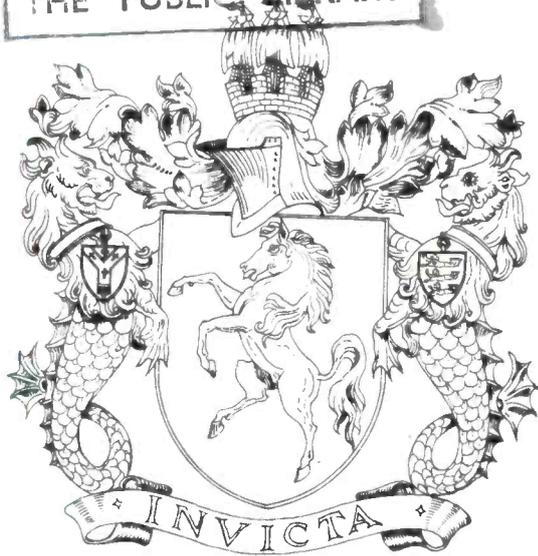

IBA

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1975-76

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Members of the Authority

On 31st March 1976

Chairman

THE LADY PLOWDEN, DBE

Deputy Chairman

MR CHRISTOPHER BLAND

MR W C ANDERSON, CBE

THE MARCHIONESS OF ANGLESEY

MR W J BLEASE

DR T F CARBERY

MRS ANN M COULSON

PROFESSOR HUW MORRIS-JONES

MR A W PAGE, MBE

PROFESSOR J RING

MRS MARY WARNOCK

Mr W J Blease and Dr Carbery made the interests of Northern Ireland and Scotland respectively their special care.

Mr Glyn Davies, who made the interests of Wales his special care, completed his term of office on the 9th October 1975. His successor, Professor Huw Morris-Jones, was appointed on the 25th March 1976.

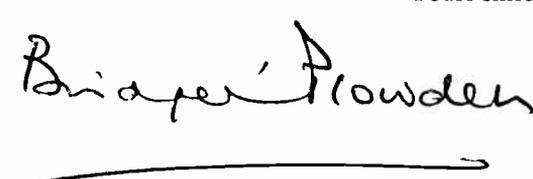
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Lsd. Bland

29th September 1976

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 1976 drawn up in accordance with your direction of 23rd August 1976.

Yours sincerely,



Chairman

The Rt Hon Merlyn Rees, PC, MP,
Secretary of State for the Home Department,
Home Office,
Whitehall,
LONDON SW1A 2AP

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THOSE RESPONSIBLE FOR BROADCASTING in the UK do not know how the future of the services they provide will be affected by the coming report of the Annan Committee. It is not very useful to speculate at this stage on what will be the recommendations of that Committee, to which we have during the year provided a good deal of detailed information. As well as our written submissions to the Committee there is another set of evidence by which our record will be judged: this is the service given over the years in our programmes, and in the establishment of nationwide television networks, both in VHF and UHF, and of a radio system that already provides local services to about half the population of the United Kingdom.

The period until the Annan Committee reports might seem to be an interim phase. But the account of the year given in this report is a reminder that the running and development of the broadcasting services have to continue, unaffected by national deliberation and debate about those services' structure and organisation. In the midst of questioning and examination, 1975-76 has been a year of practical achievements, with the programme output maintaining the high standards of previous years.

The growth of Independent Local Radio (ILR) has been one of the most striking features of the year. Radio now plays an increasingly significant role in the Authority's activities, and accordingly a substantial proportion of this report is devoted to it. All nineteen ILR companies sanctioned by the Home Secretary for this present phase of the new independent radio system are now broadcasting. This is an essentially local service provided on a national basis; in the Authority's view much has been achieved, but there is much still to be done, particularly through the continued expansion of ILR.

On the engineering side also the year has been one of continuing progress. We have completed 47 new television transmitters, more than in any previous year. Eight new radio stations, each with an MF and a VHF transmitter, have started broadcasting and the installations were completed to bring the nineteenth station on air by mid-April. Work continues to establish the further automation of the Authority's transmitter operations so that by the early 1980s we shall have reduced the number of manual control centres from fourteen to four at a time when the number of transmitters in service will have nearly doubled from less than 300 to more than 500.

1975-76 was also the year in which, by invitation of the Institution of Electrical Engineers, the Authority's engineers began the presentation of the 1975-76 Faraday Lecture. By the completion of the tour in May 1976 more than 56,000 people had attended these lectures in 16 cities of the United Kingdom and Eire. A high proportion of the audiences has been made up of young people; it became increasingly clear

that many of these were learning for the first time of the enthusiasm and interest to be found in the field of broadcasting technology, and of the advances which are taking place in the understanding and public acceptance of modern electronics. This experience shows that there is considerable scope in furthering the interest of the public, particularly the young, in technology and scientific progress - of which broadcasting itself is one of the foremost examples.

The effort put into the Lecture was a recognition that the Authority's responsibilities to technology are not confined to the provision of the transmitters and the transmitter networks. The Authority owes an immense debt to the electronic manufacturing industry. There will however always be certain avenues of development which are more likely to be identified and explored by the broadcasting organisations because they spring out of actual operational experience. The continuing work by the Authority and the companies on the ORACLE teletext system is an example of one of the new paths which have been explored. People sometimes overuse words like 'revolution', but it is no exaggeration to say that the increasing use of computer-like digital techniques is already starting to bring about a second electronic revolution in mass communication. The Authority is glad to be playing a part in the advances that are taking place in this field. The engineering role of the IBA, both in the running and development of existing services and in exploring new developments, is an integral and essential part of its total function.

At about the time that this report is published, Independent Television will be celebrating the twenty-first anniversary of the start of its programme service, which began from the Authority's first Croydon transmitter on 22nd September 1955. The fact that the service has now attained a healthy majority (with the traditions of the ITV services being carried over into the younger radio service) is a matter which those outside the broadcasting medium might tend to take for granted. But broadcasting is exacting for those who work in it. Credit for the successes that we have had is due to many causes. Some must be attributed to decisions taken by the Authority at the very outset in 1954-55, among them the decision that the basis of the system should be diverse and regional rather than centralised; some, we must not forget, is due to the willingness of the programme companies (and this applies to radio as well as to television) to accept the challenge of taking part in a new and untried system; but a major part belongs to the staff at all levels of Independent Broadcasting who established our services and who have maintained the highest standards in both the good and the difficult times. It is right to take this opportunity to record the debt and the gratitude which is owed to all of them, both for their past achievements and for the way in which they continue to direct their efforts to the job in hand.

Brian Powell

FOR BROADCASTING, as for any other form of activity, the year to the end of March 1976 was not one that was likely to provide outstandingly favourable economic conditions. But within Independent Television it saw the maintenance of the high standards achieved in previous years, and within Independent Local Radio further rapid growth coupled with the continued development of the existing stations, whose services became still more firmly established as part of the life of their areas.

Doubts have been cast by some in the past about the reliability of advertising revenue as a source of finance for broadcasting; and during 1975-76 there were times of uncertainty about the direction in which revenue would move. But the year as a whole showed that, while volatility has its disadvantages, uncertainty whether advertising revenue will be sufficient can be preferable to the certainty that a fixed form of revenue will be insufficient.

Television

Although fears of decreased revenue were common at the beginning of the year, by March 1976 advertising revenue had increased by about 20 per cent compared with the previous year. Costs had also gone up, reflecting the general inflationary state of the economy, but had not increased at the same rate as advertising revenue. Right to the end of the year, forward bookings for advertising continued to be poor, with the greater proportion of revenue being obtained in the short term; but by March it was possible to be more confident about the immediate financial future than had seemed likely earlier in the year.

Before this improvement occurred, the Authority and the programme companies had taken steps in February 1975 to safeguard the smaller companies in what looked to be an uncertain future, and introduced a special additional reduction for them in the price of network programmes from 1st August 1975. This reduction continued throughout the year and beyond the end of it. As a result of the increase in advertising revenue its future effect will be greatly reduced, and discussions were taking place at the end of the year about its continuance.

In the Authority's last Annual Report, reference was made to the salutary effect which, in a bad financial year, the 1974 change from an income-based to a profits-based Levy had had. During 1975-76 we saw the new Levy applying in better revenue conditions; it continued to have the result which had been the main ground for the Authority's representations in favour of the Levy change - that of encouraging expenditure on programmes. At the same time, normal commercial disciplines seemed likely to be sufficient to secure that there was a prudent control of costs in all areas of expenditure.

Distinction was brought to the 1975-76 programme schedules both in drama and in factual programmes. Dramatic serials of note were *Edward VII*, *The Stars Look Down*, *Clayhanger* and *Upstairs, Downstairs* which reached its triumphant conclusion during the year. Other productions which in different ways broke new ground were *The Nearly Man*, *Shades of Greene* and *Rock Follies*. The latter half of the year saw also a variety of single plays, from *The Naked Civil Servant* through *Willow Cabins* by Alan Plater to Terence Rattigan's *In Praise of Love*. Notable among factual programmes were several editions of *World in Action* dealing with the 'nuts and bolts' of Britain's economy, the *Decision* series, which examines how fundamental decision-making is arrived at and another Granada programme in which journalists represented the type of arguments lying behind the Cabinet's decision to assist Chrysler.

The year saw a growth in the amount of regional material.

This was a reflection of improved revenue as well as steps taken by the Authority to ensure that, so far as possible, all companies make a worthwhile contribution of programmes of particular interest to their own viewers. The average production of regional programmes during the year, including those produced by the central companies, was 106 hours a week, compared with 96½ hours a week in 1974-75. There was also an increase in the quality, range and quantity, and a satisfactory response by the companies to points about local material made in the 1974-75 appraisals of the television companies (reprinted as Appendix XII to last year's Annual Report).

At the end of the year, the Authority was about to complete the contractual arrangements with all fifteen television companies for the period from July 1976 to July 1979. Current contracts were due to expire in 1976, and new contracts were necessary to cover the period until the Authority's present statutory term under the IBA (No. 2) Act 1974 formally ends in 1979. New rentals were determined in November 1975 for each company for this period (as set out in Chapter 12). The total rental came to £16½ million. This compares with a total annual rental of some £14½ million applicable from October 1974 until the end of July 1976. The increase of 14 per cent was substantially less than a half of the increase in the Retail Price Index during the same period.

Radio

The opening of Beacon Radio in Wolverhampton shortly after the end of the year under review brought the number of ILR stations to nineteen. This completes the first phase in the development of ILR, which includes the franchises announced by the Home Secretary in July 1974 following the setting up of the Annan Committee and pending its report.

In the thirty-one months between the first company going on air in October 1973 and the opening of Beacon Radio the Authority has, on average, brought a company on air every six weeks. In this time the total number of people in England, Scotland, Wales and Northern Ireland able to receive ILR has reached over 25 million. Research by the companies has shown that approximately half the adult population covered, around 12 million adults, already listen to Independent Local Radio each week.

Of the nineteen stations on air, seven have coverage areas with populations between 400,000 and 1 million, and four of fewer than 400,000. LBC and Capital in London have a potential audience within their VHF area of approximately 8½ million. Outside London, the largest coverage area is Greater Manchester (served by Piccadilly Radio) with a population of around 2½ million, and the smallest is Ipswich (served by Radio Orwell) with some 200,000 people. The establishment of relatively small stations has been a deliberate objective, so as to help determine the minimum size of community that can sustain a worthwhile service.

It has also been the Authority's policy to achieve a wide geographical spread of stations, offering experience of local radio in all major regions, and the first-ever local stations in Scotland, Wales and Northern Ireland. Franchises in Glasgow, Swansea and Edinburgh were among the first ten offered and the Belfast station was among the most recent to come onto air. The nineteen ILR areas also include substantial rural coverage.

In a year of mixed economic fortunes nationally, the ILR stations showed increasing ability to attract advertising, and became also increasingly firmly established as essential parts of the communities they serve.

The Authority would like to see as soon as possible an

expansion throughout the UK of local radio on an independent and self-financing basis, both so that an independent radio service could be provided in cities and counties of the United Kingdom where it is not now available, and so that Independent Radio News, already in a promising stage in its growth, could be further consolidated on a full-scale national basis as an alternative source of commentary and news.

Technical Development

In completion of the current phase of development of the Independent Local Radio service 8 MF radio transmitters and 8 VHF radio transmitters were brought into service during the year. The Authority had not been able to begin its own detailed planning of the service until July 1972, when the Sound Broadcasting Act of that year came into effect. The first stations for the new service came on the air in October 1973 and the completion of the first phase of development within roughly two-and-a-half years from that date represents a remarkable achievement. The Authority records its appreciation of the magnificent work of all its staff connected with the development of ILR, as well as of the help given by the British manufacturers of the wide range of equipment required, the Post Office who provided the necessary links and the assistance given by the Home Office to plan the service and make the frequencies available.

During the year, 47 new television UHF transmitting stations were commissioned, the largest number to have been brought into service in a single year. This was a further progress towards achieving UHF coverage to match the existing VHF coverage, and towards the possibility of a decision to close down the VHF 405-line monochrome service which was begun by the Authority in 1955. The current phase of UHF development is designed to bring the service to all separate communities with a population of 1,000 or more. The Report of the Crawford Committee on Broadcasting Coverage in 1974 stressed the need for a continuous extension of the UHF service beyond the current phase. An orderly extension from the existing phase to one which would bring coverage to communities of 500 people or more is possible, as the Crawford Committee recognised, only if there is an overlap of the phases of development; this overlap has in fact always been contemplated. At the end of the year, discussion at the national planning level about the timing of the extension had not been concluded. In these discussions, the Authority asked for an early decision if its plans for a smooth move into the new phase were not to be disrupted.

An important technical development occurred in July 1975 when the ITV began to transmit its ORACLE service on a full-scale experimental basis. The ORACLE service enables written words and graphical information to appear on domestic receivers which have been fitted with special decoders. The programme content of the service was provided by the television companies originating from the studios of Thames Television, London Weekend Television and ITN. The experimental service, as well as stimulating interest in this form of broadcast data, provided valuable experience both of methods of presentation and on the purely technical side.

Work is continuing to increase the efficiency of technical operations by further automation of the transmitter network and plans are being made to reduce the number of control centres from fourteen to four. The staff savings resulting from this will enable the formation of the additional maintenance teams necessary to service the greatly increased network of transmitting stations. In planning these changes close attention has been given to safeguarding the interests of the existing staff of the Authority and there has been full consultation with the recognised trade union.

Annan Committee

The Authority's main evidence to the Annan Committee on the Future of Broadcasting was submitted in October 1974, as reported in last year's Annual Report. During 1975-76, the Authority submitted some twenty pieces of additional written evidence to the Annan Committee, most of it in

response to the Committee's requests and enquiries. The main topics included the finances of Independent Television, the IBA's audience research, Independent Local Radio, and ITV2. On the first two of these topics the Authority also gave oral evidence during the year. Oral evidence was also given by the Authority's General Advisory Council, and by members of its three educational advisory committees, whose written evidence had been submitted at the end of the previous year.

Advisory Bodies

The Authority continued to have the advice of the following national or regional 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 addition, 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 XIII and XII. 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 II.

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

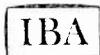
The establishment of the Authority on 31st March 1976 was as follows:

Brompton Road	211
Crawley Court	524
Alperton	36
Regions	129
Transmitting Stations	437
	<hr/>
	1,337

There have been no major changes in the organisation of the Authority's staff in the past year. Two of the Authority's senior staff have retired: Mr J Weltman, Head of Programme Services, retired on 31st December 1975; and Mr R L Fox, Head of Establishments, retired on 31st October 1975. Mr Weltman was succeeded by Mr D Glencross, formerly Senior Programme Officer and Mr Fox by Mr W K Purdie, formerly a member of the senior staff of the Administrative Staff College, Henley.

Expenditure on the Arts, Sciences and Training

For a number of years, as referred to in previous Annual Reports, the Independent Television companies have incurred expenditure for the arts, sciences and training on which television depends. During 1975-76, in addition to individual payments by the various television companies, collective payments totalling £77,000 were made to the National Film Archive (details of acquisitions are given in Appendix XI), the National Film School, the Royal Television Society, the Regional Theatre Trainee Director Scheme and the National Council for the Training of Journalists.



2 The General Network Programmes

EACH ITV REGION transmits an average of about 94 hours of programmes per week. Their programme schedules are made up from three sources: some are produced locally to appeal specially to local tastes and outlook and these obviously vary from region to region; some are networked programmes supplied mainly though not exclusively by the five network companies; and some are acquired programmes, usually on film. This chapter and those immediately following describe in some detail the nature and content of Independent Television's programme service across the whole range of output. It comprises network and local output and the contribution each makes to the provision of information, education and entertainment.

National and International News

A busy news year, coupled with growing inflation and consequent financial stringency, placed a considerable strain on ITN and its resources – pressures which in the Authority's view ITN withstood with its usual professionalism. The now accepted pattern of *First Report*, *News at Ten* and the early evening and weekend bulletins was maintained, with audience loyalties showing no sign of decline. This was a year which in domestic affairs was highlighted by the first-ever United Kingdom referendum over the terms re-negotiated by the Government on EEC membership; continuing difficulties with the British economy and consequent Government induced pay curbs; the uneasy growth of terrorist activity on the English mainland, particularly in London; and all set against the backcloth of continuing violence and political stalemate in Northern Ireland. Abroad, Portugal, Angola, Mozambique and the Lebanon provided major news stories, while the 'cod war' with Iceland became a reality again.

In the course of 1975–76, ITN further developed a technique which it pioneered and believes to be of great value to news coverage of the future – the series of short explanatory reports on a given topic of complexity and importance, which are planned as an entity and presented in digestible form over a period. ITN and the Authority take the view that as television news increases in importance as the prime source of information to the public so its responsibility to explain as well as inform grows correspondingly. They consider that perhaps the best means of clarifying complicated issues for the average viewer is the carefully co-ordinated collation of brief expositions by one specialist reporter. Such was ITN's reporting of the EEC referendum campaign, which was meticulously compiled with an eye to balance and clarity, and employed simple animated graphic display; so too were series on rates and local government, which coincided with major financial restructuring; and, towards the end of the year, linked to the British Government's Defence White Paper, a number of reports on the ability of the West to defend itself against what appeared to be an increase in the Eastern bloc's aggressive capability. This element of evaluation and examination in no sense undermines ITN's prime purpose of providing as fast and accurate a news service as possible. It does not involve any injection of opinion, or any loss of due impartiality.

1975–76 was a year with many peaks for ITN. One such high point was ITN's successful prediction of the EEC referendum result a few minutes after the close of the polls. Another was *News at Ten*'s scoop picture in Dublin of the most wanted female terrorist, on the day that Scotland Yard was issuing an appeal for information as to her whereabouts in the belief that she was in England – a scoop which was widely reported in the British and the Irish press the following morning. In

covering the two lengthy terrorist 'sieges' in central London – at the Spaghetti House, Knightsbridge and at Balcombe Street – ITN consistently outpaced its rivals. In January, ITN screened exclusively the first film showing exactly what the 'cod war' was like, taken on board an Icelandic warship and illustrating what appeared to be a 'ramming match' with the Royal Navy.

During the year ITN won a number of national and international awards. At the Monte Carlo International Festival it gained first prize for news reporting, with a brief film of the last battle fought in the Vietnam war, shot in circumstances of considerable danger. Robert Kee, who was the regular presenter of *First Report*, gained the British Academy of Film and Television Art's Richard Dimbleby Award for 1976, while programme director Diana Edward-Jones received the Royal Television Society's prize 'for outstanding creative achievement behind the camera'. ITN's coverage of the Cyprus invasion was recognised by the Broadcasting Press Guild's Award for 1975.

Current Affairs and Documentaries

The year was remarkable not only for the range and quality of ITV's current affairs and documentary programmes but also for the wealth of new approaches to the task of informing the audience and for the launching of a major and continuing debate about the balance that should be struck between reporting and explaining the news.

This Week ranged far and wide to report, explain and investigate topics of interest and importance. From abroad, there were reports about the attitudes of the white population of Rhodesia, the evolving situation in Portugal, the famine and the rebel activity in Ethiopia, conditions in Johannesburg and the black township of Soweto, Spain, the Argentine and about the aftermath of the earthquake in Guatemala. The list of domestic topics is no less impressive. From exorcism to faith healing, from dog fighting to gambling, from housing conditions to unemployment, from Vietnam to the Cod War, and from Russian psychiatric hospitals to Olympics for the disabled, *This Week* applied its skill to provide background and perspective to the news and the stories behind the news. Five editions were devoted to the Northern Ireland situation, starting with an investigation into IRA fund raising in the United States and ending with an analysis of the choices for the future in Ulster.

Statistics, medical opinion and the living evidence of a man dying of lung cancer were interwoven to produce a powerful statement of the case against cigarette smoking in 'Dying for a Fag?' A second programme sought to analyse the responsibilities of government, manufacturers and advertisers; and a follow-up programme five months later traced the efforts of four of an estimated 200,000 viewers who had decided to give up smoking after seeing the first programme.

A more controversial subject was abortion. A programme attempting to set out all sides of the complex and often emotional debate was followed in a later programme by a film report of the work of one National Health Service abortion clinic. As a result of discussion with the Authority, this report was followed by a studio discussion designed to place it in the wider perspective of the debate.

A two-part investigation into the mysterious loss of the Hull trawler *Gaul* in 1974 was an intriguing tale of detective work at sea with overtones of an international spy story. But

for all the theories and scraps of evidence the fate of the *Gaul* remained a mystery.

In addition to its coverage related to the Common Market Referendum, *This Week* regularly turned its attention to politics and economics. Union leaders were brought together to discuss the controversial pay package in July 1975 and in March 1976 'Wheels of Industry' examined the problems of British firms exporting abroad. Other programmes featured interviews with political leaders including the Leader of the Opposition and the Chancellor of the Exchequer.

This Week made a new departure in bye-election coverage in March. As polling day drew to a close in the Coventry North-West bye-election a filmed report followed three generations of a traditionally Labour family through the election campaign, attending meetings and talking with candidates. To meet the requirements of the Representation of the People Acts, the agreement of all the candidates was obtained and to avoid any possible influence on voters the results of a final straw poll with the members of the family was delayed until after the polls had closed. In its final programme of the year, *This Week* brought together the 'campaign managers' of the six contenders for the leadership of the Labour Party on the evening of the announcement of the result of the first ballot.

In complete contrast to the usual subject matter of *This Week*, a delightful edition in June (which was repeated at Christmas) celebrated the reunion in Manchester of 200 of the 250 children who made the classic recording of Purcell's 'Nymphs and Shepherds' over 40 years ago.

The state of the economy was a recurrent theme in current affairs programmes during the year. A new series of *World in Action* reports by Mike Scott under the general title 'The Nuts and Bolts of the Economy' looked at the subject from a distinctively new and down to earth angle. The first programme looked into the reasons why nearly half of the parts used in a Scottish freezer factory were imported. Other 'Nuts and Bolts' programmes looked at the problems facing a small family manufacturing business and at the reasons behind the movement of personnel from industry to the Public Sector. This occasional and valuable series is to continue.

World in Action produced a number of investigatory reports about several controversial aspects of the American scene. Three award winning programmes in June examined the 'Rise and Fall of the CIA' and, in October, 'Guinea Pig Soldiers' considered CIA experiments on USA army personnel with the drug LSD. In December, two programmes were devoted to an investigation into the use of blood purchased from down-and-outs for the manufacture of a product used in the treatment of haemophilia.

'The Billion Dollar Grain Fund' examined the activities of the grain business in the United States and two programmes in January were devoted to following up the revelations of industrial bribery in United States Senate Committee hearings. The second programme carried the story to Europe and probed the activities of European as well as United States companies.

Coverage of political affairs ranged from a report on how Labour voters in a Lancaster electoral ward selected their candidate to two programmes on devolution and Scotland. Other topics covered included the disposal of poisonous waste, unemployment, the risks of identification evidence, the problems of those whose electricity is cut off for non-payment and the activities of the South African State Security Bureau.

Mention should also be made of a programme about Rhodesia somewhat removed from the run of coverage about the situation there and indeed from *World in Action's* usual style. This was a film made by Denis Mitchell and transmitted in March 1976 which, by setting the Rhodesian problem against the background of the beauty of the country in which it developed, provided context of a different, but nevertheless, valid kind.

Neither dramatised documentary nor dramatic reconstruc-

tion, the programme 'Chrysler and the Cabinet' in February broke fresh ground in showing how the constitution works in practice and how government decisions are made. Without verbatim transcripts or indeed any public record at all and without the possibility of using the 'fly on the wall' camera technique of Granada's *Decision* programmes, *World in Action* used not actors but political correspondents to tell the story of the Cabinet discussions behind the negotiations with Chrysler. The correspondents represented what they understood of the positions taken by the Ministers concerned and the shifts in those positions by putting themselves in their place and re-enacting what they believed happened in the Cabinet room. The programme received a mixed press but it was a valuable and interesting exercise albeit with limited applications.

Near the start of the year, *World in Action* looked at the spread of nuclear power stations around the world and sounded a warning about the potential threat of a nuclear confrontation in the Middle East. In the last programme of the year, there was a sobering programme in which four nuclear scientists gathered in Albert Einstein's former study in Princeton University and made undramatic and unadorned, but nonetheless effective, statements to camera on the same theme.

Weekend World pursued its policy of devoting each programme to one or two major items examining the background to the news in depth and often in historical perspective. A shop window for the theories about television news and current affairs propounded in *The Times* by John Birt and Peter Jay, the programme continued to add a new dimension to ITV's coverage of the world and its affairs.

On a number of occasions the programme was devoted to the study and analysis of a single issue. In April 1975 the subject was 'Unemployment'. The Keynesian theory of the relation between inflation and unemployment was explained and discussed with economists and economic journalists and a report from Jarrow looked at the reality behind the statistics. A discussion with the Secretary of State for Industry and Sir Keith Joseph rounded off this in-depth study of a major economic and social problem. Other subjects treated in this way included the Common Market Referendum, the role of the trade unions and *détente*.

Northern Ireland featured five times in the programme and other recurring topics included the evolving situation in Spain and Portugal, the civil war in Angola and developments in Rhodesia, South Africa and Namibia. There were interviews with the Prime Minister and the Foreign Secretary, the former ranging over the whole field of government policy in May 1975. Ten months later, Peter Jay was discussing with Sir Harold Wilson his life in politics over the past twenty-five years. The last programme in the year under review looked at the election for the leadership of the Labour Party. Its poll amongst Labour MPs forecast that Mr Callaghan would win and presented a review of his career in politics. This item was one of three devoted to the Labour leadership election.

In March, *Weekend World* departed from its traditional format, not entirely successfully, to present a reconstruction of the trial in the United States of Patricia Hearst. Other items involving the United States included an analysis of Dr Kissinger's policies and an interview with the outgoing Ambassador, Mr Elliot Richardson, about his views of the state of Britain's economy.

Devolution, North Sea oil and Concorde were among the domestic issues considered, and from abroad there were items about Indo-China, the Lebanon and the Middle East. Defence and the posture of the Soviet Union provided the basis for a number of items towards the end of the year, one of which included a filmed interview in Moscow with the political editor of *Izvestia*.

Free Speech, a series of ATV half-hour discussion programmes, was presented during *Weekend World's* summer break. Introduced by Derek Hart, a panel drawn from Malcolm Muggeridge, A J P Taylor, Paul Johnson, Peregrine

Worsthorne and Lord George-Brown, discussed a number of topical and controversial issues. The quality of the debate was variable.

Gosling's Travels from Granada was another summer series, this time in the *World in Action* slot, in which Ray Gosling provided his own brand of amusing, cynical and occasionally biting comments to films about Bath, Ebbw Vale, Goole, Liverpool, Whittingham Hospital in Preston and a Mediterranean cruise ship.

Three ATV programmes by John Pilger were transmitted during August 1975. These presented the journalist's own views on the Welfare State and the poverty trap, the American involvement in Vietnam, and the UK conspiracy laws. Aspects of these programmes led the Authority to re-examine its policy with regard to 'personal view' programmes so as to ensure that a wide range of views could be presented in such series.

Granada's *What the Papers Say*, now in its 20th year, continued to provide journalists with an opportunity to bait and occasionally praise their fellows in this weekly dissection of the press.

Some of the seventy-five networked documentaries transmitted on ITV during the year are noted in other sections of this report. Produced in the main by ATV, Granada, Thames and Yorkshire, they also included contributions from the regional companies. This diversification of production inherent in the ITV system is particularly valuable in the field of documentaries. In effect, ITV can rely on a wide range of independent documentary teams to provide programmes of many different styles and approaches. In the year under review there were a large number of documentaries of interest and distinction, only a few of which can be mentioned here.

These documentaries included the transmission by Yorkshire of the last two parts of the Anthony Thomas trilogy *The Arab Experience*. These looked at modern Egypt and at the different Arab societies in Syria and the Lebanon. In July 1975 Yorkshire transmitted *Johnny Go Home*, a cautionary tale of the dangers facing runaway children in London's West End which sparked off national concern about apparent gaps in our social services. The company followed this documentary up six months later with *What Happened to Johnny Go Home?* which revealed little had yet been done to fill these gaps.

In August, Thames transmitted *The Final Solution: Auschwitz* which, in two successive weeks examined how the Nazis evolved their mass murder programme and the horror of its execution in Auschwitz. These programmes relied in part on material gathered for *World at War* but examined the psychology and background to this terrifying aspect of the war in far greater detail.

Thames' *Sixty Seconds of Hatred*, transmitted in March 1976, received considerable critical praise. It retold the true story of 21 years of a London dustman's marriage which culminated in the killing of his wife. He received a suspended two year sentence for manslaughter. The programme analysed the process whereby Robert Wright was finally driven to his desperate action.

ATV's two-part *To be Seven in Belfast* tried to discover what it means to be a child today in Belfast and discussed with parents, teachers and a doctor the problems of children living in the city. The same company's *Death of an Informer* revealed some of the dangers and pitfalls of the dramatised documentary. The programme reconstructed the events leading to the death of Kenneth Lennon from his own verbal account given to the National Council for Civil Liberties. It was followed by a discussion between two Members of Parliament, a police representative and a barrister.

Towards the end of the year, Granada transmitted its three programmes *Decision* produced by Roger Graef. This ambitious project examined the decision-making process in industry and in local government through the eye of the camera. The British Steel Corporation, Hammersmith Council, and Occidental Petroleum agreed to allow an

unobtrusive camera team to follow the formal and informal debates, arguments and consultations leading to decisions whether or not to go ahead with specific projects. The programmes were demanding viewing but attracted considerable professional and critical interest and praise.

The EEC Referendum

The first ever United Kingdom Referendum took place on 5th June 1975. The unique nature of the Referendum meant that new problems of ensuring 'due impartiality' arose, and this called for new guidelines to be given to the programme companies. The traditional means of achieving impartiality at elections by means of a balance between the political parties was held to be inadequate since pro and anti opinion cut clearly across party lines at Westminster and across party support in the country. The IBA's conclusion was that there should be a broad 50/50 division of time between the two contending groups, Britain in Europe and the National Referendum Campaign.

This was reflected in the four 'official' ten minute referendum broadcasts on television which each group was offered jointly by the Authority and the BBC. In addition to these broadcasts ITV's coverage of the campaign followed a network and regional pattern not unlike that of recent General Elections. Unfortunately some coverage was interrupted by an industrial dispute affecting most ITV areas in the week before the poll. In network news programmes ITN followed the progress of the campaign and in *First Report* included a series of Referendum post-bags and phone-ins addressed to spokesmen from both sides. Network current affairs programmes had pro and anti editions from *This Week*, a 90 minute *Weekend World* analysis shown on the Sunday evening four days before the poll, and three programmes from Granada - a bus tour around the Common Market countries, a debate on the issues with twelve members of Parliament, and a film on the workings of the EEC Commission in Brussels. Every ITV area had its own special regional programmes on the Referendum dealing in the main with matters of particular local and regional concern.

The result of the poll was given in *Europe: The Nation Decides*, which was provided by ITN throughout the afternoon of 6th June. The Referendum was a singular experience for broadcasters. It cast fresh light on the difficulties of being fair to all sections of opinion and provided a further opportunity, strongly encouraged by the IBA, for greater inter-company co-operation in the planning and scheduling of special political programmes. In this sense the Referendum coverage, following on that of the 1974 General Elections, marked a further step in the refinement of television techniques aimed at increasing public understanding of major political issues.

Drama and Drama Series

*The stage but echoes back the public voice,
The drama's laws, the drama's patrons give,
For we that live to please, must please to live.*

So said Dr Samuel Johnson in 1747 in a prologue at the opening of the theatre in Drury Lane. What he would have said of today's television drama might not have been very different. One difference lies in the size of the audience because it would have been necessary to fill all the West End theatres in London time and time again before the numbers approached the audience for a single television play. Another difference is that with a home-produced play, serial or series on almost every night of every week there has never been such a demand made upon writers, actors and producers.

Plays, anthologies, series and serials again last year provided the largest single part of Independent Television's output - and in Dr Johnson's terms of course they must please. But they must please a diverse audience some of whom have had little experience of the theatrical tradition

and who may never have been inside a theatre except for variety or a Christmas pantomime. So the range has to be wide enough to include the pleasures provided by *Coronation Street*, *Crossroads* or *Emmerdale Farm*, through the more demanding series and serials such as *Edward the Seventh*, or *Sam*, to the single plays which, in some respects closer to the theatrical tradition, permit a writer to explore sometimes difficult and challenging themes as in *The Naked Civil Servant* or *The Greenhill Pals*. In these ways television drama may not only please its audiences, but may also succeed in edifying them.

The past year maintained a high quality in drama and this is a great tribute to the dedicated professionals, drama producers and directors, designers, writers and actors, whose skill and talent sustains this very considerable output at a standard that is almost always competent and frequently of the highest quality. It may be worth reiterating that it is not only planning or money which make this possible. Good drama, like all television of quality, is not produced by committees but by men and women of flair and imagination receiving the right kind of sympathetic backing and encouragement. This is not only true of the five major companies, but also of Anglia which continued to contribute a number of single plays during the year and some of the other regional companies such as HTV, Southern and STV who also produce drama series.

It was a particularly strong year for serials and adaptations. *Edward the Seventh* (ATV) was a distinguished and well researched historical series which included some notable performances. *The Nearly Man* (Granada) was an articulate serial about an MP who nearly made high office; and *The Stars Look Down* from the same company provided an authentic adaptation of A J Cronin's novel about a North-East mining community. *Upstairs, Downstairs* (London Weekend) followed the Bellamy family through the period after the First World War, and the year also saw the first half of *Clayhanger*, the massive 26-hour length adaptation of Arnold Bennett's trilogy, this was done with total integrity and faithfulness and was a very considerable television achievement.

In more light-hearted style *Moody and Pegg* (Thames) was a drama comedy about flat-sharing and in *Beryl's Lot* (Yorkshire) a charlady attempted to better herself by further education. One of the most original serials was *Rock Follies* (Thames) which followed the experiences of a female rock group exploring the world of pop and show business with a sharp and lively eye.

As always the single play was a focus of discussion. It is the most difficult form of drama to sustain on television and yet it is an essential form if new writing and plays which expand the boundaries of experience are to be retained. Notable in their different ways were: *The Naked Civil Servant* (Thames) a dramatic biography of an effeminate homosexual, written by Philip Mackie, directed by Jack Gold, and which contained a memorable and award winning performance by John Hurt in the main part; *Parole* (Granada) about the prison system; *Greenhill Pals* (Granada) a moving play about veterans of the First World War; and *Jenny Can't Work Any Faster* (ATV) about autistic children. There is evidence that the supply of single plays will be maintained in the coming year.

Over the years it has been found that so-called anthologies afford a method which permits a series of single plays to be written to a common theme. During the year these anthologies have included *Red Letter Day* (Granada) about a crucial day in someone's life, and *Against the Crowd* (ATV) in which writers were asked to portray the life of a singular or exceptional person. On the whole the anthologies were more variable and worked rather less well this year than in previous years, but within these anthologies there were plays of real distinction.

The year also included *Shades of Greene* (Thames) in which a number of Graham Greene's short stories were transmitted for the first time on television and *Affairs of the*

Heart (London Weekend) a series of plays based upon the work of Henry James.

In their differing ways the daytime series and serials set out to interest and to please those who view in the early afternoon. *Crown Court* (Granada) continued to provide interesting cases for its lay jury and *General Hospital* (ATV) and *Emmerdale Farm* (Yorkshire) provided considerable satisfaction for their particular audiences. In *Couples* (Thames) an attempt was made to show the work of marriage guidance counsellors in as authentic a manner as possible.

The public taste for crime and detection was served to some extent by home-produced plays. *Life and Death of Penelope* (Thames) was a welcome return to the whodunnit, whilst *Thriller* (ATV) gave its audience a touch of fear on Saturday nights, *The Sweeney* (Thames) once again provided fast, well-shot and edited action.

Comedy and Light Entertainment

In statistical terms the output of situation comedy series during the year was very similar to that of the previous year – some 25 series in all, of which roughly half were new in the sense of being new ideas or new formulae. These figures again demonstrated a continuing healthy trend towards experimentation in this difficult area of television programming combined with a reliance on the 'bread and butter' series – those series which have become proven successes with large numbers of viewers over the years.

Amongst the proven successes were further series of *Bless This House*, *Love Thy Neighbour* and *Man About The House*, all from Thames, *Rising Damp* from Yorkshire and *Doctor on the Go* from London Weekend Television. There was every indication that these series continued to be highly popular with viewers.

Not surprisingly, not all the new series proved to be instant successes but there were some interesting new ideas. *Sadie It's Cold Outside* (Thames) was an attempt to get away from the run-of-the-mill situation comedy. Written by Jack Rosenthal, with Bernard Hepton and Rosemary Leach in the principal roles, the series was a shrewd satire on suburban routine dominated by television viewing. Also from Thames came *Get Some In*, a series about the trials and tribulations of National Servicemen in the RAF which had much genuine humour and a high level of characterisation. Two other series from Thames came from the prolific writer Vince Powell – *My Son Reuben* and *Rule Britannia*. ATV produced *The Squirrels* which also featured Bernard Hepton, and, while somewhat predictable in its humour, this series had a particularly distinguished level of acting. ATV's *Down the Gate* provided good opportunities for the always-entertaining Reg Varney. *Yes Honestly* (London Weekend) was a follow-up to the series *No Honestly* by the same writers but with a different cast. With two highly-professional artists and equally professional writing the series proved to have great wit and charm. Granada's most successful new comedy series was *Cuckoo Waltz* about a young couple (with twins) struggling to make ends meet. The series had much gentle charm and the fact that the cast was composed almost entirely of young actors new to television comedy helped to give it an air of freshness and spontaneity.

The amount of light entertainment shown during the year was slightly below that of previous years but no less diverse. As always there were many familiar and popular faces in series such as *The Benny Hill Show*, *Cooper* and *The David Nixon Show* (Thames), *The Larry Grayson Show*, *Tarbock and all That* and *The Des O'Connor Show* (ATV). Single programmes featured Les Dawson in *The Les Dawson Show* (Yorkshire) and Stanley Baxter in *The Stanley Baxter Picture Show Part III* (London Weekend). The latter programme was chosen as ITV's entry for the 1976 Montreux Festival.

Granada continued with its variety series *The Wheeltappers and Shunters Social Club* and its continuing popularity showed that there is still a growing television audience outside the North for club entertainment of this kind. Another series

which continued to grow in popularity was London Weekend's *Now Who Do You Do?* with its talented cast of impressionists. The same company experimented during the year with a new format entitled *A Joke's a Joke* in which members of the general public were invited to find a wider audience for their own jokes. The series was however curtailed because of objection by the actors' union, Equity. Another interesting experiment was Yorkshire's *Hello Cheeky* – a mixture of jokes, impressions, songs and music written and performed by three artists. This programme was an attempt to translate the flavour and high-speed format of a long-running radio programme to television. The attempt was not, on the whole, successful although it is fair to say that this experimental series was put at something of a disadvantage initially by being shown at a peak viewing time instead of later in the evening.

The presentation of music on television of the 'pop' or 'light' variety has not, in recent years, been one of ITV's strong points. This was rectified to some extent towards the end of the year by Granada's *International Pop Proms* – a series of seven concerts given at Belle Vue, Manchester, featuring singers and performers of national and international fame. The music was, generally, 'middle of the road' and was basically an attempt to do for pop music what the Albert Hall Proms have done for classical music. In the event it proved to be an entertaining series with an elaborate and highly-professional presentation.

The quiz programme has always been a popular form of entertainment with a large part of the television audience and ITV's main representatives of this strand during the year continued to be *Celebrity Squares* (ATV) alternating with *Winner Takes All* (Yorkshire) and *Sale of the Century* (Anglia). Equally popular are the talent shows and again *Opportunity Knocks* (Thames) and *New Faces* (ATV) were both providers of much entertainment and proof of the fact that there still exists a large reservoir of home-grown talent in the world of showbusiness.

While the main providers of light entertainment on Independent Television continue to be the five network companies, this is an area in which all companies, even the smallest, have produced programmes mainly for their own areas but also, in the last five years, often for the network. The opening-up of daytime broadcasting has enabled many regional companies not only to gain a wider audience for their productions but by doing so to improve their own production standards. Some examples of networked entertainment programmes shown during the year were *Look Who's Talking* (Border), *Mr and Mrs* (Border and HTV), *Songs that Stopped the Shows* (Tyne Tees) and *The Great Western Musical Thunderbox* (HTV).

The Arts and Sciences

In the year when he took over the programme from Humphrey Burton, it was appropriate that Peter Hall should open the *Aquarius* season with Denys Lasdun from the Theatre of Epidaurus in Greece, and close it discussing with Lasdun his concepts behind the design of the new National Theatre in London. In between, the programme carried a wealth of items from all corners of the world of the arts ranging from a beautifully filmed account of the erotic art of India to an interview with the French master chef Paul Bocuse on the culinary arts.

Major events in the season included a two-part tribute to Rubinstein in his 90th year, including performances by the master of works by Chopin, Brahms and Saint-Saens and conversation full of anecdotes and humour. Other musical items included Isaac Stern playing Beethoven's Violin Concerto with the Israel Philharmonic, a filmed profile of the flautist James Galway, and a fascinating study of the interaction between the members of the Beaux Arts Trio at rehearsal. *Aquarius* also arranged for an encounter between Gracie Fields and Sir William Walton, who although close neighbours in their Mediterranean retreats, had never met before.

The first week of 1976 saw a discussion between Peter Hall and Clement Crisp about Nijinsky and Isadora Duncan, beautifully illustrated with dancing by Paola Bartoluzzi and Lynn Seymour.

Items about painting included an interview with Francis Bacon and an experiment mounted by *Aquarius* with Euan Uglow. The experiment, over several months, followed the painter through various stages of the painting of a nude and provided fascinating insights into the style, technique and problems of the artist.

The art of the cinema was represented by an entire programme shot 'on location' with the Italian director Bertolucci at work in Parma.

Four complete operas were shown on ITV during the year, three of them fully networked. On Christmas Eve, Southern showed the Covent Garden production of *La Bohème* and earlier in the year presented a recording from Glyndebourne of *The Return of Ulysses to his Homeland*. HTV's specially-commissioned opera by Alun Hoddinott, *Murder, the Magician*, was networked in February; and the Scottish Opera's performance of *Die Fledermaus* was shown by a number of companies in October.

Many individual companies made their own contributions to ITV's presentation of the Arts with local arts magazines and coverage of national and local festivals. There were also a number of local and networked documentaries dealing with the Arts. These included from Thames, *Girl in a Broken Mirror* about the staging of a ballet production and *Edmund Kean – The Sun's Bright Child*, a dramatised portrait by Kenneth Griffith of a 19th Century actor; and from HTV two programmes on architecture, *Bath – Demolition by Neglect* and *Out of the Rock* about architecture in Wales.

Early in the year, Yorkshire's *Discovery* team produced two fascinating documentaries from the by-ways of science. One was an investigation into the motivation behind the song of the birds, which revealed that birds acquire local dialects; and the other, the story of Brother Adam's search for the perfect bee.

In *The Right to Live, The Right to Die* the *Discovery* team examined the question of euthanasia. Other notable scientific documentaries from Yorkshire were *Flight from 70 Million Years BC*, which examined how the pterodactyl flew; and *A Matter of Life*, an investigation into the use of brain surgery as a possible cure for antisocial behaviour. The same company also produced a second series of the popular science programme *Don't Ask Me* providing practical demonstrations to answer laymen's questions about science.

There were two runs of Anglia's *Survival* wild-life programmes and two *Survival* specials looked at African wild life from a hot air balloon and at the disappearing Shoebill in *Almost a Dodo*.

Granada's anthropological series *Disappearing World* provided further insights into the life of little known peoples in *Kenya – Masai Manhood*, *The Kirghiz*, a tribe of the Western Himalayas and *The Shilluk*, a tribe of the Southern Sudan. A fourth programme in the series examined the dilemma of the Eskimo in the modern world in *Eskimos of Pond Inlet*. Eskimos were also the subject of a Southern documentary *How Many Sleeps to Thom Bay*.

Among the other scientific documentaries produced during the year, mention should be made of *The Case Against Dogs* (Thames) which revealed some disturbing facts about dogs and human health and, from the same company, a report on the progress made towards controlling leukaemia.

Finally, on the fringes of science, a Granada *World in Action* Special investigated the claims of Philippine faith healers in *The Psychic Surgeons* and ATV looked into scientific research into the paranormal in two programmes entitled *Into the Unknown*.

Sport

Reference was made in the last annual report to problems which had arisen in the negotiations between the European

Broadcasting Union and the organising committee for the 1976 Montreal Olympic Games. These concerned the price to be paid by European broadcasting systems for rights to broadcast the Games. In the event the negotiations were satisfactorily concluded in the course of 1975 but this agreement led in turn to a further development in the Authority's attempt to resolve the problem of simultaneous showing of the same sporting events on ITV and BBC.

Towards the end of 1975 it was suggested to the BBC by the Authority and the companies that it would be in the best interests of the viewing public as a whole if some agreement could be reached between ITV and the BBC on a system of alternating the broadcasts from Montreal. Despite prolonged negotiations no such agreement could be reached; and ITV, very regretfully but with a clear sense that the decision was in the public interest, decided not to cover the 1976 Olympic Games but to provide instead alternative general programming during the two weeks in question.

In more domestic terms the audience was well catered for by ITV's sports output. During the week there was frequent coverage of football during the season in the form of recorded highlights of Football League and FA Cup matches and, more occasionally, of representative games taking place either in this country or abroad. Recordings of matches in most of the major European football competitions, such as the European Cup and the European Cup Winners' Cup were shown on an agreed rota basis with the BBC. On weekday afternoons there were visits to race meetings throughout the country, to show-jumping at the Royal Windsor Horse Show, the Lincoln Show and the Great Yorkshire Show, and there was also coverage of two major domestic golf tournaments in the Benson and Hedges Match Play Tournament and the Dunlop Masters.

At weekends ITV's sports output was, as usual, dominated by *World of Sport* on Saturday afternoons with a mixture of 'live' and recorded coverage of football, horse racing and wrestling, also a wide variety of major and minor events ranging from angling, athletics and basketball to swimming, skiing and weightlifting. On the few occasions on which television is able to show 'live' football, *World of Sport* covered the FA Cup Final, the England v Scotland Home International and, of specific interest to younger viewers, the England v Scotland Schoolboys' International and the National Association of Youth Clubs' Final, both from Wembley. The programme as a whole continued to attract a large and appreciative audience during the year.

Sport shown on ITV on weekdays and on Saturday afternoons is mostly networked but many companies produce regular sports programmes for their own regions. On Sunday afternoons during the soccer season programmes such as *The Big Match* (London Weekend), *Football Special* (Yorkshire), *Star Soccer* (ATV), 'Match of the Week' (Anglia) and *Shoot* (Tyne Tees) show recorded highlights of league and FA Cup matches which have taken place on the previous day. Many of these programmes incorporate, in addition to the action, expert analysis of the play and interviews with players and managers. Sports magazines, such as *Sports Arena* (HTV), *Sportscall* (Grampian), *Scotsport* (Scottish), *Sportstime* (Tyne Tees) and London Weekend's *Sportsworld*, keep viewers up to date with information about sports events in their own areas.

Most of the sport programmes broadcast by Independent Television are, of course, outside broadcasts of events organised by various sporting bodies. In a sense, therefore, they cater for the armchair watcher of sport rather than the 'live' spectator or participant. ITV has not however, ignored the great increase of interest in sport as a leisure activity in recent years and many companies have produced adult education series on various kinds of sports and leisure activities. During the year, for example, there was *Cricket in the Middle* from HTV, *Play Squash the Jonah Barrington Way* from Anglia, *Plain Sailing* from Yorkshire, *Catch '76* (dealing with off-shore fishing) from Westward, and *Angling Today* from ATV.

Children's Programmes

The overall pattern remained similar to that of previous years, with a nucleus of well-established successful programmes but with the introduction of several new ones.

Drama again was the area of obvious innovation. Perhaps the most outstanding series was *Shadows* (Thames), a set of seven original and specially commissioned single plays about the supernatural, intended specifically for children, with the writers including J B Priestley. It gained considerable critical acclaim. ATV provided *The Siege of Golden Hill*, an original thirteen-part drama set on the outskirts of a large Midlands city and centred with considerable realism on the efforts of one member of a violent teenage gang to protect his grandfather from eviction. In October the writer of the serial, Nick McCarty, was named the Best Children's Television Writer by the Writers' Guild of Great Britain. *Sky*, a compelling and well-cast seven-part science-fiction serial, maintained HTV's considerable reputation for children's drama. It was about a 'space boy' who falls to earth and attempts to regain his own time and dimension with the help of three teenagers who find him. From Yorkshire Television towards the end of the year came *Dominic*, an extension to its highly acclaimed 19th century adventure series *Boy Dominic*. Southern's versatile children's department produced *Hogg's Back*, a pleasant situation comedy about an eccentric doctor called back to practice after retirement and evincing a nicely calculated sense of humour.

Thames Television broke new ground with *You must be Joking*, an ambitious series which provided the opportunity, not always convincingly realised, for a group of teenage 'satirists' from the Anna Scher Children's Theatre to present refreshing views on the contemporary scene and adult conventions.

Light entertainment offerings tended to be heavily 'pop'-oriented and included LWT's *Supersonic*, a technically brilliant and innovatory realisation of the current 'chart' scene, Granada's *Shang-a-Lang*, which centred around a current 'cult' group and *Pop Quest* from Yorkshire, a suitably frenetic quiz in which the questions were well-researched and difficult.

In the non-fiction area *Maggie*, Thames' enterprising and consistently popular magazine programme, kept up the high standards of content and production which have become synonymous with it. Granada continued to provide *Clapperboard*, ITV's most consistent programme about the cinema for any age group, while from Southern came further welcome series of *How*. In June, London Weekend Television introduced in *The London Weekend Show* a challenging and informative Sunday morning magazine for the London teenager, introduced by Janet Street-Porter.

For the youngest viewers Anglia offered *Baldmoney*, *Sneezewort*, *Dodder and Cloudberry*, a charming thirteen-part serial, which told the adventures of four endearing gnomes, the last in England. *Here comes Mumfie* from ATV presented an appealing puppet story about a little elephant, while *Matt and Gerry Ltd* (Thames) was a knockabout comedy series featuring a former 'pop' idol and the son of the creator of *Sooty*.

Feature Films

Feature films still retain a high measure of popularity with the television audience. On a single-channel system, however, their use must be limited in order to maintain a balanced output and the maximum number which the Authority permits in any one week remains at seven. The average weekly output during the year was 9¾ hours or slightly over 10 per cent of total transmission hours.

Last year's report referred to the Authority's feeling that there should be more experimentation in the networking of feature films. Some progress was made in this area during the autumn of 1975 when a number of films were simultaneously networked to ten or twelve companies on Sunday evenings. It is anticipated that there will be similar limited networking of feature films in the coming year. Feature films

were also networked, as is now customary, on Bank Holidays and at Christmas. *Lawrence of Arabia* was shown in Christmas week and this film posed an interesting problem in presentation terms because of its length – nearly four hours. It was in fact shown on two consecutive evenings and the indications were that there was no loss of audience for the second evening's transmission. Of some interest also during the year was the first showing on television of the earliest of the James Bond extravaganzas, *Dr No*.

An increasing problem for the broadcaster in relation to the showing of feature films on television is the unacceptability, in terms of content and language, of much of the material which has been produced in recent years for the cinema. Many recent films are unlikely to be shown on television because of their essentially gratuitous attitude to themes such as violence and sex or because of the degree of strong language. Equally, however, many responsible and thoughtful films have been produced over the last five years or so dealing with controversial subjects and themes which are relevant to the society in which we live. It is the broadcaster's dilemma to decide whether the showing of such films can be reconciled with his obligation to ensure that offence is not given to his audience and, in particular, to protect so far as is possible young and impressionable viewers. The certification system operated by the Authority and the programme companies seeks to ensure that films of an adult nature are shown only late in the evening but there can, of course, be no guarantee that in some homes children are not viewing until the late hours. Nor of course can it be guaranteed, given the diverse nature and varied tastes of a television audience, that a film which may be acceptable in one part of the country will be equally acceptable in other areas.

Towards the end of the year the report was published of the Prime Minister's Working Party on the future of the British Film Industry; amongst its terms of reference was a request to give special attention to the desirability of a closer integration between the cinematograph and television industries in respect of the resources and the film entertainment and information which they afford. One of the proposals of the report was that the necessary amendment should be made to the Independent Broadcasting Authority Act which would enable the Independent Television companies to invest in feature film production. The report was being discussed by the Authority and the companies at the end of the year.

Programme Monitoring

During the past year the Authority's headquarters monitoring panels have continued to contribute to the task of keeping in constant touch with ITV programmes, while in each ITV region a locally-based panel has helped the Authority's Regional Officers by watching and reporting on local programmes.

Apart from their regular work of reporting and commenting on the content of programmes and noting any apparent breaches of Authority policy or of the IBA Act, the monitors also provide a valuable means of probing, in greater depth, areas of particular current concern to the staff of Programmes Division or to the Authority itself. For example, a month's special reporting on the incidence of 'drinking' in ITV's output produced an interesting and, to some extent, rather reassuring counterbalance to those voices which from time to time imply that 'people on television never stop drinking'. By repeating this exercise at intervals, it will be possible to obtain some indication of whether any significant increase or decrease has occurred. Monitoring reports have also, during the past year, been used to assess the prevalence of bad language and sexual innuendo in programmes. Surveys of this kind have the particular advantage that, because of the wide range of ages, professional skills, and backgrounds from which the panels are recruited, the results obtained can be usefully compared with the points of view sometimes presented to the Authority or otherwise aired in public by groups with special causes to plead.

On a more technical level the reports were used during the

Referendum campaign as a means of checking whether or not a fair and proper balance was being maintained between the pro and anti groups. The same sort of counting technique is routinely used, for example to measure the way in which companies in their local programmes cover the various parts of their region, or to check on the balance between contributions from opposing political parties within their regions. Exercises of this kind are often needed and the monitoring panels provide a permanent and reliable means of achieving this.

International Awards and Prizes

Some fifteen ITV programmes won international awards during the year despite the fierce level of competition that now prevails at the major festivals. Possibly the most prominent success came in May when for the second year running London Weekend's redoubtable drama series *Upstairs, Downstairs* won a Hollywood Emmy for the outstanding television drama of the year. This is the third year running that the programme has been mentioned here as a front-ranking international award winner.

As usual, a large number of ITV documentaries gained awards and prizes. At the fourth International Christian Television Festival in May, the Granada *World in Action* programme 'The Reverend Parker says Goodbye' won the prize for documentaries on the theme of reconciliation, and in June two Granada producer/directors won major prizes at the 17th American Film Festival. Denis Mitchell won a Blue Ribbon award for his film *The Mountain People* about people in Tennessee's Appalachian Mountains and Alan Segal won a similar award for *A Day in the Life of Kevin Donnell*, a film about a thalidomide child.

In October, at the San Francisco International Film Festival, Anglia Television's *Survival* series notched up yet another international award when the one-hour documentary 'Year of the Wildebeeste' received the Golden Gate Award for the best network documentary. A second *Survival* film 'Gorilla', about the mountain gorillas of Zaire, also received a Special Jury Award. At the same festival ATV's programme 'God Speed the Plough' from its *Jay Walking* series won the Special Jury Award in the Communications Section. Another programme from the *Jay Walking* series won a Special Jury Award at the same festival the previous year.

In November Granada's *World in Action* team were awarded the Gold Medal in the documentary category at the International Film and Television Festival of New York. The winning programme was a three-part series 'The Rise and Fall of the CIA', seen in this country last June.

Two ITV documentaries won awards at the Berlin Agricultural Film Festival held at the beginning of 1976. Anglia won the Golden Ear Award for its documentary *The Great Grain Drain* (Anglia's third win at this annual event); and Tyne Tees' film *A Family Farm in Glaisdale* was awarded a special prize for the most outstanding achievement in the field of regular agricultural programmes on television.

At the International Television Festival in Monte Carlo, ITN's five-minute film on the last battle of the Vietnam war won the Festival prize for the best piece of news-reporting.

Britain now has an international television festival of its own: in September the first British International Sports Film and Television Festival – Videosport 75 – took place in Milton Keynes, Bucks. The festival is the idea of the Milton Keynes Development Corporation which intends to turn it into a regular two-year event. Videosport 75 attracted entries from all over the world and ITV programmes came high in the honours. The Robert Marriot Award for the best film shown at the festival was given to Granada's programme *Olga*, a film about the Russian girl gymnast. The Signora Chiesa Award for the best television documentary went to Thames Television's programme *Barry Sheene – Daytona*. Awards were also won by the London Weekend programme *Polo*, Tyne Tees Television's *Everyone's A Winner At Gates-*

head, and London Weekend's programme on the 1975 Cup Final entitled *Final*.

Finally proof, if proof were needed, that ITV's reputation has percolated through to the remotest parts of the world and also that television festivals now crop up in some of the most unexpected places, came when Granada's *World in Action* film 'The Mountain People' won a gold medal in February at the Virgin Islands Film Festival.

Programme Sales Overseas

In April 1975, *Variety* reported that the British had virtually pulled abreast of the Americans in terms of cash volume sales of television programmes in the world's markets. Since then the strong export growth has continued and all the signs are that by the end of the year Britain had become the world's largest exporter of television programmes. It is a cause for national pride that British television programmes are now in such great demand throughout the world.

The exports of television programmes from companies in the ITV system totalled approximately £14 million during the year. Close to half this figure is accounted for by the ATV group. Examples of some of ATV's more prominent exports are the series *Space 1999* which has been sold to almost every country that has a television system and the award-winning *Edward the Seventh* which has been seen in virtually as many, including a peak-time showing on one of the major United States networks. The second largest exporter in the Independent Television system is Thames Television, whose excellent performance in this field can perhaps be best illustrated by the fact that their £1 million documentary series *The World at War* has now paid for itself by its extensive overseas sales; Thames Television during the year introduced a bold novel approach to programme exports when it announced it was to take over a television station in New York for one week during September 1976 in order to use it to show some of its programmes, including *The Sweeney*, *The Benny Hill Show*, *Callan* and even soccer. One benefit of the experiment will be in providing a shop-window for Thames' programmes: it could reinforce the very gratifying respect for British television programmes which now prevails in the US.

Europe, Australasia and the United States are the main destinations for ITV's exports. To take a few examples, Yorkshire Television has sold *Hello Cheeky* to stations in America; Ulster has sold *The Book of Kells* to Canada and Australia; documentaries from Granada were among the first programmes shown on the newly opened television service in Brunei; HTV Wales during the year sold a Welsh language play from its *Y Gwrthwynebwyr* series to Swedish television; Australian viewers have seen STV's play *Tobias and the Angel*, and London Weekend's serial *Upstairs, Downstairs* notched up its twenty-ninth country when it was sold to Saudi Arabia.

There are few countries where ITV programmes have not been shown. Household names from ITV programmes in this country have become household names abroad. That the products of a single-channel commercial system are so widely sought and appreciated is indeed worthy of praise.

The National Film Archive

There are now over 1,500 ITV programmes preserved for posterity in the National Film Archive, the only archive in the world systematically collecting and storing television programmes. The ITV collection is fully comprehensive and includes a copy of the entire opening night's programmes of 21st September 1955.

ITV continues to support the Archive by an annual grant

of £20,000 from the ITCA Television Fund. The money enables the Archive to buy ITV programmes for storing although many programmes in the Archive have been donated by the ITV companies. Details of the ITV programmes purchased by the Archive during 1975-76 are given in Appendix XI.

The programmes selected range from Yorkshire's documentary *Johnny Go Home* to the *This Week* programme 'Dying for a Fag?'; from episodes of ATV's *Edward the Seventh* to an episode of *Rising Damp* and from the documentary *Barry Sheene - Daytona 1975* to the New York spectacular *Salute to Lew Grade*. The criteria used for placing a programme in the Archive can include social significance, technical value and reflections of current taste as well as overall merit.

Charitable Appeals on Independent Television

Appeals 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 £64,299. Four of these appeals raised over £4,000 each. These were for the Royal Air Forces Association, £23,026; Love Walk Hostel for Disabled Women Workers, £9,283; Nurses' Memorial to King Edward VII, £8,089; and British Rheumatism and Arthritis Association, £7,462. The response to the RAFA appeal was a record for one of the regular Sunday evening appeals, and the total for the whole year was also the highest since networked appeals on ITV began at the end of 1962. In Scotland there were eleven appeals during the year, producing a total of £8,225. In Northern Ireland, where Ulster Television from time to time broadcasts its own local appeals, there was an appeal on behalf of the Glendhu Children's Hostel, which raised £442.

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 organisations, are listed in Appendix III. Any organisation 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 social conditions. Organisations 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 cost of the programme.

In addition to the monthly Sunday evening appeals, special appeals may be broadcast in the event of a serious disaster. In the case of disasters outside the United Kingdom, such appeals are normally broadcast following recommendations by the Disasters Emergency Committee, which consists of major UK charities active overseas. In February 1976 a special appeal was broadcast on behalf of relief work amongst the victims of the earthquake in Guatemala. An appeal was also broadcast on the BBC, and together with appeals in the press produced a total of over £1,270,000.

3 The Local Programmes

THROUGH ITS REGIONAL PROGRAMMES each of the fifteen Independent Television companies provides what has been described as a national television service in miniature. If it was possible to put together on one channel the totality of the fifteen ITV companies' local production during one week, that channel would be on the air for well over a hundred hours. That represents some two hours a day more than the transmission time of the average individual ITV programme company. Though such a schedule would be unlikely to appeal either to the average programme controller or the average viewer, the statistics do give an indication of the importance of the local programmes in ITV's output.

These local programmes have formed an essential part of ITV's regional and federal system from the beginning. Separate companies based in different parts of the country, making programmes for their own areas and sharing in the general network output, provide a unique blend of public service broadcasting. The system has also shown itself capable of responding rapidly and effectively to changing circumstances, for example the desire for increased public participation and access in broadcasting and the requirements and challenges of devolution.

At the heart of each regional service lies the local news magazine. The growing reliance of the public on broadcasting as its prime source of news information is well documented. The regional news programmes regularly feature in the ten most widely viewed programmes in many areas. In reporting the news and reflecting the views of the region they serve, they stand mid-way between the Big Ben of *News at Ten* and the gossip of the parish pump.

In planning the broad coverage matters of the fifteen ITV companies the Authority has sought as far as practicable to cater for the needs of separate communities; and most of the companies serve areas with fairly distinct regional characteristics. But some companies must inevitably include within their coverage areas more than one distinct community; and within the confines of a single common programme service their opportunity to cater for each community as fully as they would wish may be somewhat restricted. To allow the individual coverage of separate communities within the company areas the Authority has specially provided transmitters for this purpose. For example, in Wales and the West transmitters have been built to allow HTV to provide different programmes for English and Welsh viewers; Southern Television has for some years provided a locally transmitted service from its studios in Dover; and more recently Yorkshire Television and Anglia have been co-operating to provide a special service within Yorkshire's news magazine transmitted for the inhabitants of Lincolnshire and the area around the Wash. Further developments of this kind depend on technical and financial factors but both the Authority and the companies concerned have under review the question of how best to serve other sub-regions within the system.

Inevitably any consideration of local programmes on ITV must emphasise the news and information aspect but the range of these programmes covers almost every category that one would expect to find within a complete television service. Arts and sciences, drama, light entertainment and sport feature in the local programmes of most companies as well as a most important element which is occasionally forgotten—presentation. Each company within the ITV system seeks to present an image with which its audience can identify and which reflects its region. The ways in which this can be done are many and range from the company symbol to the familiar voices and faces of continuity an-

nouncers and Westward's friendly rabbit Gus Honeybun and his birthday greetings to the children of the region.

The accounts of the local programmes of individual companies that follow are necessarily brief and selective and cover only a part of the wide range of material transmitted on ITV which, in the words of the Independent Broadcasting Authority Act, is 'calculated to appeal specially to the tastes and outlook of persons served by the station or stations'.

Anglia Television

As Anglia Television's area is largely agricultural it is perhaps not surprising that one of the most noteworthy of the new local programme series to appear during the year called on the special experience of the company's farming programme department. *Food File* set out to look at the food industry in all its aspects and, whilst not a 'consumer' programme in the accepted sense, it provided weekly information and advice for housewives and other shoppers in the area. Regional agriculture was covered regularly in *Farming Diary* and the same team mounted a special programme on the Common Agricultural Policy of the EEC.

About Anglia, the weekday news magazine, continued to provide a regular and varied diet of news and views about the region; and a series of local documentaries, *Time Was . . .* belied their title by including examinations of such contemporary topics as the impact of the Humber Bridge and the advent of the Independent Local Radio station at Ipswich, Radio Orwell.

Local sport was covered by *Match of the Week* which during the season featured Football League games played in the region. The company also produced a new adult education series, *Play Squash Jonah's Way*, in which Jonah Barrington's lessons on how to play the increasingly popular game of squash rackets alternated with exhibition matches between experts.

Probe, a main feature of Anglia's service of political information continued its series of interviews with local MPs and devoted three special programmes to the Referendum on the EEC.

The long-standing *Romper Room* for pre-school children was supplemented by *Baldmoney*, *Sneezewort*, *Dodder* and *Cloudberry*, the story of the last four gnomes left in England, produced and narrated by Paul Honeyman.

Finally, it should be recorded that Anglia won the Royal Television Society award for the best local programme with its *Man Between Three Rivers*.

ATV

The Midlands area is one of the most varied in the system and the company took a number of initiatives during the year to try and ensure that its regional programmes, and in particular its news magazine *ATV Today*, adequately covered all parts of the region. A full-time reporter, with the services of a camera team, was installed in the Nottingham area to cover the East Midlands and a special effort was made to provide news from the Potteries.

The current affairs programme *Platform for Today* took a number of forms. Alternate programmes featured a panel of MPs talking to and answering questions from an audience selected to represent a broad spectrum of political opinion. *Question Time*, as these programmes were subtitled, alternated with *Ladies' Night* in which the chairman and the audience were all women and the subject was one in which women might be expected to have a special interest and *Citizens'*

Rights in which the audience consisted mainly of people concerned with the consumer or legal issue under discussion.

Special interests of Midlanders were served by *Angling Today*, *Gardening Today* and *Farming Today*. *Star Soccer* on Sundays provided an edited recording of a midlands soccer match from the previous day during the season, in the summer replaced by *Sport from the Midlands* featuring a wide range of sporting activities. *Extra Time*, ATV's weekly sports magazine, provided further coverage of football and other sports during the winter and included a regular forecast of conditions for anglers.

A highly-praised feature of ATV's local programmes was *Link*. Designed for the disabled, it dealt with all kinds of information about legal matters, equipment, centres of activity and so on.

Tiswas, which ran for nearly two-and-a-half hours on Saturday mornings, has a lighthearted amalgam of cartoons, films, information, competitions, greetings and dedications for children.

The company also presented three five-minute epilogues each week on Mondays, Thursdays and Sundays.

Border Television

Border Television provided a comprehensive service of news and information for its audience on both sides of the Border and in the Isle of Man. The evening news magazine, *Border News and Lookaround*, together with the lunch-time and late night news, constituted nearly three-and-a-half hours' programming each week.

In addition, the company produced the local current affairs programmes *Border Forum* and, on local politics, the monthly *Border Parliamentary Report*.

The Borderers on Tuesdays featured interviews with personalities from the Border area and *Who Cares?* sought voluntary help for the disabled and elderly with the object of matching the desire to undertake social work with the opportunity.

The company produced a series of twenty-five minute religious programmes, *Love is the Answer*, consisting of words and music on the theme of love.

For children, Border was another company featuring birthday greetings on most days and mention should also be made of *Junior Library*, a book review for the young.

Look Who's Talking was a light-hearted series of interviews with celebrities; and *Mr and Mrs*, a quiz for married couples, was regularly networked and attracted a responsive audience.

Channel Television

Although it is the smallest company in the system, Channel Television produced a not inconsiderable local programme output during the year. In addition to its regular news and news magazine output at lunchtime and in the early evening, and its late-night news and weather in French, the company produced a number of news features.

Speak Out was a series of debates on local issues transmitted in the early evening on Mondays and the company also produced a series of discussions during December in connection with the Jersey election for Deputies. *People and Places* in August featured interviews with interesting personalities.

A highlight of the year was the three-day visit of HM The Queen Mother to the Channel Isles in June about which Channel Television produced a local documentary.

In addition to the Epilogue on Sundays, Channel also produced a mid-week occasional religious magazine, *Link Up*.

Westward Television's birthday rabbit has already been mentioned. Channel's equivalent is 'Puffin' who gives birthday greetings for children in the Channel Isles at various times on most days of the week.

Mention must also be made of *En Français*, the French language programmes produced for the middle and secondary school range.

Grampian Television

Although one of the smaller ITV companies, Grampian's region is geographically one of the most extensive and this requires a special effort by its news service. The year saw an enlargement of *Grampian Today* to include a thrice-weekly news magazine element. These included a news bulletin, discussions on local affairs, a consumer desk and a wide variety of items of local interest.

Other regular programmes included the fortnightly magazine programme *Country Focus* and the monthly look at the political scene in Scotland in *Points North*.

Perhaps the most important programme by the news and current affairs team during the year was the documentary *Black Water - Bright Hope*, the network transmission of which coincided with the official opening of the BP pipeline. It examined the effects of the discovery of North Sea Oil on the three areas most affected - Loch Kishorn in the North-West Highlands, Aberdeen and North-East Scotland, and Shetland.

Grampian introduced a new sports series, *Sportscall*, during the year and this concentrated on minority sports. It featured invitation tournaments of table tennis, snooker and darts as well as golf tuition and previews of local sporting events.

Light entertainment is a major element in Grampian's local output and the year saw three new series. Two were introduced by Kenneth McKellar and included a well-known guest with whom he exchanged memories, stories and songs. *Marc Time* featured folk singer Marc Ellington with some of the top names in the folk music world. In addition, Anita Harris starred in twelve of her own shows and band leader Jim MacLeod hosted two series.

In the field of adult education, Alastair Borthwick introduced a series of programmes about Scottish regiments, *The Scottish Soldier* - which was also shown in the Central Scotland television area.

Granada Television

Granada's local programmes had a thorough and systematic reshaping during the year. The local news magazine programme *Granada Reports* developed a format allowing each evening for a section of the programme to be devoted to a particular subject. On Mondays, 'On the Road Again', mini-documentaries on film about people, places and things in the North-West, achieved such a high standard that they were awarded a half-hour documentary slot for part of the year at 10.30 p.m. Tuesdays featured 'Consumer Desk' which was later replaced by a political item 'Power Point'; and on Fridays 'Reports Sport' looked at the main sporting events taking place in the region over the weekend. Other features included 'Reports Back', presenting praise, blame, questions and suggestions from viewers about programmes, policy and personalities and 'What's On', a weekly preview of forthcoming events of all kinds.

Reports Action on Thursdays between 10.30 and 11.00 p.m. stemmed from a belief that one of the best kinds of public access is involvement and developed out of a number of Granada programmes including *World in Action's* adoption programmes and *On Site* and *On the Spot* which enabled people with problems to put them to the relevant representatives of local authorities. In the programmes, volunteers were invited to take part in such projects as helping the physically handicapped to ride and swim, teaching Asian immigrant women English and the finding of spare land for allotments.

Granada Profiles featured interviews with new MPs representing constituencies in the North-West and, in recognition of International Women's Year, ten women active in the life of the region.

The Kick-off Match on Sunday afternoon provided Granada's viewers with a recording of one of Saturday's Association Football matches, including a guest adjudicator to make a 'man of the match' award providing the adjudicator and

his choice the opportunity to make expert analyses of the game.

In the field of music, Granada provided a number of programmes based in its region for the network but also gave great pleasure to the many lovers of brass bands in its area with the series *Sounding Brass*.

HTV

The nature of HTV's area means that the pattern of its local programmes is the most complex in the ITV system. HTV serves two distinct communities: the West of England from Bristol, and Wales (in both English and Welsh) from Cardiff. From Monday to Friday, the company produces three separate news magazines: *Report West*, *Report Wales* and, in the Welsh language, *Y Dydd*. During the year the Bristol studios were responsible for eight local documentaries with the main emphasis on rural life as well as a major one-hour documentary for the network, *Bath - Demolition by Neglect*. HTV Wales was particularly active in the field of current affairs and a highlight was *Who Runs Wales?*, an investigation running in total for nine hours into local government in the eight new counties of the Principality.

Yr Wylhnos, the Welsh language current affairs programme, filmed Tom Ellis, Labour MP for Wrexham and Wales' only representative at the EEC in Brussels, at the Palace of Westminster and in his constituency and was valuable in setting the devolution debate in its European context.

HTV's local programmes were not all so weighty. Bristol viewers could see two popular light entertainment quiz programmes, *Three Little Words* and *Best in the West*. HTV Wales provided a quiz game for Welsh learners, *Carreg Filltir*.

In the week of the National Eisteddfod in August, HTV's local production reached a record 19 hours of which 10½ hours were in Welsh. HTV West's contribution to the Arts included its Regular Arts programme *Gallery*, which marked its fiftieth edition during the year; the folk music series *Sweet Somerset*; and the instructional series *Paint along with Nancy*. No account of HTV's Wales local production during the year would be complete without reference to the specially commissioned television opera, *Murder The Magician* with music by Alun Hoddinott and libretto by John Morgan.

Children were not neglected, with their own local programmes supplementing the traditional networked children's drama from Bristol; and from Cardiff in Welsh *Am Hwyl* for pre-school children.

For women, HTV West's *Women Only*, now networked to six regions, celebrated its fifth birthday and the evergreen *Hamdden* continued its run in Welsh.

London Weekend Television

Although the nature of its weekend franchise means that LWT has no slot for the otherwise universal regional news magazine, it paid considerable attention to local London interests during the year.

Sport forms an important part of LWT's output and *The Big Match* paid generous attention to London sides. All the London clubs in the first three Football League divisions featured in at least one programme and out of forty editions only three did not include a London team.

The London Programme on Sunday evenings combined serious and investigative reports into London questions with a regular flow of access items. The investigations ranged from education to the pop industry and from the future of Dockland to the problems of the single middle-aged; and the access items regularly included both come-backs on previous reports and original arguments and statements put forward by Londoners.

A miscellany of films, cartoons and entertainment for children on Saturday mornings, linked under the theme *Saturday Scene* included a request spot featuring viewers' letters and *Junior Police Five*. The senior version of *Police*

Five was transmitted on Friday evening and between them these programmes provided the police with a great deal of valuable information.

On Sunday mornings *The London Weekend Show* was designed for teenagers interested in current affairs and covered a wide range of topics of interest to young people in London.

Scottish Television

STV's regular weekday news magazine programme *Scotland Today* is one of the company's most popular programmes and appears frequently in the week's 'Top Ten'. The year saw considerable activity on the political scene in Scotland and this was reflected in *Ways and Means*, the Friday evening programme. *The Lion's Share* on Monday evening also expanded and changed its title to *Monday Briefing*. The programme aimed to provide discussion in depth of an important topical subject concerning Scotland.

A number of half-hour STV documentaries covered subjects ranging from Scottish banking to the John Buchan Centenary; the company's information programmes also included *House-call* presented three days a week for people who are at home in the afternoons; and *Crime Desk* which replaced and extended the old *Police Call*.

Scotsport, transmitted on Sunday afternoons, in addition to football included other sports and information and features on the sporting scene in Scotland. Coverage was also provided of a number of major midweek matches involving Scottish teams in Europe.

In light entertainment, a one-hour monthly show, *Studio A Startime*, was started in January. *The Hogmanay Show* and *The Andy Stewart Show* series were produced for the network and there were five outside broadcasts for the local audience from a Glasgow club.

The wide range of religious broadcasting included *Late Call* every night of the year, fourteen outside broadcast church services, and a number of series such as *Signs of Life*, *Dilemma* and *Chapter and Verse*.

The company also gave coverage to a number of major Scottish events during the year, including the Glasgow 800 celebrations, The Royal Highland Show, the Edinburgh Festival and a live outside broadcast of *Die Fledermaus* from the new home for Scottish opera in The Theatre Royal.

Southern Television

The local output of Southern Television's news and news magazines continued throughout the year with no summer break. The news magazine *Day by Day* was the 'flagship' of the station and continued as in previous years to reach very high standards. Split transmissions of news for the Kent and East Sussex part of the region were arranged from Monday to Thursday every week. On Fridays this part of the region had its own half-hour programme, *Scene South East*, which originated in the company's Dover studio.

Southern's documentary unit produced 35 programmes. The most notable departure this year was a linked series of three programmes on defence. This series, plus a special edition of *Your Men at Westminster*, was timed to coincide with publication of the Government's Defence White Paper. Other programme subjects ranged from shoplifting *Off the Shelf* and an objective look at homosexuals in society *Coming Out to What Do You Think Of It So Far?* which followed an American coach party touring Britain.

Your Men at Westminster, the series about the parliamentary activities of Southern MPs, used film and studio interviews to reflect the main business of the Commons month by month as it was likely to affect the area.

Nine programmes under the title *Music in Camera* produced studio performances of orchestral works over a wide range of classical music. The major effort of the music production team, *La Bohème* from Covent Garden, was networked at Christmas. *The Return of Ulysses*, a Glyndebourne production, was also networked in August.

Local football was given an increased amount of time on the air in nine Sunday afternoon programmes of *Southern Soccer* which were dovetailed to 'The Big Match'.

Farm Progress, the information programme aimed specifically at the farming community, ran throughout the year and the woman's interest programme *Houseparty*, appeared on two or three afternoons of each week. *Out of Town*, in which Jack Hargreaves talked of country lore and pursuits, was taken up by most regions of ITV.

The company continued to be a regular supplier of children's programmes to the network.

Thames Television

The major item in Thames local output was *Today* which followed ITN's early news bulletin from Mondays to Fridays. Presenting a 'local' news magazine for an audience as diverse as that represented in the London region presents particular difficulties. An attempt was made to introduce a London news desk and specialised coverage of sport; but perhaps the most successful innovation was the introduction of a series of special reports on topics of specific interest to Londoners which took up the whole of the Friday edition. In the summer there was a series of reports on towns around London.

Lunchtime Today, which followed *First Report*, was a series of short interviews with people of interest living in or visiting London.

Good Afternoon for women was networked to a number of other companies and from Monday to Friday covered a very wide range of subjects of interest and importance to women in London and beyond. The Friday editions, subtitled 'Money-Go-Round', looked at consumer affairs, prices and many other matters of concern to the housewife.

Thames' 'Last Programme' at the end of the evening included conversation, music and talk appropriate to that time of day.

Finally, mention should be made of *Help*, a series of five-minute programmes seeking assistance for the less fortunate.

Tyne Tees Television

Tyne Tees' news magazine *Today at Six* continued to face strong opposition from the BBC but was well supported by the company's output in the current affairs and documentary field.

Westminster File has earned praise from politicians for the way in which it seeks to reveal something of the story behind their political lives. *Division* reported the week's events in Parliament and also provided an opportunity for local MPs to explain their points of view. The company also produced two documentaries about leading politicians, one on the MP for Newcastle Central, the Rt Hon Edward Short, and the other on the Rt Hon George Thomas, MP.

Regional documentaries maintained a high standard as did the 'Gardening' programme and the special service for the farming community in *Farming Outlook*. *A Family Farm in Glaisdale* won an award at the Berlin International Agricultural Film Festival.

An interesting experiment was the special news programme for children, *Today Before Six*, which offered opportunities for news stories to be covered in a manner more comprehensible to younger viewers. *Tell Me Why* allowed young people to meet personalities from a wide range of professions and ask how to embark on different careers and about the opportunities available.

Of the religious output *Faith in Action* probably created greatest interest and by offering opportunities for a diversity of contribution retained a freshness sometimes absent from the more formal religious programme.

Sportstime and *Shoot* were very popular in an area which takes its football and sport seriously.

In light entertainment, *The Geordie Scene* provided an outlet for pop groups native to the North-East. The pro-

gramme included its own Top Twenty, compiled in collaboration with Independent Local Radio stations.

The company marked the 150th anniversary of the opening of the Stockton-Darlington Railway with a documentary entitled *The First Train Now Arriving*.

Ulster Television

In the year under review, *UTV Reports* covered in detail the election of the Ulster Constitutional Convention, its deliberations and the rejection of its report by Parliament, the Province's return to direct rule from Westminster and a flurry of political discussion and often heated debate. In addition, reporters and cameramen described the continued agony of bombings and murder, as well as reflecting the everyday life of a people trying to behave in as near normal a way as possible.

Police Six every Friday continued to be of great assistance to the police in describing ways in which the ordinary citizen can help counter crime and terrorism; while *UTV Reports Extra*, for thirty minutes every Monday evening, took a closer look at some topic of current interest in the Province, topics as varied as the work of local hospital research units in the treatment of cancer and the arguments for and against the construction of a nuclear power station.

Summer Reports, which took the place of *UTV Reports* during July and August, contributed its share to the lightening of tension by introducing a variety of interesting people from all over Northern Ireland and describing their work and leisure-time occupations.

Presenting artists who were new to television, *Tom and Tommy* starred local comedian Tom Raymond and *UTV's* musical director, Tommy James, while *The Food of Love* was an interesting series presenting music of a light classical nature and *The White Line* featured Billy White and his group in easy-to-listen jazz.

A special mention must be made of the three programmes which made up *The World of Model Railways*. Produced with informed enthusiasm, these were extensively networked and brought *UTV* many letters from railway fans all over the British Isles. Also of special note was an examination of the problems of cystic fibrosis in *Shadow on Childhood*; and *Look Up*, in which the director of the Armagh Observatory surveyed the field of modern astronomy.

Regular series looked at the arts in Ulster in *Spectrum*, discussed topics which were of special interest to women in *Women Only* and gave a comprehensive summary of sport in the Province in *Sportscast*, while Frank Hanna introduced *What's it All About?* which closely examined the work of the churches. From September *UTV Profile* presented in-depth interviews with leading figures in the commercial and artistic life of the Province.

Westward Television

Westward's basic news and current affairs output centred around its *News Headlines*, *Westward Diary* and the *Late News*, supplemented by *Farm and Country News*. *Westward Diary* made frequent use of the ITN studios in London for live interviews with MPs and others.

A number of documentaries were made during the year, on subjects as diverse as brass rubbing in West Country churches to the histories of the Great Western and the London-S. Western Railways and the difficulties of producing Shakespeare in a regional repertory theatre.

Westward Report looked at major national and international topics and their effect on the West Country; and *West Country Job Finder* provided information about employment available in the region.

A Date with Danton and *Summer 75* consisted of interviews and news about West Country characters and events. The Arts magazine *Format*, dedicated a special programme to the Westward Open Art exhibition.

Westward's religious programmes included a five minute

epilogue every night and *Look and See*, a ten-minute programme for children on Saturdays.

In November and December, the company also produced an experimental series of discussions about current affairs for children entitled *Why?*

In the field of adult education, Westward's contribution to the network included a six-part series on off-shore fishing and four programmes on making the most of a freezer, as well as a series on West Country fare and, by way of balance, a series on sensible dieting – *Keep Britain Slim*. For local viewing four programmes were produced on Elizabethan seamen and their association with the West Country.

Yorkshire Television

Yorkshire's daily news magazine programme, *Calendar*, included a special section transmitted to and designed for viewers in the Belmont transmitter area.

As in other areas, the basic magazine had offshoots such as *Calendar Sunday*, a political discussion; *Calendar People*, a programme featuring interesting people from the region;

and *Calendar Sport* and *Calendar Forum*, which looked in depth at the region's problems from a Westminster viewpoint when Parliament was sitting.

During the year, the company developed a monthly programme of social action through television with *A Matter for Concern*, transmitted on Sunday morning and repeated during the week at 10.30 p.m.

In addition to its contributions to the network, Yorkshire produced a number of local documentaries including a *Calendar* special on the deep-sea fishing industry and *The Museum Now Standing at Platform 17* about the National Railway Museum at York.

Yorkshire's coverage of sport included *Football Special* with soccer highlights during the season and, for the network, *Indoor League* featuring pub sports such as darts.

Like the other major network companies, many of Yorkshire's networked programmes had roots in the region. In particular, two documentaries should be mentioned. *The Dale that Died* told of one man's fight against the decline of a Yorkshire Dale; and *A Chance in Life . . .* examined the problems of a farming family in North Yorkshire.

4 The Educational Programmes

AT A TIME WHEN life has been harder for the nation, it is not surprising that educational broadcasting has shown a heightened sensitivity to social questions and to the problems of some of the most vulnerable members of society. This has manifested itself in a variety of ways on all broadcasting channels. It was, for Independent Broadcasting, the year when attempts were made by those responsible for policy and programmes to understand better and to cater for the needs of the unemployed, especially the unemployed school leaver; of the mentally and physically handicapped (our minds concentrated by the Warnock Committee); of illiterate and otherwise disadvantaged adults. Much of this concern will bear fruit to be reported in following years. Some of the beginnings are recorded here. Partly as a consequence of these interests, there has been a growing number of opportunities for useful co-operation with those responsible for the output of religious and general programmes.

It was a year of consolidation at the pre-school level; of a more secure relationship with the secondary schools than for some time; of real improvement in the planning and quality of adult education. In all this, as in previous years, the Authority was particularly grateful to Dr William Taylor who chaired the Educational Advisory Council with such distinction. The Schools Committee and Adult Education Committee continued to do excellent work under their chairmen, Mr John Henry and Professor H Arthur Jones.

Educational broadcasting is an area where maximum co-operation with the BBC and the BBC's Schools Broadcasting Council is the norm. The ties between the two systems have been reviewed and strengthened to ensure better complementarity. Collaboration has continued with the Department of Education and Science and the Scottish Education Department, with the Council for Educational Technology, and many other educational institutions and agencies. The educational staff of the Authority and the companies continued to play a leading part this year in the affairs of the European Broadcasting Union. The Authority's Head of Educational Programme Services pursued his part-time work on Open Learning Systems as Senior Visiting Leverhulme Fellow at the University of Leeds.

Early Childhood Education

Following the thorough appraisal of pre-school programming in 1974-75, the past year has been one of consolidation. The four pre-school programmes (details in Appendix VIII) continued to be broadcast around midday. The Education Department has no direct responsibility for the light entertainment programmes for young children which are usually broadcast within the same half hour. Yet when the Authority reviewed programmes for children under five the Department was asked to comment on both general and educational programmes and its educational advice on their scheduling has also been respected. This reflects a general consciousness that for children under five all programmes are educational. Discussions continue on how to co-ordinate the wide range of programmes for these children. Apart from these, programmes were also planned on parenthood education at adult and secondary school levels.

Rainbow (Thames) accounted for just under 40 per cent of the pre-school educational output. During the year four more playpacks were published by Jackdaw Publications in association with the producers. The series provided the style for probably the first documentary intended for an under-five audience, *Rainbow Goes to Hospital*. It followed a young child through a visit to hospital for an operation, explaining

the stages of his visit and allaying anxieties of other children able to view (and even no doubt of some parents). The three other listed pre-school series continued to provide useful and contrasting styles of material.

Programmes for Schools

This report covers the period of 28 weeks of programmes covering the three terms of the school year from September 1975 to June 1976. During the year 43 series were transmitted for schools; 27 of these were networked throughout most of the UK and 16 shown locally. Some 578 individual programmes were transmitted, and most of these were shown a second time for the convenience of schools. Details of these programmes, which provided a resource for age-groups from four to eighteen, are listed in Appendix IX.

Figures on the use of both ITV and BBC schools programmes are collected through a survey by the Schools Broadcasting Council. When ITV schools programmes were confined to mornings in 1972-73 the number of schools viewing dropped sharply. However, these figures rose during the year so that just over 80 per cent of primary schools now use ITV programmes. In secondary schools, where the situation had given particular concern, the percentage has risen in three years from 30 to 45 per cent. Some of this increase was doubtless due to the improved equipment in secondary schools, especially video-recorders.

During the year discussions were held with the BBC in which liaison arrangements between ITV and BBC were reappraised. A move to earlier planning by ITV indicated a need to revise the protocol. There will now be a fuller exchange of information on longer-term developments and commitments. The Schools Committee has recently undertaken an appraisal of its own function, timetable and membership.

In the report for 1974-75 the Authority outlined progress in reviewing the standards and objectives of liaison between ITV and the schools. It was concerned to promote a better flow between users and broadcasters of information, experience and felt needs. To focus attention on these matters a new Education Officer post for liaison development was created in 1975. An officer is now in post and has been visiting ITV companies to discuss the most effective ways of using television in schools at a time of economic contraction. He has also been exploring with teachers and administrators future developments for schools television, resource provision in teachers' centres, and the extent to which technicians and teachers are trained in the use of the media. A current survey will estimate the number of initial and continuing in-service schemes at teacher-training colleges and local centres.

The schools report card system, through which teachers are invited to comment on the effectiveness of broadcasts, has been reviewed. Although valuable to producers, too small a response had been received from teachers and efforts are under way to encourage a greater and more informative level of response.

At the beginning of the school year new copyright concessions were introduced, particularly with the increasing use of video-recording in mind. The principal concessions negotiated with rights holders on behalf of educational users were that any educational institution in a local education authority licensed by the ITCA might make recordings of those educational broadcasts transmitted by the Authority, and that these recordings might now be kept in use for up to three years.

The 'Out-of-School' service, transmitting schools series

for teachers to preview, was considerably enriched and two adult education series, *Open Day* and *Parents' Day* (Granada), offered to viewers at home a wide variety of insights into educational topics. The programmes in the latter series included previews and explained the principles behind significant schools programmes.

The major area of development this year was in the secondary schools sector with four wholly new series. *Viewpoint* (Thames) was the first series specifically to attempt a structured approach to media studies. Using a sharply entertaining format it posed a number of challenging questions on the meaning and purpose of images, the technology of media production, the symbolism of media messages and techniques of manipulating them. The Authority recognised that this series would call for further review in the light of its reception in schools and elsewhere and arranged to consider a further report in May 1976. This approach complemented that adopted in *The Messengers* (Granada), a long-standing media studies series which takes wider themes.

New developments in geography teaching were reflected in *The Land* (Granada). A series of twenty films incorporating special aerial photography and detailed observation of features at ground level looked at a wide range of locations in Britain to illustrate the inter-relationships of man with the environment. *Music Scene* (Yorkshire) was another all-year series meeting the particular needs of teachers of non-academic music, usually through general studies. At the younger end of the secondary school and for the middle school *Biology* (Thames) provided the first of a two-stage resource for teachers of biology.

Mainly at the older junior level *The World Around Us* (Thames) took an entirely new integrated studies approach, supported with individual work sheets for pupils. For about the same age-level *How We Used To Live* (Yorkshire), a series dramatising family social history in the twentieth century, was successful in both junior and secondary schools.

At primary level two new series may be particularly noted. *Figure It Out* (ATV) had for some years been a sequential teaching series for primary mathematics. On educational advice the newly conceived series provided a variety of short modules for mathematics in the form of a highly entertaining magazine. In the Summer term a series of new nature study films in *A Place To Live* (Granada) encouraged primary children to observe and study the rich natural history in ordinary locations – a pond, the seashore, the city centre. The programmes were characterised by patient and detailed filming with a message of respect for the ordinary environment.

Many other well-established series continued incorporating some new programmes, such as *My World* (Yorkshire), *Seeing and Doing* (Thames) and *Finding Out* (Thames). These have established themselves with between six and seven out of ten of all schools for which the programmes were intended.

Adult Education

The results of the AEC's reassessment over the past two years started to become apparent in several areas. There was a heightened awareness of the need for a sense of direction and purpose in adult education programmes. The Chairman, Committee Members, Company Education Officers and staff all took part in extended discussions on priorities in programme making and a clearer picture began to emerge. The scheduling of AE programmes has also continued to improve: except in rare circumstances, output began to be planned at least six months in advance. The pattern of adult education slots stayed much the same as in the previous year, with transmissions on weekend mornings, Tuesday and Thursday afternoons and often on mid-week evenings. The major series *House For the Future*, however, was able to find a Sunday midday slot and it acquired not only critical acclaim but also a large audience. The new development of inter-company co-operation referred to in last year's report

was sustained. The Working Party on Adult Education, set up two years ago, recommended that there should be a special summer morning presentation of adult education programmes to be screened in addition to the normal three hours a week of AE output. This year an ambitious seven-week schedule of adult education and school programmes was arranged for the summer.

In 1975-76, 37 new adult education series were transmitted. A glance at the new series listed below shows a significant increase in programmes of a more socially relevant nature, though more thought should be given to the first two categories of remedial and vocational needs. (The categories system, brought in originally for a trial period, has been renewed and will be reviewed each year.) During the year, the AEC added a further sector to its list when it undertook responsibility for Further Education. It was not intended at this stage to produce series specifically for Colleges of Further Education, Technical Colleges, etc., though such a development is to be looked for in the future. For the present, the intention is to highlight adult education programmes, senior schools series and educative general output thought relevant and suitable for use in Further Education establishments.

In the course of the year the Adult Education Committee turned its attention to a number of other issues. It maintained its interest in community service broadcasting. Staff from the Education and Religious Departments, working in association with the Community Service Volunteers and the Volunteer Centre, helped organise a successful two-day national conference on the subject. The need for the conference arose directly from Francis Coleman's IBA Fellowship Report 'Social Action in Television', published last year. A working party, with which the Adult Education Committee is associated, was set up to learn from these experiments and to plan for the future; fuller reference to this work will appear in the report for next year.

The Adult Education Committee has a shared concern with the other educational advisory bodies and IBA staff in the problem of unemployment and towards the end of the year positive developments were imminent. Keen interest was also shown in the Adult Literacy Project and ways of providing support have been looked for. With the backing of the Educational Advisory Council and the Adult Education Committee, a filler advertisement from the Central Office of Information, drawing attention to the campaign, was transmitted in practically every region with notable effects in raising the number of recruits. Interest was maintained in educative general output which was recognised as contributing significantly to the education of adults. Exploratory talks on maximising the value of such material, as recommended by the advisers in their evidence to the Annan Committee, were initiated.

The year saw some very successful programmes. Yorkshire completed its music series with *Play a Tune*. ATV's *Checkmate* was well received, as was LWT's *Wake up to Yoga*; the support publication for the latter sold a quarter of a million copies. There were interesting new approaches to programmes for parents with Granada's *Parents' Day* and LWT's *Being A Child*. The outstanding success of the year, however, was a major series from Granada, *A House for the Future*, which examined the ecological, environmental, conservationist and domestic problems associated with building a technically efficient home and provided also a stimulating flow of ideas.

Analysis of New Adult Education Series

In addition to repeats and to the transmission of regular or continuing series such as Southern Television's *Farm Progress*, ATV Network's *Gardening Today* and *Angling Today*, and Thames Television's motoring magazine, *Drive-In*, the following new series of adult education programmes were also produced and transmitted during the year under review (see Appendix VIII for further details). They are listed

below in accordance with the Authority's scheme of subject categories. Repeats are not included.

1. BASIC – basic literacy; basic numeracy

2. VOCATIONAL – the gaining of qualifications; re-training; up-dating of professional knowledge; careers series; languages

Carreg Filltir (Welsh language quiz)

3. PUBLIC AND SOCIAL AFFAIRS – community, political, economic and consumer education; work; management; councils; industrial design; Town Planning

A Future For Our Past? (preserving our architectural heritage)
A House For the Future (energy conservation on a domestic scale)

A Place In Europe (architectural landmarks)

Flair (women's magazine series)

Moneywise (family economics)

Understanding Ourselves (personal and social problems)

4. ROLE EDUCATION – e.g. for parents, Trade Unionists, magistrates, the retired

Fit To Last (family health and fitness)

Here's Good Health (previews for parents and teachers of Schools series)

Parents' Day (education magazine series for parents)

Time To Work (for women returning to work)

5. PRACTICAL LEISURE – hobbies; crafts; music; all practical pursuits; sport and physical development

Checkmate (chess series)

Catch '76 (off-shore fishing)

Cricket in the Middle (on English professional cricket)

Farmhouse Kitchen (cookery)

Freeze! (utilising freezers in the home)

Keep Britain Slim (sensible slimming)

Kitchen Garden (growing and cooking vegetables)

Let's Play Bridge (the Acoll system for beginners)

Making Things Fit (dressmaking alterations)

Perfect Pets (choosing and caring for family pets)

Plain Sailing (for the beginner)

Play a Tune (guitar and recorder instruction)

Play Squash Jonah's Way (squash instruction)

Regional Flavour (regional recipes)

The Taste of the South (regional recipes)

Wake Up to Yoga (yoga instruction)

Westcountry Fare (regional recipes)

6. IMAGINATIVE LEISURE – the Arts; aesthetics; music appreciation; history and the Sciences; philosophy

A Present From the Past (industrial archaeology)

Arts Bazaar (the Arts in London)

His Face Is Familiar, What's He Done? (the actor and his craft)

Jane Austen And Her World (her novels in their social and historical context)

Look Up (astronomy)

Seven Ages of Fashion (illustrated history of costume)

Shipmasters (the Elizabethan seaman)

The Scottish Soldier (history of Scottish regiments)

Trash or Treasure? (antique appreciation)

Treasures in Store (regional museums)

7. FURTHER EDUCATION

Adult Education Programme Literature

Many adult education series were accompanied by support material in the form of paperback books obtainable from booksellers, or pamphlets and information folders available upon application to the ITV companies. Publishers included Independent Television Publications, other publishing houses and the ITV companies themselves. The following are examples of some publications:

PUBLICATION	PUBLISHER	TELEVISION SERIES
<i>London Arts Guide</i> introduction to the arts in Greater London	Thames Television/Greater London Arts Association, 1975	<i>Arts Bazaar</i> (Thames)
<i>Playing Chess</i>	Batsford/tv Times, 1975	<i>Checkmate</i> (ATV)
<i>Keep Britain Slim</i> information cards	Westward Television, 1975	<i>Keep Britain Slim</i> (Westward)
<i>Kitchen Garden</i> Keith Fordyce and Claire Rayner	Independent Television Books, 1976	<i>Kitchen Garden</i> (Thames)
<i>Farmhouse Kitchen</i> Dorothy Sleightholme, compendium of recipes	Yorkshire Television, 1976	<i>Farmhouse Kitchen</i> (Yorkshire and Tyne Tees)
<i>Freeze!</i> information sheets	Westward Television, 1975	<i>Freeze!</i> (Westward)
<i>A Place In Europe</i> ed. Nicholas Wright	Phoebus Publishing Ltd, 1975	<i>A Place In Europe</i> (Thames)
<i>Plain Sailing</i>	Stanley Paul/Yorkshire Television 1975	<i>Plain Sailing</i> (Yorkshire)
<i>Play A Tune</i> songbook and record	Oxford University Press/ Yorkshire TV 1975	<i>Play A Tune</i> (Yorkshire)
<i>Regional Flavour</i> recipe book	Independent Television Books, 1975	<i>Regional Flavour</i> (Regionals)
<i>Wake Up To Yoga</i> Lyn Marshall	Ward Lock, 1975	<i>Wake Up To Yoga</i> (London Weekend)

The IBA Fellowship Scheme

The Fellowship Scheme, designed to provide opportunities for original enquiry into the relationship of television and education, produced two major reports in the year. The first, 'Fool's Lantern or Aladdin's Lamp?', was an investigation into the problems experienced in schools for handicapped children. It led to the establishment of a further part-time Fellowship out of which could arise important technical help for schools for the deaf and partially-sighted. The second report, the most widely distributed yet, was 'The Educational Value of Non-Educational Television' which looked at the programmes watched by primary children and considered the educational implications of their viewing.

Other reports expected at the close of the year include one on the educational implications of community television; a report on the use of middle-schools languages programmes; a follow-up of the previous year's 'Television and the Pre-school Child'; and an examination of television and adult education.

Fellows are based at universities or institutions of higher education throughout the country, where they work under Directors of Studies. Last year Fellows were based at the Royal College of Art, Brighton Polytechnic, Birmingham University, Bradford College, Lampeter University and Leeds University.

The North Devon Project

During the year, the North Devon Project came to the end of its first phase which has lasted five years. Supported by the IBA, the BBC, the local education authority and various trusts, the project was set up as an experiment in relating television to adults in a rural community. A project director, Derek Jones, was provided whose job it was to involve local people in participation of decisions which most affected their lives. The director has now moved on, but the groups he helped to form have chosen to remain active and to continue their association with the broadcasting organisations. A full report of the project is being produced.

5 The Religious Programmes

THE CENTRAL RELIGIOUS ADVISORY COMMITTEE, in its evidence submitted to the Annan Committee at the beginning of the year, recommended certain substantial changes, including a 'measure of flexibility' in the 'closed period' arrangement. The Committee set in train a year of hard and busy negotiation on this matter. Although contained in a document addressed to a committee of enquiry, CRAC took the view that basically its recommendations were addressed primarily to the bodies which it advises, namely the BBC and IBA.

During the summer months conversations began between the Authority's staff and the television companies about possible modifications in this 20-year old 'closed period' arrangement. These were sharpened after an informal meeting in September 1975 between members of the CRAC Agenda Committee and members of the Authority, at which CRAC was invited to spell out its recommendation in more precise terms. At a joint session of the October meeting of CRAC, IBA staff heard officially of the BBC proposal to move *Anno Domini* away from the 'closed period' to later on a Sunday evening. CRAC held a special meeting in February to consider the proposal in detail, in the hope of putting forward in March recommendations to which both the broadcasting bodies could readily assent. Independent Television's recommendation emerged as a preference for leaving religious programmes where they were (6.15–7.25 p.m.), even against secular BBC 'family' programming till 6.50 p.m., with the option of scheduling certain programmes earlier on Sunday afternoon instead. At the joint IBA/BBC session of the March meeting of CRAC there was only one dissentient to these proposals, which the Authority for its part subsequently endorsed, with the rider that from April 1977 the residual synchronous 35 minutes of religious television would end ten minutes earlier, i.e. at 7.15 p.m.

CRAC's other main recommendations to Annan were that its own composition be broadened to reflect religions other than Christianity, and that the ambit of religious programming be similarly extended. The Authority accepted the principle of having a Jewish member of the committee, and the broadening of the range was reflected both in television and local radio coverage.

Two new members accepted joint IBA/BBC invitations to serve on the committee: Miss Cindy Kent, a gospel singer; and Mr Neville Jayaweera, Associate Director of the World Association for Christian Communication and, before his conversion from Buddhism, Director General of the Ceylon Broadcasting Corporation. Dom Edmund Jones, OSB, Abbot of Cockfosters, took the place of Fr Agnellus Andrew, OFM, as the Roman Catholic member of the Authority's Panel of Religious advisers, and Miss Ann Bonner-Evans, Welsh Secretary of the Christian Education Movement, succeeded Canon Alwyn Rice Jones to represent Wales. In addition to the meetings of CRAC, the Panel met eight times during the year.

Sunday Evening Network Television Programmes

Overall it has been a year of caution, with tried formulae dominating the schedules: a further series of Denis Mitchell's *Private Lives* (Granada) following London Weekend's phone-ins *Your Point of View* in the Spring, and *One Man's Faith* (also LWT) in the Autumn; and in the new year the return of two proven Yorkshire Television series, *Sunday Quiz* and *Open Pulpit*. Through the summer months ATV

developed *Saints Alive*, a weekly religious magazine, with sufficient confidence to plan its return in Spring 1976. The other interesting new development was Granada's *Opinion*, a seven-week run of 'television essays' – quarter-of-an-hour talks on the right to kill delivered straight to camera by a range of distinguished speakers.

A desire to revive religious programmes for children produced an uneven eight-part co-operative series from regional companies, *Stories of the Saints*, and from ATV six *Children of the Bible* programmes. The area remains an intensely difficult one.

As for music programmes, *Stars on Sunday* with various presenters ran altogether for half the year, having now established a generally satisfactory equilibrium within its genre. Other contributions came from Border's *Love Is the Answer* with the stylish King's Singers, from HTV Wales with a return of *Sing Aloud* as well as two series from Southern, whose competition programmes for new hymns have become a valuable source of refreshment for churches and schools, as well as delighting large numbers of viewers.

Sunday Mornings

After Easter, with CRAC's encouragement, Morning Worship began coming from a studio once a month, with eight companies contributing various forms, including 'Never Enough Bread' from HTV West to mark the start of the World Council of Churches' Fifth Assembly, and Tyne Tees' bicentennial programme based on Washington, County Durham. On other Sundays, outside broadcasts continued on a rota, with again a linked sequence in 1976 for Lent on the theme 'The Fruit of the Tree', including the Good Friday meditation from Thames.

Local Programming

Scottish TV and HTV Wales regularly, and Grampian seasonally, opted out with programmes of their own for some part of the Sunday evening run, and the various local late-night programming arrangements continued. In addition, Westward alternated a short afternoon programme for housewives (*Looking for an Answer*) with short Saturday morning religious programmes for children (*Look and See*). Lent and Holy Week saw additional programming from Yorkshire and from Ulster, while Granada made special programmes on the two new Liverpool prelates. On Monday nights during January and February Thames devoted its religious resources to a new venture, *Problems*, discussion with couples on their sexual problems.

Volunteer Programming

Thames' other late-night innovation, the three-minute programme *Help!* appealing for volunteers, was one of a number of such regional developments. Springing from the joint interest of the Authority's Adult Education Committee and Panel of Religious Advisers, these programmes depend on the support of volunteer organisations. In February the Authority's Chairman opened a conference on 'Voluntary Action Through Television' sponsored by the Volunteer Centre and Community Service Volunteers, who subsequently sought government funds to set up bureaux in selected provincial capitals on the model of the Dutch 'Werkwinkel' to foster this use of television and other media.

6 Analysis of Programme Production and Output

THE AUTHORITY'S DUTY as defined by Parliament is to provide a public service for disseminating information, education and entertainment. The various arrangements which the Authority makes with the programme contractors are all geared to providing that service in accordance with Parliament's intentions. No special proportions of particular categories of programmes are imposed by the IBA Act but the Authority is obliged to see that there is a wide range of subject matter and a proper balance in the way programmes of different kinds are distributed over the days of the week and the times of day at which the programmes are shown. The law also requires that a proper proportion of material in programmes should be of British origin and British performance, and that in each region there shall be a suitable proportion of programmes calculated to appeal specially to the tastes and outlook of people in that region. To see that these requirements are fulfilled needs continuous discussion between the fifteen programme companies and the Authority and each individual company programme schedule has to be approved in advance by the Authority. In addition the Authority keeps a complete statistical record of the output of each company and it is from this record that the figures given in this chapter are taken.

It would be misleading to suggest that the quality of any television service can be judged simply on the basis of a statistical breakdown of the various kinds of programmes transmitted. Nevertheless whilst individual production or technical standards cannot be measured in this way the kind of programme balance revealed by a quantitative analysis is an important indicator of the range and sources of programmes available to the public.

Programme Balance

(Weekly average output, year ended 28th March 1976)

	DURATION		PROPORTION	
	hrs	mins		
News and news magazines	10	01	11	(10)
Current affairs and documentaries	10	55	12	(10)
Arts	0	46	1	(1)
Religion	2	28	2½	(3)
Adult education	3	06	3	(3)
School programmes	5	22	6	(5)
Pre-school programmes	1	42	2	(2)
Children's programmes				
(a) informative	1	33	1½	(1)
(b) entertainment	7	02	7½	(8)
Plays, drama series and serials	21	35	23	(24)
Feature films	9	44	10½	(10)
Entertainment and music	10	03	11	(12)
Sport	8	38	9	(11)
	92	55	100	

Last year's proportions in brackets

This year's average weekly transmission of nearly 93 hours is 5 hours below the figure for 1974-75, a reflection of the economic recession which led companies to reduce transmission hours either very late at night or during the morning. Schools programmes were not affected and actually showed an increase. News, current affairs and documentaries also showed a slight increase, chiefly attributable to regional programmes and in particular to regional programmes made for their own areas by the five network companies. Drama production (plays, drama series and serials) was slightly reduced by at over 21½ hours per week it remains the largest

single category of output (23%) which is considerably more than twice the amount of time (9¼ hours) given to feature films (10½%).

Sources of Programmes

(Weekly average output of an average company)

	DURATION		PROPORTION	
	hrs	mins		
Network companies' production	46	45	50	(52)
Regional companies' networked production	8	03	9	(9)
Local production	6	13	7	(5)
ITN	6	52	7	(7)
British acquired programmes	12	17	13	(13)
Foreign acquired programmes	12	45	14	(14)
	92	55	100	

Last year's proportions in brackets

The source of programmes shown in any ITV company area is threefold – the company's own production, the productions of other companies in the ITV system, and material acquired from outside producers, more often than not from abroad. It would not in the Authority's view be either desirable or possible for each of the television companies to provide their service of programmes solely from their own individual resources. Each company has the duty of serving its own local audience with programmes which it makes specially for it, but a company's overall service to its community can achieve the best range and quality only by accepting in addition networked programmes from ITN and from the five network companies set up precisely to supply the system as a whole with a mainstream output. This ensures that viewers in every part of the United Kingdom within reach of the IBA's transmitters will get as far as possible a common standard of service. Over 60 hours a week on average is networked material from ITN, the network five, and from regional companies contributing to the network. Foreign material acquired from abroad amounts to just under 13 hours per week. The only proportions to show any real change from last year are those for programmes made and shown locally which are up by 2 per cent at the expense of networked programmes from the five major companies.

Programme Production

(Weekly average, year ended 28th March 1976)

	DURATION		PROPORTION	
	hrs	mins		
News and news magazines	48	30	33	(29)
Current affairs and documentaries	27	49	19	(17½)
Arts	1	45	1	(1)
Religion	10	13	7	(7)
Adult education	4	08	3	(2½)
School programmes	2	17	1½	(2)
Pre-school programmes	0	53	½	(1)
Children's programmes				
(a) informative	2	21	1½	(1)
(b) entertainment	8	58	6	(8)
Plays, drama series and serials	10	29	7	(9)
Entertainment and music	12	58	8½	(10)
Sport	17	26	12	(12)
	147	47	100	

Last year's proportions in brackets

In spite of some reduction in the number of hours on air the volume of television production originated in ITV company studios continued to increase. At an average of nearly 148 hours per week it was higher by some 3-4 hours than either

of the two previous years. There was an increase in information programmes generally with a small but significant rise in the provision of children's information programmes amounting to an extra 25 minutes per week.

Regional Production

(Year ended 28th March 1976)

	TOTAL FOR YEAR		WEEKLY AVERAGE		IBA MINIMUM REQUIREMENT	
	<i>hrs</i>	<i>mins</i>	<i>hrs</i>	<i>mins</i>	<i>hrs</i>	<i>mins</i>
Anglia	470	08	9	02	7	30
Border	246	04	4	44	4	00
Channel	245	00	4	43	3	00
Grampian	305	41	5	53	5	30
HTV (including Welsh language)	797	10	15	20	8	00 (+ 5½ hours Welsh language)
Scottish	530	20	10	12	9	00
Southern	560	50	10	47	9	00
Tyne Tees	442	50	8	31	8	30
Ulster	325	11	6	15	6	00
Westward	372	20	7	10	6	00
	<hr/>	<hr/>	<hr/>	<hr/>		
	4,295	34	82	37		
Central Companies (Regional Programmes)	1,219	50	23	27		
	<hr/>	<hr/>	<hr/>	<hr/>		
	5,515	24	106	04		

In the course of the year some 5,500 hours of regional programmes were made and transmitted by the fifteen ITV companies. Regional programmes made for their own areas by the five network companies showed the biggest increase, from 930 hours to over 1,200 hours. This was in response to the new obligation given by the IBA to the network companies to provide a minimum of 5½ hours a week of local interest programmes. This, together with the small increase recorded by the ten regional companies, gave this year the highest-ever total of local programmes. In nearly every instance the regional companies comfortably exceeded their minimum contractual requirement. The Authority naturally welcomed

this increase but it recognises that the quality of the regional service provided in any single area cannot be measured by the extent to which a company shows itself capable of exceeding its minimum requirement. Some regional companies are better placed to obtain network places for their output by reason of their production resources. Their local production therefore goes up and provides a welcome element of diversification in the network supply of programmes. This has been a feature of recent years, but it has not been achieved at the expense of the primary task of regional production, that of serving the population in the areas covered by each of the regional companies.

MOST OF THE ILR STATIONS were less than two years old in the period covered by this report. Several were under six months. Yet already these self-financing local stations had made a distinctive and impressive mark in many locations up and down the United Kingdom. The new companies were making their way in an old world by creating a modern radio service that was becoming both entertaining and useful and also increasingly effective.

ILR programming offers the audience, now growing considerably in numbers, a blend of news, sports reports, general comment, information and discussion, together with a wide variety of different types of popular music. Independent Radio News (IRN) has become a fresh and alternative source of national and international news and commentary. ILR is now a friendly voice in the neighbourhood, capable of attracting foreground attention as well as offering background pleasure. The programming style may often seem informal but it cannot afford to be formless. ILR's purpose is to gain a reputation for the reliability of its information service combined with a light touch and an attractive musical range.

The shaping of the new system of Independent Local Radio (ILR) has been probably one of the most significant and certainly one of the most rapid developments in United Kingdom broadcasting for many years. ILR has also been one of the biggest single innovations in British communications during the present decade, and arguably for over twenty years. Even in its present curtailed form Independent Local Radio already provides a substantial framework covering many important areas of the United Kingdom. Set in its social, political and broadcasting context, the evidence of the recent period under review here, the year to 31st March 1976, suggests that ILR may now be in the process of growing into a major modern service.

During the twelve months the number of ILR stations on air increased from ten to eighteen. With the nineteenth station due to begin broadcasting on 12th April 1976 it was estimated that over 25 million people would be able to receive ILR on VHF (with stereo) and probably over 30 million would be able to receive ILR on medium wave at some time of the day. According to independent research conducted on behalf of the companies, some 12 million adults were listening each week and the trend was upwards.

Barely two-and-a-half years after the first station began broadcasting, and at a time of continuing general economic uncertainty, ILR could lay claim to be establishing itself as a popular and worthwhile medium and to being an expanding new industry.

In programming terms there were many interesting developments in the 1975-76 period, described below in some detail. While the more established stations have continued to find new ways of serving their local communities in an entertaining and useful manner, several also extending their broadcasting hours into the late night and early morning, the newest stations, including some of the smallest in terms of population coverage, have contributed fresh energy and impetus, and separate experiences, to the collective awareness of the young industry.

One special development, which involved all ILR stations then broadcasting, has been the 1975 broadcasting experiment from the House of Commons. On the whole, ILR stations have approached this formidable challenge with great willingness, and most commentators have agreed that ILR's efforts, in a sphere which must involve considerable extra effort and expense, have been commendable. Special praise in this respect

has been extended to Independent Radio News (IRN), whose small team at Westminster provided the central source of programming material used by ILR stations and Independent Television News (ITN). The technical and editorial quality of the broadcasts, in view of the practical working constraints, has been striking. At the time of writing plans are being prepared for the permanent broadcasting of both the Commons and the Lords, for execution as and when Parliament decides, subject to the relevant editorial, economic and other questions being satisfactorily resolved and to Parliament as well as the broadcasting organisations being willing to contribute to the costs.

In financial terms, as well as programming, the ILR companies' general performance was promising, especially in view of the depressed state of much of the UK economy. Radio's share of advertising revenue has grown steadily and several stations have begun to show very clear signs of early progress towards profitability. Other stations have further to go before they can be safely said to be paying their way: and with the unpredictable and volatile state of the advertising market it would be foolhardy to make confident forecasts for the future. However, many economic indicators within the industry at present suggest that ILR is now, and should continue to be, commercially viable at many locations. At this intermediate stage, when the first phase of ILR has virtually been completed, the ILR companies' prime aim must be to consolidate their achievements both in programming and in the management of their self-financing base.

Looking to the future from their different standpoints within the two-tier structure of Independent Broadcasting, both the Authority and the radio companies are now firm in their wish to see an expansion of the ILR system. The Authority is aware of a widespread interest in this potential development in many cities, towns and counties which are at present unserved by the new radio system. It is to be hoped that following the report of the Annan Committee in 1977 this growth will be encouraged by the Government so that a fully national service can be provided on a local basis.

Development of the ILR System

Eight new Independent Local Radio companies began broadcasting during the year under review, while the first ten were consolidating their first phase and preparations for the nineteenth were approaching final stages. Two of the newcomers launched their service in March 1976, the final month of the period under review here.

The first of the new stations to go on air was Plymouth Sound on 19th May 1975. Plymouth was welcomed with special interest because it was at that time the smallest of the ILR franchise areas, with fewer than 300,000 people inside the predicted VHF boundary. The experience of relatively small stations, such as Plymouth Sound, should after a further period of experience and consolidation provide a useful indication of the minimum size of community capable of sustaining an ILR service. (Since October 1975 the honour of being the smallest has passed to Radio Orwell, whose approximate VHF population coverage around Ipswich is just over 200,000.)

Radio Tees followed Plymouth Sound on 24th June 1975 and Radio Trent, serving the Nottingham area, began broadcasting on 3rd July. Pennine Radio in Bradford came on air on 16th September. Radio Victory in Portsmouth and Radio Orwell in Ipswich both began broadcasting in October, on 14th and 28th respectively. The IBA's engineers were ready for

the launch of the last three of the nineteen scheduled stations in the late autumn. The companies themselves, however, needed more time and there was a short gap while the new contractors completed their final stages of planning. By the spring all three were ready to begin operations. Thames Valley Broadcasting from Reading and Downtown Radio from Belfast went on air in rapid succession on 8th March and on 16th March 1976. Beacon Radio was expected to begin operations in Wolverhampton and the Black Country on 12th April 1976.

Thus, by 31st March 1976, one year and eight months after the Home Secretary, Mr. Roy Jenkins, had announced the plans for nineteen ILR stations for this present stage of the ILR operation, that target had virtually been achieved. Services of Independent Local Radio were being supplied in a spread of locations throughout Great Britain.

Although many of the areas receiving ILR possess common features, each has special characteristics which the local stations seek to reflect in their approach and programming. With their relatively small complements the stations have begun to tackle the job of serving their communities with both enthusiasm and carefully focussed objectives. The three smallest companies, Plymouth Sound, Radio Orwell and Thames Valley (Reading), for example, each began broadcasting their local output with a full-time staff of less than 30. Beacon and Pennine opened with fewer than 40 full-time staff and the remaining stations (excluding LBC and Capital Radio which employ rather more) are operating, at the same of writing, with between 40 and 80 full-time staff. In total, rather over nine hundred people are employed directly by the ILR companies at this stage.

ILR stations also encourage a wide range of participation by local residents. The Independent Radio News network provides a continuous source of accurate and up-to-date national and international news which can be incorporated into programming in whatever ways stations feel best suits their individual styles of presentation and the needs of their local listeners. Above all, however, it has been the enthusiasm and energy of the individual presenters, reporters, telephonists, engineers, secretaries, managers and commercial staff which has been chiefly responsible for ILR achieving, with a minimum of programme networking, the present generally impressive standards of locally oriented output in the relatively short period since ILR began.

Technical Progress and Coverage

All Independent Local Radio VHF services have stereo capability, and the generally high technical standards continue to be important factors in the quality of ILR broadcasts, although at this early stage a few companies still need further time and experience to perfect the level of the technical output from their studios. Speaking to the Local Radio Association on 3rd December 1975 the Chairman of the IBA, Lady Plowden, observed:

It is sometimes said that our guidelines and especially our technical standards are high. This is true. ILR's technical quality is and must be first class. VHF is of great and growing importance, while stereo is a major extra service for the listener. In a number of areas (such as Scotland and South Wales) the first broadcast stereo was introduced by ILR. Local radio should be local, it should also be good, as much technically as in its programming, for the listener hears both together.

Regular quality control checks are made on the acoustical, electronic and general operational performance of company studios. In the words of the IBA Act, the ILR services have to be of high quality 'both as to transmission and as to the matter transmitted', and the listeners' conscious or unconscious assessment of programme quality is, in the Authority's view, bound to be affected by technical quality. Every effort has been made by the Authority to ensure the highest practicable quality of transmission, both on MF and VHF, and to

assist the companies to maintain high technical standards in their programme origination.

The locations of the 19 ILR contractors are as illustrated below. More detailed coverage maps of the most recent stations are shown in Chapter 10, together with further technical references.



Financial Position of the ILR Companies

During the year under review ILR companies in general made discernible progress towards establishing themselves as self-financing entities. Results varied from company to company and some, due partly to local factors and partly to the preliminary caution exercised by national advertisers, achieved more favourable results than others. Several stations had still to break even on a continuing basis and most had past losses and pre-operational expenditure to eliminate. However, the trends in virtually all stations were encouraging; and provided the national economy and local conditions maintain some steady improvement then ILR companies in the future should increasingly show themselves to be viable in many differing geographical and demographic circumstances within the U.K.

The improved economic climate in the latter half of the period clearly influenced the financial performance of ILR companies. Advertising on radio, hardly promising in the opening months of 1975-76, fell away still further during the summer; but in the Christmas quarter the strengthening economic situation, combined with the seasonal trend, led to revenues rising significantly and in both November and December 1975 the combined net advertising revenue of the 16 ILR companies then on air reached £1 million. There was a predictable seasonal fall after Christmas, but revenues were still far higher than the levels of twelve months previously: companies that had been on air for over a year at 1st January 1976 earned 64 per cent more in January-March than in the same period in 1975. Furthermore, results to the end of March 1976 suggested that radio advertising might soon

exceed the growth rate of about 23 per cent predicted for television advertising and, provided the economy remains relatively steady and business confidence is not impaired, the total net advertising revenue for ILR could begin to exceed £10 million a year (compared with approximately £7.5 million in the calendar year 1975).

The ILR companies derive virtually all their revenue from sales of advertising time to local and national advertisers. Local sales are mainly handled by the stations' own staff and national sales by specialist agencies based in London. On average, for the operating ILR companies the proportion of local to national sales was approximately equal during the year under review, with perhaps fractionally higher national sales than local. There were, however, considerable variations from company to company. Companies with higher total sales tended to have higher proportions of national sales compared with local, while some of the smaller companies had higher proportions of local sales, partly reflecting the more specifically local nature of their more closely knit areas. Most medium-sized ILR companies had approximately equal proportions of local and national advertising sales.

Thirteen companies have reported on their results to 30th September 1975. Three of these, still only in their second year of broadcasting, showed a surplus for the year: Radio Clyde, BRMB Radio and Piccadilly Radio. One company, Radio Clyde, had eliminated past losses and covered its pre-operational expenditure. In the first half of the companies' new financial year (i.e. the half year to 31st March 1976) five companies have estimated they were already operating profitably.

Particularly encouraging are the financial results of the two London stations which showed significant improvement, especially in the second half of the year under review. The combined effect of LBC's major internal restructuring and the Authority's waiver of transmitter rental, first described in last year's Annual Report, together with a continuing marketing effort by the station's sales force, have enabled LBC, the specialist news station, to reach a position from which it can begin to build a sound financial base. The popularity of London's general and entertainment ILR station, Capital Radio, has been reflected in its advertising sales which represented around 30 per cent of the network total in this period.

Of the ten ILR companies already on air at the beginning of the period under review, six were achieving sales by the end of the period in line with, or in excess of, reasonably optimistic expectations; four were achieving a modest upward trend in sales, although in need of further growth. A further eight companies commenced broadcasting during the period and all of these have appeared to be making encouraging though varying initial progress. Costs have generally been well controlled and, although some stations have still to break even on a continuing basis, the general outlook is favourable. Included among stations which have been making progress has been Radio Orwell, with the smallest population coverage of all ILR stations, and this has been especially reassuring. However, firm predictions are difficult at this early stage.

Apart from the modest Government loan, which has to be repaid with interest over a relatively short period, the Authority depends on rentals paid by existing ILR companies both to defray its own capital, maintenance and control costs and also to finance further development of ILR. The cost to the Authority of acquiring sites and of constructing transmitters is often as high for companies with relatively small population coverage areas as for other companies; and it is not possible to recover the costs through the rental to the same extent as in the more populous contract localities.

To allow for the effect of inflation on the Authority's costs the terms of the contracts entered into with each company allow cost of living increases to be applied to rentals, in line with the average increase over a six month period of the Index of Retail Prices. However, the Authority is mindful of the difficult market and general economic conditions under which new ILR companies operate and has attempted to minimise, as far as possible, the number of cost of living

increases applied in practice. Although the aggregate increase potentially due up to March 1976 on the initial 1972 level of basic rentals was around 60 per cent, the Authority has so far applied only one increase (9.256 per cent in April 1974).

The Authority was also able to assist ILR companies during the introductory stage by beginning to rephrase the primary rentals of the initial three year contract; the first twelve-month rental period was extended by a further six months, thereby also delaying the implementation of the second and third year increases.

Contract Renewals

Under the 'rolling contract' system of franchise review, radio contracts are normally granted for an initial period of three years. Towards the end of each year's broadcasting the company's performance over the relevant period is reviewed by the Authority and a decision is then taken on the basis of the company's performance about whether to offer an extension of the franchise for a further twelve months.

This formal review system, which is additional to the continuous process of assessment and supervision of programming applied to each company from day to day, allows ILR companies to plan ahead on a reasonable basis. The Authority's power to offer or withhold the yearly extension provides 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.

The Authority also often makes stipulations related to programming or general performance accompanying an offer to 'roll' a company's contract. This enables the Authority to point out formally to a company any shortcomings identified in the regular review of performance which, although important, would not be of such a nature as to warrant withholding the extension of the contract. Such stipulations have accompanied all the offers of contract 'roll' in 1975-76.

During the year under review, the Authority agreed to 'roll' the contracts of all the first ten companies to come on air. For Radio Clyde (Glasgow), BRMB (Birmingham) and Piccadilly Radio (Manchester) this was the second 'roll'. The Authority had decided that the first reviews of LBC and Capital Radio, which for the first year-and-a-half of operations were broadcasting on 'temporary' medium wave frequencies, would take place in March 1976 (i.e., one year after broadcasts began on the 'permanent' frequencies). Accordingly, the contracts for those companies which completed the first or second year's broadcasting between April 1975 and March 1976 now run to the following dates:-

LBC	4th March 1979
Capital Radio	4th March 1979
Radio Clyde	31st December 1978
BRMB Radio	19th February 1979
Piccadilly Radio	2nd April 1979
Metro Radio	15th July 1978
Swansea Sound	30th September 1978
Radio Hallam	1st October 1978
Radio City	21st October 1978
Radio Forth	22nd January 1979

Composition and Ownership

The composition of the eight new companies, which entered into contracts with the Authority and began broadcasting during the year under review, shows the variety and local nature envisaged in the early plans for ILR and evident in the first ten companies. A study of the composition of all operating companies shows the remarkable spread of interests within them.

In most of the companies the proportion of local ownership is about 80 per cent; and in some the percentage of local holdings is higher. In a number of the ILR areas the new radio companies offered shares to local people through a prospectus and a wide range of small groups of shares were taken up,

thus providing an additional 'popular' element in the shareholding of each company. The IBA has published details of the shareholdings and directors for each new radio company when its broadcasting began. (Details for companies which came on air during the year under review are given in Appendix VI.)

Not only are ILR companies to a high degree locally owned and controlled, they are also widely varied in composition and contain a broad spread of different social, political and economic interests. For example, in the Bradford area, the biggest single shareholder (14 per cent) in Pennine Radio is the National Union of Dyers, Bleachers and Textile Workers, represented on the Pennine Board during the period under review by Mr. Fred Dyson, the Union's general secretary.

In effect, many of the Independent Local Radio companies are private cooperatives which have assumed a public function. They are responsible not only to their shareholders but also to the listeners and to the Authority. These self-financing radio companies mostly operate on a relatively small scale compared with, say, a provincial newspaper company, and in radio a tight control is needed in every sphere. If the ILR companies can demonstrate their effectiveness and their viability over the next few years they may prove to have a significance both for the future of United Kingdom broadcasting and also more broadly as examples of a new (and democratic) form of private enterprise organised in the public interest.

Each ILR company so far has been separate and distinct, literally independent, and covering one locality. (The original White Paper pointed out that 'the same company will not necessarily be precluded from providing a service at more than one place'; the IBA Act 1973, section 12(3) (b) also requires the Authority to secure 'that there is adequate competition to supply programmes between a number of programme contractors independent of each other...'.) In many UK industries, for example in newspapers, local groups are part of larger, national ones. But the IBA Act and the Authority's published notes for guidance have emphasised that the structure of ILR was designed at this stage to prevent the accumulation of any similar controlling interests in ILR.

One feature of the shareholdings in the nineteen ILR companies is how different they are from each other. Of the eight companies which began broadcasting during the year under review some, such as Plymouth Sound, have very many shareholders, both corporate and individual. Others, like Radio Tees (Teesside), have fewer, but these are still widely representative of the transmission area. In no station does any individual or company have a controlling interest. The radio companies are required to seek the Authority's approval before any voting shares can be transferred, so that the balanced independence, carefully sought when the contracts are awarded, can be protected.

Inherent in the concept of Independent Local Radio is the proposition that ILR should be an additional, or alternative, service. Thus, the structure of ownership of ILR companies has provided for their independence from other media organisations. ITV company shareholdings in ILR must meet the requirement of the Act that a television company should not be allowed to control any ILR company in the area of its television franchise. Thus, although radio has to some extent drawn usefully on the Independent Television experience through the IBA, the new radio service is so far markedly independent of ITV. Television companies have a small share in only nine out of the first nineteen companies – and the largest share outside the Home Counties is that of Anglia Television, which holds 10 per cent of the voting shares in Radio Orwell. In the Home Counties area, Thames Television is a 20 per cent shareholder in Reading's Thames Valley Broadcasting; and Rediffusion, which holds some 49 per cent of Thames Television, has some 17.6 per cent of the voting shares in Capital Radio.

Newspapers with a virtual monopoly in an ILR locality, or whose financial position is likely to be materially affected by

the establishment of a radio station, have the statutory right to apply to the Authority for a shareholding in the relevant ILR company. This provision (in Section 18 of the IBA Act 1973) applies whether or not the newspaper company participated in the consortium which was the successful applicant for the franchise. Most, though not all, of the newspapers entitled to apply for a share in the radio companies have done so. (In Bradford the Westminster Press, which owns the *Telegraph & Argus* evening paper – with a dominance in the area – decided not to invest in Pennine Radio.) The size of these holdings is strictly controlled by the Authority and in no company does even the aggregate of all newspapers' holdings approach a controlling interest. The IBA has therefore striven to give practical form to two somewhat contradictory points: the right of a local newspaper to a shareholding in the relevant ILR company and the need to ensure that this does not approach a controlling interest. This delicate balance has so far been established and maintained in the ILR companies.

The IBA is required by Section 17 of the IBA Act 1973 to prohibit any significant accumulation of shareholdings in more than one radio company which might 'prejudice' proper performance. In the event, in the nineteen companies so far appointed there are few instances of aggregate holdings. Some of the newspaper chains, by virtue of their statutory right to apply to participate through the local and regional newspapers which they own in an ILR locality, may have a holding in more than one radio company. (Westminster Press, Associated Newspapers and Thomson Regional Newspapers, for example, own or control many local and regional newspapers.) Apart from newspapers, the majority of the few aggregate holdings are by groups such as the Automobile Association, various local Co-operative Societies, trade unions such as the General and Municipal Workers Union, and some specialist broadcasting companies, including two Canadian interests. There are at present Co-operative shareholdings represented in thirteen of the nineteen companies; and trade union investments are lodged in eleven of the nineteen.

The Authority's selection procedure for ILR generally, and especially in 1975-76, coincided with a period of national economic difficulty unprecedented in peacetime since the 1930s. This problem especially influenced the groups involved in two of the later franchises, those for Reading and for Wolverhampton/Black Country. Thus in these two areas the Reading group, Thames Valley Broadcasting, and the Wolverhampton group, Beacon Radio, found themselves at the stage of the contracts being awarded searching for a wide spread of funds at a peculiarly difficult time. Both Thames Valley and Beacon made determined efforts to offer local people the prior opportunity to invest, but for several months of the spring and summer of 1975 this proved to be more a matter of first refusal than of first come, first served. In the event Thames Valley and Beacon have been successful in attracting substantial local support; and in addition the Authority agreed, after close scrutiny of the local circumstances to allow investments by three large companies which had expressed their interest in backing the new local stations – News International and Thames Television in Reading and Selkirk Communications (UK) in Wolverhampton/Black Country. Thames Valley Broadcasting now reflects a spread of interests and Beacon Radio (which began broadcasting just after the period under review) shows a similar diversity.

Supervision of Programming

The Authority's assessment of each ILR company's programming is based on two main sets of criteria: firstly, the standards and role which the Authority requires of the company and the rules set out by the statutes and the IBA; and secondly, the degree of progress made by the company towards fulfilling the spirit of the general programme proposals contained in its original application.

(i) *Gathering Information about Company Performance.* In order to assess company performance by the above criteria

the Authority's staff gather information about broadcasts through a range of different systems. Broadly, these systems may be considered most conveniently within three groupings: listening to station broadcasts; discovering the opinions of local people about broadcasts; and studying returns and programming logs from the companies.

The IBA's regional staff and members of the IBA's local advisory committees listen to the output of the stations in their areas; and the specialist headquarters staff regularly listen both to live broadcasts, when visiting the contract areas, and also systematically monitor tapes of the output in relation to the known details of the programming schedules. This listening by staff and committee members acts as a spot check on procedures and practices and also helps the staff to form more general opinions on a selective basis over a representative period about the stations' broadcasts.

To supplement this analysis, the Authority receives information about local opinion of station output. In addition to reports obtained from the IBA Regional Officers and from members of the local advisory committees, who are in close touch with local listeners (see below), the IBA has access to the results of audience research carried out from time to time by the companies and by the Authority's own audience research department (see below and Chapter 9). The staff also note local press comments, letters received from the public or comments made to the Authority's headquarters or regional offices and also any specific complaints. Moreover the Chairman and Members of the Authority and IBA staff frequently visit the companies and the areas served.

Each ILR company is required to supply to the IBA detailed programme schedules and to obtain the Authority's approval of the pattern of these schedules before the programmes are broadcast. Programme logs of actual output are kept by all companies and are supplied to the Authority. These schedules and logs (which can, if necessary, be checked against tapes) enable IBA staff to assess, for example, the variety in programming, determine the range of music played and control the amount of advertising. Further analysis of the schedules and logs provides many other kinds of valuable information about output and balance of programming. Each station is also required to keep a detailed record of all speech and music broadcast on one sample day each month (selected by the IBA) and this, together with information from listening and routine logs, contributes to the Authority's knowledge and ability to assess accurately the output of every station.

(ii) *Performance Compared with Application Plans.* In the published specifications for radio contracts the IBA pointed out to prospective applicants that: 'At the application stage the Authority will be judging the general quality of the submissions; the competence of applicants in the field of radio; the relevance of the suggested programming to the locality; the style of approach to the concept of independent local radio; the realism of the plans submitted and their likely capacity to stand up to the tests of time and practical application – together with the financial soundness of what is planned.'

It was also well known to all the applicants that under Section 20(i) (c) of the IBA Act the programming submissions of the successful applicants would be published by the Authority as each station began broadcasting. (The programming proposals in the application plans of companies 11-18 were published by the Authority as press releases when each company began broadcasting during 1975/6 and are included in Appendix VII.)

The application proposals are viewed as self-imposed standards to which each company should broadly adhere, and the Authority's assessment measures a station's performance against these standards. However, the Authority recognises that not all the elements of every application may be possible (or even desirable) in practice or in changed circumstances. There was usually a gap of about a year to fifteen months between the deadline for applications being received by the Authority and the launch date for broadcasting, and this meant that plans were often conceived in a different general

climate from that current when the station began broadcasting. Moreover, whereas an applicant's intentions may not necessarily be fulfilled in detail at a particular stage, other desirable elements are sometimes added in the light of experience or a new initiative by the ILR company. It must also be emphasised that, whatever the changing circumstances, the statutory and other standards (which are discussed below) must take priority over the plans set out in a company's application.

From the first schedules which are submitted by the programme companies for approval by the IBA, and thereafter on a continuous basis, a company's programming output is compared closely with its stated intentions as set out in its application. The comparison shows the extent to which the programming pattern generally conforms with the plans, in terms of balance, 'mix' and style, as well as identifying any specific points or subjects which are not being covered. As the plans are intended to cover the whole of the initial contract period, it is not expected that any of the companies will at once put into operation all their plans (or even all those which later circumstances show to be practical); but the Authority looks for a steady progress towards the pattern of programming shown in the application and for sensible and imaginative adaptation of the original plans according to changing circumstances and audience needs.

(iii) *Authority Requirements and Standards*

As well as the proposals set out in a company's application, the performance is also assessed against further criteria, some of which, as mentioned, take priority over the application plans. These extra standards are of two kinds; general requirements about the role of a particular station in its community, and specific guidelines on programming, advertising and other practical matters.

The Authority's general programming requirements are derived from the IBA Act, and draw also on the White Paper and Parliamentary debates which preceded the passing of the Sound Broadcasting Bill. Stations need to identify clearly with their local areas, and reflect the tastes, interests and needs of local people; similarly, as part of their public service, they must provide within their programming an acceptable level of music and speech, news and entertainment, information and educational items. Programming is, so far as possible, expected to aim at a consistently high standard in other respects as well. Popular music should be representative of the best of its kind; there should be a good and attractive range of specialist music; a station should become involved with studies of local issues, and offer both a forum for discussion and a source of information. These expectations have been developed by the Authority, in consultation with the companies, so that they are accepted on a broadly emerging basis of consent throughout the ILR system.

Specific rules and regulations for Independent Local Radio are also derived from the IBA Act. For the guidance of companies on programming, advertisements, and general and technical matters, the Authority has produced a series of papers starting with the initial Notes issued in 1972. There are also Codes of Practice affecting advertising and technical matters. These various documents, together with the engineering and financial details of the specification for each franchise area and the terms of each individual contract between company and Authority are in regular use; they are both statements of policy and daily points of reference for the companies in their own operation and in the relationship between them and the Authority.

In addition to the regular contacts that take place between the IBA staff and the companies in the course of day-to-day work, the consultation needed to establish and refine the requirements for programming on ILR (and incidentally for other matters affecting the companies and the service), is accomplished through the Radio Consultative Committee. Authority staff and the chief executives of all companies meet quarterly on this committee, to develop policy and agree action on a wide range of subjects, including, for example, guidelines on such matters as the rules relating to contempt

of court, the recording of interviews and telephone conversations, and so-called 'trial by broadcasting'; the use of non-British material on ILR; the proper balance of impartiality in programmes; programming during the Referendum or general or local elections; the broadcast coverage of sieges and hi-jackings; and questions affecting advertising control or 'impressions of sponsorship'.

(iv) *Evaluation and Control*

The system of 'rolling' contracts discussed earlier provides the basis for regular, formal reviews of each company's performance. The Authority may attach specific requirements to its offer to 'roll' a contract or may, if it so wishes, decline to extend a contract. This annual evaluation has proved in 1975-76 to be a precise way of giving practical force to points arising from the Authority's routine and continual assessment of each company's performance.

The analysis of companies' performance is an ongoing process and part of the IBA's normal, day-to-day business. Frequent and close contact is maintained between IBA staff and ILR through informal consultation and discussion. Some urgent matters of general relevance may be the subject of formal letters to all companies. Usually companies are encouraged individually to work towards correcting shortcomings which may be identified in the IBA staff's continuous assessment of their performance. Often, moreover, it is the companies themselves which take the initiative in improving or rectifying their broadcasting and other arrangements.

Programming Output

The year from 1st April 1975 was one of increased activity and steady development in ILR programming. Not only was it a fascinating and often turbulent twelve months for keen followers of political and social affairs (see 'News and Information' below); the period also saw the implementation of novel treatments and of many new ideas, for example in religious, educational, children's and access programming and in sport, comedy, some programmes designed for ethnic minorities, and in many other areas.

Some of the eight ILR stations which began broadcasting during the year may have been grateful for the lessons gained from the ten stations on air already, but it was nevertheless quickly apparent to all the newcomers that they were very much out on their own in their particular transmission areas. Local pride and independence needed tempering with the balance of experience and gradual, but real, achievement. In addition to the perennial dilemmas facing programmers, such as how to cater for a broad audience and also serve the minority interests, there were wholly new questions, such as whether small stations like Plymouth Sound, Radio Orwell and Thames Valley would be able to prosper and provide worthwhile services.

In the event it has become clear that programming within ILR has attained a refreshing diversity and growing competence built around basic features which are common to most stations. While it has been increasingly recognised that a programme style combining music, news, information and entertainment within a single channel is a fundamental feature of ILR, the extent of local variation may not be fully realised by the listener who is usually tied to one particular area. A good judge of the variety of programming within ILR would be a motorist during a leisurely drive from Perth to London, tuning in to nine or ten ILR stations en route. He might, for example, hear Scottish music on Radio Forth (Sundays 6-8 p.m.), or local music presented by Jim Macleod on Radio Clyde (Sundays 7.06-8 p.m.), then later Metro Radio's discussion programme *A Question of Faith* (Sundays 8-9 p.m.), or perhaps the relaxing sounds of *Late on Sundays* on Radio Tees, (Sundays 9-12 p.m.). The next day he would be able to hear the lively two-handed presentation of breakfast-time music, news and information on Pennine Radio from Bradford (6-9 a.m.), and choose from the varying sounds of the morning shows on Radio Hallam (Sheffield & Rotherham),

Radio Trent (Nottingham) and BRMB Radio (Birmingham), before arriving in London towards the end of Michael Aspel's programme on Capital Radio and the beginning of 'News-watch' at 1 p.m. on LBC.

Throughout the journey our motorist would have been kept in touch with the latest national and international news supplied to each station by Independent Radio News (IRN) from London, as well as being able to discover which issues and local stories were in the headlines in each of the ILR areas visited, plus information on traffic and the weather. Comparable journeys, taking in different localities would have afforded a similar range of different programming styles and programme contents, perhaps lessons in Welsh on Swansea Sound, for example, or the price of seed potatoes in Ipswich on Radio Orwell's farming report.

This image illustrates two essential features of ILR programming: the degrees to which ILR stations are achieving a distinctive sound which has certain common elements; and the extent to which individual items within programming are adapted to the localities being served. It is useful to keep these features in mind when looking at the separate categories of output described below.

Programming: Music

Music is the programming base common to most of the ILR companies, though the way the music is broadcast by each station contributes to the individual sound and distinctive style. Several difficult questions face ILR programmers who must develop their station's output and also aim to satisfy in a single channel their listeners' varied musical tastes. For example, should the station play more new records or more well-known favourites? How can music output best be given local emphasis? How and to what extent should rock be separated from folk, and jazz from classical music, or how far should they be mixed together? Should the programmer rely on his own judgement when choosing records or seek a much broader vote within the station and the locality on what to include in the 'playlist'? These and related questions, which frequently arise, have received a wide variety of answers; many different views on these questions were, for example, put forward at the IBA's Consultation on ILR held on 24th/25th March 1976.

On the important questions of how to cater for listeners' varied musical tastes, however, many stations have adopted a similar approach. This may be illustrated by a glance at the programme schedule of one of the now most seasoned of the early ILR stations, Radio Clyde. In addition to the selection of music played in the main daytime programming and late at night, there is 'specialist' music ranging from bands of the 1930s and 1940s to country and western, folk, rock, blues, Scottish and classical music. The audience response to these specialist music programmes, in comparison to similar programmes on national channels, has been encouraging; and Radio Clyde's special achievement was recognised by the musical industry magazine *Billboard* which gave its 'Trendsetter of the Year' award to Clyde's Head of Entertainment, Andy Park, for 'devising adventurous programming involving regional pop, jazz and classical shows for Radio Clyde'. The policy of broadcasting programmes of specialist music, in addition to the selection of records played during the main daytime, is common to most ILR stations.

Within ILR the method by which music is selected for broadcasting varies from station to station. Companies like Radio Hallam, for example, draw up a 'playlist' of records at a regular meeting of programming staff; Radio Trent and Capital Radio rely greatly on their programme directors' personal judgements; Radio Clyde allows individual presenters the freedom to select music for their own programmes within the context of the company's general approach to music. Whatever method is used, however, stations must take into careful consideration the musical tastes of their listeners as there is considerable variation in local musical preferences. Indeed, several stations have methods for samp-

ling local preferences – through local record sales, in the Radio Forth area, for example, or through telephoning the station, as happens in *People's Choice* on Capital Radio or *Scouser's Choice* on Radio City.

One development in music which was notable was the increased number of programmes devoted to the styles of country and western, soul and reggae, and also programmes of 'nostalgic' music. Though it is hard to discern the dominance at the present time of any one type of music, such as jazz of the 1920s and 1930s, or the rock 'n roll and rhythm and blues of the 1950s and 1960s, it is perhaps an indication of the catholicism of the present musical scene that all these idioms and more besides can be found in the programmes of most ILR companies.

Live and specially recorded music has assumed increasing significance in ILR programming. The Authority has sought to encourage all the companies to foster the performance of specially produced and, where possible, local music, and companies are developing close working relationships with local musicians and performers, and in some instances involving major local symphony orchestras.

Quite a variety of musicians have held sessions in ILR studios, while others have been recorded in the concert hall. Examples are the concerts performed by the City of Birmingham Symphony Orchestra, broadcast by BRMB Radio (Birmingham) and the Royal Liverpool Philharmonic Orchestra on Radio City (Liverpool). Capital Radio's presentation of performers such as Linda Lewis, George Melly, Elton John, George Morrison, 10cc and Steeleye Span; the broadcast of local folk, jazz and brass band music on Piccadilly Radio (Manchester) and Swansea Sound (including Welsh traditional music); sessions by Gallagher and Lyle, Ralph McTell, Seals and Crofts and Tangerine Dream on Radio Clyde (Glasgow); and by Magna Carta, Sassafras and Soft Machine on Radio Trent (Nottingham).

Each of the ILR companies, other than the London news and information station, is contractually required to devote at least 3 per cent of its net income from advertising to the employment of musicians. As the new companies gradually become more established so they are increasingly developing methods for fitting this element of live or specially recorded music into their programming output; and the Authority has continuously encouraged this process.

Programming: National and International News

Each of the Independent Local Radio companies is supplied with a service of national and international news from Independent Radio News (IRN), a wholly owned subsidiary of the specialist news and information station, LBC. This service is provided both on a teleprinter link, as a series of items that can be read directly by an announcer or locally edited, and also as an audio supply of live and recorded material. During the period under review all the eighteen companies broadcasting drew upon the IRN service for the preparation of their bulletins, and nine of the stations broadcast the IRN news bulletins live during the course of a week.

In the year from 1st April 1975 a number of world and national stories provided newsmen, and especially radio newsmen, with a series of challenging and sometimes difficult situations. Among the first of these was the news on 17th April of the fall of the Cambodian capital of Pnomh Penh to the Khmer Rouge forces, quickly followed twelve days later by the collapse of the South Vietnamese government and the surrender of Saigon. For this latter event, listeners to ILR were kept in close touch with the last hours of the struggle by IRN's correspondent in Saigon.

As if to show that the drama and turbulence of world events could also find expression at home, a succession of major issues soon turned attention to the domestic scene. Among these, and potentially the most difficult for broadcasters, was the announcement by the then Prime Minister, now Sir Harold Wilson, that for the first time in British history there was to be a national referendum throughout the U.K. on

British membership of the European Economic Community. From 19th May when the campaign period started until the polls opened on 5th June, the nation was offered intensive and balanced commentary by both pro and anti-marketeters on the radio and on television. For broadcasters generally, the Referendum posed special problems of ensuring fair and impartial coverage. For ILR, with each station producing its own local debates and discussions, great care was taken to ensure that the subject was properly and fairly dealt with and LBC/IRN and the local companies played a significant part in the coverage provided.

Broadcasting of Parliament. The announcement of the result of the Referendum on 9th June 1975 was one of the early items to be carried in the first live broadcast of Parliamentary proceedings ever made. In the event, the first voice heard was that of Mr. Speaker (The Rt. Hon. Selwyn Lloyd) calling the House to order for a question to the Minister for Industry, Mr. Benn.

The question of whether to broadcast the proceedings of Parliament either on radio or television, has been frequently raised over the course of recent years. However, on 24th February, 1975, the Commons voted by a majority of 354 votes to 132 in favour of an experimental period of radio broadcasting from the House of Commons. On 17th April, and after detailed discussions between the House Services Committee and the Authority and the BBC, the tentative dates of 9th June to 4th July were set for the experiment. By this time, broad agreement had been reached between the Authority and the BBC for joint technical arrangements at the Palace of Westminster, but on 21st March the Services Committee informed both broadcasting authorities that accommodation within the Chamber would have to be limited to a single position each for the BBC and IRN. A further important principle was established on 13th May when the Services Committee published its additional report, accepting among other points that there should be no special quarantine restrictions placed upon advertisements at the beginning and the end of Parliamentary broadcasts. There would be no advertisements during transmissions from the House of Commons.

On the IRN side, the preparations were quickly made. A small specially selected Parliamentary Unit, consisting of IRN's three-man Parliamentary team of Ed Boyle, Peter Allen and Julian Manyon, was expanded by the addition of one other reporter and two engineers. This unit of six, under the direction of the Chief Editor, Marshall Stewart, was responsible for all live broadcasting and for editing all recorded extracts from Westminster. Each day's business was monitored and extracts logged for inclusion in the daily *Parliament from the Inside* programme, which was broadcast by LBC and available through IRN. Although IRN's Political Editor, Ed Boyle, was the main commentator on business within the House, each Parliamentary reporter was involved in live and recorded commentaries from within the precincts of the House of Commons. As many members of the public will be aware from press reports at the time, the wood and glass booth into which the IRN and BBC commentators were placed cheek by jowl hardly provided the most comfortable of working sites. The commentator was linked with the existing sound system of the House of Commons in order to hear the proceedings of the Chamber, which he could also partly observe from the commentary box. The business taking place on the floor of the Chamber was picked up on the Commons sound system and together with the line from the IRN commentator was fed to a control unit in a courtyard of the Commons. This unit was essentially a mobile studio contained in a caravan. IRN's team received and edited the live broadcasting feed from the Commons and maintained an open link with the IRN studio centre in Gough Square. By these means the various live transmissions, recordings and news extracts were relayed to the ILR companies up and down the country, and also to ITN.

The effectiveness of the operation was favourably commented upon by many MPs and critics and it also seems to have

been welcomed by members of the public. This was a tribute particularly to the effort and skill of the unit, who worked under cramped conditions and under the severest pressure of recurring deadlines. During the four weeks IRN produced nineteen live relays from the Chamber, gave 50 live reports on the day's business, produced twelve-and-a-half hours of complete programmes reviewing the day in Parliament and provided just under 500 recorded extracts for the ILR companies. In addition, there were eleven special programmes, including recorded extracts of items of special interest to certain areas, such as the proceedings of the Scottish Grand Committee for Radio Forth and Radio Clyde. The present Welsh contractor, Swansea Sound, also used a good number of extracts featuring Welsh Members or issues in its news and current affairs programmes.

Research carried out by the IBA suggested that the broadcasts were generally well received and of interest to listeners, the majority of whom wanted further broadcasting of Parliament. There was some indication also that the ILR broadcasts were particularly successful in their broad appeal and interest to listeners from all social classes.

It is thought that the experiment basically demonstrated two points: (a) well produced material from Parliament could be interesting and also considerably enhance the coverage of Parliamentary affairs; and (b) to maintain the same level of output from the House on a permanent basis would involve more staff, additional facilities and accommodation, and consequently increased costs. Both of these conclusions were borne in mind by the House of Commons Select Committee when they reported on the experimental broadcasting to Parliament, which voted by a substantial majority in March 1976 to proceed with arrangements for permanent sound broadcasting. It is acknowledged that the Joint Committee of ten, consisting of five members drawn from the Commons and five from the Lords, which was appointed in April 1976 will need to assess carefully these and other important considerations before permanent Parliamentary transmissions can begin.

Radio Co-operation with the Police

1975 and early 1976 also saw the first of a spate of sieges in Britain and the Irish Republic, beginning in October with the Spaghetti House siege in Knightsbridge, followed by the siege of the captors of Dr Tide Herrema at Monasterevin, in Co. Kildare, and then in December by the siege of a group of gunmen in a flat in Balcombe Street, Marylebone. These events posed serious problems of responsibility for the radio journalists who were covering them. The possession of a radio receiver by the people besieged in at least two of these events meant that reporters had to be very careful indeed about their comments over the air, and this need for unique precautions to avoid endangering lives was met by effective co-operation between the broadcasters and the police.

Programming: Local News

As well as the supply of national and international news described above, each of the ILR companies outside London broadcasts a service of local news and information. Local news may be combined with material from IRN in a bulletin produced by a local station or broadcast adjacent to, or separate from, the national and international news from IRN. In addition to the regular and frequent bulletins, local news may also be produced and broadcast in different ways throughout the day's programming. The production of local news is one of the developing and most active areas of the ILR companies' operations, and it is noteworthy that in the various surveys that have been carried out on the ILR audience, local news and information is consistently cited as one of the major preferences of listeners.

Provision for local news is made in a number of ways by the news staff of the companies, often employing the modern facilities of radio cars and the sophisticated studio equipment that enables a journalist at his desk to record and edit within

minutes sound material from a range of sources. Besides the IRN sound link, news 'actuality' may be received, for example, in a telephone report from a sports correspondent, along a land line from a local council chamber, or by a link with an outside broadcast unit.

The advantages of this combined system of local and national/international news are the variety and flexibility it provides for the inclusion of news within what may be fast-moving programmes. Moreover, the system allows a local station to concentrate its resources on local aspects of important national news stories as well as on purely local stories, and each station can contribute news material via the IRN network to the rest of the ILR stations throughout the U.K. The opportunity for local features which would also be of wider interest has been demonstrated, for example, by Radio City's series of interviews by Bill Shankly, notably an interview with the then Prime Minister not long before his retirement, which Sir Harold Wilson described as 'one of the warmest and friendliest' in which he had ever taken part.

Programming: Information

The supply of a broad range of information of both local and national interest by the ILR stations has been one of the most interesting and significant developments of the style of programming that is now beginning to emerge as being characteristic of the new medium.

As well as the more usual and expected features of radio information, such as weather and traffic conditions, ILR stations have begun increasingly to broadcast information which is of special interest to their audiences or localities, for example, the conditions for sailing broadcast on Plymouth Sound or the quality of the Highland snow for skiing broadcast on Radio Forth. One striking instance of the value of such local information occurred at Radio Orwell in Ipswich, when severe gales off the East Anglian coast caused flooding and other damage in the locality. Orwell, benefiting from its direct lines to the local police and rescue services, was able to broadcast up-to-date information about support and other services, and this ILR programming was warmly appreciated by the local authorities.

The great majority of the ILR stations have by now established close contact with many of the important groups and organisations in their areas, and several companies employ a specific producer or editor, sometimes called a 'community information officer', for this purpose. Thus, listeners to ILR will hear a range of local information broadcast on subjects as diverse as consumer affairs, local events of interest, hints for the home and garden, motoring, cookery, health and educational affairs. A number of companies have also carried out special projects in co-operation with their local councils or other agencies. BRMB Radio in Birmingham and Pennine Radio in Bradford, for example, produced a series of broadcasts about adult illiteracy which have had a most encouraging response in the form of large numbers of people joining educational courses at local colleges, while Piccadilly Radio's *More Than Just a Job* series provided careers advice in Manchester with the help of the Careers Advisory Service.

Programming: Current and Social Affairs

The development of current and social affairs programming, both on national and local issues, has proceeded over the year under review. The varied and popular telephone-linked discussions have remained a prominent feature of such programmes, ranging from discussions on a single theme, often with an expert or knowledgeable guest in the studio, as in *Morning Call* on Radio Tees or *Midday* on Swansea Sound to the more discursive approach favoured in many 'Open Line' programmes, on Plymouth Sound and Capital Radio, for example.

The year 1975-76 has also seen some development in the ILR companies' approach to documentary programming. LBC's *Arena* has dealt with many topics of interest to its London audience, such as, for instance, a debate on 'progress-

ive' and 'traditional' methods of education. Towards the end of this period LBC also scheduled a number of major topics in a new series called *The Decision Makers*. These included features on the future of railways and on the sterling crisis, and it is hoped that this type of programme may also in due course achieve a wider hearing on other ILR stations. Radio Clyde, in a new series on Thursday evenings, has included hour-long features on topics as diverse as brass bands and the problems of the homeless and destitute in Glasgow.

An example of the documentary approach linked to a specific local event was produced by Swansea Sound, in a programme which reconstructed the murder of two local girls and attempted with the close co-operation of the local police, to raise new clues and relevant information. The Swansea station has also been among the pioneers in broadcasting 'access' programmes, for example about gipsies and about the Gingerbread group for single-parent families. Thames Valley Broadcasting in Reading has also embarked on a series of 'access' programmes, and Forth, Plymouth Sound and Pennine have also carried out similar experiments.

Educational Programming

In tackling the need to broadcast programme material which includes information, education and entertainment, the ILR companies have been faced with a number of new opportunities and problems. Perhaps the most important challenge has been to develop a style of educational programming which would be of particular interest to the audience served and which could be presented in an interesting and, if possible, entertaining way, suited to the single stream output of an ILR company.

In practice, the type of educational material broadcast so far by the ILR stations has had the general aim of 'fostering awareness'. Though arbitrary classifications are bound to overlap to some extent, the broad pattern of educational output on ILR can be grouped under the following headings:-

(i) *Practical and useful programming items* on various topics including, for example, citizens' advice, consumer affairs, safety and health care. These are the everyday currency of virtually all of the ILR companies, as described above.

(ii) *Instructional programming*, as in the weekly *Plain Man's Guide* series on Radio Clyde or the *Learning Welsh* series on Swansea Sound.

(iii) *Themed discussions*, often with studio guests and linked to the public by telephone in Open Line programmes. A good example is *Talking Point* on Radio Orwell on weekday evenings, which has in this period included discussions with experts on education, adoption and fostering, mortgages, housing, investment and literacy. A similar daily programme with guest experts is Louise Churchill's *Talk with Louise* on Plymouth Sound.

(iv) *Programming or features for minority groups*. These include for example, adult literacy campaigns, run by several stations, and programmes for Asians in their own language (as on BRMB Radio in Birmingham and Pennine Radio in Bradford), as well as programming for 'non-joiners'.

(v) *Special campaigns and community service*, often in co-operation with local agencies, such as the anti-smoking campaign on Radio Hallam (Sheffield/Rotherham), and the educational/campaigning broadcasts about hypothermia by Radio Victory (Portsmouth).

(vi) *Incidental education* in such subjects as specialist music, minority arts, local history, leisure and recreation, and in other output related to the community and daily life; this category includes a wide range of material which accompanies the presentation of types of music such as classical, jazz and folk. A good example is provided by Piccadilly Radio's *Square One* light classical music which is presented by Richard Sinten, a music teacher at Manchester Grammar School.

(vii) *Programmes by or about students, schools, colleges, etc.* such as Radio Victory's *Inter-Schools Debate*, which has included motions such as 'Does my education properly prepare me?' One issue of *Week on Wednesday* on the same

station also covered the local Students' Union election and carried an interview with the new President.

(viii) *Current and social affairs programming*, with educational content. For example, among many items carried in a typical week's broadcasting by LBC were an 'Education Special' on *Nightline* with experts on infant, secondary and higher education; an education news report on the National Association of Schoolmasters and Union of Women Teachers' pamphlet on authority in schools and on a Times Educational Supplement review of the Nuffield Primary French project; an examination of postwar foreign relations by the vice-chairman of the Conservative Foreign Affairs Committee; and a recorded programme on house buying and conveyancing.

Programming: The Arts

Virtually all of the ILR companies now produce programmes which review activity in the arts with an emphasis on local events and involvement. These programmes range from general reviews of local productions, exhibitions and concerts, as in Radio Hallam's *Leisuretime*, to programmes on more specific subjects such as Radio City's *Bookshelf* (book reviews) or LBC's *Jazz in Stereo*.

The performing arts are also given special coverage by many stations in a range of interviews and discussions with their exponents, particularly in music. Radio Clyde was in practice the first station to broadcast live opera, with a broadcast in October 1975 of *Die Fledermaus* by Johann Strauss. Clyde now has a regular weekly programme devoted to opera, characteristically called *So Who Disnae Like Opera?*

In the field of literature and drama there have been some interesting initial attempts to produce programmes in what is acknowledged to be a difficult area for local radio. Probably the most notable during the period under review has been Radio Forth's 13-part series *Deacon Brodie* (a prototype of Stevenson's *Dr. Jekyll*). This company has also produced a series of readings of 19th century Gothic tales, such as Mary Shelley's *Frankenstein* and Bram Stoker's *Dracula*. Metro Radio produced a 'Geordie' version of Strindberg's *Miss Julia* in connection with the 1975 Newcastle-upon-Tyne Festival. Perhaps typical of the efforts made by small companies to produce their own drama or readings is Radio Victory's serialisation of Dickens' *Great Expectations* which at that time was part of the 'O' Level syllabus in local schools.

Religious Programming

During 1975-76, religious broadcasting of a local character began everywhere to contribute a useful and often lively part of the programming 'mix'. Aware of pressures from American religious broadcasting enterprises to spread their sound here (as they had done in the 1960s through the offshore stations) the Authority's staff, on the Panel of Religious Advisers' initial advice, encouraged the companies to develop their own local contacts and broadcasters. Piccadilly Radio followed LBC in appointing its own religious committee; of the new stations, Radio Victory and Thames Valley Broadcasting each recognised an individual nominated by local church bodies as the mainspring of advice for religious programming; Radio Orwell and Downtown Radio made ecumenical working arrangements; Radio Tees began using a staff member formerly with the BBC religious department as its specialist to work with local Church Councils; Pennine Radio, with the support of the bishop concerned, gave a part-time staff appointment to a young clergyman, Rev. Paul Needle, who has contributed some very interesting work to the Bradford station.

The sound emerging from these various arrangements was often interesting and impressive. LBC established and sustained a two-and-a-half-hour afternoon programme, *Sunday Supplement*. Capital Radio was commended for its song entry to the bi-annual religious radio festival in Seville by the International Roman Catholic broadcasting body Unda. Amongst other noteworthy achievements, Radio City co-operated with Granada Television in covering the installa-

tions of Bishop Shepherd and Archbishop Worlock, and Radio Hallam added to its output with a regular review of Christian pop music (*Celebration Rock*).

Towards the end of the year plans were well in hand for the first conference on religion in ILR. Organised by the Churches' Advisory Committee on Local Broadcasting (CACLb) with the Authority's support, it was planned to take place in Bradford, with Pennine Radio's co-operation. Many of the stations indicated a warm readiness to take part.

Children's Programmes

Local radio is a potentially exciting medium for younger listeners, who are often attracted to contemporary styles of music and likely to be quick to seize the opportunities of informal, participatory radio. Thus, many of the programmes which are designed particularly for younger listeners often feature the children themselves to a large extent. On Swansea Sound's *Up and Away*, Piccadilly Radio's *Tripe and Onions*, LBC's *Jellybone* and Capital Radio's *Hullabaloo*, children often figure prominently, whether in interviewing their favourite group in the studio or telephoning to express their opinion or ask a question on some particular subject. They may, as in Radio Forth's *Roundabout*, sometimes produce a part of the programme themselves, and it is this kind of involvement, often combined with contacts with some aspect of the local community, that can provide a useful basis for children's programming on ILR. An important aspect of ILR children's programming is that it is mixed with parts of the general output, which includes news, information and music.

Programming: Sport

The development of sports programming has taken place both through covering the major spectator sports and also through increased attention to participatory sports such as sailing, angling and climbing.

The sports reporter has become a key figure in the daily programming of many of the ILR companies, and a number employ the services of specialist reporters in sports such as racing and football. (LBC/IRN's Colin Turner achieved such success as a racing tipster that he was included in the Guinness Book of Records.) As well as reporting the major professional sports, many companies now cover the activities and fixtures of local amateur teams in football, rugby (of both codes) and cricket. Plymouth Sound, for example, has both an *Argyle* and an *Albion* show, while Radio City during the winter broadcasts the results of the main local amateur games on Sunday evening, as well as its substantial coverage of professional soccer during the week.

LBC, both locally and through IRN, has given high priority to sport as one of the main specialist activities of the London news and information station; LBC/IRN employs special correspondents in the major sports and broadcasts sports news bulletins twice an hour in peak programme periods. Many of the ILR stations with close access to the sea or other waters also find the broadcasting of tide times, sailing conditions and angling prospects much appreciated by listeners, especially during the summer.

Apart from the daily sports content within programmes, many of the companies now broadcast magazine programmes devoted to leisure and recreation in the wider sense, such as *Come Alive* on Swansea Sound and *Leisuretime* on Radio Hallam.

On Saturday afternoon and certain midweek evenings, the main times of the week for sport both winter and summer, a fairly clear style of programming has developed on the majority of stations, in which sports comment, news and results are mixed with music. For example, as well as the popular *Sportswatch* on LBC, Radio Orwell in Ipswich also has a locally originated three hours of all-speech programming in *Saturday Sports Special*.

Programming: Comedy

1975-76 has seen the gradual early growth of radio 'comedy'

on ILR, which may be a fertile area of future development. As with many aspects of ILR programming, comedy has developed along both traditional lines and also in directions which are idiosyncratic to the new medium. Among the most successful of the regular series have been *Scully* and *P.C. Plod* on Radio City, featuring the Scouse talents of Alan Bleasdale and John Gorman respectively. In the largely unscripted 'off-the-cuff' area of humour which depends upon a particular personality for its success, Kenny Everett of Capital Radio and Gerry McKenzie of Radio Forth have been among the most effective exponents so far. Recent IBA research has suggested that listeners value 'comedy' highly within the general entertainment broadcast on radio.

Other Programming

In addition to the many common elements of programming which are beginning to emerge as characteristic of ILR, there is a varied range of activity within individual stations or particular areas of output which cannot be confidently categorised into a particular genre at this early stage, but which holds exciting possibilities for the future. The community involvement evident in some of the 'access programming' and the other forms of participation by listeners, including, for example, Capital Radio's appeal for charities, *Help a London Child*, which raised approximately £8,000 for London organisations over Easter 1975, are major but not unique aspects of the developments in programming which the new medium of ILR is beginning to achieve. Through its information service ILR has also frequently played a useful role in recruiting voluntary help for social and community projects, as in Radio Clyde's efforts to help clean up parts of the Forth and Clyde canal as part of its Clyde '76 Festival.

IBA Consultation on ILR

At the end of the 1975/76 period a first Consultation was held on Independent Local Radio. This took place on 24th and 25th March 1976 at the Authority's headquarters on the subject of Popular Programming. Among the topics discussed under this broad theme were: selection of a music policy, presentation, the use of information and the contribution of the local newsroom to general programming. Panels of speakers spoke on various aspects of these topics, often with illustrative material provided by themselves or the Authority. The Consultation was agreed by virtually all of the company representatives to have been a most useful and worthwhile opportunity to exchange programming ideas and information; and it is possible that further meetings of this type on other aspects of programming may take place.

Programming Output Statistics 1975-76

Part of the IBA staff's regular assessment of each company's performance is a statistical analysis of output. There is considerable local variation between stations and between different days at various times of year. Comparative figures must therefore be treated with some caution, especially bearing in mind that companies are at significantly different stages of development. However, when averaged, the available statistics give a broad idea of the weekday output of a 'typical' ILR station (if such may be assumed to exist for the purposes of example). On average, in 1975-76 some 46 per cent of output was music, which was largely 'needletime' with some live or originally recorded music. News reports made up 10 per cent of broadcasts, and sport a further 3 per cent or so. Advertisements accounted for 6 per cent. 'Meaningful' speech, which includes a wide range of output on current and social affairs, community and consumer information, features and interviews, general information and specialist speech programming, comprised 19 per cent of output. Other speech items, such as dedications and the presenters' general continuity material, jingles and station identification, made up the balance (16 per cent).

Extension of Broadcasting Hours

A number of companies were granted approval to increase

their hours of broadcasting. These were as follows:-

Radio Forth: from 12.4.75 one extra hour each night, to close at 1 a.m.

Radio Hallam: from 1.6.75 two extra hours per day, Monday to Thursday, starting 5 a.m. and closing 1 a.m.; four extra hours on Friday and Saturday, starting 5 a.m. and closing 3 a.m.; one extra hour on Sunday, starting 7 a.m. and closing 1 a.m.

Swansea Sound: from 15.6.75 two extra hours on Sunday only, to close at 10 p.m.

Radio Trent: from 1.9.75 one extra hour each night, to close at 1 a.m.; from 15.3.76 one extra hour per day, Monday to Saturday, to start 5.30 a.m. and close 1.30 a.m.

Plymouth Sound: from 29.9.75 two extra hours each night, to close at midnight.

Radio Clyde: from 31.12.75 six extra hours per day, i.e. continuous round-the-clock transmissions.

LBC: from 1.10.75 two extra hours per day, Monday to Friday, starting 5 a.m. and closing 1 a.m.; from 17.1.76; two extra hours on Saturday starting 6 a.m. and closing 1 a.m.; from 18.1.76 one extra hour on Sunday, starting 6 a.m.

Radio Tees: from 5.3.76 one extra hour on Friday, to close 1 a.m., and two extra hours on Sunday, to close midnight.

These increases of broadcasting time reflect in part the programme companies' growing awareness of the spread of audience listening. The extended programming seeks to cater for those who make an early start to the day, and for the quite considerable late-night and overnight audiences. Companies serving the major conurbations have particularly stressed the diverse listening-times of their audiences resulting partly from shift-working and also from the changing hours often associated with modern city life-styles. Additionally, a number of companies extended their hours on particular occasions to cover special local events.

Advertising within ILR Output

During the year advertisement content usually averaged about 6 per cent of the total ILR output. (At the occasional hours when a station had sold the full nine minutes in the hour allowed by the regulations this proportion could rise to 15 per cent.) Thus, as well as their role in providing revenue for the individual companies and the system, the advertisements formed an important part of the broadcasts as a whole, as they do in the different but comparable circumstances of the local and regional press. When the necessary skills can be applied to their content and placing, the radio advertisements, both local and national, often add variety to the station's broadcast mix, and it is the IBA's view that advertising on ILR can enhance the service offered by the stations and contribute to the 'flavour' of the output. Clearly, advertisements need to be closely controlled and stringently separated from the programming to ensure that they are not in any way offensive, misleading or harmful. The extension of the Authority's system of advertisement control, developed originally for ITV and carefully adapted to meet the characteristics of radio, provides this close control (see Chapter 8).

In general terms, advertising may be considered a valuable source of information, and it has been argued that the right sort of consumer advertising especially helps to stimulate local industry and commerce. Such advertising (which is broadly estimated to make up around 40 per cent of advertising in the UK) brings products to the attention of the public and enables comparisons to be made before purchase, as well as seeking to encourage sales.

The advertising carried on ILR, while it includes much general consumer advertising, is also notable for its 'service' aspect. Many different types of service advertisements are broadcast, including, for example, public announcements of social services or local government matters, recruitment advertising, public transport promotions and details of sports and entertainments. In addition, radio commercials can help, when the right impetus and control are present, to create the characteristic 'sound' of a radio station. Many advertisements

constitute tuneful, amusing and attractive elements in the radio output.

Local advertising on ILR fulfils a special purpose. Advertisements from shops and stores in a town, for example, not only add to the local 'flavour' of the broadcast output, but also provide a service of practical value to local shoppers. The 'service' advertising of a local nature has an especially enhanced value as it has immediate relevance and offers advertisers a fast, flexible and effective channel of communications with local people for a sales message or for information. This type of advertising has been used in 1975-76 by local authorities, passenger transport authorities, local theatres and cinemas, football and cricket clubs, social service agencies, adult education and other local bodies.

Local Advisory Committees

In assessing and supervising each station's programming the Authority has had the benefit of constructive and continuous advice offered by members of local advisory committees. Up to the end of the period under review the Authority had appointed seventeen local advisory committees, one for London and one for each ILR area outside London. With the eighteenth committee, for Wolverhampton and the Black Country, the total membership of local advisory committees throughout the United Kingdom will be just under two hundred.

The composition and function of the local advisory committees are defined in broad terms under Section 11 of the IBA Act. In practice, the Authority has sought to establish businesslike and productive committees which, through their varied memberships reflecting as far as possible the tastes and interests of local residents and listeners, have given the Authority valuable advice about the programming of their local stations.

Care has been taken to appoint to the committees individual members with a definite awareness and knowledge of local affairs. The Authority's choice is restricted to some extent by the Act's requirement that one third of each committee's membership should be selected from persons nominated by local authorities. Where such persons are nominated because they are likely to have a keen interest in local radio for their area, they can and do make a valuable contribution to the work.

Breadth of composition has been an important factor in determining the Authority's appointments to committees. A great deal of effort has been devoted to selecting men and women who would become willing and useful committee members, drawn from a spread of locations within the transmission areas served and coming from different age groups and occupations, with a variety of tastes, interests and social backgrounds. Thus the membership of the committees reflects young and old, some union and business activities, urban and rural interests and many other facets of local life, although there is no direct representation of particular groups or organisations. Special elements in local life have also been included on committees, for example some association with naval and dockyard interests in the Plymouth and Portsmouth committees and with ethnic minority groups in the Bradford, Nottingham, Birmingham, Liverpool, Sheffield and London committees.

The broad basis of each committee's membership has meant that, in practice, many particular aspects of programming may be subjected to close and knowledgeable examination by a committee; and the Authority has also encouraged committees, as these settle down, to investigate output in a systematic fashion. Points of special interest or possible concern, for example coverage of local elections, the balance between local and national news, the range of music played or certain types of programme, perhaps phone-ins, may be raised by the IBA staff or by listeners who have contacted the committee. Additionally, an individual member, who is in daily contact with many local listeners, may express a point of view on any

programming subject he or she considers to be of local relevance or importance.

On the whole, advice offered to the Authority by local advisory committees has made a valuable contribution in helping the Authority to assess the performance of the local stations. Channelled through the IBA staff and related to other information available to the Authority, advice from a committee has often helped to bring about useful improvements in the ILR service. Through their awareness of local life and the tastes and interests of local people and through their regular listening and contact with other listeners, committee members have helped to identify ILR stations' strengths and weaknesses, as well as specific points of interest or possible concern.

Special points raised by committees (for example about the separation between programming and advertisements or about items of news reporting which may have been distressing to some listeners) have sometimes called for rapid action by the staff, who are in continuous contact with the radio companies. Broader matters raised by the committees, for example the need for some stations to develop certain areas of output such as a more varied music policy or religious programming or programmes designed for immigrants, have then been discussed informally by staff from the IBA and the radio companies in the course of their routine contacts. Points made by local advisory committees have also been raised and discussed at the quarterly Radio Consultative Committee meetings between managing directors of the radio companies and the IBA (including for example the need for publicising programming information about ILR, broadcasting and ethnic minorities, and educational programming) and at the IBA Consultation on ILR. In addition to using the channels of communication described above, a summary of each committee's advice and general impressions has been a part of the formal annual reviews of companies' performances due at the time of 'contract rolls'. Committees have had occasional direct contact with the managing directors and staff of the radio companies and visited the ILR stations.

During the period under review arrangements have been made for special meetings between members of different committees and between the Chairmen of all committees. Members of six northern LACs, Bradford, Sheffield, Manchester, Liverpool, Birmingham and Nottingham, met together for the first time in Manchester on 2nd December 1975 and a meeting of the Tyne/Wear and Teesside committees was held in Durham on 18th March 1976. Senior members of IBA staff attended both these meetings and it is intended that the practice of holding occasional joint meetings may be extended. The first meeting of the local advisory committee chairmen was held on 28th October 1975 in London and attended by the Chairman of the IBA. These meetings, held in addition to the regular quarterly meetings of each committee, have provided useful opportunities for committee members and committee chairmen to discuss various ways in which they could advise the Authority and also to reflect on the general role and activities of the local advisory committees up and down the United Kingdom.

To some extent, the local advisory committees are still developing their roles and learning by experience, which in many areas had spanned considerably less than twelve months at the end of the period under review. Already, however, the committees have proved to be effective and of practical value as sources of local knowledge and information and of advice and opinion about programming. The LAC's have contributed gradually, and sometimes rapidly, to the steady development of the ILR service, to the evaluation of radio company performance, and to the IBA's forward planning.

The Audience for ILR

Audience research into ILR has followed the ITV pattern in dividing broadly between the measurement of audience sizes and the assessment of audience attitudes. Research in the field of audience attitudes towards ILR programming was still at an early stage during the year under review, though

some indications of trends and specific items of information have been analysed. However, the process of measuring ILR audience sizes is already well developed and has shown that ILR has built a substantial and growing number of regular listeners. Bearing in mind the difficulties experienced over the years by other media in arriving at agreed methods of approach to market research, the ILR companies were successful, in co-operation with the representatives of advertisers and advertising agencies, in establishing a research plan for the new industry with relative speed and precision. (See also Chapter 9.)

Audience Measurement. The measurement of audience size is undertaken by an independent market research agency on behalf of the radio companies and under the auspices of the Joint Industry Committee for Radio Audience Research (JICRAR). JICRAR includes representatives of advertisers (through the Incorporated Society of British Advertisers (ISBA)), advertising agencies (through the Institute of Practitioners in Advertising (IPA)) and the radio companies themselves (through the Association of Independent Radio Contractors (AIRC)), although at present the radio companies alone pay for the research and its publication. Through JICRAR, standards and specifications have been agreed for the research. In 1975-76, JICRAR studies for the first ten ILR companies have been conducted by Research Surveys of Great Britain Limited.

The JICRAR specification is designed to achieve two main objectives: first, to ensure that the research conducted into audiences for ILR stations is as reliable and as accurate as possible; and second, to make the surveys directly comparable with each other, so that contrasts and conclusions could accurately be established about each station's performance. Even so, the importance of the individual findings in their local context is crucial to the forward planning of each ILR station. Respondents are selected to form a random probability sample and are given 'diaries' in which they are asked to record their radio listening, across a week, generally by quarter hours. Respondents are also asked to supply information about their use of other media, such as TV viewing and readership of newspapers. The results are analysed by sex, age and social class groupings.

In broad terms, research carried out during the period under review shows that around 12 million adults every week were listening to one of the 18 ILR stations on air by the end of March 1976. This cumulative weekly reach represents all those people who listened to a station at some time during the week surveyed. The average number of hours for which each of these people listened (typically 10-12½ hours per week in 1975-76) suggests that they are 'real' listeners, not just people tuning in occasionally and fleetingly.

The likely 12 million weekly reach for ILR includes only adults, that is to say those aged 15 or over. Studies which have been conducted in some areas – and the response to programmes broadcast specially for children – indicate also a significant audience aged under 15.

Examining the information which emerges from a study of the JICRAR research on the first ten stations, a clear pattern emerges (although LBC is to some extent a special case). The ILR companies are listened to each week by a high proportion of the people living within their transmission areas. The weekly reach rises from a typical figure of around 40 per cent of adults to well over 60 per cent for some stations. In several areas, the local ILR station is already listened to by more people than any other radio service; and in other parts of the country ILR has become the second most popular service in competition with both the BBC national and local channels.

Interestingly, the composition of the total audience for an ILR station appears to be closer to the total population pattern of its area than that of other radio services. The stations draw their audiences from all age groups and remarkably evenly across socio-economic groups. Thus, although young people are well served by the new radio programmes – and the

stations themselves are often labelled with a youthful image by the commentators – no station draws more than a third of its adult audience from the 15-24 years age group. This reflects the necessarily broad approach of a 'single stream' ILR service, which unlike its competitors has only one channel to serve all the varied tastes of its audience.

During the earliest months of ILR there was some evidence that the stations were reaching a higher proportion of men than women. JICRAR data, however, suggested that during the period under review women have been listening increasingly to ILR. Half of the first ten ILR stations were shown to have proportionately more women than men in their audience, but typically the split was within a couple of percentage points of 50/50.

Apart from the JICRAR studies, some less expensive and smaller scale 'dipstick' research has been commissioned, especially by the newer stations. This indicates a substantial audience for the more recent stations, and in some localities (particularly the smaller areas) the audience penetration may be significantly greater than the 1975-76 JICRAR results suggest. All in all, it seems clear that ILR has built a substantial audience already and that it is continuing to increase its audience share in many areas.

Audience Attitudes. Attitude studies for ILR are organised by the IBA's own audience research department, and a programme of studies into all ILR areas on a systematic basis was started in 1975-76 beginning in London and Plymouth. These studies covered in detail the listening patterns of local people and their attitudes to the output of LBC, Capital and Plymouth Sound. In addition, a general study conducted by the IBA into 'Aspects of Radio Programming: Listeners' Attitudes and Preferences' examined the elements of news, music and information in output, and listeners' opinions about style and content of programming within these broad categories. The findings of this research, as of the specific studies in London and Plymouth, illustrated the importance of the local orientation of programming. Additional research investigated the public's interest in the experimental sound broadcasting of Parliament.

Research into ILR Areas. Studies were conducted into audience attitudes and patterns of listening in the areas served by LBC, Capital and Plymouth Sound during 1975-76. The findings of the surveys illustrate the high value which listeners place upon local items, including local news, local information and context. This was naturally more pronounced in the Plymouth area but it was also evident in London. The research showed no significant perceived political bias in the programming of any of the three stations. The research also investigated listeners reactions to news to try and ascertain how far the alternative news service provided by ILR was a valuable news source. The findings showed that not only was news generally among the most valued items on ILR, but also that even among those who heard news broadcasts frequently there is little tendency to find news stale or unduly repetitive.

Generally, these research studies suggest that the three stations examined were making good progress towards providing their localities with an attractive and comprehensive radio service. Further research is to be conducted into other ILR companies to provide a complete and detailed research review of ILR and of trends in individual areas.

Listeners' Attitudes and Preferences. This research study was conducted on a national sample to provide information for consideration at the ILR Consultation. The research findings indicate a sizeable audience for ILR, supporting on a national basis the results of individual JICRAR studies; within ILR reception areas, more people claimed to have listened recently to their local ILR station than to other radio stations or channels. Examining listeners' opinions the research showed that, of the various categories of radio output, music is considered to be the most important, followed by news. World news is thought to be the most interesting type of news. Among listeners to ILR, local news is considered more interesting than national news, while the opposite is true of those who cannot, or do not, listen to ILR. There is a markedly stronger preference

among those to whom music is important for either 'pop' or 'classical' music, but easy listening 'light music' is the most-liked type of music, particularly among listeners to whom music in general is relatively unimportant. Among other interesting findings to emerge was evidence that quizzes, competitions, and 'comedy' can be the most enjoyed forms of non-musical entertainment, and an indication that more listeners than non-listeners to ILR value highly most aspects of broadcast information.

Sound Broadcasting of Parliament. Some modest research was conducted into the public response to the experimental sound broadcasting of Parliament. This showed that the majority of those who had heard the broadcasts wanted regular broadcasting of Parliament and that those who had been present in or visited the House of Commons at some time particularly valued the broadcasts. There was some indication that the broadcasts on ILR reached the spectrum of social class groups on a more representative basis than did those of other radio services.

IBA Lectures 1976

Independent Local Radio was the theme of the 1976 IBA Lectures, given at Brompton Road on 21st January and 18th February 1976. The full texts were published in the Authority's quarterly *Independent Broadcasting* in March 1976.

In the first lecture, the IBA's Director of Radio, John Thompson, spoke of 'The Shape of Independent Local Radio'. He covered the parliamentary and statutory background to ILR, the role of the Authority in planning and control, the very significant technical and copyright arrangements, the contract application process and some broad aspects of programme output. On the matter of future development, Mr. Thompson noted: 'At the IBA we now consider it is highly desirable that there should be an expansion of the new system as soon as possible; both so that an independent radio service can be provided in some cities and counties of the United Kingdom where it is not now available; and also so that Independent Radio News, already now in a most promising stage in its growth, can be consolidated on a full-scale national basis as an alternative source of news and commentary for listeners.'

'As a result of the recent international conference on frequency allocation it now seems probable that there need be no insuperable difficulty technically to the expansion of ILR. On the Independent Broadcasting side, there is common ground in believing that one of the most fruitful areas for broadcasting development is for local radio throughout the UK on an independent and a self-financing basis. However, clearly too, considerable scope remains for *national* radio in one form or another. If there are problems as there would at present seem to be, in the BBC finding the necessary finance from the Corporation's licence fee or from other central funds, then it would be perfectly imaginable – both in programming and in technical terms – that *some* national radio like some national television can be provided on a self-financing basis from advertisement revenue, along the lines of the present arrangements under the aegis of the IBA.'

The second lecture, on 'Independent Local Radio at Work', was given by Ian Chapman, the Chairman of Radio Clyde. Mr. Chapman explained the close involvement of each ILR station with its local community, through words and music, and the importance of finding the right 'mix' of programming. He spoke of the importance of news, as well as entertainment, to the success of ILR and of the role of advertising on radio, and observed that: 'Had no ILR stations been allowed to come on the air perhaps the Annan Committee would have felt justified in rejecting the suggestion that an ILR station could prove so popular that it had more listeners than any BBC national service. Only because we have been allowed to establish 19 stations are we able to advance independent audience research figures which prove that this is the case . . .'

'I believe that ILR will be seen to have done some good for the community it serves in other than broadcasting terms. It can make people more aware of the assets of their area and

play a part in fostering a sense of community and self-confidence. Local radio convinces people of what they always knew to be true; their community, not London, is the centre of the world.'

The Expansion of the ILR System

During the year to 31st March 1976, there has been growing evidence that the new service of ILR is proving itself both useful and attractive to the listeners in the present eighteen contract areas of the United Kingdom. The increasing size and apparent loyalty of the audience are already showing that independent radio can provide a significant local alternative to existing services.

The informative and entertaining quality of much of the programming, and especially the extent to which aspects of the local communities can be reflected in the broadcast output, have demonstrated the positive value of this new radio system. The ILR companies have in many areas both begun to develop their own local broadcasting skills and also often achieved a close interaction with their listeners. Much yet remains to be achieved, but in this initial period a considerable advance has been made towards the combined objectives, outlined in the original White Paper, 'An Alternative Service of Radio Broadcasting', of maintaining a wide

appeal and also fostering a greater public awareness of local affairs and involvement in the community.

In looking forward to the next year (to 31st March 1977) the main broadcasting developments for which the Authority will be looking in the radio companies' performance are twofold: continuing and gradually improving standards both in technique and programming style; and also in some areas a broadening in the range of output. In these ways it is thought that in time, as the companies can acquire greater stability and self-confidence, so it will be realistic to plan ahead for a developing service of ILR.

Meanwhile, the Authority considers that, so far as is possible on a single channel, the pioneering radio companies have in general already shown that ILR can provide a worthwhile broadcasting service, capable of paying its own way without calling on public funds. The future development of the ILR system, enabling the Authority to offer further radio contracts in areas of the United Kingdom which are at present unserved, depends upon Government decisions made in the light of the report by the Annan Committee on the Future of Broadcasting. On the basis of the further experience gained during the period under review here, the Authority is now firmly of the view that the ILR system can be, and should be, expanded as soon as possible.

A FULL ACCOUNT of a number of changes proposed to be made to the IBA Code of Advertising Standards and Practice was given in last year's Report. These changes fell within the areas of the Code which relate to advertising and children, the advertising of medicines and treatments, the advertising of alcoholic drink, and financial advertising.

Subsequently, the Authority agreed to replace the existing paragraph of the Code relating to comparative advertising with the same form of words as that which governs other media in the British Code of Advertising Practice. While no change of principle was involved, the new paragraph is more explicit. It does not necessarily exclude the naming of competitors' goods or services, subject to the general provisions of the paragraph which require that comparisons should neither mislead nor contain unfair or disparaging references to other goods and services. Any references to the names of competitors' goods or services must of course comply with the provisions of the Trade Marks Act. The Authority agreed that the working of this provision in practice should be reviewed after a reasonable period.

With the above changes, which were the subject of consultation with the Home Secretary under the provision of the Independent Broadcasting Authority Act 1973, the IBA Code of Advertising Standards and Practice was republished in September 1975 and all new advertisements coming for approval after that date were required to comply with the revised provisions. Existing advertisements were permitted to complete their scheduled life. The revised IBA Code of Advertising Standards and Practice is reproduced in Appendix XI of this Report.

Since the Code was republished in September 1975, further minor changes have also been approved and are now in force as follows:

(a) *Advertising of Personal Advisory Services*

Within the list of unacceptable products and services set out in Paragraph 17 of the Code there has been included 'Privately owned advisory services relating to personal or consumer problems'. As there is no statutory control or licensing procedure to control the activities of such organisations, it would be possible for any person or group of persons to set up a bureau to advise on personal problems, provided that they were not medical, and there could be no reasonable check or continuing control on the standards of advice offered, the fees charged or the qualifications and standing of those offering the advice. It was therefore considered that advertising of such bureaux should be excluded. The new requirement is not intended necessarily to exclude the advertising of advisory services from official and semi-official bodies provided that it can be established to the satisfaction of the Authority that they are properly organised and conducted and that the advertisements do not in any way contravene any other provisions of the Code.

(b) *Federation of Insurance Brokers*

Paragraph 3 of Appendix 2 of the Code specifies that insurance brokerage services may normally be advertised only by the members of certain approved organisations of brokers. The Federation of Insurance Brokers was not included in that list and, after investigation, it was concluded that the Federation should also be a qualifying body under this provision of the Code so that its members might use the broadcast media for advertising.

Pricing of Toys and Games

After the new Code was issued, it was contended by the trade

associations representing the manufacturers and retailers of toys that the new provision requiring all toy advertisements to carry an indication of price might work adversely to the consumer interest. While it was recognised that the intent of the provision to give reasonable notification to parents and children of the likely price range of the toys advertised was unexceptionable, it was feared by the trade interests that in practice the provision could lead to toys being sold at prices higher than they might otherwise be on offer in the shops. The Authority's Advertising Advisory Committee considered the arguments but felt that it was desirable to obtain experience of the working of the new provision in practice before reaching any final conclusion. The matter will be discussed again early in 1977 so that the practical effect of the rule can be judged after the Christmas period during which there is the heaviest weight of toy advertising.

Advertising Advisory Committee

Under the IBA Act 1973 the Authority is required to appoint a Committee so constituted as to be representative of both

(i) organisations, authorities and persons concerned with standards of conduct in the advertising of goods and services (including in particular the advertising of goods or services for medical or surgical purposes), and

(ii) the public as consumers, to give advice to the Authority with a view to the exclusion of misleading advertisements from the programmes broadcast by the Authority, and otherwise as to the principles to be followed in connection with the advertisements included in such programmes or in any publications issued by the Authority.

During the year this Advertising Advisory Committee met three times and was principally concerned in the review of the Code already referred to. Its members consider papers produced by the IBA staff and are also free to raise any matter they choose within the committee's terms of reference. The membership is given in Appendix III. The Authority expressed its appreciation of the valuable services rendered over a period of years by Mr Shirley Rainer, Mr Stanley Day and Dr Solomon Wand who retired from the committee during the year. They were replaced by Mr Robert Wadsworth, Dr Gordon Fryers and Dr Harry Fidler.

Television Script and Film Clearance

The total number of original and revised pre-production scripts during the year reached 11,500, the highest recorded level and representing an increase of 16.5 per cent over the previous year.

Of the original 7,579 scripts, 76.7 per cent were totally in line with the requirements of the Code. Of the 23.3 per cent which needed to be changed, 17.9 per cent (1,354) were judged to be potentially false or misleading to some degree or contained statements about quantity, performance, price or value for which verification was not made available. The other 5.4 per cent (412) were unacceptable for a variety of other reasons, mostly concerned with matters of taste. They contained tasteless presentations of nudity, violence or references to religious matters; appeals to fear; apparently dangerous actions; impressions of immoderate drinking in alcohol drinking scenes; advertising unacceptably addressed to or by children; or references to well-known personalities without their knowledge or consent. This particular grouping of unacceptable aspects of advertisements is appreciably less than last year's figure of 13 per cent.

Based on approved scripts, over 6,069 filmed or taped advertisements were viewed for final assessment. Of these around 3 per cent were judged to be unacceptable. Most of these could be amended or edited to take out the offending visual sequences that had not been clearly defined at pre-production script stage, for example: dangerous visual demonstrations; visuals of such brief duration that it was impossible to see clearly what was being shown; sexual suggestiveness; misleading size of pack or price reductions; association of alcohol with sexual success; emphasis on violent actions; disparagement of other products; offensive language; unacceptable attitudes to the taking of analgesics; and misleading sounds or illustrations in relation to toys.

Medical Advertising on Television

Of the original 7,579 television pre-production scripts 533 (7.0 per cent) were for the advertising of 226 semi-medical products such as baby foods, foods for those on calorie-controlled diets, veterinary products, medicated toiletries, toothpastes, first aid requirements and shampoos. 129 scripts (1.7 per cent) were received for the advertising of 42 different proprietary medicines and treatments – mainly for common coughs or colds and simple headaches. In comparison with the previous year, there was a 24 per cent increase in the number of scripts for medical products and a 1 per cent decrease in scripts for semi-medical products.

In accordance with paragraph 10(5) of the IBA Act 1973, advice was sought of the appropriate member or members of the Medical Advisory Panel for each new advertising proposal. Of the original scripts in the semi-medical category 252 (47.2 per cent) needed to be modified or qualified to make them acceptable. Of the scripts submitted for proprietary medicines 58 (44.9 per cent) needed some amendment. In the previous year the figures were 46 and 40 per cent respectively.

Amount and Distribution of Television Advertising

As in 1974–75, throughout the network the average hourly amount of television advertising was 5.2 minutes. The average between 7 p.m. and 10 p.m. was 6.5 minutes (1974–75, 6.6 minutes). The year's averages in individual stations ranged from 5.8 minutes over the day and 7.0 minutes between 7 p.m. and 10 p.m. in London and 4.9 minutes over the day and 6.0 minutes between 7 p.m. and 10 p.m. in one of the small regional stations. The number of advertising intervals in each hour averaged three, in and between programmes.

The number of transmissions of public service films put out in time freely donated by the programme companies was 39,700, very similar to last year.

Control of Advertising on Independent Local Radio

By 31st March 1976 all but one of the 19 Stations authorised as the first phase in the development of Independent Local Radio had commenced broadcasting (Beacon Radio (Wolverhampton) was to commence transmissions on 12th April). It was an exceptionally busy year in consolidating the rules and practices for the control of radio advertising as set out in the last two Annual Reports. The television and radio companies, through their trade associations ITCA and AIRC, maintained their joint co-operation with the Authority in establishing high standards in broadcast advertising by the continuation of the representation of both bodies on the Copy Committee which meets regularly to consider contentious advertising proposals. This committee, serviced by the ITCA Secretariat, considers and discusses with the Authority radio advertising proposals falling within certain sensitive areas. At the inception of Independent Local Radio it was agreed that, because of the immediacy of the medium and the large number of advertisements to be broadcast, individual ILR companies should be responsible for the acceptance of all advertisements except those in certain defined categories which were required to be cleared centrally prior to transmission. Such categories include the advertising of medicines, advertising directed to children, financial advertising, the

advertising of alcoholic drink and all advertisements which include claims which need the advice of a specialist consultant.

During the year 431 pre-production scripts of radio commercials were referred to the ITCA/AIRC Copy Committee Secretariat, of which 285 were submitted formally to the IBA for clearance. Of those considered by the IBA, some 36 per cent required amendment to bring them into line with the IBA Code of Advertising Standards and Practice or were rejected. Although this figure may appear high, those advertisements formally referred invariably presented some special problem in relation to the Code or method of presentation and many of those requiring amendments necessitated only minor, although significant, script changes.

The Authority records its appreciation of the important role played by the programme companies and the willing co-operation of the advertising industry in establishing high standards of radio advertising.

Sales and traffic staff at the radio companies concerned in the clearance of advertisements have been provided not only with the IBA Code of Advertising Standards and Practice but also with detailed Notes of Guidance in relation to clearance of copy, which are also available to advertisers and agencies. A one-day seminar was held at the IBA during the year to assist the local staffs in keeping up-to-date with changes in the Code and with areas needing particular attention. Local companies frequently seek the advice of the IBA staff on individual problems, as do the two national sales organisations which undertake responsibility for the acceptance of national advertising on behalf of their client radio companies.

Medical Advertising on Radio

In accordance with the IBA Act the advice is sought of the appropriate member or members of the Medical Advisory Panel for each new advertising proposal covering medical or semi-medical products. 42 scripts for 13 medical products were submitted for consideration for transmission on Independent Local Radio. Of these 20 (47.6 per cent) required amendment or were unacceptable. There were 56 semi-medical scripts for 23 products, of which 25 (44.6 per cent) required amendment.

Social Advertising on ILR

The Authority welcomes the use of radio by local authorities, Government agencies and other public bodies to advertise, within the limits imposed by the Act and the Code, matters of social consequence. LBC ran an advertising campaign by the Greater London Council concerning industrial relocation and another for London Airport about the extension of the Piccadilly Underground Line. Both Capital and LBC transmitted GLC commercials designed to interest the public in the need for foster parents, and Radio Trent carried advertising by the Nottinghamshire County Council promoting concerts and other leisure activities. The Scottish Information Office used ILR for advertising the Community Councils and bought time to draw attention to the need to keep children's bicycles in road-worthy condition, and The Scottish Health Education Council promoted the Anti-Smoking Campaign. Local authorities have been attracted to Independent Local Radio by its obvious involvement in community life and low advertising rates and advertising time has been bought to promote their services and to draw public attention to the availability of various social benefits.

Competitions and Prizes in Radio Advertisements

The Authority is aware of the interest of advertisers in using the medium of radio for the promotion of their own competitions designed to increase product sales. It is an acceptable element of marketing strategy for manufacturers and others to promote competitions with prizes to stimulate public interest in their products. It is, however, a requirement of the IBA Act that nothing shall be included in any programme, whether in an advertisement or not, which offers any prize

or gift of significant value, being a prize or gift which is available only to persons receiving that programme or in relation to which any advantage is given to such persons. The Authority has previously held that a prize or gift with a retail value of more than £20 would be a prize or gift of significant value and that the retail value of all prizes and gifts in a single competition, or other event totalling more than £100, would also be significant. Some radio advertising proposals put to the Authority's staff during the year would have infringed this ruling and it was felt necessary to draw the attention of the programme companies to the restrictions necessary under the terms of the Act.

Promotion of ILR Programme Companies' Own Products and Services

The Authority recognises that an acceptable method of promoting Independent Local Radio is by means of wall stickers, mobiles, posters, T-shirts and other low-cost merchandising designed to draw the attention of the public to ILR broadcasting. It also recognises that there must be no appearance of unfair advertising competition with commercial interests and that any programme company item for payment, promoted on air, should be related closely to the functions of the companies as broadcasters or positively promoting Independent Local Radio. To ensure no undue repetition of such promotional items, the Authority decided to limit these to six a day, reasonably separated, and that such promotion of low-cost items for payment should be counted towards the programme companies' normal allocation of advertising time.

Amount and Distribution of Advertising on Radio

From the start of Independent Local Radio the Authority's rule relating to the amount of permitted advertising has been that the total amount of time given to advertising may not exceed nine minutes in any full clock-hour. The Authority has been conscious that there are occasions when the inclusion of special and desirable programmes which carry few, if any, natural advertising breaks would not permit the full nine minutes of advertising to be taken up in a particular hour or hours. Examples of this would be the broadcasting of a 'live' or recorded concert or opera or a football match or other sporting event of special local significance and broadcasts of Parliamentary proceedings. Accordingly, the Authority has amended the rule to provide, exceptionally, for the transfer of advertising time from one clock-hour to another when this appears desirable in the interests of programme presentation, so that it reads:

The total amount of time given to advertising may not exceed nine minutes in a full clock-hour. However, the Authority may allow, exceptionally, a transfer of advertising from one hour to another if this seems desirable in the interests of programme presentation.

In no circumstances would the Authority be prepared to allow the inclusion of more than 12 minutes of advertising in any one clock-hour.

No complaints have arisen about the amount of advertising permitted on Independent Local Radio.

Advertising of Gramophone Records on Radio

During the year conversations began between the Authority's staff and the Association of Independent Radio Contractors and the two national sales agencies on problems which might be anticipated as a result of the increase in the amount of advertising for commercial gramophone records. There was general agreement between the Authority and the Independent Radio companies of the need to ensure a reasonable separation between record plays in programmes and paid-for commer-

cial for the same record, or tracks from the record to avoid (a) confusion for listeners between advertising and programme material and (b) any suggestion that commercial record distributors were in some way sponsoring or influencing programme policy. The companies readily agreed that their Association should issue a Note of Guidance on the subject to their presentation and advertising staffs.

Comments and Complaints by the Public

Two new 45-second filmed announcements were made and transmitted during the year. Both featured Shaw Taylor explaining the IBA's role in advertising control and giving its address as a point of reference for comments on television advertising. The ILR stations provided their own advertising control tapes carrying much the same message as that on ITV.

During the year 706 letters or calls of complaint were received (of which 52 related to ILR). This is some 140 more than the previous year. (It should be remarked that considerable publicity by the Advertising Standards Authority – the self-regulatory body set up by the advertising industry – also resulted in a number of complaints being re-directed to the IBA.)

It would be fair to say that the six-fold increase in mail resulting from the broadcast announcements includes a preponderance of relatively minor comments, most of which dealt subjectively with matters of individual taste or opinion, with cases of non-availability of advertised products in certain outlets and with general questions on the role of advertising. In each case individual replies were provided.

The number of complaints leading to remedial action was no greater than that of previous years. Four advertisements on ILR were withdrawn for the following reasons: use of a Gregorian chant which might have been offensive to some religious feeling; reference to Captain Oates which was in rather poor taste; inclusion of 'bleeps' in place of assumed swearing; and the use of the word 'grants' for a double-glazing offer which might have given an impression of Government grants. One objection was upheld with regard to the placing of an alcohol commercial after a religious programme, and another concerned transmission of a commercial for hi-fi equipment that was not sufficiently widely stocked.

Eight complaints about advertisements on Independent Television were upheld. Two involved incorrect prices; one requested that a comic soldier should not wear a medal resembling the VC; a frozen food chain was required to amend the phrase 'there's a branch near you' as this was not necessarily the case; a travel agency's '24 hour money back guarantee' was not justifiable as 'exclusive'; a bicycle commercial showing a puppy in the carrier basket was withdrawn as it might have given a bad example in regard to road safety; a film trailer was withdrawn because it implied 'new release' when the film had in fact been previously shown in two cinemas; and a Lloyds Bank commercial appeared in the centre break of an adventure film in which one of their branches featured in a bank 'raid' and this might have given an impression of sponsorship of the programme.

Some newspaper advertising resulted in correspondence and discussion on matters of taste or presentation. Certain public service films about health and safety evoked adverse reaction from a few viewers who felt that they played too strongly and dramatically on the emotions. While some timing restrictions were imposed to avoid disturbing younger children, the Authority took the view that such advertisements were justifiable in the public interest.

The staff also dealt personally with hundreds of enquiries for literature and tried to be as helpful as possible in other matters not related to advertisement content or scheduling.

THE AUTHORITY has an obligation under the IBA Act 1973 to 'ascertain the state of public opinion concerning the programmes broadcast by the Authority', and it is the responsibility of the Audience Research Department within the Programme Division to provide information of various kinds concerning this. Although the great preponderance of the research effort is devoted to television, a start has been made in the past year in the area of radio, and as Independent Local Radio stations become established and build up their audiences this area of research will grow.

In addition to initiating, undertaking and reporting on research projects, it is the responsibility of the department to maintain liaison with research departments of other broadcasting bodies both in this country and abroad, and also to keep in contact with various government, educational and other institutions engaged in similar or relevant work. The Authority established a Research Fellowship for three years at the University of Leeds and 1975-76 was the final year. The Fellow has worked in the Leeds University Centre for Television Research, under the guidance of the Director of the Centre, but in consultation with a steering committee on which the University, the Authority and the local programme company (Yorkshire Television) are represented.

The Committee on the Future of Broadcasting expressed considerable interest in the Authority's audience research activities, and in addition to giving oral evidence the Research Department prepared two papers at the request of the Committee. One paper dealt in detail with the organisation and methods of the Research Department, and the way in which its findings are used; the other provided a historical portrait of the ITV audience since 1962, its development over the years and the pattern of its viewing habits and programme preferences.

The regular activities of the Research Department may conveniently be considered under four main headings: audience measurement, audience reactions, special or *ad hoc* studies, and basic research; the work commissioned or undertaken by the Authority under these headings during the year is outlined below.

TV 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 2,655 homes which can receive ITV throughout the United Kingdom. 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 1976, 98.7 per cent of the total population, 55 million people, lived within reach of VHF transmissions from the Authority's stations; 96 per cent of the total population, 55.5 million people, lived within reach of the Authority's UHF transmissions. About 50.3 million people aged four and over, living in 18.6 million homes, had sets able to receive ITV; some 96 per cent of all homes

in areas receiving ITV were capable of receiving ITV programmes. Effectively all ITV homes could receive BBC1, 91 per cent could receive BBC2, and about 44 per cent had sets which could receive programmes in colour.

During the year to the end of March 1976, 54 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 6.1 million homes viewing in the twelve months ended 31st March 1976.

In homes receiving both BBC and ITV the set was switched on for an average of 5.0 hours a day during the year. For 2.7 hours it was tuned to Independent Television and for 2.3 hours to BBC.

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.

Audience Reactions

Although it is necessary to have accurate and comprehensive information on the size and composition of the audience, and of the share of the total audience achieved by ITV, such information in itself is inadequate as an indication of the degree of satisfaction or appreciation of the programmes broadcast. Audience size is a function of many factors additional to, and quite independent from the quality or merit of the programme in the opinion of the viewer. The same programme would obtain a different rating if broadcast at a different time of day, preceded or followed by a different programme, opposite different programmes on the other channels, and so on. Since the Authority is concerned with the reactions and satisfaction of the audience, it therefore supplements its information on audience measurement with continuous studies of audience appreciation, and with detailed *ad hoc* studies as and when necessary.

Each week Television Diaries are sent to a sample of viewers. The object is to obtain a measure of audience appreciation from approximately 500 people who are representative of viewers in the area surveyed in terms of age, sex and social class. On alternate weeks the sample is drawn from a panel in Greater London and in intervening weeks from other ITV areas in rotation. Respondents are asked to rate each programme they personally choose to see on a six point scale; their opinions form, for every ITV and BBC programme, an Appreciation Index (AI). The AI can range from 0 to 100, a high AI indicating a high level of appreciation.

In the IBA's weekly Audience Appreciation Report - which is produced to coincide with the JICTAR audience measurement report - the Appreciation Index for every programme on ITV, and on both BBC channels for comparative purposes, is provided for the audience as a whole, and also analysed within the audience separately for men and women, for different age groups and for different social classes. This information is a useful adjunct to JICTAR data, and can indicate real strengths and weaknesses of the ITV output in the opinion of the audience which in turn can be indicative of desirable changes in programming and scheduling. These reports are made widely available to relevant people in the programme companies and machinery exists for regular discussion of them with programme and research executives in the companies.

From time to time the opportunity is taken, in conjunction with the Audience Appreciation operation, to undertake postal surveys with a simple questionnaire on matters of

limited scope but of current interest. During the year under review, topics such as the following have been covered: public attitudes towards television coverage of the Referendum campaign, public opinion on radio broadcasts from the House of Commons, awareness of changed ILR wavelengths in London, and audience taste and preferences for Christmas viewing.

Special Surveys

Each year the Authority undertakes a broader-angled public opinion survey to obtain a measure of what the public feels about television in general. The Authority is aware that not only must it fulfil its general programming obligations under the IBA Act, but it must assure itself that public opinion appreciates that this is the case. With this in mind the bulk of the annual survey is directed towards sounding public opinion in such areas as overall programming quality, political and social impartiality, and the wider questions of offensiveness, public taste and decency; information is also obtained on general viewing habits and preferences. Roughly 1,000 people representative of the adult British population are questioned. The surveys provide useful comparisons with the findings of previous years and reveal shifts or swings in public feeling. The most recent survey of this kind was undertaken in October 1975.

The Authority does not, as a general rule, undertake research into audience reactions to specific programmes, since this is regarded as the responsibility, where desirable, of the originating programme company. Occasionally, however, this kind of research is undertaken – usually as a check on programming or scheduling decisions which might have involved public controversy. During the year three projects of this kind were undertaken: into *Love Thy Neighbour*, the popular comedy show which was based on the idea of the relationship between a black husband and wife and their white neighbours of whom the husband was a racial bigot; into *Pilger*, a series of three programmes in which the well-known journalist presented his own personal view of matters of current concern; and into *The Naked Civil Servant*, a dramatised autobiography of a homosexual.

In connection with this latter programme the use of the 'Warning Symbol' – an electronic sign on the screen shown in order to continue the preliminary verbal warning that some viewers might find the programme disturbing – was the subject of research, as well as audience reactions to the content of the programme. The experimental use of the 'symbol' in the Midlands area, in co-operation with ATV Network Ltd, has now extended over more than two years, and three pieces of research on its use have been undertaken. Policy on the future use of the symbol is currently under review.

In the Report of the Committee on Broadcasting Coverage (the Crawford Committee) it was recommended that 'when deciding on the allocation of a transmitter, the IBA should be

guided by the wishes of the majority of the people served by the transmitter, so far as they can be ascertained'. In this context, the Committee made reference to the situation in Swindon, where a new UHF transmitter was required to complete coverage, and which could receive either HTV (West) or ATV (Midlands) programmes. Before allocating the transmitter a survey was undertaken of the preferences of the potential audience in the reception area, the majority of whom expressed a definite preference for HTV (West), to whom the transmitter was finally allocated.

Basic Research

In addition to research designed to throw light on on-going problems (audience size, attitudes and reactions, opinions on specific programmes, etc) there is a need for a longer-term more generalised type of research, the aim of which is to identify and analyse patterns and regularities in viewing behaviour, and so better to understand not only the structure of programme preferences of the viewers but also the probable consequences of changes in scheduling. The Authority has commissioned research of this kind for several years, and during the year under review a book* was published which summarises the findings of over thirty-five Reports which ASKE Research Ltd have prepared to date.

Radio Studies

The standard measurement of audience sizes for each of the ILR stations is carried out by an independent company, RSGB, according to specifications drawn up by JICRAR. A fuller account of this system and associated measurement projects is provided in Chapter 7.

The Research Department of the IBA has undertaken to make detailed studies of audience attitudes towards individual ILR stations, in the context of each audience's overall listening experience. Following pilot work in London, companies with experience appropriate to each case are commissioned to carry out interviews and analyse the results for each audience, using questionnaires designed by the IBA. The questionnaires are essentially similar for each station audience but modified to suit local exigencies. Thus, while overall appreciation and attitudes to informational, entertainment and other widely comparable aspects of stations' output are being studied, where a station provides round-the-clock service, or other special features these can be investigated as well. An ILR audience has been defined as consisting of those who claim a minimum of an hour's listening to the station in an average week.

Studies have been completed on the audiences for the London Broadcasting Company, Capital Radio, and Plymouth Sound; and the fieldwork has been completed for Radio Clyde and Radio Forth.

**The Television Audience: Patterns of Viewing* by G. J. Goodhardt, A.S.C. Ehrenberg and M. A. Collins: pub. Saxon House (D. C. Heath Ltd) 1975.

DURING THE YEAR, the Engineering Division brought into operation 47 new UHF television installations, a higher total than during any previous year. However, UHF coverage, which by 31st March 1976 had reached 96 per cent of the population, is at the stage where the large numbers of additional 'fill-in' stations still needed to reach the remaining unserved areas will each serve a relatively small number of people. The 47 new stations this year extended coverage to approximately 630,000 more people.

The financial implications of the difficulties to be faced in extending UHF coverage to the final 4 per cent of the population (or as close to national coverage as may be reasonably practicable) are well understood by broadcasters and efforts continue to be devoted to the development of lower-cost transmitting installations which could serve a few hundred people. However, there are clearly limits to how far this process may be carried while retaining the high reputation for technical quality and reliability that has for many years been a feature of British television broadcasting. It should be appreciated that the technical standards for UHF coverage are appreciably higher than those previously adopted for VHF coverage with the result that the 96 per cent coverage figure relates closely to the number of people who can receive good quality colour television pictures without unduly expensive or elaborate receiving aerials.

During the year progress was made in some of the more intractable areas including the extension of UHF coverage to the Orkneys, the north-west of Ulster, parts of mid-Wales and a number of hilly areas in Scotland. One temporary set-back occurred in the extension of coverage to parts of north-west Scotland when damage was sustained by a new joint BBC-IBA aerial while it was being erected on the Isle of Lewis, delaying the opening of the station by some seven months. Generally, however, coverage expanded in conformity with long-term planning and a similar building programme is under way for 1976-77.

Transmitter construction for the 19 Independent Local Radio stations so far authorised by the Home Office was completed during the year. From an engineering viewpoint it would have been more logical and efficient to continue the original transmitter programme of some 60 ILR services than to have had a halt called at 19 local services.

By the end of March 1976, the Authority was responsible for more than 250 television and 39 local radio transmitting installations, emphasising the importance of the current work on four regional operations centres from which it is intended to supervise and control the entire IBA network.

During the year the programme companies assumed responsibility for the experimental ORACLE (Optional Reception of Announcements by Coded Line Electronics), the teletext system initially developed by the Authority's engineers. Because of the regional basis of Independent Television, a system has been developed which is capable of being expanded to allow the 15 programme contractors to operate their own regional ORACLE systems. The experimental system thus bases its news contribution on an editorial unit at ITN headquarters while the first general information unit is located at London Weekend Television, with provision also for insertion on programmes from Thames Television. It may also be carried on the inter-city network video circuits feeding the other 13 programme companies.

The computer and editorial system is designed to allow all the facilities provided in the joint IBA-BREMA-BBC teletext specification to be used. During the year, up to about 300 pages of teletext material (120 of these are often multipages

which do not affect the access time) were usually transmitted. Some pages, such as weather and travel information, are updated frequently, and experiments have been made with selective advertising.

Although editorial and engineering responsibility for this experimental service has been assumed by the companies, the Authority's engineering departments are continuing to investigate many aspects of teletext, in particular the requirement for satisfactory reception in a variety of circumstances and the further development of teletext techniques.

Royal Visit to Crawley Court

HM the Queen and HRH The Prince Philip, Duke of Edinburgh, graciously consented to visit the Authority's Centre at Crawley Court, near Winchester, on 28th November 1975. During the visit the Queen and the Duke toured the engineering laboratories, technical facilities and planning areas. At the end of her visit, the Queen was presented with an ORACLE receiver by Lady Plowden, the Chairman of the Authority.

Displays and exhibits showed the various stages of planning and commissioning transmitter stations, the methods of monitoring their performance, and the organisation of the network. Demonstrations were given of the developments that have taken place in the Crawley Court laboratories.

Members of IBA staff, including a number from the London headquarters, the regional offices and the transmitter control centres, joined those from Crawley Court for tea in the staff restaurant attended by the Queen and Prince Philip.

IEE Faraday Lecture

Responding to an invitation from the Council of the Institution of Electrical Engineers, Mr F Howard Steele, the Authority's Director of Engineering, has been giving the 1975-76 'Faraday Lecture' at 16 cities and towns in England, Scotland, Wales, Northern Ireland and Eire. The lecture will be seen by over 56,000 people, including many young people.

The lecture, the 47th in the series, is entitled 'The Entertaining Electron'. It provides a highly visual explanation of colour television and the way the technology is developing, together with a vivid account of the role of the engineer in the production and presentation of television programmes.

The Authority has been gratified at the considerable enthusiasm with which this informative lecture, with its emphasis on the role of applied electronic engineering, has been received, at a time when many educational bodies have been concerned at the shortage of applicants for engineering courses in higher education. Dr Boris Townsend and Mr Alan James were the deputy lecturers and have been closely concerned with this successful tour.

Independent Television Transmitters

The UHF transmitter network expanded during the year from 162 to 209 stations. This is the highest rate of increase ever achieved, although four stations less than the original estimate of 213 made in last year's report. The need to maintain a rate of increase of roughly one new UHF transmitter per week over the next four years is recognised and is being planned. It is estimated that to complete the present phase of the UHF project (communities of 1,000 or more additional viewers served from each transmitter) will require 50 high-power main stations (46 now in service) and about 370 local relay stations (163 now in service). To extend this coverage to groups of between 500 and 1,000 people may require an addition of some 250 low-power stations, making a total of about 670 stations in all. New lower-cost designs are being

developed for low-power stations to meet this requirement. A full list of existing and proposed transmitters is given later in this chapter.

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	47	162	209
31st March 1976	47	209	256
31st March 1977 (estd.)	47	263	310

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
31st March 1975	43	119	162	95.3
31st March 1976	46	163	209	96.0

UHF Main Television Stations

Three more stations in the third and final phase of construction of the main 625-line UHF television network have been completed: Limavady (Northern Ireland), Keelylang Hill (Orkneys) and The Wrekin (Midlands). An accident during the erection by BBC contractors of the main transmitting aerial for Eitshal (Lewis, North-West Scotland) has delayed completion of this station to the Summer of 1976.

The opening of Craignure (The Isle of Mull), Eitshal and Bressay (Shetlands, North-East Scotland) during 1976 will complete the main stations in Scotland, and no further high-power main stations are needed in England and Wales. Construction of the Channel Islands station at Fremont Point is under way and should be complete by the Summer of 1976. A main station at Brougher Mountain (Northern Ireland) is planned for 1978.

UHF Television Relay Stations

A total of 44 local relay stations was brought into service during the year. Although some relay stations in Northern Ireland are still deferred, Larne is expected to open during 1976, and Strabane, Kilkeel, Killyowen Mountain, Newcastle and Armagh should be brought into service during 1977. It is planned that a total of 73 new relay stations will be brought into service by mid 1977.

Regional Operational Centres

During the year plans were advanced to reduce the present 14 colour control centres to four Regional Operational Centres. Preparations are in hand to bring the first of these Operational Centres, at Croydon, into service next year. Eventually it is planned to control the whole of the Independent Broadcasting network from Operational Centres at Croydon, Emley Moor, St Hilary and Black Hill. The staff released by reducing the number of control points will become available for maintenance duties to maintain the larger number of transmitters in the network.

Independent Local Radio Transmitters

Eight ILR stations – Plymouth, Nottingham, Teesside, Bradford, Ipswich, Portsmouth, Belfast and Reading – com-

menced service during the year, each with VHF and MF transmitters. The one remaining station in this phase (Wolverhampton) was to start programme service on 12th April 1976, bringing the total number of stations in operation to nineteen.

An interesting technical feature of these latest stations has been the use of solid-state VHF transmitters, operating at a power level of 300 watts, relatively high for all-solid-state designs. A further feature is that the VHF and MF transmitters providing the ILR service for Ipswich have been co-sited, the VHF aerial being supported on the medium-wave mast radiator.

Operations and Maintenance

The station engineers have continued to operate and maintain a steadily increasing number of stations on many of which they have also been involved with the installation and commissioning. This has been accomplished with substantially the same number of engineers as in previous years and therefore represents a more efficient use of manpower resources in the field.

Recruitment to the station establishment, however, has again been necessary to counteract the normal wastage arising from promotion, transfer and resignation of staff. For this reason 16 Junior Engineers-in-Training were appointed during the year. They are following a training programme which comprises nine months on an Advanced Television Engineering Course at Plymouth Polytechnic and a similar period of training at transmitting stations. They will take up operational appointments as Shift Engineers in April 1977.

The training of established staff has continued in the Engineering Training Unit located at Stockland Hill in Devon. In addition to providing training in equipment maintenance the unit has also introduced, this year, courses in Measurement Techniques as well as an introductory course in Broadcasting Technology for Graduate Apprentices. During the year property has been purchased in Seaton, Devon, which will provide much-needed additional accommodation for the Engineering Training Unit and to which the unit will transfer entirely for the next year of training activities.

The performance of the transmission network is indicated in the following table which also shows similar data for the previous two years for purposes of comparison.

Breaks in Programme Transmission Time

	1973-74	1974-75	1975-76
	%	%	%
Attributable to faults in the studios of the originating or local programme company	0.015	0.016	0.013
Attributable to faults on the network (Post Office Links)	0.022	0.015	0.026
Attributable to faults in main VHF transmitters (including electricity supply failures)	0.019	0.025	0.022
Attributable to faults in VHF relay transmitters (including electricity supply failures)	0.108	0.112	0.083
Attributable to faults in main UHF transmitters (including electricity supply failures)	0.046	0.073	0.055
Attributable to faults in UHF relay transmitters (including electricity supply failures)	0.034	0.102	0.115

Figures are expressed as percentages of total transmission time

Service Area Planning

The Authority's responsibilities in service area planning include initial appraisal of the requirements for its television and local radio services in relation to the overall plans for the UK, detailed studies of the requirements of individual stations, including map studies, theoretical investigations and site tests, the specification of the basic parameters of the transmitting stations and detailed field measurement surveys of the stations after they have been brought into operation.

These activities require close liaison and exchange of information with engineering counterparts in the BBC and the Home Office.

During 1975-76 initial planning has been undertaken of those Phase I television relay stations that may be constructed after 1977 in addition to detailed planning of transmitting stations included in the 1976 and 1977 building programme. Site testing has been carried out at 18 potential relay sites and detailed measurements made of the coverage of 33 relay and 3 main stations for which the IBA are the landlords. During these surveys full account is taken of BBC as well as IBA services, whilst the BBC similarly carry out surveys of all services from stations for which they are landlords.

For the future, preliminary joint IBA-BBC studies have been continuing for the possible Phase II UHF television building programme to take account of the so-far unserved population groups down to 500, in accordance with the recommendations of the Crawford Committee and in anticipation of formal authorisation to implement this new phase.

Consideration has also been given to the effect on Independent Local Radio, both on existing and possible future transmitting stations, of the medium-frequency plan drawn up at the IRTU's Regional Administrative Broadcasting Conference, held in Geneva in the autumn of 1975.

A number of long-term field-strength studies have either been completed or are in progress as part of the national and international work in the field of electromagnetic propagation. There has also been continuing co-operation, nationally and internationally, on possible future developments including broadcasting from space satellites and the re-engineering of the British VHF television services when the present 405-line services are closed down.

Site Selection

During the year the Authority acquired the necessary legal rights with planning consent for a further 40 transmitting station sites. This represents an increase of 30 per cent over 1974-75 although the work continues to be affected by the large number of local objections that are made on amenity grounds, despite the many efforts which are made to ensure that station masts are designed and sited wherever possible to minimise visual disturbance to the environment. There remains, however, the need that sufficient height must be obtained for transmitting aerials if these are to serve their purpose.

The Authority has now built up sufficient resources to maintain acquisition of sites at the present rate. For this reason the present Home Office limitation on the development of the Authority's local radio services at a time when the investigation and acquisition of sites for Phase I UHF television coverage (minimum of 1,000 people) is nearing completion does pose some problems; to some extent these will be balanced if the expected need arises to acquire sites for Phase II of the local television relays, covering populations between 500 and 1,000 people.

The Authority has been granted the status of statutory undertaker for the purpose of the Community Land Act and the imminent Development Land Tax Bill. There may well arise a need for the Authority to have to consider carefully the advantages and disadvantages of seeking to make use of the powers of local authorities, under the Community Land Bill. This could of course be done only by acting through the local authorities and it is thought that

such powers would be useful only in exceptional circumstances. Unlike many overseas broadcasters the Authority itself has no powers of compulsory purchase.

Network Planning

The majority of new television transmitting installations depend for their programme feed on picking up the transmissions from an earlier station in the network or chain. However, where this is impracticable it is necessary to provide special microwave programme links which in some cases are planned, installed and operated by the Authority.

During the year, the construction of a joint IBA-BBC-Post Office link station has been completed on Fair Isle, between the Shetlands and the Orkneys. This will enable pictures from Keelylang Hill in Orkney to be retransmitted from Bressay in the Shetlands. Since there is no public electricity supply on Fair Isle it has been necessary to build a station powered by its own diesel-generator.

Also completed this year has been a four-hop microwave system required to carry the 625-line colour pictures from Rosemarkie to the Isle of Lewis. This joint IBA-BBC system is unusual in employing passive reflectors to allow the main equipment buildings to be located close to public roads and electricity supplies.

A link to extend UHF coverage to Oban is nearing completion; in this case signals transmitted from the high-power station at Black Hill will be received at Knapdale and then retransmitted by microwave link to Craignure.

One of the most difficult but important of the new links is that under construction at Alderney to provide 625-line colour programmes to the Channel Islands, which has for some years been the only ITV region in which colour has not been radiated. At Alderney signals will be picked up from Stockland Hill, Devon over a long and interference-prone sea path. They will then be retransmitted over a microwave link to Jersey. As one element of this link, the Authority's engineers have developed an advanced computer-controlled adaptive receiving aerial array (see 'Technical Developments'). The characteristics of this aerial will be automatically adjusted to take account of the varying levels of interference from other stations on the Continent, in the UK and in Eire.

Quality Control

Within the Authority's Engineering Division careful checks are maintained on the technical quality of the programmes and in ensuring that companies select and operate their equipment in conformity with the agreed Codes of Practice. For example, before any Independent Local Radio service begins the studios are fully checked by Authority engineers and detailed measurements made. Further visits to the studios are made annually.

For some years the Authority has been concerned with the technical quality of some film transmissions on Independent Television and has been aware of the handling problems that can cause impairments to the film used in a regionally-based operation where the material is transmitted from different studio centres and is projected more often than with a networked operation. It has therefore warmly welcomed the decision by the Independent Television Companies' Association to establish a Film Servicing Centre in Greater London. The centre will be required to handle about 1.5 million feet of film each week. It will have a two-fold task: to review and evaluate technically all 'packages' of film bought by the programme companies; and secondly to store, clean, repair the films and to operate a booking and distribution service. All film will be ultrasonically cleaned during the distribution cycle and will be inspected on high-speed machines each time it is returned to the centre. The 35 mm and 16 mm inspection machines will automatically locate splices, scratches and damaged sprockets; the films will then be repaired by thermal splicing techniques and additional facilities will be available for any further detailed examination. The film library is being designed to store some 42,000

cans of film under carefully controlled conditions. The decision by ITCA to establish this new facility is seen by the Authority as a major contribution to the improvement of the quality of film transmissions by the companies.

As part of the continuous review of the technical standards of Independent Broadcasting, the Authority's engineers maintain close liaison with the engineering departments of the programme companies, and a number of special meetings to discuss such questions as digital techniques and noise reduction in FM broadcasting, among other technical matters, have been held at Crawley Court.

At a time when the need for some re-equipping of the colour studios and facilities is approaching, particular interest is being taken in the new generations of lightweight colour cameras and helical-scan tape recording machines. During the year, to encourage further development of 'electronic news gathering', companies were authorised to use new equipments for this purpose provided that these were capable of providing television pictures of an equivalent standard to good 16 mm news film. In general there is an increasing use of electronic techniques.

The Authority was gratified by the results achieved by London Broadcasting Company and ITN in the experimental broadcasting from the House of Commons. The Independent Broadcasting companies showed that excellent results could be achieved without a requirement for extensive facilities located at the Palace of Westminster. An important trend in television and sound broadcasting has been the emphasis on mobility and compact operational equipments. Nevertheless Independent Television has retained its leadership in colour operations, with the most extensively equipped studios in Europe.

Network Lines

There have been no significant changes during the year to the network of circuits provided by the Post Office for Independent Television and for which the Post Office provides in excess of 3,300 network switches each month. These switches are made in accordance with a detailed schedule prepared by the Authority.

The year saw the completion of the more modest network for the 19 Independent Local Radio services. Each service requires a monophonic line between the studio centre and the associated MF transmitter, a stereophonic circuit from the studio centre to the associated VHF transmitter and a monophonic news distribution network linking Independent Radio News in London to all other studio centres. In addition a teleprinter news circuit is normally provided between IRN and the other companies. The main intercity network has separate feeds to the Midlands, the North, the Borders and Scotland to guard against a major disruption being caused by a single failure.

Experience has shown that the technical standards of the Post Office circuits for ILR have been high, including those of the much more demanding stereophonic links.

Technical Development

In order to ensure, in accordance with the IBA Act 1973, that transmissions are of high technical quality, the Authority undertakes engineering research and development projects and the study of techniques that will lead to improvements in television and sound broadcasting. This work is mainly related to the sphere of transmission and is most frequently directed towards the production of specialised equipment not available from industry. In those cases where the studies result in the development of equipment potentially useful to other users it is the Authority's policy to license manufacturers to build and market such equipment.

Since it seems probable that during the next few years new broadcasting equipment will be based largely on digital circuit techniques, the Authority's Experimental and Development Department has been working intensively in this area. The largest of these projects is the digital interconti-

mental conversion equipment (DICE) capable of converting television pictures between the television standards used in Europe and many other parts of the world and those used in North and South America and Japan.

The transmission of digital signals over long distances is believed to be of great importance to the Authority's future development programme. For this reason, experimental coding equipment has been developed and successful tests have been made in collaboration with the Post Office on experimental long-distance circuits. Work in this area is continuing and studies are in progress on methods of reducing the bit rate for the transmission of vision and sound signals.

Digital Standards Converter (DICE)

The successful operation of the original prototype one-way DICE converter by ITN has been reported in previous years. A two-way machine has also now been installed by ITN and as a result the demand for this facility has increased. The machine has set a new standard for quality and has resulted in a situation where purchasers of programmes made using overseas standards have specified the use of this conversion method as part of the contract.

The licence agreement with Marconi Communication Systems Ltd has now been in force for one year. The Marconi and IBA engineers have collaborated closely on this project, with the result that the company has been able to demonstrate its own machine at the National Association of Broadcasters Convention in Chicago during March 1976. A number of these machines are now in manufacture.

The Society of Motion Picture and Television Engineers (SMPTÉ) – founded nearly 60 years ago in the United States – presented its 1975 David Sarnoff Gold Medal Award for meritorious achievement in television engineering to John L E Baldwin, Head of the Video and Colour Section of the Authority's Experimental and Development Department, who was responsible for the conception and design of DICE. The David Sarnoff Award, instituted in 1951, is intended to honour those developments or inventions which are likely to produce the widest and most beneficial effect on, or improvement in, television. It is relatively unusual for the Award to be made to engineers outside the USA.

Oracle

With the handing over of the origination of the experimental ORACLE service to the programme companies, IBA engineers during the past year have concentrated on new aspects of technical performance for the network of lines and transmitters.

Earlier in the year there were successful trials of the Teletext system transmitted on the German Television System 'B', VHF, in Bavaria. These tests were conducted by a combined team of BBC, IBA and Institut für Rundfunk Technik engineers, with the kind collaboration of the Bayerischer Rundfunk.

Automatic Measurements

Equipment based on a micro-computer to make automatic measurements of the insertion test signals, was mentioned in the 1974-75 Report. This equipment, which automatically measures twelve distortion parameters, is expected to undergo full-scale field trials during the coming year. The equipment may be reprogrammed to respond to changes in the precise definitions of the parameters, or to measure different parameters.

Radio Frequency Developments

A novel aerial system for relaying UHF signals to the Channel Islands, called Steerable Adaptive Broadcast Reception Equipment (SABRE), is being designed to minimise the effects of co-channel interference on the IBA television signals received at the relay station on Alderney. The unwanted signals are nulled by adapting the polar response of the multi-element aerial array by a system of weighting networks controlled by a computer. A special synchronous detector has been developed for this equipment.

A new low cost, low power transposer is being developed to provide UHF coverage down to population groups of 500-1,000 people. The unit, which is portable, is suitable for mounting in a cabin or on an aerial mast. Special attention is being paid to reducing the cost of maintenance; the equipment is modular and all tuned modules are passive. The precision, tunable receivers, demodulators and test transmitters mentioned in the last Report are now in production.

Engineering Information and Liaison

Experience has shown that a high proportion of technical enquiries relating to Independent Broadcasting stem from radio listeners. There is little doubt that many listeners need guidance if they are to obtain full benefit from VHF/FM stereo transmissions and there is a lively interest in all aspects of good sound reception. The Authority takes every opportunity to encourage reception from its VHF/FM stations since only in this way, in the present conditions of European medium-wave broadcasting, is it possible to provide a first-class service, within the service areas, at all times and seasons. Many enquiries, however, are received from people not within the service areas of the 19 services so far authorised: it is apparent that there is a continuing demand for an extension of these local radio services.

Altogether some 20,000 enquiries are received annually from the public, the trade and industry. In the technical area perhaps the most frequent criticism is that of sound levels and sound balance; this is to a significant degree a subjective matter that depends on the listener and on the acoustic conditions under which he or she listens.

Use continues to be made of a weekly service of trade announcements that are transmitted in all ITV regions at 9.10 a.m. each Tuesday morning, the Channel Islands having joined the network for this purpose since the beginning of 1976. There is a healthy feedback from dealers and their

staffs which shows that these highly specialised information bulletins reach and hold the interest of their intended audience.

Efforts have been made to strengthen further the liaison with the trade and a number of dealers have been encouraged to visit Crawley Court to discuss matters of mutual interest; in addition visits are made to dealers in areas where new stations have come into operation. There has also been a lively demand for technical demonstrations, lectures and information on the ORACLE teletext system.

The Authority participated in several exhibitions, including 'Film 75' and the London trade shows and also maintained close contact with the Radio Electrical & Television Retailers' Association.

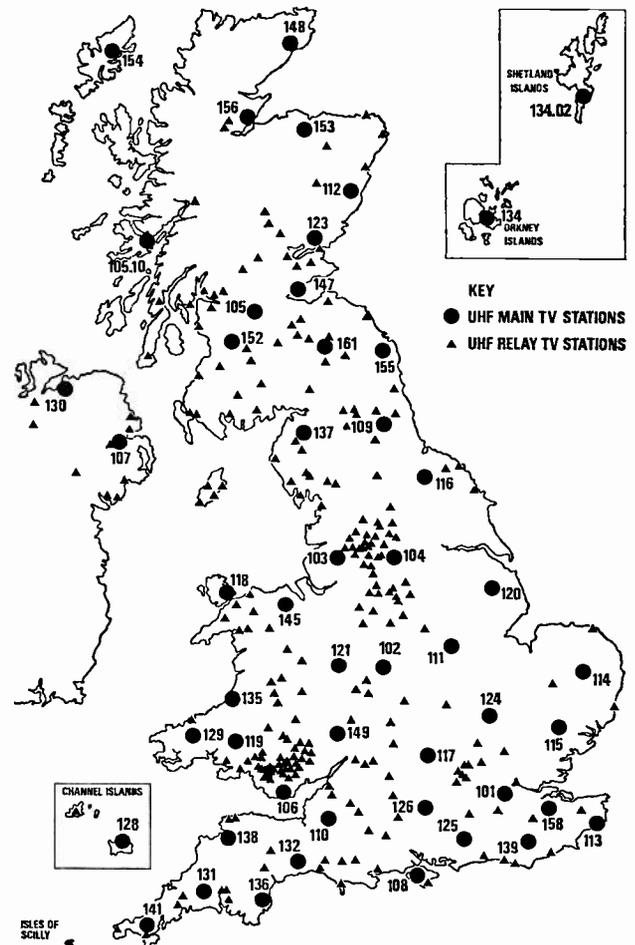
A major compilation, *Broadcast Video-tape Recording Handbook*, was undertaken during the year on behalf of Sub-Group 11C of the UK National Study Group 11 of the CCIR, the first time that a UK National CCIR Study Group has produced a book giving guidance on the design and use of equipment in its own specialised field. The IBA was joint-host to EBU Working Party G2 (Magnetic Video Recording) at meetings held at Crawley Court and ATV Elstree.

The Authority's engineers participated in many engineering conferences and meetings of the professional institutions. Ten symposia were held at Crawley Court covering a wide range of topics of concern to broadcasters. Papers were presented by Mr T S Robson, Deputy Director of Engineering, at a NHK International Broadcasting Symposium in Tokyo in October 1975, and by Mr J B Sewter, Chief Engineer (Development and Information) and Mr Alan James (Head of the Network Operations and Maintenance Department) at the International Television Symposium, Montreux 1975.

Many overseas broadcast engineers were welcomed at the Engineering Centre at Crawley Court, further strengthening the close links that have been forged with international broadcasting.

The UHF Television Station Plan Existing and Proposed Transmitting Stations

UHF Station		Channels				Polarisation/ Aerial Group	ERP (kW)	Mean Aerial Height ft. aod	IBA Target Service Date
Number	Name	IBA	BBC 1	BBC 2	Fourth				
THE BORDERS AND ISLE OF MAN (B)									
Border Television									
137	Caldbeck	28	30	34	32	HA	500	1965	1.9.71
137,01	Whitehaven	43	40	46	50	VB	2	603	6.10.72
137,02	Keswick	24	21	27	31	VA	0.12	742	23.4.76
137,05	Haltwhistle	59	55	62	65	VC/D	2	790	5.4.74
137,07	Bassenthwaite	49	52	45	42	VB	0.16	454	19.3.76
137,10	Douglas	48	68	66	56	VC/D	2	640	mid 76
137,11	Beary Peak	43	40	46	50	VB	0.25	1068	early 77
137,12	Port St. Mary	61	58	64	54	VC/D	0.25	408	early 77
137,14	Laxey	61	58	64	54	VC/D	0.025	458	early 77
137,15	Langholm	60	57	63	53	VC/D	0.025	1011	6.2.76
137,16	Thornhill	60	57	63	53	VC/D	0.5	1230	late 76
137,17	Barskeoch Hill	59	55	62	65	VC/D	2	756	mid 76
137,18	New Galloway	23	33	26	29	VA	0.1	655	mid 76
137,19	Stranraer	60	57	63	53	VC/D	0.25	786	mid 77
137,21	Cambret Hill	41	44	51	47	HB	16	1362	late 76
137,26	Glenluce	61	58	64	54	VC/D	0.015	438	mid 77
161	Selkirk	59	55	62	65	HC/D	50	1702	1.3.72
161,01	Eyemouth	23	33	26	29	VA	2	801	15.3.74
161,02	Galashiels	41	51	44	47	VB	0.1	989	18.10.74
161,03	Hawick	23	33	26	29	VA	0.05	648	16.5.75
161,04	Jedburgh	41	51	44	47	VB	0.16	525	early 77
161,07	Peebles	25	22	28	32	VA	0.1	1328	23.5.75
161,08	Innerleithen	61	58	64	54	VC/D	0.1	889	8.8.75
CENTRAL SCOTLAND (CS)									
Scottish Television									
105	Black Hill	43	40	46	50	HB	500	1783	13.12.69
105,01	Kilmacolm	24	21	27	31	VA	0.032	516	25.7.75
105,02	South Knapdale	60	57	63	53	VC/D	1.45	1743	9.1.76
105,03	Biggar	25	22	28	32	VA	0.5	1222	30.1.76
105,06	Killearn	59	65	62	55	VC/D	0.5	530	4.6.76
105,07	Callander	25	22	28	32	VA	0.1	623	mid 76
105,10	Torosay (Craignure)	25	22	28	32	VA	20	1565	11.6.76
105,12	Cow Hill	43	40	46	50	VB	0.065	1126	mid 76
105,22	Haddington	61	58	64	54	VC/D	0.02	318	21.5.76
147	Craigkelly	24	31	27	21	HA	100	1017	27.9.71
147,01	Penicuik	61	58	64	54	VC/D	2	985	16.1.76
147,03	West Linton	23	33	26	29	VA	0.025	1056	13.2.76



The UHF Television Station Plan—cont.

UHF Station Number Name	Channels				Polarisation/ Aerial Group	ERP (kW)	Mean Aerial Height ft. aod	IBA Target Service Date
	IBA	BBC 1	BBC 2	Fourth				
152 Darvel	23	33	26	29	HA	100	1453	1.12.72
152,01 Muirkirk	41	51	44	47	VB	0.1	1039	mid 76
152,02 Kirkconnel	61	58	64	54	VC/D	0.25	1731	19.12.75
152,03 West Kilbride	41	51	44	47	VB	0.35	710	late 76
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	763	7.5.76
152,06 Campbeltown	60	57	63	53	VC/D	0.05	435	28.11.75
152,10 Millburn Muir	42	39	52	49	VB	0.25	657	13.6.75
152,11 Rosneath	61	58	64	54	VC/D	1.0	764	mid 76
152,15 Rothesay	25	22	28	32	VA	2	683	late 76

CHANNEL ISLANDS (Ch)		Channel Television						
128 Fremont Point	41	51	44	47	HB	20	800	mid 76
128,02 Les Touillets	54	56	52	48	HC/D	2	414	mid 76

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	495	6.4.73
114,02 Aldeburgh	23	33	26	30	VA	10	265	24.11.72
114,04 Thetford	23	33	26	29	VA	0.02	211	mid 77
115 Sudbury	41	51	44	47	HB	250	708	18.11.70
124 Sandy Heath	24	31	27	21	HA	1000	952	18.1.71
124,01 Northampton (Dall. Park)	56	66	62	68	VC/D	0.065	335	early 77
101,08 Luton	59	55	62	65	VC/D	0.08	670	14.8.74

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	1024	1.11.71
103,02 Pendle Forest	25	22	28	32	VA	0.5	1069	2.8.71
103,03 Haslingden	23	33	26	29	VA	8	1294	25.8.72
103,05 Todmorden	49	39	45	42	VB	0.5	896	31.5.72
103,06 Saddleworth	49	52	45	42	VB	0.5	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	0.05	1258	21.5.74
103,13 Glossop	25	22	28	32	VA	1	1035	10.8.73
103,15 Sedbergh	43	40	46	50	VB	0.5	859	6.9.74
103,18 Trawden	60	57	63	67	VC/D	0.2	1028	31.1.75
103,19 Whalley	43	40	46	53	VB	0.05	703	28.3.75
103,20 Walsden	60	57	63	67	VC/D	0.05	976	7.2.75
103,22 Littleborough	24	21	27	31	VA	0.5	886	21.6.74
103,25 North Oldham	24	21	27	31	VA	0.04	957	7.3.75
103,27 Congleton	41	51	44	47	VB	0.2	526	6.9.74
103,31 Oakenhead	41	51	44	47	VB	0.1	938	6.6.75
103,32 Whitwell	60	57	63	67	VC/D	0.08	1059	28.11.75
103,35 Lancaster	24	31	27	21	VA	10	597	26.6.72
103,36 Kendal	61	58	64	54	VC/D	2	731	17.11.72
103,38 Windermere	41	51	44	47	VB	0.5	830	13.4.73
103,41 Cornholme	61	58	64	54	VC/D	0.05	1184	early 77
103,44 Millom Park	25	22	28	32	VA	0.25	617	early 77
103,45 Coniston	24	21	27	31	VA	0.09	1008	28.11.75
103,47 Ramsbottom	56	48	66	68	VC/D	0.08	913	mid 77
103,48 Dalton	43	40	46	53	VB	0.025	378	early 77

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	926	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	11.4.74
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	mid 76
101,10 Henley-on-Thames	67	48	64	54	VC/D	0.1	514	10.1.75
101,12 Chesham	43	40	46	50	VB	0.1	557	30.4.76
101,14 Gt. Missenden	61	58	64	54	VC/D	0.085	707	29.11.74
101,18 Chepping Wycombe	41	51	44	47	VB	0.02	579	28.5.76
158 Bluebell Hill	43	40	46	65	HE	30	823	25.2.74

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	4	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	7.6	918	7.7.72
102,09 Stanton Moor	59	55	62	65	VC/D	2	1164	27.9.74
102,10 Leek	25	22	28	32	VA	1	1028	28.2.75
102,11 Fenton	24	31	27	21	VA	10	790	21.1.72
102,12 Ashbourne	25	22	28	32	VA	0.25	698	28.2.75
102,13 Bolehill	60	57	63	53	VC/D	0.25	1156	22.8.75
102,19 Icomb Hill	25	22	28	32	VA	0.11	953	12.12.75
102,21 Leamington Spa	66	56	62	68	VC/D	0.2	444	28.5.76
102,23 Nottingham	24	21	27	31	VA	2	600	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	22.12.75
149 Ridge Hill	25	22	28	32	HA	100	1191	26.2.72
149,02 Garth Hill	60	57	63	53	VC/D	0.025	1221	26.3.76

UHF Station Number Name	Channels				Polarisation/ Aerial Group	ERP (kW)	Mean Aerial Height ft. aod	IBA Target Service Date
	IBA	BBC 1	BBC 2	Fourth				
NORTH-EAST ENGLAND (NE)								
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	44	47	47	VB	1	1490	24.8.73
109,08 Alston	49	52	45	42	VB	0.4	1755	25.7.75
109,09 Catton Beacon	43	40	46	50	VB	0.14	1217	29.8.75
109,10 Morpeth	25	22	28	32	VA	0.044	360	28.6.74
109,13 Haydon Bridge	41	51	44	47	VB	0.1	848	14.5.76
109,14 Shotley Field	25	22	28	32	VA	0.2	817	mid 76
116 Bilsdale	29	33	26	23	HA	500	2247	15.3.71
116,01 Whitby	59	55	62	65	VC/D	0.25	348	11.5.73
116,04 Grinton Lodge	43	40	46	50	VB	0.025	880	late 76
116,08 Limber Hill	43	40	46	50	VB	0.05	626	mid 77
155 Chatton	49	39	45	42	HB	100	1170	19.8.74

NORTH-EAST SCOTLAND (NS)		Grampian Television						
112 Durris	25	22	28	32	HA	500	2088	19.7.71
112,01 Peterhead	59	55	62	65	VC/D	0.1	315	19.7.74
112,02 Gartly Moor	61	58	64	54	VC/D	2.2	1525	8.2.74
112,03 Rosehearty	41	51	44	47	VB	2	367	16.2.73
112,04 Balgowrie	43	40	46	50	VB	0.04	354	31.1.75
112,05 Tullich	59	55	62	65	VC/D	0.11	1677	early 77
123 Angus	60	57	63	53	HC/D	100	1795	30.9.72
123,01 Perth	49	39	45	42	VB	1	558	3.11.72
123,02 Crieff	23	33	26	29	VA	0.1	882	19.12.75
123,03 Cupar	41							

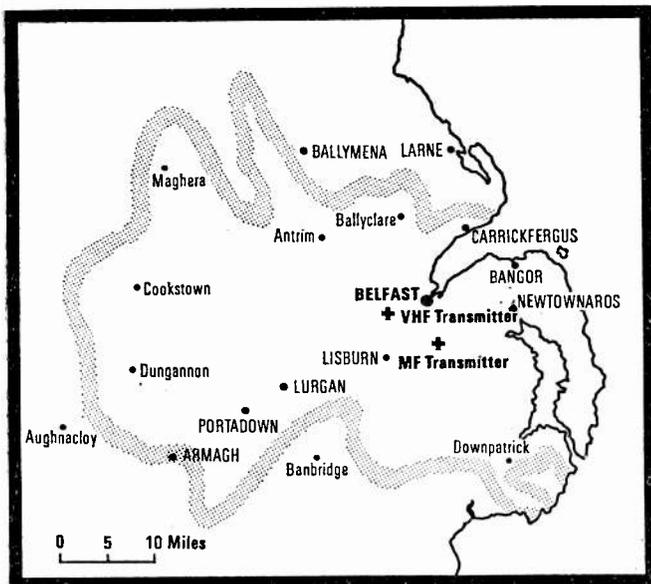
The UHF Television Station Plan—cont.

UHF Station		Channels				Polarisation/ Aerial Group	ERP (kW)	Aerial Height ft. aod	IBA Target Service Date
Number	Name	IBA	BBC 1	BBC 2	Fourth				
SOUTH-WEST									
141	Redruth	41	51	44	47	HB	100	1250	22.5.71
141.01	Isles of Scilly	24	21	27	31	VA	0.5	390	3.5.74
141.02	St. Just	61	58	64	54	VC/D	0.25	817	mid 76
141.03	Helston	61	58	64	54	VC/D	0.01	323	mid 76
WALES AND WEST OF ENGLAND (WW)									
					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	7.1.72
106.03	Mynydd Machen	23	33	26	29	VA	2	1346	25.2.72
106.04	Maesteg	25	22	28	32	VA	0.25	1006	18.5.73
106.05	Pontypridd	25	22	28	32	VA	0.5	811	28.4.72
106.06	Aberdare	24	21	27	32	VA	0.5	1092	8.12.72
106.07	Merthyr Tydfil	25	22	28	32	VA	0.125	1020	22.12.72
106.08	Bargoed	24	21	27	31	VA	0.3	1120	25.5.73
106.09	Rhymney	60	57	63	53	VC/D	0.15	1520	2.3.73
106.12	Aberillery	25	22	28	32	VA	0.28	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	1155	9.8.74
106.15	Pontypool	24	21	27	31	VA	0.25	977	25.5.73
106.17	Blaenavon	60	57	63	53	VC/D	0.15	1355	27.4.73
106.18	Abergavenny	49	39	45	42	VB	1	1590	28.9.73
106.19	Ferndale	60	57	63	53	VC/D	0.08	1430	20.12.74
106.20	Porth	43	40	46	50	VB	0.08	1000	27.12.74
106.22	Llangeinor	59	55	62	65	VC/D	0.15	1176	19.7.74
106.23	Treharris	52	56	48	68	VC/D	0.05	673	31.1.75
106.24	Cwmafon	24	21	27	31	VA	0.07	805	16.8.74
106.26	Llanhilleth	49	39	45	42	VB	0.03	1021	27.9.74
106.28	Gilfach Goch	24	21	27	31	VA	0.05	1045	27.9.74
106.29	Taff's Well	59	55	62	65	VC/D	0.02	625	9.8.74
106.30	Ogmore Vale	60	57	63	53	VC/D	0.1	1103	2.8.74
106.31	Abertridwr	60	57	63	53	VC/D	0.05	985	6.12.74
106.35	Tonypandy	59	55	62	65	VC/D	0.02	836	1.11.74
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	1251	1.8.75
106.48	Pennar	43	40	46	50	VB	0.1	907	early 77
106.49	Brecon	61	58	64	54	VC/D	1	899	25.1.74
106.50	Sennybridge	43	40	46	50	VB	0.08	1309	mid 77
106.51	Clyro	41	51	44	47	VB	0.16	865	13.9.74
106.52	Crickhowell	24	21	27	31	VA	0.15	801	early 77
106.53	Blackmill	25	22	28	32	VA	0.01	721	mid 76
106.55	Pennorth	23	33	26	29	VA	0.05	963	mid 76
106.56	Pontardawe	61	58	64	68	VC/D	0.05	675	26.9.75
106.57	Deri	25	22	28	32	VA	0.05	1379	6.9.75
106.60	Ton Pentre	61	58	64	54	VC/D	0.08	1229	early 77
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
110.03	Westwood	43	40	46	50	VB	0.1	442	4.7.75
110.07	Bristol KWH	42	45	48	52	VB	1	471	5.4.74
110.08	Bristol IC	43	40	46	50	VB	0.5	325	15.12.72
110.12	Seagry Court	41	44	51	47	VB	0.0025	517	mid 76
110.18	Stroud	42	48	45	52	VB	0.5	885	23.5.75
110.19	Cirencester	23	33	26	29	VA	0.25	761	20.6.75

UHF Station		Channels				Polarisation/ Aerial Group	ERP (kW)	Aerial Height ft. aod	IBA Target Service Date
Number	Name	IBA	BBC 1	BBC 2	Fourth				
110.21	Chalford	24	21	27	31	VA	0.125	704	early 77
110.29	Cerne Abbas	25	22	28	32	VA	0.11	924	16.4.76
118	Llanddona	60	57	63	53	HC/D	100	828	6.9.73
118.01	Betws-y-Coed	24	21	27	31	VA	0.5	1164	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	628	6.9.73
118.06	Arfon	41	51	44	47	VB	4.2	1973	17.10.75
118.07	Llandecwyn	61	58	64	54	VC/D	0.3	1004	mid 76
118.08	Ffestiniog	25	22	28	32	VA	1.2	1170	late 76
119	Carmel	60	57	63	53	HC/D	100	1351	21.5.73
119.01	Llanelli	49	39	45	67	VE	0.1	475	14.2.75
119.03	Ystalyfera	49	39	45	42	VB	0.05	1204	mid 77
119.04	Llandrindod Wells	49	39	45	42	VB	2.25	1626	2.4.76
119.08	Rhayader	23	33	26	29	VA	0.1	1297	early 77
119.13	Abercraf	25	22	28	32	VA	0.05	1051	mid 76
129	Presely	43	46	40	50	HB	100	1849	16.8.73
129.04	St. Dogmaels	23	33	26	29	VA	0.015	408	mid 77
129.12	Croeserw	61	58	64	54	VC/D	0.12	1280	28.2.75
135	Blaen-Plwyf	24	31	27	21	HA	100	1097	7.5.73
135.09	Long Mountain	61	58	64	54	VC/D	1	1494	mid 76
135.10	Llandinam	41	44	51	47	VB	0.25	1646	mid 76
135.11	Llanidloes	25	22	28	32	VA	0.005	890	late 76
135.12	Llanfyllin	25	22	28	32	VA	0.125	978	early 77
145	Moel-y-Parc	49	52	45	42	HB	100	1884	11.6.73
145.08	Bala	23	33	26	29	VA	0.2	1174	27.12.74
YORKSHIRE (Y)									
					Yorkshire Television				
104	Emley Moor	47	44	51	41	HB	870	1860	15.11.69
104.01	Wharfedale	25	22	28	32	VA	2	865	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	697	21.7.72
104.05	Chesterfield	23	33	26	29	VA	2	757	1.9.71
104.06	Halifax	24	21	27	31	VA	0.5	928	21.1.72
104.07	Keighley	61	58	64	54	VC/D	10	1160	21.4.72
104.08	Shatton Edge	48	52	58	54	VC/D	1	1356	13.6.75
104.09	Hebden Bridge	25	22	28	32	VA	0.25	874	9.2.73
104.10	Ripponden	61	58	64	54	VC/D	0.06	1094	8.8.75
104.11	Cop Hill	25	22	28	32	VA	1	1184	22.12.72
104.13	Idle	24	21	27	31	VA	0.25	864	29.12.72
104.15	Bescroft Hill	59	55	62	65	VC/D	1	641	30.4.76
104.17	Oxenhope	25	22	28	32	VA	0.2	1337	6.9.74
104.18	Calver Peak	49	39	45	42	VB	0.25	1056	29.8.75
104.22	Tideswell Moor	60	56	63	66	VC/D	0.25	1481	14.3.75
104.27	Addingham	43	40	46	50	VB	0.025	620	28.5.76
104.38	Oliver's Mount	60	57	63	53	VC/D	1	618	9.5.75
104.44	Heyshaw	60	57	63	53	VC/D	0.5	1091	28.6.74
120	Belmont	25	22	28	32	HA	500	1550	24.5.71

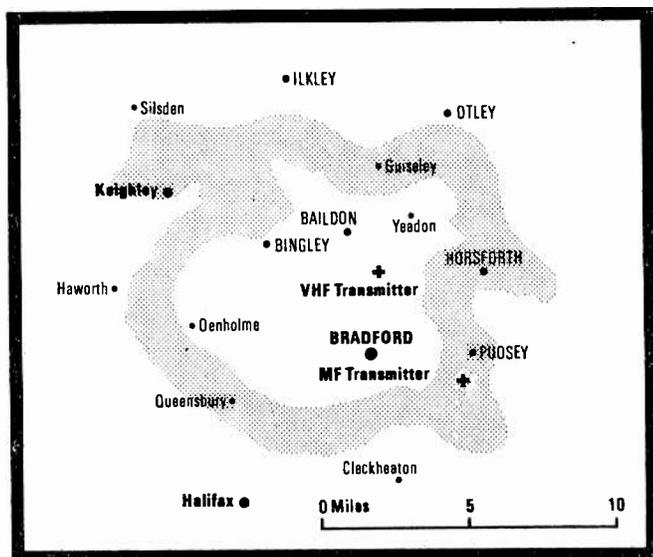
NOTE: Main station numbers are in bold type. The 'Fourth' column shows the channel numbers reserved for the fourth, as yet unallocated, programme service. Polarisation is either Horizontal (H) or Vertical (V). ERP is maximum effective radiated power. Some stations open at a reduced ERP; consult the IBA Engineering Information Service for current information. *Tentative, plans provisional

Coverage of New ILR Stations 1975-76

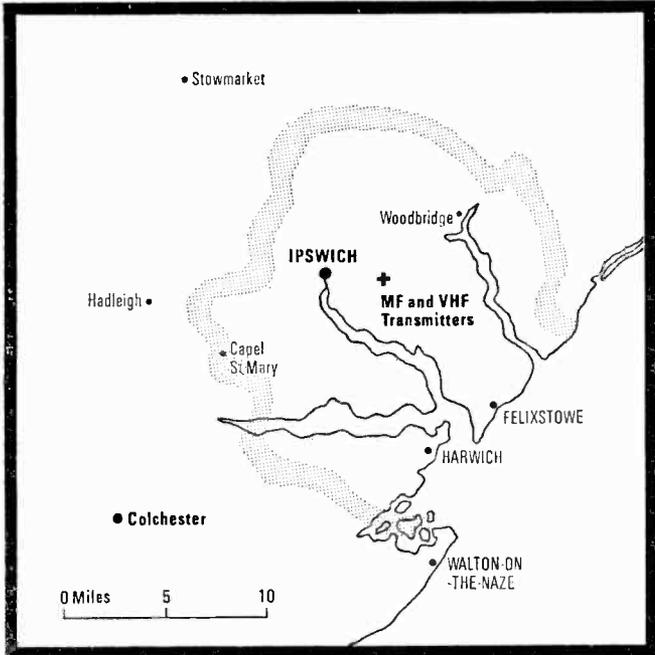


Belfast

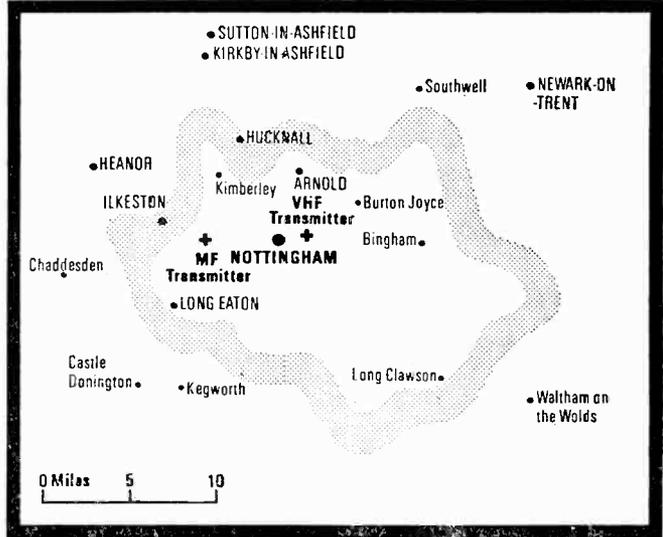
VHF coverage. The maps show the area within which most listeners should obtain satisfactory mono reception on VHF and, with adequate aeriels, good stereo reception. Medium wave coverage is designed as far as possible to match VHF.



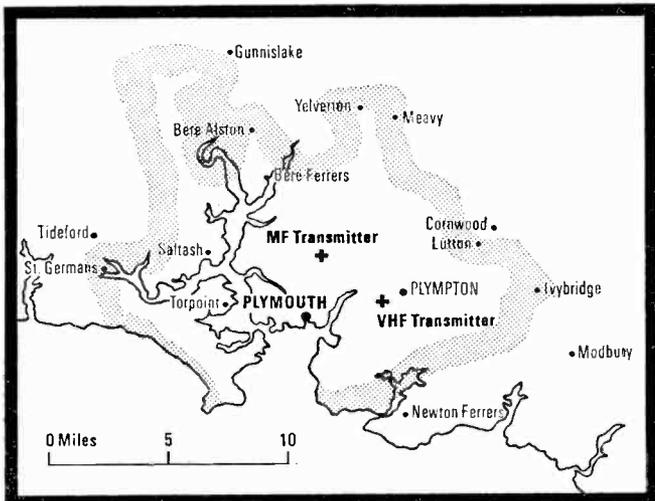
Bradford



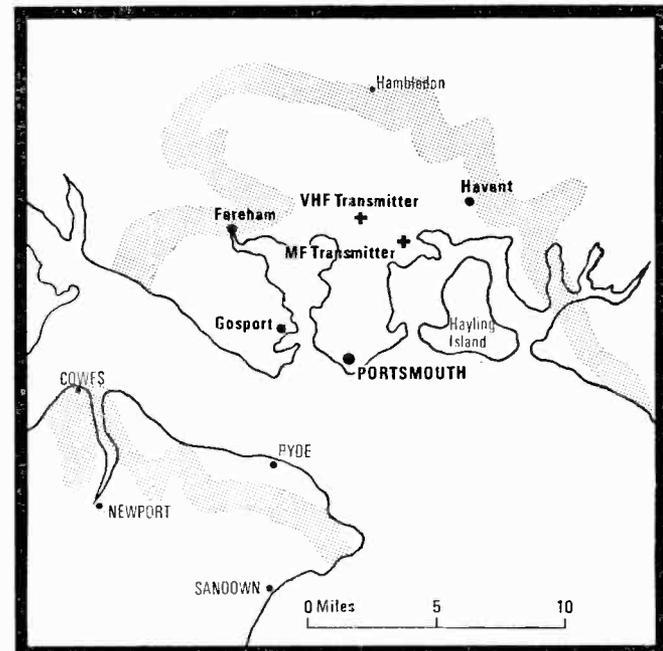
Ipswich



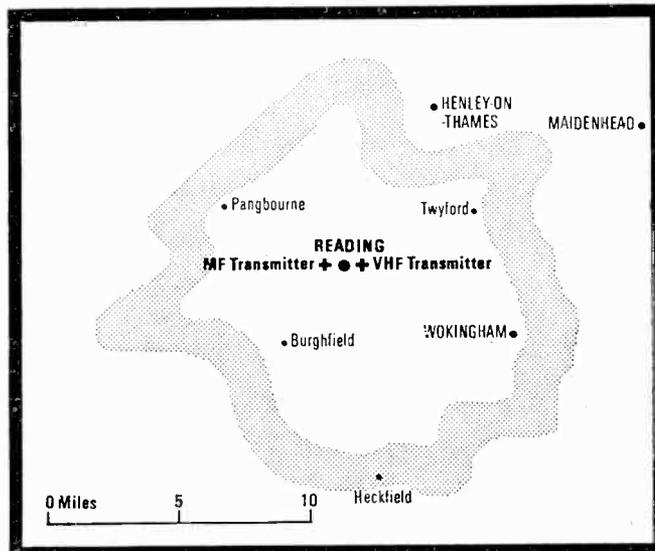
Nottingham



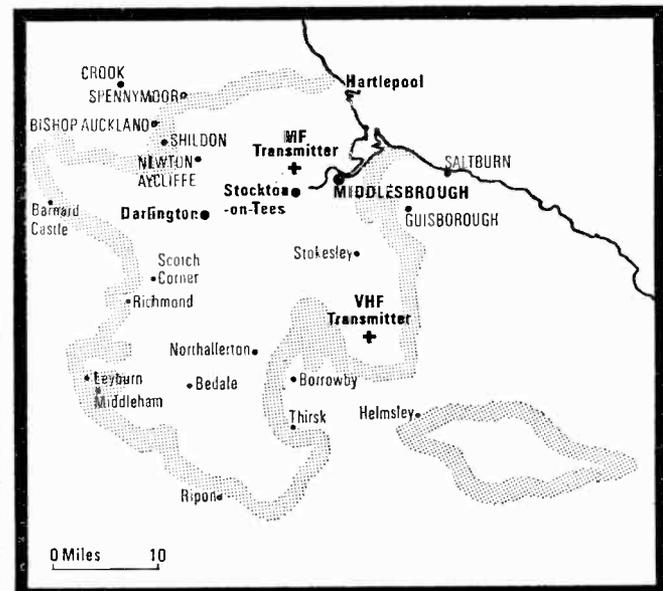
Plymouth



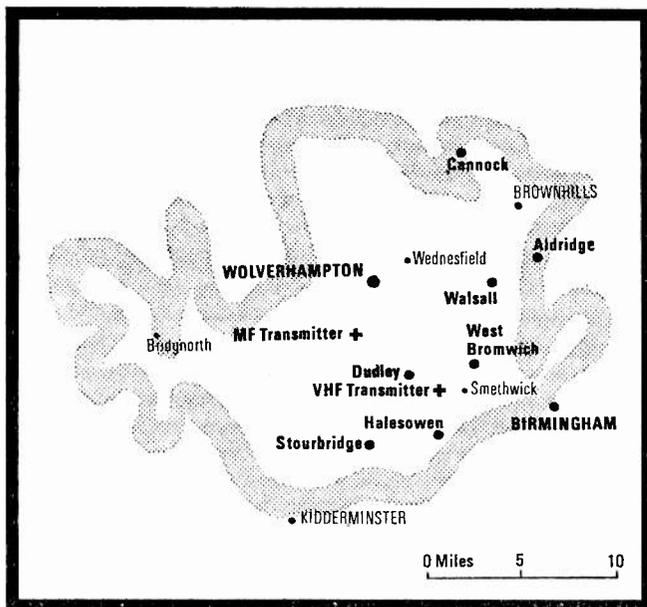
Portsmouth



Reading



Teesside



Wolverhampton/Black Country
(service date 12th April 1976)

The First Nineteen Independent Local Radio Stations

AREA AND COMPANY	MF TRANSMITTERS					VHF TRANSMITTERS						SERVICE DATE
	Site	National Grid Reference	Frequency (kHz)	Wave-length (m)	Transmitter Power (kW)	Site	National Grid Reference	Frequency (MHz)	ERP (kW)	Mean Aerial Height ft. aod	Polarisation	
Belfast	Knockbreckan	J 372 675	1025	293	1	Black Mountain	J 278 727	96.0	1	1748	C	16.3.76
Birmingham	Langley Mill	SP 160 968	1151	261	0.8	Lichfield	SK 164 043	94.8	2	1390	C	19.2.74
Bradford	Tyersal Lane	SE 197 322	1277	235	0.1	Idle	SE 164 374	96.0	0.5	849	C	16.9.75
Edinburgh	Barns Farm	NT 178 842	1546	194	2*	Craigkelly	NT 233 872	96.8	0.5	975	C	22.1.75
Glasgow	Dechmont Hill	NS 647 578	1151	261	2	Black Hill	NS 828 647	95.1	3.4	1653	C	31.12.73
Ipswich	Foxhall Heath	TM 212 445	1169	257	0.3*	Foxhall Heath	TM 212 445	97.1	1	265	C	28.10.75
Liverpool	Rainford	SD 464 001	1546	194	1.2	Allerton Park	SJ 412 866	96.7	5	353	C	MF21.10.74 VHF 8.2.75
London - General & Entertainment	Saffron Green	TQ 216 977	1546	194	27.5	Croydon	TQ 332 696	95.8	2	905	C	16.10.73
London - News & Information	Saffron Green	TQ 216 977	1151	261	5.5	Croydon	TQ 332 696	97.3	2	905	C	8.10.73
Manchester	Ashton Moss	SJ 925 994	1151	261	0.35	Saddleworth	SD 987 050	97.0	2	1278	C	2.4.74
Nottingham	Trowell	SK 506 398	998	301	0.2	Colwick Wood	SK 597 398	96.2	0.3	436	S	3.7.75
Plymouth	Plumer Barracks	SX 490 585	1151	261	0.5*	Plympton	SX 531 555	96.0	1	513	C	19.5.75
Portsmouth	Farlington Marshes	SU 688 052	1169	257	0.2*	Fort Widley	SU 657 065	95.0	0.2	429	C	14.10.75
Reading	Manor Farm	SU 710 709	1430	210	0.1*	Butts Centre	SU 713 734	97.0	0.25	320	C	8.3.76
Sheffield & Rotherham	Skew Hill	SK 327 933	1546	194	0.3	Tapton Hill	SK 324 870	95.2	0.1	950	H	1.10.74
Swansea	Winsh-wen (Jersey Road)	SS 681 966	1169	257	0.8*	Rotherham	SK 432 913	95.9	0.05	486	C	8.2.75
Teesside	Nr. Stockton	NZ 420 218	1169	257	0.5*	Kilvey Hill	SS 672 940	95.1	1	752	C	30.9.74
Tyne/Wear	Greenside	NZ 151 627	1151	261	1	Bilsdale	SE 553 962	95.0	2	2144	C	MF 24.6.75 VHF 15.9.75
Wolverhampton/Black Country	Sedgley	SO 905 939	989	303	0.1*	Burnhope	NZ 184 474	97.0	5	1407	C	15.7.74
						Turners Hill	SO 969 887	97.2	1	975	C	12.4.76

A total of sixty ILR stations throughout the United Kingdom was envisaged in the White Paper of March 1971 as the eventual target; and the locations of the first twenty-seven, which would reach about 50 per cent of the population, were later announced by the Minister. By mid-1974 thirteen of these stations were either on the air or the programme companies had been selected by the Authority. In July 1974, however, the Home Secretary announced that only six more stations would be authorised, bringing the total to nineteen, and that further development must depend on the Annan Committee report.

NOTES

1. Polarisation is either Horizontal (H), Circular (C), or Slant (S).
 2. ERP is the maximum effective radiated power.
 3. Aerial height is expressed in feet above ordnance datum (ft. aod).
- *MF omnidirectional aerial.

THE PARAMOUNT IMPORTANCE attached by the Authority to communication with the general public, as well as with representatives of all kinds of organisations which take a special interest in broadcasting matters, continues to be illustrated in the activities of its Regional Officers, who have been estimated to spend at least 50 per cent of their working time in live communication by the spoken word – a vital complement to the Authority's research into viewers' and listeners' opinions on the broadcasting services and to the widely-distributed publications which seek to explain how the services work and the way in which the Authority and the companies think out policies and make decisions.

During the year under review the ten Regional Officers (and their assistants) addressed some 250 meetings, either by invitation or organised by themselves, over and above day-to-day individual encounters.

'Town' meetings organised by the Regional Officers again provided the opportunity for face-to-face exchanges of views with representatives of groups covering all aspects of social life in particular localities – such as the Townswomen's Guilds, Women's Institutes and the Mothers' Union, Rotary Clubs, the Red Cross, political groups, the churches, operatic societies, sports clubs, and so on.

Near the borders of the regions, such meetings were held jointly by the officers concerned: for example, the officers for the Midlands and for North-West England in Stoke-on-Trent, Newcastle-under-Lyme and Buxton, and the officers for Wales and for North-West England in Rhyl and Colwyn Bay. In Birmingham, one public meeting also featured the Local Radio Advisory Committee.

Other special conferences were devoted to the interests of particular groups separately, such as teachers, policemen, theatre and arts bodies, local authority officials and, of course, Members of Parliament. On appropriate occasions, platforms were shared with representatives of the BBC, as at a discussion on the problem of vandalism with some 40 head teachers in the Warrington area in which a police representative also took part.

In Scotland there were exhibitions and receptions for representatives of the new regional authorities in Aberdeen, Cupar, Edinburgh, Inverness, Orkney and Stornoway. In Northern Ireland the opening of new transmitters at Limavady and Londonderry was made the occasion for receptions and meetings jointly with representatives of all political and social groups, with the IBA team headed by the Authority member with special care for Independent Broadcasting in Northern Ireland, Mr W J Blease.

Regional Officers arranged meetings for Lady Plowden during the visits she made to all parts of the country in the course of her first year as Chairman. The Regional Officers also played a central role in organising the visits of the Faraday Lecture to their areas, working with local officials of the Institution of Electrical Engineers, and in particular arranging meetings with civic leaders, educationalists, and senior representatives of the media which were a key part of the tour. Details of the Faraday Lecture, which was presented by the IBA's Director of Engineering, are given in Chapter 10.

The IBA Lectures

Two important IBA Lectures took place in London during the year, attended by leading figures from the worlds of communications and public life (including members of the Annan Committee), and accompanied by receptions afterwards to provide the opportunity for those present to meet

together and discuss broadcasting matters. Both the IBA Lectures this year were on the subject of Independent Local Radio: on January 21st 'The Shape of Independent Local Radio', by the IBA's Director of Radio, John Thompson; and on February 18th 'Independent Local Radio at Work', by Ian Chapman, Chairman of Radio Clyde. Both lectures were published in full in *Independent Broadcasting*, the Authority's quarterly journal.

Interest in all aspects of the Authority's activities continued at a high level. The Information Office at headquarters alone received a daily average of over 100 general public calls for all kinds of information by telephone or post.

Major Topics of the Year – Television

The latest published Code of Advertising Standards and Practice, with some considerable revisions, became operative in September. Publication was marked by a press conference and a comprehensive information service to all those organisations and individuals affected and interested. The event made a notable impact.

Awareness of the nature of the controls and the procedures followed was further stimulated by announcements on both ITV and ILR, leading to observations and comments from the general public which the Authority welcomed.

In February a full statement was issued on the extension of the Authority's contracts with the television companies from 1976–79 and the revised rentals to be paid during the period.

As always there was spasmodic interest from the Press in the Authority's exercise of its responsibilities for the content and timing of particular programmes, particularly in the fields of current affairs and drama. On one occasion there was so much misunderstanding of the issues involved in the postponement (but not the 'banning') of a programme about fund-raising in the United States for the IRA that a formal statement was printed. Otherwise, however, such topics are generally dealt with orally, as part of the regular contact maintained with broadcasting and other reporters; while the quarterly *Independent Broadcasting* is a suitable medium for discussion of the general principles involved.

Reference was made in the last annual report to the Authority's awareness of the public interest in its relations with the BBC, and the occasional 'clashing' of programmes, particularly in the coverage of major sports events with both services taking similar pictures. This question was highlighted towards the end of 1975 by the attempts of the Authority and the companies to reach an agreement with the BBC to avoid duplicated coverage of the Olympic Games from Montreal in 1976. The seven alternative ITV proposals, their rejection by the BBC and the consequent decision by ITV to refrain from any coverage of the Games other than in news bulletins – to avoid the disservice to the viewers of duplicate identical pictures – were fully set out and discussed at a joint IBA/ITCA press conference chaired by the Director General. And while there was great disappointment at not covering the Games, it was at least gratifying that the thinking behind the decision was, in most public quarters, applauded.

On a less contentious ground, a good deal of interest particularly in the regional Press, was shown in the announcing of the ITV Regional Theatre Trainee Director Awards.

Altogether, 95 formal news releases of one kind or another were issued, of which 47 were announcing the opening of new UHF transmitters.

Major Topics of the Year – Radio

Apart from the 1976 IBA Lectures mentioned above, information work was focused on the completion of the first phase of the establishment of the 19 stations sanctioned pending decisions on the future after the Annan Committee has reported. The opening of each station has been accompanied by announcements covering the Authority's transmission and contractual arrangements, the composition of the company and the membership of the Authority's Local Advisory Committee. In each case the programming proposals originally submitted by the company when applying for the contract have been published on the day that broadcasting began: for Plymouth Sound in May 1975, Radio Tees in June, Radio Trent (Nottingham) in July, Pennine Radio (Bradford) in September, Radio Victory (Portsmouth) and Radio Orwell (Ipswich) in October, Thames Valley Broadcasting (Reading) and Downtown Radio (Belfast) in March 1976; with Beacon Radio (Wolverhampton) to follow in April.

There continued to be inquiries from people wanting to be involved in applicant groups for stations in localities which they still hoped might be sanctioned beyond the limit of 19.

At the beginning of the year, the Authority was pleased to announce the first extensions to the three-year rolling contracts of companies which had been broadcasting successfully and satisfactorily for a year. There was also much interest in information about the experiment in sound broadcasting from the House of Commons.

Publications

The IBA's 14th annual handbook was published in January under its new title of *TV & radio 1976*. The change of name reflected the book's much more comprehensive treatment of Independent Local Radio and its nineteen programme companies. At the same time, the style of presentation was substantially revised to allow the coverage of television topics to remain as extensive as in previous years. Attractively produced to appeal to a wide general public as well as to serious students and those with a professional interest in broadcasting, the book in its new format was received with enthusiasm and sales were among the highest ever achieved.

Independent Broadcasting, the Authority's quarterly journal already referred to, continued during the year with a distribution of some 10,000 copies for each issue. First published in August 1974, the magazine has already established a firm position as a valuable source of information about how the Authority's policy develops, alongside general up-to-date information about Independent Broadcasting and with scope for contributors' personal views. An indication of the wide range of topics covered during the year is given in Appendix IX.

ITV Education News, the colour tabloid newspaper, continues to be useful in providing details about programmes for schools. Its distribution by the IBA and the programme companies again amounted to 114,000 copies.

A booklet about Advertising Control in Independent Broadcasting, as well as the revised edition of the IBA's Code of Advertising Standards and Practice, was published. Several folders giving information about programmes of religious interest were issued during the year. A number of booklets, folders and leaflets provided detailed information about the IBA's transmitters, the ITV and ILR systems and individual regions; a full list is given in Appendix IX.

The Broadcasting Gallery

During the year under review the Gallery remained in strong demand from schools and colleges of all sorts.

Interest among people concerned with organising educational visits for overseas students was high. As usual the Authority's Information Division was able to assist a large number of important visitors from overseas. Among them were members of the Swedish Commission on Broadcasting, a party of South African Members of Parliament, the Chairman of the Danish Radio Council, the Director General of the Board of Information of Indonesia, the Chairman of the Nigerian Broadcasting Corporation and the Director of the Philippines Association of Broadcasters.

During the year two important new items of equipment were added. The first was a teletext decoder, to enable the ORACLE system of data transmission to be explained and demonstrated. This proved to be of exceptional interest for visitors who had not previously seen the system in operation and indeed very few were even aware of its existence. The prospects held out by teletext led to many lively discussions on possible uses and the problems that could arise. The second item added was a Video Cassette Recorder, an instrument of the type that had already proved itself in the educational field and was becoming available to the domestic market. This again proved of great interest, for few had seen such a machine in action. In addition facilities have been added to the Gallery to allow visitors to listen to tapes of the programming of individual stations.

The work of keeping the displays up to date continued throughout the year. Of particular interest was the remaking of the slide sequence on 26 projectors explaining the work of Independent Television News. Since the original version was made ITN had developed considerably and a new version was needed to reflect not only developments in *News at Ten* but also the growing importance of *First Report* and the early bulletin. The Authority was grateful to ITN for its help and co-operation.

The IBA Library Service

The library service continued to develop during the year. Approximately 600 titles were added to the bookstock, divided between the service points of Brompton Road and Crawley Court. Holdings of British Standards, technical research and audience research reports, parliamentary and government reports also increased. The press cuttings collection on broadcasting is a rapidly expanding area of the service.

Brompton Road headquarters library continued to provide a reference and information service to the public on world broadcasting with enquiries coming from many parts of Britain as well as from abroad.

Many students used the headquarters library on a long-term basis while preparing thesis on various aspects of mass communications. Groups of student librarians and parties of schoolchildren also visited the library.

The library at Crawley Court continued to serve the information needs of staff based there and to deal with enquiries from staff based at transmitting stations. It also has dealt with a growing number of enquiries from the libraries of outside organisations.

Contact is maintained with librarians of the ITV companies, and with other organisations concerned in the mass media.

THE AUDITED ACCOUNTS for the year ended 31st March 1976 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 practicable. 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 1975 are included.

TELEVISION

REVENUE ACCOUNT

The surplus provided by the television operation, after charging depreciation but before providing for taxation, was £2,638,000. This is a decrease of £2,320,000 on the figure recorded in the previous year, and represents 7.2 per cent on the mean value of assets employed during the year (1975 – 14½ per cent). The charge for current and deferred taxation amounted to £1,269,000 (1974 – £2,269,000). The difference in the tax charge between the two years relates substantially to the reduction in the taxable surplus. The detailed calculations are also affected by the extent to which, in each year, the surplus has been contributed to by capital gains, free from taxation, on disposals of British Government securities.

The surplus available for appropriation after taxation was £1,369,000 (1974 – £2,689,000).

Income

The net increase in the income for the year was £175,000. The amount payable by programme companies rose by £625,000 resulting from the application for a full year of the increase in rentals from 1st October 1974. The companies' contracts with the Authority provide for the rentals to be adjusted according to the movement in the Index of Retail Prices. The increase applied from 1st October 1974 had become contractually due on 1st October 1973 but its application had been deferred for a year. (Further increases which have become contractually due have not been applied by the Authority). Interest totalled £1,228,000, £98,000 less than the 1975 figure, the reduction being mainly due to a fall in the average interest rates available in the short-term money market. The total is made up of interest 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 composition of the interest earned is given in Note 6. The profit on realisation of investments, £403,000, is down by £410,000 in comparison with 1975. There were fewer sales in the year. There was an increase of £58,000 in other income accruing principally from sales of know-how and services.

Expenditure

Revenue expenditure increased by £2,348,000 (25 per cent) compared with £1,848,000 (25 per cent) in the preceding year. The increase was due in part to the expanding size of the transmitter network (47 stations were opened during the financial year) but inflation was the principal reason for the general rise in expenditure. The cost of operating and maintaining the transmission network rose by £1,566,000, about 25 per cent. A number of the items of expense under this heading which have been subject to price increases have to be accepted as outside the Authority's control if the transmitters are to be kept in operation; for example, power supplies, the

hire of the connecting circuits from the Post Office, rates and the cost of spare components used in maintenance work. The cost of the planning, construction and development services rose by £596,000, or 27 per cent, almost wholly as a result of continued inflation. Expenditure on programme and advertising control rose by £186,000 or 22 per cent. This heading includes the cost of programme research services provided by outside agencies. In the past most of the Authority's programme research was undertaken in this way. Considerably more research now takes place, using a combination of outside agencies and Authority staff and facilities, at less cost than by the use of external agencies alone. Total expenditure in 1975–76 was £186,000. The charge for depreciation increased by £147,000 to make a total increase in revenue expenditure, including depreciation, of £2,495,000.

Surplus

The surplus for the year available for appropriation, after providing for current and deferred taxation, was £1,369,000 which was £1,320,000 less than in the previous year. The appropriation required in order to bring the Capital Reserve up to the current level of the net book value of fixed assets (see Note 1(e)) was £1,433,000. As the available surplus for the year was less than our required amount the balance of £64,000 was taken from the unappropriated revenue brought forward from 1975.

On the normal basis of calculation an appropriation of £1,918,000 should have been made to the Fixed Asset Replacement Reserve. It would have been possible to do this only by making a withdrawal from the Reserve Fund. It was not considered appropriate to make a transfer from a general reserve fund to a specific reserve for future liabilities. It is the opinion of our auditors and accounting advisers, and the Authority's intention, that the Specific Reserve should be brought up to the appropriate level out of future rentals as soon as practicable.

LOCAL RADIO

REVENUE ACCOUNT

The revenue account for local radio shows a deficit for the year ended on 31st March 1976 of £100,000 (1975 – £11,000) after provision for current and deferred taxation.

Income

Income during the year amounted to £1,053,000 compared with £950,000 for 1975. Eighteen programme companies were operating by the end of the year. The nineteenth company started in April 1976. Rental of £218,500 due from one company, LBC, was waived during the year. Temporary deferments of rental payments were granted to two other companies in the year. On 29th March 1976 a further £250,000 was drawn from the loan of up to £2 million provided for in Section 30 of the Independent Broadcasting Authority Act 1973. During the year costs incurred, both on capital and revenue account, which could not be met from the rental payments by programme companies were met by money made available on a temporary basis from television funds, an appropriate interest charge, based on market rates, being debited to the radio account. These temporary borrowings were repaid. At 31st March 1976 £9,000 remained unused of the loan, which now totals £1,650,000.

Expenditure

Expenditure on revenue account amounted to £1,247,000.

This has risen from the figure of £944,000 for 1975 because of the increase in the number of transmitting stations and companies in operation and the effects of inflation. The increases are partly offset by a relative decline in expenditure under the heading of Network Planning, Construction and Development as the construction phase of the nineteen areas approved neared its end.

Deficit

The net deficit on revenue account to be carried forward at 31st March 1976 was £462,000.

BALANCE SHEET

The total of net assets shown in the Balance Sheet has increased from £37,401,000 at 31st March 1975 to £39,746,000 at 31st March 1976, an increase of £2,345,000. Of this increase, growth in net fixed assets accounts for £1,765,000 while net current assets have risen by £580,000.

Fixed Assets

Statement C shows that expenditure on new fixed assets amounted to £3,317,000, of which £697,000 was on radio and the balance on television. There were, however, disposals of assets, or reclassifications, which amounted to £122,000 leaving a net increase in the cost of fixed assets in use of £3,195,000. The depreciation charge for the year was £2,030,000 of which £102,000 was for radio and the remainder for television. The total accumulated depreciation was £13,641,000, but this was reduced by £79,000 which had accumulated on the assets disposed of, to leave the total net depreciation on assets in use at £13,562,000. The net book value at 31st March 1976 was therefore £19,351,000, an increase of £1,244,000 in the year.

Payments made on account of plant and buildings under construction increased by £521,000 during the year to £2,918,000.

Investments

Certain of the British Government securities in which the Authority's Television Reserve Fund is invested, or which are held as current assets, were sold during the year at a profit of £403,000. The sums produced by these sales were reinvested partly in other British Government securities and partly on the short-term money market. The market value of the current holdings stood, at the date of the Balance Sheet, £657,000 above their cost.

Current Assets and Liabilities

The excess of current assets over current liabilities, the latter including a sum of £271,000 (1975 - £1,706,000) for current taxation, was £11,697,000 (1975 - £11,117,000).

ADDITIONAL PAYMENTS

Additional payments are the amounts which the television programme contractors are required to make to the Consolidated Fund through the Authority under Section 26(i) of the Independent Broadcasting Authority Act 1973 (as amended by the Independent Broadcasting Authority Act 1974); they are sometimes described as 'The Exchequer Levy'. The amount due from each contractor is calculated by applying the scale prescribed in the Act to the profits of each contractor. The Authority is responsible for collecting and verifying these amounts, but they form no part of the revenue 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 1976 was £22,161,661 (1975 - £19,162,774). Of this sum £19,161,479 was remitted to the Consolidated Fund of the United Kingdom before 31st March and the balance 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 (now extended by the IBA No. 2 Act 1974 to 31st July 1979) 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 predetermined 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 £5,325,616.

Goods have been exported by the Authority to the value of £5,000.

No contributions have been made for political or charitable purposes.

1 Accounts (cont.)

Revenue Account for year ended 31st March 1976										Television
£000										£000
1975										
INCOME										
13,947	Received from Programme Contractors	14,572
1,326	Interest received and receivable (Note 6)	1,228
813	Profit on realisation and revaluation of investments	403
18	Other income	76
<u>£16,104</u>										<u>£16,279</u>
REVENUE EXPENDITURE										
ENGINEERING										
<i>Network operation and maintenance</i>										
2,162	Salaries, wages, national insurance and pension contributions	2,864
351	Transport and travelling	447
67	Technical training	72
1,121	Hire of vision, sound and control circuits	1,276
563	Power	749
460	Maintenance of equipment and masts	478
423	Sites and premises (Statement B)	542
10	Sundry expenses	11
1,117	Administrative and general expenses (Proportion – Statement A)	1,401
<u>6,274</u>										<u>7,840</u>
<i>Network planning, construction and development</i>										
907	Salaries, wages, national insurance and pension contributions	1,205
124	Transport and travelling	143
92	Maintenance of technical equipment and materials consumed	164
195	Frequency planning, site testing and field strength investigations	236
169	Premises (Statement B)	127
61	Sundry expenses	76
675	Administrative and general expenses (Proportion – Statement A)	868
<u>2,223</u>										<u>2,819</u>
PROGRAMME AND ADVERTISING CONTROL AND ADMINISTRATION										
367	Salaries, wages, national insurance and pension contributions	487
24	Transport and travelling	30
24	Expenses of Advisory Committees	26
104	Programme research	107
74	Premises (Statement B)	73
27	Sundry expenses	35
248	Administrative and general expenses (Proportion – Statement A)	296
<u>868</u>										<u>1,054</u>
1,781	DEPRECIATION (Statement C)	1,928
<u>11,146</u>										<u>13,641</u>
4,958	SURPLUS BEFORE TAXATION	2,638
2,269	TAXATION (Note 7)	1,269
<u>2,689</u>	NET REVENUE FOR THE YEAR	1,369
225	BALANCE BROUGHT FORWARD FROM 1975	304
<u>2,914</u>										<u>1,673</u>
Less: TRANSFERS TO RESERVES										
710	Capital Reserve	1,433
1,900	Fixed asset replacement reserve: (Note 8)	—
<u>£304</u>	ACCUMULATED BALANCE ON REVENUE ACCOUNT AT 31ST MARCH 1976	<u>£240</u>

The notes and statements on pages 64 to 66 form part of these accounts.

1 Accounts (cont.)

Revenue Account for year ended 31st March 1976		Radio
£000 1975		£000
INCOME		
950	Received from Programme Contractors	1,042
—	Interest received and receivable	11
<u>£950</u>		<u>£1,053</u>
REVENUE EXPENDITURE		
ENGINEERING		
<i>Network operation and maintenance</i>		
43	Salaries, wages, national insurance and pension contributions	73
6	Transport and travelling	11
—	Technical training	1
30	Hire of sound and control circuits	67
14	Power	42
7	Maintenance of equipment and masts	22
31	Sites and premises (<i>Statement B</i>)	44
1	Sundry expenses	2
24	Administrative and general expenses (<i>Proportion – Statement A</i>)	37
<u>156</u>		<u>299</u>
<i>Network planning, construction and development</i>		
175	Salaries, wages, national insurance and pension contributions	187
39	Transport and travelling	32
1	Maintenance of technical equipment and materials consumed	6
6	Frequency planning, site testing and field strength investigations	9
28	Premises (<i>Statement B</i>)	19
9	Sundry expenses	7
114	Administrative and general expenses (<i>Proportion – Statement A</i>)	119
<u>372</u>		<u>379</u>
PROGRAMME AND ADVERTISING CONTROL AND ADMINISTRATION		
88	Salaries, wages, national insurance and pension contributions	130
7	Transport and travelling	8
7	Expenses of Advisory Committees	4
3	Programme research	12
18	Premises (<i>Statement B</i>)	16
8	Sundry expenses	6
101	Administrative and general expenses (<i>Proportion – Statement A</i>)	124
<u>232</u>		<u>300</u>
132	INTEREST (<i>Note 6</i>)	167
52	DEPRECIATION (<i>Statement C</i>)	102
<u>944</u>		<u>1,247</u>
6	SURPLUS/(DEFICIT) BEFORE TAXATION	(194)
17	TAXATION (<i>Note 7</i>)	(94)
(11)	DEFICIT FOR THE YEAR	(100)
(351)	DEFICIT BROUGHT FORWARD FROM 1975	(362)
<u>£(362)</u>	ACCUMULATED DEFICIT ON REVENUE ACCOUNT AT 31ST MARCH 1976	<u>£(462)</u>

The notes and statements on pages 64 to 66 form part of these accounts.

Statement A: Administrative and General Expenses

£000 1975		£000
21	Fees of Authority members (<i>Note 9</i>)	21
1,059	Salaries, wages, national insurance and pension contributions (<i>Note 10</i>)	1,443
216	Transport and travelling	196
20	Training	18
79	Professional and legal fees	66
105	Information and public relations	126
175	Premises (<i>Statement B</i>)	151
58	Advertising	23
87	Printing and stationery	81
41	Postage and carriage	56
97	Telephones	169
172	Hire and maintenance of office equipment	218
1	Licence fee	1
66	Contribution to expenses of E.B.U.	85
82	Sundry expenses	191
<u>£2,279</u>		<u>£2,845</u>
	<i>Apportioned as follows:</i>	
	TELEVISION	
1,117	Network operation and maintenance	1,401
675	Network planning construction and development	868
248	Programme and advertising control and administration	296
<u>2,040</u>		<u>2,565</u>
	RADIO	
24	Network operation and maintenance	37
114	Network planning construction and development	119
101	Programme and advertising control and administration	124
<u>239</u>		<u>280</u>
<u>£2,279</u>		<u>£2,845</u>

Statement B: Sites and Premises

£000 1975		£000
155	Rent	(56)
430	Rates	707
66	Heating and lighting	75
50	Cleaning	55
149	Building maintenance	115
68	Insurance	76
<u>£918</u>		<u>£972</u>
	<i>Apportioned as follows:</i>	
	TELEVISION	
423	Network operation and maintenance	542
169	Network planning, construction and development	127
74	Programme and advertising control and administration	73
<u>666</u>		<u>742</u>
	RADIO	
31	Network operation and maintenance	44
28	Network planning, construction and development	19
18	Programme and advertising control and administration	16
<u>77</u>		<u>79</u>
175	Administrative and general expenses (<i>Statement A</i>)	151
<u>£918</u>		<u>£972</u>

Statement C: Fixed Assets and Depreciation

	LAND AND BUILDINGS		PLANT AND EQUIPMENT	FURNITURE AND FITTINGS	TOTAL
	Freehold	Short Leases			
	£000	£000	£000	£000	£000
TOTAL					
Cost at 1st April 1975	4,562	2,534	21,915	707	29,718
Additions at cost	263	597	2,395	62	3,317
Disposals at cost	6	3	109	4	122
Cost at 31st March 1976	4,819	3,128	24,201	765	32,913
Depreciation at 1st April 1975	484	624	10,176	327	11,611
Charge for year	88	100	1,783	59	2,030
Depreciation on disposals	1	3	73	2	79
Depreciation at 31st March 1976	571	721	11,886	384	13,562
<i>Net book value at 31st March 1976</i>	<u>£4,248</u>	<u>£2,407</u>	<u>£12,315</u>	<u>£381</u>	<u>£19,351</u>
TELEVISION					
Cost at 1st April 1975	4,498	2,402	21,092	700	28,692
Additions at cost	210	442	1,909	59	2,620
Disposals at cost	6	1	107	4	118
Cost at 31st March 1976	4,702	2,843	22,894	755	31,194
Depreciation at 1st April 1975	480	617	10,124	327	11,548
Charge for year	88	89	1,693	58	1,928
Depreciation on disposals	1	1	73	2	77
Depreciation at 31st March 1976	567	705	11,744	383	13,399
<i>Net book value at 31st March 1976</i>	<u>£4,135</u>	<u>£2,138</u>	<u>£11,150</u>	<u>£372</u>	<u>£17,795</u>
RADIO					
Cost at 1st April 1975	64	132	823	7	1,026
Additions at cost	53	155	486	3	697
Disposals at cost	—	2	2	—	4
Cost at 31st March 1976	117	285	1,307	10	1,719
Depreciation at 1st April 1975	4	7	51	1	63
Charge for year	—	11	91	—	102
Depreciation on disposals	—	2	—	—	2
Depreciation at 31st March 1976	4	16	142	1	163
<i>Net book value at 31st March 1976</i>	<u>£113</u>	<u>£269</u>	<u>£1,165</u>	<u>£9</u>	<u>£1,556</u>

Notes to Accounts

1. ACCOUNTING POLICIES

The following is a summary of the principal accounting policies which have been adopted in preparing the accounts, consistent with previous years, with the exception of the policy in relation to the fixed asset replacement reserve, as explained in note 8 below:

(a) Basis of Accounts

Under the terms of the Independent Broadcasting (No. 2) Act, 1974, the Authority is only empowered to operate until 31st July, 1979. These accounts have been prepared on the assumption that the Authority, or a similar body, will continue to operate after this date.

(b) 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 the lesser of the term of lease or 50 years
Plant and equipment – motor vehicles	25% per annum
others	5% to 10% per annum
Furniture and fittings	10% per annum

No depreciation is provided on freehold land.

(c) Investments

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

(d) Stock and Development Work in Progress

Stocks have been valued as follows:

Valves, components and development stocks	– at 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 work in progress

– at cost of materials and labour.

(e) Capital Reserve

The Authority's capital expenditure for television 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. The reserve is therefore an amount representing the net value of fixed assets. The capital expenditure relating to radio will be funded when a surplus is available.

(f) Fixed Asset Replacement Reserve

The fixed asset replacement reserve is built up by annual appropriations from the Authority's taxed surpluses. 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.

(g) Deferred Taxation

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

2. FIXED ASSETS (Statement C)

The television assets include items at an original cost of £4,812,286 (1975 £4,014,037) which although fully depreciated are still in use. They have no significant realisable value and will be phased out in due course.

3. DEBTORS AND PAYMENTS IN ADVANCE

Debtors include £452,266 (1975 £238,828) 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.

4. RESERVE FUND

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

5. ADVANCE TO LOCAL RADIO SERVICE

The advance of £1,650,000 from the Consolidated Fund has been drawn from the loan of £2,000,000 provided for in Section 30 of the Independent Broadcasting Authority Act, 1973. Interest payable on this loan is in accordance with the annuity rate for 5-10 year National Loans Fund loans at the time of borrowing which was 11% on the first tranche of £1,400,000 and 10½% on the second tranche of £250,000. The first repayment for both parts of this loan is due on 25th September 1980.

6. INTEREST RECEIVED AND RECEIVABLE

Interest receivable of £1,239,000 (1975 £1,326,000) includes interest on the Authority's holdings of quoted British Government stocks, £361,000 (1975 £221,000); interest on temporary loans to the local radio service, £13,000 (1975 £132,000); the balance representing interest on short term loans and secured loans to staff for house purchase.

7. TAXATION

The taxation on the surplus for the year as shown by the revenue accounts is made up as follows:

	1975/76	1974/75
	£000	£000
Corporation tax based on the surplus for the year at 52% (1975-52%)	349	1,742
Transfer to deferred taxation	826	544
	<u>£1,175</u>	<u>£2,286</u>
Applicable to		
Television	1,269	2,269
Radio	(94)	17
	<u>£1,175</u>	<u>£2,286</u>

The taxation charge for the year is based on the surplus before taxation excluding profits on realisation of investments of £403,000 which are not subject to taxation.

8. FIXED ASSET REPLACEMENT RESERVE

As described in note 1(f) it is the Authority's policy to appropriate

13. STATEMENT OF SOURCE AND APPLICATION OF FUNDS

	1975/76	1974/75
	£000	£000
SOURCE OF FUNDS		
Surplus before tax	2,444	4,964
Adjustment for items not involving the movement of funds:		
Depreciation	2,030	1,833
Total generated from operations	4,474	6,797
Funds from other sources:		
Advances from Consolidated Fund	250	1,400
Disposal of fixed assets (net book value)	43	81
	<u>4,767</u>	<u>8,278</u>
APPLICATION OF FUNDS		
Purchase of fixed assets	(3,838)	(3,218)
Tax paid	(1,784)	(1,649)
	<u>(5,622)</u>	<u>(4,867)</u>
	<u>£(855)</u>	<u>£3,411</u>
INCREASE/(DECREASE) IN WORKING CAPITAL		
Stocks	163	570
Debtors	57	308
Creditors	132	(681)
House purchase loans	(11)	(10)
	<u>341</u>	<u>187</u>
Movement in net liquid funds:		
Cash and bank	78	373
General investments	101	(1,364)
Loans to bank and local authorities	(1,375)	4,215
	<u>(1,196)</u>	<u>3,224</u>
	<u>£(855)</u>	<u>£3,411</u>
Applicable to:		
Television	(839)	3,254
Radio	(16)	157
	<u>£(855)</u>	<u>£3,411</u>

sums to the fixed asset replacement reserve in accordance with a calculation made by reference to cost indices. Insufficient net revenue remains for any appropriation in the current year to meet the amount required for this purpose and it is proposed to add this shortfall to that reported for 1974/75. It is the Authority's intention to restore the reserve to the full amount required as soon as sufficient surpluses are available. The amounts so required are:

	TV	RADIO	TOTAL
	£000	£000	£000
1974/75	441	16	457
1975/76	1,918	26	1,944
	<u>£2,359</u>	<u>£42</u>	<u>£2,401</u>

9. EMOLUMENTS OF MEMBERS

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

	1975-76	1974-75
Chairman	£10,000 p.a.	£8,200 p.a.
Deputy Chairman	£2,000 p.a.	£2,000 p.a.
Other members	£1,000 pa. each	£1,000 p.a. each

10. EMOLUMENTS OF EMPLOYEES

The number of employees whose emoluments exceeded £10,000 and fall within the ranges:

	1975-76	1974-75
£10,001-£12,500	21	3
£12,501-£15,000	2	1
£15,001-£17,500	1	4
£17,501-£20,000	3	-
£20,001-£22,500	-	1
£22,501-£25,000	1	-

11. REMUNERATION OF AUDITORS

	1975-76	1974-75
	£7,500	£6,000

12. CAPITAL PROGRAMME AND COMMITMENTS

The programme of station construction as sanctioned by the Authority for the five-year period to 31st March 1981, including the estimated proportion payable by the Authority for expenditure on UHF television stations to be shared with the British Broadcasting Corporation, is about £15.0 million.

The commitments entered into at 31st March 1976 but not provided for in these accounts are as follows:

	1975-76	1974-75
Television	1,219,476	1,862,099
Radio	2,136	323,438
	<u>£1,221,612</u>	<u>£2,185,537</u>

II The Authority's Advisory Committees

(at 31st March 1976)

General Advisory Council

CHAIRMAN: The Baroness Pike of Melton (*Chairman, Women's Royal Voluntary Service*); Mr J B Abrams (*Teacher at Robert Montefiore School, London*); Mrs M Anderson (*Teacher of the Deaf, Cardiff. Housewife*); Mrs M S Bourn (*Voluntary welfare worker, Housewife, Lisburn, Co. Antrim*); Mr R W Buckton (*General Secretary, Associated Society of Locomotive Engineers and Firemen*); Mrs A J Dann (*Member of the General Synod of the Church of England. Barrister, Housewife, Chippenham*); Mr T Dargon (*Formerly National Officer, Sign and Display Section, National Society of Operative Printers, Graphical and Media Personnel*); Mrs B Fleming-Williams (*Voluntary social worker. Housewife, London*); Mr W H G Geen (*Farmer, North Devon*); Dr Dilys M Hill (*Senior lecturer in Politics, University of Southampton*); Mrs G C Huelin MBE (*Senator of the States of Jersey, Housewife*); Miss D Hyman MBE (*Athlete, Barnsley*); Mr L W Inniss (*Social worker with the City of Birmingham Social Service Department*); Sir Ian MacLennan KCMG (*HM Diplomatic Service, retired*); Mr R L Marshall OBE (*Principal of Co-operative College, Loughborough*); Miss S A Muir (*Staff office assistant at a retail store Glasgow*); Mr J W Pardoe MP (*Liberal MP for Cornwall North*); The Baron Parry of Neyland (*Warden, Teachers' In-Service Education Centre, Dyfed*); Miss Judith Robertson (*Journalist and director of the Montrose Review group of newspapers, Montrose, Angus*); Mr John Roper MP (*Labour MP for Farnworth*); Mrs K B Shew (*Honorary organiser of Ulverston Citizens Advice Bureau, Secretary of Cumbria County Pre-School Playgroups Association, Housewife*); Mr G Johnson Smith MP (*Conservative MP for East Grinstead*); Dr Sheila D Sutherland (*Senior lecturer in anatomy, University of Manchester*); Mr W P Vinten (*Company director, Suffolk*); Mr Frank Welsh (*Banker and Company Chairman*);

Scottish Committee

Dr T F Carbery (*Chairman*); Mr D Christie; Mr A Dunlop; Rev D L Harper; Mr W W McHarg OBE; Mrs J R McKelvie; Mr M Macleod; Mrs D S Mason; Mr E S Massie; Mrs M Mullen.

Northern Ireland Committee

Mr W J Bleas (*Chairman*); The Rev T P Bartley; Mr W A J Browne; Mrs M Faulkner; The Rev Dr R D E Gallagher; Mr B G Harkin; Mrs R T Hunter; Mrs B L Quigley; Mr J A Rankin.

Welsh Committee

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Cleveland TS1 5BU

Directors

Sir Ralph Carr-Ellison TD JP (*Chairman*); Peter S Paine DFC (*Managing Director*); Arthur E Clifford OBE (*Controller of Programmes*); R H Dickinson; J P Graham (*Company Secretary*); D G Packham (*Technical Director*); Sir Geoffrey Cox CBE; Viscount Ridley TD DL; Peter Wrightson OBE; Sir Maurice Sutherland.

Executives

Leslie Barrett (*Head of Features and Public Affairs*); R Maxwell Deas TD (*Head of Religious Programmes*); Peter Gardner (*Head of Production Facilities*); Brian Lavelle (*Head of Engineering Planning*); C W Leach (*Director of Sales*); Allan Powell (*Head of News and Current Affairs*); Anthony D Sandford (*Deputy Programme Controller and Head of Programme Planning*); George Taylor (*Head of Sport*); Laurie Taylor (*Press and Public Relations*); John Tonge (*Studio General Manager*).

ULSTER TELEVISION LTD

Havelock House, Ormeau Road, Belfast BT7 1EB
19 Marylebone Road, London NW1 5JJ

Directors

The Rt Hon The Earl of Antrim KBE DL JP (*Chairman*); 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; Mrs Betty MacQuitty; 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*); E Caves (*Deputy Chief Engineer and Head of Operations*); 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*); J D Smyth (*Accountant*).

WESTWARD TELEVISION LTD

Derry's Cross, Plymouth, Devon PL1 2SP
11 Connaught Place, Marble Arch, London W2 2EU
Dominion 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 (*Financial Director*); Harry E Turner (*Sales Director*).

Executives

H James Marten-Smith TD (*Company Secretary*); 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*); Michael Reinhold (*Education Officer*); Albert W Maillardet (*Chief Accountant*); Henry M Stracey (*Regional Sales Manager*).

YORKSHIRE TELEVISION LTD

The Television Centre, Leeds LS3 1JS
Trident House, Brooks Mews, London W1Y 1LF
Charter Square, Sheffield S1 4HS
185 Ferensway, Hull HU1 3PH
2 Saltergate, Lincoln LN2 1DH
Brazennose House, Brazennose Street, Manchester M2 5BP
Hainton House, Hainton Square, Grimsby DN32 9AH

Directors

Sir Richard B Graham BT OBE DL (*Chairman*); G E Ward Thomas CBE DFC (*Deputy Chairman*); Paul Fox (*Managing Director*); Stanley H Burton; The Lord Cooper; S H Hall; J G S Linacre AFC DFM; N G W Playne; George Brotherton Ratcliffe; D L Sumner (*General Manager*); Professor William Walsh; E Stuart Wilson; G Oliver Worsley TD.

Executives

Kenneth Bellini (*Head of Programme Planning*); Jeffrey Edwards (*Assistant General Manager, OBs and Film*); Mrs Liz Evett (*Head of Casting*); John Fairley (*Head of News and Current Affairs*); Brian Harris (*Head of Programme Services*); Lawrie Higgins (*Head of Sport*); Clive Leach (*Director of Sales*); Philip Parker (*Director of Engineering*); Peter Scroggs (*Head of Education*); Denis Shaw (*Assistant General Manager, Studios and Central Services*); John Smith (*Assistant General Manager, Production Services*); Leslie Thornby (*Company Secretary*); Jeremy Taylor (*Public Relations Manager*); Maurice Vass (*Deputy General Manager*); Peter Willes OBE (*Head of Drama*); Duncan Wood (*Head of Light Entertainment*); Joy Whitby (*Head of Children's Programmes*).

INDEPENDENT TELEVISION NEWS LTD (ITN)

ITN House, 48 Wells Street, London W1P 4DE

Directors

Howard Thomas CBE (*Chairman*); Julian Amyes (*Deputy Chairman*); Nigel Ryan (*Editor and Chief Executive*); William Brown CBE; Peter Cadbury; Norman Collins; Sir Geoffrey Cox CBE; John Freeman; Anthony Gorard; W D J Hodgson (*General Manager*); David Nicholas (*Deputy Editor*); Daniel Moloney (*Financial Controller/Company Secretary*).

Executives

Peter Ward (*Chief Engineer*); M Batchelor (*Production Controller*); Paul Mathews (*Facilities Controller*); Donald Horobin (*Assistant Editor*); Hugh Whitcomb (*Editorial Manager*); Barrie Sales (*Assistant Editor - First Report*).

VI The ILR Programme Companies

Details are given below of the directors and executives of the 18 ILR companies which were on air by 31st March 1976 and Beacon Radio which went on air on 12th April 1976. The shareholdings in the last 8 companies are included, those marked with an asterisk being newspaper publishers. Shareholdings in the first 11 companies were given in previous reports.

BEACON RADIO

(*ILR Wolverhampton Service*)

P.O. Box 303, Wolverhampton WV6 0DQ

Directors

A. W. Henn (*Chairman*); J C Oliver (*Managing Director*); K Baker; B F Blakemore; G Cromarty Bloom; M J Gay; C J Halpin; H J Hill; J Ireland; J C Jones; B P Woodman.

Executives

A Mackenzie (*Assistant Station Manager/Programme Controller*); P J Stevenson (*Sales and Marketing Manager*); M Stewart (*Senior Newscaster*); G Ferguson (*Senior Presenter*); B Warburton (*Senior Engineer*); P Brice (*Commercial Services Manager*); J Plant (*Accountant*).

	Ordinary shares %
Selkirk Communications Limited	30.56
Midland News Association Limited*	20.38
Tarmac Limited	12.23
Lopex Limited	12.00
H. J. Hill & Associates	5.00
Midland-Yorkshire Holdings Limited	3.33
T. A. Henn & Son Limited & family of A. W. Henn	2.20
Wolverhampton Wanderers Football Club (1923) Limited	2.00
Roy Can Nominees Limited (for K. Eckett)	2.00
Associated Society of Locomotive Engineers & Firemen	2.00
Dunbar Nominees Limited (for Michael Mander, Mary Jackson, & Dunbar & Co. Ltd.)	1.83
West Midlands Press Limited*	1.67
ATV Investments Limited	1.00
Holders of less than 1%	3.80
	100.00

Note: The company has an issued share capital of 300,000 £1 ordinary shares. Additional finance is available through the company's bankers.

BRMB RADIO

(*ILR Birmingham service*)

P.O. Box 555, Radio House, Aston Road North, Birmingham B6 4BX

Directors

A J Parkinson (*Chairman*); David Pinnell (*Managing Director*); John Russell (*Programme Director*); Reg Davies (*Sales Director*); G N Battman; J Mason; Miss Beryl Foyle; J F Howard; E Swainson.; J C W Daniels.

Executives

B T Shepherd (*News Editor*); L L A Trethewey (*Chief Accountant/Company Secretary*); D L Wood (*Chief Engineer*); R Barlow (*Publicity and Promotions*).

CAPITAL RADIO

(*ILR London - General and Entertainment service*)

Euston Tower, London NW1 3DR

Directors

Sir Richard Attenborough, CBE (*Chairman*); Graham Binns (*Deputy Chairman*); John Whitney (*Managing Director*); Tony Vickers (*Sales Director*); B Barclay-White; A F Bartlett; W H Beets; R F G Dennis; Bryan Forbes; D R W Harrison; The Hon Norton Knatchbull; H T McCurdy; Jocelyn Stevens; R A Stiby; Sir Alan Walker; Lord Willis.

Executives

Keith Giemre (*Company Secretary and Financial Comptroller*);

Michael Bukht (*Programme Controller*); Gerry O'Reilly (*Chief Engineer*); Peggy Davidson (*Head of Administration*).

DOWNTOWN RADIO

(*ILR Belfast service*)

Kiltonga Radio Centre, P.O. Box 293, Newtownards, Co. Down, Northern Ireland.

Directors

N Kennedy (*Chairman*); D G Hannon (*Managing*); D Alexander; D Birley; J T Donnelly; J P Hinds; G Lavery; H A Nesbitt; J O'Hara; J C G Rodgers; E B Walmsley; T R C Willis; E M Wood.

Executives

Don Anderson (*Programme Controller*); Hedley Reilly (*Chief Engineer*); Cathal MacCabe (*Head of Entertainment and General Programmes*); Louis Kelly (*News and Sports Editor*); Ivan Tinman (*Sales Manager*); William Banks (*Chief Accountant/Company Secretary*).

	Voting Shares %
Belfast Telegraph Newspapers Ltd.*	10.00
Easons Library Supplies Ltd.	10.00
J C G Rodgers	10.00
Northern Ireland Industrial Bank Ltd.	10.00
John P Hinds and Family	10.00
Family of George Lavery	10.00
Trustees for the R J Hamilton Stubber Settlement	5.00
Bryansburn Holdings Ltd. (for James Donnelly)	3.75
Alexander Newspapers Ltd.*	3.00
Trustees of the Strabane Settlement	2.50
Rothschild Nominees Ltd. (for Countess Erne and Children)	2.50
David E Alexander (director of Alexander Newspapers Ltd.)	1.65
Paul Molyneux and Roy Molyneux (directors of Sloan, Molyneux & Co. Ltd.)	1.30
Whitecliff Holdings Ltd. (for James Donnelly)	1.25
Mr G and Mrs W A McCleave	1.25
W Elliott	1.00
Morton Group Ltd*	1.00
James O'Hara	1.00
Tyrone Printing Co. Ltd.*	1.00
T R C Willis	1.00
John D F Fisher	1.00
Thomas Linehan	1.00
M Toal	1.00
Holders of less than one per cent	9.80
	100.00

Note: The company has an issued capital of 375,000 £1 ordinary shares and 25,000 £1 founders shares each 75p paid (i.e. £300,000). Additional finance is available through the company's bankers.

LONDON BROADCASTING COMPANY (LBC)

(*ILR London - News and Information service*)

Communications House, Gough Square, London EC4P 4LP.

Directors

Sir Gordon Newton (*Chairman*); Brian Harpur (*Deputy Chairman*); Patrick Gallagher (*Managing Director*); Kenneth Baker; Adrian Ball; John Bowman; George Clouston; Alfred Geiringer; William Gibbs; Michael Rapinet; William Hutton.

Executives

Brian Wallis (*Company Secretary and Financial Controller*); Marshall Stewart (*Chief Editor*); Ron Onions (*Deputy Editor*); Peter Robins (*LBC Output*).

METRO RADIO (Metropolitan Broadcasting)

(ILR Tyne/Wear service)

Newcastle upon Tyne NE99 1BB

Directors

Sir John Hunter CBE DSC DL (*Executive Chairman*); Neil Robinson (*Managing Director*); John Josephs (*Company Secretary*); Geoffrey Coates (*Controller of Programmes*); Kevin Rowntree (*Director of News and Current Affairs*); W Hall; Jim Harper CBE; Leonard Harton; Tony Hatton (*Sales Director*); Paul Nicholson; Tom McIver; Sally Ramsden; Nancy Ridley; F Staniforth CBE; Elliott Ward; Harold Whitehead.

Executives

Ian Harris (*Management Accountant*); Charles Harrison (*Sports Editor*); Ken McKenzie (*Commercial Producer*); John Russell (*Chief Engineer*).

PENNINE RADIO (Bradford Community Radio Ltd)

(ILR Bradford service)

P.O. Box 235, Pennine House, Forster Square, Bradford BD1 5NP.

Directors

R K Denby (*Chairman*); P J D Marshall (*Vice Chairman*); S R Whitehead (*Managing*); K Marsden; F Dyson; J H Brunton; J N Smallwood; J S D Towler (*Programme Director*); Mrs A Firth; D V Brennan; Mrs S C Jackson; D Roebuck; A H Laver; S E Scott; A V Mitchell; S W Harris.

Executives

Alan Brooke (*News Editor*); Stewart Francis (*Programme Supervisor*); Stephen Harris (*Deputy News Editor*); Mike Waddington (*Sales Manager*); Michael Boothroyd (*Company Administrator*); John Orson (*Chief Engineer*).

	Voting Shares %	Non-Voting Shares %
National Union of Dyers, Bleachers & Textileworkers	14.00	14.00
North of England Industrial Securities Limited	10.00	10.00
Standard Broadcasting Corp. (UK) Ltd.	10.00	10.00
Wm. Morrison Supermarkets Ltd.	5.00	5.00
Arnold Laver (Bradford) Ltd.	4.00	4.00
Arnold Laver	4.00	4.00
Illingworth Morris & Co. Ltd.	4.00	4.00
Bradford Community Radio Charitable Trust Ltd.	3.70	NIL
J L Shaw (Halifax) Ltd.	3.00	3.00
Don Brennan & Sons Ltd.	3.00	3.00
Stephen Whitehead	2.40	2.40
Five Cities Films Ltd.	2.20	2.20
J Totty & Sons Ltd.	2.00	2.00
Vallance & Davison Ltd.	2.00	2.00
Marshalls of Elland Ltd.	2.00	2.00
John Brunton	2.00	2.00
John Brunton & Harry Moon	2.00	2.00
Richard Denby	2.00	NIL
Peter Marshall	1.80	1.80
James Towler	1.60	1.60
John Smallwood	1.40	1.40
Yorkshire & Lancashire Investment Trust Ltd.	1.20	1.20
Leonard Parkin	1.20	1.20
Bartlett & Co. (Northern) Ltd.	1.00	1.00
Terry Bate	1.00	1.00
Bradford and District Hospital Fund	1.00	1.00
Harry Clough	1.00	1.00
Kenneth Hanson	1.00	0.50
Alex Illingworth	1.00	1.00
Derek Lawrence	1.00	1.00
Jeffrey Pittock	1.00	1.00
Holder of less than 1%	7.50	10.79
Unallocated	—	2.91
	100.00	100.00

Note: The company has an issued capital of £50,000 voting shares and £200,000 non-voting shares. Additional finance is available through the company's bankers.

PICCADILLY RADIO

(ILR Manchester service)

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

Directors

Joseph Wilmot (*Chairman*); Norman Quick (*Vice-Chairman*); Philip Birch (*Managing Director*); A R Armit; Anthony Blond; Sir Paul Bryan DSO MC MP; Sidney Friedland; Arthur Hopcraft; Mary Mason JP; D H May; Dame Kathleen

Ollerenshaw DBE; Michael Peacock; J H Perrow; Lord Winstanley.

Executives

B G Jones (*Chief Accountant and Company Secretary*); Colin Walters (*Programme Controller*); Philip Thompson (*Chief Engineer*); Richard Bliss (*Sales Director*).

PLYMOUTH SOUND

Earl's Acre, Alma Road, Plymouth PL3 4HX

Directors

The Earl of Morley JP (*Chairman*); R B Hussell (*Managing Director and Sales Director*); J A D Campbell; D J Cherrington; J A Constable JP; G E H Creber; S J Day; Mrs Joan Doyle; S Edgcumbe JP; T T Fleet; B V C Harpur; R K L Hill JP; J D Parsons; Mrs Elspeth Sitters JP; J H Trafford.

Executives

David Bassett (*Programme Controller*); Tim Mason (*Chief Engineer*); Malcolm Carroll (*Head of News*); Louise Churchill (*Head of Women's & Children's Programmes*); (Mr Hussell is also Company Secretary).

RADIO CITY (Sound of Merseyside Limited)

(ILR Liverpool service)

P.O. Box 194, 8-10 Stanley Street, Liverpool L69 1LD

Directors

G K Medlock JP (*Chairman*); J S Swale (*Deputy Chairman*); Terry Smith (*Managing Director*); W H Alldritt JP; Mrs Pauline Marsden; Mrs Margaret Rogers; Ken Dodd; W G Gentry; Mrs Romana Hollins (Carla Lane); Sir Harry Livermore; I G Park; W J L Rushworth; G C Thomas; J F Wood.

Executives

David Maker (*Programme Controller*); Walter Nelson (*Company Secretary/Financial Controller*); Geoffrey Moffatt (*Sales Manager*); Nicholas Pollard (*News Editor*); Peter Duncan (*Chief Engineer*).

RADIO CLYDE

(ILR Glasgow service)

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

Directors

F I Chapman (*Chairman*); James Gordon (*Managing Director*); William Brown CBE; W K Forgie; Kenneth McKellar; A J Murray (*Company Secretary*); Sir Iain Stewart.

Executives

Norman Quirk (*Chief Accountant*); Alex Dickson (*Head of News*); Andy Park (*Head of Entertainment*); John Lumsden (*Chief Engineer*); Peter Elliott (*Sales Manager*).

RADIO FORTH

(ILR Edinburgh service)

Forth House, Forth Street, Edinburgh EH1 3LF

Directors

Sir James McKay (*Chairman*); C T Lucas (*Managing Director*); Peter Balfour; Mrs Wendy Blakey; Joseph Currie; Donald Ford; L M Harper-Gow; Miss Lennox Milne; Douglas MacDonald; Robert McPherson; Keith Hannay; J A Romanes; David Snedden.

Executives

Alan Wilson (*Financial Controller*); Richard Findlay (*Programme Controller*); Ian Wales (*Chief Engineer*); Derek Gorman (*Sales Manager*); Tom Steele (*Head of News*); Bill Greig (*Promotions & Publicity Manager*); Hamish Wilson (*Arts Producer*).

RADIO HALLAM

(ILR Sheffield & Rotherham service)

P.O. Box 194, Hartshead, Sheffield S1 1CP

Directors

Gerard Young CBE JP (*Chairman*); William S MacDonald

(*Managing Director*); Mrs D de Bartolome; John P Graham; John Jewitt JP; T P Watson JP; Herbert Whitham; Michael J Mallett; R Keith Skues (*Programme Director*).

Executives

Graham Blincow (*Company Secretary*); Derrick Connolly (*Chief Engineer*); Darryl J Adams (*Sales and Promotions Manager*); Ian D Rufus (*News Editor*).

RADIO ORWELL

(*ILR Ipswich service*)

Electric House, Lloyds Avenue, Ipswich, IP1 3HZ

Directors

Commander John Jacob (*Chairman*); Donald Brooks (*Managing Director*); R Blythen; A C Briault; A H Catchpole; T R Edmondson; W Le G Jacob; J P Margetson; D H S Missen; Mrs R A Skerritt; S F Weston.

Executives

John Wellington (*Controller of Programmes*); Tim Ewart (*Head of News*); David Cocks (*Head of Sales*); Richard Allison (*Chief Engineer*).

	Ordinary Shares %	Loan Stock %
Eastern Counties Newspapers Limited*	15.00	15.70
E.M.I. Limited	15.00	15.70
Ipswich Co-operative Society Limited	10.00	10.47
Anglia Television Group Limited	10.00	10.47
H.C.B.C. Enterprises Limited	10.00	10.47
Matthews Holdings Limited	5.00	5.23
Thames Industrial Securities Ltd.	2.50	2.62
Suffolk Life Annuities Limited	2.38	2.49
Ransomes Sims & Jefferies Limited	1.00	1.05
Holder of less than 1% each	16.66	12.76
Fitzwalter Wright Ltd. (as underwriters of issue)	12.46	13.04
	100.00	100.00

Note: The company has an issued capital of £180,000 ordinary voting shares and £57,333 7% redeemable cumulative preference shares. Additional finance is available through the company's bankers.

RADIO TEES

(*ILR Teesside service*)

74, Dovecot Street, Stockton-on-Tees, Cleveland TS18 1LL

Directors

J B Robertson (*Chairman*); J R F Bradford (*Managing Director*); M L Cohen; R Crosthwaite; The Hon James Dugdale; M A Heagney; W Heeps; P A Hill-Walker; A D W Hoskyns-Abrahall; M E Humphrey; T W G Jackson; Mrs M Jeffrey; Mrs R Mackenzie; D G Packham; H Whitehead.

Executives

Jeff Blood (*Financial Controller*); Terry Cassidy (*Sales Controller*); Donald Cline (*Commercial Production Manager*); Bill Hamilton (*News Editor*); Bob Hopton (*Programme Controller*); Chas Kennedy (*Chief Engineer*).

	Voting and non-voting Shares %
North Eastern Evening Gazette Ltd.*	12.00
North Eastern Co-operative Society Ltd.	10.00
Portsmouth & Sunderland Newspapers Ltd.*	8.00
Tyne Tees Television Ltd.	8.00
E.M.I. Limited	8.00
Carloli Investment Trust Ltd.	6.00
Northern Foods Ltd. (through a subsidiary, Melwood Investments Ltd.)	5.00
Tyneside Investment Trust Ltd.	4.00
Teeland Investment Company Ltd.	4.00
M A Heagney	4.00
T W G Jackson	2.40
Andar Financing & Marketing Services Ltd. (through Mr A Foy)	2.00
Hon. James Dugdale	2.00
Michael Baum & Co. Limited	2.00
A E Theakston	2.00
T A & Mrs J M Lester	1.60
Tees Towing Company Limited	1.20
The Expanded Metal Co. Limited	1.00
Farmway Ltd.	1.00
Hon. David Dugdale	1.00
G A Farrow	1.00
T Haigh	1.00
A C W Hart	1.00
J R Jeffries	1.00
J W G Manners	1.00

J B Robertson	1.00
H Stephenson	1.00
Miss F Jackson	0.80
R Collier	0.80
J Winterschladen	0.50
Mrs M Perks & J J Perks	1.00
Unallocated	4.70
	100.00

Note: The company has an issued capital totalling £250,000 comprising £25,000 in voting shares, £100,000 in non-voting shares and £125,000 in loan stock. Additional finance is available through the company's bankers.

RADIO TRENT

(*ILR Nottingham service*)

29/31 Castle Gate, Nottingham, NG1 7AP

Directors

N Ashton Hill (*Chairman*); Lord John Manners (*Vice-Chairman*); D P F Maitland (*Managing Director*); Mrs V J Baker; E B Bateman; G Boulton; Alderman C A Butler; J E Impey; T W H Kearton; T P Kelly; Miss M J Lyon; R W K Parlbly; L J Robson; Mrs A Stanley; S Williams.

Executives

R N Snyder (*Programme Director*); A D Churcher (*Sales and Promotion Manager*); G E Woodward (*Chief Engineer*); R J Kilbey (*News Editor*); J Barter (*Administrator*).

	Ordinary Shares %	Preference Shares %
Forman Hardy Holdings Limited (Nottingham Evening Post)*	11.00	—
Standard Broadcasting Corporation (UK) Ltd	8.33	10.00
Union of Shop Distributive and Allied Workers	8.00	—
Newark Advertiser Co. Limited*	6.67	—
Greater Nottingham Co-operative Society Ltd.	6.67	—
Northern Foods Ltd. (through their subsidiary, Melwood Investments Ltd.)	6.67	—
ATV Investments Ltd.	6.67	—
County Bank Limited	5.33	8.00
Old Broad Street Securities (Nominees) Ltd.	4.17	—
General and Municipal Workers Union (Midland and East coast region)	4.00	12.00
Independent Broadcasting Consultants	2.62	—
Automobile Association	2.50	—
National Union of Hosiery and Knitwear Workers	2.08	—
Industrial and Commercial Finance Corporation Ltd.	1.66	20.00
Mrs E E Grain and Mrs W A Tasker* (Ilkeston Advertiser)	1.66	—
Leadale Securities Limited	1.33	—
Lord John Manners	1.00	—
T Bate	1.00	—
Holder of less than 1% each	6.19	1.50
Unallocated	12.45	48.50
	100.00	100.00

Note: The company has an issued capital of 300,000 £1 ordinary shares and 100,000 £1 Preference Shares. Additional finance is available through the company's bankers.

RADIO VICTORY (PORTSMOUTH) LIMITED

(*ILR Portsmouth service*)

P.O. Box 257, Portsmouth PO1 5RT

Directors

J P N Brogden (*Chairman*); G Paine (*Managing Director*); P S Ashley; A Ball; E W Borrow; Mrs K E Childs; G A Day; P Duncan; G C Edyvane; F P Faulkner; R T Glanville; A D W Hoskyns-Abrahall; Miss C Hurlin; A B Logan; K Mason; J S Mc Kerchar; J L S Mitchell; J A Nye.

Executives

D Symonds (*Head of Programmes*); E Fraser (*Assistant Head of Programmes*); R Tollerfield (*Chief Engineer*); K Ward (*Sales/Promotion Manager*); B Jenkins (*Company Secretary/Accountant*); Paul and Patricia Ingrams (*Heads of News*).

	Voting and Non-Voting Shares %	Loan Stock %
Portsmouth & Sunderland Newspapers Ltd. *	16.67	—
Portsea Island Mutual Co-operative Society Ltd.	10.00	17.12
Edgar Wilfred Bor-row	10.00	—
E.M.I. Ltd.	8.12	—
G A Day Ltd.	5.00	34.25
Thames Industrial Securities Ltd.	4.17	—
Radio Victory Ltd.	3.79	—
Isle of Wight County Press Ltd.*	3.33	—
Faulkners Public Works Co. Ltd.	3.33	—

The Earl of Bessborough	3.33	—
Whitbread Wessex Ltd.	2.33	—
The Earl of March	1.83	3.43
John Steward McKerchar	1.67	—
Mrs Rowland Rank	1.67	5.14
Southern Newspapers Ltd.*	1.67	—
Lynton S White	1.67	6.85
J H & F W Green Ltd.	1.67	—
Michael D Poland	1.33	—
Privett Holdings Ltd.	1.03	3.43
Holder of less than 1%	8.39	29.78
Unallocated	9.00	—
	<hr/> 100.00	<hr/> 100.00

Note: The company has an issued capital of £75,000 voting shares and £225,000 non-voting shares and £29,200 loan stock. Additional finance is available through the company's bankers.

SWANSEA SOUND

(ILR Swansea service)

Victoria Road, Gowerton, Swansea SA4 3AB

Directors

Professor Howard Purnell (*Chairman*); Charles Braham (*Managing Director*); Mrs Margaret Aeron-Thomas; John Allison; Norman Blyth JP; Vernon Rees Davies JP, Clive Gammon; David Goldstone; Brian Harpur; R Leslie Rees; Selwyn Samuel OBE.

Executives

Trevor Curtiss (*Head of News*); Stanley Horobin (*Chief Engineer*); Colin Mason (*Programme Director*); Gordon Davies (*Sales Director*); Colin Stroud (*Company Secretary/Financial Controller*); Wyn Thomas (*Head of Welsh Programmes*).

THAMES VALLEY BROADCASTING

(ILR Reading service)

P.O. Box 210, Reading, Berkshire.

Directors

Sir John Colville CB CVO (*Chairman*); The Marquess of Douro (*Deputy Chairman*); Neil French Blake (*Programme Controller*); H E Bell; F A Butters; Rupert Hambro; Gerald Harper; Kevin Goldstein-Jackson; Mrs Bunty Nash; Kenneth F Rivers; Max Lawson; Michael Moore (*Sales Director*); Howard Thomas; H C Hardy; Michael Jones (*Financial Director*); A Steel.

Executives

Robin De'ath (*Chief Engineer*); Jean Barclay (*Company Secretary/Administration Manager*).

	Voting Ordinary Shares and Founders Shares %
News International Limited*	45.00
Thames Television Limited	19.88
The Windsor Racecourse Co. Limited	9.94
E.M.I. Limited	4.52
Milward & Sons Limited	2.26
Paul Hamlyn	2.03
Hambros Bank (Nominees) Limited (for Rupert Nicholas Hambro)	1.60
Electrical, Electronic, Telecommunication and Plumbing Union	1.36
The Marquess of Douro	1.19
Gibb Services	0.45
Associated Biscuits Limited	0.45
Robert Darval Limited	0.45
Sir John Colville	0.47
Holder of under 0.45% (£1,000)	10.40
	<hr/> 100.00

Note: The Company has an issued capital of 220,000 £1 ordinary shares and 1,330 £1 founders shares. Additional finance is available through the company's bankers.

VII 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 originally proposed to provide during the contract period. The programme plans submitted in the written applications of the eight latest companies on air are reproduced below.

BEACON RADIO

Wolverhampton/Black Country

The Area

The transmission area specified in the particulars as 'Wolverhampton' can be broken down into four constituent parts:

AREA	POPULATION	HOUSEHOLDS
Dudley	293,799	99,170
Walsall	273,081	87,495
Sandwell	330,014	109,685
Wolverhampton	268,847	87,295

We must stress from the outset, therefore, that the area designated as being 'Wolverhampton' in fact incorporates the heart of what is generally known as the 'Black Country'; and that it includes three towns, in addition to Wolverhampton, that are of equal size and importance.

Any attempt to identify the station with one of these areas would alienate it from the others as strongly as Birmingham is disregarded by the rest of the Black Country.

There is no natural centre to the Black Country and no specific pattern of movement. Most journeys across borough boundaries are from home to work, and back. But, though they may rarely visit each other's towns, the people of the Black Country have much in common. They are a sturdy and honest people, with a straightforward and unpretentious attitude to life. They are proud of being working class. They are self-sufficient. They do not take kindly to being patronised.

The principal problem we face, therefore, is to create a station which is equally acceptable to a number of separate communities, and which is not positively identified with any particular one.

General Policy

In our opinion we shall best serve our community by a programming policy which attracts the largest audience possible.

To achieve acceptability our programmes will depend heavily on local news, local interviews, local involvement and popular music.

The ingredients of programming of all commercial local stations are likely to be similar but the style with which they are carried out makes for success or failure. We believe in informality and an essential characteristic of fun, both to listen to and participate in. A degree of unpredictability and flexibility are also essential to maintain interest.

This can be achieved without any degradation to the serious service of news and information which will be the mainspring of the service we will seek to offer the people of the Black Country.

If we fail to entertain and inform reliably it will be our fault because we believe we know what is wanted. Our news service must be the backbone of our programming.

We intend to subscribe to IRN for national and international news and actualities. Our service of local news will be the best, being the only local broadcasting news service specifically tailored for the Black Country.

We intend to place reporters permanently in each metropolitan borough to establish themselves as personalities in their own communities. With their own studio facilities they will be able to carry out live interviews where desirable. The extensive use of an outside broadcast unit will further enable them to extend their on-the-spot news coverage. It will be our intention to copy-taste all news, be it local or national, and treat it on its local merits. We do not believe in separating local news from national news, as this tends to devalue both.

News bulletins will tend towards being frequent but short, and, wherever practical, not repetitive. Each bulletin should be of fresh interest to the listener who heard the last one. Because of the vast quantity of very local news that emanates from the area, with at least four major councils and local governments, it will be essential to change the bulletins frequently to cover all the local news.

If it is practicable the News Editor will arrange access to the

substantial news-gathering operation of the local newspapers, as a back-up service. Local specialist journalists will be used for expert comment where desirable.

Longer bulletins will be placed strategically through the day with five-minute bulletins at peak audience times. At least an hourly bulletin will be achieved throughout the day. The rigid hourly bulletin policy will be supported by a flexible programming policy which will permit the use of news flashes, reports or interviews at any time, and when they happen.

Accuracy, objectivity and impartiality are the three underlying qualities for which we shall always be striving. Accuracy, because unless listeners feel that they can rely upon and trust the information they receive, we might just as well not be transmitting. It is a question of confidence and credibility and this can only come from the station striving to maintain the highest standards of accuracy.

Objectivity because we believe that this is something for which a great many people are searching in vain in much of the mass media today.

Imparality, because the area has many conflicting interests – political and religious, cultural and sociological. People who hold differing points of view must be able to feel that the station's programming policies are free from bias and that Beacon is – as it will certainly be – willing to give broadcasting time and opportunity to those holding conflicting views.

Music

It will be our intention to provide plenty of music in our programmes. We expect to take up all our available needle time. Basically we will seek to satisfy people from their early twenties to their late forties with a mix, part-contemporary part-nostalgic. There will be music from the shows, light vocals, some Palm Court type music, light and current instrumental favourites. This will alternate with the 'Top Forty' for younger listeners, while for those in the top age range we shall delve far back to revive some of the tunes which were their favourites when they were young.

Our music output will cover the complete spectrum of music and, though there will be a few specialist spots, programmes will be scheduled so as to provide the appropriate musical fare for that section of the public most likely to be listening at any given time.

There is within the area a considerable number of local music-makers. Their work ranges from pop and folk groups, through concert and amateur operatic societies; church choral societies to regimental bands, Salvation Army and works brass bands. Some of these groups need encouragement and suitable outlets for their creative abilities. Therefore, live music in the area will be encouraged within sensible financial and other limits. We shall be continuously involving local music-makers and music-listeners, in various advisory ways.

Current Affairs

The Black Country area is predominantly industrial. Specialist attention will be paid to news and views in this particular field.

Locally we will encourage involvement from the shop floor to the board room. The strength and prosperity of the whole of the area served by Beacon Broadcasting depends upon the vitality of its industrial life. Beacon Broadcasting would be lacking in any sense of responsibility if it did not do its utmost to contribute to our industrial prosperity. In the ultimate all industry in the twentieth century is dependent upon what is happening nationally and internationally. This will not be overlooked.

Satisfactory coverage of local authority affairs by local radio is a new field for local authorities and communications people. It opens up a completely new dimension, and Beacon, rather than pre-empting any particular course of action in this programme application, would want to leave its options open for experiment and evolution. Suffice to say, therefore, that coverage of local

authority affairs will be a matter of prime concern to those responsible for the station's programme.

Service Announcements

Complementary to all this will be Beacon's endeavours to supply the best possible news service of local news-information such as items about weather, news of road, rail and other traffic conditions, a detailed 'what's on' service, police messages and all forms of crime, fire, ambulance warnings, or indeed any form of public service or work announcements. The dissemination of such information as freely and as frequently as possible is, in our view, an essential part of the service to the community which Beacon will be giving.

Sport

The area has substantial sporting interests, which will be comprehensively covered. Apart from the obvious mass spectator sports, there are a number of participation sports in which many local people are involved. We hope to tap much of the enthusiasm with which the Black Country tackles its leisure activities.

Shopping and Prices

Our service to the housewife on shopping and prices will be an important part of our day-time programming. We would want to tell her not merely what are the best buys and where to get them, but to continue the process further by giving simple advice about the best way of making use of those commodities for family meals.

There are times when there are glut conditions with certain fruits, vegetables, fish, etc. Most housewives may well know the obvious ways of dealing with such commodities. We shall try to suggest other, possibly more interesting and exciting recipes which we know to be well within the competence of our listeners.

The typical Black Country family may not want Cordon Bleu cooking, but they eat well. It is an interesting statistic that a sum of money above the national average goes from the average Black Country housekeeping account into food purchases. The Black Country housewife is one of Britain's most discriminating shoppers and her husband is most critical of the meals supplied. We will therefore plan to take local broadcasting right into the local kitchen in a positive and helpful manner.

Talks Policy

Our policy might be described as one of fragmented programming since we believe that nobody wishes to hear long segments devoted

to one subject. Other than formal news bulletins and sports reporting programmes we would anticipate talk items to be short and crisp and inserted into the normal daily programming. This policy would be extended to our phone-in policy. We do not have plans for a formal phone-in programme but we would be prepared to accept direct calls to our presenters at any time.

Our listeners will stay with the station because they will know if a subject does not interest them we shall be passing on to another subject within a few minutes. In this way the most technical and dull matters should form a part of entertaining programming and education without our listeners objecting.

It is Beacon's intention, as far as possible to avoid differentiating between men, women and children in our programming. We regard them all as people.

In the same way we shall not go out of our way to create programmes and say that these are for any single section of the community. This is discrimination.

However, that is not to deny recognition of special needs of various groups (minority or otherwise) including men, women, children; those who are elderly and lonely; the immigrant community; those who need the help of various religious denominations, etc.

It would be easy to draw up a catalogue of the interests and activities of the men, women and children living in the area served by the station, and then write against each the amount of time which will be arbitrarily allocated each week. Instead, we intend that *all* the programmes will be related to *all* the interests and activities of *all* the men, women and children of the area irrespective of class, colour or creed.

British Originated and Performed Programmes

Beacon has no plans for the use of any programmes of non-British origin and would normally only consider foreign and Commonwealth sources in the event of there being some special programme of particular significance to the people of Wolverhampton and the Black Country. Non-British originated and performed programmes would never be a major factor in Beacon's programming.

Hours of Broadcasting

We expect to broadcast 18 hours a day throughout the week, with transmission starting at 6 a.m. and ending at midnight.

December 1974

DOWNTOWN RADIO

Belfast

General Intentions

In an area served by four established national programmes and a new local BBC station, and capable of receiving several others, a new independent radio station needs some justification. It must clearly offer something more than additional programmes: it must be a distinctive service. Within the general requirement to 'disseminate information, education and entertainment' we have taken as our starting point the Authority's policy that stations should 'combine popular programming with fostering greater public awareness of local affairs and involvement in the community'. Before turning to specific proposals about programmes we should like to make a general comment about each in turn of the three main elements in this policy - the community, the local orientation and popularity.

We begin with *the community* because we believe that it is essential for the new station to take into account the special needs of Northern Ireland today. This is a divided community, and a local broadcasting service will offer a great opportunity to help unite it. We are eager to take that opportunity, and as the composition of the company indicates we are well equipped to do so. We shall emphasise and encourage activities, ideas and discussions that bring the different elements together.

Better understanding depends on better information. In this the station will have a heavy responsibility as well as an opportunity. For example, local radio's capacity to communicate swiftly will be an asset, but, as is well-known, a hasty report on disaster can sometimes contribute to it. On matters that divide our society, therefore, the need for impartiality and accuracy cannot be over-emphasised, and our aim will be to regard news as a public service and not simply as good copy. In general we shall aim at the very highest standards of responsible reporting, separating news from comment and fact from opinion.

Beyond this we shall seek to direct attention to those matters

of social concern that tend to be submerged by the civil strife and the narrow political pre-occupations that stem from it. These include the neglect of necessary basic legislation (in such matters as property and consumer affairs) and the lack of adequate debate about whether to keep step with Great Britain in such things as divorce and homosexuality, or about urban renewal, population movement, housing, overcrowding, pollution, industrial relations, unemployment and even the economy.

We believe that in order to make a distinctive contribution the new station should be unmistakably *local*. There is at present no genuinely local broadcasting service and we shall seek to fill that gap, in relation to each of the three main aspects of the service, entertainment, education and information.

So far as entertainment is concerned the local orientation will include recognition of special Northern Ireland interests, providing outlets for local people and sponsoring cultural activities that help to preserve the identity of the area. However, though we shall encourage the best of local talent in both creative and performing arts we do not equate 'local' with 'parochial', for it is in entertainment that the station will most acutely have to stand the test of comparison with the professional standards that the public have come to expect.

An important element in the station's educational contribution will be in publicising the opportunities available in the province. Direct provision will inevitably be limited, but will include, for example, special features on education for leisure, opportunities for women, careers talks, preparation for retirement and so on. In this we shall actively seek the co-operation of the Education and Library Boards, the universities, the Polytechnic and other educational institutions. We hope on occasion to bring interesting cultural and educational ventures to a wider audience. But education as an institution is also an important element in the lives of parents and children, young and old. We shall encourage debate on

important issues, and stimulate discussion and enquiry into matters of concern to parents and the public generally.

In information, too, the local orientation is important. We shall give a chance to local people (as distinct from politicians) to express their views on current affairs. It seems to us of great importance to create opportunities for people to talk to each other whether at the level of 'phone-in' or sustained debate; we shall encourage people of different religious and political persuasions to come together for purposes other than confrontation and shall publicise activities in which they co-operate for the common good. We shall also try to meet other unfulfilled local needs. Unemployment, for example, is a chronic and acute local problem, yet at the same time many employers find it impossible to recruit staff. There would seem to be scope for regular broadcasts of employment and training opportunities. Often the unemployed and others in greatest need cannot be reached through newspapers, but they do listen to radio. Such citizen advice is exceptionally important in a complex, changing and often disrupted province.

Equally important is that it should be presented in a way that people can understand. For us, therefore, the requirement of *popularity* is in itself an aspect of public service, not only in relating the abstractions of social theory to people's actual lives but also in translating into plain terms the official language or technical jargon they may have to cope with when they are most in need of help.

Through the whole range of programmes we believe the friendly informal approach especially associated with Independent Local Radio will be an integral part of popularity. And in a local station the valuable elements of immediacy and occasional surprise can be retained more easily than in institutionalised or networked services.

Continuation of the audience research we have undertaken will give further guidance about what the precise elements should be within this strategy. And the creative imagination of the high-grade professional staff we propose to appoint will translate what at this stage can only be a declaration of intent into a reality. The intent, however, is clear – to seek popularity through a balanced and varied programme, tailored to fit the requirements of our community.

We now turn to the kind of programme we propose to broadcast. We recognise the constraints within which we shall have to work. For one thing radio nowadays seems for most people to be something to listen to whilst they are doing something else – dressing, bathing, driving to and from work, washing up, minding a factory bench, or sunbathing. On week-days, then, we expect that our biggest audiences will be at the getting-up and going-to-work periods, and later at coming-home time, and that during the day most of our listeners will be those confined to the home (housewives, the bed-ridden, the unemployed).

In the evenings, and for parts of the day at week-ends, the audience may be much smaller, as many people visit the local, watch television or follow particular leisure activities. This suggests that these are the times to cater for special interests, particularly those of young people who tend to listen in more in the evenings. At week-ends, apart from attention to the pop charts, there will be children's entertainment, sport and leisure news, nostalgic music and reminiscence, record requests, shopping, gardening and household magazine programmes.

We expect as a matter of economics as well as popularity that music will form a substantial part of the station's total output. Much of it will be popular music. However, this does not necessarily mean a pale (or even a highly-coloured) reflection of existing programmes, such as Radio 1, which are designed for vast and therefore amorphous audiences. The national music popularity charts do not apply to Ulster so we intend to set up our own retail audit system to measure local trends and tastes. The various categories of popular music will be given their due (though touching only rarely on the extremes) and we shall try to cater for special local tastes – such as Country and Western and Folk music – which are not satisfied by the other radio stations.

We shall blend in with the background of musical programmes a good proportion of spoken material of an intelligent kind dealing with topics other than the relative merits of records and musicians. There will also be short stories, reading and perhaps a local serial. There will be criticism of films, plays and concerts, television programmes and other popular arts.

There will be short talks by experts on their subjects. Sport plays and important part in the life of the community and will be strongly featured in special reports. We do not expect to offer running commentaries but we shall provide reports, interviews and bulletins on all major events. Farming will have a daily programme.

Religion is important to the Northern Ireland community and

church-going is much higher than in England. Its association with political attitudes, though, is an unfortunate but inescapable fact of life in the province. Our policy would be liberal and welcoming towards all faiths and denominations. We would be flatly opposed, however, to the introduction either directly or by implication of sectarian politics. We should be glad to discuss with representatives of all churches what broadcasting facilities might be provided for them or by them. In general, however, we favour an inter-denominational approach – a 'Thought for the Day', discussions on religious and ethical questions, religious news, religious music and readings from the world's scriptures, rather than broadcasting denominational services in rotation.

All this should indicate that our criteria in planning programmes extend beyond popularity. We wish to encourage anything that helps to raise the morale of the community, brings together people of different persuasions, or simply cheers people up.

Service to the public and the educational content of broadcast material are important to us. (Nor do we regard these other aims as incompatible with the need to attract large audiences in order to attract advertising. Unless it is to preach only to the converted, any radio station with a desire to educate and enlighten must seek a wide audience from all walks of life. Radio can often get to those – such as disaffected youth – who are inaccessible to any other medium).

News

(a) As we have said earlier, we are acutely aware of the opportunities and responsibilities in relation to news reporting. So far as local news is concerned the IBA will need to know particularly what our policy is in regard to reporting on civil disturbances and on contentious local political matters.

We propose (i) to aim at speed and accuracy rather than journalistic appeal, (ii) to use the flexibility of the medium to report news as it happens as well as at the regular times listeners will expect, (iii) to report such news as an aspect of public information but not seek to capitalise on it, (iv) to avoid over-use of 'eye-witness reports' from the public or instant comment from anyone, and (v) at all times to have regard to the need to report events honestly and in a balanced and impartial way.

In general we propose to make a clear distinction, in timing and presentation, between news and comment. The regular news and information service will include travel, weather, road works, consumer and market information, farming, business and industrial news, job opportunities, leisure and pleasure news, reports from local councils and boards, religious news, sports results and fixtures and special features on activities for children and young people. We shall not allow the political situation and the troubles to exclude news on other matters of importance or interest to the community and we shall report good things as well as bad.

In the broader context of information we shall seek to widen participation in comment and discussion beyond the small circle of readily available politicians and other spokesmen so frequently heard at present.

News bulletins and related information programmes will be the responsibility of a Head of News responsible in turn to the Programme Controller. Establishing reliable sources of information will be an important priority and the closest co-operation will be needed with the security forces. Public service broadcasts will be a regular part of the pattern. Because of the great importance of the manner of presentation of news, much of which may be outside regular bulletins, ability to present it and an appropriate standard of skill and judgement will be important factors in the choice and training of announcers, presenters and reporters.

(b) So far as national and international news is concerned we propose, through arrangements with Independent Radio News Limited, to broadcast full bulletins at scheduled times and important news flashes as they arise.

Men, Women and Children

We are inclined to doubt whether assumptions about distinctions between male and female tastes are of great value in the broad outlines of programme planning, in comparison, say, with the distinction between those who at certain times are likely to be at home and those likely to be at work. On the other hand we have some positive views about unfulfilled needs that we want to try to fill. For housewives, for example, although there is no shortage of general consumer information, there is very little specifically related to their own shopping needs in this geographically separate community. We are particularly interested, too, in helping the growing number of women who see no reason why looking after a home should prevent them using their minds and are actively seeking ways of doing so. Several colleges in the province have presented 'Opportunities for Women' courses which could form the basis of radio programming.

Children considered as potential listeners are for the most part best regarded as young adults, we believe. We certainly do not want to run the risk of underestimating them. Their social, educational and personal needs may well form the subject of many programmes listened to chiefly by their parents, but they themselves can be expected to share many of the interests of older people in sport, news, leisure pursuits and so on.

Their musical tastes, in so far as they differ markedly from those of the young adult, will be recognised in the varying pattern of the daily time-table, and we hope to feature a special week-end presentation based on record requests. We are, of course, conscious that today's children are the adult listeners of tomorrow, and shall direct part of our continuing market research to this.

Young people considered from another angle present a special challenge and at the same time a special opportunity. They include both the vandals and the fresh idealistic advocates of community action full of concern for tomorrow's world; they include the bored and the enthusiastic, the arrogant and the dejected. The acute social problem posed by the negative elements can only be solved if the community can find adequate constructive alternatives for them. We do not suggest that radio is itself such an alternative, but we believe that it is a medium that can and does reach this

age-group when other may fail. We propose to try to reach the whole spectrum and to put young people in touch with each other so that the committed and the positive can influence the unattached and the disaffected. It may be possible for young people to put together their own regular programmes. Youth organisations will have an important part to play and we shall encourage them strongly; for example by enabling their members to participate in group discussion.

Syndicated Material

Our general policy, based on the philosophy of local radio we have outlined, will be to use locally produced material whenever possible. We do not envisage any significant amount of syndicated matter unless it had special relevance to local needs or were of outstanding quality. The exchange of opinion or information between areas, however, could have a special value, particularly as a means of linking with friends and relations in Britain or further afield.

Hours of Broadcasting

At present we propose to broadcast for 19 hours daily, from 6.00 a.m. to 1.00 a.m. the following morning, seven days a week, but we hope to extend this to a 24 hour service in due course.

January 1975

PENNINE RADIO

Bradford

We intend to create and run a local radio station which will enrich the lives of the people of Bradford. We intend not only to 'educate, inform and entertain' but also to increase the awareness of Bradfordians and their involvement in the community round them. Bradford already has a strong sense of community and identity. We intend to build on this a genuine community radio which the people of Bradford will regard with pride as 'our' station. More than just a distribution point for news and entertainment, the station will be involved in a continuing conversation with its community. It will become the central exchange for all forms of activity and all points of view in the Bradford area, a new focus for Bradford life.

To achieve this aim, we have consulted widely in the formulation of our programme policy. The basic framework has been developed over the last year by a programme committee of twenty people drawn from independent television companies, from the BBC (both radio and television), from the local press and from such bodies as the churches, the Yorkshire Arts Association, the immigrant community and the Bradford Youth Service. This committee has provided the professional skills but it has been assisted in its deliberations by our special opinion survey on the views, attitudes and the needs of the people of Bradford, and also by a series of special and individual meetings with local groups of all kinds. The information forthcoming from these sources has been interpreted in the light of the best available audience research material from Britain and overseas and of special visits to the newly established independent local radio stations in London, Glasgow, Sheffield, Manchester and Newcastle.

The programme policy which we have evolved in this way has three basic elements: popular programming, local service and participation.

Popular Programming

With a total audience of only 400,000 people within the VHF contour, the basic requirement of viability dictates that we must attract and hold a large proportion of that available audience. If this is lacking, all other aims fail. The day-time programmes are therefore designed to have a wide popular appeal.

Local Service

Local radio is something far more than just radio with a Bradford accent. As an intimate part of the community we aim to serve it, interest it and involve it. Our staff must be deeply involved in the community, participating in local organisations and in local activities. The station itself must become an active element organising functions and entertainment. Our strength is in our roots.

Participation

A community radio station has to aim beyond the wholesale provision of wallpaper for the ears. We plan to involve our listeners to show that a local radio station needs not only their ears but their minds, their views, their suggestions, their participation, their involvement. Radio is conversation: it is the community talking. It is the most open and accessible of the media, and we

shall exploit these qualities to provide a central communications tool for Bradford.

There is a very real demand for local news. People are interested in it, want more and feel they aren't getting enough. A demand for local news was the strongest single one to emerge from our survey. People are very interested in what goes on around them, in things that affect their lives and homes and jobs, and in the common experiences which bind them together as a community with a shared past and identity. In fact they are often more interested in these things than in the massive diet of national and international news with which they are deluged daily. Our survey revealed little demand for more national or international news.

It is our aim to win the majority of the listening audience. In doing this we will be facing the considerable competition of the BBC. We intend to win this competition by emphasis on three basic elements in our strategy. Our local roots are our special strength against a nationally orientated corporation. Secondly, we intend to talk to the people of Bradford on their own terms and in their own voice. It is possible to popularise without debasing, entertain without insulting, and inform without condescension. We intend to be a station with a mind but one which is inevitably popular in its approach. Radio is the most universal of the media, available to all and open to all. Finally, we intend to offer national radio in Bradford a complete radio service. Local radio does not mean diluting quality or cutting out sections of the audience. Where people can find their own level within the BBC's layer-cake of four channels and its local diet supplement, we shall vary our approach by time of day rather than channel, catering for the mass audience and for the different sub-audience within it at different parts of the day. For the bulk of the day, and particularly in the mornings when the radio audience is at its largest we will be offering a continuous flow of popular programming designed to appeal as widely as possible. At night, however, the audience for radio is small and listening requires more of an effort and a commitment. This is part of the day we intend to devote to fixed programmes aimed at specialised groups and minority audiences.

We start by basing our programming on the available knowledge of audience, particularly our Bradford survey, and the experience of the industry. Yet we are anxious to experiment and to try out different formulae and approaches in the fullness of time. To be successful radio has to be open minded and flexible. Our aim is not to perpetuate a set of received orthodoxies but to serve the people of Bradford. We are prepared to vary our programme mixture to achieve our main purpose of attracting a majority audience during the day and talking to minorities at night.

Presentation

Our aim is a presentation which is both lively and intelligent. We want to be a station with a mind. To this end we are not anxious to recruit the conventional disc jockey or the conventional radio hand who will come in and dole out the same bland bromides to Bradfordians as he would to Birmingham, or Bondi, New South Wales. Instead we seek lively and intelligent communicators who are adaptable and can turn their hand to playing records, dealing

with problems, preparing programmes. For the public our presenters are the station, and it is vital that they conform to and strengthen the station's image and approach. We intend to maintain a balance between people who know the industry, and local people with roots in the community. Such a mixture will avoid the problems caused by predominance of either one category.

Music

This will be the largest single element in the station's output. The main criterion behind our choice of music will be the simple one of popularity, bearing in mind two essential elements. The play list for day time programmes will be drawn up so that a coherent balance is maintained throughout the broadcasting day and the music used suits the time of day, more lively in the morning than in the afternoon, more appropriate to specialised minority tastes at night.

Secondly, we must always be aware of our Bradford audience. The population of Bradford in both older, and more settled in its habits, than many other cities. Our survey shows a preference for a popular familiar music. Hence, though we will use top forty records, particularly for younger listeners, we will not be obsessed by 'pop music' and will certainly avoid the frenetic pursuit of the charts. Our survey shows a demand for classical folk and brass band music, which we intend to satisfy in weekly specialist programmes.

We intend to emphasise the associations which centre round popular music. We are all dated by the tunes that run round our heads and for most people particular pieces of music have associations, sentimental or otherwise, with particular events in their lives or with stages in their development. Listeners will be invited to tell us about those associations on tape, by telephone, by post, or in person. Similarly visiting celebrities and locally prominent people will be invited to trace the development of their lives and careers through the music they associated with the different stages.

A major part of our responsibility is to encourage local music. Initially we are allocating only the minimum requirement of 3 per cent of net advertising receipts to live music production. We would like to allocate more; we will certainly be doing so after the first years of operation. Until then, however, the commercial viability of the station is our first consideration. Instead of spreading this money thinly over a large area we intend to concentrate it on types of music which have shown themselves to be either specifically regional in flavour or to be particularly well received in this area. We intend to encourage brass band music by organising and recording concerts by local musicians, of sounding brass and voices. Choral music is still widely popular, even though the days when every chapel was putting on its own rendering (in some cases, literally, a rendering) of the 'Messiah' are long gone. The more intimate forms of folk music and traditional jazz have proved widely popular in numerous clubs and pubs. We intend to provide local opportunities for enjoying both in their traditional context as well as a wider airing. We will encourage local pop groups by providing facilities for recording, and opportunities for broadcasting. There has been a decline in the number and quality of local pop groups in recent years, witness the reduction in the number of local recording studios from five to two. Endeavouring to reverse this trend we will provide opportunities for broadcasting local groups in the normal flow of programming.

Listeners' Problems

Anyone working in local media or involved in politics cannot fail to be impressed by the volume of mail, telephone calls and personal visits from people with all kinds of problems, legal, financial, domestic, personal, health, welfare and educational, who have little idea how to set about solving them. We live in an age when people are becoming acutely aware of their problems, difficulties and grievances, and keenly sensitive to inequalities of treatment, and yet do not have the necessary skills to improve their situation. A major function of a community radio station should be to extend a helping hand. It must be a focal point to which people will turn naturally for help, for advice, or just for an airing of their problems and viewpoints. We intend to have one member of staff available to people during the working day. He will present the weekday mid-morning programme and have the necessary skills, contacts and sources of information to show them how to help themselves, to put them in touch with relevant officials or sources of help. Where the problem is of general human interest, he might produce suggestions and help from listeners or can help others with similar problems. He will broadcast the problem and any reply as part of the normal flow of daily broadcasting. He will also prepare a special weekly programme - an Advice Column of the air.

Local Roots

A sense of locality has many dimensions. It stretches back into the past, embracing men like Sir Titus Salt and Lister who shaped the world we see about us, political movements like the rise of Labour, the administrative evolution which gave order and health to Bradford and the steady process of social change as mills close and new industries come. It reaches out geographically to the limits of our sense of neighbourhood and place, and embraces our way of life, the things we have in common, and the differences from the rest of Britain such as the substantial part played by clubs, pubs and even the humble chip shop. It involves the identity that makes us different as Yorkshiremen, our accents our attitudes, our social habits. It even involves our common experiences, from weather to war. Our continuous emphasis on our community will explore all these dimensions. Some of the aspects of this exploration which we are already preparing to cover are:

Documentaries on the wool barrens and on such major local figures as Oastler, W. E. Forester and J. B. Priestley.

A series of 'Scrapbook' features in which the focus will be Bradford rather than national events. These will include reminiscences of major local events, recollections of what life was like in the area, of local characters and snippets of local history.

A regular programme of dialect speakers, in which dialect is considered not as an academic subject but as a living, evolving pattern of speech. This will feature not only members of the Yorkshire Dialect Society but also Yorkshire jokes and dialect poems and readings from widely popular Yorkshire tale-tellers such as Hartley and the authors of the other local Almanacs which so many of our older citizens still cherish.

The development of a group of local 'talkers' of all sorts. This area is rich in raconteurs and tale-tellers. It is rich, too, in characters and in people at the University, the Polytechnic and elsewhere who can contribute authority and expertise on all kinds of subjects. We have already established contact with a body of such people who will contribute widely to our programmes and become as well known in the local context as Richard Baker, Ted Moulton, Robert Robinson, Margaret Powell or even David Coleman are nationally.

We intend that the station will originate a wide range of events from concerts and folk evenings in pubs to outings and visits. A community station must contribute as well as converse.

Politics and Local Government

Our responsibility is that of providing a two way channel of communication: to allow local political leaders, councillors, members of Parliament and officials the opportunity to put over their views and explain their responsibilities, and also to give the wider public the opportunity to participate in a developing discussion on issues and problems of the day.

To this end we aim to widen the circle of debate to the maximum. We will be making extensive use of the phone-in, a system with exciting possibilities and peculiarly appropriate to radio. However, the phone-in has been abused in some contexts. We will not be using the telephone simply as a means of filling time cheaply by having insomniacs whittering into watches of the night. We will use it always under tight control and closely focussed on the subject in hand. This will be either a specific question or a longer discussion on a specific topic. The phone-in will be a facility, not an obsession, and it will avoid too-long successions of voices, one after the other, crackling over the telephone. At the same time, we must also be aware of the fact that 51 per cent of the people interviewed in our survey did not have access to a telephone in their home. Of course others will, if sufficiently motivated, have access to telephones but we are anxious to tap the views and the participation of everyone. To this end we will be using the radio car and outside recordings wherever people gather together at work, pub or club and even in the home, and inviting people to drop in to our studios. The proposed studio premises are right in the centre of Bradford, at the hub of the local authority transport system and only a few hundred yards from the railway station and the new road/rail interchange. We anticipate no problems in encouraging participation. The forum for politics and local government will be both specific programmes and items in the continuous flow. They will include:

Council Calendar. Recorded and edited extracts from council debates, reports by councillors on their activities and studio discussion of council activities.

Bradford Commentary. Members of Parliament, candidates, party politicians, visiting politicians, and local activists participate in studio discussion of the issues of the day.

People's Parliament. Regular discussion programme recorded each week in a different venue in which ordinary listeners discuss an issue of the day unencumbered by experts, pundits or politicians.

On the Spot. A discussion recorded at problem points bringing together the local inhabitants and the politicians and planners who are trying to change their lives. Route points in the Aire Valley motorway, council estates with problems, threatened buildings such as the Alhambra Theatre, schools closed by high-alumina cement problems are some of the obvious locations for these discussions.

Discussions on a specific subject featuring a studio guest, an informed presenter, and giving people the opportunity to phone in and air their views on an issue of the day, a more general topic of discussion, or on some of the human experiences which we all share. These will include such homely experiences as passing the driving test, holidays, slimming, children starting school, child-minders, the problems of women at work and the whole range of topics basic to the lives of ordinary people.

News

We intend to provide both local and national news in hourly bulletins. These will be clearly distinct since we feel that people make a distinction in their own minds between local news, survival information for them in the context of their areas, and national and international news which is of less immediate interest to them and more likely to contain the kind of diet of despair, doom and disaster to which people have steadily built up antibodies. We will have an hourly bulletin on the hour of national and international news provided by Independent Radio News, but re-written where necessary to interpret it from a Bradford point of view rather than the metropolitan point of view which permeates far too much of our news in Britain. This bulletin would also include local repercussions of national stories such as the local effects of a strike or a company crash.

Hourly, on the half hour, we will provide from our own resources a bulletin of local news interspersed with comment and interviews on tape, although we intend to exploit the flexibility of our day time programmes by reporting important local stories at any time. We regard the provision of both aspects of news as a vital service and an essential part of our competitive ability. We emphasise two aspects. We do not intend to fill a prescribed slot with news if nothing of significance is available. On a light news day bulletins will be contracted rather than padded out with space fillers. Secondly, we intend to rewrite stories frequently. Nothing is more annoying to listeners tuned in for a long period than the endless repetition of the same story in the same terms. If a story is worth repeating it is worth a new treatment, a new development or a new presentation. A more detailed look at the local news with opportunities for comment and discussion and local elaboration of national stories will be provided in 'This Day Tonight', our daily news magazine in the early evening.

Education

We do not propose to broadcast programmes of 'schooling' as support for local school or evening class curricula. Such programmes are not suited to our need for continuous popular programming throughout the day-time period, and we want our educational programmes in the evenings to have a more popular appeal than simple programmes of tuition. As we have said earlier, a prime motivation of our group is to provide a local radio service that 'will increase people's awareness of, and participation in the community around them'. Many of the elements of the day-time programmes are therefore intended to inform and educate people about the environment in which they live, and, by informing, to help them to help themselves to lead fuller lives, aware of the opportunities available to them.

The Mid Morning programme for example will every day include phone-in conversations with guest specialists on subjects as varied as finance, education, social services and housing. The afternoon programme will regularly feature items of special interest to mothers with young children, including information on local playgroups, and advice on nursery school facilities and pre-school education.

The evening discussion and documentary programmes will include a wide variety of talks and features on local history, local amenities and the functioning of local institutions.

We have had meetings with specialists in many fields at the University and Technical College, and we intend to tap the wealth of expertise in these establishments to expand on points of news and information whenever appropriate in the day-time programmes.

Minorities

Bradford has become home to large numbers of new immigrants, first to refugees from Poland and other 'captive nations' in East Europe at the end of the war, and then to some 20,000 immigrants from the new Commonwealth and particularly from Pakistan. There are now 11,080 Pakistanis in the former Bradford County Borough, 5,965 Indians, 3,410 immigrants from Africa and the

West Indies, and 6,630 Ukrainians, Poles and other East Europeans. All these groups maintain their own cultures and traditions, though, of course, the children are being absorbed into our local culture as well. Their needs and interests are badly catered for by existing media and we have a responsibility to serve them. We have consulted extensively with leading figures in the different immigrant populations, though we should emphasise that the communities are fragmented and acknowledge no overall leadership. On the basis of these consultations we have decided that we can best serve the immigrant communities in three ways. We can serve them:

As Bradfordians sharing in the common programming for the rest of the population with the same problems of housing, schooling, living and working. They will be interested in, and feature on, these programmes in exactly the same way as the rest of the population.

As sub-cultures within Bradford. Several aspects of the life of the immigrant groups, and particularly their music, religious and social habits are of wide interest and will feature on general programmes.

As Communities. In this aspect they will be served in the same way as other interest groups by specialised programmes devoted to their interests, at night. Five programmes a week are intended specifically for the Asian community and it is our intention that some of these will be in Hindi. One programme a week will be for the East European community and we are also considering another programme once a month in the language of another group, Ukrainian being the most common of the others, though other groups will take their turn.

Religion

We have arranged to have a religious programmes producer, an appointee of the Bradford Council of Churches, attached to the station to take charge of all our religious programmes. We shall also establish a Religious Advisory Council, made up of representatives of the principal Christian denominations, and devotees of the Hebrew, Muslim and Hindu faiths, to advise on the balance and content of religious programmes.

We propose to handle religion in ways appropriate to radio which exploit the intimacy of the medium rather than in the aloof and dutiful fashion of so much religious broadcasting. Thus, we are not proposing to broadcast church services but to provide churches and chapels on rotation with the opportunity of providing a religious programme of half an hour duration, featuring prayer, hymns and stories. Similarly, the Sunday morning programme will provide the opportunity for participation, for people to put their spiritual and religious problems to a religious advisor, so that he can provide advice and counsel over the air and listeners can amplify his comments with their own insights.

We shall broadcast a religious talk every morning and we are also proposing a weekly programme of wider appeal which will feature readings, popular hymns, songs and stories and provide an opportunity for listeners to request their own favourites. Saturday and Sunday broadcasting will end with an epilogue, provided on a rotation basis by a spokesman of the different religions and denominations represented in the Bradford area.

Drama

We will not be able to produce any professional drama employing professional actors on any regular basis within our budget forecasts for the first three years of operation. With over 30 amateur dramatic and operatic societies, however, the Bradford area is one of the most active in the country. The Alhambra Theatre is booked six weeks a year by local amateur groups, and the productions are some of the best supported bookings of the year for that theatre.

We intend, therefore, to encourage and extend this activity by providing the facilities for amateur groups to produce radio drama every alternate Sunday night. We hope further to use local people for our regular morning and late night story readings.

We also intend to ask school and youth groups to write and perform ten minute radio plays to be broadcast during the Children's Magazine programme on Saturday evenings. These could perhaps be judged in competition and prizes awarded every six months.

Bradford is also, arguably, the national centre for experimental theatre. The Yorkshire Gnomes, the Welfare State, the John Bull Puncture Repair Kit and the General Will all started in this area, as well as individuals such as Jeff Nuttall, Albert Hunt and David Edgar. We hope to develop some new form of dramatic entertainment either solely on radio, or on radio in conjunction with other media including street theatre. If there is to be a new brand of comedy to supercede Monty Python as Monty Python superceded the Goons, then these people are likely to produce it.

Sport

Sport is a major interest for a very large section of the population. It does, however, provide major problems for a local radio station.

National results and occasions are well covered by existing media and long strings of petty local results are often both turgid and only of very parochial interest. We propose to solve this dilemma by offering:

Regular results services particularly on Saturday afternoon, in the course of normal programming.

A programme of local results on Saturday evening.

A weekly profile of a team or local sports group featuring the players, the supporters, the officials and allowing them to speak for themselves.

A regular weekly phone-in programme devoted specifically to sport in which listeners can exchange views and discuss points with the expert presenter and his guests.

Emphasis on the people in sport rather than the technicalities of the sport itself.

We shall provide a daily racing service for the hard-core racing addicts.

Access

Regarding radio as a conversation in which people must have the opportunity to share, we have placed heavy emphasis on participating in many sections of programming. We also feel it is necessary to provide the opportunity for local groups, not only to put their point of view, but to prepare their own programme using our equipment and advised by our staff. We will feature a weekly access programme which will be open to all kinds of local groups to use in any way they want, subject – of course – to the necessary restraints of decency and defamation. In addition, in our children's programming, the opportunity is being provided for school and youth groups to produce and prepare their own items, even their own short programmes on the same basis. In this sphere particularly, the competitive element should not only provide a series of items of wide interest, but also further our avowed aim of involving the people to the utmost.

Syndicated Material

We have no plans for the broadcasting of syndicated material, or any items originated elsewhere, on a regular basis, other than national and international news. Occasions will arise, however, from time to time when we shall request the assistance of other ILR stations or free-lance houses to provide material of special interest to this locality. For example, if Bradford City were playing an important match away against Plymouth, we might

ask Plymouth Sound to send us match reports rather than send our own reporter. We shall also want interviews with players and team profiles of visiting teams to Bradford to accompany match previews; it might be more economical for these to be supplied by other contractors. We shall consider seriously any material originated elsewhere that has special relevance to Bradford, but there is nothing coming out of the production houses yet that is compatible with our programme plans, or within our budget.

Responsibility for Programming

It is essential that we work as a close team, and that every member of the staff has sufficient freedom to extend his/her talents and develop programme ideas. We expect also to incorporate some of the programme ideas suggested by listeners, as a two way communication with the audience is central to much of our programme planning. However, efficiency demands a strong management structure, and the shape of the station's sound, and the development and incorporation of new programme ideas will be the responsibility of the Programme Controller who will be answerable to the Managing Director/Chief Executive who will, in turn, take total responsibility for all aspects of the station's operation, and be answerable to the Board of Directors.

Conclusion

All these constituent elements will be blended into a programme flow designed to inform, educate and entertain. We will be proud to offer it to Bradford.

We have scope to serve every interest as well as entertaining the majority. We believe that these programme plans, geared as they are to the realities of the Bradford advertising market, and the broadcasting requirements of Bradford people, will provide a local radio service that will quickly become an indispensable asset to the community life of Bradford.

Broadcasting Hours

We intend initially to broadcast for 126 hours per week. It will, however, be a matter of priority once the station is established, to remain on air for longer periods. There is an unmet need for all night broadcasting in Bradford as there is elsewhere in Britain, and we intend to provide it as soon as practicable. We should like to extend this intention as soon as is possible so that no-one has the cause ever to leave the station.

November 1974

RADIO ORWELL

Ipswich

Ipswich will be the smallest of the 19 ILR stations. In view of this and the future uncertainties of the general economic situation in the country, we believe that our attitude towards the 'house-keeping' of the station, and our programme policy, must be prudent, though not over-cautious.

The heart of local broadcasting is its programmes. On these, the station will be judged by listeners and advertisers. We have carried out extensive audience research, and we believe that we have a very clear idea of what people in this area want from ILR.

Firstly, they want ILR *per se*. There is substantial feeling that the provision of local radio in Ipswich will be another sign of national recognition that Suffolk is emerging from a past history of depression, relative to many other counties in the southern part of England. As members of the Authority will be aware, there are numerous indications of the revitalisation of the county in the past twenty years or so. New industry has moved to Ipswich, as have also a number of national insurance companies; Felixstowe Dock has set a pattern of development and growth in the dock industry, probably unrivalled in Britain; the Post Office Research Department has established its new headquarters at Martlesham; and throughout the county there is ample evidence of the drive and initiative of both Suffolk people and newcomers.

Culturally the county is also very active. The Adleburgh Festival is known worldwide; a second festival at Hintlesham is developing; a new Arts Theatre in Ipswich is to be built; The Corn Exchange is being converted into an entertainment complex; in the field of popular music Suffolk probably leads the country in the number of country groups. There are innumerable societies devoted to the preservation of the cultural heritage of the county and the conservation of its countryside.

In sport, Ipswich Town Football Club is an acknowledged leader in the First Division, and the Ipswich Witches number leading international riders among their speedway riders.

These developments and achievements can almost certainly be said to hinge considerably on the fact that Suffolk is an extremely pleasant place in which to live; a county of great beauty and indeed mystery, whose people are at once canny and friendly.

It cannot be an accident of history that three of England's great artists – Constable, Turner and Gainsborough – drew their inspiration from Suffolk, nor that composers such as Holst and Britten were likewise inspired, nor writers such as George Crabbe and Edward Fitzgerald. Nor that so many people in the arts, broadcasting and television have chosen to come to live in Suffolk. We make no bones about our pride in our county and in our belief that what we do in the field of local radio will come to rank in historical importance with other creative achievements in the county.

The success of Radio Orwell will depend directly on the extent to which it can integrate itself with every aspect of life in the broadcast area. There is no single programme formula for success. Programmes cannot be designed merely to attract a large group within the whole, to the exclusion of the county's other interests that exist alongside. The station must reflect the endless variety of life in the area.

There are certain qualities which the station must possess if it is to gain the trust and respect of the community as a whole. It must be honest, frank and reliable. It must know when to be restrained and when to be vigorous. It must understand the life of the area and provide a focus for people's natural interest in this life. It must foster this interest. It must support local institutions. It must be orderly. A degree of idealism must inspire every aspect of the work of the station. It must seek high standards. It must not be cynical.

This is a tall order for a small staff, but to help them reflect life in the community we shall draw on contributors from among the many people in the area who have said that they want to play

their part in local radio. They represent a variety of skills in journalism, music, entertainment, drama, education, public affairs and sports. We know that much of their help will, at least in the early stages, be freely given.

The staple elements of programming will be light/popular music, news (local, national and international), service broadcasts, (local traffic, weather, sea conditions etc.), and spoken word programmes of all kinds designed to promote community awareness of all aspects of life in Suffolk. Specifically the criteria to be applied will be:—

- (a) to achieve for Radio Orwell the largest audience of any radio transmission receivable in the area.
- (b) to provide the audience with a service which is of practical use and value in everyday life, as well as one which will stimulate interest among listeners.
- (c) to recognise that a very fine balance will have to be struck between (a) and (b) if the station is not to be accused of either triviality or ponderousness.

We do not believe that serious broadcasting need be dull; indeed, if it is dull and not entertaining in its own right it will fail in its purpose anyway. However, we are very conscious of the need to strike the right balance between pure entertainment and what we describe as 'local service' programmes. Within a few months of broadcasting beginning, we will use audience research to find out if the balance is right.

We have given great thought to the length of the broadcasting day. The trend in Britain as elsewhere is to broadcast for twenty-four hours a day. We do not, however, believe that in the Ipswich area there is a significantly large audience for round the clock broadcasting. Furthermore, it certainly could not be supported financially. Initially we planned a broadcast day of eighteen hours, from 06.00–00.00 but as we progressively examined and refined our financial structure, it became clear that we could not sustain a service of the quality which we consider necessary, nor the viability of the company, if we broadcast for more than fourteen hours a day during the week. We thus propose to broadcast, initially, from 06.00–20.00 on Monday to Saturday and 08.00–20.00 on Sunday. In support of these periods we argue that we need to start broadcasting at 06.00 in order to serve early risers and particularly farmers and farm workers; but on Sunday people rise later; our research indicates, as does research elsewhere in the country, that the largest audience for radio is in the early morning and this, therefore, will be our prime advertising time. We would not contemplate a cessation of transmission during the mid-morning, mid-afternoon periods, when we know that audiences are likely to be low, on the grounds that split transmissions on domestic radio are unpopular. By ceasing transmission at 20.00 we are doing so at a time when television is the commanding medium and we are losing only the potential audience for radio from about 22.00–23.00 onwards. However, this is a loss which, we calculate, will not involve us in loss of advertising revenue.

As and when the company prospers, we intend as our first priority to recruit additional programme staff, in order to extend hours of broadcasting.

The initial fourteen hour day on weekdays (modified on Sunday) will be split into four shifts, from 06.00–09.30, 09.30–14.00, 14.00–18.00 and 18.00–20.00.

The first shift, to which we expect the largest audience of the day, will be very much a 'service' segment with music providing a platform for news and information, merging into the second shift which will be predominantly for housewives on weekdays and families on Saturday and Sunday. The third shift will concentrate on children's programmes, the younger pop music audience and on weekdays the homeward bound motorist, before merging into the fourth shift, which will be predominantly for the more serious listener interested, for example, in spoken word programmes on town and county topical affairs.

News

We propose fixed and regular times for news bulletins and summaries believing that there is nothing more infuriating to listeners than news bulletins spread out in an irregular pattern throughout the day. A similar policy will be followed for local weather news, although we shall be flexible about this in the event of sudden dramatic changes, e.g. thunderstorm activity, as indeed we shall be about local news, where an event is of sufficient importance to justify broadcasting it at a 'non-news' time.

News bulletins will be broadcast at 06.00, 07.00, 09.00, 10.00, 11.00, 12.00, 14.00, 15.00, 16.00, 17.00, 19.00, 20.00; full bulletins will be broadcast at 08.00, 13.00 and 18.00.

Our intention is to provide as comprehensive a local news service as possible, and one which recognises the paramount role of immediacy in radio.

In addition to straight news bulletins and summaries and news

magazines, as the station develops, we plan to include the following news features programmes. It must, however, be emphasised that we cannot hope to mount such a variety and volume of news programmes with the news staff proposed initially.

Market Report. News and prices from livestock markets. The timing of this report would be decided after consultation with listeners for whom it is intended, e.g. farmers and buyers.

Farmer's Diary. We shall canvass the opinions of farmers on this. It would contain news and information for the farming community and related industries. We would employ a personality on it, e.g. the Suffolk equivalent of Ted Moulton. We would propose to broadcast it weekly or twice weekly.

Police Call. The Suffolk Police have expressed great interest in local radio and we have said that we will be glad to provide the Force with an early evening spot which can be used for crime prevention information, or any other matters concerned with police/public relations.

City Hall. Local radio can do much to close the existing communications gap and we propose a regular, probably twice weekly magazine, in which civic and county affairs will be presented and discussed, between officials and members of the public.

Local and National Elections. Subject to whatever rulings the IBA may make regarding the coverage of political affairs, we propose to offer candidates for local and national elections air time to express their views.

Sports Report. A weekend Sports Report featuring the activities of Ipswich Town, the Speedway, local club events, regional events such as the East Anglian Golf Championship, and as many other regional sports as we can cover.

Consumers' Choice. A programme for consumers was high on the list of suggestions made to us during our audience research and we intend to produce one. Carried out responsibly it should provide a valuable service for both customer and supplier.

We shall subscribe to the service provided by Independent Radio News and it is understood that this service will be provided both by teleprinter and Post Office line.

We propose to provide as full a service of national and international news as we can and Independent Radio News will be our prime source.

In general terms, we believe strongly that a commercial radio station which does not provide the best possible news service, whether it be national, international or local is seriously failing in its duty. We hope and expect that local radio in Ipswich will command the biggest audience in the area of any radio service available and when this happens we must ensure that local radio leads to a broadening of minds, and not a narrowing. We believe that the provision of a comprehensive news service is vitally important in this context.

Public Service Broadcasts

'Service' broadcasts will include information on traffic, weather (including sea area forecasts for the 6,000 or so yachtsmen), daily diary of events, market reports, forestry fire warning, police information etc.

We expect to broadcast a daily 'Enquiry Within' programme, produced in conjunction with the recently opened Ipswich Citizens Advice Bureau and another regular feature of practical value to housewives will be a programme on consumer affairs.

As part of our policy of fostering the cohering effect of local radio, we propose to produce regular programmes of news, information and music, e.g. a kind of 'Down Your Way', from individual towns and groups of villages in the broadcast area, and we expect that by covering each town or village group in rotation each one will be visited at least once every six months. We expect to involve the Community Councils in this project.

A daily news magazine with local, national and international actuality material we regard as being of importance and one is planned at 18.10.

We also consider that where large enough groups of people can be identified as having similar interests, we should cater to those interests. We have mentioned that there are 6,000 yachtsmen in the waters around the area and we propose to provide programmes during the sailing season, in particular, which will include news of sailing clubs, boatyards, competitions etc.

Another easily identifiable group is made up of the several thousand U.S.A.F. personnel and their dependents at the Woodbridge/Bentwaters base. Although the base is outside the 1mV/m contour we think that it might in practice receive a useable signal and if this is so, as 'guests' of Britain we consider that service personnel and families are entitled to have their own interests catered for.

If sufficient interest is shown by farmers in an agricultural programme, we shall produce one.

Women

In all our programming (since throughout the day, women will form a large part of our audience) their interests will be borne closely in mind and we shall retain the services of Ailsa Garland, formerly the *Daily Mirror* Woman's Editor, and Editor of *Vogue* to advise us. Programmes designed specifically for women will be considered; in these days of womens lib, unisex clothes, equal pay for women and equal conditions of employment, we ourselves are in two minds as to whether or not programmes designed especially for women are an anachronism, but we shall take the advice of, for instance, the East Suffolk branch of the Federation of Women's Institutes on this.

Children

We propose to form a young listeners' club to be known as the 'Gyppees' after the name of the Orwell above Ipswich – the Gipping. As well as the purely social activities we envisage for such a club, we intend to make some of its activities the peg for a variety of local interest programming. The Gyppees, for example, might visit the Rural Life Museum at Stowmarket – thus introducing a local social history programme. They might spend a day at the Minsmere Bird Sanctuary – an excellent peg for a programme on avocets and other unusual local birdlife. They might tour Ipswich Power Station, giving us scope to examine in simple terms the position of Ipswich in terms of the energy situation. Or they might visit the new reservoir at Tattingsstone, thus opening up the whole question of water supply and conservation. The potential of such visits, and many others would be virtually inexhaustible. We also envisage a useful promotional aspect in Gyppees –T-shirts and buttons.

Local Affairs

Town and county affairs will be covered by spokenword programmes of all types, involving county and borough councillors and officials, members of Parliament, employers, union officials etc. Suffolk's cultural and historical heritage will be dealt with on a regular basis in talks, magazine programmes and documentaries.

Sports and Pastimes

Sporting life, particularly at weekends, is very varied; we shall naturally follow the fortunes of Ipswich Town Football Club very closely and also the Speedway, some of whose riders have now achieved international and national fame. Sailing has been mentioned and other sports which will find a place in the programme schedules will be rugby, cricket and angling. Our audience research indicates that there is a wide range of interest in pastimes and hobbies such as gardening, stamp collecting, antiques etc., and we shall cater for as many of these interests as we can. We shall rely on advisers in our Sports coverage.

Education

We believe that local radio could make a valuable contribution to both primary and secondary education in Suffolk, by broadcasting programmes directly related to the county educational curricula. However, educational broadcasts must be done well, or not at all. More harm than good can be done by inexpertly produced broadcasts for schools. We ourselves certainly could not meet the cost of producing programmes which would meet the standards which we believe to be essential and we would have to look to the Suffolk Education Authorities to finance programmes for schools. We have put our views to the County Education Officer.

Religion

From the outset we have been conscious of the role which local radio should play in the religious life of the community and early in 1973 we asked the Bishop of St. Edmundsbury and Ipswich if he would establish an interdenominational committee to advise us. This committee was established and we shall look to it for

guidance on the pattern of local radio religious broadcasts; we have no unusual ideas as to how we shall go about these, but we expect to broadcast services from churches in the area and devotional programmes from the studio

Entertainment Promotion

If our funds permit, we intend to co-operate with the Ipswich Borough Council in promoting live entertainment at the Corn Exchange. We shall also wish to co-operate with other organisations in this type of activity since we believe that an important function of local radio is that of a stimulant to the live performing arts, in whatever field, i.e. music of all kinds, drama, amateur talent contests, etc. We would like to see Radio Orwell become a patron of the arts, using the word in its broadest sense. We shall rely on advisers in this activity.

Overseas Material

As far as British origin of programme material and British performance are concerned, wherever British artists are available, either 'live' or on commercial records, they will be used. Inevitably however, schedules will have to contain popular material from other countries, notably the U.S.A.

Participation Radio

We suggest that local radio should not dictate to its audience. Rather, it should involve as many members of the community as possible in the programme making process.

There is, in our view, no doubt that the role of local radio within the community can be greatly enhanced if it is allowed to be used as a means of communication by individuals and organisations with something to say to the public at large.

In our discussions with people in Ipswich and around, we have come across a number of instances where organisations and individuals would like to produce their own programmes and have them broadcast. They include the Women's Institute, Rotary, the churches and the Association of Ipswich Music Societies. We believe that if we encourage the idea of participation radio, it is going to appeal to many other groups. The material which they might make available to Radio Orwell could be of considerable value to the community.

The idea is, however, in its infancy and in this application we do no more than make a tentative suggestion that we allow for an 'open-ended' session for participation after normal closedown at 20.00.

Hours of Broadcasting

Whilst normal hours of broadcasting will be from 06.00–20.00 we make it clear that these would be extended in order to provide a proper service during periods of emergency, e.g. flooding, storms, serious traffic accidents on arterial highways or other disasters.

We consider that an 18 hour day for seven days a week is desirable, but we know that an 18 hour day cannot be financially supported in the first year or so. Accordingly, we propose to broadcast from 06.00–20.00 from Monday–Saturday, and 08.00–20.00 on Sunday.

Conclusion

Our concept of local radio is an ambitious one, which we know may well turn out to be difficult or impossible to achieve in the first few years. Initially we may have to be content with a simpler format, but our basic aim will remain that of providing a local radio service which is entertaining, gripping, which emphasises its role as a purveyor of a valuable public service. We want to establish a radio service of which people will say: 'You can't afford *not* to listen to Radio Orwell'.

December 1974

RADIO TEES

Teesside

The aim of our programming is to establish a station which will give the people of the area, on a single channel, a first class service of entertainment interwoven with the best available services of local news, sport and general information, full discussion of local and national issues, and a strong service of national and international news.

Provision of a comprehensive service specifically geared to the needs and interests of the station community over an 18 hour day seems to us the main radio broadcasting need at present unsatisfied. It is for this reason that we intend to offer as broad a

service is as practicable, not merely one designed to fit into gaps at present unfilled by the competing broadcasting services or the press. Our aim to establish Sound Broadcasting (Teesside) Limited as the central organ of communication for the region makes this breadth of programming essential. If we are to be the community's main service we must appeal to the whole community. We do not underestimate the size of this task.

We decided that the criteria we should apply in making our plans should be:—

(a) To catch from the outset the attention of a large audience by

the right mixture of entertainment and information, and by ensuring that the tone and style is geared to the attitude of the whole station audience.

(b) To ensure that our news and information service is accurate, fast and comprehensive, so that listening to it becomes a 'must' for everyone who is active or interested in the area.

(c) To provide a forum for the most significant local discussion and probing of local issues, and national issues as viewed locally.

(d) To create a market place for advertisers and listeners which will be to their mutual advantage and therefore ensure the financial well-being of the station.

(e) To promote the element of participation in programming so as to make a reality of our claim that this is truly the region's local station.

(f) To ensure reasonable air time to minority interests and specialised subjects.

To execute this policy, the basic framework of our programmes will be a first-class service of local news, local information and discussion, presented in a way to involve people in the station. But though such informational material is important – the 'inform and educate' element in the 1973 Act's requirement – we regard as equally important the provision of a first-class service of entertainment.

Nothing less will satisfy the critical audience of the area. We are fully aware that good entertainment, whether nationally or locally based, has a value beyond the programmes themselves. It helps to attract and hold an audience for other programmes. If we fail as a local station to entertain, we will also fail to inform. The audience will simply not be there.

The key elements in our programme pattern will therefore be:—

(i) Local news and information, local controversies, features, discussion and talks.

(ii) National and international news, supplied by Independent Radio News and purveyed in a frequency to make the station self-sufficient in news output.

(iii) Music, recorded and live, the cloth into which will be woven some of the rush news and much of the feature and magazine content.

(iv) Listener participation, in a station area of approximately 680,000 people.

(v) The environment . . . in an area of vast capital expenditure in chemicals, steel and oil.

(vi) Agriculture . . . in an area of 3,200 farms, 500,000 acres of agricultural land, and 7,500 farmers and farm workers.

(vii) The arts . . . in an area of an authentic Georgian Theatre, an Eisteddfod and a progressive Arts Centre.

(viii) Local Government . . . in an area in which dramatic changes have occurred in six years.

(ix) The Services . . . in an area of more than 10,000 troops and their families.

(x) Community information . . . in an area in which the media receives immense help from many sources.

(xi) Consumerism . . . in an area of lively, intelligent leadership and experience in community broadcasting.

(xii) Women's Affairs . . . in an area where housewives and mothers are being encouraged to return to work to meet a market situation.

(xiii) Children . . . in an area of tens of thousands of school-children but no specific local broadcasting for them.

(xiv) Sport . . . in an area of champions, Middlesbrough Football Club and Ormesby Table Tennis Club, five race courses and county cricket.

(xv) Education . . . in an area which will not be denied the next University.

(xvi) Religion . . . in an area where social concern is evinced by all the churches.

In pursuit of our policy of involving local people as much as possible in the output of the station, we hope to experiment with access programming in the evenings at off-peak listening times. Studios and equipment will be made available and experienced full-time staff will be encouraged to train local people and organisations to prepare, produce and present programmes which reflect their own interests. Scope is seen for this type of content from a whole range of sources, but particularly in the field of women's organisations, education, the environment and conservation, the arts and local musical groupings.

The extent to which this concept can be merged in our plans will depend on the ability of individuals and organisations to reach the standards required by the station, and the requirements of the IBA.

Local News and Information

Sound Broadcasting Limited will build the whole range of its information services on the assumption that while music will make the audience, news will make the station. A sustained sense of

accurate, responsible and comprehensive local hard news, backed by a steady flow of news in depth, will stimulate growth and speed up loyalty to the station.

We plan regular local news broadcasts on an hourly basis, but we will experiment at placing these on the half hour, and at other times, to determine which appears the most acceptable. There will be headlines half way through each hourly segment. The tendency to gather and present serious news will be offset by a short daily dose of 'good news'.

Over and above the hourly bulletins and the newflashes, we will present news items in news magazine programmes in mid-morning, at lunchtime and in mid-evening. Our aim is to have a constant supply of worthwhile Cleveland and North Yorkshire intelligence circulating throughout the time we are on the air. Background and investigative reporting will be developed extensively. The sbl newsmen will be a watchdog on bureaucracy, an Ombudsman for the listener. Freelances will spread a network into the villages and hamlets.

We will develop to the full the newscaster rather than the news-reader style of presentation, encouraging the members of the station staff to establish themselves in the public mind as individuals. We are confident this can be done without drifting into partiality or bias or editorialising. We see the spoken word, whether uttered by newscasters or announcers, as the key to developing the station as a personality in its own right.

National and International News

We intend to subscribe to the teleprinter and audio services of Independent Radio News, and look forward to close collaboration with the London Broadcasting Company. We see as very important the establishment, throughout all the areas of Independent Radio, of a strong reputation for national and international news, and will do all we can to promote this in our region.

Though our listeners are first and foremost interested in news of their own area, and in national and international news as it affects them, they are also keenly interested in other parts of the North East and North Yorkshire. This provides a natural link between Radio Tees and Metro Radio to the North, and whatever stations come into existence in due course elsewhere in Yorkshire. We hope also to contribute substantial amounts of Teesside news to IRN for the national audience.

We anticipate a good deal of overlapping between news in depth and current affairs programmes and hard news within our schedules, particularly on local issues. We envisage our reporter/newscasters working equally readily in one field or the other. We envisage a wide range of discussion programmes and of discussion items within news magazines. Among these will be a weekly discussion with local M.P's and Parliamentary candidates.

Music

Music is Manna for the station, serving two vitally important purposes. It will both provide the major element of the entertainment we offer, and at the same time provide, through request and similar programmes, a key part in the two-way links we seek between the station and the public.

All experience dictates that the bulk of the music we offer should be middle of the road and tuneful, though we shall certainly flirt with the classical and highly specialised extremes. We will ensure that the music is always of high quality, whether from the past or present, whether sweet, classical, pop or more specialised. And though we realise that middle of the road music is broadly the most acceptable, we believe we can play a part in widening the definition of what constitutes music in this bracket.

Music must be selected to blend with the time of the day, the mood of the moment, and the changing composition of the audience. During the early morning breakfast time programmes we will offer music which is vigorous and cheerful. We will change from this, a lively but familiar start, through the pleasant tunefulness of elevenses, to the quicker tempo leading into the lunchtime news and information service.

While the forenoon is not seen as an ideal time for local talent there is scope in the afternoons and evenings to play out the range of homespun contributions. In the sbl area there is a wealth of material available. We realise that the cost of live music will, in the early stages, be a limiting factor, but we aim to have an element of live music from the outset. A wide variety of it is available ranging from school and adult choirs and orchestras, to brass bands, operatic societies, the Teesside Youth Orchestra, and live or taped broadcasts of concerts. We plan also a station area Top of the Pops, musical competitions and quizzes, and, in season, coverage of Billingham's Folklore Festival and the biennial Teesside International Eisteddfod. In our request programmes, special attention will be paid to hospital patients and we will aim

to co-operate (if at all possible) with local Hospital Broadcasting Services.

Research indicates that young people are less addicted than adults to television in the evening and many tune to Radio Luxembourg and Radio 1 in the privacy of their own rooms. Into this segment will naturally fit their preference for the current crop of pop, jazz, folk, country and western with perhaps some local groups adding spice to the output. Young people will have a say in the content and will be used to monitor the validity of the mix.

We will devote considerable care to establishing the most appropriate style to announcing as part of the process of creating the image of the station. We wish to develop a team of announcers each with individual character but each, at the same time, contributing to a recognisable station character. We see this as one of the most important tasks facing local radio.

We expect to utilise our full allocation of needle time.

Listener Participation

We will make full use of the now well established techniques of the phone-in, and contact by letter and postcard to encourage the participation of the public in our programmes. We will use these methods, and particularly the phone-in, not as an end in themselves, but as a means to two ends – fuller discussion of issues, and a sense of involvement of the audience. We will test the value of our phone-in shows by these criteria, and will not allow them to elbow aside discussion by informed panels of experts if we believe that that would produce a better and more thorough discussion of issues. We will also use our mobile recording car to involve listeners in a wide range of problems.

We will encourage a flow of listeners' letters, and will ask for ideas, not just complaints. We want the doors of the station, and its switchboard, to be open at all times to anyone with anything worthwhile to say, so that the people of the area will quickly identify the station as being their own off-spring, and feel that they can play a part in building its personality and its role.

The main range of topics which tend to provide local radio with the raw material for news and current affairs is becoming clearly identified in the experience of stations already on the air. In the case of the Cleveland and North Yorkshire region we see certain subjects as being potentially particularly newsworthy.

Industry

We will ensure that industrial news not only gives the viewpoint of the workers and unions as well as management, but that it is cast in terms the ordinary listener can understand.

The Environment

In a rapidly developing area like Cleveland and North Yorkshire the environment is a subject of major interest, and the station will report on and reflect in discussion proposals for industrial development, town planning, the architecture of new buildings and the conservation of the countryside.

Agriculture

We are keenly aware that we will be serving not only a great industrial area, but an important farming region and significant inland and coastal leisure and holiday areas. We will carry special weather forecasts for farmers and reports on prices from livestock markets at Richmond, Leyburn and Darlington for dairy stock, and Northallerton, Stokesley and Darlington for beef. The company is confident that it will provide an excellent service to a community of 7,500 farmers and farmworkers on the 3,200 farms within 500,000 acres of the station area. The output should also be of interest to the 3,000 employees in ancillary industries who manufacture or supply requisites to the farm.

The Arts

The artistic life of the area can prove a fruitful source both of news and direct programme material. There has been a significant increase of interest in the arts, in the broadest sense, and our programmes will be designed to stimulate this further. We will involve people with specialised knowledge of their subjects in the planning of programmes. Northern Arts is a thriving regional organisation, and Cleveland Arts and Langbaugh Arts are increasingly important district organisations. We will include regular news of their activities, and invite their members into discussion programmes. Visiting artists will be sought out for interview, including those at the Georgian Theatre, Richmond, England's oldest theatre in its original condition – 1788. There will be a series about Teesside College of Art, and during the winter season a regular spot about the activities of the amateur theatrical societies. The professional theatre, at Billingham Forum and Darlington Civic Theatre, will be covered. The biennial Teesside International Eisteddfod and the Billingham Folklore Festival provide a copious supply of material for broadcasting. The Dovecot Arts Centre at Stockton is an interesting, perhaps unique, experiment involving

the public and youth in particular in wide-ranging artistic ventures and there will be a series about it.

We will report the development of the arts policies of the new Cleveland County Council and the North Yorkshire County Council and stimulate wider discussion of them in the studio.

There will be a series about the amateur theatrical societies, and, if practicable, excerpts from their productions. There will be a regular What's On information service including Round the Art Galleries. Book reviews and poetry reading will also be featured.

Local Government

No part of Britain has undergone more change than Teesside in the last few years and this has put a considerable strain on communications in the area. The dissemination of essential information will remain an acute problem for probably several years.

We see a continuous dialogue between councils and ratepayers as a positive benefit to both and as a means of keeping misunderstandings to a minimum. Sound Broadcasting Ltd. can play a leading part in establishing Cleveland County and North Yorkshire within and outside their operational boundaries. The promotion of the new counties is essential to the well-being of the area as a whole.

Military Affairs

The principal military centre in the area is Catterick Garrison, representing a military audience of 10,000 soldiers and families. There are other regiments stationed in different parts of the area or abroad who have a strong recruiting link with the towns in the station area. In addition there are T.A.V.R. units. The interests of this large potential audience of servicemen and women and their families have been discussed with the Army authorities to find ways in which SBL can co-operate with the Services.

We would link soldiers and their families with music and messages in their own voices. There would be daily contact with Catterick in the search for news, and arrangements would be made for a playback of news, information and sport from regiments in different parts of the country whose relatives live in our area. We share the Army's enthusiasm for strong morale-boosting links with Catterick, the second largest military base in Britain, and with the scattered regiments.

Community Information

Side by side with the provision of a service of news and current affairs, we see one of the prime duties of local radio as being the provision of a constant flow of general information about activities within the area, ranging from What's On to the Best Buy, and from recommended walks for hikers to the latest road conditions. Much of this information will go into magazine programmes, along with information about the weather, tides, lighting up times, time checks and road conditions. The flow of information should prove self-generating once people have got the habit of what is required; there is thus likely to be too much, rather than not enough, information to put on the air.

We shall have a weekly Noticeboard of forthcoming events, though we will have to take care that this does not merely take the place of some information which should properly be advertised.

We will have a weekly police file about crime and crime prevention; a weekend information spot about where to go and what to see; what's on in the municipal art galleries; details of new bus services, developments in the social services, details of blood donor sessions. There will be a weekly job opportunities spot.

Consumerism

Information for consumers will form an important and specialised branch of this general information service. We will give considerable prominence to information of value to consumers, ranging from details of food available in the markets to assessment of particular holiday opportunities and other goods and services.

We will have an action line to our newsdesk for help in consumer affairs. Visits to the studios will be encouraged. Music request programmes will involve large numbers of people, as will inter-town and inter-school quizzes. There will be a series of programmes with the title 'What We Want For Our Area' with a cross-section of the community giving their views on topics such as housing, education, recreation facilities, bus services. There will be another series entitled 'We Like It Here' more or less based on the Down Your Way series.

Women's Affairs

Women, and in particular women as housewives, form an audience which SBL must attract and hold. We believe we can best do that by ensuring that our service of music is flanked and supported by a first class service of information for women. This will fall broadly into two types – information about the house and the

family, and information enabling the housewife to broaden her interests and keep her mind enlivened.

The traditional friendliness of the North Easterner means that the approach to the women's audience must be friendly, chatty and informal – and above all sincere. It must cover well, and with imagination, the traditional areas of fashion, health and beauty, cooking and entertainment, bringing up children, decorating and furnishing the house. Since women these days are frequently keen gardeners, we will have an afternoon programme specially geared to the woman gardener. We will have a This Week's Recipe spot; a keep fit spot; and news about Women's Institutes and Townswomen's Guilds.

Side by side with this directly domestic material we will carry information about books, plays and the arts. We will have discussions about the previous night's television; information about careers for women; phone in programmes with questions answered by experts; discussions on holiday ideas and opportunities; reviews of books suitable for children.

Children

For small children during the day we will broadcast tales and nursery rhymes. For older children our main weekday offering will take the forms of news about activities of interest to them, and regular pop programmes specifically designed to meet their tastes. We will experiment with programmes compiled and presented by children themselves. We will collaborate in this field with those schools which already have radio recording facilities, and will run a contest for the best children's radio programme produced by a school or youth group. There will also be organised public speaking contests for junior and senior schools.

Sport

This is a major interest in the area, and one to which we will cater fully.

League Football will command particular attention, as the region has one first division Club (Middlesbrough) and two fourth division clubs (Darlington and Hartlepool). The Boro's return to division one under Jack Charlton's managership will give the area its greatest boost for years. We hope to involve these and other clubs in quizz matches and it may be possible to pit the listeners against the experts.

There will be full coverage of the Boro matches, team news, the wives behind the players, of Jack Charlton, the directors, of the pressures of first division football. Darlington and Hartlepool, who play in the fourth division, will get their fair share of coverage. Minor League soccer and club Rugby have thousands of players and supporters and they too will be catered for with round-ups of the matches and scores – and outside broadcasts where possible.

There are racecourses at Teesside Park, Redcar, Thirsk, Sedgefield and Catterick, all providing news. We plan a series about the personalities of the courses

There will be full racing and league soccer results services, and we shall seek the co-operation of club secretaries to broadcast as many minor results as possible.

In an age of participative sport full account will be taken of all pastimes in the region. Other sports, all of which have their faithful followers, and which we shall cover, include: athletics, golf, county and league cricket, bowls, hockey, badminton, squash, tennis, swimming and water polo, greyhound racing, karate and judo, ice and roller skating, basketball, sailing, rowing, motor racing, stock car racing and table tennis (in which the region has for some years been among the foremost in the world). Activities which have more of a recreational label such as darts, billiards and snooker, and especially angling, will have full coverage. We will pay particular attention to amateur sport.

Education

We see the station as having a definite educative role without being engaged in formal teaching or instruction. It is our view, supported by local educationalists, that it would be unrealistic for the station to try to offer education in the purely academic sense. Our aim should be rather, through enrichment programmes, to widen people's interests, while at the same time drawing attention to, and encouraging interest in, educational opportunities available in the region. Our aim is not to ram education into unwilling listeners' ears, but to involve them in it at all levels.

We plan a regular Educational Forum, with debates on education between representatives of teaching unions, the head teachers, education committees, parents and governors. We will ensure special coverage of the meetings of the County Education Committee.

Among specific programme items will be:

Our School – a weekly programme recorded at a different school in the broadcast area.

What Goes on in Further Education – again a weekly look at the vast range of art and craft classes available for the housewife determined to make time to have a break from the daily household routine.

The Polytechnic – a series of programmes looking at its place in education today – plus a weekly 'spot' for straightforward news on what's going on there, including student activities.

Teacher training centres and the colleges of education – keeping up with the changes in the educational approach.

Programmes about special activities at schools and colleges – the kids who go out to help the old folk stuck at home; the tidy-uppers; the annual concert; the school 'farmyard'.

Round the Youth Clubs – the young club equivalent of Our School programme. Youth in the Community – a programme designed to involve the young in community projects at a more ambitious level than the schools can tackle.

Inter-schools quiz.

We will consult with head teachers about areas in which we may be able to develop general programmes which are also of particular interest to schools. Local history would be a good field for us to explore. History is change and development, and can be exciting and interesting. We envisage a series telling what life used to be like in the area, how it has changed, and what the future may hold. For adults and children we will have a programme of talks by local librarians about new books which have reached their shelves.

Religion

We have been impressed by the strongly expressed views that religion on the air has tended to move too far away from worship and the affirmation of faith and to become to a considerable degree a branch of current affairs. 'No-one seems to be able to say the word 'God' on the air these days without a sense of embarrassment' was one such view.

On the other hand, religious thinking among the laity in recent years has undergone considerable change and some of the Church Institutions have been slow to respond to the needs of their congregation. There is still a place for traditional church services, pastoral addresses, and the like in broadcasting, but there is also a need to show that the church is vitally concerned in all aspects of our daily lives. We will, therefore, seek to balance these different needs through a flexible approach to religious broadcasting, not shunning denominational differences but seeking rather to emphasise the similarities.

We will, therefore, carry not only purely religious programmes but also news and discussions of religious activities, under headings such as 'Weekly Comment' by churchmen on major issues; a weekly round-up of major church events – Church festivals, important visitors, diocesan synod and other meetings. While the clergy may form the back-bone of these programmes we also see the need to involve laity to a very large degree.

We will make sure that the church view is adequately represented on discussion programmes covering a wide range of subjects – social affairs, education, alcoholism, divorce, family planning. We will keep talks at a level the average listener can appreciate – not too much highbrow theology.

Drama and Narrative Programmes

We consider that drama has a significant role to play in regional radio, but we are aware that it would be unrealistic for us to believe we can afford to originate any significant proportion of drama ourselves. We will, however, make the reading of books, where possible with local connections, and of poetry and plays, an element in our programming from the outset. We will also discuss with the local repertory theatres and with Equity the possibility of broadcasting performances by them.

Typical Week's Programme

The listeners have an appetite for news and information, not too starkly presented, as a precursor to the day's work. The morning is for the housewife to be given the companionship of tuneful music, sometimes familiar, sometimes unfamiliar, leavened with sporadic news and discussions presented in a format which enables information to be readily absorbed. It is also for the motorist who requires fast and accurate information about congestions and conditions.

The deadlines of lunch-time reintroduce urgency and information into the schedule and the afternoon demands more stimulation and challenge to the intellect of the listener. Equally, for children at home, or arriving from school, the programmes must have a competitiveness which will demand attention.

The work day is rounded off at tea-time with extensive news coverage and probes into important local issues.

Music remains as a cornerstone of the evening broadcasting, but its range is widened to accommodate more specialised tastes.

It is a time to promote music of the North East, local choirs, operatic societies, ensembles and orchestras. It is also a time to experiment with local drama groups.

We do not regard this as being a sop to the few, or whiling away what is really T.V. time, but a very real opportunity for groups to indulge their whims through programming which will provide an authentic alternative. A good spread of national news, and easy listening music will round off the day.

6.00 a.m. ON THE AIR: Station Identification. Opening announcements.

6.05 a.m. CLEVELAND CALLING: The curtain goes up on another Cleveland newscast. The national headlines. The major regional headlines. Other important local news, including sport. The national and local weather.

An early morning magazine for busy Cleveland households. Local news and interviews; sports news; opinions, comments and general interest items. All blended and seasoned with popular music. 'Cleveland Calling' will provide: every five minutes, a time-check; on the hour, a full national news bulletin, plus a full regional newscast; on the half-hour, local news and weather, plus the national and world headlines; every thirty minutes, local traffic news, roadworks and diversions, road accidents, police announcements etc.

Other features will include: a crisp rundown on plays, films, concerts, exhibitions, sports fixtures and other events in the region; a shopper's column covering local markets, good buys in fresh food, news from shops and stores; a 'Where the Jobs Are' service, giving brief details of latest vacancies in the area; and 'What's in the Papers', dealing with news and comment in the local morning press.

The musical ingredients in 'Cleveland Calling' will be aimed at providing easy listening, particularly up to 7.00 a.m. But as our listeners move into the new day, the tone will become more upbeat with music in the Ray Coniffe, Black & White Minstrels style. Right through this magazine's three-hour run, the miscellany of news, features and local information will be kept fresh and updated. Items will be repeated and amplified as necessary as people depart for work and fresh listeners switch on.

During this early-morning period, too, our staff reporters will be busy - returning to the studio with tape-recorded interviews and reactions on overnight regional stories, as well as their own coverage of fresh items. Very often, major local news will be inserted "live" into the magazine from the radio car.

Local and national news 'snaps' and flashes will be broadcast as they come in, together with all fresh, urgent information which may affect our listeners' lives that day. The aim of 'Cleveland Calling' (and indeed in all our programmes) will be to interweave music and information so as to let people know what is happening, as it happens, in a way they can instantly grasp and understand.

9.00 a.m. NEWSROOM: National and international news bulletin, plus full regional news (including tape-recorded interviews, local eye-witness pieces and staff reporters' voicecasts on early-breaking stories).

9.10 a.m. CLEVELAND CAROUSEL: A morning magazine, with women mostly in mind, but also for pensioners, farm workers, car and lorry drivers. A regular weekday offering. An easy-paced, three-hour medley of music (sweet, light classical, some pop, some jazz, some folk), information and readings.

9.30 a.m. NEWS HEADLINES

10.00 a.m. NEWSROOM: 2-5 minutes according to what is happening.

This pattern to be repeated through the morning - on the half-hour and the hour. Plus instant transmission of new flashes; and major regional newscasts put on the air as soon as possible.

12.05 p.m. WE LIKE IT HERE: A visit by the outside broadcast team to a community centre in the region. We talk to housewives and mothers; and to the menfolk if they're around. We listen to the arguments; reflect on the ups and downs of Cleveland life; play record requests and dedications.

1.00 p.m. NEWSROOM AT ONE: A brisk 20-minute lunchtime news magazine, tailored to the needs of listeners in Cleveland.

1.20 p.m. "WORDS AND MUSIC": Music, with phone-in request items and discussions.

2.00 p.m. NEWS HEADLINES

2.02 p.m. HAPPY HOUR: Apart from news flashes, this will be an hour of non-stop music, developed by the name of the disc jockey.

3.00 p.m. WOMENS WORLD: A 90-minute edition for house-bound housewives, with the needs of shiftworkers and older folk well in mind; and a wide range of sweet and light music to keep things on the move.

The mixture will be roughly half music and half information/magazine material. Plus local and national news flashes; and 'live' or recorded news inserts on a major running local story.

4.45 p.m. FROM HOSPITAL AND HOME: Monday to Thursday messages and music relayed between hospitals and home.

5.00 p.m. NEWSROOM: With the region's home-going motorists in mind. The national and world news from London. The local news, sports news and weather in detail, with staff reporters' own stories and voicecasts etc.

Also local road reports, covering traffic conditions, diversions, accidents, police and A.A./R.A.C., announcements, etc., also 'What's On' to help listeners plan their evening.

5.15 p.m. MISCELLANY: On Mondays, a platform is given to people who have forthcoming issues or events to highlight, on Wednesdays Air Mail, with readers letters discussed; on Thursdays, a resume of events from the Town Halls; and on Friday 'Sports Special' offering a comprehensive preview and guide to week-end sport.

6.00 p.m. NEWSROOM

6.10 p.m. PROGRAMME REVIEW: Highlights of our own programmes tonight.

6.15 p.m. QUIZ TIME: It is hoped to standardize this half-hour for various quizzes and forums, including inter-school general knowledge contests, a sports forum with a panel of local sporting personalities answering questions from listeners; guess the music, and quizzes for all the family.

6.30 p.m. NEWS HEADLINES

6.45 p.m. HELP AND HOBBIES: Fifteen minutes for special interests.

7.00 p.m. NEWS HEADLINES

7.02 p.m. COUNTRY AND WESTERN HOUR: Some sixty minutes of non-stop Country and Western music. Twice each week, varied with Top of the Pops, and Words and Music, and Education Forum.

8.00 p.m. NEWS HEADLINES

8.02 p.m. CLASSICAL FAN CLUB: A programme to meet the taste of people who already like classical music - and those who want to learn to like it.

8.45 p.m. BOOK OF THE WEEK: Reading from a modern book.

9.00 p.m. THE NEWS: National and regional - including today's recorded highlights from the Councils.

9.20 p.m. CLEVELAND CALLING: Late edition of the early morning pattern. A mixture of music, news and information features, including some longer current affairs items. We will feature 'On the Box' - a discussion for half an hour on the night's television, with phone-in comments - and on our own programmes earlier in the day. More information from Council meetings.

10.00 p.m. TEN TILL TWELVE: Music, talk and phone-in discussion, book reading and poetry, visits to local discotheques, chats with those whose work at night.

Midnight. EPILOGUE

CLOSE DOWN

NATIONAL ANTHEM

SATURDAY

7.00 a.m. ON THE AIR: Station Identification

ITS SATURDAY IN CLEVELAND: A programme of easy listening music - rather up-beat, interspersed with:

On every half hour: News headlines, plus local news.

Every hour: The news bulletin will be followed by weather and traffic news.

What the Papers Say.

9.00 a.m. CLEVELAND CALENDAR: A preview of what's on the station until 1.00 p.m.

Sporting round-up for today. State of rivers and sea conditions for anglers. Phone-in reports from contacts on the river bank or the pier. Youth Hostel News. Sailing conditions. Professional and amateur sport throughout the area. Other sports news including school fixtures.

9.15 a.m. YOUNG AT HEART: An omnibus session for children, talking, singing, competing for prizes. Having their own news, and their own kind of music, meeting their local heroes. All on a bed of their kind of music.

10.30 a.m. SATURDAY MAGAZINE: Information and news interspersed with music planned for the Saturday audience and including 'do it yourself' information, school sports reports, weather, traffic and live sports inserts. Leisure information of particular interest to teenagers. The music will feature in turn one of the leading brass bands of the area.

11.30 a.m. NEWS HEADLINES

11.32 a.m. FAMILY REQUESTS: A programme of family requests and dedications for birthdays, anniversaries and who's getting married today. Two brides are interviewed at the church or registry office and choose records for their parents. People shopping in towns and villages in the area are chatted to and their requests played.

12.45 p.m. SATURDAY SPORT: A last-minute look at today's sport with eleventh hour tips for local racing and greyhound meetings.

1.00 p.m. NEWS, LOCAL NEWS, TRAFFIC

1.15 p.m. FAMILY REQUESTS, continued

2.30 p.m. SPORTS PARADE: Saturday afternoon edition. A programme of sport interspersed with news flashes and music.

Where major sports news justifies it the magazine will be replaced by a live report from the big match.

4.50 p.m. CLASSIFIED SPORTS RESULTS: Headlines, results, league placings, interviews with star performers. Minor local results, racing.

5.30 p.m. SATURDAY STORY TIME: Two stories and some nursery rhymes for very small children.

5.45 p.m. NEWSROOM: A review of the entertainment available this evening in Middlesbrough, Hartlepool, Stockton, Darlington and other parts of the area. This will cover restaurants, dances, clubs, theatre, cinema and discotheques.

6.00 p.m. NEWS: National and international news, local news, weather, traffic. Look ahead to Sunday activities.

6.15 p.m. YOUR TOWN: Each week a town or village in Cleveland is visited to talk to the people and play their kind of music.

7.15 p.m. JAZZ ON SATURDAY: A regular Saturday programme of

chat about jazz music and musicians together, of course, with their records.

8.00 p.m. NEWS HEADLINES

8.05 p.m. VISITORS' BOOK: Interviews with people who have visited Cleveland during the week. Then musical choices are played.

9.00 p.m. NEWS HEADLINES

9.05 p.m. SATURDAY NIGHT AT NINE: This slot will be our main prestige placing for drama and for live music.

10.00 p.m. NEWS HEADLINES and tomorrow's weather.

10.05 p.m. TEN TILL ONE: A programme of easy listening music and relaxed presentation with a late news and discussion.

1.00 a.m. PRAYER

CLOSE DOWN

NATIONAL ANTHEM

SUNDAY

8.00 a.m. STATION OPENING

SUNDAY IN CLEVELAND: A programme similar to that of Saturday, giving news, local news, weather and traffic conditions, all inter-spread with music.

A particular feature of it will be 'Out and About Today'. This will be a programme of events in the area and also of other events in neighbouring North Durham, Northumberland, and the rest of North Yorkshire, so as to provide information about events within easy motoring distance. It will include suggested car drives for the day. The programme will also cover information about who is preaching in the main churches or parishes in the area.

NORTH EAST GARDENER: This is a regular programme covering gardening in the North East.

WHAT THE PAPERS SAY: A look at the Sunday papers.

DO IT YOURSELF

10.30 a.m. SUNDAY SERVICE

11.15 a.m. FAVOURITE HYMNS

11.45 a.m. WISH YOU WERE HERE: Forces and their families, emigrants and their families are brought together in message and music.

1.00 p.m. NEWSROOM: Local and national news, weather and local road conditions. A round up of what happened in Cleveland last week.

1.30 p.m. CLEVELAND COUNTRYSIDE: A programme for farmers and country lovers.

2.00 p.m. SUNDAY SIESTA: Relaxed music for family re-unions. Local dedications and requests, some on open line. Hospital requests included.

5.00 p.m. SPOT THE STAR: A search for talent among local musicians, singers, groups and comedians.

6.00 p.m. NEWSROOM

6.10 p.m. LET THE CHILDREN SING: A 20 minute programme of hymns sung by a local school choir.

6.30 p.m. SUNDAY SERIAL: We would hope, by arrangement with other stations, to organise joint production of a half hour serial thriller for this spot.

7.00 p.m. NEWS and Cleveland's Week at Westminster.

7.15 p.m. SUNDAY SERENADE: Music interspersed with reading - but

free of news and other actuality information.

9.15 p.m. WHY DID YOU DO THAT? Discussion with local M.P.'s and Councillors, with phone-in participation.

9.45 p.m. LISTENERS' LINK: A programme of music, poetry and discussion designed to provide a regular weekly link with the station for listeners. We will answer listeners' letters about programmes, talk over the station's plans with them and explain what we have been up to in the past week and our plans for the following week. This will be interlocked with music material and will include re-plays of 'pick of the week' programmes.

10.30 p.m. MUSIC TILL MIDNIGHT: Restful music and reflective comment, prose and poetry.

Midnight. PRAYER: for tonight and next week.

CLOSE DOWN

NATIONAL ANTHEM

Conclusion

We have sought to find the right mix of ingredients for a programme output which will be palatable to all at most times, acceptable to most at some times, and enjoyed by smaller groups at particular times. We believe this mix does provide, as required by the 1973 Act, 'a public service for disseminating information, education and entertainment'. In content and quality we are sure it attains a proper balance and wide range of subject matter. The bulk of our programming is specifically related to the interests and activities of men, women and children living in the area.

We realise that these proposals may need to be re-shaped in the light of experience on the air. From work we have already done in the market area we are convinced, however, that the proposals provide a practicable blueprint for launching the station. We believe that our intentions demonstrate that we will be community-conscious, will deserve a large audience and be able to fulfill the very important role awaiting a new local radio service in a very rapidly developing area. But we will keep a close watch by survey, consultation, correspondence and monitoring on the acceptability of our output and will not be slow to change when it is needed. Flexibility allied to responsibility will be the keynote of SOUND BROADCASTING (TEESSIDE) LIMITED.

Hours of Broadcasting

Hours of broadcasting will, in the first instance, total eighteen hours a day, from 6.00 a.m. to midnight. This will be varied at weekends, with a later start and finish on Saturday nights and a later start on Sunday mornings. Though we would like to meet the needs of those seeking a service after midnight - particularly the large volume of night-workers - we believe the most tactical step in the early stages will be to concentrate on the 6.00 a.m. to midnight period.

May 1974

RADIO TRENT

Nottingham

We intend to run a popular station, appealing to the majority of those able to listen at any particular time of the day. It must be popular because it must be self-supporting.

We have researched the listening habits of Nottingham to find out what sort of people are available to listen at any time, how many, and their tastes, interests and concerns. From this research we can define the changing make-up of the potential audience through the broadcasting day.

We have examined the output and local appeal of the radio stations which will be competing with us. We think that Nottingham will appreciate a service which is completely geared to the hour-by-hour needs of its audience and presents popular music and a wealth of local content in an enjoyable and easy-to-absorb combination. This is Radio Trent's programme policy.

Participation made meaningful: We shall reach out to our listeners and get amongst them by broadcasting direct from public places, factories, clubs and pubs. Our station personalities will make participation entertaining and meaningful, not merely moaning on the phone.

Our station will add show-biz sparkle to local life, not just report from the sidelines. We shall create Nottingham radio stars, involve them in local events - maybe get them in the local pantomime - and ourselves promote exciting happenings which bring together the listeners and the station in a holiday mood. Public events are publicity events. Constant publicity is essential to success.

Young people will be attracted by the feeling of action and fun, down the road not in far away Luxembourg. By becoming part of the local pop culture, we shall be satisfying the demands of the teens and twenties which BBC local radio cannot do.

An 'alternative service': Our 'alternative service' will not just be geared to youth and pop. At those times when housewives, for example, form a majority of listeners, our station will be the housewives' friend and play the music while they work. In drive-in and drive-home times we shall include information of particular concern to men-at-the-wheel. Similarly, kids out of school, tuning in the tranny on the handlebars, will get the latest on the Osmonds and David Cassidy.

Serving one age or interest group will not mean excluding the others. For example, many men, as well as housewives, listen during the morning. Our music will suit both: the chat, though primarily for the housewives, will be of interest to their husbands as well.

As this implies, we shall not be practising segregation and shall not shut out the broad range of listeners in order to provide specialist programmes for small minorities. For example, there will be no token half-hour for the blind because all our output will be their main source of entertainment and information.

Emphasis on news: Communicating information is a prime reason for Radio Trent's existence. That is why we shall allocate a large slice of our resources to the collection and presentation of news. The BBC local station does a good job of collecting the facts during the day-time. Radio Trent will equal this around the clock, present the information in a more dynamic manner and serve a wider public because our bulletins will appear in a context of popular programming.

We shall be a daily forum for opinions, complaints and arguments to allow Nottingham to debate unfettered by editorial bias. We shall reveal and explore matters of social concern avoided by the present media.

Good radio journalism and animated discussions are popular listening. Kitchen sink squabbles are not. Our staff will be shrewd enough to spot the difference and produce talk programming as attractive as our station's music.

A classless style: We must communicate with 600,000 people. That means our programming must be easy to understand and identify with. Our style must be friendly, buoyant and classless. Our content must be what concerns everyone. We must constantly be outward-looking and responsive to listeners' likes, needs and cares. We cannot be remote, superior or inflexible.

As with the popular press, Radio Trent will be well put together. It is vital that it sounds like a real radio station from the start. A bunch of well-meaning amateurs, hardly acquainted with the medium, the equipment or each other, would turn off the listener and lose us our investment.

The well-organised station plans its format, designs its image and defines its audience in advance. This we have done and we shall employ professionals to implement our blueprint. They will ensure that the station maintains a consistent character at all times. When it goes from music into current affairs programming, it must still sound the same station. Practically all of Radio Trent's output will be of local origin and its flow will be continuous.

MUSIC POLICY

Music, the most attractive form of broadcasting entertainment, will be the staple component of the station's output within its 50 per cent needle-time allowance for an 18-hour broadcasting day.

In mainstream time, from 06.00 to 17.00, Radio Trent will be particularly concerned to maintain a consistent music character so that its listeners will know the style to expect and be able to recognise the station quickly when tuning in. This will still leave room for marginal changes of pace over the day to allow for the changing make-up of the audience. But there will be none of the heavy gear-changes from pop to film music to sweet to light classical, etc., which confuse and drive away listeners.

Unsatisfied needs: Local musical taste is astonishingly catholic. Our listenership survey reveals strong followings for Country and Western, folk music, hard rock and many sorts of light music, as well as mainstream varieties of pop. Several other music categories are not far behind in popularity.

Our survey shows also that present local and national radio services are not satisfying young people's music needs. A local station with a lively young staff, an element of showmanship and a ready response to local musical fashion can fill this gap.

Our music broadcasting must echo the vigorous local musical life and some of the numerous entertainment centres, clubs, discos, pubs and miners welfares which cater for its diversity.

We shall have a wealth of local and visiting musical talent to call on. Our mobile studio will visit the local nightspots to record or transmit live the best of local music-makers. Nottingham has excellent folk singers, up-and-coming pop groups of local fame, and good jazz and Country and Western players.

Seeking out talent: To give local talent further openings and promote the station we shall organise a contest to create Radio Trent jingles. Later contests will be for pop, folk, jazz or Country and Western musicians.

There are many brass bands of high reputation belonging to miners welfares, factories, the police or Salvation Army. One area where we would expect to use their music is the Sunday morning broadcasting in a spiritual vein. Local choirs and West Indian spiritual singers will also find an opening here.

Nottingham is strong in classical music talent. But our research suggests that actual listenership to classical music on the radio is low. Radio 3 has very few regular listeners. A popular radio station will scarcely be able to do justice to local classical musicians. It will not be able to give them the audience who will most appreciate their performances.

Rather than pay lip-service to the classics by putting out an hour or two of records weekly to a minimal audience, we would prefer to present them in a popularised format, e.g. a 'lives of great composers series' which would be as informative as it was entertaining. Or such music could appear as part of our promotion of stereo, e.g. reviews of the latest record issues.

NEWS

Radio Trent Service

We intend to make Radio Trent the leader among the Nottingham news media. We shall do this, while maintaining the highest regard for qualities of accuracy and impartiality, by going all out to make our news team the fastest in the area with the most comprehensive and penetrating coverage.

We shall start with several advantages in improving the news service available to Nottingham.

Radio Trent will be on the air 18 hours at a time continuously

and will not be switching in and out of national networks. It will have highly flexible programme schedules. So it will be a station geared to transmitting the local or national news flash and the one to which we intend local people will turn for regular, reliable news which has the local flavour as well as the essential world and national stories.

Rapid reporting: Another advantage will be that we intend to make the fullest use of high speed means of communication. Telephone interviews and location reports by telephone will enhance the feeling of actuality and step up the productivity of our news team. For similar reasons the station will be equipped with two-way radiophones for live reporting direct from the scene of news events. For covering a major event (e.g. a royal visit, a fire, or an air show) our mobile studio can become a travelling news studio.

But we shall not use location reports of poor voice quality and low urgency just for actuality's sake. Standards of audibility will not be sacrificed in our enthusiasm for on-the-spot journalism. *Filling the gaps:* To be comprehensive in its coverage, our news team will not only make the usual regular telephone inquiries (calls to the police, fire service, etc.) and report the main diary events (council meetings, big trials, first nights) like any other news medium. It will also identify areas of news which are poorly served today and fill the gaps and it will go out and find news, not become a slave of its diary.

Several gaps obviously need filling. There is a need for farming news to serve the large agricultural community. Court reporting is an underdeveloped area, perhaps because the number of active courts defies coverage: Nottingham city alone has eleven, with two Crown Courts also often sitting. Many human stories from the courts of the distress and suffering caused by crime go untold and many serious crimes go unreported. Local theatres and the rapidly growing club entertainment scene provide another area which needs regular contact and inclusion on news merit.

Most importantly there is a need for fuller radio coverage of the areas outside Nottingham city limits. The setting up of the new district councils makes it vital that our radio news team, though city-based, is not city-biased. Every aspect of life in the transmission area must be reflected in the news and other programming.

To supply advance warning of interesting cases, show business and leisure events, etc., and improve our news-gathering, our news team will build up an intelligence network of contacts in courts, councils and other places likely to make news.

To gather hard news from a wide area and gather it quickly, listeners will be invited to phone in tip-offs on fires, accidents and other events for the station to follow up.

Investigative reporting: A third aspect of our service will be that hard news reporting and diary coverage will be backed up by the story behind the story, a service of follow-up and investigative reporting much needed in Nottingham and district. For example, as mentioned earlier, the roots of crime and violence and other social problems have not been adequately examined by the local media. This is something Radio Trent will do. By reporting what has been left unreported, it will create news just as 'The World at One' and 'World in Action' do.

The station will present impartially all sides in any controversy, political or otherwise, even if this offends established interests and local notables. It will defend its editorial independence but without editorialising.

Positive news: But ours will not be a carping station, only on the look-out for scandal and disaster. There are many areas of positive news to develop. Much is happening locally in agricultural and scientific research and in successful businesses. For example, recent research at Loughborough University has ranged from a hydrogen-powered car to the ergonomics of kitchen sinks. Other developments come from the several model or experimental farms nearby or from the Nottingham-based Hosiery and Allied Trades Research Association.

Bulletins: Our bulletins will present what is happening in Nottingham, the rest of Britain and overseas in the order and with the degree of emphasis which interests Nottingham listeners. Usually this will mean adding the biggest local stories to the news station's wire service bulletins. We shall willingly lead a bulletin on a local story if that is the event of most consequence to our listeners. Or we shall change the running order of bulletins from the news station or insert local follow-ups of national stories if this makes a bulletin more relevant to Nottingham.

Bulletins will be read by our own staff in order to maintain the continuity of character of the station. In building a news team we shall make a point of training all reporters to read bulletins and of recruiting one or two who have particularly compelling and authoritative voices to specialise in newsreading in addition to their reporting duties. Professionalism in presentation is essential. The stumbling informality of amateur newsreaders would in the

long run destroy listeners' respect and confidence in our news service.

Early morning: The early morning bulletins will have the largest audience and the one most anxious to catch up on events. We shall reserve our best voice for this period and make a special effort to invigorate content and presentation. The local news will include fresh over-night stories and new angles on earlier stories, and we shall launch some of our exclusive stories then. We shall not simply rely on rehashing the previous evening's news.

Early morning broadcasting will also include weather forecasts, time checks and traffic reports at frequent intervals. Listeners will know they only have to be tuned in for a few minutes to learn the best or worst. Previews of the day's sport will also appear in this period.

Adult alternative: At lunch-time, Radio Trent's local news will probably be placed at 12.30. Radio Trent's news will pick up IRN regional items, ending with the latest local and IRN headlines at 12.45. Rather than fruitlessly try to compete head-on with the excellence of 'World at One', our station will offer local listeners a music alternative after the headlines.

In the late afternoon/early evening, to catch drive-home listeners as well as people at home, the main bulletin will be at 17.00 with another at 17.30 leading into business, industrial and stock market news. We hope to include share prices of local companies obtained from a Nottingham broker. The large number of companies operating locally and the trade unions will be encouraged to provide material to be mingled with City reports from IRN.

Regular slots: At other times of day, there will be short bulletins or headlines on the hour every hour. Regular slots will be allocated to traffic, weather and stock market reports.

Flashes reporting major news breaks or traffic hold-ups will cut into the programming stream, likewise weather warnings for the notoriously variable Trent Valley climate. The operation will be flexible enough to allow bulletins to be expanded to cover a big story like a new Middle East war breaking out or part of ordinary programming to be replaced by on-the-spot reports of a local rail disaster.

Specialist coverage: All the news staff will be good general reporters. They will also be expected to develop specialist interests in areas which they can then report with expert knowledge. One will specialise in council affairs and be responsible for digging out the many stories hidden in the debates and minutes of the new county, city and district councils and their committees. Another will probably look after industrial and business affairs.

More than one reporter will have to be knowledgeable on sport, but one will be named as sports 'supremo'. Likewise a young presenter or reporter will concentrate on the teenage scene and become the station's Mr or Miss Young Nottingham. Other reporters or presenters may make the arts or consumer affairs a speciality.

The station will gather its traffic information from the police and AA. Weather reports will be taken from Nottingham Meteorological Office and Nottingham University Department of Geography, subject to negotiation of satisfactory terms.

SPORT

Our coverage will be wide, varied, newsy, probing and entertaining. Width and variety are needed because so many sports are played in Nottingham or watched, read about and discussed – and at many times besides weekend afternoons. Adequate sports coverage means more than simply eight months of football talk and four or five of cricket. There must also be a place to report our rowing, golf and tennis events of national and international standard, our local races, our hectic darts and skittles leagues, and the successes of our legion of passionate anglers, to mention but a few of the sports and games which have enthusiastic local followings.

Newsiness means first an accent on speedy reporting of results or significant stories (e.g. competition draws, transfers, team changes). Sports results will follow bulletins throughout the day Monday to Friday, mainly from race meetings, with big news (e.g. a Test match century, a famous horse or jockey injured) flashed into programmes. Each evening the 17.00 news will report the main sports events of the day with extended coverage after 17.30 in the second news round-up including interviews.

Early morning programming will briefly preview each day's sport and there will be an extended preview on Friday evening of Saturday afternoon's events and likewise on Saturday evening of big sporting Sundays. Weekend weather reports will have a sporting angle and be supplemented by forecasts of water conditions for angling and water sports.

A Saturday alternative: On Saturday afternoon itself a Nottingham station cannot hope to emulate the sports coverage on television or BBC national radio channels. It has therefore a choice between doing simultaneously what BBC Radio Nottingham is already

doing well by offering solid coverage of local sport or providing an alternative which will suit a substantial audience.

We prefer to offer as an alternative a music-based programme, primarily serving the many local people who do not care for sport, whilst still flashing the sports highlights which a large section of our audience will value. Flashes in winter for example, will include goals scored in the matches of the two Nottingham teams, plus Derby County and Mansfield Town, race results, or important rugby and hockey results, with national half and full-time football score lists.

At the end of Saturday afternoon, when spectators and players are home again, we shall provide a lively round-up with comment, discussion and interpretation of the day's events locally and nationally. Outstanding local performers in the day's events will be interviewed. We look forward to receiving audio as well as wire material from IRN to augment this coverage. The local significance of national events will be brought out, e.g. how a team which is meeting Forest next week has performed this week.

Sporting politics: But reporting sport means much more than cataloguing results and explaining today's events. Nottingham suffers from a dearth of informed investigation of the 'politics' of sport, ranging from directly political matters like rugby touring teams and apartheid to the behind-the-scenes happenings, the failures and up-and-coming successes, the contentious issues, personality clashes and scandals which affect what the public sees on the field.

Radio Trent is determined to do better for sporting journalism in Nottingham. It will take an independent line and will not let its microphones become simply the mouthpieces of club PRO's. It will probe areas which others have been too delicate to touch.

We think that this sports coverage will be more of an entertainment in itself than that at present available on radio. But in addition we shall let the sportsmen, club officers and managers provide entertainment and information themselves by taking them around the area for people to question at pubs, clubs, miners' welfare or sports forums. We shall also look for a sports personality to share in Saturday morning music presentation.

The voice of sport: We shall appoint from among our reporters a full-time sports 'supremo' to be in charge of our sporting effort. He will be link-man and interviewer during our main sporting sessions, an interpreter and commentator with authority, chairing our round-Nottingham sports quizzes, and versatile enough to be able to report and keep *au fait* with many different sports.

He will be given freedom of action provided he fills his allotted time-slots and the station will back his efforts to take sports journalism into local areas which it has neglected. He will become the voice of sport in Nottingham.

TOPICAL RADIO

Besides hard news and sports reporting, many other sorts of subject and treatment will fit into our topical radio pattern at varying times of day:

Politics: Early evening would allow a deeper look at political questions than fast-moving news bulletins permit. Local MP's are offered little opportunity at present to report back on their activities and expound their attitudes on national issues. We could provide such a forum.

We should like to run a 'surgery of the air' for MP's, candidates and councillors to talk face-to-face with constituents on issues that affect many listeners. The format would be kept flexible to mix surgery with debate or confrontation.

Major stories from council debates could be reported as they came or developed at length in later discussion or phone-in. We shall seek to negotiate the right to broadcast crucial debates live from council chambers.

Social problems: The reports of council committees, the chief constable and chief fire officer and the magistrates' annual returns provide numerous talking-points which could be developed anywhere in programming. We shall employ journalists with the news sense to spot and follow up the stories and the sense of team working to pass suitable items to the general presenters

We shall give a hearing to the grievances of the tenants' associations who feel so neglected by the media that they publish their own newsletter.

Nottingham offers solutions as well as problems. It was a hospital here which pioneered community care of the mentally sick. The city is trying out an advanced scheme for young offenders to do social work rather than go to gaol or borstal. Successes in overcoming social difficulties will be highlighted.

People often wonder 'How can I help?' We shall liaise with social service officials to publicise selected areas where voluntary work can be most useful.

Consumer and producer: A short market report for the break-fasting farmer could be linked to a look at the best buys for the

housewife before she goes shopping. A recipe to suit the food recommended could follow from that.

Advice spots on basic cooking could prove items of wide appeal. Radio recipes usually take a lot of kitchen knowledge for granted. But with so many Nottingham men shopping or cooking for themselves nowadays, there is a need for explanations of kitchen techniques as simple as how to cook potatoes or how to boil an egg without cracking it. These will interest not just men but also those women who feel they ought to know it all already and would be shy to ask advice.

Consumer topics can find a slot at many hours of the day. We shall seek to arrange live broadcasts from the consumer shops (advice centres) which are being established around the county, answering questions from people who come in. If inflation continues, a Radio Trent shopping basket will keep track of price movements.

Individual grievances which involve matters of wide interest will be taken up. It will be a radio version of the action desk familiar in the press, only more personal and permitting the spontaneous reaction – the embarrassment of the supermarket manager at his off-colour chicken or the indignation of the disappointed package tour purchaser.

Phone-ins: London experience has shown that there is a large audience keen to listen or participate in phone-ins at all hours. We shall experiment to see whether Nottingham with its smaller population can produce such a stream of callers.

Our phone-ins will be organised to filter out in advance the cranks and bores and to keep the discussion usually to a specific area rather than meander in all directions and satisfy no one. But the station will not become dependent on this form of programming, because regular listeners may find it boringly repetitive.

As well as making a special effort to seek out the local eccentrics and 'characters' who will make good broadcasters, we shall look for an abrasive link-man for some phone-in sessions who will argue with his listeners constantly rather than simply complement their views or blandly agree with them. Good-tempered wrangling can be entertaining.

We shall experiment with an all-talk phone-in period from 11 p.m. to midnight with different sorts of adviser in the studio. This will be directed specially at the younger listener who wants to get his parent-problems off his chest or ask advice on his emotional or sexual hang-ups. Naturally there will be a serious side to such programming in a city with such high illegitimacy and juvenile crime rates.

Children: Programming in the late afternoon Monday to Friday and on Saturday mornings will be planned with children's and young people's needs specially in mind. There will be a livelier style of music more suitable for young listeners and items featuring children and young people talking for and about other children and young people rather than adults (Auntie this or Uncle that) talking to children. Our mobile studio will visit schools and young people's organisations or entertainment places.

We plan to build up an intelligence network via schools, youth clubs, the Playhouse Youth Workshop, etc., for young people to report to Radio Trent news of what they are doing.

Inter-school projects will be sponsored by the station with entries judged by our presenters. Subjects might be taping a programme on your school, composing a school song in the pop idiom, or devising the most practicable scheme to help Nottingham's aged keep warm in winter.

For teenagers, Radio Trent's Mr or Miss Young Nottingham will present late evening musical entertainment. At such hours we aim to make the station the focal point of local youth culture.

Education: Direct education, for example through schools programmes, is not the function of a popular radio station. But our listeners will learn a lot about the world around them from our news bulletins, our investigations, experts visiting our studios and the stream of information which will intersperse our entertainment items. We shall look for presenters with something intelligent to say, not just chatterboxes.

Education as a subject will be one of the social questions to be looked at according to its news or general interest value. The local rows over school amalgamations and comprehensive versus grammar school are the sort of topics which merit coverage. Local authority education policy often needs translation into intelligible terms for the parent educated when a different system applied. Radio can help here.

General advice on careers will periodically feature in our programming in time to be of value to each term's school-leavers.

Students: To help overcome the relative remoteness of Nottingham University and to a lesser extent the Trent Polytechnic from the mainstream of local life, we shall integrate coverage of events at these places into the general run of broadcasting rather than

segregate it in academic isolation. Their research projects, musical events and campus controversies will gain a place according to their news, general interest or entertainment value. There will be no students' programmes as such.

The student unions are anxious to co-operate with the new medium. The Union at Loughborough already runs its own radio station and that university has a resident pop poet and resident folk group, whom we hope to put on the air.

Integration: What we said about not segregating university items applies also on a broader front. For example, items of primarily feminine interest must still be made palatable to male listeners.

Likewise items for or about immigrants will not be segregated in a special area. They will be regarded as Nottingham listeners on a par with everyone else. If they have a complaint, say about discrimination in employment, it will get action desk treatment like any other unfair practice.

Entertainment news: Reviews of films, plays and major concerts have their place in the early evening when those who attend artistic events are still at home to hear the critics. But an event of high news value could be reported briefly on the night or first thing next day.

Entertainment VIP's visiting Nottingham will be invited to our studios. Star news, gossip and interviews will have a place in our Saturday afternoon alternative to solid sports programming.

Lists of what's on will not feature in our broadcasting. We do not consider that reeling off a string of details about organ recitals, pensioners' outings, karate sessions and concerts of any and every degree of interest or quality is public service radio. It is what Americans call 'washing-line radio'. If coming events have news merit, they will deserve reporting.

Good causes: Again, news or features merit is the criterion for accepting stories about good causes and charities. The journalist will sense when something is news and when it is not. If a station starts filling space with puffs for worthy causes, there will be no end to the number queuing for what are really free advertisements. Real news about the charities will go into our Sunday morning output.

Religion: Breakfast-time broadcasting each day will include a morning thought from a local clergyman selected after consultation with the Churches, with different denominations taking turns on a weekly basis.

Sunday morning will open with religious reflections from a local clergyman, church news and music in a Sunday mood. This will be followed by a period of nostalgic music offering our older listeners a time to talk and think about their lives and beliefs. Our research shows that they are the age-group most likely to listen early on a Sunday.

Clergy will be invited to give their views on current topics where appropriate during the general run of broadcasting. Leaders of non-Christian denominations will also have an opportunity to broadcast during our religious periods.

A LIVELY NEW VOICE

It will be evident from what we have written that the staple elements of our programming will be music, news, sport and general topical information of a variety of kinds, all treated in the way that will appeal most and mean most to Nottingham.

We want Radio Trent to be the lively new voice which Nottingham needs and with this in mind we have set out several criteria (as well as popularity) for choice of subject matter, e.g.

newsworthiness, a criterion which covers areas such as good causes, charities and consumer affairs as well as hard news events; positive presentation of local achievements in science, business and other fields;

the need to give a hearing to those who cannot get one elsewhere, e.g. MP's reporting back, tenants' associations and the most significant of the many interests and organisations who have complained of lack of media attention;

answering the pleas for advice and help which will reach us on our phone-ins, particularly the late-evening period for young people;

giving the best of local talent the opportunities it cannot otherwise get to reach a wide audience;

and filling gaps in the service at present provided by the media in Nottingham.

We have constantly referred to unsatisfied or inadequately satisfied broadcasting needs in our area: on the news and features side there are needs for investigative reporting, better coverage of farming, show business and courts, and more about the off-the-field side of the major sports. There is the need to give a popular music service with a local angle, to provide the music which many people here miss, and to broadcast the beat which local young people want in the evening and do not hear enough of on British

radio. There is also the important need to link city and country by involving a much wider area than Nottingham in broadcasting.

We believe that we are submitting proposals which present a 'proper balance' of spoken and musical items in a mix which provides a community service of quality and is economically feasible.

For most of our broadcasting day we are anxious not to segregate programming by the sex or age of potential listeners but will offer material acceptable to the majority of those who may be tuned in. However, we can point to types of subject matter which will have more appeal to one group than another.

Men will appreciate our coverage of sport, traffic news, motoring matters, business, industry and union affairs. There will be music for driving on the way to and from work. We plan a first class local news service, expect the same for national and world news from IRN and think our male listeners in particular will value this as an alternative to the BBC.

Our morning and afternoon broadcasting will be planned to be of special – but not exclusive – interest to women. There will be music of the kind which appeals to Nottingham housewives, shopping news and recipes, and studio guests discussing topics

which concern them. They can join in on the phone, write to us or chat to our roving presenter in the mobile studio. Our evening current affairs broadcasting will particularly interest them when it goes into consumer topics. They will enjoy hearing children talking on the air. And the showbiz sparkle which we aim for will bring a little glamour to the perhaps restricted world of some Nottingham home workers.

At weekends there will be religious items, more sport and less current affairs and news.

BROADCASTING HOURS

We propose to broadcast for 18 hours a day, Monday to Friday, from 6 a.m. to midnight. On Saturday we shall come on the air at 6 a.m. but, as Saturday night is a time for parties, visiting, dancing and late listening, we shall continue after midnight, probably until 1 a.m. Sunday broadcasting will start an hour later than usual and end at midnight.

We should like to offer Nottingham a 24-hour service when this is economically viable.

May 1974

RADIO VICTORY

Portsmouth

General Programming Intentions

Portsmouth and the surrounding district is an area in which local independent radio will thrive. It is a place with an identity entirely its own, dour and independent, born out of a long tradition of looking to the sea for its livelihood, but laced with a cheery optimism and confidence in its own future.

The city's outlook – and that of our radio station – is in part represented by the jaunty Pompey sailor, a silent emblem carried in the hearts of many, who is 'bright and breezy, free and easy', but at all times ready to tackle the most difficult tasks in hazardous, even dangerous, circumstances.

That is the style we shall seek to create – to entertain merrily, inform accurately, educate responsibly and not to shrink from any local issue which demands attention and publicity.

We believe we know what Greater Portsmouth expects of its local radio station, because nearly all those concerned with this consortium and its application have deep roots and follow a variety of interests in the area, and because of the detailed survey which we commissioned Codata to carry out on our behalf.

We say 'Greater Portsmouth' in the sense that it embraces the transmission area and because we believe that truly local radio has an important role to play in drawing together the different sections of the community. At the same time, we are conscious of the separate identities and the individual pride that exist in Havant, Gosport, Fareham, Waterlooville, Chichester and the Isle of Wight.

Our local knowledge and survey have told us that people have been satisfied with the present national and regional radio services, but we are confident that properly and efficiently organized independent local radio will stimulate public demand in the same way that commercial television has done.

The survey has also shown that there is a strong latent demand for local news and information presented with the immediacy that is the hallmark of good radio and that there is need of a medium which can create greater community involvement.

We take as a guideline for our programming intentions the remark of one local citizen attending a discussion group who expects local radio to 'make you feel more a part of the place; more at home in your home town'.

Flanagan and Allen used to sing a song about the same thing . . .

This is what we plan:—

NEWS . . . delivered on the hour and half-hour, bringing listeners up to date with all the important happenings, locally and nationally, plus in-programme flashes whenever a big story breaks.

INFORMATION . . . Anything and everything from tides to talk-ins; trains that don't run to athletes that do, and where.

MUSIC . . . A wide and varied selection, ranging between pop and classics.

HUMAN INTEREST . . . Stories, interviews, phone-ins and studio discussions with people at work and play, people in trouble, people with unusual hobbies. Young and old, all will be involved.

These will be the staple elements of our programming, interlocked to flow through most of the broadcasting hours of the day; it is not the intention to present many separate programmes,

except during the evening listening period when 'Jazz Time', 'Community Centres Calling', 'Pet's World' and 'Gardeners Corner' and other local minority interest topics will have their own slots.

The mix will depend on the time of the day and interests and attitudes of our majority audience at those times, and we shall be guided in what we broadcast by our survey, the output of the first ILR stations and our own sense of what is right – knowing that in time the format will change and develop.

We see ourselves evolving as a Community Service radio station caring very much about our listeners and advertisers. In this role, we see no particular dividing line between news and information and general programme presentation. We will include local news and news background as a major part of our general programme format. Other than popularity, our criterion will be that most of what we broadcast will have local emphasis and provide a service.

We will be concentrating on those areas which make us unique. There is no other broadcasting service which concentrates solely on our community; no other medium locally able to offer the same immediacy and intimacy and none which can offer a similar advertising service.

In describing our programme intentions in these and succeeding pages, we are very much aware of the dangers of straying into cloud-cuckoo land, and at all times have endeavoured to relate what we propose with what we are certain we can do, bearing in mind that in the beginning there will be difficulties in finding experienced staff and training others and in meeting high costs from a low income.

To start with it may not be possible for us to follow through every idea that we have put forward but our determination to succeed, not only for ourselves but for Portsmouth and its environs, is strong and we shall strive to fulfil all our programme intentions and improve upon them.

With the exception of news and information which are dealt with separately, our general programme policies are defined under the following headings:—

1. The Arts
2. Education and young people
3. Human interest and community involvement
4. Local government, politics and current affairs
5. Music
6. Religion
7. Sports and hobbies

The Arts

Greater Portsmouth is no Mecca of culture, but it is no desert either and the arts are well represented by talented musicians actors, painters, poets, writers and sculptors whose work brings enjoyment and pleasure to many.

Local radio can and must be an open door to people of creativity and we shall encourage their involvement in every way possible.

Partly in conjunction with our schools, colleges and societies we shall devote time each week to cover their special interests . . . such as locally-created literature, verse, short stories and, perhaps eventually, drama, through sponsored competitions.

Material can be recorded and submitted on tape by clubs, schools and societies. We are particularly interested in presenting the work of children whose prose and poetry often shows insight, humour and charm.

Reviews of local theatre and cinema presentations will be included on a regular basis, involving the actors in studio or dressing room interviews as frequently as we can. Occasionally we shall record excerpts from plays and also part or entire concerts at the Guildhall and other venues, possibly in co-operation with the local authority. Famous performers visiting the area will be brought into the studios to participate in one or more of our programmes whenever this is possible. Our aim is to promote wider interest and enthusiasm for the arts through broadcasting reviews and critiques of plays, music, painting exhibitions and similar events, and above all by telling people what is on, where and when.

Our proximity to and links with the Chichester Festival Theatre provide us with an opportunity to focus upon events and famous performers who come to Chichester and to reflect the important and changing influences it exerts over the English theatrical scene.

In radio drama our limited resources make it impossible for us to compete with the BBC, but we do feel there is a market for a daily or thrice-weekly serial in co-operation with other ILR stations in the South – Portsmouth may yet hear a serialized version of life in Nelson's time to a background of creaking spars, roaring cannon and the clash of cutlasses.

Education and Young People

The radio needs of the young amount to more than non-stop pop – though this is a significant factor in the lives of the majority – and our programming will seek to interest them generally at all times and more especially during the evening and on Saturday mornings, when our experience and a recent BBC Survey (Children as Viewers and Listeners May 1974) shows them to listen most.

At these times it is our intention to present music, chat, advice and plenty of opportunity for them to participate in programmes and express themselves. We see local radio, once it has gained the trust of its young listeners fulfilling a particularly useful advice role.

Growing up problems, school problems, job problems; these and other specialized subjects can be dealt with responsibly, either by a panel of experts or a single person in a phone-in or a studio audience discussion programme.

The Greater Portsmouth student population numbers many thousands and it is our intention, through our contacts with Portsmouth Polytechnic and the other colleges in the area, to offer air time to our young people to use as they wish – within the limits set by the Authority.

Schools' Sports-desk and Schools' News-desk could, in due course, be included in the late-afternoon time-table, with youngsters reporting events themselves either by coming to the studios or submitting pre-recorded tapes. Our own inter-school quiz, with the semi-finals and final played in front of a live audience, could also create tremendous interest. We would hope that our winner could then participate in an inter ILR station contest.

It is our intention, as finances become available, to undertake programmes dealing specifically with the history and ecology of our area and we shall also look at its economic and sociological strengths and weaknesses – by doing so, we know that we shall be meeting an existing demand for this type of broadcasting. We have also been asked by local educationalists to include serialised readings of the set books in local examinations.

Human Interest and Community Involvement

We see this as the most important section of our programming intentions, for the station will stand or fall on its record. Our most basic intention is to CARE.

Care what people think about their city, their neighbourhood, their street, the folk next door. Care about what they are doing at work and in their leisure hours. Care about their opinions and beliefs.

Care what they think about us – and the job we are doing.

To ensure that we do what we say means keeping an ear close to the sounding board provided by our Consultative Committee on which will be represented people of wide interests and ability. It will meet regularly to discuss and advise on local problems and broadcasting needs.

We see ourselves as a Community Club of the air, reflecting and responding to our members' needs and interests. In practice this will be achieved during the day by our presenters who will keep 'open-house' talking with listeners on the telephone and introducing them to national and local personalities and representatives of welfare, charity, social and government agencies who will be invited to talk about their work and answer listeners' questions. The style will be relaxed and informal.

We plan to operate a 'Citizens' Problem and Advice Line'. Listeners' letters and telephone queries will be aired, with their consent, followed by advice whenever possible. We will tell people of their rights and give them help. We will try to tackle any query or difficulty besetting our listeners, working in co-operation with the Citizens' Advice Bureau, welfare agencies etc. We also believe there is an important role for us in actively supporting consumer protection.

We will give voice to groups such as tenant and ratepayer associations, trade unions, action groups and employers' associations, and also to those who are not members of these groups and who hold opposing views.

We are conscious of the special broadcasting needs and interest of the sick, bedridden, disabled, blind, elderly people, and widows, especially those living alone – they don't all lead as exciting lives as Gran or Flo in the cartoons – and it may be possible to arrange on-air telephone links between them and theirs in other parts of the country. We would like to consider a formula for helping local charities and will actively pursue this through our Consultative Committee.

Caring what people think of us will be given point when the Managing Director broadcasts his answers to listeners' letters and telephoned comments about our programmes and their content.

To be seen to be out and about and not merely face-less voices will be part of the role of our presenters who, as the station's major personalities, will be involved in opening stores and fetes, judging baby shows and beauty contests, attending sports meetings and other community events. On each occasion they will carry with them a portable tape recorder to gather material for their programmes.

Crime prevention, road safety, guarding against fire and basic first aid are all good subjects of general interest and essential to community well-being; these will be featured in special programmes prepared in conjunction with the police, fire service, British Red Cross Society and similar bodies.

Our research within the transmission area has confirmed that there is enormous interest in local history, nature and preservation, therefore we will include programmes about such sites and monuments as Porchester Castle, H.M.S. Victory, Fishbourne and museums and historic houses. We shall (for example) re-discover the old tramway that linked Chichester to Selsey.

We intend to examine our environment with enthusiasts and experts, recording their views on the development of our community and of man's increasing interference with the natural assets of the area – Langstone Harbour is but one place where man may upset the balance of nature as he has already done in Fareham Creek.

Portsmouth is twinned with Duisburg, Haifa and Toulon; Gosport with Royan; Fareham with Vannes, Havant with Wesermarsch, and Chichester with Chartres. Portsmouth has also given its name to cities overseas, like Portsmouth, New Hampshire. We shall promote these ties, believing that they are an important factor in promoting understanding between nations and seek to broaden and understanding of their value, by talking to the people involved – their are frequent exchanges of civic personalities and sports and arts enthusiasts – and by broadcasting both live and recorded reports of the events taking place and, where possible, exchanging programmes with radio stations in the towns involved.

So many of our listeners are associated with the Navy or the sea that naval and maritime folklore, traditions of the sea and news will inevitably form an important part of our daily output. We shall maintain a close liaison with the Royal Navy, and its shore establishments in our area, and we intend to 'adopt' sea-going ships and play requests to and from the crews and their families.

Our general aim under this heading is to draw the people of our area closer together under an umbrella of interest, enthusiasm and pride for the place in which we live; while there are separate identities to be protected and competition between districts to be encouraged, we believe that much can be accomplished by everyone sharing their problems and working together to solve them – and our programmes will reflect this.

Local Politics and Current Affairs

One of the most important discoveries in our survey was the considerable disquiet existing in the area about local government. A pronounced 'us' and 'them' attitude displayed itself and produced feelings of helpless resignation and frustration.

We believe we can combat these feelings by promoting informative discussion on the air between government and governed. We know that local radio can act as a 'bridge' for this purpose.

Now that regional government is at Winchester and Chichester

it is essential to link what is going on there with the Districts in our area. We shall record in detail all those decisions which are relevant to them and particularly emphasize the work of the local representatives in the County.

We plan open forum discussions with both County and District Councillors answering questions on 'hot' topics before a live audience, or in reply to telephone queries. Our basic aim is to promote a better understanding, though not at the expense of honest reporting or the interests of the citizens. We shall not shy from controversy.

In our view, one of the paths to the heart of important local issues lies in this style of debate with those of opposing views confronting each other.

In the same way we shall provide a platform for local Members of Parliament to give their views and to be questioned. Current concern over the future of Portsmouth Dockyard is a prime example of the need for a communications medium which enables the general public to ask their M.P. personally about the things that are worrying them. No matter how searching an interview might be carried out by a local newspaper reporter, there is no substitute for the truth discovered by questions anxiously put by the people involved.

All elections, both national and local, will be covered in depth with impartiality and in accordance with the regulations. We will also regularly review our local daily and weekly newspapers.

Music

As we expected, our survey showed that music is the universal popular requirement and, as we also expected, there are those who 'dig' Gilbert O'Sullivan and those who admire Gilbert and Sullivan; but the fact that we regard as most important in formulating our music policy is that although tastes range as widely in Portsmouth as elsewhere, there is considerable tolerance for other people's preferences.

There will be a place for pop – and there is much good pop music around – but if the station is to fulfil the ambitions of this applicant group, and what we believe are the needs of the people in our area, and attract an audience acceptable to our advertisers, then it must also offer a widely varied musical menu.

For example, there is tremendous nostalgia for the music and the performers of years gone. A good song then is a good song now – and we shall frequently recall old melodies, soundtracks from films, excerpts from musical plays and favourite selections from opera.

We foresee the presenters developing intimate links with their audiences and becoming very real people to them. Apart from describing the music and reading request letters, the man in the studio will be in personal touch with listeners who will be encouraged to telephone the programme to talk about the show and themselves.

Our own local Top Forty chart will be compiled from returns from local record stores, weighted by requests coming into the station and by our continuing analysis of demand. We plan to do live Saturday shopping-day shows from shopping precincts – the places where the people are – and this would create interest and provide a tremendous promotional boost for the station.

In all types of music it is our eventual intention to encourage and promote local performers and composers. There are many individuals and groups whose standards are high and for whom local broadcasting will mean an opportunity to perform before larger audiences than ever before.

We will expect our presenters enthusiastically to foster and provide for the musical tastes of our listeners, stimulating in them a greater awareness of the high quality of VHF stereo broadcasting. With few exceptions, all our transmissions will be in stereo.

Religion

It is a stimulating and encouraging thought that more people sit in church pews on a Sunday than stamp their feet on the terraces of football grounds the previous day – and both places can be as cold.

Churchgoers are one of the largest minority groups for which we must cater; in addition there are many other people interested in or curious about religious matters.

The Churches may have been slow to react to the needs of the laity in some areas, but here in Greater Portsmouth we are aware of many exciting developments such as the introduction of team ministries, worker priests and united worship, all of which are serving to draw Churches and people closer together.

In Christian terms the Churches are now beginning to satisfy the need for religious experience through their corporate and private worship. We will seek to reflect this trend through our selection of services for broadcasting and technical skills will be made available so that recorded tapes, drama, poetry, music and sound effects can help to dramatize the religious messages.

Time must also be allowed for broadcasts of more traditional worship to cater for the needs of the house-bound. For them a service from a local church will be much more personal than anything put out by a national radio network.

Just as the old have religious needs, so do the young and we aim to meet the special requirements of adolescents during the evening hours when many of them turn to the radio in the seclusion of their own rooms. Religion has helped to offer them in the same way as does social welfare, employment, health and family planning advice, and it can add inspiration as a worthwhile plus.

We will carry more straight religious broadcasts on Sundays than at other times, but it is our intention to integrate religious matters through the week. For example, our 'Open House' will be as available to bishops, priests, ministers and committed lay people – talking about and discussing specific religious and Church matters – as it is to politicians, trade unionists or actors. Most people have religious convictions which will be revealed in our programmes where appropriate.

We expect religion to be subject for open discussion relevant to life today, and would involve committed men and women, clergy and laity alike in these broadcasts.

Religion is an emotive subject – and for that reason it is often easier to disregard it rather than risk upsetting people. We believe it to be our responsibility to provide for the religious needs of all the community.

We have tried to sketch in broad outline the methods we will employ, knowing that there is enormous scope within our area for variation of plan and detail. This will be promoted by the needs of the community itself, stimulated by the efforts of our own Consultative Committee.

Sports and Hobbies

As leisure time increases there is a constantly growing number of people developing interests in one or more of the sports, hobbies or pastimes, both as participants and spectators. Local radio can fulfil a vital function in disseminating information about events, encouraging attendance and promoting competition.

National and local sport is news, highly charged and dramatic at times, and we aim to provide our listeners with a concise summary of what is happening on the national scene and detailed coverage – reports, results and comment – of local events.

We intend that our Outside Broadcasts Unit will become as familiar a sight at outdoor sporting and recreational events as the ice cream van – and we will be blowing our own cornet . . .

The major sports, soccer, cricket, rugby, will be covered by our own reporters, or by stringers or club correspondents, and we shall arrange with league secretaries to obtain full local results for transmission on Saturday afternoon or evening.

Portsmouth Football Club is the area's soccer pride and, although gates have dropped in recent years, there is still tremendous interest in what is happening at Fratton Park and how the team is faring.

We shall maintain a close and regular liaison with the club and, we hope, bring into the studio the manager and players to meet the listeners and talk about the game. It is not our intention to broadcast full match commentaries; rather we aim to encourage attendances with match previews and by interviewing spectators before and after the game. One idea is a panel of spectators doing a 15-minute match inquest. It could give managers and players something to think about.

Another idea is a sports quiz with ILR stations in towns whose own clubs are playing Portsmouth. Each station could transmit the programme and share the costs.

During the Saturday afternoon broadcasting we shall give progress flashes on Portsmouth and Southampton, whether playing at home or away, and also on Waterlooville, who play in the Southern League, and the leading local Hampshire League sides.

In the summer, the emphasis will switch to cricket and we shall follow the trail of Hampshire as they set their sights on another county championship – with respects to Glamorgan, they were 'robbed' last year, but what a cliff-hanger that would have been to follow on Portsmouth local radio.

The other principal summer sport and pastime in our area is sailing. The Solent and the harbours of Portsmouth, Langstone and Chichester provide some of the best sailing in the country and hundreds take to the water, especially at week-ends, to race, cruise or potter. Portsmouth sees the start and finish of some of the world's greatest races, both for power boats and sailing craft, and the most famous event in the British yachting calendar, Cowes Week. All these major occasions, together with club racing results and news from centres like Bosham, Emsworth, Hayling, Bembridge and Cowes, will be reported. A conscious effort will

also be made to promote water safety and the 'rules of the road'.

While we intend coverage of all sport going on in the area, we do not expect it to be possible to include everything during the intensive week-end broadcasting period. For this reason throughout-the-week coverage will be provided in round-up programmes in which results, fixtures and comment will be presented. In this way we shall also be able to focus upon club problems and we shall be prepared, when the need arises, to campaign for better conditions and facilities.

Seeking to involve ourselves with both clubs and their supporters, and to broaden their appeal to the community generally, we shall stage debates and forums on sports topics and sponsor inter-club quizzes. Opportunities will also be taken to interview national and local sporting personalities.

From those people following other hobby and recreational pursuits, our survey reveals a need not only to inform the public more of what is going on and what activities are available to them – whether it's fencing or car maintenance, cookery or swimming – but also to make practical suggestions on how to enjoy leisure time, particularly at week-ends.

Various clubs and the Further Education Centres which already provide a wide range of interests, are growing all the time and we shall look at their work in detail, inviting lecturers and tutors to talk about their subjects, the students and humorous classroom incidents.

News and Information

We see the quality and accuracy of our news and information and the style of its presentation as the key to our success. The news editor and, under him, the other members of the news team, will be responsible for day-to-day news coverage and for initiating special programmes focussing on important local issues. The development and direction of the station's news policy will be the task of the news editor who will report to the Programme Controller.

Our aim is to provide the fastest, most reliable and accurate news service in the area; serious news presented authoritatively and not over dramatised, counterbalanced by lighter news looking on the brighter side of life. Our news team will be developed to give a candid, unbiased and dependable picture of current events in and around the Portsmouth conurbation.

We shall, at all times, maintain strict impartiality, dealing with events and policies according to their news merit. We want to present a service that will quickly become respected, indispensable and trusted by all sections of the community.

Our strengths will be speed and accuracy. Local and national news summaries – with the emphasis all the time on local stories – will be broadcast on the hour and half-hour throughout our transmission times.

We would like our reporters to be local men and women who can be identified with and know the area. As well as collecting news, selecting stories, editing and preparing them for transmission, they will also deliver the news over the air. The ability to produce lively and accurate copy that sounds well is essential. They must also be good interviewers and able to report direct without first transferring their remarks to print.

One of the most important sources of news will be the listeners themselves – we want to hear when the bailiffs arrive to evict a family down the street, when the council chops down trees, when vandals break up the local youth club, when Gran's cat is caught up a tree, when Jimmy gets his head stuck through the railings, even when a valued family pet is lost. From these leads our own reporters and correspondents can produce a varied news menu that really lifts the lid off life in Portsmouth and the surrounding area.

We wish to be, and to be seen to be, completely independent of other local news organisations, the newspapers and local television, though we believe there are advantages in developing a degree of mutual co-operation. The joint aim of all media in providing a public service of news and information should be that one complements the other.

For national and international news we hope to be satisfied by the services provided by the Independent Radio News network whose summaries will stand alongside our own local bulletins, but rarely take precedence over them. Wherever possible national stories will be given a local angle backed up by the comments and opinions of our own citizens.

Apart from the regular bulletins, news flashes will form part of the daily routine. Our survey showed a demand for this kind of service, covering local, national and international events, and by providing it we will create a sense of anticipation among our listeners who will stay tuned to be sure of keeping in touch with what is going on.

Greater Portsmouth tends to be a stable and conservative community and it will be non-routine news rather than strong drama that will make up the greater part of our bulletins. Contentious affairs fall more into the realm of public debate – subjects of controversy, such as the east-west city road, skyscraper blocks in Southsea or the A.3 (M) route, fester slowly rather than burst suddenly on an unsuspecting public. The urgent need will be for the most basic information.

When big stories do break, such as disasters on land or at sea, we shall be there to report the facts in detail, warn the public where necessary and assist, as only local radio can, in keeping all informed about what is happening, even to the extent of co-ordinating a search where civilian searchers listen in to their own transistor radios. In any way we can we shall assist the emergency services and will work together with police, fire, ambulance, the Coastguard, R.N.L.I., the A.A. and other rescue services and the Met. Office to provide comprehensive and immediate information. We shall also cover the work of these units in our general interest programmes.

We want to give news of traffic accidents, road closures, delays and diversions, and warnings of general public transport changes, such as the suspension of ferry services due to bad weather.

News of the weather is of interest to all, and particularly to those on the sea, and it is our intention to provide yachtsmen and anglers with a much-needed and accurate service they will appreciate and rely on – weather conditions, wind strengths, tide times and heights, barometric pressures, visibility and outlook. We shall also try to tell the anglers where the fish are.

News and information will be continuously interlocked and throughout the day we shall endeavour to direct our news towards what we know will be our majority audience at that time. The 6.30 a.m. and 7.00 a.m. bulletins, for instance could lead off with a story about local farmers campaigning for improved subsidy payments; later in the morning the emphasis would switch to items of concern to women; the lunch-time headlines would try to be appropriate to those pausing from their work; in the evening we would be on the lookout for items of specific interest to teenagers.

We also intend to provide a daily 'What's On' service dealing with exhibitions, local events etc. happening that day. Earlier publicity will normally only be available as a paid advertisement.

To offset the media's traditional preoccupation with bad news, we plan to emphasize items of 'good news' throughout the day. We would like our listeners to share with us a pride in the better side of human nature which is often displayed in our community but rarely reported. We want people to 'phone in and tell us of their neighbour's good deed.

Some of our advertising is also bound to have a news content – jobs, sales, announcements of public events, even a late afternoon list of bed and breakfast accommodation available in the area.

In gathering the news we are conscious of the physical difficulties which our area presents, with water to cross to reach to Isle of Wight, and circuitous road journeys involved in travelling around the harbours to Fareham, Gosport, Havant and Hayling Island.

We are confident, however, that with the plans we are making for staff reporters, freelance representation, correspondents, an Outside Broadcasting Unit and telephone links, we shall be on any major story breaking.

Local Emphasis

As already indicated great emphasis will be laid on making our programmes directly relate to the interests and activities of our community.

Our music will be localised by playing many dedications and requests and following closely local trends in the sales of popular singles and L.P.'s.

Our arts, social, religious, political and environmental programmes will all be based strictly on local life and the desire to generate an audience by serving the community's needs.

Typical Week's Programming

As already stated, we expect our ILR station to be on the air eighteen hours a day from 6 a.m. to midnight and during the peak listening times there will be few 'programmes' as such – the staple elements of our programming for most of the day will be a balanced mixture of music, news, information and human interest items. The mix will depend on the time of day and the listening habits of our audience.

The cornerstone on which we plan to build our programming is flexibility. We have chosen to develop a style which, throughout most of our broadcasting day, will enable us to adapt very rapidly to cover any unforeseen event and to react quickly to changes in the needs and demands of our audiences. Local and national news can be included as it happens; developments in local events can

be monitored as they occur. We will not feel bound to any rigid policy other than that of reflecting the life of our community and acting in the best interests of our listeners.

At the outset, we will include as many of the items mentioned in our programme section as are financially and staff-wise practicable.
November 1974

THAMES VALLEY BROADCASTING

Reading

General Policy

We have enough experience of Independent Local Radio already in this country to have some idea of what we may expect to achieve in the short run. There is a gap between the idealistic approach and the pragmatic approach which is going to take a great deal of bridging before those who care about radio are satisfied.

We are among those who care about radio. There is much that we wish to achieve. But we are aware that our plans must be based on the pragmatic approach, and our ideals disciplined by reality.

We have considered our programme plans against two separate criteria. First: what can we do for the people in and around Reading? Second: what particular role might our station play in a network which, for the time-being at least, is to be restricted to 19 stations?

In both cases we believe there is a lot we can achieve, and that right from the start there are some programme experiments we can try out alongside our more conventional ideas.

If there is one word that sums up our attitude towards programming policy, it is 'professionalism'.

We will maintain a totally professional approach to our presentation; to the speed and accuracy with which news and information is delivered to the public; to the manner in which our music is formatted; and to the depth of our continuing research into our public's attitude and our relationship with them.

The staple elements of our programming will be music and information – the one geared to the moods of the day, the other to the listeners' needs. Without pretention we will combine these two elements so that our broadcasting flows throughout the day, smoothly and satisfyingly. We will present our audience with the companionship that they demand from radio, combined with a constant challenge to their awareness – of their neighbourhood, of the happenings of the day nationally, internationally and locally, and of themselves as people.

Our programming will be fun. We will enjoy doing it, and so our audience will enjoy listening to it.

The Area

The area designated for the Reading station contains only about 250 square miles, and yet within it live as broad a spectrum of people as can be found anywhere in Britain. They have remarkably little contact with each other, for there is little in common between, say, the commuting stockbrokers to the east and the immigrant population of the town centre; or the workers at the biscuit factories and the farmers on the Berkshire Downs.

It is probably no accident that the subjects for the recent BBC documentary 'The Family' were found in Reading. The permissiveness of their lives surprised some people and shocked others. But many admired their frankness, and above all, sympathised with their apparent loneliness. It is people like them – and Reading is full of them – who look to radio for companionship as they go about their daily chores.

Every day thousands of people who live in and around Reading commute to work outside the area. Most of them leave behind their families, who, because of the distance that the working member has to travel, are left alone for even longer periods than families in other parts of the country. These people are our principal audience, and our day-time programmes will be designed with them in mind.

Music

An accurate music format, geared to the tastes of the main audience, is essential to the success of an independent radio station. We expect our output to be very much 'middle of the road' during the major part of the day – lively at breakfast and quieter during the afternoon.

During the evenings we may have more specialist music programmes, covering the whole spectrum of musical taste.

Our play-lists will be carefully compiled by senior staff, and a constant check will be kept that they contain a high proportion of British music.

We anticipate that our duty to employ musicians will be principally undertaken in the early days by the promotion of concerts, which we will record for transmission later. We hope to work closely with Reading University in this field.

Reading is known world-wide for its Pop Festival. We will

play our part in this event, which we hope will provide us with the opportunity to serve other stations in the network with special broadcasts.

Social Conscience

It is our view that a successful radio station must listen to its audience as well as broadcast to them. We must set up the machinery to deal with listeners' calls effectively – an aspect of a station's work which we feel is too frequently lacking. If you tell your listeners that you undertake to help them, you must have the ability to do so. It is sound business sense, as well as part of our duty, to make sure that we do not disappoint those who turn to us for help.

One member of our staff will have the responsibility for organising this service. He (or she) will be expected to ensure that all calls to the station are properly recorded, and appropriate action is taken. Where radio can be used positively to solve a problem he will draw it to the attention of the programme director, and a properly thought-out and produced programme item will result.

Reading University students run a service called 'Nightline', by which two volunteers are available 24 hours a day to listen to any student who has a problem, wants advice, or simply wants to talk to someone. We would like to extend this service to make it available to all our listeners.

Phone-ins

The telephone is one of the most valuable weapons we have, but it should not be abused. In recent times the phone-in programme, which is cheap and simple to produce, seems to have become confused with 'access' programming – the theory apparently being that if you allow people to talk over the telephone on the air, you are in some way making your station 'democratic'.

In practice, very few people are prepared to ring up a radio station, and regular phone-in programmes quickly gather a small hard-core who are always ready to expound half-baked views on any subject.

We will try to avoid this pitfall in the use of the telephone, by intelligent production of programme items for which it can best be used.

Access Programming

The correct definition of access programming is that it gives individuals or groups the right to broadcast without editorial control.

Whether or not Britain is ready to proceed further in this area is open to debate. But we would like the opportunity – in close consultation with the IBA – to experiment in it.

In our view, access programming should not simply encompass the needs of political groups with a chip on their shoulder, who wish to convince others about their point of view. Such groups are generally much better dealt with by balanced discussion.

But there are many other groups who may wish to express themselves in a personal and creative sense. We are not just talking of oration – music, drama and poetry may be the means by which they wish to put over their message.

We would like, therefore, to explore some of the possibilities opened up by this concept, perhaps by using some of the airtime between midnight and 6 a.m. when we would not normally be broadcasting.

The Arts

Responsibility for co-ordinating news about arts and crafts will devolve on a specific member of the staff.

We will have regular reviews of films on general release at the eight cinemas in Reading.

Reading has only one theatre – the Progress – but we will also inform our listeners about theatrical happenings in Windsor, Newbury and possibly Oxford.

We will report on the activities of Reading's two concert orchestras, and the Arion Symphony Orchestra, as well as the University Choral Society and Orchestra.

The Future

It is plain that we must start our station off with a professionally expert, but very simple programme policy.

But if all goes well and our revenue is up to, or exceeds, our

expectations we would like to spend money on various programme experiments. For instance we would like to attempt an ambitious programme of recording live music, including the commissioning of new works.

And we believe that the role of education in radio has still to be explored. We hope, once we are established, to institute, in conjunction with the University, Berkshire College of Education, Reading College of Technology and other outside interests, some experiments in the educational field.

Local News

Our Aims. 'News' as defined for a local radio station covers a very broad spectrum. It is not just the bomb explosion, the court case, the road accident, or the results of a competition. It is any piece of information that may be of use to our listeners.

We have to consider, therefore, how we will be able to provide, on comparatively slender resources, a complete service of news in a number of different categories, ranging from the hard news story to information about leisure activities.

We have already stressed that we believe the success of an Independent Local Radio station depends on the speed and accuracy of its provision of information to its audience. There is no differentiation in this area between idealism and practicality. Our programmes are based on an information service; they are our *raison d'être* – the product we are trying to sell both to our public and to our advertisers. In this field, if in no other, we must achieve excellence.

Staff. Our station will be run by a small, closely-knit team of professionals. One of the fundamental bases that will govern our selection of programme staff will be that they have had substantial journalistic experience.

Traffic. Reading does not have major traffic problems, but we will aim to keep our listeners informed about any significant holdups.

However, very many people in the area commute to London daily. We will arrange to keep them informed during the breakfast period of the state of traffic travelling into London on the major roads from the west; and also of any delays to the train service.

Crime. We believe we should be able to be of much service to the police in our area, and we shall aim to maintain a close relationship with them. We have discussed our ideas with a representative of the local police force, and we believe we can create a valuable liaison. In an area as small as the one we will serve, there is no reason why we should not be able to report instantly such things as stolen cars and witnesses required for accidents.

In addition, the police are a valuable reference point for matters relating to social conditions. We will work closely with them.

Local Politics. The communications gap between the local Council and the people it serves is one we shall do our best to bridge. One of our newsmen will be delegated to specialise in local affairs in a political sense, as, effectively, a lobby correspondent.

We hope to maintain good relations with our local politicians, but they will be aware that we shall be constantly examining their actions, and that any unpopularity caused by their decisions is likely to be reflected through us by our listeners.

Many people in the area believe that the re-organisation of local government has put the power in the hands of urban dwellers, as opposed to rural ones, and that our countryside and amenities may suffer as a result. We shall keep a constant watch for potentially damaging effects of Council decisions on the environment and amenities of our area.

Weather. We will broadcast frequent weather forecasts. With the sophisticated equipment of Bracknell Weather Centre close at hand, we should be able to inform our listeners very accurately about weather conditions even to warning shoppers or farmers at harvest time of the approach of heavy showers.

National News

We have held discussions with the Editor and staff of IRN, and are satisfied that they will be able to provide us with an excellent service on which we can base our national and international news coverage.

It is our intention to provide our listeners with bulletins (2-3

minutes) of news on the hour every hour, with headline summaries at peak times on the half hour. The bulletins will contain a mixture of national and local news.

We intend to have a longer news/feature programme in the middle of the day (20 minutes), and a further programme with a greater concentration on local features in the early evening, lasting up to 30 minutes.

Our programming is totally flexible and we can therefore include news flashes at any time. Many other items of news will be integrated into the programme flow outside the formal bulletins.

Men, Women and Children

We are aware that the great majority of our day-time audience will be those who are housebound, and that they will be largely female. Our programming policy will reflect this fact.

As our programming will be based on the flow principle, the opportunity to deal with minority interests will recur constantly, and we will take advantage of it.

One of radio's strengths is its flexibility; another is its ability to build listener loyalty. We will expect to use these weapons courageously to reprogramme the station entirely on occasions when an event of sufficient importance, nationally or locally, justifies it.

Religion

We acknowledge the part that religion plays in many people's lives, and as such, topics concerning faith may expect to appear as part of our daily programming. We do not, however, have plans for regular segmented religious broadcasts.

Immigration

According to the 1971 census, our transmission area contains about 15,000 immigrants. Of these around a fifth come from Asia, mainly India and Pakistan; and a further fifth from the West Indies (mainly Barbados). They are well integrated into the Reading community.

We do not propose to treat them as separate races – or in any way as a 'problem'. We hope they will listen to our station and we will take account of their musical tastes in our music format.

Sport

We are not convinced about the eagerness of our listeners to be bombarded with a great deal of sports news. Nevertheless we shall treat sport and all leisure activities as part of their daily lives, and a subject on which they may wish to be kept informed.

In this area, as with all other minority subjects, we expect to learn what our audience would like to hear as a result of both our formal research, and our close daily contact with our listeners.

Programme Schedules

Our programme schedules will be simplicity itself. We cannot be certain of their exact shape until we have employed our presenters and assessed their personalities. Each 3 or 4 hour programme segment will be controlled by one presenter, who will be aided by a programme assistant responsible for logging and handling commercials. Also on call will be the duty newsman to assist with interviews and answer questions on news topics. Few items will last more than 2-3 minutes in the mornings and 5 minutes in the afternoon.

In the evenings and at weekends the diet will be varied with 'live' concerts, special events and more specialised music programmes.

Syndicated Material

At the moment there does not seem to be a plethora of syndicated programming materials of any quality available. Should items of a high standard – particularly in the drama field – appear in the market, we might purchase a small quantity.

Hours of Broadcasting

It is our ultimate hope that we will be able to keep our station on the air 24 hours a day. But for the time being we intend to originate our own programmes 18 hours a day, starting at 6 a.m. and stopping at midnight.

January 1975

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 1 p.m. (20 minutes), 5.50 p.m. (10 minutes) and 10 p.m. (30 minutes), a total of one hour daily. On Saturdays there are three bulletins totalling 30 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 1.20 p.m. and 6 p.m. from Monday to Friday. The weekly duration at the end of March 1976 is shown in minutes.

Company	Programme	Weekly minutes
ANGLIA	<i>About Anglia</i>	185
ANGLIA	<i>Anglia News and Weather</i>	25
ATV	<i>ATV Today</i>	185
ATV	<i>ATV Newsdesk</i>	25
BORDER	<i>Border Diary</i>	5
BORDER	<i>Border News</i>	25
BORDER	<i>Border News and Lookaround</i>	155
BORDER	<i>Border News Summary</i>	15
CHANNEL	<i>Channel Lunchtime News</i>	50
CHANNEL	<i>Channel News and Weather</i>	30
CHANNEL	<i>News and Weather in French</i>	25
CHANNEL	<i>Report at Six</i>	70
GRAMPIAN	<i>Grampian Today</i>	125

Company	Programme	Weekly minutes
GRAMPIAN	<i>Grampian News Headlines</i>	25
GRANADA	<i>Granada Reports</i>	185
HTV	<i>HTV Wales Headlines</i>	10
HTV	<i>HTV West Headlines</i>	10
HTV	<i>Penawdau Newyddion</i>	10
HTV	<i>Report Wales</i>	92
HTV	<i>Report West</i>	185
HTV	<i>Y Dydd</i>	92
SCOTTISH	<i>Scotland Today</i>	155
SOUTHERN	<i>Day by Day</i>	220
SOUTHERN	<i>News and Weather</i>	25
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>North East News</i>	5
TYNE TEES	<i>North East News Headlines</i>	25
TYNE TEES	<i>Today at Six</i>	140
ULSTER	<i>Ulster News Headlines and Lunchtime</i>	25
ULSTER	<i>UTV Reports</i>	185
WESTWARD	<i>Farm and Country News</i>	30
WESTWARD	<i>Westward Diary</i>	160
WESTWARD	<i>Westward Late News</i>	15
WESTWARD	<i>Westward News Headlines</i>	25
YORKSHIRE	<i>Calendar</i>	185
YORKSHIRE	<i>Calendar News</i>	25

Current Affairs and Documentaries

Networked Documentaries

Date	Programme	Description	Company
1975			
April 2	The Legacy of Faisal	<i>Obituary tribute to King Faisal</i>	YORKSHIRE
8	Disappearing World	<i>'Kenya: Masai Manhood'</i>	GRANADA
15	St. Helena: A Tale of a Colony	<i>Kenneth Griffith on the tale of Napoleon's prison island</i>	ATV
22	World in Action Special	<i>'The Psychic Surgeons: Miracle or Illusion?' - faith healers in the Phillipines</i>	GRANADA
29	The Arab Experience	<i>'Egypt' - report by Anthony Thomas on modern Egypt</i>	YORKSHIRE
30	The Two Deaths of Adolf Hitler	<i>The mystery of how Hitler really died</i>	THAMES
May 6	To Be Seven In Belfast . . . (Part 1)	<i>What it means to be a child today in Belfast</i>	ATV
13	To Be Seven In Belfast . . . (Part 2)	<i>Parents and teachers discuss the problems of Belfast's children</i>	ATV/ULSTER
19	The State of the Nation	<i>The Work of the Brussels Headquarters of the EEC</i>	GRANADA
June 2	The State of the Nation	<i>Debate about the pros and cons of Common Market entry</i>	GRANADA
3	World in Action Special	<i>Two hour report on aspects of life in EEC countries</i>	GRANADA
10	Class Roots	<i>Changing life-styles of three Birmingham families</i>	ATV
17	Leukaemia	<i>Progress towards controlling the disease</i>	THAMES
24	The Mangling of the Middle Classes	<i>Is Britain's managerial and professional class being undermined?</i>	ATV

<i>Date</i>	<i>Programme</i>	<i>Description</i>	<i>Company</i>
July 1	The Case Against Dogs	<i>Some reasons for concern about Britain's dog population</i>	THAMES
7	The Passing of Leviathan	<i>The battle to save the Southern Right Whale</i>	ANGLIA
8	The Arab Experience	<i>Anthony Thomas on Islam and on contrasting societies in Syria and the Lebanon</i>	YORKSHIRE
15	The Day War Broke Out	<i>Stars remember wartime entertainments</i>	THAMES
22	Johnny Go Home	<i>The problem of runaway children in London's West End</i>	YORKSHIRE
23	Once Bitten . . .	<i>The possibility that rabies may reach Britain</i>	ANGLIA
27	Britain On The Brink	<i>Debate about ways out of the economic crisis</i>	ATV
29	Three Characters in Search of a Treasure	<i>Tale of a recent search for Captain Kidd's treasure</i>	ATV
Aug. 5	A Fall Like Lucifer	<i>The rise and fall of Sir Oswald Mosley</i>	THAMES
12	The Final Solution: Auschwitz	<i>Part One: How the Nazis evolved their mass murder programme</i>	THAMES
19	The Final Solution: Auschwitz	<i>Part Two: Some questions, but few answers about the horror of Auschwitz camp</i>	THAMES
27	A Magnificent Man and His Flying Machines	<i>Sir George Cayley, an early pioneer of aviation</i>	ANGLIA
Sept. 1	The Great Zaire River Expedition	<i>Account of Major Blashford-Snell's expedition on the River Zaire</i>	ANGLIA
2	Flight from 70 Million Years B.C.	<i>Research into how Pterodactyls flew</i>	YORKSHIRE
9	London – Not Quite the Place it Was	<i>Benny Green reflects on the changing face of London</i>	THAMES
16	Chicago Streets	<i>Street-level impressions of a violent city</i>	ATV
17	Laugh? . . . I Could Have Cried	<i>A training school for comedians</i>	THAMES
23	The First Train Now Arriving	<i>George Stephenson and the history of the Stockton–Darlington Railway line</i>	TYNE TEES
24	Whicker's World: Vienna	<i>'Come Home Dr Freud – All is Forgiven' Impressions of modern Vienna</i>	YORKSHIRE
30	Where on Earth	<i>Life on an oil-rig</i>	ATV
Oct. 1	Girl in a Broken Mirror	<i>The staging of a ballet production</i>	THAMES
7	How Many Sleeps to Thom Bay?	<i>Life in an Eskimo settlement</i>	SOUTHERN
8	It's A Lovely Day Tomorrow	<i>'The Story of the 1943 Bethnal Green Tube Disaster'</i>	ATV
14	Do We Have to Have Lions in the Garden?	<i>Crisis for stately homes owners</i>	ATV
15	This Week Special	<i>Abortions on the National Health</i>	THAMES
21	The Dale that Died	<i>One man's fight against the decline of a Yorkshire Dale</i>	YORKSHIRE
28	A Chance In Life . . .	<i>Problems of a farming family in North Yorkshire</i>	YORKSHIRE
29	Who Killed Julia Wallace?	<i>Re-investigation of an unsolved murder of the 1930's</i>	YORKSHIRE
Nov. 4	Black Water – Bright Hope	<i>The effect of North Sea Oil on N.E. Scotland</i>	GRAMPJAN
11	Warrior	<i>Memories of some World War Two soldiers</i>	THAMES
18	Discovery Special	<i>'The Right to Live. The Right to Die' – the ethics of euthanasia</i>	YORKSHIRE
25	Bath: Demolition by Neglect	<i>The vandalising of one of Britain's most beautiful cities</i>	HTV
26	Search For The Shinohara	<i>The salvaging of a Japanese wartime submarine</i>	ANGLIA
Dec. 2	Into the Unknown	<i>'Do you Believe in Ghosts? – experiences of the paranormal</i>	ATV
9	Into the Unknown	<i>'Knowledge' – scientific research into the paranormal</i>	ATV
10	Mongolia	<i>'On the Edge of the Gobi' – life on a Mongolian collective farm</i>	GRANADA
16	Edmund Kean – The Sun's Bright Child	<i>Dramatised portrait by Kenneth Griffith of a 19th Century actor</i>	THAMES
17	Mongolia	<i>'The City on the Steppe' – Ulan Bator, capital city of Mongolia</i>	GRANADA
24	Safari by Balloon	<i>Survival Special – African wildlife filmed from a hot air balloon</i>	ANGLIA
29	Disappearing World	<i>'The Kirghiz' – a tribe of the Western Himalayas</i>	GRANADA
30	Earl 'Fatha' Hines	<i>Tribute to the American jazz pianist</i>	ATV
1976			
Jan. 1	This Week Special	<i>Retrospective look at 1975</i>	THAMES
2	Almost a Dodo	<i>Survival Special. The private life of the Shoebill</i>	ANGLIA
5	Disappearing World	<i>'The Shilluk' – a tribe of the Southern Sudan</i>	GRANADA
6	Out of the Rock	<i>Architecture in Wales</i>	HTV
7	Double Agent: A Conversation with Graham Greene	<i>Alan Cooke in conversation with the famous writer</i>	THAMES

Date	Programme	Description	Company
12	Disappearing World	'Eskimos of Pond Inlet' – the dilemma of the modern Eskimo	GRANADA
13	What Happened to Johnny Go Home?	Follow-up on last July's documentary	YORKSHIRE
20	Who Says It Could Never Happen Here?	Lord Chalfont on the Left's threat to democracy	ANGLIA
27	Decision	'Steel: The Korf Contract' – decision making in the British Steel Corporation	GRANADA
Feb. 3	Decision	'Rates: The Search for Cuts' – Hammersmith's search for spending cuts	GRANADA
10	Decision	'Oil: The Claymore Field' – investment decision for the North Sea Oil industry	GRANADA
17	Death of an Informer	The unsolved murder of a Special Branch informer	ATV
24	The Master's Foot	Profile of a Hampshire Farmer	SOUTHERN
Mar. 2	See You Tomorrow	A day in the life of a District Nurse	THAMES
10	The Bradford Godfather	The leader of Bradford's Pakistani community	YORKSHIRE
16	Harold Wilson	Resignation day interview with Austin Mitchell	YORKSHIRE
16	Hopi . . . People of Peace	Problems of an American Indian tribe	ATV
23	60 Seconds of Hatred	The history and cause of a domestic murder	THAMES
30	A Matter of Life	Neurosurgery as a cure for anti-social behaviour?	YORKSHIRE

Other Documentaries

Programme	Description	Company	Date	Area
Accident	Work of an accident department of a hospital	SOUTHERN	4 April	L
Advent Express	Defence – The Army	SOUTHERN	13 February	L
Band of Her Majesty's Royal Marines Commando Force	Military, popular and classical music from the Royal Marines Band	WESTWARD	18 September	L
Born Deaf	The school for deaf children, Whitchurch, Cardiff	HTV	21 August	L
Brass Rubbing	Brass rubbing in West Country Churches	WESTWARD	23 June	L
By-pass	The effect of a new by-pass on the village of Boughton, Canterbury	SOUTHERN	19 March	L
Calendar Special	The deep-sea fishing industry	YORKSHIRE	25 February	L
Century at Leeds	The centenary of Leeds University	YORKSHIRE	28 August	L
The Claim Drain	Motor insurance	SOUTHERN	11 April	L
Coming Out	Report on the Campaign for homosexual equality	SOUTHERN	30 January	L
Dear Mr Barber, I'd like to Swim the Channel	A 13 year old girl's attempt to swim the Channel	THAMES	4 September	L
Devolution Special	Devolution and the effect on Wales	HTV	27 November, 14 & 15 January	L
Devolution Special	Devolution and the effect on Scotland	SCOTTISH	27 November	L
East of England Show	Agricultural show	ANGLIA	17 July	L
The Eel Hunters	Eel catching in the River Severn Estuary	HTV	16 October	L
The English Vintage	Wine growing in Somerset	HTV	28 January	L
Fangs for the Memory	Jokey look at horror business	SOUTHERN	26 March	L
Faraday Lecture – Entertaining Electron	The inaugural lecture given by F Howard Steele, IBA	HTV	28 December	L
A Fighting Chance	Provincial professional boxing scene	SOUTHERN	23 January	L
Fisherman of Clovelly	The story of Cy Heddon, a local fisherman	HTV	18 September	L
Foxtrot Zulu	Behind the scenes of a charter flight	SOUTHERN	18 April	L
Games In the Park	Polo at Cowdray Park	SOUTHERN	21 November	L
Give Us a Chance	Mentally handicapped children	SOUTHERN	30 May	L
Grampian Special	Debate with new regional council on rates	GRAMPIAN	23 March	L
Great, Great Western	Story of the Great Western Railway	WESTWARD	4 September	L
Henry Williamson at 80	Dan Farson in conversation with the author	HTV	27 November	L
HM ¹ Queen Mother in the Channel Isles	Highlights of the Queen Mother's three-day tour of the Channel Isles	CHANNEL	5 June	L
History of the Turf	Racing and horses	GRANADA	17 January	L
Home of their Own	A look at a boys' hostel	ATV	13 April	L
Home Truths	A look at Alpha House, Portsmouth (treatment of habitual criminal drug addicts)	SOUTHERN	2 January	L

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<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
Hugh MacDiarmid – A Poet and his Time	<i>A look at the poet's life</i>	SCOTTISH	4 July	L
If It Moves Back It	<i>Betting</i>	SOUTHERN	20 June	L
It's Only Money	<i>Scottish Banks</i>	SCOTTISH	4 July	L
I've Been Nowhere and Seen Nobody	<i>A chronicle of Jack Taylor's attempt at the Falmouth–Azores sailing race</i>	HTV	4 September	L
Jaws, Fangs and Claws	<i>A look at people who keep exotic pets</i>	SOUTHERN	6 February	L
Jobs for the Boys	<i>Work undertaken by young people whilst still at school</i>	SOUTHERN	27 June	L
Just Call me Roy	<i>An STV Reporting Special on Lord Thompson of Fleet</i>	SCOTTISH	13 November	N
Just Me and the Kids	<i>One-parent families</i>	SOUTHERN	4 July	L
Knife Edge	<i>Drama in Schools – a modern version of Romeo and Juliet</i>	SOUTHERN	19 December	L
Last of the Great Queens	<i>A trip on the QE2 from Southampton to New York</i>	THAMES	2 January	L
Last Summer in Anglia	<i>The 25th anniversary of the King's Lynn Festival</i>	ANGLIA	25 July	L
Liverpool's New Archbishop	<i>The installation of the Roman Catholic Archbishop of Liverpool</i>	GRANADA	19 March	P
Llanover Hall	<i>Cultural centre in Wales</i>	HTV	25 March	L
L S Lowry 1887–1976	<i>Obituary of the artist</i>	GRANADA	23 February	P
Lyndall's London Girls	<i>The life style of girls who live and work near Sloane Square/Knightsbridge</i>	THAMES	9 January	L
Making of a City – Milton Keynes	<i>Planners and administrators examine the state of Milton Keynes</i>	ANGLIA	4 December	L
Making of Hamlet	<i>The difficulties of producing Shakespeare in a regional repertory theatre</i>	WESTWARD	30 November	L
Making of a Policeman	<i>A Policeman's life</i>	SCOTTISH	13 May	L
Man of Parts	<i>The Life of John Buchan</i>	SCOTTISH	30 December	L
Master Thatcher	<i>Traditional rural craft</i>	HTV	11 March	L
Mister Lowry	<i>Obituary of the artist</i>	TYNE TEES	23 February	L
Mr Punch's Summer Spectacular	<i>Brighton as a seaside resort</i>	SOUTHERN	18 July	L
Monty Meets the Londoners	<i>Londoners talk about their way of life</i>	THAMES	24 July	L
Move Along Please	<i>Traffic schemes in Southampton and Portsmouth</i>	SOUTHERN	25 April	L
The Museum Now Standing at Platform 17	<i>A preview of the National Railway Museum, York</i>	YORKSHIRE	26 September	L
Music Makes Me Happy	<i>Sir Geraint Evans and Marisa Mobles, a harpist, talk to Mavis Nicholson</i>	THAMES	7 August	L
No More Room for Miracles	<i>Defence – The Air Force</i>	SOUTHERN	20 February	L
North by South West	<i>History of the London–S Western Railway</i>	WESTWARD	11 September	L
Oddly Enough Paul Jennings	<i>Paul Jennings on humour</i>	WESTWARD	4 April	L
Off the Shelf	<i>In depth look at shop-lifting</i>	SOUTHERN	17 October	L
One Hundred Somerset Summers	<i>The Centenary of the Somerset County Cricket Club</i>	HTV	11 September	L
Operation Red Berry	<i>A visit to the Staff College Pantomine</i>	WESTWARD	24 December	L
The Other World of Roger Dean	<i>Contemporary artist, and record sleeve designer</i>	SOUTHERN	5 March	L
Out in the Cold	<i>Report on Brighton Council tenants</i>	SOUTHERN	7 November	L
Phantom of an Opera House	<i>Investigation into the Castle Terrace Theatre Project in Glasgow</i>	SCOTTISH	8 September	L
Pip's Tale	<i>Problems of an alcoholic</i>	SOUTHERN	5 December	L
The Prentice Affair	<i>An in depth look at the conflict between Reg Prentice and the Newham Labour Party Management Committee</i>	THAMES	23 July	P
Prison Portraits	<i>The artistic works of three ex-convicts</i>	THAMES	30 June	L
Profile of Ray Hawkey	<i>West Country author and graphic designer</i>	WESTWARD	25 September	N
Question of Identity	<i>Lord Chalfont looks into Celtic roots and background</i>	HTV	13 August	L
Referendum	<i>The effect of the Common Market Referendum</i>	GRAMPIAN	7 April, 21 & 22 May	L
Referendum in Wales	<i>The effect of the Common Market Referendum</i>	HTV	30 May	L
Referendum – Its Make up Your Mind Time	<i>The effect of the Common Market Referendum</i>	WESTWARD	30 May	L

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<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
Safari in the City	<i>A look at the Westbury-on-Trym Wildlife Park, Bristol</i>	HTV	11 December	L
Scotland Today, Scotland Tomorrow	<i>The effect of devolution on Scotland</i>	SCOTTISH	1 & 8 December	L
Scottish Daily News	<i>A report on the Scottish Paper</i>	SCOTTISH	8 October	L
Sea Canoeing	<i>Sea Canoeing off the coast of Anglesey</i>	HTV	13 November	L
Second City, First Citizen	<i>An interview with Lord Provost Peter McCann</i>	SCOTTISH	14 August	L
Servants of the City	<i>The work of the Lord Mayor and Lady Mayoress of the City of London</i>	THAMES	27 August	L
Shadow on Childhood	<i>Cystic Fibrosis research in Belfast</i>	ULSTER	3 July	L
Shop Window for Britain	<i>The Story of the National Exhibition Centre, Birmingham</i>	ATV	26 January	L
The Sixth Continent	<i>Portrait of Romney Marsh</i>	SOUTHERN	9 January	L
Sound Advice	<i>Problems of deaf people</i>	SOUTHERN	16 January	L
Suffer Little Children	<i>Fostering of West African Children</i>	SOUTHERN	16 May	L
Suitable Case for Treatment	<i>What happens at a hospital during a strike</i>	SOUTHERN	12 March	L
Sweet Dreams Baby and the Naked Object	<i>Story of 16 year old schoolgirl who won a 'Cover Girl' competition</i>	SOUTHERN	12 December	L
Swings and Roundabouts	<i>Life of a family who own a fairground</i>	SOUTHERN	9 May	L
Switched On In Ipswich	<i>A look at the Independent Local Radio Station, Radio Orwell</i>	ANGLIA	6 November	L
Tony Benn – 25 years on	<i>Profile of the MP for Bristol South East</i>	HTV	4 December	L
Tribute to Barbara Hepworth	<i>Obituary for the sculptress</i>	WESTWARD	21 May	L
Tribute to Jim Griffiths	<i>Obituary for a politician</i>	HTV	7 August	L
Viewfinder	<i>Ron Thompson talks to Jessie Valentine, the Golfer</i>	GRAMPIAN	5 September	L
Viewfinder	<i>Ron Thompson talks to Lord Campbell of Croy about his life</i>	GRAMPIAN	8 September	L
What Do You Think of It so Far?	<i>Tour of Britain by American coach party</i>	SOUTHERN	28 November	L
What Kind of Navy, What Kind of War?	<i>Defence – The Navy</i>	SOUTHERN	27 February	L
When Did You Last See Your Daughter?	<i>Girls who leave home without telling their parents</i>	SOUTHERN	31 October	L
Where Do We Go From Here?	<i>Kent gypsies</i>	SOUTHERN	11 July	L
Women of the Celts	<i>Views on Celtic attitudes as seen by two modern Celtic women</i>	HTV	2 October	L
Writing Game	<i>Writers</i>	SCOTTISH	25 July	L
Wynford's Wales – Just the Job for Tea	<i>Travelogue with Wynford Vaughn Thomas</i>	HTV	31 December	L
You Can't Bank on It	<i>A profile of John Ladell</i>	SOUTHERN	14 November	L
Your Own Piece of England	<i>Land Sales in the South</i>	SOUTHERN	24 October	L

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News Features

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Border Forum	<i>Local current affairs</i>	BORDER	30	10.30 Fri. monthly April, from Aug.	L
Border Parliamentary Report	<i>Local politics</i>	BORDER	30	10.30 Fri. monthly to June, from Oct.	L
The Brian Connell Interview	<i>Interviews with prominent personalities</i>	ANGLIA	30	10.30 Mon. June–Oct.	L
Calendar Sunday	<i>Local current affairs</i>	YORKSHIRE	30	1.40 Sun. to June, from Dec.	L
			30	1.30 Sun. July–Dec.	L
Division	<i>Local MPs debate the week's major issues</i>	TYNE TEES	30	6.10 Fri.	L
Granada Profile	<i>Interviews with local MPs</i>	GRANADA	30	10.30 Fri. fortnightly June–Aug.	L
			30	11.00 Sun. Sept.–Oct., from Jan.	L
			30	1.35 Sun. Oct.–Dec.	L
Outlook	<i>Local politics and industry</i>	HTV	30	10.30 Fri. to July, from Sept.	L
Points North	<i>Political discussion</i>	GRAMPIAN	40	10.30 Fri. monthly to June, Sept.–Nov., from Jan.	L
Probe	<i>Parliamentary topics</i>	ANGLIA	30	10.30 Fri. to July, from Oct.	L
Reports Extra	<i>Topical issues</i>	GRANADA	30	10.30 Thurs. July	L
This Week	<i>Current Affairs</i>	THAMES	30	8.30 Thurs. to June, from Sept.	L

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
UTV Profile	<i>Interviews with prominent personalities</i>	ULSTER	30 30	11.30 Wed. Sept.–Dec. 11.00/11.30 Tues. from Dec.	L L
Ways and Means	<i>Local and national politics</i>	SCOTTISH	30 30	7.00 Fri. to July, Sept.–Nov. 10.30 Fri. from Jan.	L L
Weekend World	<i>Current affairs</i>	LONDON WEEKEND	70	12.00 noon Sun. to June, from Sept.	N
Westward Report	<i>Major topics and their effect on the West Country</i>	WESTWARD	30	10.30 Thurs. to May, from Oct.	L
What the MPs Say	<i>The Week in Parliament</i>	GRANADA	15	1.00 Sun. June–July	P
What the Papers Say	<i>Review of the Press</i>	GRANADA	15 15 15	11.00 Thurs. to June, Sept.–Dec. 11.15 Thurs. July–Aug. 11.30 Wed. from Jan.	P P P
What the Parties Say	<i>Party conference summaries</i>	GRANADA	20	1.35/4.00 Fri. Oct.	N
World in Action	<i>Current affairs</i>	GRANADA	30	8.30 Mon. to June, from Sept.	N
Your Men at Westminster	<i>Parliamentary topics</i>	SOUTHERN	30 30	10.30 Wed. monthly to May 10.30 Thurs. monthly from June	L L

L Local P Part Network N Network

General Discussion Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Access	<i>Local groups put their point of view</i>	TYNE TEES	35	10.30 Mon. Sept.–Jan.	L
Arena	<i>Current affairs</i>	ANGLIA	15	6.20 Thurs.	L
Border Month	<i>Local current affairs</i>	BORDER	45	10.30 Mon. monthly to July, from Oct.	L
Calendar Forum	<i>Common Market issues discussed</i>	YORKSHIRE	30	10.30 Thurs. May	L
Convention Phone In	<i>Election phone in</i>	ULSTER	30/40	10.30 various days April	L
Free Speech	<i>Malcolm Muggeridge, A J P Taylor, Peregrine Worsthorpe and Lord George Brown discuss controversial issues</i>	ATV	30	12 noon Sun. July–Aug.	L
Free Time	<i>Local groups put their point of view</i>	HTV	30	10.30 Fri. Sept.–Dec.	L
The Jay Interview	<i>Peter Jay looks into organised societies</i>	LONDON WEEKEND	60	11.15 Sun. Aug.–Sept.	L
Jersey Election for Deputies	<i>Local political issues</i>	CHANNEL	20	1.00 Various days Dec.	L
John Morgan On . . . Who Runs Wales	<i>Local government issues</i>	HTV	60	10.30 Fri. Nov.–Jan.	L
The Lion's Share	<i>Debates of interest to Scotland</i>	SCOTTISH	40	10.30 Fri. to June	L
The London Programme	<i>Current affairs and 'access' features</i>	LONDON WEEKEND	60 60	11.15 Sun. to July, Nov.–Dec. 11.00 Sun. Jan.–Feb.	L L
Market Extra	<i>The Common Market from Northern viewpoints</i>	GRANADA	45	10.45 Thurs. May	L
People and Politics	<i>Political discussion</i>	THAMES	50	11.20 Thurs. May–June	L
Platform for Today	<i>Debates about local and national issues</i>	ATV	45	10.35 Mon.	L
Speak Out	<i>Debates of local issues</i>	CHANNEL	30 30	6.15 Mon. April, from Dec.; 6.10 Mon. Oct.–Dec.	L L
State of the Welfare State	<i>An investigation into Britain's welfare state</i>	THAMES	60	11.00 Thurs. May	L
Viewfinder	<i>Interviews in depth</i>	GRAMPIAN	30	10.35 Thurs. Aug.	L
Westminster File	<i>People and politics from a Northern standpoint</i>	TYNE TEES	30	11.00 Thurs. April	L

L Local

Magazine Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Country Focus	<i>Country magazine</i>	GRAMPIAN	25	6.10 Tues. fortnightly to June, from Sept.	L
Countryside	<i>Country magazine</i>	HTV	30	10.30 Thurs. monthly Aug.–Dec.	L

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Farming Diary	<i>Farming magazine</i>	ANGLIA	30	1.40 Sun. to June	P
			30	1.30 Sun. from July	P
Farming Outlook	<i>Farming magazine</i>	TYNE TEES	30	1.10 Sun. to June, Sept.–Dec.	P
			30	1.00 Sun. July–Aug.	P
			30	1.30 Sun. from Jan.	P
Farming Today	<i>Farming magazine</i>	ATV	30	9.30 Sun. monthly	L
Food File	<i>Consumer advice</i>	ANGLIA	30	2.00 Fri. to June, from Jan.	L
Good Afternoon	<i>Women's magazine</i>	THAMES	150	2.00 Mon.–Fri. to July, from Sept.	P
Housecall	<i>Magazine for people at home in the afternoons</i>	SCOTTISH	150	2.00 Mon.–Fri. to June, Sept.–Dec.	P
			90	2.00 Mon., Wed. & Fri. from Jan.	P
Houseparty	<i>Women's magazine</i>	SOUTHERN	90	2.00 Mon.–Wed.	P
Make the Most of Your Garden	<i>Gardening magazine</i>	TYNE TEES	30	1.40 Sun. to June	L
Making the Most of Your Garden	<i>Gardening magazine</i>	TYNE TEES	30	1.10 Sun. March	L
Out of Town	<i>Country magazine</i>	SOUTHERN	30	6.35 Fri. Sept.; 7.00 Fri. Sept.–Oct.; 6.40 Fri. from Oct.	L
West Country Farming	<i>Farming magazine</i>	HTV	30	1.10 Sun. fortnightly May–June	L
			30	1.30 Sun. fortnightly from July	L
West Country Job Finder	<i>Employment magazine</i>	WESTWARD	8	11.40 Thurs. from Oct.	L
Where the Jobs Are	<i>Employment magazine</i>	TYNE TEES	5	1.25 Thurs. to Aug.	L
			5	11.55 Sun. from Sept.	L
Women Only	<i>Women's magazine</i>	HTV	60	2.00 Thurs.–Fri.	P
Women Only	<i>Women's magazine</i>	ULSTER	30	2.00 Mon. to June, from Sept.	L

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Miscellaneous Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
About Britain*	<i>A series of one-off documentaries about aspects of Britain's scenic heritage</i>	VARIOUS	30	3.55 Thurs. to June	N
			30	10.30 Wed. July–Aug.	N
			30	3.00 Wed. from Oct.	N
Afloat	<i>Sailing topics and information</i>	SOUTHERN	30	10.30 Fri. July–Aug.	L
All the World's a . . .	<i>Reports on some of the more off-beat things that happen in Scotland</i>	SCOTTISH	30	10.30 Mon. Aug.	L
The Borderers	<i>Interviews with personalities from the Border area</i>	BORDER	30	7.00 Tues. Aug.–Oct.	L
Bygones	<i>Victoriana magazine</i>	ANGLIA	30	7.00 Thurs. to June	P
Calendar People	<i>Interviews with local personalities</i>	YORKSHIRE	30	10.30 Thurs. April, June–Aug.	L
			30	10.30 Mon. from Jan.	L
A Date with Danton	<i>West Country characters and events</i>	WESTWARD	15	10.35 Fri. from Sept.	L
Glasgow 800	<i>Celebrations for Glasgow's 800th anniversary</i>	SCOTTISH	30	6.30 various days May	L
Good Health	<i>An examination into people's health</i>	GRANADA	30/45	10.30 Thurs. Jan.–Feb.	L
Gosling's Travels	<i>People and places seen by Ray Gosling</i>	GRANADA	30	8.30 Mon. July–Aug.	N
Isabel On . . .	<i>Isabel Begg talks with interesting people</i>	SCOTTISH	235	6.05 Mon.–Fri. July–Sept.	L
Let's Play Bridge	<i>The Acol system of contract bridge</i>	ULSTER	30	11.30 Thurs. from Jan.	L
Link	<i>Information and help for disabled people</i>	ATV	15	10.35 a.m. Mon. to June;	L
			15	9.30 a.m. Sun. monthly from June	L
Lunchtime Today	<i>Interviews with personalities</i>	THAMES	25	1.25 Mon.–Fri.	L
A Matter for Concern	<i>Introductions for would-be volunteers to do voluntary work</i>	YORKSHIRE YORKSHIRE	30	10.30 Sun. monthly Sept.–Feb.	L
The Northerners	<i>Interviews with North-East personalities</i>	TYNE TEES	35	11.00 Thurs. Sept.–Jan.	L
One Man's View	<i>Personal view series</i>	ATV	30	12.00 Sun. Aug.	N

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
On the Road	<i>Films of the hidden North-West</i>	GRANADA	30	10.30 Mon. Oct.–Feb.	L
Paint Along with Nancy	<i>Painting for the beginner</i>	HTV	30	1.30 Fri. June–July	N
			30	12.30 Fri. from Jan.	N
People and Places	<i>Interviews with interesting personalities</i>	CHANNEL	30	6.15 Mon. Aug.	L
Pilger	<i>Personal view series</i>	ATV	30	8.30 Thurs. Aug.	N
Reports Action	<i>Advice on voluntary help</i>	GRANADA	30	10.30 Thurs. Sept.–Dec.	L
Reports Extra	<i>Late night information programme</i>	GRANADA	30/45	10.30 Thurs. June	L
Simply Sailing	<i>Advice and information about sailing</i>	SCOTTISH	15	11.35 Tues. to May	L
Summer '75	<i>Interviews with local personalities</i>	WESTWARD	20	11.00 Mon. July–Sept.	L
Survival	<i>Wild life</i>	ANGLIA	30	7.00 Tues. June–July	N
			30	7.00 Wed. Sept.–Nov.	N
Take Two	<i>Late night chat show</i>	THAMES	60	11.00 Thurs. Sept.–Dec.	L
			60	11.00 Mon. from Jan.	L
There Was This Fella . . .	<i>Interviews with well known comedians</i>	GRANADA	30	6.05 Wed. Aug.	L
This is Your Right	<i>The rights of the ordinary citizens</i>	GRANADA	25	1.25 Mon.–Fri.	L
Time Was	<i>Lives and works of East England over the last 100 years</i>	ANGLIA	30	10.30 Thurs. Sept.–Dec.	L
A Town Called . . .	<i>Monty Modlyn visits towns around London</i>	THAMES	30	6.00 Wed. July–Aug.	L
Treasures of Britain	<i>Four different aspects of our Island heritage</i>	LONDON WEEKEND	60	5.05 Sun. Sept.	N
What Have We Here?	<i>Curios and their uses</i>	WESTWARD	20	10.35 Fri. July–Aug.	L
Who Cares?	<i>Voluntary help for the disabled and elderly</i>	BORDER	30	10.30 Mon. July–Aug.	L
World Worth Keeping	<i>Arts, crafts, politics and people from all over the world</i>	SCOTTISH	30	2.00 Tues. Aug.	L

* *About Britain*: 29 editions were screened during the year and the series was made up of contributions from Anglia, Border HTV, Scottish, Southern, Tyne Tees, Ulster and Westward.

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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 Sat. Oct.–Feb.	N
Arts Programme	<i>Arts in Scotland</i>	SCOTTISH	60	Various times around 11.00, usually Sun., monthly	L
Book Review	<i>Reviews</i>	HTV	15	11.15 Tues. fortnightly Sept.–Dec. monthly Jan.–March	L
Cinema	<i>Review of the cinema</i>	GRANADA	30	10.30 Fri. occasional to June, fortnightly July, Aug.	N N
Festival	<i>Aberdeen Festival of Youth Orchestras and Performing Arts</i>	GRAMPIAN	30	6.10 Tues. Aug.	L
Festival Cinema	<i>Edinburgh Film Festival topics</i>	SCOTTISH	45	Various times and days Aug. Sept.	L
Festival OB's	<i>Edinburgh Festival coverage</i>	SCOTTISH	60	11.00 on 3, 4, 5 Sept.	L
The Food of Love	<i>Classical music</i>	ULSTER	30	11.30 Fri. fortnightly, from Jan.	L
Format	<i>Arts magazine</i>	WESTWARD	60	10.40 Fri. monthly Oct., Jan.	L
Gallery	<i>Arts magazine</i>	HTV	30	10.30 Thurs. monthly from May	L
Music for Guitar	<i>Classical guitar recitals</i>	GRANADA	30	11.30 Wed. Sept., Oct.	L
Music In Camera	<i>Classical music</i>	SOUTHERN	30	10.35 Wed. occasional to Dec.	L
Nails	<i>Arts magazine</i>	HTV	30	10.30 Thurs. occasional Sept., Dec.	L

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<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Operas	<i>'The Return of Ulysses to His Homeland'</i>	SOUTHERN	140	10.00 Sun. 24 Aug.	N
	<i>'Die Fledermaus'</i>	SCOTTISH	145	7.30 Tues. 14 Oct.	P
	<i>'La Bohème'</i>	SOUTHERN	120	9.45 Sun. 24 Dec.	N
	<i>'Murder, the Magician'</i>	HTV	35	10.30 Wed. 11 Feb.	N
Perspective	<i>Arts magazine</i>	GRAMPIAN	30	10.40 Fri. Aug.	L
Spectrum	<i>Arts magazine</i>	ULSTER	30	10.40 Mon. occasional to June, fortnightly from Sept.	L

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Religious Programme Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Act of Worship	<i>Different congregations in one church</i>	SCOTTISH	25	6.15 Sun. to May	L
Advent	<i>A seasonal series</i>	GRAMPIAN	20	6.15 Sun. Dec.	L
The Baird Lectures	<i>Religious communication</i>	GRAMPIAN	30	11.15 Sun. fortnightly to June	L
Chapter and Verse	<i>Examination of the relevance of the Bible today</i>	SCOTTISH	25	6.30 Sun. from Sept.	L
Children of the Bible	<i>Biblical stories enacted</i>	ATV	20	6.15 Sun. Jan.–Feb.	N
Christmas Carols	<i>Seasonal songs</i>	WESTWARD	18	9.30 a.m. daily Christmas week	L
Dilemma	<i>Conversations with people in power</i>	SCOTTISH	30	11.00 Thurs. Sept.–Jan.	L
Epilogue	<i>Talk</i>	CHANNEL	5	Close Sunday	L
Epilogue	<i>Discussions</i>	TYNE TEES	35	Close all week	L
Evening Prayers	<i>To end the day</i>	GRAMPIAN	35	Close all week	L
Faith for Life	<i>Epilogue</i>	WESTWARD	35	Close all week	L
Faith in Action	<i>People discussing the effects of Christianity on their jobs</i>	TYNE TEES	20	6.15 Sun. Oct.–Nov.	N
Free and One Makes Sense	<i>Discussion about the fifth Assembly of the World Council of Churches</i>	GRAMPIAN	30	11.05 Sun. Feb.	L
Guidelines	<i>Conversation, music, reflection</i>	SOUTHERN	35	Close all week	L
Heaven and Hell	<i>Classical and contemporary views</i>	LONDON WEEKEND	45	6.15 Sun. Dec.	N
Help	<i>Assistance for the less fortunate</i>	THAMES	5	11.50 approx. Wed. Oct.–Dec.	L
Last Programme	<i>Talks, interviews, music</i>	THAMES	70	Close all week	L
Late Call	<i>Christian comment</i>	SCOTTISH	35	Close all week	L
Late Night Religion	<i>Talk, humour, homily</i>	ATV	20	Close Wed., Thurs., Sun.	L
Link Up	<i>Religious magazine</i>	CHANNEL	20	6.10 Wed. or Thurs. monthly to June, from Nov.	L
Look and See	<i>Children's religion</i>	WESTWARD	10	12.15 Sat. to Aug.; 10.55 Sat. from Sept.	L
Love is the Answer	<i>Words and music on the theme of love</i>	BORDER	25	7.00 Sun. Aug.–Sept.	N
Lunchtime Call	<i>Human problems discussed</i>	GRAMPIAN	25	1.25 Mon.–Fri. July–Sept.	L
A Matter of Concern	<i>Christian comment</i>	GRAMPIAN	30	11.15 Sun. to Aug.	L
Monday Night	<i>Christian comment</i>	ULSTER	10	10.30 Mon.	L
Morning Service	<i>Outside broadcast or studio worship</i>	ROTA	60	10.00 a.m. Suns.	N
No Easy Answer	<i>Women discuss important current issues</i>	SCOTTISH	45	6.15 Sun. May–June	L
One Man's Faith	<i>Prominent people talk about the influence of religious characters on their lives</i>	LONDON WEEKEND	25	6.30 Sun. Sept.–Oct.	N
Open Pulpit	<i>Dialogues in a church</i>	YORKSHIRE	25	6.35 Sun. from Feb.	N
Opinion	<i>Prominent people discuss the question 'Does a political cause ever give us the right to kill?'</i>	GRANADA	15	6.35 Sun. Jan.–Feb.	N
Private Lives	<i>Films unfolding individual stances</i>	GRANADA	40	6.15 Sun. to June	N
Problems	<i>Discussions about sexual problems</i>	THAMES	20	Midnight from Jan.	L
Prologue	<i>A start to the day</i>	TYNE TEES	15	9.30 a.m. Mon.–Fri.	L

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>
The Published Word	<i>Recent religious publications discussed</i>	HTV	15	6.15 Sun. fortnightly to Aug.	L
Reflections	<i>Prayer, conversation, singing</i>	ANGLIA	35	Close all week	L
Saints Alive	<i>Religious magazine</i>	ATV	45	6.15 Sun. June–Aug.	N
Signs of Life	<i>Lenten Worship</i>	SCOTTISH	20	6.40 Sun. to May	L
Sing Aloud	<i>Religious music in Wales</i>	HTV	30	6.55 Sun. Jan.–Feb.	N
Sing a New Song	<i>Religious song writing contest</i>	SOUTHERN	25	7.00 Sun. July–Aug.	N
Stars on Sunday	<i>Religious entertainment</i>	YORKSHIRE	25	7.00 Sun. to July, Oct.–Dec.	N
Start the Day	<i>Hymn writing competition</i>	SOUTHERN	25	7.00 Sun. from Feb.	N
Strike That Rock	<i>Donald Swann and Sydney Carter visit the Holy Land</i>	HTV	25	6.15 Sun. Nov.	N
Stories of the Saints	<i>Short documentaries about British Saints</i>	ANGLIA, HTV, GRAMPIAN, SOUTHERN SCOTTISH, ULSTER, WESTWARD	15	6.15 Sun. Sept.–Nov.	N
The Sunday Quiz	<i>Religious knowledge competition</i>	TYNE TEES	25	11.15 Sun. April	P
The Sunday Quiz	<i>Religious knowledge competition</i>	YORKSHIRE	25	6.15 Sun. from Feb.	N
What's It All About?	<i>Topical discussion</i>	ULSTER	30	11.00 Thurs. to June, from Sept.	L
Your Point of View	<i>Religious phone-in and 'brains trust'</i>	LONDON WEEKEND	45	6.15 Sun. April	N

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Children's Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Animal Kwackers	<i>Music and stories for younger children</i>	YORKSHIRE	15	12.00 Thurs. Sept.–Dec.	N
Anniversary	<i>Birthday greetings</i>	BORDER	15	Various times, most days	L
Arrows	<i>Pop music</i>	GRANADA	30	4.25 Tues. March	N
Baldmoney, Sneezewort, Dodder and Cloudberry	<i>Illustrated story about dwarfs</i>	ANGLIA	15	4.40 Wed. to June	N
Birthday Club	<i>Birthday greetings</i>	ANGLIA	25	Various times, most days	N
Captain Cook's Travels	<i>Illustrated story</i>	YORKSHIRE	15	4.25 Wed. to May	N
Clapperboard	<i>Cinema for children</i>	GRANADA	30	4.25 Mon. from June	N
Dominic	<i>Adventure sequel to 'Boy Dominic'</i>	YORKSHIRE	30	5.35 Sun. from Feb.	N
Flower Stories	<i>Stories for younger children</i>	HTV	15	12.15 Thurs. to May	N
Four Idle Hands	<i>Comedy serial</i>	ATV	30	4.25 Fri. March	N
45	<i>Pop music</i>	GRANADA	30	5.20 Thurs. to Aug.	N
The Geordie Scene	<i>Pop music</i>	TYNE TEES	30	5.05 Sun. from Jan.	P
The Georgian House	<i>Adventure serial set in 18th Century Bristol</i>	HTV	30	5.35 Sun. Dec.–Feb.	N
The Glen Michael Cavalcade	<i>Miscellany</i>	SCOTTISH	45	3.55 Sun. April–June	L
			45	4.05 Sun. Sept.–Dec.	L
			45	4.50 Sun. Jan.–March	L
Going a Bundle	<i>Information and entertainment miscellany</i>	SOUTHERN	30	4.50 Wed. July, Aug.	N
Gus Honeybun's Birthdays	<i>Birthday greetings</i>	WESTWARD	30	Various times, most days	L
A Handful of Songs	<i>Illustrated nursery rhymes</i>	GRANADA	10	12.00/12.15 Fri. to June, from Sept.	N
Help	<i>Children's discussion programme</i>	HTV	10	5.20 Tues., Thurs.	L
Here Comes Mumfie	<i>Animated puppet show</i>	ATV	10	12.00 Wed. Sept.–Dec.	N
Hogg's Back	<i>Comedy serial</i>	SOUTHERN	25	4.55 Mon. Sept.–Dec.	N
How	<i>General knowledge magazine</i>	SOUTHERN	30	4.55 Tues. to July	N
				4.25 Wed. from Dec.	N
Isla's Island	<i>Miscellany with puppets</i>	GRAMPIAN	30	12.00 Sat. to 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>
Issi Noho	<i>Illustrated story for younger children</i>	THAMES	10	12.00 Mon. from Dec.	N
Junior Library	<i>Book review</i>	BORDER	15	4.55 Thurs. to June	L
Junior Police Five	<i>Police information for children</i>	ATV	10	5.25 Wed.	L
Junior Police Five	<i>Police information for children</i>	LONDON WEEKEND	10	10.50 a.m. Sat.	L
The Laughing Policeman	<i>Puppets with Derek Guyler</i>	YORKSHIRE	10	12.00 Thurs. from Jan.	N
The London Weekend Show	<i>Interviews and discussion</i>	LONDON WEEKEND	30	10.35 a.m. Sat. June to Dec. 11.30 a.m. Sun. Jan., Feb. 1.10 Sun. March	L L L
Look Alive	<i>Pop magazine</i>	GRANADA	30	4.25 Tues. Oct.-Jan.	N
Magpie	<i>Teenager's magazine</i>	THAMES	30	4.50 Tues., Fri. April, from July	N
Matt and Gerry Ltd	<i>Slapstick comedy for younger children</i>	THAMES	15	12.15 Tues. June	N
Michael Bentine's Potty Time	<i>Puppets and stories for younger children</i>	THAMES	30	4.25 Wed. April	N
The Molly Wopsies	<i>Comedy series set in World War II</i>	THAMES	30	4.50 Wed. March	N
Opportunity	<i>Job openings for school leavers</i>	TYNE TEES	5	10.30/11.30 a.m. Sat. from Nov.	L
Orbit	<i>Alan Taylor entertains</i>	HTV	30	11.30 a.m. Sat.-Dec.	L
Orbit Five	<i>Miscellany</i>	HTV	10	5.20 Wed. & Fri. to Jan.	L
Paperplay	<i>Games and stories with Susan Stranks</i>	THAMES	15	12.15 Thurs. May, June, Sept.-Dec.	N
A Place to Hide	<i>Adventure serial</i>	ATV	30	5.35 Sun. Jan., Feb.	N
Pop Quest	<i>Pop music quiz</i>	YORKSHIRE	30	4.20 Fri. Sept. to Dec.	N
Puffin's Birthday Greetings	<i>Birthday greetings</i>	CHANNEL	30	Various times, most days	L
Rogue's Rock	<i>Adventure serial</i>	SOUTHERN	30	4.55 Mon. Dec.-March	N
The Romper Room	<i>Kindergarten</i>	ANGLIA	60	4.25 Thurs., Fri. to Sept. 4.25 Mon., Thurs. from Sept.	L L
Runaround	<i>Quiz</i>	SOUTHERN	30	4.25 Tues. Sept. to Feb.	N
Saturday Scene	<i>Teenage miscellany of films, pop music, interviews and cartoons</i>	LONDON WEEKEND	170	9.50 a.m. Sat.	L
Shadows	<i>Plays about the Supernatural</i>	THAMES	30	4.55 Wed. Sept., Oct.	N
Shang A Lang	<i>Pop magazine</i>	GRANADA	30	4.25 Tues. to May	N
			30	5.20 Tues. June-Aug.	N
The Siege of Golden Hill	<i>Adventure Serial</i>	ATV	30	5.35 Sun. June-Aug.	N
Sky	<i>Science-fiction serial</i>	HTV	30	4.55 Mon. to May	N
Smith and Friends	<i>Pop music</i>	HTV	5	5.20 Wed. Sept., Oct.	L
The Sooty Show	<i>Puppet show with Harry Corbett</i>	THAMES	30	4.25 Wed. Sept. to Dec.	N
Stuff and Nonsense	<i>Nonsense stories and verses</i>	THAMES	10	12.00 Tues. from Jan.	N
Supersonic	<i>Pop music show</i>	LONDON WEEKEND	30	In <i>Saturday Scene</i> Sept. 5.30/5.45 Sat. from Jan.	P P
Tell Me Why	<i>Interviews and general knowledge</i>	TYNE TEES	30	5.20 Thurs. from Jan.	L
Tiswas	<i>Teenage miscellany of films, pop music, interviews and cartoons</i>	ATV	140	10.10 a.m. Sat.	L
The Tomorrow People	<i>Science-fiction serial</i>	THAMES	30	4.50 Wed. to May, from Jan.	N
Why	<i>Discussions about current affairs</i>	WESTWARD	30	5.20 Fri. Nov., Dec.	L
You Must Be Joking	<i>Comedy show for children</i>	THAMES	30	4.50 Wed. June, July	N
Zig Zag	<i>Science and general knowledge</i>	TYNE TEES	30	4.20 Mon. to Aug.	P

L Local P Part Network N Network

Pre-School Programmes

The following series alternated, and were networked daily from Mondays to Fridays at midday from 1st April to 20th June, at 12.45 p.m. from 23rd June to 27th June, at 12.40 p.m. from 30th June to 19th September, and at 12.10 p.m. from 22nd September to 31st March. A 30-minute *Rainbow Special*, 'Rainbow Goes Into Hospital', was networked on Friday 25th April at 4.50 in the afternoon.

<i>Programme</i>	<i>Description</i>	<i>Company</i>
Hickory House	<i>Everyday objects and ideas imaginatively presented by Alan Rothwell and Louise Hall-Taylor, and helped by puppets, Humphrey Cushion and Dusty Mop</i>	GRANADA

<i>Programme</i>	<i>Description</i>	<i>Company</i>
Pipkins	<i>Pipkin's workshop is the setting for stories illustrating day by day human relationships, with Johnny the apprentice, Hartley Hare and the other animal puppets working for their living.</i>	ATV
Rainbow	<i>Bungle Bear and presenter Geoffrey Hayes take their audience through a lively range of experiences on a daily theme</i>	THAMES
Mr Trimble	<i>Children join Mr. Trimble in his shop, and go out with him to take a look at the wider world</i>	YORKSHIRE

School Programmes

The period of this report covers the summer term of the school year 1974-75 and the autumn and spring terms of the school year 1975-76

<i>Series Title</i>	<i>Age</i>	<i>Subject</i>	<i>Company</i>	<i>Day and Time (a.m.) (*fortnightly)</i>	<i>Transmission Area</i>
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SUMMER TERM 1975 (21st April-20th June *ex* 26th-30th May)

Secondary Range

The Messengers	14-18	<i>English/Media Studies</i>	GRANADA	11.15 Mon.,* 9.42 Thurs.*	N
Decision!†	14-18	<i>Social Studies/geography</i>	GRANADA	11.15 Mon.,* 9.42 Thurs.*	N
Plan For Action	14-17	<i>Outdoor recreation</i>	YORKSHIRE	11.40 Thurs., 9.48 Fri.	N
Facts For Life	14-17	<i>Human Biology/Health</i>	GRANADA	11.40 Tues., 10.10 Wed.	N
The Nature of Things†	14-16	<i>Science/Social Studies</i>	YORKSHIRE	9.50 Mon.,* 11.40 Wed.*	N
Le Nouvel Arrive	12-15	<i>French</i>	THAMES	11.40 Mon., 9.45 Wed.	N
En Français 2	12-15	<i>French</i>	CHANNEL	11.40 Mon., 11.45 Fri.	L
Our Police†	12-14	<i>Police at work</i>	GRAMPIAN	10.33 Wed., 10.30 Fri.	L

Middle Range

Have a Heart	11-13	<i>Religious Education</i>	TYNE TEES	10.45 Wed., 10.35 Thurs.	L
Let's Look at Ulster	10-13	<i>Environmental Studies</i>	ULSTER	11.40 Tues., 11.40 Wed.	L
Look Around	10-12	<i>Environmental Science</i>	ATV	10.15 Mon., 10.10 Fri.	N
On The Farm†	9-14	<i>Rural Studies</i>	YORKSHIRE	9.50 Mon.,* 11.40 Wed.	N
En Français 1	9-13	<i>French</i>	CHANNEL	11.40 Tues., 11.40 Thurs.	L
Let's Go Out	9-12	<i>Environmental Studies</i>	THAMES	9.50 Tues., 11.00 Thurs.	N
The Protectors†	9-12	<i>Society and Environment</i>	THAMES	10.33 Mon.,* 10.33 Wed.*	L
Over To You	9 and over	<i>English</i>	ATV	10.30 Tues., 11.15 Fri.	N
Country Visit†	8-11	<i>Rural Studies</i>	SOUTHERN	11.45 Fri.	L
Picture Box	8-11	<i>Creative Stimulus</i>	GRANADA	11.20 Tues., 10.18 Thurs.	N

Primary Range

History Around You	8-9	<i>History</i>	GRANADA	10.12 Tues., 11.18 Wed.	N
Figure It Out†	7 and over	<i>Primary Maths</i>	ATV	11.00 Tues., 9.30 Fri.	N
Finding Out	7-8	<i>Topics for Projects/General Interest</i>	THAMES	9.30 Mon., 11.00 Wed.	N
Stop, Look, Listen†	6 and over	<i>Environmental Studies for slow learners</i>	ATV	9.30 Thurs., 11.23 Fri.	N
Seeing and Doing	about 6	<i>Miscellany</i>	THAMES	9.30 Tues., 11.23 Thurs.	N
Am Hwyl†	5-7	<i>Datblygu Themau</i>	HTV (Wales)	11.18 Wed., 11.45 Fri.	L
My World	4-6	<i>Stories</i>	YORKSHIRE	11.00 Mon., 10.04 Thurs.	N
My World	4-6	<i>Real Life</i>	YORKSHIRE	9.30 Wed., 11.00 Fri.	N

L Local P Part Network N Network † Repeat series

AUTUMN TERM 1975 (22nd September-5th December)

Secondary Range

Experiment†	16-18	<i>Physics and Chemistry</i>	GRANADA	10.12 Tues., 11.43 Fri.	N
The Messengers†	14-18	<i>English/Media Studies</i>	GRANADA	11.15 Mon., 9.42 Thurs.	P
Viewpoint	15 and over	<i>Communications Studies</i>	THAMES	11.39 Tues., 10.10 Wed. 10.35 Thurs.	N L
The Land	14-17	<i>Geography of Britain</i>	GRANADA	10.35 Mon., 11.39 Wed., 9.48 Fri.	L N
Music Scene	14-16	<i>Music</i>	YORKSHIRE	11.39 Mon.,* 9.45 Wed.	N

<i>Series Title</i>	<i>Age</i>	<i>Subject</i>	<i>Company</i>	<i>Day and Time (a.m.)</i> <i>(*fortnightly)</i>	<i>Transmission Area</i>
Starting Out†	13 and over	<i>Personal relationships/careers education</i>	THAMES	11.17 Wed., 10.30 Fri.	N
En Français 2†	12-15	<i>French</i>	CHANNEL	11.39 Mon., 11.39 Wed.	L
The Living Body†	12-14	<i>Human Biology</i>	GRANADA	10.35 Wed.	L
Oil!	12-14	<i>General Science</i>	GRAMPIAN	10.33 Mon., 10.33 Wed.	L
<i>Middle Range</i>					
Cornerstones†	11-13	<i>Religious Education</i>	TYNE TEES	10.35 Mon. 10.35 Wed.	P L
Meeting Our Needs†	10-13	<i>Integrated Studies</i>	YORKSHIRE	11.39 Mon., * 9.45 Wed.*	N
Play Fair	10-12	<i>Moral Education</i>	SCOTTISH	11.15 Mon., 9.42 Thurs.	L
Exploration Man†	10 and over	<i>Integrated Studies</i>	ATV	10.15 Mon., * 10.10 Fri.*	N
Look Around†	10 and over	<i>Environmental Science</i>	ATV	10.15 Mon., * 10.10 Fri.*	N
En Français 1†	9-13	<i>French</i>	CHANNEL	11.39 Tues., 11.43 Fri.	L
Song and Story†	9-12	<i>Social History</i>	THAMES	10.35 Mon., 10.35 Wed.	L
How We Used to Live	8-12	<i>Social History</i>	YORKSHIRE	9.50 Mon., 11.39 Thurs.	N
Picture Box	8-11	<i>Creative Stimulus</i>	GRANADA	11.20 Tues., 10.18 Thurs.	N
Good Health†	8 and over	<i>Health Education</i>	ATV	10.30 Tues., * 11.13 Fri.*	N
Over to You†	8 and over	<i>English</i>	ATV	10.30 Tues., * 11.13 Fri.	N
<i>Primary Range</i>					
Figure It Out	7 and over	<i>Primary Mathematics</i>	ATV	11.00 Tues., 9.30 Fri.	N
Finding Out	7-8	<i>Topics for Projects/General Interest</i>	THAMES	9.30 Mon., 11.00 Wed.	N
Stop, Look, Listen	6 and over	<i>Environmental Studies for slow learners</i>	ATV	9.30 Thurs., 11.31 Fri.	N
Seeing and Doing	about 6	<i>Activity Topics</i>	THAMES	9.30 Tues., 11.22 Thurs.	N
My World	4-6	<i>Stories</i>	YORKSHIRE	11.00 Mon., 10.04 Thurs.	N
My World	4-6	<i>Real Life</i>	YORKSHIRE	9.37 Wed., 11.00 Fri.	N
SPRING TERM 1976 (12th January-26th March)					
<i>Secondary Range</i>					
Experiment†	16-18	<i>Physics and Chemistry</i>	GRANADA	10.12 Tues., 11.43 Fri.	N
The Messengers	14-18	<i>English/Media Studies</i>	GRANADA	11.15 Mon., 9.42 Thurs.	N
The Land	14-17	<i>Geography of Britain</i>	GRANADA	10.35 Mon. 11.39 Wed., 9.48 Fri.	L N
Flashback	14-17	<i>Social History</i>	GRANADA	10.35 Wed.	L
Music Scene	14-16	<i>Music</i>	YORKSHIRE	11.39 Mon., * 9.45 Wed.	N
Time To Think	14-16	<i>English/General Studies</i>	SCOTTISH	11.17 Wed., 10.30 Fri.	L
Believe It Or Not†	13 and over	<i>Religious Education</i>	ATV	11.20 Wed., 10.30 Fri.	P
En Français 2†	12-15	<i>French</i>	CHANNEL	11.39 Mon., 11.39 Wed.	L
<i>Middle Range</i>					
Biology	11-13	<i>Biology</i>	THAMES	11.39 Tues., 10.10 Wed. 10.35 Thurs.	N L
This Island About Us†	10-13	<i>Geography of Ireland</i>	ULSTER	11.39 Wed., 9.48 Fri.	L
Meeting Our Needs†	10-13	<i>Integrated Studies</i>	YORKSHIRE	11.39 Mon., * 9.45 Wed.*	N
Living and Growing†	10-13	<i>Sex Education</i>	GRAMPIAN	10.35 Mon., 10.35 Wed. 11.20 Wed., 10.30 Fri.	P L
Exploration Man†	10 and over	<i>Integrated Studies</i>	ATV	10.15 Mon., * 10.10 Fri.*	N
Look Around†	10 and over	<i>Environmental Science</i>	ATV	10.15 Mon., * 10.10 Fri.*	N
En Français 1†	9-13	<i>French</i>	CHANNEL	11.39 Tues., 11.43 Fri.	L
The World Around Us	9-11	<i>Science Studies</i>	THAMES	9.50 Tues., 11.00 Thurs.	N
How We Used To Live	8-12	<i>Social History</i>	YORKSHIRE	9.50 Mon., 11.39 Thurs.	N
Picture Box	8-11	<i>Creative Stimulus</i>	THAMES	11.20 Tues., 10.18 Thurs.	N
Good Health†	8 and over	<i>Health Education</i>	ATV	10.30 Tues., * 11.13 Fri.*	N
Over To You†	8 and over	<i>English</i>	ATV	10.30 Tues., * 11.13 Fri.*	N
<i>Primary Range</i>					
Figure It Out	7 and over	<i>Primary Maths</i>	ATV	11.00 Tues., 9.30 Fri.	N
Finding Out	7-8	<i>Topics for Projects/General Interest</i>	THAMES	9.30 Mon., 11.00 Wed.	N
Stop, Look, Listen	6 and over	<i>Environmental Studies for slow learners</i>	ATV	9.30 Thurs., 11.31 Fri.	N
Seeing and Doing	about 6	<i>Activity Topics</i>	THAMES	9.30 Tues., 11.22 Thurs.	N
Am Hwyl	5-7	<i>Datblygu Themau</i>	HTV (Wales)	11.39 Tues., 11.20 Wed.	L
My World	4-6	<i>Real Life</i>	YORKSHIRE	9.30 Wed., 11.00 Fri.	N
My World	4-6	<i>Stories</i>	YORKSHIRE	11.00 Mon., 10.04 Thurs.	N

L Local P Part Network N Network * 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 regular or continuing series such as Southern Television's *Farm Progress*, ATV Network's *Gardening Today* and *Angling Today*, and Thames Television's motoring magazine, *Drive-In*.

<i>Series Title</i>	<i>Programme</i>	<i>Company</i>	<i>Area</i>
Arts Bazaar*	<i>Michael Bentine introduces 7 programmes which take a lively and often unorthodox look at the Arts in London</i>	THAMES	P
Carreg Filltir (Milestone)	<i>15 Welsh language programmes in the form of a quiz competition between adult classes learning Welsh. Presented by Morien Phillips</i>	HTV Wales	L
Catch '76*	<i>A 6-part series on off-shore fishing with zoologist/ecologist Jon Miller</i>	WESTWARD	N
Checkmate*	<i>13 programmes for the chess player with David Nixon</i>	ATV	P
Cricket in the Middle	<i>6 programmes about English professional cricket, written and narrated by Tony Lewis</i>	HTV	N
Farmhouse Kitchen*	<i>Series 7. A further 7 programmes from Dorothy Sleightholme giving traditional recipes</i>	TYNE TEES	N
Fit To Last*	<i>A second series of 6 programmes on health and fitness for the family</i>	SCOTTISH	L
Flair	<i>13 programmes in a magazine format for women at home</i>	GRAMPIAN	L
Freeze!*	<i>4 programmes introduced by Sandy Gall on making the most of your freezer</i>	WESTWARD	N
A Future For Our Past?	<i>A one-hour discussion programme to follow the series made for European Architectural Heritage Year, 'A Place in Europe'</i>	THAMES	N
Here's Good Health*	<i>6 programmes which preview the ATV Schools series, 'Good Health' for teachers and parents</i>	ATV	N
His Face Is Familiar, What's He Done?	<i>A 7-part series in which a number of young actors look objectively at aspects of their craft</i>	GRANADA	P
A House For the Future	<i>13 programmes which follow the progress of the transformation of an old coach-house into a self-sufficient home, putting into practice the ecological principles of solar energy, wind-power and efficient insulation</i>	GRANADA	N
Jane Austen and Her World	<i>5 programmes to celebrate the bi-centenary of Jane Austen's birth, featuring the Hampshire countryside where she lived, dramatised readings, and discussion of her work</i>	SOUTHERN	N
Keep Britain Slim*	<i>A 6-part guide to sensible dieting</i>	WESTWARD	N
Kitchen Garden*	<i>7 programmes on growing and cooking your own vegetables</i>	THAMES	N
Let's Play Bridge*	<i>A 6-part introduction for beginners to the Acol system of bridge</i>	ULSTER	L
Look Up	<i>6 programmes on astronomy with Terence Murtagh, Director of the Planetarium, Armagh</i>	ULSTER	L
Making Things Fit*	<i>A practical guide to dressmaking alterations in 7 programmes</i>	SOUTHERN	N
Moneywise	<i>13 programmes on family economics, looking at Savings, House Purchase, Consumer Durables, the Family Budget, Borrowing and other important issues facing the inflation-threatened family</i>	SCOTTISH	N
Parents' Day	<i>A 13-part magazine programme for parents on matters of educational interest, and including previews of ITV Schools series</i>	GRANADA	N
Perfect Pets	<i>8 programmes which look at the practical aspects of keeping family pets</i>	TYNE TEES	N
A Place in Europe*	<i>Thames Television's 13-part contribution to European Architectural Heritage Year which visits the historical buildings of Great Britain and the Continent</i>	THAMES	N
Plain Sailing*	<i>David Blagden presents a 13-part series introducing the beginner to the world of sailing</i>	YORKSHIRE	N
Play a Tune*	<i>Further instruction in guitar and recorder with Ulf Goran. 13 programmes</i>	YORKSHIRE	N
Play Squash Jonah's Way	<i>6 programmes of squash instruction from Jonah Barrington</i>	ANGLIA	L
A Present From the Past	<i>6 programmes discovering industrial archaeology in the Midlands</i>	ATV	N
Regional Flavour*	<i>Recipes from all the regions of the British Isles, in their social and historical context</i>	REGIONAL COMPANIES	N
The Scottish Soldier	<i>Alastair Borthwick looks at the history of some famous Scottish regiments in this 13-part series</i>	GRAMPIAN	L
Seven Ages of Fashion	<i>The development of costume from the Elizabethans to the modern age, with Madge Garland and Allan Hargreaves</i>	THAMES	N
Shipmasters	<i>4 programmes on Elizabethan seamen and their association with the West Country</i>	WESTWARD	L
The Taste of the South	<i>7 programmes of regional recipes from the South of England</i>	SOUTHERN	N

N Network P Part Network L Local * Support Literature

<i>Series Title</i>	<i>Programme</i>	<i>Company</i>	<i>Area</i>
Time to Work*	6 programmes which take a look at the problems and advantages for women considering returning to work	ANGLIA	N
Trash or Treasure?	The first 7 programmes in a series presented by Bevis Hillier which considers both antique and bric-a-brac in their social, historical and aesthetic contexts	HTV	N
Treasures in Store	13 programmes looking at the more unusual museums of Britain	REGIONAL COMPANIES	N
Understanding Ourselves	A 6-part series in which social and personal problems of everyday life are dramatised and discussed by experts	ATV	N
Wake Up to Yoga*	Lyn Marshall takes viewers through a series of Yoga exercises specially designed to alleviate some of the strains of modern life. A 13-part series	LONDON WEEKEND	N
Westcountry Fare*	7 programmes of recipes from the West Country presented by Frances Kitchen and Keith Fordyce	WESTWARD	N

N Network P Part Network L Local * Support Literature

Plays

<i>Date</i>	<i>Title</i>	<i>Series</i>	<i>Author</i>	<i>Company</i>	<i>Mins.</i>
<i>1975</i>					
April 1	The Way of the World – A Journey to London	Single play	Sir John Vanbrugh/ Arthur Hopcraft	THAMES	60
12	If It's A Man – Hang Up!	Thriller	Brian Clemens	ATV	90
19	The Double Kill	Thriller	Brian Clemens	ATV	80
26	Won't Write Home Mom – I'm Dead	Thriller	Brian Clemens/ Dennis Spooner	ATV	80
27	Parole	Sunday Night Theatre	Brian Clarke	GRANADA	60
May 3	The Crazy Kill	Thriller	Brian Clemens/ Dennis Spooner	ATV	80
4	The Place of Peace	Sunday Night Theatre	R. Praver Jhabvala	GRANADA	60
10	Good Salary – Prospects – Free Coffin	Thriller	Brian Clemens	ATV	80
17	The Next Voice You See	Thriller	Brian Clemens/ Terence Feely	ATV	80
21	In Sickness and in Health	Single play	John Kershaw	THAMES	60
June 12	What Would You Do – Left	Single play	Alun Owen	YORKSHIRE	60
19	What Would You Do – Suzi's Plan	Single play	Charles Humphreys	YORKSHIRE	60
26	What Would You Do – Love Me To Death	Single play	David Ambrose	YORKSHIRE	60
July 3	Three Comedies of Marriage – Bobby Bluesocks	Single play	David Fitzsimmons	THAMES	60
10	Three Comedies of Marriage – Feeling His Way	Single play	Donald Churchill	THAMES	60
13	Against the Crowd – Tell It To The Chancellor	Sunday Night Theatre	Nicholas Palmer	ATV	60
17	Three Comedies of Marriage – One of the Family	Single play	Terence Brady/ Charlotte Bingham	THAMES	60
20	Against The Crowd – Poor Baby	Sunday Night Theatre	Fay Weldon	ATV	60
27	Against The Crowd – Murrain	Sunday Night Theatre	Nigel Kneale	ATV	60
Aug. 3	Against The Crowd – Carbon Copy	Sunday Night Theatre	Howard Schuman	ATV	60
10	Against The Crowd – Blind Man's Buff	Sunday Night Theatre	Hugo Charteris	ATV	60
12	Goose With Pepper	Single play	Frederick Bradnum	ANGLIA	60
17	Against The Crowd – We Are All Guilty	Sunday Night Theatre	Kingsley Amis	ATV	60
19	Lloyd George Knew My Father	Single play	William Douglas Home	ANGLIA	60
31	Against The Crowd – Bread and Circuses	Sunday Night Theatre	Roger Marshall	ATV	60
Sep. 10	Raffles	Single play	E. W. Horning/ Philip Mackie	YORKSHIRE	60
Nov. 9	The Greenhill Pals	Sunday Night Theatre	Brian Thompson	GRANADA	90
Nov. 26	Tully	Single play	Ian Stuart Black	THAMES	90
Dec. 1	Willow Cabins	Single play	Alan Plater	YORKSHIRE	60

Date	Title	Series	Author	Company	Area
8	Jenny Can't Work Any Faster	Single play	David Cooke	ATV	60
15	The Defector	Single play	Frederick Bradnum/ Pat Hoddinott	ANGLIA	60
17	The Naked Civil Servant	The Wednesday Special	Quentin Crisp/ Philip Mackie	THAMES	90
28	Jonah and the Whale	Christmas Religious Play	James Bridie	SCOTTISH	60
30	Boy Dave	Single play	Guy Cullingford	YORKSHIRE	60
1976					
Jan. 4	Brief Encounter	Sunday Night Theatre	Noel Coward/ John Bowen	ATV	90
11	Red Letter Day – Ready When You Are Mr McGill	Sunday Night Theatre	Jack Rosenthal	GRANADA	60
18	Red Letter Day – The Five Pound Orange	Sunday Night Theatre	Donald Churchill	GRANADA	60
25	Red Letter Day – Well Thank You, Thursday	Sunday Night Theatre	Jack Rosenthal	GRANADA	60
Feb. 1	Red Letter Day – Amazing Stories	Sunday Night Theatre	Howard Schuman	GRANADA	60
8	Red Letter Day – Matchfit	Sunday Night Theatre	Willis Hall	GRANADA	60
15	Red Letter Day – For Services to Myself	Sunday Night Theatre	C P Taylor	GRANADA	60
18	Breakdown	The Wednesday Special	Julian Bond	GRANADA	60
22	Red Letter Day – Bag of Yeast	Sunday Night Theatre	Neville Smith	GRANADA	60
Mar. 7	Now is Too Late	Sunday Night Theatre	Larry Wyce	YORKSHIRE	60
14	In Praise of Love	Sunday Night Theatre	Terence Rattigan	ANGLIA	60
21	A Land of Ice Cream	Sunday Night Theatre	John Kirkmorris	GRANADA	60
28	Afternoon Dancing	Sunday Night Theatre	William Trevor	ATV	60

Drama Series

Programme	Description	Company	Weekly Mins.	Time and Day	Area
Affairs of the Heart	Adaptations of stories by Henry James	LONDON WEEKEND	60	10.15 Sun. April	N
Beryl's Lot	A charlady's attempts to better herself	YORKSHIRE	60	9.00 Fri. Sept.–Dec.	N
Bouquet of Barbed Wire	Serial about family passions	LONDON WEEKEND	60	9.00 Fri. Jan.–Feb.	N
Clayhanger	Adaptation of Arnold Bennett's trilogy	ATV	60 60	9.00 Thurs. Jan.–Feb. 8.30 Thurs., March	N N
Coronation Street	Lancashire based serial	GRANADA	60	7.30 Mon., Wed.	N
Couples	The work of marriage guidance counsellors	THAMES	90 90	2.30 Tues., Wed., Thurs. from Oct.	N N
Crossroads	Life in a Midlands motel	ATV	100	6.35 Tues.–Fri.	N
Crown Court	Court case stories	GRANADA	90 75	1.30 Wed., Thurs., Fri. to May from Oct. 8.15 Sat. July–Aug.	N N
Edward the Seventh	The life of the British Monarch	ATV	60	9.00 Tues. to July	N
Emmerdale Farm	Life on a Yorkshire farm	YORKSHIRE	60 60	1.30 Mon., Tues. to May 5.20 Mon., Tues. from Oct.	N N
General Hospital	Serial set in a hospital	ATV	60 60 60	2.30 Thurs., Fri. to May 7.30 Fri. July–Aug. 7.00 Fri. Sept.–Oct.	N N N
Hadleigh	Country squire fights life's injustices	YORKSHIRE	60	9.00 Fri. March	N
The Hanged Man	Adventure series starring Colin Blakely	YORKSHIRE	60	9.30 Sat. April	N
Life and Death of Penelope	A murder investigation	THAMES	60	9.00 Wed. Jan.–Feb.	N
The Loner	Three comedy plays by Alan Plater starring Les Dawson	YORKSHIRE	30	9.30 Wed., May	N
Luke's Kingdom	Australian squatters in the early 19th century	YORKSHIRE	60	9.00 Wed., March	N
The Main Chance	Cases of a Yorkshire solicitor	YORKSHIRE	60	9.00 Fri. to July	N
Moody & Pegg	Comedy about flat sharing	THAMES	60	9.00 Thurs., July–Aug.	N

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 Nearly Man	<i>Serial about an MP</i>	GRANADA	60	9.00 Tues., Nov.–Dec.	N
Orson Welles' Great Mysteries	<i>Adaptations of great mystery stories</i>	ANGLIA	30	10.30 Thurs., July–Aug.	P
Public Eye	<i>Alfred Burke as a private enquiry agent</i>	THAMES	60	9.00 Mon., April	N
Rock Follies	<i>Comedy serial about a female Rock group</i>	THAMES	60	9.00 Tues. from Feb.	N
Rooms	<i>Stories about people in bedsitter land</i>	THAMES	60	2.30 Tues., Wed. to May	N
Sam	<i>A man's life in a mining village</i>	GRANADA	60	9.00 Mon. June–Aug.	N
Shades of Greene	<i>Adaptations of Grahame Greene's short stories</i>	THAMES	60	9.00 Tues. Sept.–Oct., Jan.–Feb.	N
Six Days of Justice	<i>Cases before a magistrates' court</i>	THAMES	60	9.00 Mon. to May	N
The Stars Look Down	<i>Life in a mining town</i>	GRANADA	60	9.00 Thurs. Sept.–Nov.	N
The Sweeney	<i>Crime series</i>	THAMES	60	9.00 Mon. Sept.–Nov.	N
Upstairs, Downstairs	<i>The Bellamy family after the Great War</i>	LONDON WEEKEND	60	7.55 Sun. Sept.–Dec.	N
Village Hall	<i>Plays about events in the Hall</i>	GRANADA	60	10.15 Sun. May–July	N
Within These Walls	<i>Life in a women's prison</i>	LONDON WEEKEND	60 60	9.00 Fri. April 9.00 Sat. Sept.–Dec.	N 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>
And Mother Makes Five	<i>Comedy with Wendy Craig</i>	THAMES	30	8.00 Wed. June–July	N
The Andy Stewart Show	<i>Andy Stewart entertains</i>	SCOTTISH	30 30	12.30 Fri. April, Oct. 1.30 Fri. Aug.–Sept.	N N
Animate Objects	<i>Anthology of cartoons</i>	SCOTTISH	25	10.05 a.m. Sat. Oct. Nov.	L
Anita	<i>Anita Harris with guests</i>	GRAMPIAN	30	7.00 Sat. Oct.–Nov.	L
Ask About America	<i>Quiz contest with schools</i>	SCOTTISH	30	5.20 Fri. March	L
At Your Request	<i>Viewer's musical requests</i>	SCOTTISH	30	10.30 Wed. to Aug.	L
The Benny Hill Show	<i>Variety and impersonations with Benny Hill</i>	THAMES	60	8.00 Wed. monthly Sept., Dec., Feb., March	N
The Best in The West	<i>Quiz contest among local companies</i>	HTV	30	6.35 Thurs. to May, from Oct.	L
Bless This House	<i>Comedy with the late Sid James</i>	THAMES	30	8.00/8.30 Thurs. from Jan.	N
Border Tales	<i>Tales of the 'old days'</i>	SCOTTISH	5	Various times and days	L
Brain of the North	<i>General knowledge quiz</i>	TYNE TEES	30	4.20 Sun. July–Sept.	L
The Brandon Exchange	<i>Variety miscellany with Tony Brandon</i>	SOUTHERN	60	2.30 Mon. July–Jan.	L
Carry On Laughing	<i>Comedy with the 'Carry On' team</i>	ATV	30	7.25 Sun. Oct.–Dec.	N
Celebrity Squares	<i>Panel game with Bob Monkhouse</i>	ATV	45	4.50 Sun. from July	N
Cooper	<i>Tommy Cooper entertains</i>	THAMES	30	8.30 Wed. Oct.–Nov.	N
Countrywise	<i>Quiz on country topics</i>	GRAMPIAN	35	6.10 Mon. July–Sept.	L
Cuckoo in the Nest	<i>Panel game</i>	HTV	30	12.30 Mon. to May	N
Cuckoo Waltz	<i>Situation comedy</i>	GRANADA	30	8.00 Mon. Oct.–Dec.	N
The David Nixon Show	<i>Entertainment and magic</i>	THAMES	45	6.45 Mon. to July	N
Dawson's Weekly	<i>Comedy with Les Dawson</i>	YORKSHIRE	30	8.00 Thurs. June–July	N
The Des O'Connor Show	<i>Des O'Connor entertains</i>	ATV	30	8.30 Fri. April	N
Doctor On The Go	<i>Comedy based on the 'Doctor' novels</i>	LONDON WEEKEND	30	7.25 Sun. April–July	N
Don't Drink The Water	<i>Comedy with Stephen Lewis</i>	LONDON WEEKEND	30	6.45 Sat. Nov.–Dec.	N
Down The Gate	<i>Comedy with Reg Varney</i>	ATV	30	8.00 Wed. July–Aug.	N
Gambit	<i>Panel game</i>	ANGLIA	30	7.00 Thurs. July–Oct.	N
Get Some In	<i>Comedy about National Service with the RAF</i>	THAMES	30	8.30 Thurs. Oct.–Dec.	N
The Golden Shot	<i>Cross-bow competition with Bob Monkhouse</i>	ATV	50	4.45 Sun. April	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 Great Western Musical Thunderbox	<i>Folk Music</i>	HTV	30 30 30	6.30 Wed. to May 12.30 Mon. May-June 1.30 Mon. June	L N N
Hello Cheeky	<i>Quick-fire comedy</i>	YORKSHIRE	30	8.00 Mon. from Jan.	N
Highland Showboat	<i>Variety with a Scottish flavour</i>	SCOTTISH	30	Various times and days, Jan.	L
Husband of The Year	<i>Contest with married couples</i>	YORKSHIRE	30	7.00 Fri. to July	N
International Pop Proms	<i>Popular music concerts</i>	GRANADA	60	10.45 Sat. March	N
The Jim MacLeod Show	<i>Variety and music</i>	GRAMPIAN	30	7.00 Tues. to June	L
A Joke's A Joke	<i>Jokes told by members of the public</i>	LONDON WEEKEND	30	6.45/7.15 Sat. Sept.-Oct.	N
Kenneth McKellar at Home	<i>Songs and entertainment</i>	GRAMPIAN	30 30	11.35 Fri. to June 7.00 Fri. Jan.-Feb.	L P
The Larry Grayson Show	<i>Larry Grayson entertains</i>	LONDON WEEKEND	30	7.30/8.30 Fri. Sept.-Oct.	N
Larry Looks Lightly	<i>Larry Marshall entertains</i>	SCOTTISH	30	1.40 Sun. to May	L
The Les Dawson Show	<i>Variety and sketches with Les Dawson</i>	YORKSHIRE	60	8.00 Wed. occasional Sept., Dec.	N
Looks Familiar	<i>Panel game with Denis Norden</i>	THAMES	30 30 30	4.00 Tues. Sept. 3.00 Wed. Oct.-Dec. 10.30 Mon. from Jan.	N N L
Look Who's Talking	<i>Celebrities interviewed</i>	BORDER	30 30	12.30 Fri. Oct.-Dec. 7.00 Tues. from Jan.	N L
Love Thy Neighbour	<i>Comedy about black and white neighbours</i>	THAMES	30 30	8.00 Thurs. to May 8.30 Thurs. Dec.-Jan.	N N
Man About The House	<i>Comedy with Richard O'Sullivan</i>	THAMES	30 30 30	8.00 Thurs. April 8.30 Thurs. Sept.-Oct. 8.00 Wed. from Feb.	N N N
Marc Time	<i>Folk Music</i>	GRAMPIAN	30	7.00 Tues. June-July	N
Miss Westward	<i>Beauty contest</i>	WESTWARD	30	7.00 Fri. Aug.	L
Mr and Mrs	<i>Quiz for married couples</i>	BORDER	30 30	7.00 Tues. to July 7.00 Fri. from Oct.	N N
Mr and Mrs	<i>Quiz for married couples</i>	HTV	30 30	6.30 Wed. July-Aug. 6.30 Thurs. Sept.-Oct.	N N
My Brother's Keeper	<i>Comedy about twin brothers</i>	GRANADA	30	7.25 Sun. Sept.-Oct.	N
My Old Man	<i>Comedy with Clive Dunn</i>	YORKSHIRE	30	8.00 Wed. April	N
My Son Reuben	<i>Comedy about a Jewish family</i>	THAMES	30	8.00 Mon. Sept.-Oct.	N
New Faces	<i>Talent contest</i>	ATV	60 60	5.20 Sat. to July 5.45/6.00 Sat. from Dec.	N N
Night Out	<i>Night club variety show</i>	SCOTTISH	30	10.30 Thurs. Jan.-Feb.	L
Not on Your Nellie	<i>Comedy with Hylda Baker</i>	LONDON WEEKEND	30	7.25 Sun. Aug.	N
Oh No It's Selwyn Froggitt	<i>Comedy with Bill Maynard</i>	YORKSHIRE	30	8.30 Wed. Jan.-Feb.	N
Opportunity Knocks	<i>Talent contest</i>	THAMES	45	6.45 Mon. April, from Sept.	N
Quick On The Draw	<i>Panel game</i>	THAMES	30	4.00 Tues. May-Sept.	N
Rising Damp	<i>Comedy with Leonard Rossiter</i>	YORKSHIRE	30	7.30 Fri. Nov.-Dec.	N
Rock On with 45	<i>Pop magazine</i>	GRANADA	30	6.35 Thurs. May-June, Aug.	L
Romany Jones	<i>Comedy on a caravan site</i>	LONDON WEEKEND	30	7.30 Fri. June-July	N
Rule Britannia	<i>Comedy by Vince Powell</i>	THAMES	30	8.00/8.30 Wed. Oct.-Nov.	N
Russell Harty Plus	<i>Late night chat show</i>	LONDON WEEKEND	50	10.45 Fri. from Sept.	L
Sadie, It's Cold Outside	<i>Comedy with Bernard Hepton and Rosemary Leach</i>	THAMES	30	8.00 Mon. to June	N
Sale of The Century	<i>Quiz with Nicholas Parsons</i>	ANGLIA	30 30 30 30	6.20 Sat. to June 7.45/8.00 Sat. July 6.45/7.15 Sat. Sept.-Jan. 7.00 Fri. from Jan.	N N N N
Scotch Corner	<i>Andy Stewart entertains</i>	SCOTTISH	30	6.30 Wed. Jan.-Feb.	L
Sez Les Special	<i>Variety with Les Dawson</i>	YORKSHIRE	60	9.00 Wed. from Feb.	N
Songs That Stopped The Show	<i>Variety with Arthur Askey</i>	TYNE TEES	30	1.30 Fri. July-Aug.	N

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<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Sounding Brass	<i>Local brass bands</i>	GRANADA	30	6.05 Mon. fortnightly Aug.	L
			30	10.30 Mon. Sept.–Oct.	P
Sports Quiz	<i>Sporting knowledge quiz for schools</i>	WESTWARD	30	5.20 Tues. to May	L
The Squirrels	<i>Comedy set in an accounts office</i>	ATV	30	8.30 Fri. July–Aug.	N
Studio 'A' Startime	<i>Variety</i>	SCOTTISH	60	8.00 Fri. March monthly	L
Summer Show	<i>Variety with acts from 'New Faces'</i>	ATV	45	7.30 Sat. July–Aug.	N
Sweet Somerset	<i>Folk music</i>	HTV	30	10.30 Fri. from Jan.	L
Tarbuck And All That	<i>Variety with Jimmy Tarbuck</i>	ATV	30	8.40 Sat. to May	N
There Goes That Song Again	<i>Panel game</i>	THAMES	30	3.00 Tues. to May	N
			30	3.30 Wed. from Jan.	N
This Is Your Life	<i>Eamonn Andrews introduces celebrities</i>	THAMES	30	7.00 Wed. to May, from Nov.	N
Three Little Words	<i>Word game</i>	HTV	30	6.30 Wed. Nov.–Dec.	L
Tom and Tommy	<i>Local variety acts</i>	ULSTER	30	10.30 Fri. Nov.–Dec.	L
Top Club	<i>Quiz for local clubs</i>	GRAMPIAN	30	6.10 Thurs. July–Aug.	L
Top Team	<i>Quiz for youth organisations</i>	GRAMPIAN	30	7.00 Wed. Sept.–Oct.	L
			30	6.10 Mon. from Jan.	L
Treasure Hunt	<i>Quiz with Keith Fordyce</i>	WESTWARD	30	7.00 Fri. from Sept.	L
Two's Company	<i>Comedy with Donald Sinden and Elaine Stritch</i>	LONDON	30	10.00 Sat. Sept.–Oct.	P
		WEEKEND			
University Challenge	<i>Inter-university quiz</i>	GRANADA	30	6.35 Tues. to July, Oct.–Dec.	N
			30	6.30 Wed. from Jan.	N
Up The Workers	<i>Comedy set in a factory</i>	ATV	30	8.30 Wed. from Feb.	N
The Wackers	<i>Liverpool based comedy</i>	THAMES	30	9.30 Wed. April	N
What's Your Answer?	<i>General Knowledge game</i>	GRAMPIAN	25	6.10 Thurs. June–July	L
The Wheeltappers and Shunters Social Club	<i>Variety in a Northern club atmosphere</i>	GRANADA	45	8.45 Sat. April	L
			45	9.45 Sat. July–Aug.	N
The White Line	<i>Music from Billy White</i>	ULSTER	30	10.30 Fri. Sept.–Oct.	L
Who Are You?	<i>Panel game</i>	GRAMPIAN	35	6.10 Mon. to June	L
Who Do You Do?	<i>Impersonations</i>	LONDON	30	7.25 Sun. April	N
		WEEKEND			
Whodunnit?	<i>Panel game</i>	THAMES	45	6.45 Mon. July–Aug.	N
Winner Takes All	<i>Quiz game with Jimmy Tarbuck</i>	YORKSHIRE	30	5.05 Sun. to July	N
Without A Song	<i>Popular music</i>	SCOTTISH	15	5.15 Sat. Jan.–Feb.	L
Yes Honestly	<i>Comedy by Terence Brady and Charlotte Bingham</i>	LONDON	30	8.30 Fri. Jan.–Feb.	N
		WEEKEND			
Yus, My Dear	<i>Comedy with Arthur Mullard</i>	LONDON	30	7.25 Sun. Jan.–Feb.	N
		WEEKEND			

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Regular Sports Programmes

The Big Match	<i>Soccer highlights</i>	LONDON	60	2.15 Sun. April from Aug.	P
		WEEKEND			
Calendar Sport	<i>Sports roundup</i>	YORKSHIRE	15	10.30 Fri. from Oct.	L
Carpet Bowls	<i>Bowls competition</i>	TYNE TEES	30	1.30 Sun. July–Aug.	L
			30	1.40 Sun. Sept.–Oct.	L
Double Top	<i>Darts competition</i>	TYNE TEES	30	11.00 Thurs. to July	L
Extra Time	<i>Sports magazine</i>	ATV	30	10.30 Fri. April from Aug.	L
Football	<i>Soccer highlights</i>	GRANADA	60	2.10 Sun. April	L
Football Special	<i>Soccer highlights</i>	YORKSHIRE	60	2.10 Sun. April from Aug.	L
Indoor League	<i>Pub sports</i>	YORKSHIRE	30	5.20 Wed. April	N
			30	5.20 Thurs. from Jan.	N
Invitation Snooker	<i>Snooker competition</i>	TYNE TEES	45	11.15 Mon. Oct.–Jan.	L
Kick Off	<i>Sports roundup</i>	GRANADA	30	10.30 Fri. April from Aug.	L
Kick Off Match	<i>Soccer highlights</i>	GRANADA	60	2.10 Sun. from Aug.	L
Match of the Week	<i>Soccer highlights</i>	ANGLIA	60	2.10 Sun. April from Aug.	L
On the Ball	<i>Football preview</i>	LONDON	30	12.30 Sat. to June from Sept.	N
		WEEKEND			
Professional Wrestling	<i>Recorded bouts</i>	VARIOUS	45	10.30 Wed. to July	N
			30	11.30 Wed. from Jan.	N

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Results Roundup	<i>Sports results</i>	LONDON WEEKEND	10	4.55 approx. Sat.	N
Scotsport	<i>Soccer and sports highlights</i>	SCOTTISH	90	2.10 Sun. April from Aug.	L
Shoot	<i>Soccer highlights</i>	TYNE TEES	60	2.10 Sun. April from Aug.	L
Southsport	<i>Sports roundup</i>	SOUTHERN	15	12.15 Sat.	L
Southern Soccer	<i>Soccer highlights</i>	SOUTHERN	30	2.10 Sun. monthly from Nov.	L
Sport on Friday	<i>Sports magazine</i>	YORKSHIRE	30	10.30 Fri. April	L
Sport West	<i>Sports magazine</i>	HTV	15	6.15 Thurs.	L
Sports Arena	<i>Magazine</i>	HTV	30	6.35 Thurs. April from Oct.	L
Sportscall	<i>Magazine</i>	GRAMPIAN	30	10.30 Thurs. from Sept.	L
Sportscast	<i>Sports magazine</i>	ULSTER	30	8.30 Fri. April from Sept.	L
Sports Desk	<i>Sport in the West Country</i>	WFSTWARD	35	6.20 Mon. and Fri.	L
Sportstime	<i>Sports magazine</i>	TYNE TEES	30	10.30 Fri. to July from Aug.	L
Sportsworld '75	<i>Sports miscellany</i>	LONDON WEEKEND	45	2.20 Sun. May-Aug.	P
Star Soccer	<i>Soccer highlights</i>	ATV	60	2.10 Sun. April from Aug.	L
Studio Bowls	<i>Bowls competition</i>	HTV	20	1.10 Sun. Sept.-Oct.	L
Summer Sport	<i>Local sports results</i>	ULSTER	5	8.25 Sat. May-Aug.	L
Sunday Sport	<i>Summer sports</i>	ATV	60	2.10 Sun. June-Aug.	L
Weekend	<i>Sports preview</i>	SOUTHERN	10	6.30 Fri. to Aug. from Oct.	L
			10	5.15 Fri. Sept.	L
World of Sport	<i>Racing, wrestling and mixed OBs</i>	LONDON WEEKEND	260	12.30 Sat.	N
World Snooker	<i>Snooker competition</i>	THAMES	30	11.30 Mon. to July	P

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Welsh Language Programmes

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
A Dweud y Gwir	<i>Religious Magazine</i>	20	6.35 Sun. 28 March
Ar Brawf	<i>Court Case Serial</i>	45	10.30 Tues. April-May
Ble yn y Byd	<i>Children's Programme</i>	25	4.25 Thurs. from Sept.
Carreg Filltir	<i>Quiz for Welsh learners</i>	30	7.00 approx. April to May, from Feb.
Ceidwad fy Mrawd	<i>Religion</i>	25/30	6.30 Sun. June-July
Cestyll Cantamil	<i>Children's Quiz</i>	30	4.25 Sun. April-Sept.
Credaf	<i>Religion</i>	25	6.30 Sun. April-May
Y Dall yn Darllen	<i>Documentary</i>	20	6.35 Sun. 21 March
Dan Sylw	<i>Documentaries, Current Affairs</i>	45	10.30 Tues. June-March
Y Dydd	<i>News Magazine</i>	85	6.00 Mon.-Fri.
Yr Eisteddfod	<i>National Eisteddfod</i>	340	10.00 Sun. 3 Aug.; 2.30, 6.30, 10.30 Tues. 5 Aug.;
Genedlaethol			6.30 Wed. 6 Aug.; 2.30, 6.30 Thurs. 7 Aug.;
			2.50, 6.35 Fri. 8 Aug.; 5.20 Sat. 9 Aug.
Eisteddfod Genedlaethol	<i>Welsh League of Youth</i>	90	10.30 Fri. 30 May
yr Urdd	<i>Eisteddfod</i>		10.45 Sat. 31 May
Fyny Fan'na	<i>Children's Programme</i>	25	4.25 Tues. from Sept.
Hamdden	<i>Women's Magazine</i>	30	2.00 Mon.
Hwyrnos	<i>Christmas Programme</i>	55	10.15 Christmas Eve
Hyn o Hanes	<i>Religious Programme</i>	25	6.35 Sun. Jan.-Feb.
Llusern	<i>Religion</i>	20/25/30	6.35 Sun. Sept.-Dec.
Miri Mawr/Miri Mwy	<i>Children's Programme</i>	75	4.25 Tues. to Thurs. April-May
O'r Wasg	<i>Book Review</i>	15	6.15 Sun. fortnightly April-Aug.
			11.15 Tues. fortnightly Sept.-March
Penawdau Newyddion y Dydd	<i>News Headlines</i>	25	1.20 Mon.-Fri.
Pererindod	<i>Documentary</i>	45	10.30 Tues. 1st April
Pwt o Gan	<i>Light Entertainment</i>	15	7.00 Sat. 28 Feb.
Rhifeddodau	<i>Children's Programme</i>	25	4.25 Thurs. from Sept.

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
Sion a Sian	<i>Quiz</i>	30	7.15 Sat. May-June 8.00 Sat. June-July 5.20 Sat. July-Aug. 7.30 Sat. Aug.-Jan.
Stesion Cantamil	<i>Children's Quiz</i>	25	4.25 Fri. from Sept.
Yr Wythnos	<i>Current Affairs</i>	30	8.30 Mon. April-July from Sept.

IX The Authority's Publications

(published 1975-76)

<i>Publication Date</i>	<i>Title</i>	<i>Description</i>
April 1975	Seedlings	A folder giving information about programmes of religious interest to be broadcast during Whitsuntide.
May 1975	ILR Who Does What	A folder listing the names and addresses of all the Independent Local Radio companies.
May 1975	ILR Plymouth	A leaflet about the Plymouth Independent Local Radio area in the series giving information on the transmitters, programme company and programmes.
May 1975	Independent Broadcasting 4	IBA quarterly journal of opinion discussing broadcasting policy, the IBA's process of decision-making, and other significant television and radio topics. This edition includes the complete text of the three IBA Lectures 1975 given at the Royal Commonwealth Hall - <i>ITV: The Authority and the System</i> by Christopher Bland, the IBA's Deputy Chairman; <i>ITV: The Companies and Their Programme-makers</i> by Jeremy Isaacs, Thames Television's Director of Programmes; and <i>ITV: Critics and Viewers</i> by Jeremy Potter, Managing Director of Independent Television Publications - and articles on <i>The Pros and Cons of Competition</i> by Brian Tesler, London Weekend Television's Deputy Chief Executive; <i>Television - The Future of its Past</i> by Paul Madden, the National Film Archive's TV Officer; <i>Buying ITV's Films</i> by Leslie Halliwell, ITV's film buyer. 24 pages.
June 1975	ILR Teesside	A leaflet about the Teesside Independent Local Radio area.
July 1975	ILR Nottingham	A leaflet about the Nottingham Independent Local Radio area.
July 1975	Who Does What in ITV	A folder listing the names and addresses of all the Independent Television companies and the IBA's regional offices. (New edition.)
August 1975	The Portrayal of Violence on Television	The Working Party's Second Interim Report. 8 pages.
August 1975	Independent Broadcasting 5	IBA quarterly journal of opinion. Articles include <i>How Should Broadcasting be Financed?</i> by Sir Brian Young; <i>Edward the Seventh</i> , an interview with Cecil Clarke, ATV's Head of Special Drama; <i>A Policy on Violence</i> by Neville Clarke of the IBA's Programme Division; <i>The Parliamentary Broadcasting Experiment</i> by Ed Boyle and Mike Barton, the Political Editor and Head of Engineering of Independent Radio News; <i>Who Is Listening?</i> by Tony Stoller. 24 pages.
September 1975	Seedlings	A folder giving information about programmes of religious interest to be broadcast during the autumn.
September 1975	Independent Broadcasting Authority Annual Report & Accounts 1974-75	Available from Government Bookshops. 160 pages. £1.
September 1975	The IBA Code of Advertising Standards and Practice	The Authority's Code for Independent Television and Independent Local Radio with which all advertisements must conform (reprint with revisions). 20 pages.
September 1975	ILR Bradford	A leaflet about the Bradford Independent Local Radio area.
October 1975	Transmitting Stations: A Pocket Guide	Full technical details of all existing or proposed ITV and ILR transmitting stations (new edition).
October 1975	Advertising Control in Independent Broadcasting	A booklet describing how the IBA controls the amount, content and distribution of advertising on ITV and ILR. 8 pages.
October 1975	The IBA Code of Advertising Standards and Practice.	Reprint of September edition.
November 1975	ILR Portsmouth	A leaflet about the Portsmouth Independent Local Radio area.
November 1975	ILR Ipswich	A leaflet about the Ipswich Independent Local Radio area.
November 1975	Independent Broadcasting 6	IBA quarterly journal of opinion. Articles include <i>Currents in Current Affairs</i> by Gus Macdonald, Granada Television's Executive Producer, Current Affairs; <i>How the IBA Uses its</i>

<i>Publication Date</i>	<i>Title</i>	<i>Description</i>
		<i>Money</i> by Roy Downham, the IBA's Director of Internal Finance; <i>Who Owns Independent Local Radio</i> by John Thompson, the IBA's Director of Radio; <i>Fool's Lantern or Aladdin's Lamp?</i> , Roy Edwards' comments on his IBA Fellowship report; <i>Getting it Together in Swansea</i> by Charles Braham, Swansea Sound's Managing Director; <i>Probabilities and Possibilities in Programme Distribution</i> by F Howard Steele, the IBA's Director of Engineering. 28 pages.
January 1976	ITV Education News 8	Colour newspaper providing news and background information about ITV's programmes for schools.
January 1976	TV and radio 1976	Fourteenth edition of the IBA's guide to Independent Television and Local Radio with articles and features on all aspects of Independent Broadcasting: organisation, transmitters, programmes, programme companies. Colour illustrations, maps. 224 pages. £1.30.
February 1976	Who Does What in ITV	Revised edition.
February 1976	ILR Who Does What	Revised edition.
March 1976	The Fruit of the Tree	A folder giving information about programmes of religious interest to be broadcast during Lent.
March 1976	ILR Leaflets	Nineteen information leaflets about each Independent Local Radio area.
March 1976	Independent Local Radio	An illustrated booklet setting out the main facts about the ILR system and its control.
March 1976	Independent Broadcasting 7	IBA quarterly journal of opinion. Articles include <i>The BBC's Proposals for the Fourth Television Channel</i> , an IBA commentary on the submission to the Annan Committee; <i>The IBA's Proposals for ITV2</i> , supplementary evidence from the Authority to the Annan Committee; <i>Staff Training at Thames</i> , an account of the training schemes operated by the London weekday ITV company; <i>Engineering Research: A Manufacturer's Viewpoint</i> by W P Vinten, a member of the IBA's General Advisory Council; and the full text of the two IBA Lectures 1976 given at the IBA's London headquarters - <i>The Shape of Independent Local Radio</i> by John Thompson, the IBA's Director of Radio; and <i>Independent Local Radio at Work</i> by Ian Chapman, Chairman of Radio Clyde. 28 pages.
March 1976	Good Viewing	A folder outlining how the viewer may improve the quality of his television picture.



X The IBA Code of Advertising Standards and Practice

September 1975 (with amendments)

Foreword

The Independent Broadcasting Authority Act 1973 makes it the statutory duty of the Independent Broadcasting Authority:

- (a) to exclude from broadcasting any advertisement which would be likely to mislead;
- (b) to draw up, and from time to time review, a Code governing standards and practice in advertising and prescribing the advertisements and methods of advertising to be prohibited or prohibited in particular circumstances; and
- (c) to secure compliance with the Code.

It follows from these statutory provisions that the Authority, a public board, is one of the country's official instruments of consumer protection. The controls involve the examination of all television and local sound broadcasting advertisements, including the bases of claims and demonstrations, before they are accepted for broadcasting.

The rules about advertising contained in this booklet govern all advertising on Independent Television and Independent Local Radio until further notice. In drawing up this Code the Authority has consulted the Advertising Advisory Committee and the members of the Medical Advisory Panel appointed in accordance with the Independent Broadcasting Authority Act 1973.

Under the Act the Authority must consult the Home Secretary

about the classes and descriptions of advertisements which must not be broadcast and the methods of advertising which must not be employed, and carry out any directions he may give them in these respects. The Authority has consulted the Home Secretary on the rules here published.

It should be noted that the Independent Broadcasting Authority Act 1973 expressly reserves the right of the Authority to impose requirements as to advertisements and methods of advertising which go beyond the requirements imposed by this Code. The methods of control open to the Authority include powers to give directions as to the exclusion not only of classes and descriptions of advertisements but of individual advertisements – either in general or in particular circumstances.

The programme companies, too, may in certain circumstances impose stricter standards than those here laid down – a right comparable to the recognised right of those responsible for other advertising media to reject any advertisements they wish. Notes of Guidance for advertisers and advertising agencies on the working of the control system and on specific areas of advertising are issued, for television by the Independent Television Companies Association and for radio by the IBA itself.

Preamble

1 The general principle which will govern all broadcast advertising is that it should be legal, decent, honest and truthful. It is recognised that this principle is not peculiar to broadcasting, but is one which applies to all reputable advertising in other media in this country. Nevertheless, broadcasting, and particularly television, because of its greater intimacy within the home, gives rise to problems which do not necessarily occur in other media and it is essential to maintain a consistently high quality of broadcast advertising.

2 Advertisements must comply in every respect with the law, common or statute.

3 The detailed rules set out below are intended to be applied in the spirit as well as the letter and should be taken as laying down the minimum standards to be observed.

4 The word 'advertisement' has the meaning implicit in the Independent Broadcasting Authority Act 1973, i.e. any item of publicity inserted in the programmes broadcast by the Authority in consideration of payment to a programme contractor or to the Authority.

Programme Independence

5 No advertisement may include anything that states, suggests or implies, or could reasonably be taken to state, suggest or imply, that any part of any programme broadcast by the Authority has been supplied or suggested by any advertiser.

Identification of Advertisements

6 An advertisement must be clearly distinguishable as such and recognisably separate from the programmes.

In particular:

(a) Situations and performances reminiscent of programmes must not be used in such a way as to blur the distinction between programmes and advertisements. In marginal cases the acceptance of an advertisement having such themes may depend upon some positive introductory indication that this is an advertiser's announcement.

(b) The expression 'News Flash' must not be used as an introduction to an advertisement, even if preceded by an advertiser's name.

7 Rules 5 and 6 do not prohibit the inclusion of an advertisement by reason only of the fact that it is related in subject matter to an adjacent programme – e.g. advertisements for farm products and fertilisers in intervals around a farming programme. It is also acceptable for an advertisement to announce the direct and significant contribution of an advertiser's products to performances in events that have been broadcast – e.g. motor races or rallies. Normally, however, no reference to a programme is acceptable in an advertisement.

'Subliminal' Advertising

8 No television advertisement may include any technical device which, by using images of very brief duration or by any other means, exploits the possibility of conveying a message to, or otherwise influencing the minds of, members of an audience without their being aware, or fully aware, of what has been done.

Politics, Industrial and Public Controversy

9 No advertisement may be inserted by or on behalf of any body, the objects whereof are wholly or mainly of a political nature, and no advertisement may be directed towards any political

end. No advertisement may have any relation to any industrial dispute.

No advertisement may show partiality as respects matters of political or industrial controversy or relating to current public policy.

Religion

10 No advertisement may be inserted by or on behalf of any body, the objects of which are wholly or mainly of a religious nature, and no advertisement may be directed towards any religious end.

Charities

11 No advertisement may give publicity to the needs or objects of any association or organisation conducted for charitable or benevolent purposes. (This does not preclude the advertising of 'flag days', fêtes or other events organised by charitable organisations or the advertising of publications of general interest.)

Good Taste

12 No advertisement should offend against good taste or decency or be offensive to public feeling.

Gifts or Prizes

13 No advertisement may include an offer of any prize or gift of significant value, being a prize or gift which is available only to television viewers or radio listeners or in relation to which any advantage is given to viewers or listeners.

Stridency

14 Audible matter in advertisements must not be excessively noisy or strident.

Appeals to Fear

15 Advertisements must not without justifiable reason play on fear.

Superstition

16 No radio or television advertisement should exploit the superstitious.

Unacceptable Products or Services (See also Appendix 3, para 2)

17 Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following are not acceptable:

- (a) breath testing devices and products which purport to mask the effects of alcohol;
- (b) matrimonial agencies and correspondence clubs;
- (c) fortune-tellers and the like;
- (d) undertakers or others associated with death or burial;
- (e) unlicensed employment services, registers or bureaux;
- (f) organisations/companies/persons seeking to advertise for the purpose of giving betting tips;
- (g) betting (including pools);
- (h) cigarettes and cigarette tobacco;
- (i) private investigation agencies;
- (j) privately owned advisory services related to personal or consumer problems.

N.B. An advertisement for an acceptable product or service may be unacceptable should it seem to the Authority that its main purpose would be to publicise indirectly, the unacceptable product.

Trade Descriptions and Claims

18 Advertisements must comply with the provisions of the Trade Descriptions Act, 1968. No advertisement may contain any

descriptions, claims or illustrations which directly or by implication mislead about the product or service advertised or about its suitability for the purpose recommended. In particular:

(a) **SPECIAL CLAIMS** – No advertisement shall contain any reference which is likely to lead the public to assume that the product advertised, or an ingredient, has some special property or quality which is incapable of being established.

(b) **SCIENTIFIC TERMS AND STATISTICS** – Scientific terms, statistics, quotations from technical literature and the like must be used with a proper sense of responsibility to the ordinary viewer or listener. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true.

Advertisers and their agencies must be prepared to produce evidence to substantiate any descriptions, claims or illustrations.

Price Claims

19 Advertisements indicating price comparisons or reductions must comply with the Trade Descriptions Act, 1968. Visual and verbal presentations of actual and comparative prices and cost must be accurate and incapable of misleading by undue emphasis or distortion.

Comparisons

20 Advertisements containing comparisons with other advertisers, or other products, are permissible in the interest of vigorous competition and public information, provided they comply with the terms of this section and the next following section of the Code. All comparative advertisements should respect the principles of fair competition and should be so designed that there is no likelihood of the consumer being misled as a result of the comparison, either about the product advertised or that with which it is compared.

The subject matter of a comparison should not be chosen in such a way as to confer an artificial advantage upon the advertiser.

Points of comparison should be based on facts which can be substantiated and should not be unfairly selected. In particular:

(i) the basis of comparison should be the same for all the products being compared and should be clearly stated in the advertisement so that it can be seen that like is being compared with like.

(ii) where items are listed and compared with those of competitors' products, the list should be complete or else the advertisement should make clear that the items are only a selection.

Denigration

21 Advertisements should not unfairly attack or discredit other products, advertisers or advertisements directly or by implication.

Reproduction Techniques

22 It is accepted that on television the technical limitations of photography can lead to difficulties in securing a faithful portrayal of a subject, and that the use of special techniques or substitute materials may be necessary to overcome these difficulties. These techniques must not be abused; no advertisement in which they have been used will be acceptable, unless the resultant picture presents a fair and reasonable impression of the product or its effects and is not such as to mislead. Unacceptable devices include, for example, the use of glass or plastic sheeting to simulate the effects of floor or furniture polishes.

Testimonials

23 Testimonials must be genuine and must not be used in a manner likely to mislead. Advertisers and their agencies must produce evidence in support of any testimonial and any claims therein.

Guarantees

24 No advertisement may contain the words 'guarantee' or 'guaranteed', 'warranty' or 'warranted', or words having the same meaning, unless the full terms of the guarantee are available for inspection by the Authority and are clearly set out in the advertisement or are made available to the purchaser in writing at the point of sale or with the goods. In all cases, the terms must include details of the remedial action open to the purchaser. No advertisement may contain a direct or implied reference to a guarantee which purports to take away or diminish the statutory or common law rights of a purchaser.

Inertia Selling

25 No advertisement will be accepted from advertisers who send the goods advertised, or additional goods, without authority from the recipient.

Imitation

26 Any imitation likely to mislead television viewers, even though it is not of such a kind as to give rise to a legal action for infringement of copyright or for 'passing off', must be avoided.

Use of the Word 'Free'

27 Advertisements must not describe goods or samples as 'free' unless the goods or samples are supplied at no cost or no extra cost (other than actual postage or carriage) to the recipient. A trial may be described as 'free' although the customer is expected to pay the cost of returning the goods, provided that the advertisement makes clear the customer's obligation to do so.

Competitions

28 Advertisements inviting the public to take part in competitions where allowable under the Independent Broadcasting Authority Act 1973 and the Betting, Gaming and Lotteries Act, 1963 (which requires the presence of an element of skill), should state clearly how prospective entrants may obtain the printed conditions including the arrangement for the announcement of results and for

the distribution of prizes.

Homework Schemes

29 Fullest particulars of any schemes must be supplied and where it is proposed to make a charge for the raw materials or components and where the advertiser offers to buy back the goods made by the home-worker, the advertisement is not acceptable.

Instructional Courses

30 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.

Mail Order Advertising

31 (1) Advertisements for goods offered by Mail Order will not be accepted unless:

(a) the name of the advertiser is prominently displayed at the address given in the advertisement;

(b) adequate arrangements exist at that address for enquiries to be handled by a responsible person available on the premises during normal business hours;

(c) samples of the goods advertised are made available there for public inspection;

(d) an undertaking has been received from the advertiser that money will be refunded in full to buyers who can show justifiable cause for dissatisfaction with their purchases or with delay in delivery; and

(e) if required, arrangements are made for an approved independent organisation to receive and hold monies forwarded by television or radio respondents until it has been certified that the goods have been despatched.

(2) Advertisers who offer goods by Mail Order must be prepared to meet any reasonable demand created by their advertising, and should be prepared to demonstrate, or where practicable to supply samples of the goods advertised to the Authority or to the Programme Companies to whom their advertisements are submitted.

Direct Sale Advertising

32 Direct sale advertising is that placed by the advertiser with the intention that the articles or services advertised, or some other articles or services, shall be sold or provided at the home of the person responding to the advertisement. Where it is the intention of the advertiser to send a representative to call on persons responding to the advertisement, such fact must be apparent from the advertisement or from the particulars subsequently supplied and the respondent must be given an adequate opportunity of refusing any call.

Direct sale advertisements are not acceptable without adequate assurances from the advertiser and his advertising agency:

(a) that the articles advertised will be supplied at the price stated in the advertisement within a reasonable time from stocks sufficient to meet potential demand; and

(b) that sales representatives when calling upon persons responding to the advertisement will demonstrate and make available for sale the articles advertised.

It will be taken as *prima facie* evidence of misleading and unacceptable 'bait' advertising for the purpose of 'switch selling' if an advertiser's salesmen seriously disparage or belittle the cheaper article advertised or report unreasonable delays in obtaining delivery or otherwise put difficulties in the way of its purchase.

Alcoholic Drink

33 (a) Liquor advertising may not be addressed particularly to the young and no one associated with drinking in an advertisement should seem to be younger than about 25. Children may not be seen or heard in an advertisement for an alcoholic drink.

(b) No liquor advertisement may feature any famous personality who commands the loyalty of the young.

(c) Advertisements may not imply that drinking is essential to social success or acceptance or that refusal is a sign of weakness.

(d) Advertisements must not feature or foster immoderate drinking.

(e) Advertisements must not claim that alcohol has therapeutic qualities nor offer it expressly as a stimulant, sedative or tranquilliser.

(f) Advertisements should not place undue emphasis on the alcoholic strength of drinks.

(g) Nothing in an advertisement may link drinking with driving.

(h) No liquor advertisement may publicise a competition.

(i) Advertisements must neither claim nor suggest that any drink can contribute towards sexual success.

Advertising and Children

34 Particular care should be taken over advertising that is likely to be seen or heard by large numbers of children and advertisements in which children are to be employed. More detailed guidance is given in Appendix 1.

Financial Advertising

35 Subject to the generality of the Code, financial advertising is governed by the rules set out in Appendix 2.

Advertising of Medicines and Treatments

36 Within the generality of the Code the advertising of medicines and treatments is subject to the detailed rules given in Appendix 3.

Appendix 1 Advertising and Children

The Child Audience

1 No product or service may be advertised and no method of advertising may be used, in association with a programme intended for children or which large numbers of children are likely to see or hear, which might result in harm to them physically, mentally or morally, and no method of advertising may be employed which takes advantage of the natural credulity and sense of loyalty of children.

In particular:

(a) No advertisement which encourages children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels, etc., is allowed. The details of any collecting scheme must be submitted for investigation to ensure that the scheme contains no element of danger to children.

(b) Direct appeals or exhortations to buy may not be made to children unless the product advertised is of interest to children and one which they could reasonably be expected to afford themselves.

(c) No advertisement for a commercial product or service is allowed if it contains any appeal to children which suggests in any way that unless the children themselves buy or encourage other people to buy the product or service they will be failing in some duty or lacking in loyalty towards some person or organisation whether that person or organisation is the one making the appeal or not.

(d) No advertisement is allowed which leads children to believe that if they do not own the product advertised they will be inferior in some way to other children or that they are liable to be held in contempt or ridicule for not owning it.

(e) No advertisement dealing with the activities of a club is allowed without the submission of satisfactory evidence that the club is carefully supervised in the matter of the behaviour of the children and the company they keep and that there is no suggestion of the club being a secret society.

(f) While it is recognised that children are not the direct purchasers of many products or services over which they are naturally allowed to exercise preference, care should be taken that they are not encouraged to make themselves a nuisance to other people in the interests of any particular product or service. In an advertisement offering a free gift, a premium or a competition for children, the main emphasis of the advertisement must be on the product with which the offer is associated. Products or services not of brand interest to children which however feature promotions of interest to children must not normally be transmitted until after 9 p.m.

(g) If there is to be a reference to a competition for children in an advertisement, the published rules must be submitted for approval before the advertisement can be accepted. The value of prizes and the chances of winning one must not be exaggerated.

(h) Advertisements for toys, games and other products of interest to children must not mislead, taking into account the child's immaturity of judgement and experience. In particular

(i) the true size and scale of the product must be made easy to judge, preferably by showing it in relation to some common object by which its size and scale can be judged. In any demonstration it must be made clear whether the toy is made to move mechanically or through manual operation;

(ii) treatments which reflect the toy or game seen in action through the child's eyes or in which real-life counterparts of a toy are seen working must be used with due restraint. There must be no confusion as to the noise produced by the toy - e.g. a toy racing car and its real-life counterpart;

(iii) where advertisements show results from a drawing, construction, craft or modelling toy or kit, the results shown must be reasonably attainable by the average child and ease of assembly must not be exaggerated.

(i) Cartoon characters and puppets featured in ITV or BBC children's programmes must not expressly recommend products or services of special interest to children or be shown using the product. This prohibition does not extend to public service advertisements nor to cartoon characters or puppets especially created for advertisements.

2 Restrictions on Times of Transmissions

(i) Advertisements for the following must not be transmitted during children's programmes or in the advertisement breaks immediately before or after them - i.e. alcoholic drinks and liqueur chocolates, cigars, tobacco and matches;

(ii) advertisements for medicines specially formulated for children must not be transmitted before 9 p.m. This restriction also applies to advertisements in which children are seen taking any medicine or in which its suitability for children is specially emphasised;

(iii) advertisements for matches being promoted by means of premium gifts of any kind must not be transmitted before 9 p.m. and such advertisements must be clearly addressed to adults;

(iv) advertisements which feature personalities associated with ITV or BBC children's programmes and which promote products or services of special interest to children must not be transmitted until after 9 p.m.;

(v) advertisements which contain treatments which might alarm or frighten children will be the subject of appropriate restrictions on times of transmission.

3 Prices

Advertisements for toys, games and similar products must include an indication of their price. When parts, accessories or batteries which a child might reasonably suppose to be part of a normal purchase are available only at extra cost, this must be made clear. The cost must not be minimised by the use of words such as 'only' or 'just'.

4 Dental Hygiene

For reasons of dental hygiene advertisements shall not encourage persistent sweet eating throughout the day nor the eating of sweet, sticky foods at bed-time. Advertisements for confectionery or snack foods shall not suggest that such products may be substituted for proper meals.

The Child in Advertisements

5 The participation of children in advertisements is subject to the following conditions:

(a) Employment

It should be noted that the conditions under which children are employed in the making of advertisements are governed by certain provisions of the Children and Young Persons Act 1933 (Scotland 1937) and the Act of 1963; the Education Acts 1944 to 1948; the Children (Performances) Regulations 1968; and the appropriate by-laws made by Local Authorities in pursuance of these Acts.

(b) Contributions to Safety

Any situation in which children are to be seen or heard in advertisements should be carefully considered from the point of view of safety.

In particular:

(i) children should not appear to be unattended in street scenes unless they are obviously old enough to be responsible for their own safety; should not be shown playing in the road, unless it is clearly shown to be a play-street or other safe area; should not be shown stepping carelessly off the pavement or crossing the road without due care; in busy street scenes should be seen to use pedestrian crossings in crossing the road; and should be otherwise seen in general, as pedestrians or cyclists, to behave in accordance with the Highway Code;

(ii) children should not be seen leaning dangerously out of windows or over bridges, or climbing dangerous cliffs;

(iii) small children should not be shown climbing up to high shelves or reaching up to take things from a table above their heads;

(iv) medicines, disinfectants, antiseptics and caustic substances must not be shown within reach of children without close parental supervision, nor should children be shown using these products in any way;

(v) children must not be shown using matches or any gas, paraffin, petrol, mechanical or mains-powered appliance which could lead to their suffering burns, electrical shock or other injury;

(vi) children must not be shown driving or riding on agricultural machines (including tractor-drawn carts or implements). Scenes of this kind could encourage contravention of the Agriculture (Safety, Health and Welfare Provisions) Act 1956.

(vii) an open fire in a domestic scene in an advertisement must always have a fireguard clearly visible if a child is included in the scene.

(c) Good Manners and Behaviour

Children in advertisements should be reasonably well-mannered and well-behaved.

6 Children as Presenters

Children must not be used to present or comment on products about which they cannot be expected to have direct interest or knowledge.

7 Testimonials

Children must not be used to give formalised personal testimony. This will not, however, normally preclude children giving spontaneous comments on matters in which they would have an obvious natural interest.

Appendix 2 Financial Advertising

Part A—Facilities

Investment and Savings

1 The following investment and savings facilities may be advertised:

(a) investments in British Government stocks, Savings Certificates and Premium Bonds, stocks of public boards and nationalised industries and Local Government stocks and deposit facilities in

the United Kingdom, Isle of Man and the Channel Islands;

(b) deposit or share accounts with building societies designated under Section 1 of the House Purchase and Housing Act 1959;

(c) Post Office Savings Bank and Giro, Trustee Savings Banks and, normally, banking and discount companies which are recognised as such for the purposes of Section 2(2) of the Protection of Depositors Act 1963, as amended by Section 127 of the Companies

Act 1967;

(d) Unit Trusts authorised as such by the Department of Trade and Industry;

(e) the services of recognised stock exchanges.

Prospectuses

2 Advertisements announcing the publication in established national and provincial newspapers and journals of a company prospectus offering shares or debentures to the public may be accepted provided that these are strictly limited to giving the name of the company whose shares or debentures are being offered, the amount of the offer and the names and dates of publication of the newspapers and journals in which the prospectus may be found. No person may be shown on the screen during the course of a television advertisement.

Insurance

3 Life and Endowment facilities, including linked life assurance schemes from 1st January 1976, annuities, retirement and sickness insurance, etc., may be advertised normally only by members of the Life Offices' Association, the Industrial Life Offices' Association, the Associated Scottish Life Offices, the Linked Life Assurance Group and by registered friendly societies which are members of the Association of Collecting Friendly Societies, National Conference of Friendly Societies, National Union of Holloway Societies or Association of Deposit Societies.

General insurance cover (e.g. for motor, household, fire and personal injury) may normally be advertised only by members of the British Insurance Association and of Lloyd's underwriting syndicates.

Insurance brokerage services may normally be advertised only by members of the Lloyd's Insurance Brokers Association, the Corporation of Insurance Brokers, the Association of Insurance Brokers, or the Federation of Insurance Brokers.

Lending and Credit

4 The advertising of mortgage, other lending facilities and credit services is acceptable from:

- (a) Government and local government agencies;
- (b) banks, and companies holding certificates under Section 123* of the Companies Act 1967;
- (c) companies holding an order of exemption under Section 6(e)* of the Moneylenders Act 1900;
- (d) building societies;
- (e) insurance companies;
- (f) registered Friendly Societies;
- (g) credit card organisations;*
- (h) companies offering goods and services on hire purchase or credit terms;*
- (i) those persons and bodies granted a licence under the terms of the Consumer Credit Act 1974*.

*As the licensing provisions of the Consumer Credit Act come into effect, all organisations in categories (b), (c), (g) and (h) will be required to be licensed under that Act in respect of their consumer lending; Section 123 of the Companies Act 1967 and Section 6(e) of the Moneylenders Act 1900 will be simultaneously repealed.

Financial Information

5 Advertisements for publications on investment and other financial matters, including periodicals, books and subscription services, must be in general terms and make no reference to any specific investment offer. Advertisements in general terms, designed specifically to enhance the financial reputation of companies in the minds of investors, are not acceptable – e.g. the presentation of abbreviated annual reports or statements by company chairmen but this will not necessarily preclude a mention of the availability of an Annual Report.

Commodity Investment

6 The advertising of commodity investment is not acceptable.

Part B—Advertising Content

Within the generality of the Independent Broadcasting Code of Advertising Standards and Practice, the following rules set out

Appendix 3 The Advertising of Medicines and Treatments

Introductory

The proper use of medicines requires great care in their advertising. Such precautions should ensure that products or treatments for which health claims are made should advertise in compliance with the spirit and details of the Code.

Section 10 of the Independent Broadcasting Authority Act 1973 requires that:

(5) *The Authority shall, after consultation with such professional organisations as the Minister may require and such other bodies or persons as the Authority think fit, appoint, or arrange for the assistance of, a medical advisory panel to give advice to the Authority as to –*

- (a) advertisements for medicines and medical and surgical treatments and appliances;
 - (b) advertisements for toilet products which include claims as to the therapeutic or prophylactic effects of the products;
 - (c) advertisements for medicines and medical and surgical treatments for veterinary purposes, and such other advertisements as the Authority may think fit to refer to the panel.
- (6) *The Authority shall consult the panel before drawing up the code*

the minimum requirements to be observed in all advertisements offering services and facilities of a financial nature:

1 Advertisements must comply with all relevant legal requirements (see Appendix 4(b) for a list of relevant statutes affecting financial advertisements).

2 No advertisement is acceptable which directly or indirectly invites the remittance of money direct to the advertiser or any other person without further formality.

3 Advertisements must present the financial offer or service in terms which do not mislead, whether by exaggeration, omission, or in any other way.

In particular:

(a) **Tax Benefits.** References to income tax and other tax benefits must be properly qualified to show what they mean in practice and to make it clear, where appropriate, that the full advantage may only be received by those paying income tax at the full standard rate.

(b) **Interest on Savings and Investment.** References to interest payable on savings and investment must be stated clearly and be factually correct at the time of the transmission of the advertisement. Calculations of interest must not be based on unstated factors (e.g. minimum sum deposited, minimum deposit period, or minimum period of notice for withdrawal) which might affect the sum received by individuals or be capable of misunderstanding in any other way. It should be clear whether the interest is gross or net of tax. Interest rates related to variables (e.g. Bank of England rate) must be so described.

(c) **Interest on Credit, Loans and Hire.** All advertisements for credit in any form, including loans and hire purchase and those concerned with hire transactions must comply strictly with the requirements of the Consumer Credit Act 1974 and the Regulations made under it.

(d) **Rates of Growth or Return on Unit Trusts.** No advertisement referring directly or indirectly to benefits to be derived from a purchase of units may state or imply that they are other than a medium to long-term investment. There may be no projection of specific rates of growth or returns and no implication that past performance will inevitably be repeated. All references to past achievements or future possibilities must be qualified by a clear and unambiguous reference to the fact that the price of units and the income from them may go down as well as up.

Note: Written confirmation will be required that the material text of any proposed advertisement for a Unit Trust has the approval of the Trustee.

(e) **Insurance Premiums and Cover.** References to rates and conditions in connection with insurance must not be inaccurate or misleading, and in specifying rates of premium or cover there must be no misleading omission of conditions.

In life insurance advertising, references to specific sums assured or guaranteed bonuses must be accompanied by all relevant qualifying conditions – e.g. age and sex of the assured at the outset of the policy, period of policy and amount and number of premiums payable. In references to 'with profit' policies and bonuses there must be no implication that past performance will inevitably be repeated.

In advertisements for linked life assurance schemes any reference to a specific maturity value, unless guaranteed, must be qualified by reference to the variables which might affect the quoted figure. Advertisements must also contain clear and unambiguous reference to the fact that the value of assets can move both down and up. All insurance advertisements must comply in every respect with the Insurance Companies Act 1974 and the Regulations made under it.

4 Actors may not purport to be chairmen, directors, officers or other employees of an advertiser. No one may appear to give independent professional advice on any investment offer. Celebrated entertainers, writers or sportsmen may not present, endorse or recommend any investment or savings offer.

N.B. Full and detailed information will be required in connection with any financial offer or service to be advertised on television.

referred to in Section 9 of this Act and in the course of any review of that code.

(7) *The Authority shall ensure that, before the first occasion on which they broadcast an advertisement which in their opinion falls under paragraph (a), (b) or (c) of sub-section (5) of this section, the advertisement is, in accordance with arrangements approved by the Authority, referred to a member or members of the panel for advice.* Under the provisions of the Act, a Medical Advisory Panel representative of both general and specialist medicine has been appointed and its advice is obtained before the first occasion on which an advertisement involving any matter of health or nutrition is broadcast.

With the introduction of new and changed products, the diverse licensing requirements of the Medicines Act 1968 and developments in medical opinion in respect of particular products reflected in advice from the Medical Advisory Panel, the Code cannot provide a complete conspectus of the pre-publication requirements of the Authority in relation to particular products or classes of products.

As a result of advice received from the Medical Advisory Panel, however, detailed advice on particular products can be given to

advertisers by the TV and Radio programme companies' organisations. Reference should also be made to the British Code of Advertising Practice which establishes detailed minimum standards which have been adopted by media including the Independent TV and Radio companies.

The general principles governing advertising of medicines and treatments on ITV and ILR are set out below:—

Medicines Act 1968

1 All advertisements for products subject to licensing under the Medicines Act 1968 shall comply with the requirements of the Act and any conditions contained in the product licence.

Unacceptable Products or Services

2 Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following are not acceptable:—

- (a) contraceptives – this does not preclude advertising of official or officially-sponsored family planning services;
- (b) smoking cures;
- (c) products for treatment of alcoholism;
- (d) contact or corneal lenses;
- (e) clinics for the treatment of hair and scalp;
- (f) products for treatment of haemorrhoids;
- (g) slimming clinics;
- (h) pregnancy testing services;
- (i) hypnosis, hypnotherapy, psychology, psychoanalysis or psychiatry.

Impressions of Professional Advice and Support

3 The following are not allowable:—

- (a) presentations of doctors, dentists, veterinary surgeons, pharmaceutical chemists, nurses, midwives, etc., which give the impression of professional advice or recommendations;
- (b) statements giving the impression of professional advice or recommendation by persons who appear in the advertisements and who are presented, either directly or by implication, as being qualified to give such advice or recommendation. To avoid misunderstanding about the status of the presenter of a medicine or treatment, it may be necessary to establish positively in the course of an advertisement that the presenter is not a professionally qualified adviser; and
- (c) references to approval of, or preference for, the product or its ingredients or their use by the medical or veterinary professions.

Testimonials and Celebrity Presentations

4 No advertisement for a medicine or treatment may include a testimonial or be presented by a person well-known in public life, sport, entertainment, etc.

Cure

5 No advertisement shall employ any words, phrases, or illustrations which claim or imply the cure of any ailment, illness or

disease, as distinct from the relief of its symptoms.

Diagnosis, Prescription or Treatment by Correspondence

6 No advertisement shall contain any offer to diagnose, advise, prescribe or treat by correspondence.

Appeals to Fear or Exploitation of Credulity

7 No advertisement shall cause those who see it unwarranted anxiety lest they are suffering (or may, without responding to the advertiser's offer, suffer) from any disease or condition of ill health; or falsely suggest that any product is necessary for the maintenance of health or the retention of physical or mental capacities, whether by people in general or by particular groups.

Conditions Requiring Medical Attention

8 No advertisement shall offer any product for a condition which needs the attention of a registered medical or other qualified practitioner.

Tonic

9 The use of this expression is not acceptable in advertisements for medicines or treatments or products for which medical or health claims are made.

Encouragement of Excess

10 No advertisement shall encourage, directly or indirectly, indiscriminate, unnecessary or excessive use of products within the scope of this section of the Code.

Exaggeration

11 No advertisement shall make exaggerated claims, in particular through the selection of testimonials or other evidence unrepresentative of a product's effectiveness, or by claiming that it possesses some special property or quality which is incapable of being established.

Vitamins

12 No advertisement shall state or imply that good health is likely to be endangered solely because people do not supplement their diets with vitamins.

Analgesics

13 It is accepted that the relief of pain, such as a headache, may consequently ease tension. But no simple or compound analgesic shall be advertised for the direct relief of tension. In such advertisements there must be no reference to depression.

Refund of Money

14 No advertisement shall contain any offer to refund money to dissatisfied users of any product within the scope of this section, other than appliances or therapeutic clothing.

Safety and the Protection of Children

15 No advertisement shall encourage the adoption of any unsafe practices especially by children.

Competitions

16 Advertisements shall not contain any reference to a prize competition or similar scheme.

Appendix 4 Statutes Affecting Broadcast Advertising

The following statutes are among those which may restrict control or otherwise affect broadcast advertising or should be particularly noted.

(a) General

- Accommodation Agencies Act 1953
- Adoption Act 1958 (Section 51)
- Betting, Gaming and Lotteries Act 1963
- Cancer Act 1939 (Section 4)
- Children and Young Persons (Harmful Publications) Act 1955
- Children and Young Persons Act 1933 (Scotland 1937)
- Children and Young Persons Act 1963 (including the Children (Performances) Regulations 1968)
- Children's Act 1958 (Section 37)
- Civil Aviation (Air Travel Organisers Licensing) Regulations 1972
- Consumer Protection Acts 1961 and 1971
- Copyright Act 1956
- Defamation Act 1952
- Education Acts 1944–48
- Employment Agencies Act 1973
- Fair Trading Act 1973
- Food and Drugs Act 1955
- Gaming Act 1968
- Geneva Convention Act 1957 (Section 6)
- Independent Broadcasting Authority Act 1973
- Labelling of Food Regulations 1970
- London Cab Act 1968
- Marine, etc., Broadcasting (Offences) Act 1967
- Medicines Act 1968
- Opticians Act 1958
- Pharmacy and Medicines Act 1941 (Sections 8–13; 15–17)
- Race Relations Act 1968
- Registered Designs Act 1949

Sale of Goods Act 1893

Supply of Goods (Implied Terms) Act 1973

Trade Descriptions Act 1968

Trade Marks Act 1938

Trading Stamps Act 1964

Unsolicited Goods and Savings Act 1971

Venerable Diseases Act 1917

Weights and Measures Act 1963

(b) Financial

Building Societies Act 1962 (Sections 14, 48 and 51, and Schedule 2)

Building Societies Act (N.I.) 1964 (Sections 7, 8 and 11)

Channel Islands Act 1967

Companies Act 1948

Companies Act (N.I.) 1960

Companies Act 1967

Consumer Credit Act 1974, Regulations

Depositors and Investors (Prevention of Fraud) (Jersey) Law 1967,

and the Depositors and Investors (Prevention of Fraud) (General Provisions) (Jersey) Order 1968

House Purchase and Housing Act 1959 (Section 1)

Insurance Companies Act 1974

Insurance Companies Act (N.I.) 1968

Industrial and Provident Societies Act 1965

Prevention of Fraud (Investments) Act 1958

Prevention of Fraud (Investments) Act 1940

Protection of Depositors Act 1963 (including the Protection of

Depositors (Contents of Advertisements) Regulations 1963)

Protection of Depositors Act (N.I.) 1964

Protection of Depositors and Prevention of Fraud (Amendment)

(Bailiwick of Guernsey) Law 1970

Trustee Savings Bank Act 1954

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 1,502 ITV programmes. Many of these have been paid for by the Independent Television companies since 1969 through grants made under the Tele-

vision Fund arrangements through ITCA. A complete list of programmes acquired in the year ended 31st March 1976 appears below. Further details about the Fund and Archive are given in Chapters 1 and 2.

ANGLIA

The Prodigal Daughter
Survival: 5. The Odyssey of Argulus

ATV

Against The Crowd: 2. Poor Baby; 6. We are All Guilty
Edward The Seventh: 1. The Boy; 9. Scandal; 13. Good Old Teddy
Pilger: 2. To Know Us Is To Love Us.
Salute (To Sir Lew Grade)

BORDER

Bessemer – 100 Years of Workington Steel (local)
Selkirk Common Riding

GRANADA

The Ferryman (Haunted)
History Around You: 4. Castle
Nightingale's Boys: 1. Tweety; 7. Decision
World in Action: A Bus Round the Market part 1; A Bus Round the Market part 2; The Cost of a Cup of Tea; Here is the News; In Search of Gusty Spence; Jobless in Batley; The Siege of Phnom Penh; Tea – The Deadly Cost; Wanted: A Home of Their Own; Why I Want to be a Leader

LONDON WEEKEND

Aquarius: The Great Gondola Race part 1; The Great Gondola Race part 2
Crown Matrimonial
Intimate Strangers: Part 3
A Joke's a Joke (Leeds)
The London Programme (Gamblers)
No – Honestly: 3. More Royle Than Noble Really
Russell Harty: 12. Ingrid Bergman, Rita Hunter; 19. Gracie Fields; 28. Jean Simmons, Helen Bradley
The Stanley Baxter Picture Show Part III
Treasures of Britain: 1. Castles
Upstairs, Downstairs: 4. Women Shall Not Weep

SOUTHERN

Out of Town: (Duckshooting); (The Mule's Operation)
The Return of Ulysses To His Homeland

THAMES

Barry Sheene – Daytona 1975
Bentine
Bless This House
The Day War Broke Out
Sadie, It's Cold Outside: 1.
This Week: Argentina – State of Siege; Ethiopia – Famine and War; Ethiopia – A Revolution is Declared; Dealing With the Terrorists – Roy Jenkins; Dying for a Fag?; Jobs for the Boys; Licence to Kill; Portugal and the Revolt Against the Communists; Portugal: Lurch to the Left
This Week Special: Abortion; The World's Worst Air Crash – The Avoidable Accident?
Three Comedies of Marriage: Feeling His Way
The Variety Years
The Wackers: 1.
We Was All One

YORKSHIRE

The Arab Experience: 3. Lebanon
Discovery: 1. The Butterfly and the Baby
Joby: Part 1; Part 2
Johnny Go Home: 1. End of the Line; 2. The Murder of Billy Two-Tone
The Legacy of Faisal
Rising Damp: 3.
South Riding: 2. A Land of Hope and Glory
Stars on Sunday: 5.

ITN

Franco Profile
ITN News: Coverage of the Last Days of the Vietnam War including Fighting on the New Port Bridge; Saigon Diary (Sandy Gall)
Roving Report (UPITN): Angola – Agony of Independence

XII Report by the Complaints Review Board

Membership and Functions of the Board

The Membership of the Complaints Review Board at 31st March 1976 consisted of:

CHAIRMAN: Christopher Bland (*Deputy Chairman, IBA*); Mrs Gwyneth Huelin, Dr Dilys Hill and Robert Marshall (*Members of the Authority's General Advisory Council who are nominated by it*); and Anthony Pragnell (*Deputy Director General (Administrative Services), IBA*).

The Membership of the Board was increased from four to five during the year when Authority approval was given to the appointment of an additional member from the General Advisory Council.

The Board's terms of reference and functions as set out by the Authority are 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.*

The Board meets quarterly and carries out its functions through:

1. *General Review.* All complaints received by the Authority are classified by type (scheduling; family viewing; accuracy; bias and partiality; taste and decency). From time to time, analyses of complaints received are provided to the Board, with similar details for previous periods. The Board is thus able to see whether there are any distinguishable trends in the numbers and types of complaints and the reasons for them.
2. *Procedural Review.* As mentioned in previous Reports, and further below under the heading of *Procedural Matters*, the Board concerns itself with complaints procedures in the system as a whole, in the companies as well as within the Authority.
3. *Specific Review.* All complainants to the Authority who give a name and address receive a reply from the Authority's staff. The Board receives a detailed report on all complaints, except those of a trivial nature, and considers both the substance of the complaint itself (e.g., was the complainant right and, if so, was the appropriate action taken?) and the way in which it was handled (e.g., was the complaint dealt with promptly and at the proper level?).
4. *Complaints to the Board.* All replies to complainants to the Authority contain details of the Complaints Review Board so that those who continue to be dissatisfied with the Authority's response may, if they so wish, ask for their complaint to be considered by the Board. Complaints to the Board are reviewed in detail; there were four for television in 1975-76, as described in the following section.

Television

The number of television complaints reaching the Authority during 1975 totalled 2,314, a slight reduction on the previous year's total of 2,557. Programmes, or scheduling matters, giving rise to a larger than usual number of complaints were: (i) the action taken by the Authority about the showing of Shirley Temple films; (ii) the play 'The Destructors' in the *Shades of Greene* series; and (iii) the Thames *This Week Special* on abortion.

It is the experience of the Board that a very few individual programmes which, rightly or wrongly, give rise to a large number of complaints can have a disproportionate effect on one year's figures. (Thus the *Warhol* programme in 1973 generated some 10,000 letters to the Authority). This tends to make statistical comparisons of one year with another of somewhat dubious value. With that caveat the complaints for 1975 showed no marked difference from those in previous years either in total or in the figures for the different categories.

The four complaints referred to earlier, which the Board received from dissatisfied complainants, are described below, together with the nature of the Board's report to the Authority on each:

- (i) A complaint was made about an ITN interview with the wife of the kidnapped Dr Herrema. In the course of the interview, which was included in a *News at Ten* report three days after Dr Herrema had been taken captive, Mrs Herrema was asked to express her personal opinion about what the Irish Government should do in the circumstances. The complainant felt that to have subjected somebody in Mrs Herrema's distressed state of mind to an interview of this kind was in bad taste and a form of victimisation, and that ITN had conducted the interview in such a way as to dramatise the situation. The Board concluded after considering the full exchange of correspondence on the complaint, and seeing both a transcript and a recording of the item, that the interview had been handled responsibly and that the questions had not been so angled as to dramatise the situation or cause additional distress; Mrs Herrema, although clearly under strain, appeared to welcome the chance to make clear that she would not put pressure on the Irish Government to accede to the kidnappers' demands. The Board was unable, therefore, to support the complaint.
- (ii) A member of the 1929 Manchester Nymphs and Shepherds Choral Association, whose members are the ex-choristers of the original Columbia recording of 'Nymphs and Shepherds', complained to the programme company and to the Director General of the Authority following a repeat of a *This Week* programme based on the reunion and civic reception of the Association. The complainant claimed that the majority of the ex-choristers were incensed at the final editing and presentation of the programme. When the programme was repeated for a second time, later in the year, the complainant asked for the matter to be referred to the Board, claiming that the programme had been a biased caricature showing little of the real feeling behind the Nymphs and Shepherds reunion. The Board noted that at the time of first screening the complainant had praised the programme, and the programme company for their work in producing it, and that the company had received letters of appreciation from other ex-choristers. The Board did not consider that the programme had been improperly prepared and shown or that it was wrong to repeat it on two occasions. The Board was unable, therefore, to support the complainant.
- (iii) The two *World in Action* programmes, screened in 1975, about the working and living conditions of the people on British-owned tea plantations in Sri Lanka and Southern

India were the subject of a complaint of bias from a viewer who claimed that the programmes had distorted facts and presented selected cases. The Board was aware that these programmes had given rise to a good deal of discussion and that the Authority had already made known its views about the shortcomings of the programmes in an article published in its quarterly journal, *Independent Broadcasting*. The views of the tea company named in the programmes and those of the programme company itself were also published. The complainant had referred the matter to the Board on the grounds that, although the Authority had published its view that these particular programmes had failed to observe the due impartiality required by the Act, no effective redress had been given via the television screen nor was there any reason to suppose that the company or the executive producer in charge of the *World in Action* series was in any way repentant. The complainant also spoke critically of the fact that, in the same issue of *Independent Broadcasting*, an interview with the executive producer had appeared. In the complainant's view this further diluted the Authority's public criticism of the company.

In considering this complaint the Board noted that the publication by the Authority of its own views, together with those of the tea company and the programme company, indicated an important development in the right of reply, a field presenting obvious difficulties to broadcasting organisations. The Board was aware that publicity given by the written word to the Authority's views was not as far reaching as an 'on-air' statement. It noted, however, that all national newspapers had reported the article in *Independent Broadcasting* and had done so mainly in such a way as to stress the fact that the Authority was critical of the company. The Board was satisfied that the question of this method of issuing a correction, rather than requiring an 'on-air' statement, had been carefully considered and it understood that the Authority, together with its committees, would continue to give this whole matter of rectification attention. The Board recognised that arguments could be put forward for corrections being made in the same medium as that on which the material being corrected appeared; it did not accept that other methods could not constitute effective redress. The Board considered that it was not unreasonable in this instance that the views of the producers of the programme should have received publicity along with those of the complainants and the Authority. It felt that this practice should not be allowed to obscure the essential corrective nature of the statements, and in the Board's view it did not do so in this case. The complaint was not, therefore, upheld.

(iv) A complainant protested that the part of a *Weekend World* programme dealing with aspects of the relationship between South Africa and Rhodesia had been biased against the Rhodesian Government and its Prime Minister. After full consideration of the transcript of the programme and all the correspondence leading up to the matter being referred to the Board, a report was made to the Authority as follows. The Board's decision was then notified to the complainant and to the programme company (London Weekend Television).

The complainant wrote to Lord Aylestone on March 9th 1975, following the broadcast that day of *Weekend World*, part of which was devoted to a discussion of certain aspects of the relationship between South Africa and Rhodesia. The complainant claimed that "every speaker in the programme indicated his hostility to the Rhodesian Government and its Prime Minister", and that "the Rhodesian case was not allowed to be heard".

The discussion in the programme concerned the likely attitude of the South African Government to the policy of the Smith regime towards the Black Nationalist movement in Rhodesia. The starting point for the discussion was the news that a few days earlier the Smith regime had arrested the Revd Ndabaningi Sithole, leader of ZANU, after Mr Smith had previously announced, in December 1974, that, in return for certain assurances that had been given, he was releasing African leaders from detention and restriction.

'Emphasis was placed in the discussion upon the Rhodesian regime's dependence on South African support, and upon South Africa's desire to pursue a policy of detente with Black Africa. It was suggested that it was largely pressure from Mr Vorster that had persuaded Mr Smith to make the agreement with the Black Rhodesian Nationalists in December 1974, and that South Africa would disapprove of any departure by the Smith regime from that policy. The discussion centred upon the way in which Mr Vorster might be expected to exert pressure on the Smith regime should he wish to do so.

The Authority's staff asked London Weekend Television, the producers of *Weekend World*, for their comments on this complaint. Lord Aylestone subsequently replied to the complainant on 24th March, saying that it was not the case that only people hostile to Rhodesia had taken part in the programme; he also suggested that the participation of one particular speaker who might have appeared hostile was vindicated by the fact that he had made the point that if Mr Vorster were to withdraw South African policeman from Rhodesia it would be very damaging to Mr Smith, and that the next day Mr Vorster had announced he was going to do so. The reply also put forward two further points. The first was that the Smith regime was illegal, and that the programme companies set out to respect the rule of law and the constitutional position of the Queen. The second was that *Weekend World* had consistently tried to secure an interview with the Rhodesian Front, but a spokesman could not be flown into this country, and a *Weekend World* reporter sent to Rhodesia had been refused an interview.

The complainant wrote on April 1st to Lady Plowden, who had just taken up office, rejecting the arguments put forward in Lord Aylestone's letter, and stating that unless she held a different view from Lord Aylestone he would raise the matter with the Complaints Review Board. Lady Plowden replied that she thought it would be appropriate for the matter to be referred to the Board if that remained the complainant's wish. The complainant did not subsequently write again either to Lady Plowden or to the Board, but the Board took the correspondence as constituting a reference of the matter to it.

The Board has studied the exchange of correspondence, and a transcript of the programme. It has taken its task as being that of considering the validity of the complaint about the programme rather than the complainant's criticisms of the reply sent to him on 24th March. In fact, the Board, in forming its own view, has given weight to different arguments from those put forward in that reply and does not, for instance, rest its conclusions upon the argument about the illegality of the present regime in Rhodesia.

In addition to the presenter, Mr Peter Jay, and *Weekend World's* reporter, Mr Nelson Mews, four people took part in the discussion. The main contributor was Mr Cas De Villiers, Director of South Africa's Foreign Affairs Association, who was described in the programme as providing a view of the developments in Southern Africa through the eyes of Mr Vorster. Mr De Villier's contribution was over one and a half times the length of those of the other three speakers combined. Of these other three, one emphasised the limitations upon Mr. Vorster's freedom of action; another briefly indicated ways in which South Africa had helped the Rhodesian economy. The remaining speaker described South Africa's military support for the Rhodesian regime; he also discussed why Mr. Smith had decided to put detente at risk by arresting Mr Sithole, and gave as his personal feeling the view that Mr Smith had not really intended to go through with a settlement and that from the outset he had no intention whatever of conceding anything worthwhile to the African nationalists in Rhodesia. Earlier in the programme Mr Jay had reported the Smith regime's own statement that Mr Sithole had been arrested because he had been planning the assassination of certain opponents whom he considered to be a challenge to his bid for leadership of the African National Council.

The Board's conclusions are as follows. If the main purpose of the programme had been an examination of the

Smith regime's intentions and the reasons for its actions, it might have been desirable to have included in the discussion a defender of the regime, even though, for the reasons given above, it would not have been possible to secure the participation of a spokesman from Rhodesia itself. The main purpose and content of the programme, however, consisted of a discussion of the possible reactions of the South African Government, and the Board does not hold that the participation of a "spokesman for the Rhodesian case" was required. Nor does the Board consider it to be the case that "every speaker in the programme indicated his hostility to the Rhodesian Government and its Prime Minister". In so far as the Smith regime was discussed, one speaker indicated his hostility to it by his remarks about the regime's intentions. The remaining speakers expressed neither hostility nor approval; and the regime's own stated reasons for the arrest of Mr. Sithole were themselves mentioned in the programme. The Board does not therefore consider that this complaint about the programme is well founded'.

Radio

The Board continues to keep under review all radio complaints, in the same way as it reviews all television complaints. During the past year the number of radio complaints reaching the Authority totalled 100. They were concerned in the main

with general programming output, programme balance, and alleged political bias. In one instance the Board found it necessary to ask the staff of Radio Division to take up with a programme company a lack of urgency in dealing with what seemed to be a well-founded complaint.

Procedural Matters

During the course of the year, the Board has asked the Authority's Programme Division to look into two matters of procedure arising from complaints that have come under its general review. The first concerned the need to make clear to people who take part in interviews the way in which their contributions would be used in the final form of the programme. The point has since been followed up by a reminder to the companies of the agreed procedures concerning advice given to interviewees. The second matter concerned the present guidelines to the companies on the filming of individuals whose consent had not been sought, i.e. people whose appearance on screen was incidental to outside broadcast sequences, for example, at football matches. The Authority's rules and guidelines to the companies are currently being collated and, where necessary, revised, and the Board asked that as part of this general review the guidelines on this particular matter be considered and, if needs be, made more precise.

THE GENERAL ADVISORY COUNCIL, which was set up by the Authority in 1964, has the following terms of reference:-

To keep under review the programmes of Independent Television and to make comments to the Authority thereon; to advise the Authority on the general pattern and content of programmes; and to consider such other matters affecting the Independent Broadcasting service as may from time to time be referred to it by the Authority.

The Council met four times during the year and the Steering Committee, on which the Chairman of the Council and five Members sit, met between meetings of the Council to discuss the Council's activities and to plan its work.

The Chairman of the Council attended Authority meetings to present the Council's minutes and to discuss with Members of the Authority matters arising from those minutes. It was agreed during the year that a Member of the Council should in rotation go with the Chairman to the Authority meeting. This procedure is now being followed.

The Council continued to meet out of London from time to time. In July it met at the Authority's offices at Crawley Court and, on the evening before, Members visited Southern Television in Southampton. At Southern's studios they talked with members of the staff of the company and saw a selection of Southern's local programmes.

Current affairs and documentaries were among programme matters considered during the year. A detailed paper described to the Council the Authority's policy in this area and reported on aspects which had recently been the subject of discussion. One of the individual items discussed was Granada's *World in Action* programmes about the British-owned tea plantations in Sri Lanka and India. The Council was informed of the problems involved and of the Authority's view. The Council thought that the Authority had handled the *World in Action* case correctly, but there was a feeling among Members that the publication of an account of this case in the IBA quarterly, although valuable and probably the only realistic course to be adopted in the circumstances, could not be taken as completely balancing the original. All this led on to a full discussion of the general issues raised by the right of reply and rectification. The Council urged the Authority to go on investigating with the companies ways of securing a more satisfactory right of reply or rectification in network programmes.

Other programmes considered were the two *This Week* programmes 'Learning about Sex'. The Authority had decided, because of the subject matter, to put back these programmes by one hour from the normal time of 8.30 p.m. to 9.30 p.m. The Council noted that the Authority, in doing this, had been much influenced by a view previously expressed by the Council. Just over two years before, the Council had suggested that programmes about contraception, which the Council hoped would be produced, should not be shown in family viewing time. One or two Members thought that the Authority had perhaps been over cautious over the *This Week* programmes. But the general view was that, in this difficult, untried area, it had been right to err on the side of caution and that, both with regard to timing and content, the Authority was moving forward at about the right pace.

The Council received a report on developments following the transmission of Granada's first *World in Action* adoption programme in May 1975. The general view was that it had been well worthwhile experimenting with adoption programmes on television. The hope was expressed that some of the other companies might in due course produce similar local adoption series.

Another general area of programming considered during

the year was comedy and light entertainment, and on this there was a variety of views. Several Members were worried about the present trends in light entertainment and comedy and about the amount of swearing and blasphemy in programmes. They felt that, perhaps because they were short of inventive ideas, writers were turning to 'smut' and bad language to make other people laugh. Alongside these strongly held critical views there was, however, a recognition that traditional attitudes were changing and that such changes would inevitably be reflected in broadcasting. (There was also recognition that such reflection would itself accelerate the process of change.) The question remained whether there should be in broadcasting a complete reflection of changes in moral attitudes elsewhere, and the Council will be considering this matter further in the coming year.

The Council considered the Second Interim Report of the Working Party on the Portrayal of Violence on Television which, although it came to no dramatic conclusions, was a useful contribution to the study of this difficult subject. Three Members of the Council are Members of the Working Party on Violence. Among other points, they expressed concern that the amount of violence shown might lead to insensitivity and that children and unbalanced viewers might identify with violence. The dangers of imitation were emphasised but it was noted that there was as yet no proof that aggression and violence were caused by television. This last fact did not in any way reduce the obligation to exercise care. During the year, Mr Johnson Smith succeeded Mr. Hemery as one of the Council's representatives on the Working Party on Violence.

In view of its earlier interest in advertisements about family planning, the Council was given a report about a series of Health Education Council television advertisements. These had been approved by the Authority and were intended by the Health Education Council to encourage more people to use the facilities offered by family planning clinics. Although some Members had worries on grounds of taste, the Council generally had no objection to the advertisements, particularly as the establishment of clinics had been approved by Parliament.

On co-operation and competition between the BBC and ITV, the Council had before it a full paper which included IBA, ITCA and BBC evidence to the Annan Committee on this subject. The Council felt that programme 'clashes' ought to be as few as possible and that, although common junction points caused considerable difficulties, the search for a solution should continue. The Council noted that the IBA and the BBC co-operated in providing transmitter coverage for areas which could not receive all three television services. It welcomed also the joint experiment being carried out by ITCA and the BBC in the Yorkshire area to test various audience research systems so that, when the results were known, consideration might be given to co-operation in this area in the future.

The Council was kept in touch with the discussions between the broadcasting organisations about the televising of the Olympic Games. It supported the Authority's efforts to reach agreement on some scheme of alternation.

In 1973, the Council's Steering Committee invited a group of the BBC's General Advisory Council to discuss matters of common concern. This exchange of views was felt to be valuable and a further such meeting took place during the year. It is hoped that gatherings of this kind may be held from time to time in the future.

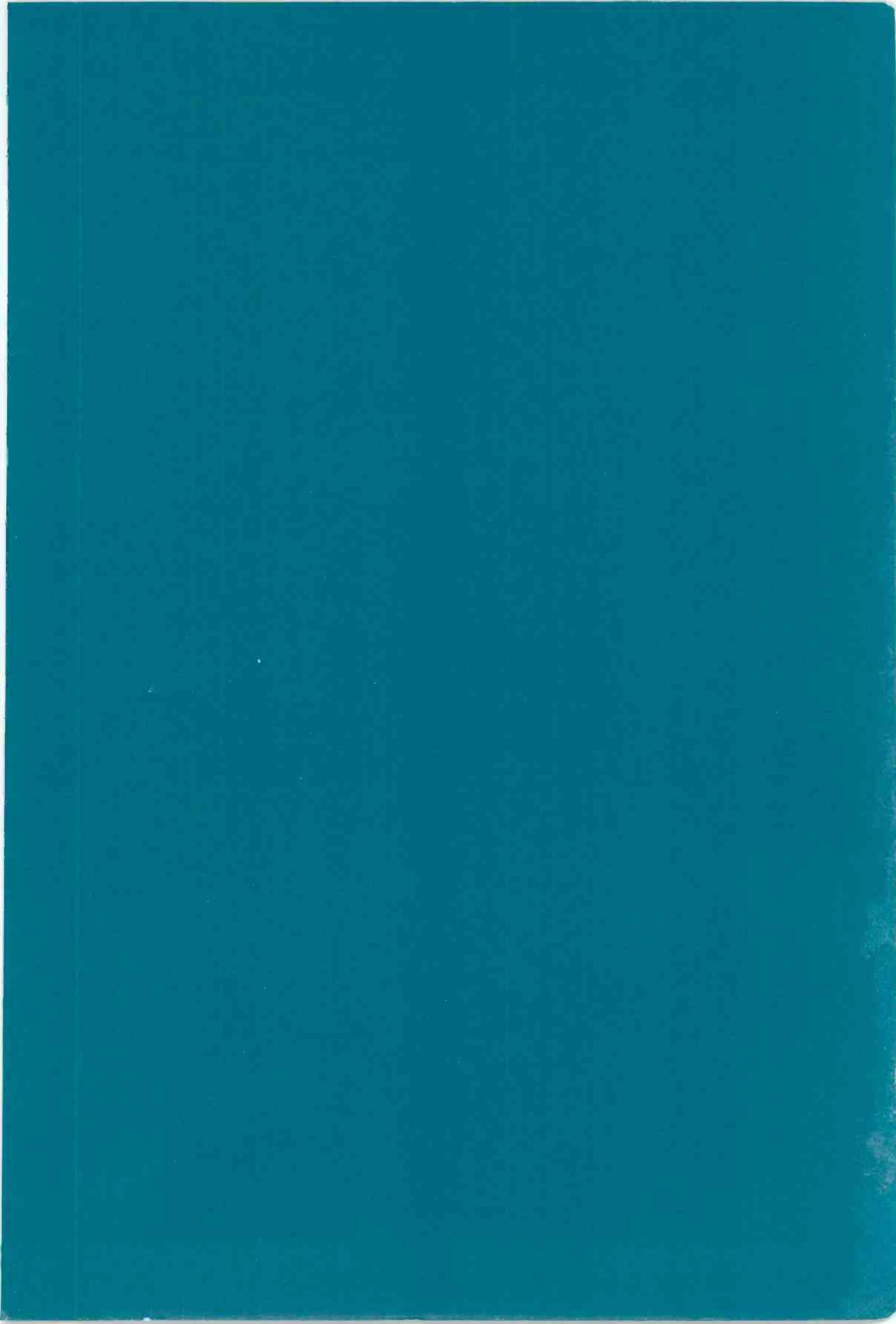
The Council discussed a number of procedural matters and made some minor changes. During the coming year

further consideration will be given to the role of the Council.

The Membership of the Complaints Review Board increased during the year from four to five by the addition of a third GAC Member. Mrs. Huelin was appointed to the Board and later Mr. Marshall succeeded Sir John Lawrence on his retirement from the Council.

In the autumn the Chairman and two Members of the Council gave oral evidence to the Annan Committee. The Council's written evidence to the Committee was published in March 1975.

The Council learnt with deep sadness of the death of Mr. Edward Grierson who had been a valued Member of the Council for over three years. Three Members of the Council resigned during the year for personal reasons and the terms of service of four others came to an end. Nine new Members, Mr. Abrams, Mr. Buckton, Mr. Dargon, Mr. Geen, Miss Hyman, Miss Muir, Miss Robertson, Mrs. Shew and Mr. Welsh, were appointed. The present membership of the Council is given in Appendix II.



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