
 Upstairs, Downstairs: 1, On Trial
 Weekend World: (Item) The Angry Brigade
 Weekend World: Discussion About Television
 Weekend World: (Item) Interview with Sir Michael Swann

SCOTTISH

Short Story: 8, Bloch's Play

SOUTHERN

A Hymn for Today (transmission 2.4.72.)
 Interview with Mrs. Bingham
 Man of the South: Professor Wain (local)

THAMES

The Benny Hill Show (transmission 24.3.71)
 The Bob Monkhouse Comedy Hour (transmission 22.11.72)
 Bunny
 Harry's Out
 Images
 The Limits of Growth
 Love Thy Neighbour (transmission 13.4.72)
 Man at the Top: 13, The Foreman's Job at Last
 Opportunity Knocks (transmission 30.10.72)
 This Is Your Life: Hughie Green (transmission 16.2.72)
 This Week: Everest - The Fight for the Face
 This Week: Jimmy Reid Unlimited
 This Week: Men of the Clyde

This Week: The Natives are Getting Restless

This Week: The Timothy Davey Affair

This Week: Two Brothers

This Week: Wasted Lives

TYNE TEES

A Tale of Two Hawkers (local)

ULSTER

O Jerusalem, Jerusalem (local)

YORKSHIRE

A Bit of Vision
 Arthur C. Clarke
 Beatrix Potter - The Private World
 Edith Evans
 The Flesh Harvesters
 I Am an Engineer: John Britten - Aeronautical Engineer
 Magnus and the Beansteak
 The Organisation: Rodney Spurling and Peter Frame
 The Special Brain of Karl Kroyer
 Stars on Sunday (transmission 9.1.72)
 Stars on Sunday (transmission 16.1.72)
 Whicker Within a Woman's World: 1, A Girl Gets Temptations - But I Wanted to Give Myself to God: 2, God Forgive Me For What I've Done - But it was All Very Enjoyable

ITN

Coverage of Bloody Sunday
 News at Ten: Interview with Edward Heath
 News at Ten: Interview with Harold Wilson

1973-74**ANGLIA**

The Forbidden Desert of the Danakil

ATV

Bitter Harvest
 Crime Squad
 Double Sentence
 General Hospital: Ep. 1, Ep. 2
 Hopcraft Into Europe
 Long Day's Journey Into Night
 No Man's Land: 3, Women at Work
 Thank You, Ron
 The Unlucky Australians
 Warhol

GRAMPIAN

What Price Oil? (local - discussion only)

GRANADA

Country Matters: The Higgler; The Little Farm
 The Facts are These: Love Now Pay Later
 Home and Away: 1, The Cold Wind Doth Blow
 Kataragama
 A Life Apart
 Olga
 Once Upon a Time: 2, Buttons
 Parade: Duet; Theodorakis Conducts Theodorakis
 Passengers
 Sam: 11, Home from Home; 13, Breadwinners
 The State of the Nation: 1, A Law in the Making; Four
 Months Inside a Ministry; 2, Law-Making and Public Money:
 Has Parliament Lost Control?; 3, A Debate: Are MPs Too
 Ignorant for Their Job?
 Vinegar Trip
 World in Action: Conversations with a Gay Liberal; The
 Friends and Influence of John L. Poulson; A Question of
 Torture; The Rise and Fall of John L. Poulson; Vietnam: A
 Question of Torture; Waiting for the Package

HTV

Pages from Memory

ITN

First Report: Macmillan Lunch

LONDON WEEKEND

Artists at Work: 1, Stanley Boardman

Aquarius: Hello Dali!

Beethoven at St. Paul's: (Aquarius) Part 1, Part 2

The Frost Programme: 2, The Permissive Society; 4, Life Begins at Seventy

Helen - A Woman of Today: 1, Frank; 13, Helen

Lay Down Your Arms

Russell Harty Plus: 17, Rudolf Nureyev

The Stanley Baxter Big Picture Show

The Train Now Standing: 1, Brief Encounter

Upstairs, Downstairs: 3, A Change of Scene; 13, The Sudden Storm

Who Do You Do? (transmission 4.5.73)

SCOTTISH

Eden And After (local)

SOUTHERN

Life by Misadventure

THAMES

The Bob Monkhouse Show: The Bob Monkhouse Offensive

Captain Video's Story (Armchair 30)

Kontakion

Magpie Special: Like Ordinary Children

A Mosque in the Park

Six Days of Justice: 3, We'll Support You Evermore

Sunday and Monday in Silence

This Week: Children in Care - 1, Other People's Children; 2, Take Three Girls

This Week: David Cassidy - Weekend at Wembley; Once a Miner . . . ; Prisoner of War; The Unknown Famine Verité (Armchair Theatre)

TYNE TEES

Access: (local) Disablement Incomes Group

Meanwhile Back in Sunderland (local)

Out of Darkness: 1, Half the Battle's Won

WESTWARD

The Alistair Maclean Story

YORKSHIRE

An Afternoon at the Festival

Barrie With Love: 1, The Twelve Pound Look

The Brontës of Haworth: 4, Rewarding Destiny

Children of Eskdale

Dolly: 1, The House Opposite

The Indoor League: 1, Darts; skittles; table football

Justice: 10, Dummy Scoular Against the Crown

Too Long a Winter

Whicker Way Out West: The Lord is My Shepherd and He Knows I'm Gay

**Donated by programme company*



XII Independent Television The Authority's Plans for 1976-79

Introduction

1. During the past few months the Authority has been considering the structure and organization of Independent Television during the period immediately following 1976. The Authority's present life, under the Independent Broadcasting Authority Act, comes to an end in that year, and with the change of Government it was until very recently uncertain for how long it would be extended. In April, however, the Government announced its intention of extending both the Authority and the BBC to 1979. The Authority's plans for the period from 1976 to 1979 are described in the present note.

2. In the absence of a Government decision about additional services, the Authority, in forming these plans, has had to work on the assumption that there will be no change before 1979. It remains the Authority's firmly held belief that Independent Television cannot realize its full potential except as a two-channel service, and, if a second ITV channel is to be allowed, the Authority hopes that its authorization need not wait until 1979 but could be given before then so that its introduction would not be long further delayed after that date. The Authority recognizes the importance to the future of broadcasting of the question of the fourth channel and that this will be among the matters which must be considered in depth by the Committee of Enquiry to be set up under the chairmanship of Lord Annan.

The Regional Structure

Diversity to be Maintained

3. The present structure of ITV results in greater costs than would be incurred by a system that was more centralized and less regional. To achieve savings, however, would entail reducing not only the number of companies but also the diversity, and probably the amount, of local programming. This is something the Authority wishes to avoid. The rationale for the ITV regional system is that areas with communal affinities should be provided with a regional service, and also that the nationally networked programmes should not reflect the outlook and concerns of the metropolis alone. Unless amalgamations of programme companies were forced by economic circumstances, the Authority would wish to preserve the present diversity and regional emphasis, and it will not be seeking to reduce the number of companies or diminish their independence. Its intention is, for example, that the existing Trident situation be maintained, whereby the two companies Yorkshire and Tyne Tees, based on Leeds and Newcastle upon Tyne, have separate contracts with the Authority, imposing among other things separate programme commitments, while being subsidiaries of a single holding company, Trident Television.

4. A similar conclusion, for preservation of the present structure, has been reached also from consideration of companies' functions. An argument that has been put forward in favour of amalgamations is that, if some of the companies were increased in size, they would have a better chance of providing programmes for the network. Even if it were agreed, however, that an increase in the number of the predominantly networking companies from the present five to six or seven was desirable, it is questionable whether the amalgamations that are in practice feasible would significantly affect the networking capabilities of the larger regional companies. The Authority's intention therefore is that there should not be imposed by contract any radical redistribution of functions between companies; but at the same time it has been considering, as

described in paragraphs 8-9, the way in which programmes by the regional companies do and should reach the network.

Need for Stability

5. It would in principle be possible to maintain the present system of regionalism while at the same time introducing changes in the shape and number or contract areas, such as those which took place in 1968. The Authority is conscious of the need, however, for stability in the system, especially at a time when more far-reaching changes in broadcasting structure might be considered for introduction within the next five years. It is not proposing, therefore, that in 1976 there should be any major changes in contract areas; but it will be considering in the light of the Report of the Crawford Committee whether any minor adjustments are needed.

6. The intention to maintain the structure more or less as it is means that there will no division of contract areas or increase in the number of programme companies. As an alternative means of strengthening still further the regional aspects of Independent Television, the Authority considered instead whether, in a situation where a company is required to cover a large area with disparate affinities, separate local interest programmes might be broadcast from some transmitter or transmitters covering part of the area. Such provision already exists in the Southern Television area where the eastern end of the area is catered for by separate news bulletins, supplemented by output from a small additional studio at Dover. Similarly HTV, using its Cardiff and Bristol studios, is able to provide separate local programmes for Wales and the West of England. The gradual changeover to UHF from VHF, with a consequent increase in the number of transmitters, now makes other arrangements of this kind possible in principle. Such local transmissions might be expected to generate a certain amount of additional advertising revenue; but this is by no means certain, and it is unlikely to be of a sufficient amount to cover their full costs. Their feasibility depends very much, therefore, on economic circumstances. It is affected also by the length of the extension beyond 1976. With only a three-year extension from that date, and the possibility of changes in broadcasting structure thereafter, the introduction of a development of this nature in the ITV system during the interim period would not seem to be justified.

London

7. The London contract area presents certain problems of its own. The Authority adheres to the decision in 1967 that in general it is advantageous for each contract area to be served by a single programme company. In 1967, however, London, alone of all the contract areas, was left with the week divided between two companies. The reasons that led to the retention of the division in London remain valid, and the alternative establishment of a single London company would lead in the Authority's view to an unacceptable loss of diversity in the system as a whole and to an increase in the power of the metropolis, with the London company being more than twice the size of any of the other network companies. There remain the questions whether the existing arrangements for the division of the week are fair for both companies, particularly in the light of derestriction of hours of broadcasting, and whether they provide each company with adequate programming opportunities while at the same time allowing an overall balance in the week's programmes. No fundamental change in the division of the week seems likely to be either feasible or desirable; and, while the 'weekday' and 'weekend'

division of production may have some drawbacks, it also has certain decided advantages, both for the system as a whole and for each of the London companies. The Authority's view is that equity between the companies will be better achieved by differential rentals than by other contractual changes.

Programme Arrangements

Networking

8. As has been stated in paragraph 4, the Authority foresees retention of the distinction between network and regional functions, with the majority of companies having as their main task the provision of programmes for their respective areas about the activities and interests of people living there. The Authority welcomes the fact that regional companies can and do provide a number of valuable programmes for the network, and believes that there could usefully be some increases in certain areas of programming. The suggestion has been made that each company should have a quota of guaranteed network slots. This is not a proposal which is advocated by the majority of the regional companies themselves, and the Authority believes that it would introduce an undesirable amount of rigidity into the system which would be in the interests neither of the regional companies nor of the public.

9. The Authority has, however, felt that the established procedures whereby regional programmes are selected for the network could be improved. It therefore initiated discussions on the subject with the companies. It was agreed that, while the existing arrangements provided a number of ways in which programmes of different kinds from the regional companies could reach the network, they did not cater adequately for the production by these companies of major programmes or series of programmes designed for transmission in the main evening hours. Consequently, although a great increase in such productions is not expected, new arrangements were proposed by the companies and accepted by the Authority, to provide on the one hand for a regional company to notify the network of its plans for any such programmes well in advance, and on the other hand for the network to say to the regional company, before it enters into financial commitments, whether and on what terms the programme will find a place in the network schedule. The other, existing, arrangements for networking, although complex, were all considered to be worth maintaining, subject to review of the criteria and procedures of selection, and of the composition of the committees involved. It is now the declared view of all the company managements that the arrangements, extended and agreed in the ways indicated above, provide satisfactorily for the supply of regional programmes for the network.

Local Programming

10. In regard to local programming, increased emphasis has been placed on the need for each of the network companies, as well as the ten regional companies, to provide sufficient programmes that are made, in the words of the Act, 'to appeal specially to the tastes and outlook of the persons served by the station'. In the 1974-76 period, an average of about

five-and-a-half hours a week of these programmes of specifically local interest will be required in each of the four central contract areas, and a requirement will also be made in the period from 1976.

Contracts from 1976 Onwards

Review of the Companies' Performance

11. Since there is only a short period of certain life after 1976, the Authority does not intend to advertise contracts for competition in 1975. But during 1974 it will review companies' performance and appraise their composition, management, financial approach, programming, operational procedures (technical, advertising control, public relations), etc. The initial conclusions of the review will be communicated to each company in the autumn of 1974. Their reactions will be invited and also their suggestions for how they will deal with any matters that require remedy. Later in 1974 staff of the Authority will visit particular companies to pursue discussion of certain points. By the end of 1974, the Authority will also have considered the results of research which it plans to carry out during the course of the year into the public's attitudes and opinions about their local companies. Early in 1975 the Authority will decide, in the light of the review and of each company's ability and willingness to take remedial measures that may be required, whether any particular limitations or restrictions should be attached to the contract that is awarded from 1976. In the circumstances of an expected extension of its life until 1981, the Authority had not ruled out the possibility that its review might lead it to the conclusion in a particular case that the contract should be advertised for competition. An extension of only three years from 1976, however, is likely to make such a possibility unrealistic.

Nature of Contracts

12. The length of the extension restricts also the type of contract that can be offered. In principle the Authority would be in favour of rolling contracts as in radio, probably with a three-year initial run and a one-year 'roll'. This would help to increase the stability of the system, while at the same time providing the opportunity for review of companies' performance. An extension of only three years, however, removes the possibility of such contracts being introduced in television in 1976.

13. If a system of rolling contracts in television can be introduced at a later date, the Authority sees a need for break-points in the contracts, when it would be possible to consider giving newcomers the opportunity to compete. Unless a complete re-shaping of the contract areas were called for, these break-points would be in different years for different contracts, or groups of contracts, so that the whole system was not subject to possible change, and consequent disturbance, at the same time. These are the Authority's intentions; to what extent they can be fulfilled depends of course upon Government decisions yet to be made about the organization of Independent Television in the 1980s.

June 1974

XIII ITV 2: The Authority's Further Submission to the Minister

July 1973

I. BASIC PRINCIPLES

1. Two basic principles underlay the Authority's submission to the Minister in December 1971: that the service Independent Television can give the public is inevitably restricted by being confined to a single channel; and that the public would be best served if a second ITV service were complementary to the first rather than competitive with it. These principles remain unaltered. The purpose of the present document is to restate briefly in Part I the main arguments in the submission, to consider in Part II points that have arisen in subsequent debate, and to review in Part III some of the proposals in the submission.

Restrictions of a Single Channel

2. Programming in a single-channel service is restricted whether that service depends upon licence fees or upon advertising for its revenue. In the present ITV service the Authority requires a number of programmes to be placed in peak hours that would not be there if scheduling were based upon ratings alone. Some people would like to see more such programmes; others would like to see fewer. There is bound to be disagreement about the appropriate number; but there can be no disagreement that there comes a point at which insistence on minority programmes on a single channel is carried too far. As has often been pointed out, the majority consists of people who are themselves all members of minorities; but this leaves unresolved the problem of how often minority tastes should be catered for at the expense of majority interests.

3. There is therefore a genuine dilemma for those responsible for a single-channel service. Programmes do not gain quality by losing popularity: but it remains true that programmes which on any reckoning have some particular merit or importance include those which are likely to appeal only to some particular minority. How frequently should majority preferences be disregarded? This dilemma in broadcasting can only be resolved by giving a service the opportunity to cater for conflicting tastes and needs simultaneously.

The Resources Available: and the Opportunities for Regional Companies

4. In the Authority's view, therefore, a second channel would improve the public service of ITV. There are also the resources to provide the programmes. As *ITV 2* stated, the plural and regional structure that the Authority adopted for Independent Television means that it is already equipped with more facilities than the BBC and with a more disparate collection of creative enterprises. Capacity for programme production exists not only in the five network companies. There are natural demands from the regional companies for increased networking of programmes, and a second channel would provide more opportunities for these demands to be met. Derestriction of the hours of broadcasting has already allowed some increase; but the total proportion of networked regional programmes is still not great. Given the time available on a single-channel service and the need for coherent planning, the number of network companies has to be limited. The present distinction between the role of a network company and a regional one is real, and in the Authority's view sensible; but on two channels the opportunity for more regional contributions would be much greater, as it would be also for minority programmes.

Independent Productions

5. The Authority does not, however, see the whole of an ITV 2 service being produced by the existing companies whether network or regional. An important part of its original proposals was the finding of a place for programmes made by outside producers. The discussion sparked off by the publication of *ITV 2* has emphasized the desire that there is for such provision. Indeed, some proposals have envisaged the fourth channel being devoted entirely to this purpose. Problems of resources and finance would make this very difficult to achieve, even if the channel were to be used for only a small part of each day. And to take advantage of one of the main assets of broadcasting – its ability to reach the mass of the population – it is right to hope that even experimental and minority programmes will reach a wide audience. This is not most likely to happen if all such programmes are grouped alone to compete with the services of the two existing broadcasting authorities for an audience. Independent productions should have a better chance of finding an outlet and gaining an audience by providing part rather than the whole of a service. The need to allow space for such productions has influenced the Authority's view of the type of organization and control required for ITV 2, which is reviewed in Part III of this submission.

II. THE CONTINUING DEBATE

6. In the debate that has followed the publication of *ITV 2*, some opponents have argued against the desirability of the Authority's proposals, and have suggested either that there is no demand for use of the fourth channel, or that it should not be used by the existing broadcasters; others, while not criticizing the aims of the proposals, have suggested that the Authority would not be able to fulfil them. In the following paragraphs we consider some of the objections that have been voiced during this debate.

"No Public Demand"

7. Some argue that there is no public demand for ITV 2, or indeed for any other use of the fourth channel. This is debatable. Individual viewers (as opposed to vocal groups) have in fact shown some interest. But demands are not often articulated for services that are still hypothetical; once the services are provided, public demand can become adamant that they remain. Public demand itself cannot be said to have been the reason for the introduction of Independent Television, for the establishment of its regional structure, or indeed for the provision of the first or the second BBC Television service. A more recent example is the response to midday and afternoon television, which is far greater than might have been expected on the basis of demonstrated public demand in advance of provision being made.

8. While there are few demands for ITV 2 in the abstract, there are many particular requests of a specific nature which cannot fully be met without ITV 2. There are the requests already mentioned for the scheduling at peak times of more minority programmes, and for the networking of a greater number of productions from the regions; and there are requests for more alternatives when major sporting events are being shown, for more 'access' television, for a greater amount of cultural material from abroad, and for adult education programmes at good viewing times. The response to derestriction has been such that there are now several million daytime viewers of ITV – a sizeable proportion of those who are at home. Many of the much larger proportion who are at home in the evenings

may be expected to welcome the additional choice that ITV 2 would give (especially as its programmes would complement those of ITV 1), even though they do not express views now about the abstract notion of an ITV 2.

9. A variant of the 'no public demand' argument is that there is no public need. Assessments of 'need' in areas such as communications and broadcasting depend more upon value judgements than upon empirical evidence: views of what the public needs depend upon views of what it ought to have. And when needs have been identified, it still remains to be determined how best they can be met. There is probably general agreement, for example, which the Authority shares, that there are particular needs for greater educational provision. But even if questions of finance are left aside, it remains to be asked whether these needs are best met by the facilities which the fourth channel has to offer or by means of other technologies. In the Authority's view and in the view also of some critics of its ITV 2 proposals, the fourth channel, as a means of reaching a wide audience, should be used to widen the range of programmes for the public as a whole rather than provide a limited and specialized service.

"ITV 2 would mean more of the same"

10. It has been suggested that ITV 2 would be very much an imitation of BBC 2. Certainly ITV 2 would be likely to resemble the present BBC 2 more closely than the present BBC 1, but this is merely to state the obvious fact that it would not cater as strongly as BBC 1 and ITV have to for majority tastes. In the Authority's view, there is sufficient creative ability within the fifteen ITV programme companies and amongst independent producers to ensure that ITV 2 would have a character of its own and a range of programmes that would differentiate it markedly from BBC 2. Access to a second channel would result in the ITV service being freed to produce its fullest creative output; it would also provide an outlet for the creative ability of those outside both ITV and BBC.

"There is a need for a third force"

11. The argument for greater diversity is sometimes expressed in terms of a need for a 'third force'. Others have envisaged a multiplicity of organizations making use of the fourth channel, possibly on a local or regional basis. Such a plan would entail serious fragmentation of resources, and it is questionable whether public demand for broadcasting services that provided only local and regional material would be sufficient for such fragmentation to be justified. It is questionable also whether a national transmitting network, which the fourth channel provides, is the best vehicle for this purpose, or whether the most appropriate means of developing local television services is not by cable. Apart from these considerations, it is unlikely that, unless there were a radical alteration to this country's approach to the control of broadcasting, any system even of local and regional services would be without a central body with some degree of control and regulation. Some argue that, even so, three bodies would be better than the present two.

12. The argument for widened responsibility for television programming has *prima facie* attractions. It assumes, however, that any new broadcasting organization would not be subject to constraints similar to those that affect the present two authorities. Given that broadcasting is 'privileged publishing', and therefore inevitably subject to limitations on its freedom, it is debatable how far a new organization would add to the diversity which already exists both in Independent Television, through its plural and regional structure, and, to a lesser extent, in the BBC. The introduction of an entirely new television organization into this existing diversity would in our view have the following drawbacks:

(i) It would not be possible to secure the joint and complementary planning which the Authority's proposals would provide. The new service would be a single-channel one, and ITV would remain so. Thus the disadvantages of

the existing limitations would remain in the latter and be introduced from the start into the former, which would have to compete with the BBC services and with ITV for an audience if not for funds.

(ii) The new service would need to be separately financed, from advertising revenue, from public funds, or from some form of sponsorship, and to have its own production resources; it would not be financed directly from the revenue of an existing service or be able to use whatever spare capacity that service might have. There would therefore be a serious risk of fragmenting existing resources, affecting adversely the BBC (for example, by competition for the available public funds) or else Independent Television and Independent Local Radio, and also the press, which is understandably concerned about advertising revenue and the part which it plays in the survival of newspapers. Economic arguments apply also on the transmission side, where there would be substantial expenditure in setting up an entirely new service, and difficulty in arranging for it to share the joint UHF transmission facilities of the IBA and the BBC.

"The fourth channel should not be handed over to the present companies"

13. Allied to the argument for greater diversity is the claim that the Authority's proposals would mean the fourth channel being 'handed over' to the present programme companies. It should be clear, however, from all the Authority has said that, in proposing ITV 2, it is not seeking to see the existing programme companies made more powerful or more prosperous. Neither of these ends is in any event likely to occur. The degree of co-ordination required in a two-channel service, and the Authority's consequent proposal for a Programme Planning Board, would lead to a development of the Authority's role and to a system in which it played a larger part in planning the networked part of the output. And as has been emphasised, the Authority's proposals would also provide for a greater national showing than now of programmes from the regions and from independent producers outside the programme company structure. In ITV 2 the existing network programme providers would play a less prominent part than they do in ITV 1.

14. So far as prosperity is concerned, the allocation of the fourth channel to ITV 2 is likely to bring no greater financial profit to the existing programme companies than would either its allocation elsewhere (except perhaps for a predominantly popular purpose) or a decision not to allocate it to anyone. If the existing companies had to provide programmes for a second service, their financial surpluses would be reduced, in spite of increased advertising revenue, both by their additional programme expenditure and by the additional rental which the Authority would need for the additional transmitter development. It is in any event now an established feature of the ITV system that Government has the powers to appropriate sums over and above a reasonable return on capital arising from the operation of the public franchises which television contracts represent.

"The Authority would not be able to fulfil its intentions"

15. Some of those who welcome the programme proposals of ITV 2 have expressed doubt whether the Authority's intentions could be achieved. Some of these doubts, like those of the NBPI, were voiced before the Authority's particular proposals, including the establishment of a Programme Planning Board, for the control of a two-channel service were published. Some have still argued, however, that commercial pressures would defeat the Authority's intention of making ITV 2 different from ITV 1. Commercial logic, it is said, would compel the programme companies to try to gain the maximum audience, most probably by a two-channel attack on BBC 1: on this argument it would be in the companies' interests for popular programmes to be scheduled simultaneously on

ITV 1 and ITV 2, rather than a popular programme on ITV 1 and a minority one on ITV 2.

16. The argument assumes not only an unlimited supply of popular programmes, but also that the commercial pressures would outweigh any controls that the Authority itself could exercise. This last assumption is not one that the Authority accepts. But neither does it accept the argument based upon it. In the Authority's view, there would be natural pressures equally for complementary programming on ITV 1 and ITV 2. It recognizes that the advertising profession itself, with its wish to see increased competition between sellers of advertising space, would prefer a different system in which ITV 2 competed with ITV 1 for advertising. Given, however, the Authority's proposal for complementary services, ITV 2 should be attractive to some smaller advertisers who find the present cost of a television campaign too high, and to certain specialized advertisers aiming at a limited range of viewers. But it should also be attractive to advertisers already making use of ITV 1 who wish to increase the range of people they are reaching. These advertisers will not wish ITV 2 to attract the audience that already views ITV 1: they will want the opportunity of reaching a new audience rather than more opportunities of reaching the same. For this reason, the Authority's intentions for ITV 2 are not unrealistic.

The Effect of ITV 2 on ITV 1 Coverage

17. An objection of a different kind concerns the effect that a decision to use the fourth channel might have on the development of ITV 1 coverage on UHF. The decision by Government in 1967 that the change to 625-line transmissions should be made through the use of UHF meant that VHF development ceased, and as a result remoter areas which were not by then covered by VHF transmissions, but for which VHF plans existed, had the provision of a service deferred. It is sometimes suggested that the authorization of ITV 2 would have a similar effect upon the areas not yet covered by UHF. This is not so, since the technical work involved in providing ITV 2 on UHF would be of a quite different order from that involved in providing the first three services. ITV 2 would be broadcast from the same transmitting stations as the present three. All stations have been planned to operate on four channels, and there would therefore be no frequency planning problems involved in introducing the new service. Nor would there be any construction required for the new transmitting masts, or any need for extensions to relay station buildings. The development of ITV 1 would therefore continue alongside the introduction of ITV 2.

III. REVIEW OF PROPOSALS IN *ITV 2*

18. The Authority's overall programme intentions for ITV 2 were described in paragraph 19 of its 1971 submission. They include, as has been re-emphasized here, increased opportunities for the regional companies and new opportunities for independent programme makers; they also include educational programmes, in greater number and at better viewing times, and programmes for minority interests. The Authority's proposals do not mean that ITV 1, either in peak or off peak, would be denuded of programmes of serious content, nor that programmes of majority appeal would be excluded from ITV 2. ITV 1 would retain its present character, and ITV 2 would be complementary to it.

19. In his Granada lecture in 1972, Sir Hugh Greene considered the possibility of a place in ITV 2 for the proposed National Television Foundation. The Authority would welcome the contribution that such a Foundation could make to the total programme output of the fourth channel, and would certainly favour co-operation also with any other groups of independent producers that had productions of merit to offer for the network. The importance of allowing room on ITV 2 for contributions of this kind from independent producers has led to the proposal from some quarters that the Authority itself should run the service, which would be

financed perhaps by a levy on the companies providing programmes for ITV 1 and by advertisements that the Authority itself would sell on ITV 2. As has been pointed out, this proposal would give to the Authority a role other than that defined for it by the Independent Broadcasting Authority Act. Of more general importance, it entails a situation in which the Authority would regulate one channel and run another. In the Authority's view, the two roles cannot be satisfactorily combined in a single body. The Authority agrees, however, that access to two channels, and the need for outside contributions, requires organizational changes to increase the control that it exercises. It was for this reason that it proposed in *ITV 2* the establishment of a Programme Planning Board, which would have a strong IBA presence and which would oversee programme planning and scheduling for the whole ITV network.

20. The Authority confirms its view that a Board of this kind would be essential in a two-channel situation. But it would now wish to allow a wider possibility than in *ITV 2* for a second ITV channel to be separately financed and planned within the general pattern which was described in the previous submission – a pattern of complementary programming and joint use of ITV resources. Whether or not a body were set up on the lines of an 'ITV 2 Limited', discussed in para 27 (ii) of the previous submission, there are arguments for there being a single individual with responsibility for the ITV 2 service, to carry out the day-to-day work of selecting material for it and to ensure that it has a clear character of its own. Various suggestions have been made about the way such a person might operate. The Authority's present view is that an arrangement could be made which would combine the benefits described in *ITV 2* of co-operation with the existing ITV service with the benefits of establishing for this new channel separate criteria and powers of decision.

IV. IN CONCLUSION

21. The Authority's concern in putting forward its submission in 1971 was to improve the service that Independent Television gives to the public. In that submission it stated that ITV 2 would enlarge the range of programmes available to the public as a whole, and that it would also benefit sections of the public with particular interests that could not often be catered for, at least in peak time, within the confines of a single service. In the debate that has taken place since the publication of *ITV 2* nothing has been said that leads the Authority to consider this statement invalid. Nor have alternative proposals been put forward for the use of the fourth channel that appear to the Authority to offer the public a service that would be superior to ITV 2 in catering for viewers' needs and wishes in an effective and practicable way.

22. The idea of a second ITV channel is not something that was proposed for the first time in *ITV 2*. It has been discussed on a number of occasions in Government White Papers since 1962. The view has been expressed that a decision on the use of the fourth channel should now be further postponed, and that a full-scale broadcasting enquiry is needed before the decision is made. As the Authority has said, it is important that all proposals for the use of the fourth channel should be given a fair hearing. The last two years have allowed a greater concentration on this question than there was a decade ago (at the time when the Pilkington Committee was sitting) on the use of the third channel, now BBC 2. The Authority does not feel that there is a need now for further postponement of a decision. It is more than ten years since the transfer from VHF to UHF was proposed, and the use of the fourth channel first discussed. Additional delay before a decision is reached is unlikely to result in new uses for the channel being proposed. It would serve only to limit the outlets that are available for creative talent in television, and to postpone an increase in the public's choice.

26th July 1973

XIV Communication with the Public

Chairman's Statement to the Minister

IN APRIL LAST YEAR I sent you the Authority's observations on the idea of a Broadcasting Council. In the course of those observations we mentioned that we were considering ways of extending the Authority's dialogue with the public. This consideration continued during the year in consultation with our General Advisory Council, and I am writing now to let you know more about the developments that have occurred and the proposals that we have in mind.

In terms of the written word, the Authority already has an extensive series of publications. The annual *ITV Handbook* is particularly successful, we believe, in giving information in an easily assimilated form about the Authority's general policies and practices; and incidentally the topic of this letter is itself canvassed with the public in the Director General's introduction to *ITV '74*. In addition, our Annual Report now appears in a new and enlarged format, and in the first edition in the new form we deliberately took the opportunity, as you will have noticed, to include information about our policies for the information of Parliamentarians and others who want to study our activities in depth. Thus, we included our observations, as presented to you, about the Broadcasting Council idea, our statement about Wales, and the affidavits about the Warhol case. The full details about the composition of the radio companies also represent a new departure, which we shall continue with; they make public information of a kind that people in the local areas might wish to have, and they should dispel the impression that some people like to foster of a small number of media owners extending their influence into radio.

In the Report for the current year, we shall continue to give background information of all these kinds. For example, we have it in mind to include, among other things, our submission to you about cable, not yet published,* and to reprint our submission to you about the Fourth Channel.

The series of *IBA Notes* will continue to deal with specific policy statements as they are made. But we feel that there may be a place as well for a regular quarterly publication, which would provide a forum for discussion of current issues in Independent Broadcasting and which might include material from sources outside the Independent system. The Authority has asked that a 'dummy' and a costing be prepared before a final decision is taken on whether to go ahead with a new publication of this kind or whether instead there should be further development of existing series.

In terms of the spoken word, our Regional Officers are already particularly active both in the informal and formal meetings that they hold in their areas, and we have been giving particular attention to further activities that should be developed based on IBA headquarters. We hope to initiate a series of public lectures at which aspects of the IBA's service of particular interest to the public would be discussed. We have also considered various possible types of face-to-face meetings with the public, and believe at present that a start might best be made with 'open assemblies'. These would be somewhat on the lines of the consultations that we have held in the past, but would include members of the public as well as broadcasters.

We have, in fact, already moved towards this open assembly idea. Recently, on the recommendation of our General Advisory Council and Adult Education Committee we ran a one-day conference on sex education for adults. The Council had been urging for some time that family planning advertising on television should be complemented by appropriate educational programmes and this was supported by the Adult

Education Committee who felt that, in view of the importance, complexity and sensitivity of the subject, a specialist conference should be organized. It was a private one as it was felt, on this occasion, that that would be most conducive to the kind of fruitful exchange of views, with respect on each side for other points of approach, which we wanted to foster. The conference was, however, widely attended by 43 people, many with a specialist interest outside broadcasting; it brought together educationists, family planning experts, representatives of organizations with a moral concern in the area, Civil Servants, and broadcasters (including, I am glad to say, some from the BBC).

We have in addition considered other ways in which the Authority's role and activities might be made better known. One proposal discussed has been that use should be made of the television screen itself to provide information about the Authority. We have reservations about this, and the proposal is not at present being pursued. We do, however, hope to find ways of extending the use of *TV Times* for disseminating information about the system. A minor but important step has been an agreement with the companies on uniform and wide inclusion of IBA and company entries in telephone directories, so that the public have no difficulty in knowing whom to contact when they have comments or complaints about *ITV* programmes.

We mentioned in our original observations the Complaints Review Board. The Authority felt that more should be done to make the existence and function of the Board known to those who might wish to refer matters to it. We therefore prepared a note giving details about the Board, and explaining the role of the Authority itself, which we now send to all those, other than anonymous callers, who write to us, or telephone, to complain about some aspect of *ITV* programmes. I enclose a copy of the note.†

The role of the Complaints Review Board is not only to consider the substance of individual complaints. It also exercises a general oversight of the way in which the Authority handles correspondence with complainants. We do, in fact, attach importance to full and considered replies being sent to those who write to us. It is also the practice for letters addressed to me or to the Director General to be answered by myself or by him. Recently, the Complaints Review Board has also been looking into the procedure adopted by the companies in replying to complaints and criticisms.

Quite apart from all these initiatives by the Authority, we remain willing and anxious to provide full information and evidence to Government committees and outside bodies about our policies and activities. Our written evidence to the Select Committee was an important compendium of factual and policy information. During the past year, we have supplied full evidence, both oral and written, to Sir Stewart Crawford's Committee, and shall be very pleased if that is, in due course, published. We also co-operated with the Social Morality Council, on the same lines as we had previously with the Church of England's inquiry. We have also, as a deliberate act of policy, expanded our attendance at the various symposia, seminars, etc. which seem now to be increasingly held. You may well have seen the full report of the RTS's 1973 Cambridge Convention which has been published in the Society's Journal, and you may know of similar discussions earlier in the year held at Manchester University. The Authority was represented at senior level in the attendance at these occasions and also in the steering committees.

*Information about this has been included in Chapter 1 of the Report

†See Appendix XVI for text

XV Diversification: IBA Statement to Television Programme Companies

INTRODUCTION

1. Diversification by programme companies and by companies associated with them has, of recent years, been the subject of a good deal of controversy both within and outside the system. It is not necessary to rehearse here the arguments of those who are critical of any moves which, as they would see it, take money out of the system; nor is it necessary to set down the counter-arguments about, for instance, the need for prudent investment and the way in which income from successful ventures outside the strict programme contracting function can, if bad times come, be used to support that function.

2. The programme contracts (see paragraph 3 below) give the Authority fairly strict powers to control diversification of programme companies' activities. The Authority has recently reviewed the nature and operation of these contractual provisions. This Paper gives, after a summary of the contractual and statutory position, an account of the Authority's current approach.

PRESENT CONTRACTUAL POSITION

3. Apart from provisions based on specific statutory requirements (see paragraph four below), the programme contracts include clauses relevant to diversification as follows:

(a) The programme company needs the Authority's consent before engaging in any other business or activities not directly incidental to its functions as a programme contractor, or in "prescribed activities" (see (c) below).

(b) The Authority's consent is also required before the programme contractor can acquire, or hold, an investment in another company which carries on activities not directly incidental to the programme contracting function or carries on "prescribed activities", unless the investment consists of non-voting share capital or loan capital and comprises less than 10 per cent of its class. Accordingly, any investment in ordinary voting capital, even if undertaken for investment purposes, at present comes within the scope of the Authority's control. (This last point is referred to again in paragraph 7 below).

(c) The contractor is placed under an obligation to obtain the Authority's consent if its holding company (or any other shareholding company owning five per cent or more of its voting shares or 20 per cent or more of any other class of capital in the programme contractor) engages in "prescribed activities".

"Prescribed activities" for the television contractors mean involvement in pay television, large screen television in cinemas etc., and talent agencies.

(d) Apart from the restriction in (c), and with the exception of Trident, the activities and investments of the holding company of a programme contractor or of any other subsidiaries of such a holding company are not subject to specific control by the Authority, but there is a provision requiring the contractor to inform the Authority in advance of any significant development in the business and activities of, or any significant acquisition of any new business or interests by, its holding company or any subsidiaries of its holding company. The underlying intention in this provision is to enable the Authority to make appropriate representations if it feels that the extension of activities within the group to which the programme contractor belongs may be detrimental to the contractor's capacity or interests, or if it feels that the extension of activities represents so radical a change in the parent

company's nature that the continuance of the programme contract must be put at issue.

SPECIFIC STATUTORY PROHIBITIONS

4. The 1973 Independent Broadcasting Authority Act (Section 12) contains specific disqualifying clauses relating to connections between a programme company and an advertising agency. There are also provisions in the same section against a television company controlling a sound radio programme company in its television contract area.

5. These statutory prohibitions are covered in the programme contracts and, having been mentioned here, do not call for further comment in this Paper.

GENERAL IBA APPROACH TO DIVERSIFICATION

6. The Authority takes the view that, when considering a proposed diversification, it must look primarily at the effect which it might have on the standard of service being provided by the programme contractor. An adverse effect might arise in the following ways:

(a) *By diverting Board and management effort*

The Authority selects programme companies on the basis of their ability to undertake the combined jobs of providing a programme service of high quality and of operating efficiently from the management and financial angles.

The necessary abilities and effort are required from the Board and from the senior staff. If these are diverted to running extraneous activities, then the Authority's original expectations may not be fulfilled.

It will, therefore, be proper for the Authority to ask a company what effects a proposal might, if approved, have on its management.

(b) *By diverting money*

Diversification may be effected financially in three ways:

- (i) by the expenditure of cash from reserves;
- (ii) by borrowing money, with the concomitant acceptance of a liability to pay interest and, possibly, of a charge on the assets;
- (iii) by a share exchange scheme.

All of these methods can affect the operation of the programme company. The expenditure of cash means that the company will have that much less money for capital development, or as a reserve against a rainy day, or to earn interest which can be used in running the programme contracting operation. Similarly, an increase in interest payable (without a corresponding increase in income) means there is less money available for revenue and capital expenditure. A charge on the television assets, if it matures as a firm liability, has obviously undesirable results. Detriment from a share exchange could arise from pressure from the increased number of shareholders in the television company for the same kind of dividend pay-out as took place before the diversification.

Admittedly, these disadvantages (except for the depletion of reserves needed for short-term capital development) would arise only if the diversification went badly. It is accepted, also, that, if the diversification went well, the programme contracting side would not be prejudiced, and could be supported in bad times by income from the non-contracting side.

Nevertheless, because of the possibilities for ill as well as good, the Authority will want to be fully informed, and ask any necessary questions, about the financial aspects of any

proposal put to it. One thing, in particular, which the Authority will be interested in will be the relative sizes of the financial commitments on the contracting side and those on the non-contracting side. If there is too wide a disparity there is a danger of it being reflected both in the emphasis given to the management of the two sides and in the allocation of resources between them.

THE PROBLEM OF INVESTMENT

7. It is the effect of the contractual provisions referred to in paragraph 3(a) above that any purchase of a voting share, or of 10 per cent or more of other classes of capital, in an outside company requires the approval of the Authority under the contracts. This is the case even when the acquisition is made as part of an investment portfolio which is managed by a professional adviser. The Authority, in its recent consideration of this matter, has agreed that the companies may assume the Authority's approval to holdings which are part of a portfolio of investments provided that the holdings do not lead to any management or Board involvement and do not exceed ten per cent of any class of share (including voting shares). This means that, while the contract will remain unchanged and we might want to make periodical enquiries, we should not need to be consulted about the acquisition of, or changes in, investment portfolios within the above limits.

PARENT COMPANY DIVERSIFICATION

8. The Authority's prime interest here is the same as it is with an extension of a programme company's activities: will it adversely affect the programme contracting operation? Problems could, for instance, arise if it was felt that an acquisition or extension of activities by a holding company was of such a character as to set up conflicts of interest within a group which could be detrimental to the resources available to a programme contractor for the discharge of its duties to the Authority.

9. With the Trident exception and with the exception of "prescribed activities", there is no specific provision in the contract calling for the Authority's prior approval for a parent company's diversification (see paragraph 3 above). For reasons explained there, the Authority must be interested in holding companies' activities and there is therefore in all contracts the provision for advance notification of any extension in or development of them. This enables the Authority to consider the position and give any warning that is necessary about the possible effect upon the programme contract. Without the provision of advance notification to the Authority, it could find itself faced with *faits accomplis*.

10. The Authority does not intend to make any change in these particular provisions for the 1974-76 period. It might, however, wish to look at them again for the post-1976 contracts.

CONCLUSION

11. The Authority's broad policy will remain unchanged; it is likely to go on approving diversifications which will not harm the broadcasting operation, and will withhold approval to those which could be harmful. Each case will be considered on its merits in the light of the full information which the companies will be asked to provide about the managerial and financial aspects of each proposal. The Authority accepts that there will often be a need for proposals to be dealt with quickly. Its machinery provides for this in most cases, but the need for speed cannot override the need for full information to be available for consideration in the Authority. It must be accepted also that there will be some cases of such importance or raising such particular problems that they will need to be referred to the full Authority. The companies can help by consulting the Authority early with full information, the nature of which will, it is hoped, be clearer as a result of this Paper.

December 1973

XVI Report by the Complaints Review Board

THE MEMBERSHIP of the Complaints Review Board at 31st March 1974 consisted of:

Chairman: Christopher Bland (*Deputy Chairman, IBA*)
 Dr. Dilys Hill (*Member, General Advisory Council, IBA*)
 Sir John Lawrence (*Member, General Advisory Council, IBA*)
 A. W. Pragnell (*Deputy Director General (Administrative Services), IBA*)

Dr. Hill and Sir John Lawrence were nominated to the Board by the General Advisory Council, and succeeded the two previous GAC members, Mrs. G. M. Pitt and Professor J. Ring, on their retirement from the Board. Mrs. Pitt's retirement came after the last meeting of the Board during the year, and Dr. Hill will be attending her first meeting during 1974-75.

The Authority has given the Board wide terms of reference and has set out its functions as follows:

"The Board is concerned with complaints from the public or from persons appearing in programmes about the content of programmes transmitted or the preparation of programmes for transmission. Its functions are to:

- (i) keep under review regular reports of complaints received and investigated by the Authority's staff;
- (ii) consider specific complaints referred to it by the Authority or any member of the Authority through the Chairman of the Authority;
- (iii) consider specific complaints when the complainant remains unsatisfied after investigation and reply by the Authority's staff.

The Board is empowered to investigate in depth complaints of the above kind and it may, at any time, select particular issues for further investigation when it considers that the issue has not been satisfactorily resolved by the normal procedures or that it would be inappropriate to attempt to resolve it through such procedures. It does not deal with advertising matters or with the business relations between programme companies and those appearing in programmes. In the case of matters which might give rise to a right of legal action, the Board will ask for a written undertaking that any such right will not be exercised in connection with the complaint."

With the introduction of Independent Local Radio, the Authority confirmed that the Board should be concerned with complaints about radio as well as those about television.

As in 1972-73, it was the first of its functions that constituted the major part of the Board's business at its three meetings during 1973-74. In fulfilling this function the Board considers whether individual complaints have been properly dealt with, and keeps an eye on the general methods and attitudes of the staff of the Authority in handling them. It also considers whether there are any significant trends in complaints which should be drawn to the Authority's attention.

The Board was not required during the year to perform the second and third of its functions: no complaint had to be specially referred to it by the Chairman of the Authority, and there were no cases of a complainant appealing to the Board against the reply received from the Authority's staff. The Board considered what further steps should be taken to ensure that its existence was known to those who might wish to refer matters to it. Publicity had been given to the Board in recent *ITV* Handbooks, as well as in the Authority's Annual Reports and in the press, but the Board decided that information should also be given to individual complainants. A note was therefore prepared which is now, at the Board's request,

included by the staff of the Authority with all acknowledgements of complaints. It summarises the Board's role in the Authority's overall complaints procedures as follows:

"The Authority is the body charged by Parliament with the supervision of the Independent Broadcasting services of television and local radio. The conduct of the services is governed by the Independent Broadcasting Authority Act 1973.

The programmes which the Authority broadcasts are provided to it by the programme companies. Complaints to the Authority that any programme has not complied with the required standards are investigated by its staff, and a reply is then sent to the complainant.

If a complainant is dissatisfied after such investigation and reply, and remains so after further correspondence on the subject, the matter may, if the complainant so wishes, be referred to the Authority's Complaints Review Board, none of whose members is concerned with the day-to-day control of programmes. The Board will then investigate and report to the Authority. After that a full further reply will be sent."

The composition of the Board, its terms of reference and address for complaints are also given in the note.

The total number of complaints reaching the Authority during 1973 totalled some 10,000, and it was these which the Board considered at its meetings in 1973-74. Three-quarters of the complaints concerned the *ATV* documentary about Andy Warhol, the majority of them being letters of protest before the programme was shown. The Board received a report on the complaints, and on the Authority's response, and concluded that no further action was required on its part. The total number of complaints on other matters was similar to, but slightly below, the total in 1972. As in 1972 the Board received a statistical analysis of complaints month by month. This showed that, as before, the most common causes of complaint about television were scheduling matters, with viewers complaining about programmes they wished to see either having been discontinued or else shown at what were to them inconvenient times. The number of complaints about violence remained at a low level, being under two per cent of the total in both years.

At the beginning of the year the Board noted that there continued to be complaints about the showing on television of unsuitable trailers and also of material unsuitable for children between 4.30 and 6.00 p.m. Both were matters on which it had earlier commented to the Authority, and it was pleased to see a falling-off in the number of such complaints during the year.

The majority of complaints to the Authority come in the form of telephone calls, with a complainant leaving no name and address. When the complaint is by letter, or a telephone caller gives his or her name and address, a reply is sent, and details of the complaint are reported to the Board. During 1973 the Board considered reports on some 750 complaints of this kind.

In two particular cases the Board felt that the reply sent to a complainant had not been wholly adequate, and requested that further letters be sent. In one case, concerning the inclusion of a murdered man's family in the audience at a televised discussion programme on violence and capital punishment, the Board felt that the Authority's conclusion that this had been a mistake had not been made sufficiently clear to the complainant. In the second, the Board agreed with a complainant about the inappropriateness of the use of the word 'execution' in a television news report to describe the killing

of American and Belgian diplomats in Khartoum; the Board agreed that the word implied a legal process and that its use was not excused by an accurate description having been given of the circumstances of the killings.

The Board also considered complaints from participants in television programmes who claimed that they had been led to believe that they would figure more prominently in the programme than in fact they had. The Board accepted that the programme companies concerned had acted in good faith, and that the decision about how much material to use in a programme was properly a matter of editorial judgement. The Board felt, however, that it was important for producers to make clear to individuals who agreed to be filmed or recorded for possible broadcasts the likelihood that only part, if any, of the material would be used; it asked that the Authority should bring its views on the matter to the programme companies' attention.

Under its terms of reference, the Board is not directly concerned with complaints to the programme companies, and it only becomes involved in such matters if a complainant subsequently writes also to the Authority. However, as mentioned in last year's report, the Board felt that it would be useful to obtain a picture of complaints reaching

the system as a whole, and therefore suggested that a study should be made of complaints made to the programme companies during a certain period, and of the way complaints were normally handled by them. The study was carried out by the Authority's Programme Division during the last two months of 1973, and the Board considered a preliminary report on the findings at the last of its meetings during the year. The report indicated that the Authority itself received some 20 per cent of viewers' complaints, and a considerably higher proportion of the more serious complaints. On the evidence available to it, the Board felt that most companies had adequate procedures for handling complaints; it was due to give the matter further consideration in the light of a final report during 1974-75.

Complaints concerning Independent Local Radio considered by the Board in 1973-74 totalled less than 30. These related to programmes broadcast during the calendar year 1973. The only ILR stations on the air during the time were the two London stations, in the last three months of the year. The complaints received concerned general programme output, programme balance, and broadcasting personalities. None of the complaints required action by the Board.

B/R/C
IBA

XVII Report by the General Advisory Council

THE CHANGES IN PROCEDURE which the General Advisory Council agreed with the Authority have now been in operation for a year and these arrangements seem to be working well.

The Chairman of the Council has attended meetings of the Authority regularly to present the Council's Minutes and discuss the issues raised in them. The Steering Committee, which consists of the Chairman of the Council and five members, has met between meetings to consider points relating to the Council's work and to plan future activities and the agendas for meetings.

The Council, which has held four meetings during the year, met out of London for the first time. This meeting was in Birmingham and following it Members of the Council visited ATV and were taken on a tour of their studios. Following its July meeting in London, the Council went to look at Independent Television News.

During the year, Mrs. Dann, Mr. Hemery and Mr. Inniss were appointed GAC Members of the Authority's Working Party on the Portrayal of Violence in succession to Dr. Benaim, Mrs. Burrows and Professor McGregor, whose terms of service on the Council had ended.

The Council received regular reports on the work of the Working Party both from their representatives on that group and from the staff. The Council welcomed the Interim Report of the Working Party on the Portrayal of Violence and noted the Authority's intention to experiment with a warning symbol on the screen, in accordance with one of the recommendations of the Report. This symbol, which is being used in addition to the verbal warning and remains on the screen throughout the programme to which it applies, is intended to warn viewers not only of programmes having a specially violent content, but also of those that might be upsetting or disturbing in some other way. It is being tried out by ATV in the Midlands area for an experimental period.

The Council also received regular reports from the Authority's Complaints Review Board. During the year, Sir John Lawrence and Dr. Dilys Hill succeeded Professor Ring and Mrs. Pitt as the two GAC Members of the Board. The Council noted that a study was being made of the way complaints were dealt with by the various Independent Television companies. The Council also noted that there had been a number of complaints about bad language in programmes including criticism of swearing in some entertainment series. Members of the Council were divided in their views. Some felt that it was in character and not gratuitous and that nowadays some of the words complained of could not be considered offensive. Others held that viewers did not want that kind of language on television and thought that some tightening up was desirable.

The Council talked about a number of programme matters during the year. At its May meeting, the Council received a detailed report on the shape of the programme schedules following the derestriction of broadcasting hours. The help and encouragement which derestriction had been to the regional companies was noted and appreciation of the 12 o'clock pre-school programmes was expressed. A plea was made for more intellectually stimulating programmes for housewives to be transmitted in the afternoon. It was also suggested that repeats of hour long company-produced drama could perhaps make for somewhat heavy viewing for others who might be looking for lighter fare.

At a later meeting, the Council discussed the programme contribution of the regional companies to the network. Mr. Plowright, the Programme Controller of Granada Television, outlined the work of the intercompany committee established especially to organize and co-ordinate regional contributions to the daytime network schedules. He said that one aim of the

committee was to encourage the use of the talent which existed in the regional companies to make programmes for the network. To this end a number of network slots had been allocated to the regional companies. These slots were filled with programmes approved by the intercompany Committee and they did not have to be approved by the network companies. The general view of the Council was that the more the regional companies were involved in the network output the better. Members also thought that the regional companies might perhaps be given more assurance of access to the network than they had had in the past.

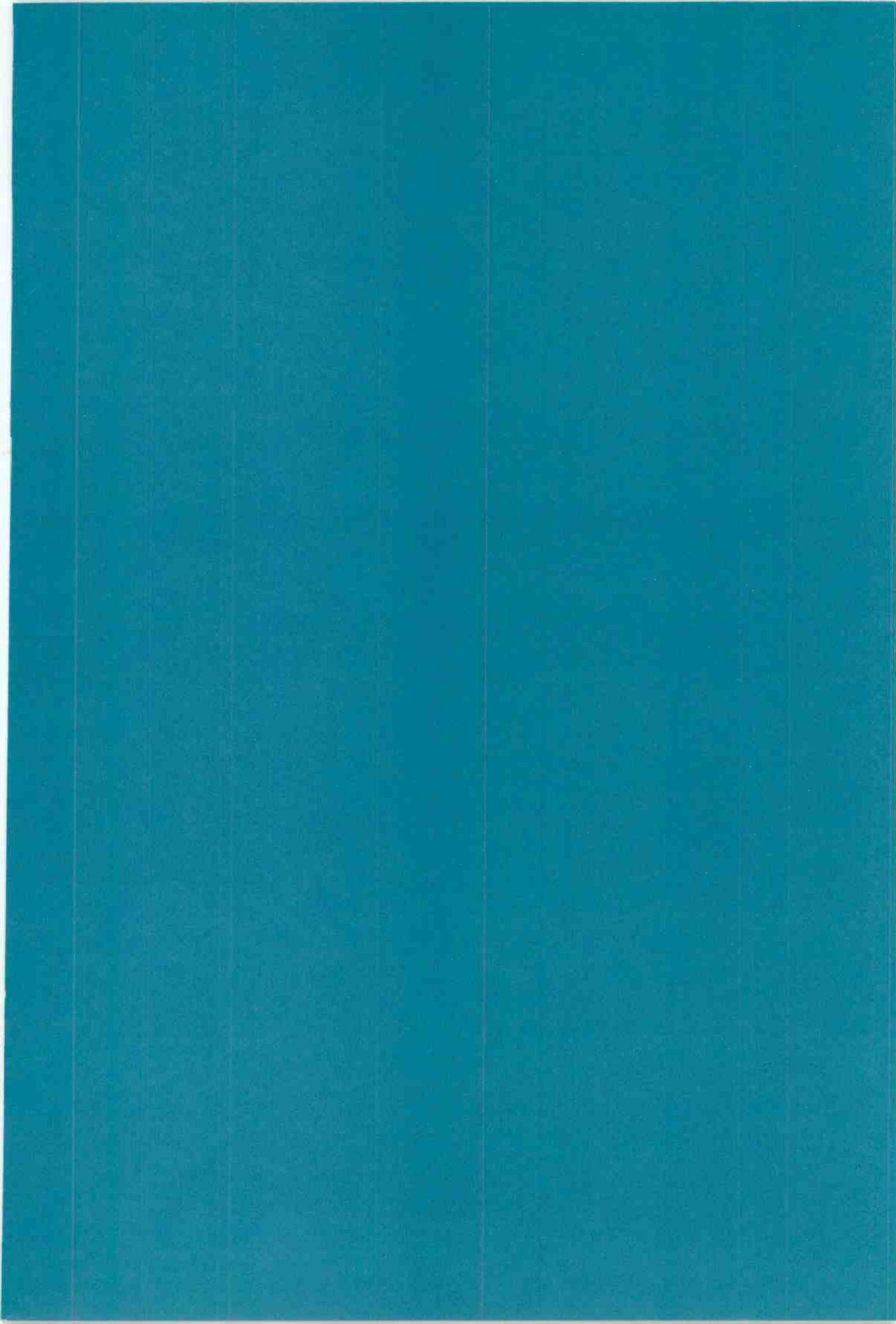
At its January meeting, the Council received a detailed paper about documentary programmes on Independent Television and discussed this after viewing a number of such programmes. Members expressed appreciation of many of the documentary programmes on ITV which they thought were of a very high standard. A number of detailed points were made. One suggestion was that, when specific problems were dealt with, an attempt might be made to secure or suggest a solution. Other suggestions were that some documentary programmes might be followed by a discussion between the producer and an invited audience and that repeats of documentaries in the afternoon would be welcome. The view was expressed that many documentaries were too predictable and one-sided.

On a number of occasions, the Council discussed programme scheduling in the late afternoon and early evening. There was some feeling among Members that from time to time programmes not altogether suitable for children were shown during this period. The importance of careful vetting of programmes for this part of the day was emphasized.

The Council received reports on the recommendations of the two staff working parties which sat during the early part of the year to consider ways of improving communication with the public through the spoken word and through the written word. Members felt that, although specialist groups had satisfactory access to the Authority, access was perhaps not so easy for the ordinary viewer. Everything possible should be done to educate viewers about the role and function of the IBA and the relationship between the Authority and the companies, and to encourage viewers to write to the IBA and to the companies. A number of detailed suggestions about ways of achieving this were made, including the possible use of the television screen. The Council also thought that the development of new programme formats to provide opportunities for the on-air discussion of television by members of the public would be helpful and ought perhaps to be encouraged.

The Council were given an account of the evidence prepared for submission to the Crawford Committee on Broadcasting Coverage and were kept informed of the Authority's thinking on a number of subjects as they arose. Members were pleased at the progress being made in the matter of sex education programmes for adults which had been proposed following discussions by the Council during 1972-73. Following the publication of articles in *The Sunday Times* and *Campaign*, the Council sought and received assurances that the rules about the amount and distribution of advertising were being observed both by the companies and the Authority.

During the year, the terms of service of Mr. Haslegrave and Mrs. Pitt came to an end and Mr. John Fraser, MP, resigned on his appointment as Parliamentary Under Secretary of State for Employment. Three new Members, Mr. Colin George, Sir Ian MacLennan and Mr. John Roper, MP, were appointed. The present membership of the Council is given in Appendix III.



Published by the Independent Broadcasting Authority

Obtainable from

HER MAJESTY'S STATIONERY OFFICE

at the following addresses

49 High Holborn, London WC1V 6HB

13a Castle Street, Edinburgh EH2 3AR

41 The Hayes, Cardiff CF1 1JW

Brazennose Street, Manchester M60 8AS

Southey House, Wine Street, Bristol BS1 2BQ

258 Broad Street, Birmingham B1 2HE

80 Chichester Street, Belfast BT1 4JY

or through booksellers

PRICE: £1.00