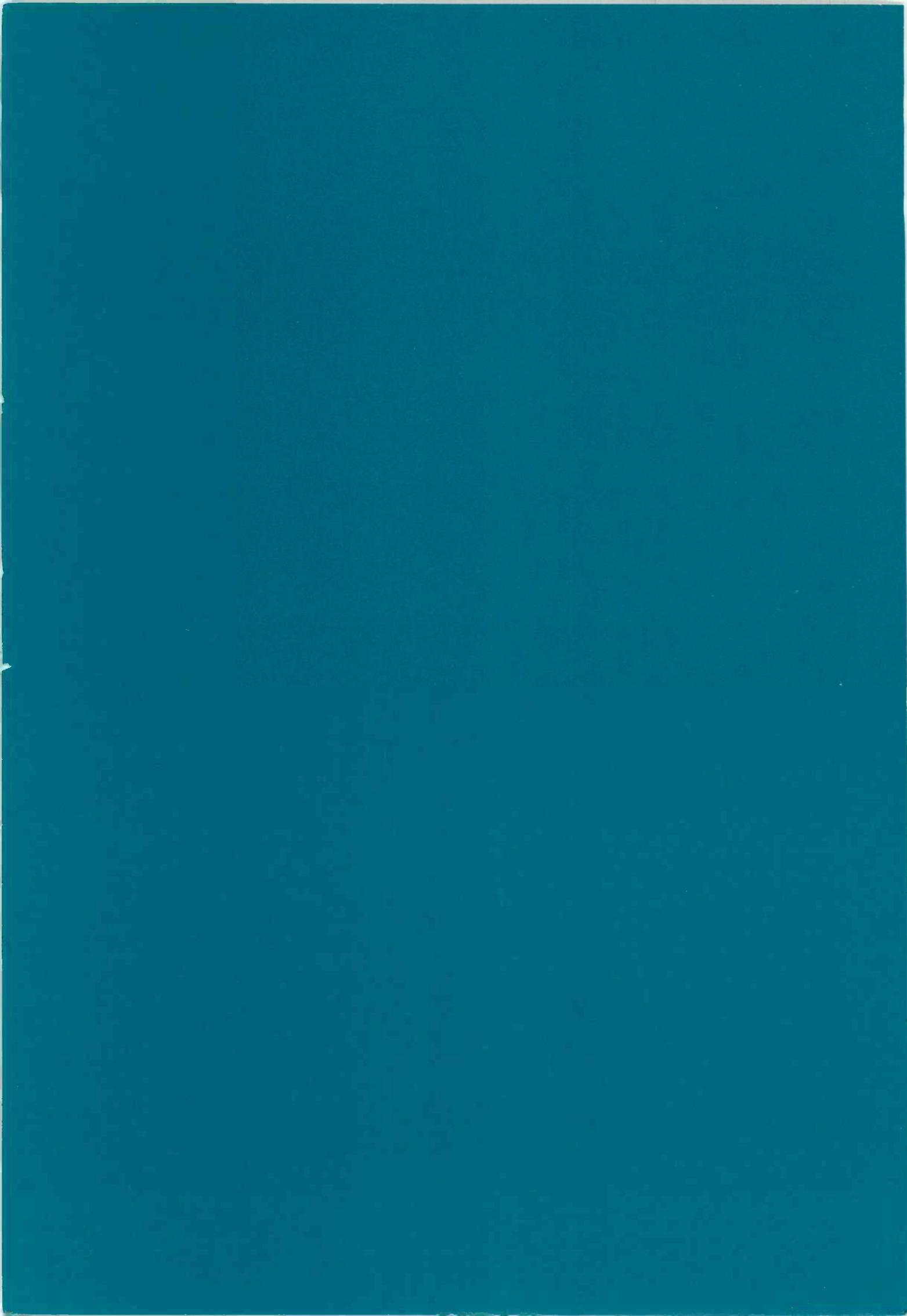




Independent
Broadcasting
Authority
Annual
Report and
Accounts
1976-77

INDEPENDENT BROADCASTING AUTHORITY
70 BROMPTON ROAD
LONDON SW3 1EY



IBA

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70 BROMPTON ROAD
LONDON SW3 1EY

Members of the Authority

On 31st March 1977

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 J R PURSELL
PROFESSOR J RING
MRS MARY WARNOCK

Mr A W Page, MBE, completed his term of service on the 31st July 1976 and Mr Pursell was appointed on the 1st October 1976.

Mr Blease, Dr Carbery and Professor Morris-Jones made the interests of Northern Ireland, Scotland and Wales respectively their special care.

7th March 1978

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 1977 drawn up in accordance with your direction of 27th February 1978.

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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THE ANNAN COMMITTEE on the Future of Broadcasting finished its work in the year under review: the debate and decisions now follow.

My colleagues and I welcomed the Report's forthright statement that the broadcasting authorities should be independent and that they should govern in the interests of the public. We were, naturally, glad that the system developed by the IBA was commended, and that the Authority's effectiveness was also singled out for praise in subsequent statements by Lord Annan.

Our thoughts for the future, which are summarised in an appendix of this report, are naturally affected partly by a desire to see the Authority yet more effective in administration and supervision and programme transmission. But an even greater concern is to improve the service given to the public. We are well aware that 22 years of Independent Television and 4 years of Independent Local Radio have enabled us to lay only the foundations of the best possible public service; our opportunity to build on these, and to extend the range of what both services can do with revenue raised from advertising, must depend on key decisions taken by the Government.

I would emphasise in this introduction – as Lord Annan has emphasised in his Report – that certain vital elements in a good broadcasting service can only be developed over the years, as companies acquire stability and experience and the means to accept it when individual programmes cost more than they earn. It takes time also to develop an effective relationship with the public, through meetings and writings and advisers. And it takes time for the world to have an expectation of good programmes: ITV has reached a peak in this respect, by collecting all three major international prizes, and ILR is already making its mark too.

For all these reasons, the Authority wants the elbow-room further to develop services that have been said by the Annan Committee to be good, and the scope for its engineers to

continue work of the highest quality.

But there are many matters in the Report which are not a matter for Government action, but for continuing thought and decision within the IBA and the independent companies, as well as within the BBC. To take one example, there is an increasing awareness among broadcasters not only of the problems of the society in which we live, but also of the part that can be played by the broadcasters in conjunction with both statutory and voluntary services in making a positive contribution to the solution of some of these problems. To take another, there is concern expressed by some members of the public about the level of violence shown on television; this continues to be a matter of serious concern also to the broadcasters. The real nature of the problem needs, if possible, to be established – and this the IBA together with the BBC is considering. But this does not mean that action needs to be delayed, and the level of violence is something to which we give close attention in our surveillance of programmes.

So the problems which broadcasters face have been well discussed by the Annan Committee, and will be our continuing care. But what has also been underlined is that broadcasting is, for the vast majority of people, a most important and central feature of daily life. It is for many the major source of their news, sadly often presenting the turmoil and the problems from many parts of the world. It is the more necessary therefore that it should also bring laughter and relaxation to those who watch and listen. The healing power of humour and of the familiar is sometimes forgotten.

Much of what the Authority does to see that such a varied and valued service is provided in the best possible form lies below the surface of what viewers see and listeners hear. This report gives us a chance to tell Parliament and public something of the many issues which exercise the Authority day in and day out, and of the action which we take to discharge the heavy yet rewarding responsibility that is laid upon us.

Brian Powell

THE YEAR to the end of March 1977 was one of impressive and steady progress for Independent Local Radio. The distinctive service provided by the new self-financing system further vindicated the belief of those responsible for introducing diversity and competition into British radio. During the period under review it was shown that an advertising-supported local service could attain high standards of programming and provide a useful and entertaining public service in many areas of the United Kingdom.

The year was a successful one also for Independent Television – in fact, so good in economic terms that it confirmed the Authority's view that there is sufficient revenue, actual and potential, to finance not only a first-rate ITV service but also a complementary and somewhat differently orientated second service under the IBA aegis.

Right at the end of the year, the long-awaited Report of the Annan Committee on the Future of Broadcasting was published. In spite of the inevitable reservations and dissent which the Authority and others have expressed about certain of the recommendations of the Committee, it is right for the Authority to record an unreserved tribute to Lord Annan and his colleagues on the completion of their massive Report which will have a lasting and positive effect on the standards and practices of broadcasting in this country. On the publication of the Report, the Home Secretary asked for comments to be sent to him by the end of June 1977. The Authority's comments were prepared and subsequently published. A summary of them is contained in Appendix XII to this Annual Report.

Radio

The ILR system in its present initial stage of development contains companies which have been transmitting for almost four years (the two London companies started in October 1973) and some which have been on the air for little more than a year (the last three of the existing companies began in March or April of 1976). The coverage of the radio contract areas ranges from 200,000 in Ipswich and 260,000 in Plymouth, to around 8½ million in London. The financial stability and the performance of the companies have similarly varied over their differing timespans. But the Authority can now be confident, as a result of the developments undertaken by the companies themselves and also the steps taken by the IBA to guide the companies as they came on the air, that all the existing ILR franchises are increasingly capable of supporting their own separate companies.

On the programme side, the Authority can look with some satisfaction on the way in which the radio companies are establishing a close rapport with their areas and are becoming an essential part of the local media. With increasing revenue and confidence of touch on the part of the companies, the Authority is encouraging a progression by all stations towards the attainment of the standards being achieved by the best of the fully established contractors. But a move towards uniformly high standards needs to be made without the acceptance of a uniform 'sound' among all the companies. One of the strengths of the uniquely locally based and produced system of radio for which the Authority is responsible is that each company can and does adapt itself to the differing tastes and needs of its area. The Plymouth kind and style of service, for instance, would not necessarily be well suited to the Manchester franchise, even if all the Devonian names and news were exchanged for their Mancunian equivalents, and vice versa. Each service is provided from within its locality and is distinctive in style.

The Authority read with pleasure much of what the Annan

Committee said in its Report about the present service. In particular, it found itself in complete accord with the Annan view that it was right to allow the companies first to establish a sound financial base before being required to meet all demands and expectations, whether self-imposed by the programme contractors or derived from standards set by the IBA. But the acceptance of some necessary financial limitations in the early stages, especially during a period of acute economic problems for the United Kingdom generally, cannot outweigh the need for the companies from the outset continually to assess their performance and their plans against the basis on which they were granted the right to broadcast. During the year the Authority had all these factors in mind in its dealings with some of the programme companies, both as part of the exercise of its statutory supervisory powers and in taking decisions about the conditions on which programme contracts might be 'rolled'.

The Authority also read with interest the Annan view that local radio in the United Kingdom could best be developed on the basis that advertising revenue should be the main source of finance. Although it disagrees with the recommendation that local radio should be operated and developed under the aegis of a new body, it has affirmed to the Home Secretary its concurring view to the Annan one that local radio can be widely developed on the basis of advertising revenue, and has expressed its desire and ability to undertake a further immediate expansion of the present truncated ILR system.

Television

In July 1976 the Authority extended the programme contracts of all the fifteen television companies for three years until the end of July 1979. These contracts were in their detailed terms basically the same as those previously existing. New rentals, however, were determined for most companies, totalling some £16½ million; details of these are set out in Chapter 12. The existing arrangements, governed by statutory requirements, for the Authority to collect a Levy on the television companies' profits continued unchanged in the new contracts. As a result, the amount of money paid to the Government in Levy by the ITV companies during the year has totalled some £48 million, more than twice the previous year's figure of approximately £22 million.

This great increase in Levy reflected a buoyant year for television advertising revenue. In round figures the amount received by the companies during the year was £249 million, compared with £188 million during the previous year.

These figures of revenue and Levy indicate the potential which lies in the ITV system for a major expansion of programme production. In its submission of views to the Home Secretary on the Annan Report, the Authority is strongly representing that this major expansion should take the form of a second service under the IBA's aegis; this service would provide increased opportunities for the regional ITV companies and educational broadcasters to make programmes for the national audience and would also give substantial time for independent producers operating outside the existing broadcasting institutions.

But, pending a Governmental decision on this matter, the Authority's concern is to maintain the standards and impetus of the existing service which is viewed month in and month out, with only small periodical variations, for just over half of the total time devoted to television by the public. This continuing appeal of the ITV service is particularly relevant in the report for 1976–77 because, during

the late summer and early autumn of 1976, it was asserted by certain advertising interests that ITV was failing to deliver the goods. The Independent Television system, with the presence of the Authority as a financially disinterested arbiter of the programme composition of the service, and with spot advertising (which reduces the advertisers' dependence on the ratings of a particular single programme) as the source of finance, is one insulated against commercial influences. In so far as there was a dip (marginal in practice) in the audiences for ITV during the summer and early autumn period, this disappeared in the following months without any of the panic rescheduling changes for which demands had earlier been made from outside the system.

In terms of individual programmes, the year was one of the most successful ever with major international prizes for the main categories of programmes being awarded to ITV. But neither the Authority nor the programme companies can afford to be complacent. The Authority sees a need for continued attention to be given to the composition of the schedule on Saturday evenings, to the perennial problem of light entertainment and comedy, and to the quality and scheduling of imported material. The policy of repeating previously-shown material is also a matter for continuing care; the important criterion in deciding whether and what to repeat ought always to be the quality of the programmes.

All these matters were under discussion with the companies during the year. But the Authority's concern in its programme supervision is not merely to identify negative points; it is rather to encourage and commend good programming—and there was much of particular distinction during the year.

ITN introduced a new and longer format for its early evening news, under the title of *News at 5.45*, and this has become established as a distinctive bulletin to stand alongside *News at One* and *News at Ten*. The quality of ITN's performance was recognised by the Annan Report which found much to praise in Independent Television's factual programmes.

A further programme in the Granada *World in Action* series presented journalists' impressions of what possibly took place in Cabinet discussions on the question of the IMF loan.

Prestige drama came into the schedules through Laurence Olivier's *Play of the Year* to supplement the regular productions of single plays and series; among the latter, *Bill Brand*, *Holding On* and *Dickens of London*, though not achieving exceptional success with the audience, were attempts in various ways to break new ground. New ground for television was also broken by *Moses - The Lawgiver*, an epic series produced by ATV and RAI (the Italian television system) which was much appreciated by a large audience over the course of its six weekly episodes.

The continuing revenue buoyancy, referred to earlier, meant that the television companies were able to plan and to put into production during the year major programme projects which could maintain the quality of forthcoming schedules. As has been pointed out in previous Reports, the results of television programme production decisions may not appear on the screen for as much as two years after they are taken.

During the year the Authority and the television programme companies have worked together to produce a set of guidelines for programme makers. These guidelines do not set out new Authority policies in matters of programme content. They sum up the policy and practice of Independent Television as these have developed over twenty-two years and they are intended to give practical help to producers and programme directors. The Authority also recognises that the public at large has a legitimate interest in the ground-rules of television programme-making and it is with this in mind that the guidelines are reproduced here as Appendix XIII to this Report.

Technical Developments

With the completion in early 1976 of transmitters for the first phase of development of the Independent Local Radio

service, the planning and construction efforts of the Authority's Engineering Division were mainly concentrated on the building of uhf television stations. During the year it was confirmed as national policy for the IBA and the BBC to aim to bring uhf television coverage to all distinct population groupings of 500 people or more, where this is reasonably practicable. For the past few years the IBA, like the BBC, has been bringing an average of about one station on the air each week. This is well within the capacity of each organisation and of industry and it has recently been agreed with the BBC that from 1978 onwards the number of stations to be brought into service each year should be increased to an average of 70.

It is important that the fullest practicable coverage of uhf television should be achieved as soon as possible so that the obsolete black and white 405-line vhf network can be closed down. The Authority was pleased to see that the Annan Committee recommended that this closure should take place in 1982. The Authority has 47 vhf stations in operation. Their continued maintenance is becoming a more difficult problem each year, and fewer and fewer viewers make use of vhf.

During the year major progress was made in the further automation of the IBA transmitter network with the development of the first of four Regional Operations Centres which will eventually replace the existing fourteen control centres. The first centre to be opened will be at Croydon. The changes in staffing arrangements associated with the move to automation have been made in full consultation with the recognised trade union. The Authority is grateful for the fine co-operation shown by its staff in this transitional period when established routines and methods of work are undergoing change.

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 Complaints Review Board and the General Advisory Council are contained in Appendices X and XI. 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 tendency of the Annan Committee's Report was to be sceptical about the role which advisory committees of a general kind can usefully play. Speaking from more direct experience than was available to the Committee, the Authority would want to express its own view that, in the particular circumstances of Independent Broadcasting, all the bodies advisory to the Authority perform a function which could not as well be performed by other means. With the exception of the Panel of Religious Advisers, who receive a small honorarium, all the Authority's advisers give their services without fee. The Authority values the services which they give in their voluntary capacity and welcomes this opportunity publicly to record its gratitude to them.

The Authority's Staff

The number of staff in post at the end of March 1977 was just over 1,200, broadly the same as at the end of the previous year.

During the year a number of senior appointments to the Authority's staff were announced. Mr Colin Shaw, previously the Chief Secretary of the BBC, was appointed to the post of Director of Television, in succession to Mr Bernard Sendall, CBE, who was to retire as Deputy Director General (Programme Services) at the end of April 1977. Mr Shaw joined the Authority's staff during March 1977.

Another appointment was that of Mr L C Taylor as Head of Educational Programme Services in place of Mr Brian Groombridge, who left the Authority's staff to become Director of Extra-Mural Studies at the University of London. Mr Taylor, a principal administrator at the Centre for Educational Research and Innovation at OECD, was due to take up his new appointment during the summer of 1977. Pending Mr Taylor's taking up the appointment, Mr J Weltman, the Authority's Head of Programme Services until he retired in December 1975, agreed to return to the staff as Acting Head of Educational Programme Services.

Mr Michael Starks, after ten years' experience in various parts of the BBC, was appointed as one of the three senior officers reporting to the Director of Radio, Mr John Thompson.

In the Engineering Division, Brigadier A W Reading, formerly Commandant of the School of Electrical and Mechanical Engineering, REME, Bordon, was appointed to a new post of Head of Technical Training.

In July 1976, a general pay settlement within the terms of Phase 1 of the policy agreed between the Government and the TUC was negotiated with the Association of Broadcasting Staff, the recognised Union in the Authority. Discussions also took place with the Union about the decisions to be taken in relation to the Authority's pension scheme under the Social Security Act, 1975. The Authority's provisional decision at the end of the year was in favour of contracting-out of the new State scheme but, as required by the Act, this was a matter for continuing discussion with the staff and the Union.

Expenditure on the Arts, Sciences and Training

The Independent Television companies have continued to give financial support during the year 1976-77 to the arts and sciences and to various forms of training, both centrally through the Television Fund and to a large number of cultural and educational undertakings in the companies' own transmission areas. Collectively payments have been made again to the National Film Archive, the National Film School, the National Council for the Training of Journalists and the Regional Theatre Trainee Director Scheme and these have totalled approximately £70,000; and individual company grants have totalled about £210,000. Details of the acquisitions made during the year by the National Film Archive are given in Appendix IX. The Independent Local Radio companies have also given support to cultural and educational undertakings in their own areas, including major provincial orchestras.

2 The General Network Programmes

EACH ITV REGION transmits an average of about 100 hours of programmes per week. The 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 is described.

National and International News

One of the major problems facing news organisations in the late seventies is how to handle the vast expansion in the availability of news and news film. Each year, advances in communications technology bring an increase in the flow of information material of all kinds to be sifted and processed and then presented, usually within the same programme time as the previous year. Not only are more facts available more quickly but the task of explaining those facts and placing them in context in the space allocated for news becomes increasingly difficult.

During the year under review, ITN's early evening bulletin became *News at 5.45* and was extended by four minutes. The now well established *News at One* continued its lunchtime report (including the Financial Times share index) whilst *News at Ten* remained the major news report of the day. On occasions, when the amount or importance of the news required it, this bulletin was able to overrun its normal duration by several minutes.

In the autumn Alastair Burnet, who had rejoined ITN a few months previously, became the main presenter of the new *News at 5.45*.

In September ITN were hosts to the annual meeting of the European Broadcasting Union's Committee for Television News which was attended by over 100 delegates from 50 countries. ITN is a major user of, and (through UPIFN) contributor to the world-wide system of news film exchange organised by the EBU through its Eurovision system and via the growing network of communication satellite links.

A year of crisis at home kept ITN's industrial, economic, political and home affairs teams at full stretch whilst rapidly developing events, notably in the Middle East and Africa, required skilful deployment of correspondents and camera teams. In addition, ITN gave full and regular coverage to the United States Presidential Election and provided ITV's reporting of the Montreal Olympic Games.

The year opened with the election of James Callaghan as leader of the Parliamentary Labour Party in succession to Sir Harold Wilson and his appointment as Prime Minister. The first extensive interview by Mr Callaghan was granted to ITN and ran for twenty minutes during which he was questioned on his plans for the future at a time of grave economic crisis for the country.

ITN's coverage from Southern Africa in the early part of the year included exclusive material from Johannesburg and the first film to be shown of Rhodesian forces in action against nationalist guerrillas. At home, major stories included the special TUC conference, the Shipbuilding and Ship-repairing Nationalisation Bill and the resignation of Jeremy Thorpe as leader of the Liberal Party.

At the end of June there began what was to be possibly the most sensational news story of the year with the hi-jacking of

an Air France flight on its way from Tel Aviv to Paris. Subsequent events at Entebbe airport and the dramatic Israeli rescue action on 4th July kept ITN teams at full stretch.

During the summer, the civil war in the Lebanon, riots in South Africa and guerrilla activity in Rhodesia kept ITN crews on the move abroad. At home, violence in Northern Ireland and the assassination of the British Ambassador to the Irish Republic in Dublin punctuated coverage of the renewed problems of sterling, the serious drought situation and regular reports of major sporting events including Wimbledon and the Test matches.

Royal visits covered during the year included the Queen's journey to the United States for the bi-centenary year and in March to Australia, New Zealand and New Guinea. In September, Mrs Thatcher visited the Far East and the same month saw the death of Chairman Mao Tse Tung to whom former premier Edward Heath paid a live tribute on *News at Ten*.

Julian Haviland, ITN's political editor, took time off from coverage of the political scene at home to obtain an exclusive interview with Mrs Gandhi. Major political stories in other countries included the elections in Italy and Germany, the EEC summit meeting and towards the end of the year the elections in India.

In Africa, Peter Snow became a regular commuter between Johannesburg and Salisbury to provide a flow of clear and authoritative reports on Dr Kissinger's African 'shuttle' and other developments in Southern Africa. Events in that area made it increasingly important for ITN to establish a permanent correspondent there. This was achieved subsequently with the installation of Michael Nicholson.

In the second six months of the year under review, major home stories included the Ulster Peace Movement and the introduction of the Devolution Bill. The party conferences, to which ITN gave its customary full attention, were followed by the by-elections in Walsall, Workington and Newcastle. The negotiations for a loan from the International Monetary Fund led to a 'mini budget' and by December the pound had rallied and steadied. In Africa, Rhodesia was joined as a running news story by Uganda, whilst in Europe increasing attention was also given to the build-up to elections in Spain and to events in Brussels following the appointment of Mr Roy Jenkins as President of the European Commission.

The year under review ended with the Jumbo Jet disaster in Tenerife, the earthquake in Romania and at home the Budget, the Leyland tool makers' strike, and the pact between the Liberal and Labour Parties. March also saw the publication of Lord Annan's Report on the Future of Broadcasting to which reference is made elsewhere in this Report but which was particularly complimentary to Independent Television News in singling it out for its achievements in the presentation of news.

Current Affairs and Documentaries

The advances in news gathering techniques and in the international distribution of news material referred to above have been accompanied in a steadily growing number of countries by increased governmental restrictions on free reporting. Such restrictions make the task of current affairs teams seeking to illuminate the background to the news increasingly difficult and hazardous. Around the world, from those countries which regard broadcasting as a tool in the service of development to those which see broadcasting as an instrument of ideological or political persuasion, the limitations on the operations of visiting film teams are increasing. Meanwhile, at home, there has been criticism of broadcast news

and current affairs on the one hand for concentrating on the bad and the sensational and on the other hand for failing to place the news in its historical and geographical context. Against this background, Independent Television's current affairs producers have continued to provide a wide ranging and comprehensive coverage of the stories and the trends behind the headlines.

The Independent Broadcasting Authority Act requires accuracy and due impartiality on matters of controversy. Freedom of speech in broadcasting terms implies opportunities for the expression of a wide range of subjective opinions. The debate on how to reconcile these two *prima facie* contradictory requirements continued during the year under review. The Authority has maintained its view that regularly scheduled news and current affairs programmes should maintain the highest standards both of accuracy and of impartiality and should not become the vehicle for the personal views of reporters. At the same time, it has approved the transmission of a number of programmes expressing a range of individual opinions about current topics. It has however insisted that the viewer should be aware that such programmes are presenting personal views and that the expression of such views does not imply any relaxation in the requirement for accuracy in reporting facts.

World in Action continued its analysis of British industry with Mike Scott's series 'The Nuts and Bolts of the Economy'. During the year, the series included studies of the problems facing the inventor who tries to 'go it alone' in developing and marketing his invention and the trials of the small businessman trying to break into the Common Market. Other editions examined the 'class' system in British industry and the quality of our industrial machinery.

The investigative strain in *World in Action's* output was maintained with major reports on corruption in Italy involving leading politicians and international oil companies, on the activities of the Hong Kong 'Triad' drug syndicates and on the Chilean state security organisation DINA.

World in Action also covered aspects of life in Eastern Europe. These included the trials of Sergei Popovic, the Yugoslav lawyer convicted of anti-state activity, and the harassment of dissident groups in the Soviet Union. In both cases the production teams had to resort to clandestine filming to obtain the material needed to tell the story.

Mental and physical health provided the theme for several editions of *World in Action*. Early in the year the programme looked at the plight of some 40,000 patients whom it had been argued were unnecessarily confined in mental institutions. 'Run for Life' in July featured four MPs who had agreed to take part in a fitness campaign designed to reduce the risk from heart disease to those in high-stress situations. Other editions looked at the risks from the poison chemical dioxin released in Seveso in Italy, the over-prescribing of drugs and medicines, and the situation of those who suffer from incurable diseases and would rather put an end to their lives than be consigned to a geriatric ward.

Three programmes during the year looked at nuclear power. The first was an evaluation of conflicting theories about dangers from nuclear waste and the second reported on the plebiscite in California concerning safety standards at nuclear power stations. Another edition examined the arguments for and against the use of fast breeder reactors.

Other domestic stories covered by *World in Action* during the year included the activities of anti-motorway protesters, unemployment, investigations into the National Party, the 'militant' group within the Labour Party and corruption in British public life. In the field of education there were editions about progressive education and about the problem of truancy. A novel approach to the economic problems facing the country was used in 'Mr Cork Examines the Books' in which an accountant looked at the United Kingdom's financial situation as if it were a private company. Another revealing edition on economic affairs examined the changing living standards of a London docker and his wife by means of a confrontation between them and a university economist. Sex equality was the subject of two programmes. The first

told the story of the fight by a group of women factory workers in Luton for equal pay and the second examined the attitudes of second generation Asian immigrant girls to traditional arranged marriages. Foreign reports not already referred to included editions on Bangladesh and Uganda and on Jimmy Carter's campaign for the Presidency of the United States.

The Middle East and Africa dominated *This Week's* foreign coverage during the year. The first edition was a report on the fighting in Ethiopia which included dramatic film of the rebel forces of the Eritrean Liberation Front and the Popular Liberation Front in training and in action. The implications of this film, obtained by two British freelance journalists, were set alongside the findings of a *This Week* team which had earlier visited Ethiopia. Also in April 1976, Jonathan Dimbleby filed a vivid account of the Lebanese civil war and returned to Beirut six months later to report on the new situation following Syrian intervention and on the aftermath of the siege of the Palestinian refugee camp at Talal Zataar. Other Middle East editions covered the municipal elections in Israel and relations between the Greek and Turkish communities in Cyprus.

In September, John Fielding reported on the situation in South Africa following the Soweto riots, from the point of view of the black population. Film and interviews with some of those involved could only be obtained by clandestine means. Two further editions in the same month looked at the problems of South Africa and Rhodesia with reports on Dr Kissinger's role, an interview with President Nyerere of Tanzania and a study of the reactions of the white population in Rhodesia. Later in the year, President Nyerere and Ian Smith were interviewed on the results of the Geneva talks on Rhodesia and a further programme looked at how Tanzania was tackling its development problems.

This Week also reported on the elections in Italy and the political situation in Jamaica. Reports about the United States included a review of Dr Kissinger's career as Secretary of State, an interview with James Angleton, former head of the Counter Intelligence Department of the Central Intelligence Agency and a study of the anti-pornography campaign involving the *Hustler* magazine. At the end of the year a *This Week* special, 'The Poisoning of Michigan', investigated the effects on the population and livestock in Michigan of quantities of a poison chemical distributed in error instead of a special animal feed. This skilful investigation reported the scale of the disaster, how it happened and how it remained undiscovered for almost three years.

In April 1976 *This Week* marked the sixtieth anniversary of the Easter rising in Dublin with a programme which included interviews with some of those who had been involved and in February 1977 the programme looked at developments in Londonderry five years after 'Bloody Sunday'. A further programme on Northern Ireland looked at housing in Belfast and at the growing sectarian polarisation of certain housing estates.

A number of human and social problems were examined during the year. These included second marriages, drug therapy for sexual offenders, alcoholism in Glasgow, the dangers of smoking and the cult of 'glue sniffing' among teenagers.

A number of *This Week* programmes examined major political issues ranging from education to devolution. A report on Tameside Council provided an opportunity to discuss the issues involved in the debate about comprehensive education. 'In the Year 2025' looked ahead to the day when North Sea oil and gas supplies would be exhausted and examined the arguments for and against a number of alternative sources of power including the fast breeder reactor. Immigration was the subject of 'The Numbers Game' which presented the views of the Home Secretary and the Opposition on this controversial issue as well as those of Enoch Powell and of Indian immigrants. The sterling crisis gave rise to an analysis of the situation facing the country in November and the following month the Chancellor of the Exchequer explained the background to his mini-budget. Other topics included abuse of social security, the problems of inner city housing,

the shipbuilding nationalisation controversy, cuts in the National Health Service, the opposition to the Devolution Bill and the implications for the Government of its defeat on this issue.

This Week also found time during the year to investigate a number of stories outside the flow of major issues and events with reports on the right wing quasi-military organisation Column 88, on the pop scene with the Rolling Stones, and on franchise selling. Other editions of special interest were a two-part investigation into the circumstances surrounding the trial of Bernie Silver for the murder of Tommy Smithson in 1954 and the interview with the Russian dissident Vladimir Bukovsky. Vladimir Bukovsky was exchanged by the Soviet Union for Luis Corvalan Lepe, the Chilean Communist Party Leader detained since September 1973. Scant attention was paid by the media to Corvalan's release but *Weekend World* obtained an exclusive interview with him in Moscow and this interview formed the framework for an analysis of Chile following the overthrow of Allende.

Weekend World has the advantage over *World in Action* and *This Week* in having over an hour of screen time (as opposed to their half-hour) to devote to its weekly survey of current affairs. More often than not the time available was used to examine more than one topic but in addition to the programme on Chile mentioned above editions devoted to a single subject included a survey of the changing political scene in Southern Europe (based on the Italian elections but taking in Portugal, Spain, Yugoslavia and Greece), an analysis of Britain's future energy requirements, an assessment of the likely direction of United States foreign policy after Kissinger, and a study of urban decay in our inner cities.

Weekend World featured several major political interviews by Peter Jay. They included Michael Foot on his view of the future of the Labour Party on the eve of the final ballot for its leadership in April, Margaret Thatcher on the Conservative Party's economic policy, the Chancellor of the Exchequer on the country's economic prospects and David Steel on the possible terms for any Liberal pact with Labour.

A number of items were devoted to the United States Presidential Elections. As early as April, the programme was assessing Jimmy Carter's chance of success in the polls in November and Godfrey Hodgson's report on the progress of the campaign in October was followed by a detailed analysis of the role of the President in the United States Constitution.

The summer of 1976 will be remembered not only for the deepening crisis of sterling but also for the drought. *Weekend World* gave due attention to both. In April it was analysing the Chancellor's proposed pay deal and explaining how droughts occur. In September it was questioning the Chancellor on the economic climate, and meteorologists, climatologists and astronomers on the kind of weather we might expect in years to come.

There were also detailed reports on the state of education – particularly in engineering and technology, on the country's performance in the electronic components industry and on the state of Fleet Street.

The future of Rhodesia was not surprisingly the subject of a number of items. These included an assessment of Dr Kissinger's chances of finding a solution to the problems surrounding the introduction of majority rule, a comprehensive report on the situation facing Ian Smith and on the components of the various nationalist groups. The situation in South Africa was the subject of an interview via communication satellite between Peter Jay and two Nationalist MP's in Johannesburg as part of a wider examination of the political scene in that country. Towards the end of the year, the activities of President Amin in Uganda were causing increasing concern and *Weekend World* produced a historical summary of events following his military takeover in 1971. The programme also included interviews with two members of the Uganda Human Rights Movement living in the United Kingdom. There were reports from the Lebanon, from Cyprus and from India as well as from the Middle East. In February, *Weekend World* provided a classic example of the programme's technique of combining historical analysis

and contemporary comment in a lucid account of the Middle Eastern situation starting from the founding of the State of Israel and including interviews with the Israeli Premier and with the President of Egypt.

The year under review opened with an assessment of the likely result of the final ballot for the leadership of the Labour Party. The last edition, transmitted on Mr Callaghan's 65th birthday, discussed the Liberal-Labour pact with Eric Heffer MP and John Pardoe MP. In between, *Weekend World* looked at a number of domestic political issues including the relationship between the Government and the Trades Unions and possible changes in Conservative Party policy. Other United Kingdom topics covered in an impressive year for the programme included the battle for the ownership of Felixstowe docks, the future of the European Airbus, the working of the Equal Pay Act, the declining birth rate, early retirement for mine workers and the Cod War.

There were two items on Northern Ireland. The first examined the role of the police in Ulster and the second the activities of IRA terrorists in Britain. There was also a detailed investigation into the conviction, subsequently quashed, of three youths for the murder of Maxwell Confait. During *Weekend World's* summer break in July and August it was replaced by a series of programmes produced by Tyne Tees Television entitled *Face The Press*. In each programme a panel of three journalists questioned people in the news 'about the way they live their lives and influence ours'. Five of the nine programmes were chaired by Harold Evans, Editor of the *Sunday Times* and the remainder by George Ffitch, Editor of the *Daily Express*. Those interviewed were Mrs Anne Armstrong, David Steel, Gough Whitlam, Edward Heath, Michael Foot, Enoch Powell, John Tyme, Alec Bedser and Jack Jones. Among the journalists who took part were Katharine Whitehorn, Peter Jenkins, Anthony Shrimley, David English, Peregrine Worsthorpe, Paul Johnson, John Cole, Christopher Hitchen and Andrew Alexander. The majority of the programmes provided lively and informative exchanges between panel and interviewee. The often blunt and sometimes aggressive questioning by the newspaper journalists provided an interesting contrast to the techniques of most established television interviewers. The series demonstrated that the well tried format of someone in the news facing cross-examination by members of the press can still provide interesting, informative and newsworthy television.

The summer also saw a series of six 'personal view' programmes in which two journalists of very different political persuasions and journalistic styles presented their own television equivalents of the newspaper column. Auberon Waugh chose as his theme the question of class, and his thesis was 'the workers have got nearly all the power now and a lot of the money and they don't seem to be able to use it to their own best advantage. The middle classes should organise to preserve their own rights and standards since our whole historical example has shown that as soon as the working class is in control you get a stupid and more brutal, more repressive society than you do when the middle classes are in control'. Inevitably such a thesis, combined with Waugh's unashamedly élitist approach, provoked strong viewer and journalistic reaction. The remaining three programmes were presented by John Pilger, who took three aspects of American capitalism as his subjects. The first programme, *Zap! The Weapon is Food*, suggested that the United States used its position as 'the breadbasket of the world' in support of its foreign policy aims quite cynically and without regard to humanitarian considerations. *Pyramid Lake is Dying* was the story of the effect on an Indian reservation of the diversion of water supplies for other purposes and was a powerfully emotional attack on exploitation of the Red Indian population. The final programme dealt with the advertising industry and investigated Madison Avenue's promotion of pre-moisturised toilet tissue and of Jimmy Carter. All six programmes were clearly labelled as personal views in line with the Authority's view that such programmes should be clearly distinguished from the regular current affairs output.

Other programmes coming under the broad heading of

current affairs were the series of six *Jay Interviews* in July and August. The interviewees included Milton Friedman, Noam Chomsky, Raymond Aron, Eric Hobsbawm, Paul Sweezy and Charles Taylor. The series considered alternatives to Liberal Democratic society ranging from Anarchism to the Corporate State. Transmitted late on Sunday evening, they were demanding viewing making no concessions to the lateness of the hour.

Two interviews with Sir Harold Wilson by David Frost were transmitted in October and found the former Prime Minister in a relaxed and reflective mood. Another series from Yorkshire Television used a judicious balance of film and studio discussion presented by Colin Morris to provide in-depth studies of how people cope with difficulties ranging from caring for a mongol child to bereavement.

Granada Television contributed a number of programmes in its important *State of the Nation* series during the year. In June, three programmes under the general title *The Party in Power* examined the question of parliamentary control over legislation, the implementation of election manifestos and the role of the civil service. The first programme looked at the fate of Labour's land policy after the 1964 election, the second at the Conservative Party and the Industrial Relations Bill, and in the final programme an all-party panel examined the questions raised in the previous two.

In November there was a major debate on devolution chaired by Lord Selwyn Lloyd, and in February Granada used the same techniques it had employed in its earlier production, *Chrysler and the Cabinet*, to present journalists' impressions of what possibly took place in the discussions in and around the Cabinet over the IMF loan.

In lighter vein, Yorkshire Television produced eight half-hour documentaries by Alan Whicker from Australia, consisting mainly of interviews with off-beat inhabitants of that continent ranging from Charmian Biggs, wife of the Great Train Robber, to an expatriate Welsh bishop with a diocese in the Bush. In the final quarter of the year, ATV featured the comedian Dave Allen in a highly successful series on out of the way and eccentric aspects of life in the United Kingdom.

The producer of *Children of Eskdale* and *Too Long a Winter*, Barry Cockroft, was responsible for Yorkshire Television's series *Once in a Lifetime*, which started towards the end of the year. Each programme turned on a decision made by its subject to change his or her life – a decision either planned or made on the spur of the moment.

Finally, Granada's *What the Papers Say* continued its weekly review of the Press by journalists drawn from a wide range of newspapers and with widely varying points of view.

Appropriately enough, the year in which Independent Television won the major international documentary prize at the Prix Italia for Thames Television's *Beauty, Bonny, Daisy, Violet, Grace and Geoffrey Morton* was a vintage year for this category of programme. There were several distinguished major series and a number of individual programmes of considerable merit. A feature of the year's output was the number of historical documentaries and programmes based on reconstruction of past events.

Thames' series of eight one-hour documentaries entitled *Destination America* was one of ITV's major contributions to the United States Bicentennial year. The programme told the story of the mass migration of some thirty-five million people from the old to the new world in the second half of the nineteenth and the early part of the twentieth centuries. The series was meticulously researched and archive photographs, documents and film were skilfully interwoven with interviews with surviving immigrants and their descendants, and film of the countries from which they came and the States in which they settled.

1976 also marked the fiftieth anniversary of the General Strike. To commemorate the event, Yorkshire Television, with the co-operation of all the ITV companies, produced a series of ten fifteen-minute programmes, *General Strike Report*, transmitted after *News at Ten* and the late weekend news bulletins at the beginning of May. Each programme recounted the events of the same day half a century ago, using

all the techniques of a modern television news service. The producers had a scrupulous regard for accuracy and carefully avoided dramatising events or confusing past and present.

Saturday's Heroes was the title of a trilogy of documentaries by Frank Cvitanovich and Mike Fash, the team responsible for the Italia Prize winning documentary. The subject was Association Football past, present and future. The first programme told the story of the England player, Jimmy Seed, through a dramatisation of his early life in and out of football in the depressed North East of sixty years ago. *Saturday at the Palace* followed today's Crystal Palace players and officials through a crucial match with Swindon. The final programme looked at the prospects of a seventeen-year-old black footballer already tipped as an international player.

Yorkshire Television launched *Something To Declare*, a new occasional series of television essays by Robert Kee about European countries, with programmes on France and East Germany.

Among the more notable single documentaries during the year was Granada's *Three Days in Szczecin*, which used archive and contemporary film together with dramatic reconstruction to tell the story of an abortive strike of dockers in Poland. *The Good, the Bad and the Indifferent* from Yorkshire was a fascinating, if controversial, personal account of the Church of England today by Antony Thomas. It was later repeated in that part of Sunday evening allotted to religious programmes and followed by a discussion on the issues raised. Another programme with a religious theme was Ray Gosling's visit to the monks of Fort Augustus in which a latterday sceptic confronted faith in action and came away more thoughtful if still unconvinced. Yorkshire Television's *Goodbye Longfellow Road* was a moving documentary on the homeless in the East End of London from the *Johnny Go Home* team. Revelations in the programme about aspects of aid to the homeless aroused some controversy, and a further programme followed up some of the major questions.

Both Hitler and Mussolini were the subject of two-part documentaries during the year. In *Hitler's Germany* (Thames), the *World at War* team presented a portrait of life inside the Third Reich through archive film and interviews with people who were there. *Mussolini – The Road to Glory* and *The Turning to Catastrophe* traced the Italian dictator's rise to power and his downfall. Produced by ATV, these programmes included unique film acquired from Mussolini's own archives in Rome, much of it never before shown outside Italy.

A number of documentaries produced by regional companies received a network showing. HTV's *Scars* transmitted in Remembrance week recalled the Battle of the Somme through the eyes of three veterans of the battle. HTV also contributed a remarkable documentary about the North Face of the Matterhorn which recalled Edward Whymper's famous ascent in 1865. Westward's *Children No More* looked at the fate of mentally handicapped youngsters first shown in the programme *So Many Children* ten years before. The producer John Pett found some modest progress and a measure of happiness in this compassionate but unsentimental documentary. Another Westward offering, *A Winter Journey*, retraced the steps of Tess of the D'Urbervilles and successfully evoked the spirit of Hardy's Wessex. Southern's *Odds Against* was an analysis of the state of horse racing in Britain from the owner and the jockey to the bookie and the punter.

Drama and Drama Series

From the earliest days of Independent Television, and this year was no exception, drama has provided the largest single part of the output. It has taken various forms – plays, anthologies, series and serials – and at differing levels, from continuing stories mainly meant to assist viewers to pass the time, to plays of ideas.

The fact that dramatic fiction plays so large and popular a part in Independent Television's output should occasion no surprise. From the earliest times people have enjoyed a good story and the great experiences of life, birth, death, love and hate have always been rendered in story form. This in essence is what television drama offers its audience.

British television drama is widely respected throughout the world and Independent Television's contribution is fully recognised. In September 1976 *The Naked Civil Servant* from Thames received the Prix Italia Drama Award. Such an award can be seen as a tribute to the commitment and professional capacity not simply of Thames' drama department but of all those who work in the drama departments of the various ITV companies. Drama of high quality is not produced by committees, but by men and women of flair and imagination given the necessary backing and encouragement. Such backing is not only to be found amongst Independent Television's five major companies, but also in Anglia which continued to contribute a number of single plays to the network during the year, and in other regional companies – notably HTV, Southern and STV – which produce drama series.

The single play has always been the most difficult form of television to sustain and there continue to be fears for its future. The problems for single plays are that they are costly; that they involve an element of risk since they are more difficult to establish with the audience than serials and series or even anthologies; and that on occasions the writing lacks the qualities of some of the writing for episodes of particular series. The arguments for them are that to some extent they form an extension of the live theatre within television; that they are essential if new writing is to be given an outlet; and they give an opportunity to the writer who wishes freely to express ideas outside the framework of a series or an adaptation. The number of single plays transmitted in the year under review was reduced from that of previous years. It is understandable that there will be periodic fluctuations in the scheduling of single plays but both the Authority and the companies are committed to support them. There is firm evidence that there will be more single plays transmitted in the coming year.

Under the generic title *Plays for Britain* Thames introduced six original dramas including Howard Brenton's *The Paradise Run*, Stephen Poliakoff's *Hitting Town*, and *Shuttlecock* by Henry Livings. Granada networked a delightful comedy, *Our Young Mr Wignall* by David Nobbs, and a comment upon 1930s nostalgia in Philip Purser's *Heydays Hotel*. Yorkshire produced *Huggy Bear*, an unusual and controversial comedy by David Mercer, and Anglia provided a television adaptation of William Douglas Home's *The Dame of Sark*. Amongst other regional contributions should be noted HTV's *Machine-gunner* and Westward's *Time and Again* by Gordon Honeycombe.

Anthologies permit series of single plays to be written to a common theme. Experience indicates that this device commends itself to viewers probably because it provides some point of reference, a continuing context and therefore a feeling of familiarity. In *Killers* (Thames) Clive Exton dramatised a series of famous trials. Granada's *Victorian Scandals* reproduced a number of extraordinary cases and people – religious, legal, spiritualist and scientific. Under the title *Beasts* (ATV) Nigel Kneale (famed for his *Quatermass* serial) wrote a series of plays based on the psychological and allegorical associations of animals which were designed to provide the viewer with some armchair thrills. In *Laurence Olivier Presents* Granada remade for television what was chosen as the best play in a particular year. For 1960 they presented *The Collection*, for 1955 *Cat on a Hot Tin Roof* and for 1912 *Hindle Wakes*, a presentation which proved the lasting qualities of a well structured play. Thames achieved a change from contemporary realism in *Romance* by adapting stories in a stylish manner by writers such as Ouida, Ethel M Dell and Ruby M Ayres. All these anthologies included distinctive and original writing and illustrated a wide variety of subject matter.

Series and serials also illustrated a width of theme. One of the most notable was Trevor Griffiths' *Bill Brand* (Thames) – in effect an 11-part novel for television – about the experiences of an idealistic left-wing Member of Parliament. In *This Year, Next Year* (Granada) John Finch explored the theme of the executive who deserted London's rat race for life in rural Yorkshire. Yorkshire Television's *Dickens of London* inter-

wove the life and times of Charles Dickens with the sources of his literary creations, and in *Holding On* LWT adapted the Mervyn Jones' novel about a family in London's dockland. ATV's faithful adaptation of Arnold Bennett's *Clayhanger* continued during the year and *Raffles* (Yorkshire) was a series based upon the stories by E W Hornung about the cricketing crook of the Edwardian period.

Amongst serials *Crossroads* and *Coronation Street* continued to please part of their large audiences though not without some reservations on grounds of monotony. *Emmerdale Farm*, Yorkshire's village serial, gave growing satisfaction however as did *The Cedar Tree* (ATV), a serial set in the 1930s about a country house family in Herefordshire. The demands of continuous production occasioned by such popular serials tends to lead to variable quality and that continued to be a criticism expressed by some viewers.

The popular serials do not normally give rise to complaint but complaints do arise about some of the anthologies and single plays. This ought not to be surprising since writers of serious drama tend to explore characters and situations which are not always typical of everyday life. What is surprising is that it gives rise to so little protest. This says much for the judgement of writers and producers who have to be aware that their plays are not being seen in a cinema or a theatre, but in the home. Nevertheless there are complaints, few about violence in domestically produced drama, more about sexual implications and most about blasphemy and bad language. The Authority and the producers exercise great caution as to what shall or shall not be included in plays, but with such large audiences and with so many differing values judgements as to whether a scene or word was necessary for the integrity of the production opinions are bound to differ.

The public continues to have a taste for crime and detection, but because of the wide ranging subject matter of the various drama series mentioned here, crime and detection play a less than significant part in the total output of domestically produced drama. In *XYY Man* Yorkshire provided a three-part spy thriller, *The New Avengers* returned to the screens, and *Hunters Walk* (ATV) and *The Sweeney* (Thames) continued to please their audiences.

Although it was not an outstanding year for Independent Television drama in general, that judgement has to be made against the high standards set in one or two vintage years. The drama contained much that was satisfying and good and there was evidence in the output to substantiate the claim that companies were endeavouring to find new ideas and original writing.

Comedy and Light Entertainment

When the producers, directors and scriptwriters of comedy and light entertainment programmes met in Sheffield at an Authority Consultation during autumn 1976 it was in an atmosphere of some despondency. When, at the end of the year, there was the usual review of the material available for festivals and competitions, there were signs of continuous optimism. And when the Annan Report was published in March 1977 comedy and light entertainment earned scarcely a mention. Many people engaged in this branch of broadcasting must have found this a familiar situation: if things go badly, they get the blame; if they do good work, they earn relatively little praise; and if 'the serious issues' of broadcasting are being discussed, they are ignored.

It is thirteen years since the Authority itself last invited the creative workers in comedy and light entertainment to meet for a discussion of their problems, and the warmth of this new three-day meeting at Sheffield indicated how welcome it was. Arguments may range over news, current affairs, documentary and drama, but most of the time it is for entertainment that most viewers turn to television; and it is no unworthy task to provide material of high quality for simple relaxation. Oddly, despite the thirteen-year gap, many of the same problems persisted. The 'failure rate' in television comedy and light entertainment remains very high, a fact which can be more apparent on ITV's single channel than in BBC's two-channel situation. The BBC can offer a much greater

total volume of comedy and light entertainment, and some writers and performers also prefer the greater opportunities for simultaneous networking provided by the BBC. Yet there were some criticisms which, it was argued, owed less to the structure of Independent Television and more to simple failings.

In a brilliantly astringent speech Denis Norden suggested that Independent Television had a great guilt complex about its failures in comedy: it sought always for instant success, and left no room for the development of characters or of situations; it tended to underestimate the intelligence and sophistication of the audience; it shied away from the controversial, clinging always to the predictable; it was too concerned with situations, and not enough with ideas; and it was too cosy, both in its relationships within ITV and its relationships with the audience. Independent Television had often achieved adequacy in comedy, but rarely greatness.

Consultations do not produce programmes. Not everyone accepted everything that Mr Norden said, but he stimulated a three-day argument which cannot harm and could well benefit Independent Television.

Understandably perhaps it was to the actual achievement that members of the Consultation paid least attention. *The Muppet Show* (ATV) was uncontroversial, little concerned with ideas, and not simultaneously networked, but it was deservedly one of the most original comedy successes of recent years. In retrospect, *Man About The House* (Thames) had a great deal more depth than the critics seemed to allow. Amongst the comedy ideas to which it gave birth were *George and Mildred*, *Robin's Nest* and *Miss Jones and Son*. Thames Television also explored once again some older forms of variety with an engaging new personality, Tom O'Connor, to help. LWT was concerned with the frequently neglected teenage audience, providing not only spectacular 'pop' programmes but situation comedy such as *Lucky Feller*.

The formative influence of the *Rowan and Martin Laugh-In* was reflected in a couple of new programmes: *What's On Next* (Thames) and, less successfully, in *N.U.T.S.* (Yorkshire). But Yorkshire did produce a new series of *Rising Damp* in which Leonard Rossiter demonstrated again the art of making villains loveable. Granada Television, by a re-organisation and expansion of its comedy and light entertainment departments, laid the foundations for future achievements.

Independent Television still finds it difficult to devise successful new quiz-shows, or even to sustain the level of some existing programmes. But the two talent programmes, *Opportunity Knocks* (Thames) and *New Faces* (ATV) continued, each in its own way, to perform a useful task; in these days when variety theatres and music-halls are dead, those series give relatively inexperienced performers a chance to develop the particular skills needed in television.

The lack of places where new performers can serve their apprenticeship is exemplified in another way. Most new performers tend to appear in clubs of one kind or another. There is a great gap, however, between the kind of material which is acceptable in many clubs and the material acceptable on the home television screen in family viewing time. Some people strongly object to vulgarity, even though a degree of vulgarity is a long-established part of the tradition of the red-nosed comic. The line between vulgarity and real offensiveness may be very fine, and not everyone agrees with all the Authority's decisions. This is as true of those who make the programmes as it is of those who complain about them. There have been occasions during the year when the line might have been differently drawn; it remained a matter of concern to the Authority.

The Arts and Sciences

In September *Aquarius* (London Weekend) opened its new season from the 30th Edinburgh Festival. The season continued with an eclectic choice of subjects from the world of the arts. Edna O'Brien on herself and on Ireland was followed by a study of West Indian Reggae music in Britain. An interview with Dame Janet Baker was followed by international

folklore and Frank Muir. Two editions in honour of the American Bicentenary looked at the American Indian and at Oklahoma.

The West End production of *Yahoo* brought together actor Sir Alec Guinness and journalist/politician Michael Foot to discuss Dean Swift and the art of political satire. The London stage and politics came together again in an item on the return of *Sitzwe Banzie is Dead* to the West End and an interview with the leading actors on their experiences on tour in South Africa.

Musical editions included the television premiere of *A-Ronne* performed by Swingle II (which subsequently received an honourable mention in the music category at the Prague International Television Festival), Vivaldi's Four Seasons performed by James Galway and the Zagreb soloists, two programmes to honour Artur Rubinstein, which included his performance of the Greig piano concerto, and an appreciation of Benjamin Britten by Sir Lennox Berkeley and Peter Pears.

A Man of Our Time was an absorbing account of the work of George Daniels, horologist, who combines craftsmanship, art and science to make watches and *The Image on the Glass* which looked at the art of glass engraving as practised by Laurence Whistler.

Other programmes included interviews with Christopher Isherwood, Sir Harold Acton, Joris Ivens and Alexander Glezer.

The National Theatre was the subject of a major documentary in August which featured extensive interviews with Sir Laurence Olivier and the architect Denys Lasdun.

Discovery included among its subjects the fight to eliminate smallpox, the use of microscopes in surgery, redundant super oil tankers and the triangular relationship between shepherd, sheepdog and sheep. Other scientific documentaries included *The Boy in the Bubble* (Yorkshire), the second of a series of three medical documentaries. It told the story of a four-year-old American boy who lived from birth cocooned in a plastic bubble protecting him from the outside world because a deficiency in white blood cells meant that he had no defence against disease. The final programme in this series examined the role of the General Medical Practitioner today through the eyes of a country doctor who subsequently became a Professor at Sheffield University.

Anglia's *Survival* unit continued to provide a distinguished series of programmes. *Bones of Contention* followed Richard Leakey's reconstruction of the skull of what is possibly man's oldest known ancestor. Another Survival Special, *Orphans of the Forest* about the endangered Orangutan species, was Independent Television's entry for the Berlin Futura Prize.

The third ATV programme on the theme of *Into the Unknown* looked at a range of paranormal and pseudo-scientific phenomena from spoon-bending to telepathy and discussed them with Professor H J Eysenck of London University, Professor Jack Good of the University of Virginia and the leading American magician James Randi. Granada's distinguished anthropological series *Disappearing World* returned with two notable documentaries. *Some Women of Marrakech* was a study by an all-women team of Arab society seen from a woman's point of view. *The Rendille* told the story of a group of nomadic camel herdsmen in Northern Kenya.

Yorkshire Television's *Trident Science Award* was a fascinating interview with Sir Bernard Lovell about his long career in science and about his thoughts on the role of science and scientists in society today. Another Yorkshire contribution was *The Secret War of Dr Jones*, which told the story of the battle of wits between British and German scientists in the last war.

Finally, mention should be made of the popular science series from Yorkshire Television, *Don't Ask Me*, featuring amongst other contributors the mental and physical gymnastics of Dr Magnus Pyke.

Sport

Independent Television decided not to cover the Olympic

Games in the summer of 1976 because of failure to reach agreement with the BBC on a system of alternation of the broadcasts from Montreal. Instead the main features of each day's events were reported in the scheduled news bulletins. There was every indication that viewers appreciated the general programming provided by ITV as an alternative to the Games during the two weeks in question.

Football fans have nowadays become accustomed to seeing on television not only coverage of their domestic competitions but also something of all the major European competitions and representative games taking place in most parts of the world. During the year there was frequent coverage of Football League, FA Cup and League Cup matches in the form of recorded highlights on mid-week evenings or Sunday afternoons. The Home International Competition was again featured, culminating in live coverage of the Scotland versus England game from Hampden Park. From Europe recordings of matches in most of the major competitions, such as the European Cup, the European Cup-Winners Cup and the European Nations Cup, were shown. Also seen on ITV were two of England's qualifying games in the World Cup competition against Finland and against Luxembourg; England versus USA as part of the American Bicentennial celebrations; and, to celebrate the centennial of the Welsh FA, Wales versus West Germany.

There was more than usual interest during the year in motor-racing mainly because of the possibility of the World Championship going to this country. ITV showed the Long Beach Grand Prix from California, the British Grand Prix and the Japanese Grand Prix which culminated in the Championship being won by James Hunt. Boxing fans were catered for by Muhammad Ali versus Richard Dunn, and Bugner versus Lyle in the heavyweight class; also by John Conteh versus Lopez in the light heavyweight class. Other sports shown during the week and at weekends were: horse-racing, including the Derby, the Oaks, the 2,000 Guineas and the St Leger; golf – the Benson and Hedges Tournament, the Uni-Royal Tournament and the Dunlop Masters; and cricket – Lancashire versus Yorkshire, and Yorkshire versus West Indies.

The main outlet for ITV's sport on Saturday afternoon was *World of Sport* with a mixture of 'live' and recorded coverage of football, horse-racing and wrestling, with additionally a wide variety of other sports such as cycling, badminton, swimming, motor-cycling, athletics, gymnastics and ice-hockey, many of these events coming from abroad. *World of Sport* also, of course, covered the FA Cup Final and, for perhaps a smaller but no less enthusiastic audience, the England versus France Schoolboy International from Wembley.

As in previous years most of the ITV companies showed highlights of League and FA Cup matches on Sunday afternoons with programmes such as *The Big Match* (London Weekend); *Star Soccer* (ATV); *Football Special* (Yorkshire) and *The Kick-Off Match* (Granada). Many companies also produce their own sports magazines such as *Sport West* (HTV); *Sportscast* (Ulster); *Sportstime* (Tyne Tees) and *Sportscene* (Thames).

Children's Programmes

The now familiar pattern of children's programming continued over the year, with a core of well-established and successful products complementing new material. As in previous years, original drama was the most obvious area of innovation.

Granada maintained its reputation for producing children's drama of the highest calibre with *The Ghosts of Motley Hall*, a comedy serial by Richard Carpenter. Motley Hall was haunted by five ghosts, each from a different era in the house's long history, which dated from the first Elizabethan period; of these only one, a 16-year-old Regency stable hand, was able to leave the house and warn the others of the dangers of the 20th century – demolition, redevelopment and new owners – and so enable them to remain the sole occupants of their ancestral home. A fine cast included Arthur English,

Freddie Jones and Sheila Steafel. From Thames Television came one of the most spectacular and expensive children's drama series ever produced by Independent Television, *The Feathered Serpent*, a six-part adventure serial by John Kane. This was a story of intrigue and political manoeuvring, set in the splendour of ancient Mexico; considerable care was taken to achieve authenticity in costumes, set and overall mood. Southern Television's talented children's department provided a major costume drama in *Operation Patch*, set in the weeks leading up to the Battle of Trafalgar and telling of social conditions in England at the time of the Napoleonic Wars.

ATV with *Golden Hill* offered a follow-up to *The Siege of Golden Hill* whose author, Nick McCarty, had won the Writers' Guild Award as Best Children's Television Writer for 1975. Both series dealt realistically with the problems of life for youngsters on the outskirts of a city; *Golden Hill* focused on unemployment of young people and the associated stresses. Yorkshire Television gave the network *Snacker*, a family series about the adventures of a trawling crew and in particular two 17-year-old youths. It was filmed entirely on location – in and around the Hull docks, aboard a trawler and in difficult seas off the North Shields coast. *Nobody's House* from Tyne Tees was this company's first drama made specifically for children. It was about a house into which a young family moved and which was haunted by the ghost of a boy who lived there in the 19th century when the site was a work-house. *Children of the Stones*, an exciting and well-cast seven-part drama serial about a village controlled by psychic forces, enhanced HTV's considerable reputation for children's drama. It was filmed in the main at Avebury, the site of a neolithic sun temple and associated stone circles. Finally, from London Weekend Television towards the end of the year came *Just William*, an adaptation by Keith Dewhurst from the well-loved series by Richmal Crompton.

Among non-fiction programmes, *Maggie*, Thames Television's consistently popular magazine, kept up the high standards of content and production that have become associated with it. Granada's *Clapperboard* continued its look at trends in the cinema, while Southern provided further welcome series of its science-based series *How!* London Weekend provided additional runs of *The London Weekend Show*, an entertaining Sunday morning magazine for the London teenager and ITV's main regular contribution for this age group. A regional offering which was shown nationally towards the end of the year was *On Your Marks* (Westward), a difficult and well researched knock-out sports competition for schoolchildren.

In a totally different vein, *Altogether Now* (Thames) was an appealing and lighthearted series intended to encourage the musical interests and talents of children of all age groups. It featured young people from schools and colleges throughout the GLC area performing a wide range of music before a studio audience.

In the course of the year discussion continued on the possibility of providing a network children's compilation for Saturday mornings, based on ATV's local two-and-a-half hour show, *Tiswas*.

Programmes for the youngest viewers provided during the year included: *Little Blue* (Yorkshire), a pleasant cartoon series about a small elephant; *The Music Man*, also from Yorkshire, an attractive series with the aim of illustrating a variety of simple musical instruments and objects that can be used to make musical sounds; and *Simon in the Land of Chalk Drawings*, from Thames, a highly imaginative cartoon animation series about a boy whose hobby is drawing and whose drawings come to life.

Feature Films

The average weekly output of feature films during the year was 8¼ hours or 9 per cent of total transmission hours. The maximum number of feature films, as distinct from TV movies made exclusively for television, permitted to be shown in any one week remained at seven.

As in the previous year there was again a certain amount of

simultaneous networking of feature films mainly on Sunday evenings but also, during the summer months, on weekdays. This was in addition to the customary networked films on Bank Holidays and at Christmas.

There is continuing difficulty in acquiring feature films suitable, in terms of content and theme, for showing on television. The problem involved can best be illustrated by the significant increase in 'X' certificated cinema material over the years coinciding with the increasing popularity of television. In 1960, for example, the number of films granted 'X' certificates by the British Board of Film Censors was roughly 20 per cent of the total. By 1968 the proportion of 'X' certificated films had risen to 50 per cent and has remained fairly constant. Many of these 'X' films will be unsuitable for showing on television because of their portrayal of sex and violence and their use of language. Thus the supply of feature films available to television becomes increasingly limited each year.

One solution to this problem which is more widely used in America than in this country is the so-called 'TV version' where a film has been cut in terms of sex or violence in order to make it suitable for American television. This is by no means a perfect solution, but minimal editing can often make available to an adult television audience a film which otherwise could not be shown outside the cinema. Recourse to such methods does complicate the question of whether information should be given about the British Board of Film Censors' certification in any pre-publicity for the television showing of a cinema film. What is shown on television may not be the precise material which attracted the original cinema certification. However, whether such information is given or not, the final intention for the transmission time of feature films must be the established system of certification operated by the programme companies and the Authority.

Programme Monitoring

The Authority has been using monitoring panels virtually since the first programme company came on the air in 1955. This has developed into a reasonably large-scale operation involving over 100 people, of whom 23 are currently part-timers who are not members of the Authority's staff. All monitors are volunteers but they are paid for the work they do. Monitors do not formulate policy, shape verdicts on television programmes or initiate actions and interventions. Their role is quite literally a monitoring one, not an editorial one.

In each ITV area about 100 hours of programmes are transmitted each week. The staff of Television Division is not large enough to cover the entire output, yet the Authority would be failing in its duty if it did not monitor all that is transmitted. It is for this reason that the monitoring panels exist. A monitor's first and main task is to watch the programmes and offer a record of the total output, logging any untoward incident – a newsflash, a breakdown, a late schedule change, or (at least in the opinion of the monitor) an apparent breach of the IBA Act or one of the associated Codes of Practice. It is throughout a reporting function rather than an executive function, and between the monitor's report and any action or reaction by the Authority's staff there is a necessary and careful process of checking and evaluation of the original report and of the programme or part of the programme concerned.

The second task carried out by the monitors is an archival one. Everything a monitor sees, including news bulletins, is briefly reported on in writing and each report is filed. The IBA thereby acquires a permanent record of the content of all its television programmes, which it would be almost impossible to acquire by any other means. When the Authority is anxious to discuss with companies, for example, an apparent over-reliance on particular themes or the frequency of smoking or drinking its monitoring panels can be used to provide the basis for a factual analysis.

A third task carried out by the monitors is that of helping in the certification process for films and acquired series. In this process, it is a television company which issues the original certification. When the programme is first trans-

mitted the monitor, without knowing this original certification, is required to offer his own opinion of what the certification ought to be. On a few occasions in each year comparison will show that there is a difference of opinion between the certifying company and the monitor. When this occurs, a further monitor's report is called for and, if there is still disagreement, the most likely result will be that the film in question will be viewed by the Authority's Programme Officers. After this has happened and if the Programme Officers agreed with the monitor's recommendation the company will be asked to change the original certification.

The last of the monitors' four tasks is to express their personal opinions of the programmes they watch. The opinions of viewers are brought to the Authority in numerous different ways and extensive research is conducted to learn as much as possible about viewers' reactions (see Chapter 9). The monitors provide an extra set of opinions and they do so on a regular basis over the whole of the output. A further advantage derives from the composition of the monitoring panels. Monitors, with rare exceptions, do not belong to the specialist Programme staff of the Authority. They form a group which more closely resembles the make-up of the viewing population as a whole and so can provide a healthy counterbalance to the professionals who are more closely bound up with the television industry.

International Awards and Prizes

The year has been one of ITV's most successful ever. In a happy coincidence with its 21st birthday celebrations, Independent Television gained both major awards at the Prix Italia Festival in September 1976. This remarkable double, at what is widely regarded as the world's most prestigious television festival, was achieved by two programmes from Thames Television. *The Naked Civil Servant*, directed by Jack Gold with John Hurt playing the role of Quentin Crisp, took the drama prize. The programme, already shown twice on ITV, had previously gained a string of domestic awards. Frank Cvitanovich's film *Beauty, Bonny, Daisy, Violet, Grace and Geoffrey Morton* was judged the best documentary programme. ITV audiences have been treated to three showings of this captivating story of a Yorkshire farmer and his Shire horses, and both programmes have now also been seen by audiences around the world.

During the year *The Naked Civil Servant* also gained an International Emmy Award in America presented by the National Academy of Television Arts and Sciences, somewhat oddly in the 'fiction and entertainment' category.

The achievements of London Weekend Television's series *Upstairs, Downstairs* extended still further. In May 1976 the programme won an Emmy award in Hollywood for the outstanding television drama series but what was so remarkable was that this was the third time in a row the programme had won it. At the Emmy ceremony Gordon Jackson, who played Hudson the butler in the series, won an acting award for his performance in an episode called 'The Beastly Hun'. At the same time the Thames programme *Jennie, Lady Randolph Churchill* won a prize for outstanding achievement in costume design.

In another follow-up achievement, ITN won the news reporting prize at the Monte Carlo International Television Festival in February 1977, for the second year running. This time it was for ITN's coverage of the cod war with Iceland; the previous year it won the award with its film of the battle of Newport Bridge in the Vietnam war.

As usual a large number of ITV documentaries gained international successes. Foremost among these was Yorkshire's programme *Johnny Go Home* which won top prize in the youth section at the Prix Jeunesse in Munich in June. The programme was produced and directed by John Willis. ATV's documentary *Chicago Streets* won second prize in the MIFED Television Pearl held in Milan in May 1976 – a festival for film and television documentaries. No first prize was awarded. *The Opium War Lords*, also from ATV, won first prize at the June American Film Festival, America's premier event for non-fictional films.

A documentary by HTV Cymru/Wales, *Matterhorn – The North Face*, won the Grand Prix in the 7th International Festival of Mountaineering Films held in Les Diablerets, Switzerland in September 1976; and at the first Jewish World Film and Television Festival held in Jerusalem in October, Thames won the Silver Award for 'Genocide', a programme from the *World at War* documentary series.

Anglia Television's *Survival* series continued to add to its already impressive array of successes. *Come Into My Parlour*, a programme about spiders, won a special jury award at the San Francisco International Film Festival in October 1976 and the same programme together with another from the series, *Orang-utan: Orphans of the Forest*, gained Christopher Awards in the United States for 'their affirmation of the highest values of the human spirit...'. Finally, at the Chicago International Film Festival in November 1976 the *Survival* programme *Search for the Shinohara*, about the salvaging of a Japanese World War II submarine, received a Silver Plaque Award.

Programme Sales Overseas

The world's appetite for British television programmes remained considerable during the year. The ITV companies continued to build on the solid exporting foundations of the past few years and most of the large and middle-sized companies have now set up their own exporting teams. Special sales fairs are held for overseas customers and a variety of overseas promotional ventures are organised. Programme exports have become an important part of the companies' activities and now contribute significant sums to their income.

The United States, West Germany, Canada and, increasingly, the Arab countries in the Middle East are among the biggest markets for ITV programmes. The public service networks (PBS) in America are particularly enthusiastic consumers – on some evenings the peak-time schedules are taken up entirely with British programmes. As an illustration, among the ITV programmes shown on PBS during the year were Thames Television's *Rock Follies*, the Granada anthology of five plays entitled *Childhood*, and thirteen *World in Action* programmes. For *World in Action* this was a particularly creditable achievement as the American networks are normally shy of showing hard-hitting, controversial documentaries on their screens and prefer to concentrate on fiction and entertainment. 'A major breakthrough' was how *Variety* magazine described it.

During September 1976 Thames Television, in an imaginative sales and promotion drive, took over Channel 9 in New York for a whole week to show some of their products. The endeavour was widely regarded as a success and almost certainly paved the way for future American sales for the London company. During the year Thames Television's sales of programmes overseas amounted to roughly £3 million.

Other sales achievements of note during the year were Anglia's £1¼ million contract with the major American network NBC for seven hour-long *Survival* documentaries, and London Weekend Television's sale of *Bouquet of Barbed Wire* to French Television, traditionally a very tough market.

ATV Network had another typically successful year with *The Muppet Show*, *Thriller* and the co-production with Italian Television (RAI), *Moses the Lawgiver*, leading the way. Arrangements were also made for the simultaneous international showing at the ATV/RAI production of *Jesus of Nazareth* early in April 1977.

Elsewhere, almost every type of ITV programme was sold to almost every type of country. Perhaps the position is exemplified by recording that in autumn 1976 Swedish Television, in response to viewers' requests, began to re-run Granada's *A Family At War* for the fourth time.

The National Film Archive

The National Film Archive has since the 1950s systematically selected and acquired television programmes for permanent preservation and study, and currently holds 1,707 ITV programmes. ITV continues to support the Archive through an annual grant from the ITCA Television Fund. In 1976–77 this stood at £25,000, and the Archive added £5,000 from its own funds. This money enables the Archive to purchase preservation copies of a proportion of selected ITV programmes. The ITV companies have also donated copies of programmes for preservation. Details of ITV programmes acquired by the Archive during 1976–77 are given in Appendix IX.

The Archive has long recognised that there is little point in keeping material solely to satisfy the act of preservation. Part of its own funds are therefore devoted to the purchasing of viewing copies so that programmes can be made available for viewing and serious study on its own premises, and for controlled external use (subject to the provisions of the appropriate Copyright Acts). As part of a strategy to make its holdings more widely accessible, the Archive successfully presented the first-ever retrospective season of British Television Drama (including many ITV plays) at the National Film Theatre in October 1976.

The Archive selects material for preservation with the help of advice from its voluntary selection committees. These include a Television Committee, composed of practitioners from both ITV and BBC, and television critics, who consider the current output of British television. Programmes are selected on a number of criteria: on their intrinsic merits, as examples of television history, as historical or scientific records, and as records of contemporary life and attitudes.

Charitable Appeals on Independent Television

Appeal programmes are broadcast once a month on a Sunday evening. They are produced in turn by each of the four major companies that broadcast at the weekend – ATV, Granada, London Weekend and Yorkshire – and are networked throughout the United Kingdom, except in Scotland which normally has its own appeals produced by Scottish Television. During the year twelve networked appeals were broadcast, producing a total of £49,391. Six of these appeals raised over £4,000. These were for Andrew Bostic Fund of the Westminster Hospital Medical School Research Trust, £4,311; Birthright, £4,584; Camphill Village Trust, £6,950; Cystic Fibrosis Research Trust, £5,433; National Society for Mentally Handicapped Children, £6,011; St Mary's Hospice, Birmingham, £9,234. In Scotland there were twelve appeals during the year, producing a total of £6,037. In Northern Ireland, where Ulster Television from time to time broadcasts its own local appeals, there were three appeals which raised £768.

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 II. Any organisation that has charitable status can apply for an appeal, but preference is normally given to bodies concerned with 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.

3 The Local Programmes

FROM ITS BEGINNINGS in 1954 the Authority has always felt that its television service should adequately reflect the tastes and outlook of the country as a whole and not just the metropolis. So Independent Television was from the start constructed on a federal and regional basis. The outcome of this policy has been that the country is divided into fourteen ITV areas, each served by its own ITV company. Each company (two serve London) has local representation on the board and in the shareholdings. A company is thus closely linked and identified with the region it serves and with the people in that region, and it is required to reflect this through its local programming.

The structure is complex, but the blend of central strength, via the networked programmes, and local responsibility is generally recognised as a successful way to serve the public interest.

In terms of local programming, the results of the Authority's policy have been encouraging. The ITV companies' production of local interest material attracts strong loyalty from viewers, both in respect of audience size and audience appreciation. The numbers of people who view ITV local news programmes at 6 p.m. are often as great as, or greater, than those for the national ITN news and networked current affairs programmes.

It is the news and information programmes that are the basic feature of ITV's local output but the total range of local programmes embraces virtually every programme type. Sport, drama, light entertainment, the arts and documentaries are all included. The paragraphs below give a short sketch of each company's local production during the year.

Anglia Television (East of England)

About Anglia continued as the company's flagship local news programme. Starting with ten minutes of hard news, the programme goes on to consider stories in a wider, magazine format and includes special features such as a sports spot, police call and viewers' letters. During the year plans were made to extend the programme to give better coverage to local government and local industrial affairs.

Probe is a local programme shown weekly during Parliamentary sittings and consists of interviews with MPs whose constituencies are in the Anglia area. The interviews deal mainly with topics having particular relevance to the area. Another prominent feature of Anglia's local programming has been the *Bygones* series which looked affectionately at disappearing features of East Anglian life. The series has contained much excellent film, and a valuable archival record of fast dying rural crafts and ways of life has been established.

A notable addition to Anglia's output has been a series called *A Ripe Old Age* designed to help those who are retired or who are about to retire. It offered useful advice and suggestions on how to use retirement constructively. Also during the year there were a number of local documentary programmes which were transmitted either as individual items or as contributions to networked series such as *About Britain* or *Lifestyle*.

Other regular features of Anglia's local output include the weekly soccer programme *Match of the Week* and *Farming Diary*. In a predominantly rural community this latter programme provides an important news and information service for farmers. The expertise of the programme's highly specialised and experienced production team has often been used to make documentary programmes for the region and occasionally for the network.

One programme of particular interest during the year was linked to the American Bicentennial and compared the development of the village of Hingham in Norfolk with that

of Hingham in Massachusetts founded by emigrants from the English village.

ATV (Midlands)

The regional news magazine *ATV Today* transmitted every weekday at 6 p.m. deals with local news and topical stories from all parts of its diverse region. On occasions during the year the programme paid particular attention to specific geographical areas: during one period the programme focused on the Potteries and for one week at the end of the year it was presented from Oxford.

Platform For Today is the umbrella title for a late-evening programme transmitted on Mondays at 11 p.m. It embraces three different programmes – *Question Time*, which is a discussion between MPs, sometimes in the presence of a studio audience; *Ladies Night*, which is presented by and for women and considers issues in which women might be particularly interested; and *Citizens' Rights*, which is a discussion of consumer rights based on complaints raised by viewers in the region.

During the summer *Platform for Today* was replaced by a series of interviews with people prominent in industry, the law, Government and other spheres. Amongst the subjects discussed were the role of the police, tourism in the region and recreational facilities for young people.

Gardening Today has been shown weekly at 11.30 p.m. on Thursdays. It is recorded in Kings Heath Park, Birmingham, and presented by professional gardener, Bob Price, and amateur enthusiast, Cyril Fletcher.

A programme devised for farmers has been transmitted every month on a Sunday morning and repeated the following Sunday. On the two remaining Sundays in the month ATV has shown *Link*, its much-praised programme for the disabled, which is now being transmitted by most other companies. On Sunday afternoons *Sunday Sport*, or in the winter *Star Soccer*, presents an hour of local sport from the Midlands.

In addition to the above ATV has also produced a number of local documentaries for its Midlands viewers. Three of these documentaries were presented under the heading *Flights of Fancy* and concerned an Oxfordshire village, the Red Arrows aerobatic team, and a group of pigeon fanciers. An hour-long documentary under the title *A Little Bit of Staffordshire* covered aspects of rural life in Dovedale and the Manifold valley.

During the year, *Tiswas*, the company's successful Saturday morning compilation programme for children, notched up its 100th edition with a spectacular outside broadcast from a local motor race-track.

Border Television (The Borders and Isle of Man)

The principal ingredient of Border Television's four-and-a-half hours of weekly output is the news magazine programme *Lookaround* which continues to enjoy a position of primacy in the local Top Ten ratings.

Border Month, *Border Parliamentary Report* and *Border Forum* each offer a miscellany of political and social portraits reflecting the interests of the people who live on both sides of the Solway Firth. *Border Forum* tends to concentrate on the arts and cultural items; one programme in particular, on the canonisation of a Scottish priest, was an excellent example of good regional broadcasting on a modest budget. Light entertainment production included the successful *Mr and Mrs*, the quiz programme *Home and Away* and the highly original series *Look Who's Talking* which gave celebrities an opportunity of revealing their wider interests.

Channel Television (Channel Islands)

Despite its small size, Channel produces on average three-and-a-half hours of its own programmes a week. Local news is clearly an important element and viewers in the Islands now enjoy an extra late-night bulletin as well as lunchtime news in English and a close-down bulletin and weather report in French. A weekly run-down of announcements and information on what's on is given in *Channel Gazette* and a short Parliamentary feature, *Today In The Guernsey States*, is transmitted once a month.

Events and topics of local interest are covered in greater depth in the twice-weekly *Report At Six*. Subjects naturally include agricultural and horticultural matters affecting the Islands' economy and interviews with visiting personalities, together with short documentaries, such as one in the past year on a local mental hospital. Local opinion is given an airing in *Speak Out*, a series of studio debates which during the year covered issues such as education, the Bullock Report, employment protection, equal rights, keeping fit, loneliness, and the family and violence.

Channel continued its regular provision of religious programmes with a Sunday Epilogue, repeated mid-week, and the religious magazine *Link-Up*.

Grampian Television (North-East Scotland)

Grampian has a large and often remote area to cover, the past year having seen its transmission coverage extended to the Outer Hebrides, to Orkney and to Shetland. These are at vast distances from the company's headquarters in Aberdeen and present unique problems for the company's local news-gathering operations. Grampian is probably the only company in the ITV system which often has to rely on good weather conditions if it is to get its local news film back in time.

To coincide with the opening of the Western Isle transmitter at Eitshal, the company transmitted a Gaelic series *Cuir Cur*. The weekly programmes of some 26 minutes are aimed at youngsters in the six to ten years bracket, as these have been identified as the group who need their use of the language reinforced. The success of the series has led the Authority to initiate discussion between Grampian and STV to explore the possibility of STV taking the series for the benefit of Scottish lowlands Gaelic speakers. In addition, news output on Grampian has been increased from 10 minutes to 30 minutes on Wednesday, Thursday and Friday.

The current political scene is highlighted in Grampian's *Points North*, mounted once monthly, which includes contributions from local MPs. During the year the company's education department became involved in the 'Buchan Project', aimed at building up links between the television station and local communities.

Granada Television (Lancashire)

The news magazine *Granada Reports* during Spring 1976 developed a format allowing each evening for a section of the programme to be devoted to a particular feature such as *Consumer Desk*, *What's On* and the weekend sports preview. A political item, *Power Point*, was included. Short documentaries – *On the Road Again*, about people and places in the North-West – achieved such a high standard that they were given a half-hour slot at 10.30 p.m. *Reports Back* presented praise, blame, questions and suggestions from viewers about programmes, policy and personalities. During the winter the *Granada Reports* team produced several valuable community service items such as *Help Fight the Cold* and an indoor, office vegetable gardening feature, *Grow Green*, culminated with some of the best efforts by viewers being presented in a special programme at the end of the year.

The company has paid more attention to the country and farming areas in the region with a four-day series of *Rural Reports* which included one programme about a couple who have become virtually self-sufficient in food production. *Goostrey – A Village* was a unique look at village life, being shown in five hour-long episodes on consecutive nights. *Reports Action*, a series aimed at stimulating voluntary action,

graduated to the network. *Reports Politics* covers political issues particularly relevant to the region and there was a special programme dealing with race relations. *The Granada Northern Lecture* entitled 'Parliament' was given by Lord Selwyn-Lloyd, former Speaker of the House of Commons, before an invited audience at the Granada TV Centre in Manchester.

This is Your Right, presented by Lord Winstanley, continued during the year to help people with social legislation and is now shown daily at lunch-time with an early evening repeat. *What the Papers Say* celebrated its twentieth anniversary and 1,000 editions in early November. *Thank You and Goodnight* was a new nightly closedown programme of about six minutes' duration featuring entertainers of all types.

Granada, serving possibly the most successful and enthusiastic football region in the country, regularly provides its viewers with a weekend soccer preview programme *Kick Off* and links this to its Sunday programme *The Kick Off Match*.

HTV (Wales and West of England)

HTV has continued to serve well what is in many ways the most complex region in the ITV system. The company has to provide programmes for what amounts to three different audiences: the West of England audience, served from Bristol; and Welsh-speaking viewers (about $\frac{1}{2}$ million) and non-Welsh speaking viewers (over 2 million) in Wales, served from Cardiff. Each weekday, for example, three local news magazines, *Report West*, *Report Wales* and *Y Dydd* are produced. Providing these different groups of viewers with their own regular local programmes means that the company's studio centres at Cardiff and Bristol are stretched to capacity throughout the year. The total weekly output of HTV over the twelve-month period amounted to an average of over sixteen hours, a noteworthy performance for a medium-sized company.

One of the most enterprising projects undertaken by the HTV WALES English-language service during the year was a six-part series called *Outlook on Industry*. The series presented a detailed analysis of the economic and industrial problems of the Principality and included contributions from a wide range of economists, trade union leaders and industrialists, as well as an invited audience. Other new series from HTV WALES in English during the year included *Forum*, in which young people were given a platform to express their hopes and expectations for contemporary Wales, and an arts programme *Image 77* presented by former Glamorgan and England cricket captain Tony Lewis. In another series of programmes John Morgan examined the impact of the spending cuts on local government in Wales and Wynford Vaughan Thomas continued his delightful programmes on the Welsh landscape with a series entitled *The Shores of Wales*.

HTV WALES continued to place emphasis in Welsh language programmes on the important field of children's programmes. During the year these included the new programmes *Un Tro* (stories for older children), *Seren Wib* (teenage magazine), *Wstibethna* (factual general knowledge) and *Taro 'Mlaen* (quiz). A particularly successful programme was the bilingually-presented live pop-music programme *Jam*.

The Welsh language service conducted a bold experiment during the year when four young people from a comprehensive school were invited to make four programmes by themselves. The result, *Gwen a Helen a Tim a Marc*, was widely acclaimed in the press. During the year Gwyn Erfyl made a welcome return to present another series of *Bywyd* (Life) which looked among other things at energy conservation, old age and the activities of youth groups in mid-Wales.

From Bristol, HTV WEST reported the local arts and entertainment scene in its weekly *What's On in the West* and in greater depth with its monthly *Gallery*. The latter included a wide range of mainstream and alternative theatre, music and visual arts as well as interviews with Tom Stoppard, Annie Stainer and Lord Donaldson, the Minister for the Arts. Film enthusiasts enjoyed a fourth season of *Cinema Club* which included a three-week season of short films never before shown commercially.

One of the most enterprising new series from Bristol was *Help Yourself*, a weekly magazine for older viewers which contained advice and information, much of it supplied by the viewers.

HTV WEST's output of news and current affairs increased in the course of the year with the addition of late-night news headlines and a new programme, *Report Extra*. *Report Extra* covered issues of local concern including unemployment, the drought and rural transport.

London Weekend Television (London Weekends)

Although its weekend-only franchise precludes LWT from producing a regional news magazine in the manner of the weekday companies, LWT nevertheless continued during the year to serve the local interests of its viewers with such programmes as *The London Programme*, *The London Weekend Show* and *The Big Match*.

The London Programme shown on Sunday evenings has developed a keen-edged, investigative approach to the subjects it tackles. Subjects covered during the year included racial disturbances, the growth of black ghettos, the state of London schools, squatting and the alleged infiltration of the London Labour Party by extremists. The access part of the programme continues to provide a platform for viewers to return to issues from previous programmes or make statements about new issues. *The London Weekend Show* shown at Sunday lunchtime is a current affairs programme designed specifically for London's teenagers and so not surprisingly its subjects during the year ranged from corporal punishment in schools to custom cars, from punk rock to hair care and from tennis to the problems of being a shy teenager.

At the weekend, sport is a major feature of LWT's output and London's soccer fans are fortunate in having *The Big Match*. The Sunday afternoon programme owes much to Brian Moore as presenter and commentator. His composed yet immensely perceptive style has played a big part in moulding *The Big Match* into one of the country's sharpest soccer programmes.

Police Five, a police information spot, is transmitted on Friday evenings and its children's counterpart, *Junior Police Five*, is woven into the three-hour miscellany of children's items shown on Saturday mornings under the title *Saturday Scene*.

Scottish Television (Central Scotland)

Scotland Today, the company's regular weekday news magazine, has had to cope with the same problem as that faced by Grampian Television's local news programme – how to serve adequately a rapidly expanding transmission area. During the year new transmitters brought Oban and Fort William, among others, into stv's area.

Ways and Means continued to focus the spotlight on the Scottish political scene and good coverage was given during the year to the devolution debate. The programmes were measured, sensible and well-judged.

Documentaries produced towards the end of the year from the company's newly structured documentaries department included *Violence v Silence*, about soccer hooliganism, and the well-received *Love is Children*, a documentary about child fostering. *Sneak Preview* was an ambitious and successful 90-minute magazine programme shown late on Friday nights towards the end of the year. It featured such items as music, arts, interviews with celebrities and excerpts from films. Two local light entertainment programmes which graduated during the year to network showings were *Battle of the Comics* and the engaging *Hello, Good Evening and Welcome* which underwent a time-warp to become *Hello, Good Afternoon and Welcome* when shown on the network.

Scotsport continued its long run as stv's local sports programme, shown on Sunday afternoons. Many sports fans no doubt appreciate the fact that the programme covers a wide range of sports and only devotes about 50 per cent of its time to soccer.

In the field of religion one outstanding programme was

Box of Islands presented by Ian Grimble and featuring Norse and other influences down the ages on the religion and outlooks of the people of Orkney. A documentary on the Pilgrim Fathers, *Liberty's Children*, was timed to coincide with the American Bicentennial celebrations.

Southern Television (South of England)

Day by Day, Southern's news magazine, continued throughout the year to bring to viewers a lively and varied menu of serious and light items. New faces were added to the team of reporters and presenters to augment the familiar personalities who have made themselves favourites with viewers in the South over the years. Split transmissions of news for the Kent and East Sussex part of the region continued from Mondays to Thursdays each week and on Fridays this area also had its own magazine programme, *Scene South East*, produced in the company's studio at Dover.

The documentary department produced 24 local programmes during the year. Most programmes concentrated on local topics but there were also one or two foreign reports, including a profile of the Falkland Islands.

The ten *Your Men at Westminster* programmes reflected the activities of Southern MPs and six *Music in Camera* programmes showed studio performances of orchestral music.

Only six local football matches were covered under the title *Southern Soccer* but increased attention was paid to tennis and cricket with live broadcasts from local matches.

Opinions Unlimited was the name of a new discussion programme chaired by Cliff Michelmore which benefited greatly from a participating studio audience as well as a panel. *Farm Progress* and *Afloat* continued to cater respectively for the interests of farmers and sailors. *Tell Me Another* was a successful series of anecdotes by well-known show business personalities and Percy Thrower conducted viewers instructively round *Gardens of the South*.

Local programmes finding their way onto at least part of the network included Jack Hargreaves with the evergreen *Out of Town* about country topics, *Houseparty*, the afternoon women's magazine, and *Challenge of the Sexes* in which women experts competed against men in their own chosen sports.

Thames Television (London Weekdays)

Having to regard a population of more than ten million as a regional audience requiring its own local programmes undoubtedly presents Thames with a special kind of problem and this may partly explain why during the year its daily local news magazine *Today* continued to have difficulty in hitting the right note: perhaps more than anything the programme often appeared to be unsure about exactly what type and balance of material it should be providing for the early evening metropolitan audience. A number of new initiatives however were taken during the year and plans were announced for a new early evening magazine to begin in autumn 1977.

Elsewhere the company made sustained efforts to establish a regional identity with its London viewers. *Arts Bazaar* was a six-part series transmitted at 10.30 p.m. which dealt with the London arts scene. The new magazine, *Sportscene*, developed into a useful weekly compilation of reports and comment on sport in London. Thames' confidence in it was demonstrated at the end of the year when the programme was moved to a half-hour slot in peak-time.

Another new programme introduced during the year was *Today's Post*, a daily five-minute programme following *News at One*, which featured viewers' letters about items from the *Today* programme.

The company also showed a further series of *Help* in which viewers' assistance is sought for a variety of charitable causes. *Good Afternoon*, which is partially networked, continued to provide lively and intelligent coverage of a wide range of subjects. The Friday edition, presented under the title *Money-Go-Round*, considers consumer items, prices and similar subjects of particular interest for the family budget.

Tyne Tees Television (North-East England)

The renaming and relaunch of the regional news magazine programme has been a major preoccupation for the company's news and current affairs department in the past year. After some initial disappointments the new programme, *Northern Life*, settled into an attractive form and at the end of the year was showing continued improvement. In the early part of the year *Face the Press*, in which well-known political figures were interviewed by a panel of journalists, attracted distinguished participants and was well appreciated by both the critics and the audience across the country generally. *Westminster File* and *Impact* continued as two regular programmes which offer North-East MPs opportunities to comment on current political issues.

Treasures in Store, which explored the contents of local museums, attracted a good audience and added to Tyne Tees' output of documentary programmes which included such titles as *The Land of the Giant Leeks* and *A Lord By Accident*, an account of Lord Blyton's elevation from pitman to peer.

No television company would survive in the North East without paying a good measure of attention to its sports output. Tyne Tees, as well as its regular weekly sports programmes *Shoot* on Sunday afternoons and *Sportstime* on Friday evenings, also produced during the year *Champions*, in which sports writers interviewed various sporting champions; *Double Top*, a local darts programme; *Carpet Bowls*, a series on a highly regional sport; and also *International Show Jumping* from the new international centre at Stannington in Northumberland.

Light entertainment programmes produced for the local audience provided fare for all tastes but were not totally successful: they included *On the Light Side*, *What Fettle* and *Geordie Scene*. For a wider showing, however, the same department produced the successful *Mr and Mrs* and *Those Wonderful TV Times*.

Faith in Action was a particularly noteworthy series in the company's religious output and *Boy From Nazareth* was a laudable, though perhaps less successful, first attempt at religious instruction for the very young.

Finally, at the end of the year the company began an experiment in early-morning television in co-operation with Yorkshire Television. The morning programmes began at 8.30 a.m. with *Good Morning North*.

Ulster Television (Northern Ireland)

This has been a year of experiment and innovation for Ulster Television, with a special week of programmes to mark the American Bicentennial; a series of mystery interviews entitled *I Don't Think We've Met . . .*; new programmes being introduced to end the day and for afternoon viewing on Mondays and Tuesdays; the provision of a series of monthly *Specials* with an open-ended run on Monday nights; *Murray's London*, introduced weekly from the London studios of ITN; and the daily news magazine *Reports* was moved from 6.00 to 6.30 p.m. each weekday evening.

To mark the American Bicentennial for a whole week in April the station took on a distinctly transatlantic air with specially made programmes and new American faces at the presenter's desk and in the newsroom. There was also a fully networked documentary *Ulster Sails West* which looked at the contribution made by Ulster men and women to the formation and growth of a new nation, *Pumpkinhead* featuring a lively Irish-based American folk group of the same name, and *USA 1776-1976* which examined the causes and development of the American Revolution and its significance for Ulster.

Reports continued to provide reliable and quietly-presented news of the all-too-frequent tragedies brought about by the bomb and the bullet as well as portraying the courage of the ordinary citizen in carrying on as normally as possible in the face of a near-war situation. As well as covering local politics and the government of the Province under direct rule, the activities of Ulster MPs at Westminster were covered regularly by Ulster's political correspondent.

The pattern of day-time broadcasting changed when

Women Only was succeeded by *See You Monday* and *See You Tuesday*. These programmes together have examined a wide range of topics ranging from the local debate on comprehensive schooling, the provision of facilities for the elderly and the treatment of haemophilia to items of consumer advice, keeping trim and slim and social action. Early in the new year *Bedtime* arrived to end the day on a note of easy relaxation with its mixture of news headlines, information about the next day's events, shows or exhibitions, and music, song or story.

UTV Profile, which had brought to the screen an intriguing collection of local celebrities, was followed by *I Don't Think We've Met . . .* in which week by week the interviewer was confronted by a guest unknown to him. Since January, once a month, Monday evenings after 10.35 p.m. have been given over to a series of elaborately mounted *Specials* which considered in depth and in a great variety of manners topics such as violence, holidays at home and abroad, and whether *Irish History will be the Death of Us*. Other single programmes have considered the experimental work being carried on at Belfast's City Hospital on heart disease in *Operation Bypass*, or looked at the re-creation of the past in the Ulster Folk Museum in *Treasures in Store*.

Regular series have also provided background news and information - results for a myriad of local sports in *Sportscene*, a detailed and often stimulating examination of the place of religion in society in *What's it All About?* which last Christmas brought the leaders of the four main denominations together in Ulster's studio, a lilt of Irish folk music in *From Glen to Glen*, news and the personalities in the news at midday in *Lunchtime*, and appeals for information which would help restore law and order to the Province in *Police Six*.

Westward Television (South-West England)

Westward maintained its extensive coverage of local news and current affairs throughout the year in *Westward Diary* and *Sports Desk*, the weekly *Westward Report* and *Farm and Country News*. Political issues at national and local level were discussed by West country MPs in *Politics West*, and in *Blueprint for Tomorrow* the company presented a series of interviews with chief executives of the new country authorities.

It was a year of exciting sailing events and many of them were captured by Westward film crews in documentaries such as *The Great Clipper Race* and in coverage of the Tall Ships and the Observer Single-Handed Transatlantic Race. Other documentaries on rural subjects - Tavistock Goose Fair, the Yeovil Fatstock Show, a programme on the pike, and more *Walking Westward* with Clive Gunnell - had a more leisurely pace.

The North Devon Project was given further access in *A Voice of Our Own* in which a volunteer production team compiled a report on the effects of tourism on the South West. *Format* presented a quarterly round-up of the arts scene, and consumer affairs featured in *Late With Danton*. Celebrities resident in or visiting the area were interviewed in *Be My Guest*, *West Country Lives* and *Summer of '76*.

The long-running quiz, *Treasure Hunt*, maintained its popularity with viewers, while local schoolchildren competed in *Around The World in 48 Hours*. At the end of the year a sports quiz for children, *On Your Marks*, began a network run, as did an education series, *Women Alone*.

Westward produced other practical series on crafts and fishing, and several of the company's religious programmes featured in the Sunday evening programme network, among them an interview with Dr Sheila Cassidy, a meditation *New Beginnings* and one of the series *Craftsmen for Christ*. A competition for the best Christmas card design brought in entries from all over the country.

Yorkshire Television (Yorkshire)

Calendar, Yorkshire's daily magazine programme, continued to enjoy the very considerable popularity and audience loyalty it has carefully nurtured over the years. During the year there was hardly a week when the local weekly ratings charts did not have at least one *Calendar* in the Top Ten.

In addition to the established off-shoots from the programme such as *Calendar Sunday*, featuring local MPs, and *Calendar Sport*, a half-hour Friday evening sports preview, a new occasional series began during the year called *Goodnight Calendar*. The series originated with the retirement of the Bishop of Wakefield, a respected and much loved local figure, and to mark the occasion the company mounted a series of ten-minute programmes at the end of the day in which the Bishop talked about his life and views. The format was successful and was repeated during Holy Week, with the Archbishop of York taking part.

A major event starting right at the end of the year but planned to run for an experimental nine-week period has been the scheduling of local early-morning programmes. The service opened at 8.30 a.m. with *Good Morning Calendar*, a round-up of news, weather, traffic and sport which was then followed by cartoons, children's programmes and *Peyton Place*. The experiment was also run concurrently in the North

East by Tyne Tees Television whose programmes began at 8.30 a.m. with *Good Morning North*. A major evaluation of the experiment has been planned with an extensive audience research survey conducted by the Authority in conjunction with both companies.

A further innovation from Yorkshire Television during the twelve months has been a new-look *Calendar Tuesday* shown on Tuesday afternoons. The half-hour programme contains magazine-style items to which the regular programme shown in the early evening can sometimes give only restricted coverage because of news pressures.

A venture in inter-company co-operation during the year produced a documentary series called *Lifestyle*. Yorkshire, Anglia and Tyne Tees programmes provided filmed documentaries on aspects of regional life. The programmes, screened at 10.30 p.m. on Mondays, provided viewers with some excellent television, notably *It's No Joke Living in Barnsley*.

4 The Educational Programmes

READINESS TO RESPOND to the times has been a hallmark of educational programmes over the past year. Broadcasters chose not to sit back and observe the indignity of adult and youth unemployment, or the problems of the disadvantaged, or for that matter the general difficulties of people trying to cope with the social, economic and personal problems of today. Positive programme responses were made at both school and adult level. Education itself was in the public eye, and a variety of programmes was produced by general output and educational producers to help viewers understand the main issues. The Authority's responsibility to maintain a detached, critical but fair oversight of the companies' educational output and to collaborate with them in achieving improvements was helped by the IBA Fellowship Scheme.

The year saw the beginnings of some fresh approaches to early childhood education. There was evidence of better and increasing use of primary and secondary schools programmes. In the sector of adult education there was a welcome strengthening in the output of socially responsive programmes.

It is a pleasurable duty to record the debt of gratitude owed to the chairmen and members of the Authority's educational advisory committees for the help they gave during the year. Dr William Taylor continued to chair the Educational Advisory Council with distinction. Joslyn Owen agreed to become the successor to Professor H A Jones as chairman of the Adult Education Committee. In his first year he accepted the challenge of steering the committee in its consideration of possible new directions. The Schools Committee contributed much helpful and pointed advice and successfully adopted an advanced calendar for business under its skilful chairman, John Henry.

As in previous years, the Authority continued to enjoy good relations with the BBC and the BBC's School Broadcasting Council. Collaboration also 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 Authority's Head of Educational Programme Services left in November 1976 to become the Director of the Department of Extra-Mural Studies at the University of London. His successor has been appointed but as he will not be able to join the Department until September 1977 the former Head of Programme Services returned from his retirement to be Acting Head of the Education Department in the interim.

Early Childhood Education

It is not hard to understand the importance of pre-school programmes on television when surveys show that barely one child in ten in England and Wales has the opportunity to attend either playgroup, child centre or nursery school. This is one reason why the Authority maintains its commitment to special programmes for the under fives. Last year the four pre-school series *Hickory House* (Granada), *Mr Trimble* (Yorkshire), *Pipkin's* (ATV) and *Rainbow* (Thames) alternated in the network midday slot. Thames broke new ground in 1975 by producing a special *Rainbow* documentary for young children going into hospital. The company followed up this innovation in 1976 with a second documentary, *Rainbow Starts School*, which aimed to allay any anxiety that a five-year-old might feel about starting school. Four years of practice and observation have led to new approaches. Looking slightly to the future, Yorkshire Television has prepared a replacement for *Mr Trimble* with *Stepping Stones*, a slower-paced series with new objectives. Granada is also planning a new regular series in the place of its *Hickory House*.

Ideally pre-school programmes should be watched by parent and child together, with the parent helping to extend the child's awareness. For this to happen effectively parents also should be made more aware of their role. Over the past year several new series on parent education have been produced to help in the bringing up of children. *Being a Child* (London Weekend), and *Home and School* (HTV) were adult education programmes explaining to parents how children develop their understanding of the world, and how parents can play a significant part in the success of their children at school. Mention must also be made of Yorkshire Television's sympathetically informative series for parents of handicapped children called *The Special Child*.

Adolescent parents-to-be could benefit from the 'Family Matters' unit in the *Facts of Life* series (Granada). Schools programmes also reflected some of the overall concerns of early childhood education, as in the 'Looking after Young' programme in *Alive and Kicking* (ATV), the post-natal and family programmes of the sex education series *Living and Growing*, or the childcare themes running through the story serial in *Starting Out* (ATV).

These are some of the educational programmes which have set a clear lead in bringing important present-day issues through the most widely used popular medium of information to people in their homes and pupils in schools. There is perhaps less cause for satisfaction in the overall response of social agencies in encouraging awareness and fuller use of these resources. If all the agencies in education, welfare and health were to respond in the positive way that the National Society for Mentally Handicapped Children supported Yorkshire's *The Special Child* series it might then be possible to realise the true potential of the range of resources for early childhood education.

Schools Programmes

The number of schools using ITV schools programmes has continued to increase at an encouraging rate. Statistics available during the year showed the percentage of secondary schools using ITV programmes in 1975-76 stood at 46 per cent compared with 42 per cent in 1974-75. In primary schools take-up has risen slightly to 82 per cent. In all, over the schools transmission period from September 1976 to June 1977, 56 series are to be broadcast. Of these, 32 are networked throughout most of the United Kingdom and 24 are shown locally. The marked increase in the schools output for regional use has continued. Among others HTV produced four series in Welsh for its transmission area only and Scottish Television showed two home-produced series on community/moral education and English/general studies geared to Scottish curricula. Details of all schools programmes for the year, networked and regional, are given in Appendix VII.

Consultation about the effectiveness of ITV's programmes has taken place at several levels with those involved in education. One of the most important links in this process is that with the teacher using the programme in the classroom. The Report Card system, which allows teachers to record immediate reactions to a programme, has been revised. It is too early yet to report conclusively on its success. Another part of the consultative process was a series of meetings between HM Inspectorate, teachers and representatives of the IBA and ITV companies. One in May looked at the use of existing schools television programmes in the teaching of history and at possible new strategies. July saw a similar kind of forum on child studies and parenthood education.

More recently, in February this year, a further dialogue was held on the specific contribution broadcasting could make to a complex structure of teachers' needs. The IBA's contacts have been broadened further now that an Education Officer has a main responsibility for liaison with educational practitioners and authorities at all levels. One aspect of his work has been to explore the potential of teacher secondment as an additional means of creating links between classroom and broadcasters, and a pilot scheme is planned. Like much of the public, the IBA's education advisers were concerned in early 1977 with the 'Great Debate'. The staff were not invited to make any serious contribution to the DES regional conferences, though later talks were planned between senior Authority staff and the DES. Work was started on adult education series that would aim to explore and illuminate current issues in the national educational debate.

In a year when the plight of the unemployed was in the minds of many, schools programming on ITV reflected concern. The foundations of a new, permanent strand of programmes were laid. A working party, with members drawn from the Schools and Adult Education Committees, was formed to look at the 16-19 age group and the problems it is likely to encounter in the transition from school to work (or unemployment). A report will be produced towards the end of the year suggesting ways broadcasters can assist in this crucial period. Meetings with Government agencies such as the Manpower Services Commission and the Training Services Agency also acted as a stimulus to the Authority and the ITV companies. The very first response was a series from Yorkshire Television called *Leaving School 1976*. Transmitted in the Yorkshire area, the programmes tried to take the sting out of prospective unemployment by advising school-leavers of alternatives. This was the first endeavour but others, due for transmission later this year, are at an advanced stage of planning.

This year also saw the strengthening of ITV schools commitment to health education for pupils of all ages. *Alive and Kicking* (ATV) was a new series to encourage infants to develop positive concepts about their own health. *Facts for Life* (Granada), a series in human biology intended for pupils aged 14-18, introduced the new 'Family Matters' unit - four programmes on conception, childbirth and development.

Reference was made in last year's report to the new advances made in a structured approach to media studies. In a sharp but entertaining way *Viewpoint* (Thames) broke new ground. But doubts were raised whether the series paid sufficient regard to the 'due impartiality' requirement of section 4(1)(f) of the IBA Act. After viewing some of the programmes, the Authority decided not to approve a repeat of the series in the form in which it was first transmitted until these doubts had been resolved. After extensive discussion between Authority staff and Thames some programmes from the series were revised. A unit of five *Viewpoint* programmes, one new and four remade or revised, is to be included in a miscellany English series of documentaries and dramas called *The English Programme* due for network transmission in autumn term 1977. Further attempts at providing pupils with a critical appreciation of the media were found in the long-running Granada series *The Messengers* and a new series *Looking at Television* (Yorkshire). The latter, while encouraging a critical, questioning attitude to television's messages, offered a well illustrated and informative account of the television broadcasting system in Britain.

A remarkable secondary schools series first transmitted during the year was *Romeo and Juliet* (Thames), an imaginative and lavish production especially noteworthy for the youthful appeal of the principal actors. Also from Thames came the second stage in its deservedly popular biology series *It's More Life* with David Bellamy. Other well established series were renewed. *Starting Out* (ATV) used new characters in its serial format to help young people with careers and personal relationships. Yorkshire's *Meeting our Needs* for middle school pupils used as its basic theme 'Living in a Community' and combined new with previously

used material. *The World Around Us* (Thames) included for the first time groups of programmes describing and explaining the more significant ceremonies of different religions, and other programmes on communities and the principles of flight. There were also many new programmes in the familiar primary school miscellany series, *My World* (Yorkshire), *Seeing and Doing* (Thames) and *Finding Out* (Thames).

Adult Education

After a period of self-assessment stretching over some four years the Authority's Advisory Committee on Adult Education appears to have reached an important watershed in its development. The procedures it follows for dealing with its business have settled down; the priorities in programming which it set itself are starting to make their way onto the screen. Sparked off by an imaginative and provocative paper by a member of the education staff the committee was given a further challenge. It was suggested that to continue producing programmes designated as adult education without taking cognisance of the rich supply of educative material in general television output was unrealistic. Nor was it in the best interests of education to do so. As a useful first step towards looking at the issues involved in depth, the committee set up a small informal working party, formed from some of its own members and the Authority's education staff. At the time of writing the working party has met three times and is gradually developing practical suggestions and recommendations for gaining greater educational advantage from the broad range of serious informative programmes offered on ITV.

Members from the Adult Education Committee with a shared concern in the problems of the 16-19 age group, joined with members from the Schools Committee to form a joint working group. Its brief was to look at the possible contributions from broadcasters to the problems of young people preparing to leave school and start work. A final report is expected towards the end of the year. The ready willingness of both committees to participate in these working parties and to shoulder so generously the work involved is noted with gratitude.

On a broader front, discussions were opened with general output TV producers, examination boards and the National Extension College about means of drawing adults into further study through the influence of television programmes. Already some pilot experiments in this form of open-learning are under way. It is hoped that ITV will be able to play an important and distinctive role in this potentially fruitful field of adult education.

During 1976-77, 27 new adult education series were networked in the United Kingdom. The pattern of programmes has stayed much the same as in previous years: three hours a week on average for each company, distributed between weekend mornings, Tuesday and Thursday lunchtimes and the occasional late-evening transmission during the week. There has been the occasional break in this pattern. For example, a major series *A House For The Future* (Granada) was shown on Sundays at midday. It is likely that an important contribution to political education from the same company will occupy this same time slot during the coming summer. A special presentation of repeats of suitable adult education and schools programmes was put into the 1976 summer schools break. A similar 'Summer School' is planned in summer 1977.

In the course of the year the number of socially relevant programmes classified as adult education increased. Special mention should be made of the distinct strand of parent education programming which has developed. *All About Babies* by ATV tried to foster in the ITV audience an informed approach to childbirth and child development. London Weekend's *Being a Child* sought to help the parents understand the development of their children. *Parents' Day* from Granada and *Home and School* (HTV) looked at educational issues of interest to parents of school-age children. Yorkshire Television produced a series for the parents of handicapped children, *The Special Child*. It was perhaps fitting that in a

year of new legislation relating to women Westward should produce *Women Alone* on the problems of women who by choice or circumstance face life alone. Likewise Anglia Television celebrated Age Action Year with a series on creative retirement, *A Ripe Old Age*.

There were some notable successes in the imaginative leisure category also. Granada's *Early Musical Instruments* was a lively effort to help the understanding, appreciation and enjoyment of medieval music and instruments. Thames produced a second series on musical appreciation, called *Musical Triangles*, and a new series *The Playwright* in which contemporary writers showed and discussed samples of their work.

Keen interest has been maintained in the Adult Literacy Project and in showing of providing support. It is estimated that since the first showing of the cor advertisement in April 1976, directing viewers' attention to local referral centres, it has been seen by several million in the ITV regions. The showing of the cor advert has had a significant effect on the numbers of volunteers coming forward, particularly in Scotland.

It has become increasingly clear that not only literacy but also numeracy difficulties are commonly experienced by many adults. An interesting proposal from Yorkshire Television is now being developed for a combined correspondence/television course on basic numeracy designed to alleviate these difficulties. The IBA's advisers have on several occasions given thought to appropriate ways of developing educational purpose in the programmes of Independent Local Radio. It is expected that in due course, as the financial climate improves, the effects of these deliberations and consequent exchanges with the companies will show themselves in the output.

Community service broadcasting has been a shared concern between the Authority's education and religious departments. Staff working in conjunction with volunteer agencies have given impetus to the companies to expand their range of programmes in this field. Education staff helped to organise a successful national conference on the subject at the Festival Hall and took part in a further conference in Scotland.

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*, some 33 new series of adult education programmes were produced and transmitted, amounting in all to 269 individual broadcasts filling 112 hours of air time. Topics covered ranged from energy conservation to medieval music. Most programmes were in the areas of practical leisure (fifteen series) or imaginative leisure (seven series). But matters of wider social concern were also dealt with in programmes such as *Women Alone* and *Home Nursing* (for fuller details see Appendix VII).

VOCATIONAL – the gaining of qualifications; re-training; updating of professional knowledge; careers series; languages
First Act (drama with children and young people)

PUBLIC AND SOCIAL AFFAIRS – community, political, economic and consumer education; work; management; councils; industrial design; town planning

First Steps in First Aid (coping with emergencies)
Home Nursing (caring for the sick at home)
A House for the Future (energy conservation on a domestic scale)
Women Alone (the 'single' woman in society)

ROLE EDUCATION – e.g., for parents, trade unionists, magistrates, the retired

All About Babies (for young mothers)
Being a Child (elementary child development for parents)
Home and School (the function and role of the Primary School, for parents)
Parents' Day (educational issues of interest to parents)
A Ripe Old Age (creative retirement)
The Special Child (for parents of mentally handicapped children)

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

Be a Sport, With Brendan Foster (amateur athletics)
The Big, Booming Bicycle Show (cycling and cycle maintenance)
Catch '77 (off-shore fishing)
Focus on Photography (for the more advanced amateur)
Fun Food Factory (creative cooking for and with children)
Home Brew (wine and beer-making at home)
In Focus With Harry Secombe (creative photography for the beginner)
Keep Up With Yoga (further yoga exercises)
Kitchen Garden (series 2) (growing and cooking your own vegetables)
Let's Play Bridge (instruction in the Acol system)
Making Things Do (making the most of an existing wardrobe of clothes)
Old House, New Home (do-it-yourself techniques)
Paint Along With Nancy (oil painting for beginners)
Play Soccer Jack Charlton's Way (soccer coaching for young people)
Which Craft? (traditional British crafts and their craftsmen)

IMAGINATIVE LEISURE – the Arts; aesthetics; music appreciation; history and the sciences; philosophy

Early Musical Instruments (medieval and renaissance music)
Horses in Our Blood (the horse in British history and culture)
The Inventors (how everyday objects came into our lives)
Musical Triangles (series 2) (music appreciation)
Musket, Fife and Drum (British military music)
The Playwright (contemporary playwrights show and discuss their work)
Trash or Treasure? (series 2) (antique appreciation)

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 some examples of publications:

PUBLICATION	PUBLISHER	TELEVISION SERIES
<i>Catch '77</i> information cards	Westward Television	<i>Catch '77</i> (Westward)
<i>First Act Drama Kit</i> booklet and LP record	Ward Lock/London Weekend Television	<i>First Act</i> (London Weekend)
<i>A House For the Future</i> T P McLaughlin	TVTimes Family Books	<i>A House For the Future</i> (Granada)
<i>In Focus With Harry Secombe</i> Reg Mason	Independent Television Books	<i>In Focus With Harry Secombe</i> (ATV)
<i>Keep Up With Yoga</i> Lyn Marshall	Ward Lock	<i>Keep Up With Yoga</i> (London Weekend)
<i>More Kitchen Garden</i> Keith Fordyce and Claire Rayner	TVTimes Books	<i>Kitchen Garden</i> (series 2) (Thames)
<i>Ann Ladbury's Making Things Do</i> <i>Sewing Book</i>	Independent Television Books	<i>Making Things Do</i> (Southern)
<i>A Ripe Old Age</i> Information Booklet	Anglia Television	<i>A Ripe Old Age</i> (Anglia)
<i>The Special Child</i> Dr Kenneth Day	Trident Television	<i>The Special Child</i> (Yorkshire)

The IBA Fellowship Scheme

The IBA Fellowship scheme has for several years provided opportunities for teachers and educational broadcasters to pursue studies in the relationship of television to education. Recently the Authority agreed to extend the range of the scheme to include radio, and the first Radio Fellowship will probably be set up next year.

During the year three reports were published. 'Bristol Channel and Community Television' examined the educational implications of cable television. 'Children's Response to Pre-School Television' reported on a method of assessment of pre-schools programmes. 'Middle Schools Language

Programmes' examined the use of language programmes in schools.

A Fellow was established in Wales where the cultural implications of a Welsh Channel were examined, while another, based at the Royal College of Art, examined media studies in secondary schools. A third, at Birmingham University, is investigating the use of television in schools for ESN children.

Fellows are based at universities or institutions of higher education, where they work under the guidance of a Director of Studies. Reports are published by the IBA and issued free of charge to all interested individuals and organisations.

5 The Religious Programmes

THROUGHOUT THE YEAR the staff of the Authority, in consultation with the major programme controllers and others concerned with formulating network policy, gave much thought to the best way of implementing the modifications to the Sunday 'closed period'. The matter was further considered, jointly with the BBC, in discussions that culminated at the Autumn meeting of the Central Religious Advisory Committee, where final agreement was reached on the changes to be implemented at Easter 1977.

Put simply, the agreement as it now stands means that: (i) instead of the longstanding 70-minute 'closed period' from 6.15 p.m. to 7.25 p.m., there will henceforth be 35 minutes from 6.40 p.m. till 7.15 p.m. when the BBC and the IBA will continue to transmit programmes under the old rules.

(ii) the IBA will additionally transmit on all stations 35 minutes of religious broadcasting each Sunday at some time between 4.00 p.m. and 6.40 p.m.

During the year under review, one major production and one controversial innovation enlivened the network run of religious programmes. The ITC/RAI six-part serial *Moses the Lawgiver*, presented by ATV Network, ran from 7.00 p.m. to 8.00 p.m. on Sundays during January and February, thus for the first time regularly taking programmes of religious interest on into the competitive part of the Sunday evening schedule, where it did very well indeed.

The controversial contribution to network religious broadcasting was Granada's *Reports Action*, which ran for six weeks in November and December. The programme developed from a local weekday series and began with the support and involvement of the company's religious advisers. *Reports Action* tries to recruit viewers for voluntary works and during its run the programme claimed 83,000 volunteers. The Authority's Panel of Religious Advisers was divided between those who saw the programme as 'theology in action' (and so in keeping) and others who saw it as 'joining the do-gooding bandwagon' and so better not classed as religious. On the Panel's advice the Authority agreed to its transmission experimentally, having first made sure that there was enough back-up, so that people who did offer to help do things would not be disappointed, and the agencies would not be swamped with unsuitable enthusiasts. The Institute of Mass Communication Research at Leicester University undertook research for the Manpower Services Commission into those who volunteered, promising to publish its results in July 1977 in time for the second national conference on voluntary action through television. Meanwhile, the Authority in February endorsed a further experimental network run of the programme.

Granada also networked (coinciding with *Reports Action* and *Moses the Lawgiver*) two further runs of its stark series *Opinion*, in which a range of distinguished speakers consider in turn a question of contemporary interest. In these further runs, the series developed a tone of speaking which enabled the Panel of Religious Advisers to endorse their earlier approval for its inclusion in the religious programme output.

From the rest of the Sunday evening output over the year, it is worth noting Yorkshire's short summer series of documentaries, *One Man's Parish*, and Southern Television's return to regular religious music with *Come Sunday*, networked for nine weeks in the summer. Andrew Cruickshank in these programmes introduced a series of artistes inside a church building giving thanks to God for their talents.

The four major companies operating at weekends between them provided in almost equal shares the bulk of the network religious programmes, with Scottish Television's two memorable programmes *Liberty's Bell*, for the 200th anniversary of

the Declaration of Independence, and *A Box of Islands*, about Orkney, three *Patterns of Faith* interviews, and a joint regional enterprise *Craftsmen for Christ* representing the traditional regional contribution to the network output.

Sunday Morning Worship

Independent Television continued to network *Morning Worship* once a week at 10.00 a.m. throughout England and Wales, with a monthly programme from a studio, intended for an elusive unchurched audience. In Lent, as always, seven linked live outside broadcasts together with a networked Good Friday meditation from Thames explored the theme *Faith in Place*.

Other Religious Programmes

Thames, for London viewers, significantly developed its religious programme pattern. From mid-summer, the traditional 'last programme' gave way to a 60-second nightly *Close*, with the resources redeployed to give metropolitan viewers their first regular early evening religious discussion series, *Matter of Morals*, which from mid-March began going out at 6.00 p.m. on Fridays. The company also sustained *Help!* - its local volunteer recruitment programme.

Outside London, local patterns of religious television were sustained. Scottish Television and HTV WALES (in Welsh) weekly, and Grampian seasonally, opted out on Sundays to provide local religious programmes, while Ulster with its Thursday night *What's It All About* and Channel with its monthly *Link-up* kept faith with their viewers. The English regional companies sustained their late-night patterns with Tyne Tees additionally presenting its daily *Starting Point*.

Tyne Tees also, along with ATV, continued to serve religious education in the Independent Television schools' output, and began a widely shown occasional 'Sunday school of the air' entitled *The Boy from Nazareth*.

Other Programmes of Religious Interest

The Christmas season saw a particularly varied crop of programmes of religious interest, including Thames' presentation of Britten's *Nicolas Cantata* from St Albans Abbey and Scottish Television's *Rock Nativity*. Union problems which prevented the transmission of Southern's proposed Christmas Day Eucharist are a sobering reminder of the high cost of televising live.

Antony Thomas wrote, produced and directed Yorkshire's *The Good, the Bad and the Indifferent* - a personal view of the Church of England. It was a view made up of a mosaic of colourful clerics. Having caused a stir when it was first shown as a Tuesday documentary in October, it was repeated to a larger audience in the 'closed period' on Mothering Sunday, with a discussion the following week in which the Archbishop of York and the producer examined the programme in front of a studio audience. *The Good, the Bad and the Indifferent* was selected to be Independent Television's official entry to the Fifth International Christian Television Festival in Montreux, held in May 1977, where it won one of the five major awards.

Matters of a religious nature, in a more obvious as well as in a broader sense, easily find their way into all sorts of general programmes: a *Today* 'Personal Choice' interview with the Bishop of Kingston-upon-Thames (Thames); a wide-eyed look at a monastery (Granada's *Fort Augustus*, presented by Ray Gosling); and indeed the strong church life of *Emmer-*

dale Farm (Yorkshire); items in *Lookaround* (Border) and of course the ITN news programmes, are reminders that whatever the arrangements for religious broadcasting as such, religion is treated by Independent Television as part of the stuff of life.

Further proof of that approach is Independent Television's decision to submit as its entries to the 1977 Prix Italia two of the above-mentioned programmes: *Nicolas Cantata* (Thames), which for the first time in 29 years brought the music prize to Britain; and *The Good, the Bad and the Indifferent*, which narrowly failed to win the documentary prize.

Other Faiths

The Director General and the Religious Programmes Officer were guests at the First Jewish World Film and Television Festival, held in Jerusalem in October, and were also invited by the Union of Muslim Organisations of UK and Eire to the dinner celebrating the Birthday of the Prophet (s.a.w.). The distinction between programmes about other faiths, which television already does, and programmes for their adherents, which are more appropriate to local radio, was one subject discussed at a weekend conference held in March at Cumberland Lodge.

6 Analysis of Programme Production and Output

THE AUTHORITY has a statutory duty under the IBA Act to provide a nation-wide public service of television programmes under the general headings of information, education and entertainment. The Authority is also obliged to see that there is a proper balance and wide range in the subject matter of programmes 'having regard both to the programmes as a whole, and also to the days of the week on which, and the times of the day at which, the programmes are broadcast'. Additionally, the Authority is required to secure a wide showing for programmes of merit and to ensure that a proper proportion of material shall be of British origin and British performance. The IBA Act also requires that in each transmission area there shall be a suitable proportion of programmes calculated to appeal specially to the tastes and outlook of people in that area. Through its headquarters staff and its ten Regional Officers the Authority maintains a continuous check to see that its fifteen television programme contractors are fulfilling Parliament's general intentions in the composition of their individual company schedules. Every such schedule has to be approved in advance by the Authority and the changes which inevitably arise in plans made some months ahead must also have the Authority's assent. The Authority makes a complete record and analysis of the statistics of each company's programme output and it is from this record that the figures given in this chapter are taken.

It is possible to see a general pattern of programme balance throughout the ITV system as a whole in terms of the different kinds of subject matter, and it is that general pattern which is shown in the following table. No single ITV region will match it precisely, but none will deviate very far from it. The quality of Independent Television's service cannot be judged by a consideration of statistical tables but such information does give a real indication of the diversity of programme type and programme source.

Programme Balance

(Weekly average output, year ended 3rd April 1977)

	DURATION		PROPORTION	
	hrs	mins	%	
News and news magazines	10	11	10	(11)
Current affairs and documentaries	11	09	11	(12)
Arts	0	46	1	(1)
Religion	2	36	2½	(2½)
Adult education	3	28	3½	(3)
School programmes	6	26	6½	(6)
Pre-school programmes	1	26	1½	(2)
Children's programmes				
(a) informative	1	58	2	(1½)
(b) entertainment	7	24	7½	(7½)
Plays, drama series and serials	24	34	25	(23)
Feature films	8	42	9	(10½)
Entertainment and music	11	39	11½	(11)
Sport	9	15	9	(9)
	99	34	100	

Last year's proportions in brackets

The year's average of almost 100 hours' transmission a week was over 6½ hours more than in 1975-76. It marked the restoration of those late-evening and morning programmes which had been reduced in the preceding year for reasons of economy. The present figures do not reflect the experimental early morning transmissions which began in the Yorkshire and Tyne Tees areas in the last week of the current year.

Entertainment and music programmes increased by 1½ hours a week, education programmes by 1½ hours, and sport by over half an hour a week. Plays, drama series and serials showed an increase of 3 hours and represented nearly a quarter of total transmission time; the use of feature films declined by an hour a week. News and current affairs showed marginal increases in actual time on air. Factual programmes (news, current affairs, religion, education and children's informative programmes) again represented well over one-third of transmission time in 1976-77, 38 per cent of the total.

Sources of Programmes

(Weekly average output of an average company)

	DURATION		PROPORTION	
	hrs	mins	%	
Network companies' production	50	50	51	(50)
Regional companies' networked production	8	34	8½	(9)
Local production	6	21	6½	(7)
ITN	6	59	7	(7)
British acquired programmes	13	17	13½	(13)
Foreign	13	33	13½	(14)
	99	34	100	

Last year's proportions in brackets

Every company's transmission schedule has three sources – its own programmes; the programmes made by other ITV companies; and material acquired in Britain and abroad from various outside producers. Given the federal nature of Independent Television as devised by the Authority it has always been both desirable and practical that each company should show the programmes of other companies. Every company has a contractual obligation to make programmes specially for viewers in its transmission area but in order to provide an overall service of high quality every company takes in addition networked programmes from ITN and from the five network companies established to provide a common standard of service throughout the United Kingdom. On average 65 hours a week is composed of networked programmes from ITN, the five network companies, and additionally from the remaining ten regional companies. In the past year regional contributions to the network have increased by a further half an hour per week to 8½ hours and regional companies have been responsible for some of the most successful daytime programmes. The percentage of foreign material in the schedules, limited to a maximum of 14 per cent, showed a slight decrease during the year to 13½ per cent. The largest single increase in programme source was registered by the total of programmes supplied by the five network companies – up on average by 4 hours a week in comparison with the previous year.

The pattern of programming during the main evening viewing hours, shown overleaf for the London area served by Thames and London Weekend Television, is not unlike that for any other ITV area. It shows the clear preponderance of programmes produced by the companies as distinct from acquired material. Factual programmes between 6.00 p.m. and 10.30 p.m. occupy over 9 hours a week – almost 30 per cent of the total. The bulk of the remaining output is made up of ITV-produced drama, over 7½ hours, and ITV-produced comedy and light entertainment, over 6 hours.

The total production in companies' own studios remained unchanged from last year at just over 147½ hours per week. News and news magazines again accounted for one-third of

Programmes in Main Viewing Hours 1976-77

(Weekly average output in London, 6-10.30 p.m.)

	hrs	mins
News bulletins	3	02
News magazines	2	58
Current affairs, documentaries, arts	1	47
Religion	1	19
Plays		37
ITV drama series	7	01
Acquired drama series	3	31
TV movies	1	31
Feature films	2	59
ITV entertainment and comedy	6	22
Acquired entertainment and comedy		12
Sport		11
	<hr/> 31	<hr/> 30

all production and current affairs and documentaries amounted to a further 18 per cent; this does not include ITN's production of 7 hours of news each week. Most other categories of production remained basically at the level of the previous year though there was an increase of nearly 2 hours a week in entertainment and music programmes and over an hour's increase in the amount of sport covered by the companies. Since the table (right) refers to the productions of every company no single area would have seen all the programmes indicated by the overall figure.

Regional production and transmission in 1976-77 reached a record level of 5,640 hours for the year. HTV in its programmes for Wales and the West of England showed an increase of nearly an hour a week and Scottish Television, Tyne Tees, Ulster and Channel Television also recorded significant increases. Each of the ten companies exceeded its

Regional Production

(Year ended 3rd April 1977)

	TOTAL FOR YEAR		WEEKLY AVERAGE		IBA MINIMUM REQUIREMENTS	
	hrs	mins	hrs	mins	hrs	mins
Anglia	454	12	8	34	7	30
Border	248	24	4	41	4	00
Channel	231	46	4	22	3	00
Grampian	310	14	5	51	5	30
HTV (including Welsh language)	861	25	16	15	8	00 (+ 5½ hours Welsh language)
Scottish	523	10	9	53	9	00
Southern	571	38	10	47	9	00
Tyne Tees	467	32	8	49	8	30
Ulster	349	25	6	37	6	00
Westward	387	57	7	19	6	00
	<hr/> 4,405	<hr/> 43	<hr/> 83	<hr/> 08		
Network Companies (Regional Programmes)	1,235	03	23	18		
	<hr/> 5,640	<hr/> 46	<hr/> 106	<hr/> 26		

Programme Production

(Weekly average, year ended 3rd April 1977)

	DURATION		PROPORTION	
	hrs	mins	%	
News and news magazines	48	57	33	(33)
Current affairs and documentaries	26	08	18	(19)
Arts	1	22	1	(1)
Religion	9	50	7	(7)
Adult education	3	22	2	(3)
School programmes	2	03	1½	(1½)
Pre-school programmes		58	½	(½)
Children's programmes				
(a) informative	2	28	1½	(1½)
(b) entertainment	8	51	6	(6)
Plays, drama series, serials	10	16	7	(7)
Entertainment and music	14	47	10	(8½)
Sport	18	36	12½	(12)
	<hr/> 147	<hr/> 38	<hr/> 100	

Last year's proportions in brackets

minimum local origination requirements. The regional programmes made by the five network companies for their own areas, which provide an essential element in their services, showed a slight increase. Because of their more substantial production resources the larger regional companies are better placed to secure network outlets for their programmes; but regional contributions from whatever source give flavour and variety to the network schedule as a whole. This is a valued ingredient in Independent Television's service but it has not been achieved at the expense of the first task of regional production, that of giving a service to regional communities.

DURING 1976-77 Independent Local Radio (ILR) showed clearly that a system of self-financing public service local radio can succeed in the UK. The nineteen stations broadcasting demonstrated that attractive, popular and socially valuable programmes can be provided by companies largely owned and controlled by local people and drawing programme material and revenue substantially from their own locality. The IBA's aspirations for local radio, studied, endorsed and generally shared by the Annan Committee, were shown to be both practical and worthwhile.

Programming developed in many different and interesting ways. Most companies were able to introduce new kinds of material into their services and, without exception, determined efforts were made to raise the general standards of the existing output. Regular listeners to ILR – and there were thirteen million adults each week – received a blend of output, including news, local information and discussion, humour and music, features, competitions, sport and advertisements, designed to cater for the tastes and interests of a changing audience throughout the day and night. The national and international news service provided by Independent Radio News (IRN) gained in quality and authority to become a news source of major importance.

Beacon Radio, the nineteenth station, provided a telling financial augury by beginning broadcasting in April 1976 and ending the year in operating profit. The financial positions of the other eighteen stations became increasingly healthy, providing convincing evidence that these new companies are able to pay their own way despite a national situation of limited resources and against fierce competition from the established media. By the end of the year ILR seemed to have established quite a firm financial basis and was ready and willing to take on further expansion.

Although the smaller ILR stations were operating of necessity on relatively small staffs, the total number of men and women employed full time in ILR was rather over 1,000 at the end of the year under review. The success of the medium in terms of the service it provides to its listeners and commercial viability is due to their professional skill, enthusiasm and dedication.

PROGRAMMING

Beacon Radio, serving Wolverhampton and the Black Country, came on air on 12th April 1976, the last of the present batch of nineteen ILR stations authorised by the Home Secretary in July 1974 pending Government decisions on the Report of the Annan Committee (published on 24th March 1977). In one sense, therefore, the first phase of the new system of self-supporting local radio had come to a close. Yet this would be to ignore the fact that of the nineteen stations on air by the beginning of April 1976, none had at that time formally completed the first three years of the initial full contract period (see 'Contract Renewals'). Almost half of the ILR stations were less than one year old.

During the period under review (1st April 1976-31st March 1977), five companies – LBC and Capital Radio (London), Radio Clyde (Glasgow), BRMB Radio (Birmingham) and Piccadilly Radio (Manchester) – completed their first three years on air. Five companies – Metro Radio (Tyne/Wear), Swansea Sound, Radio Hallam (Sheffield & Rotherham), Radio City (Liverpool) and Radio Forth (Edinburgh) – completed their first two years of broadcasting during this period, while eight others celebrated their first anniversaries. In historical order, these were: Plymouth Sound; Radio

Tees; Radio Trent (Nottingham); Pennine Radio (Bradford); Radio Victory (Portsmouth); Radio Orwell (Ipswich); Thames Valley Broadcasting (Reading) and Downtown Radio (Belfast). For each of these eighteen ILR stations, as for the nineteenth, Beacon (reaching its first birthday in April 1977), the Authority carried out a thorough review of broadcasting performance and progress. The ILR stations broadcast a total yearly output of some 140,000 hours, virtually all this being locally originated apart from some of the national and international news service provided by Independent Radio News (IRN).

The different stages of development of the nineteen companies illustrated three important considerations affecting the IBA's monitoring and surveillance of radio programmes. First, in supervising the programming performance of the ILR companies, the IBA sought a gradual but progressive achievement of the aims stated by the ILR companies in their programming applications over the first three years of the initial contract period. Second, the system of reviewing broadcasting performance over each successive year was an integral part of the IBA's supervision of programming standards in ILR. Third, the IBA had the responsibility of communicating to the ILR stations the Authority's views about the priorities for the development of programming for each individual company, having weighed considerations such as the scale of a station, its operation, the type of locality it serves and the financial viability of the radio company.

While to some extent programming 'quality' is indivisible, and the same standards may in this sense be expected of both large and small and old and new companies, it is clearly necessary for the radio contractors to be closely aware of the factors mentioned above. They must be prepared to meet the different challenge and expectations of, say, a large and firmly established station such as Radio Clyde or Piccadilly Radio, serving a potential population of some two million people, and those of newer, younger and smaller stations such as Radio Orwell or Thames Valley, where the potential listenership in the vhf contract area may be only a little in excess of two hundred thousand people and where the scale of operation is of a somewhat different order.

News and Current Affairs

NATIONAL AND INTERNATIONAL NEWS. Independent Radio News, a wholly-owned subsidiary of the London news and information station (LBC), provided all of the nineteen ILR companies with a service of national and international news on a subscription basis.

The stations can either edit the national and international news provided by IRN into their own news bulletins or they can broadcast live an hourly bulletin transmitted by IRN on the hour throughout the day and night. Eleven ILR stations took the live hourly bulletin at some time in their programming during the year. Some stations, such as Beacon Radio and Radio Tees, used the live bulletin throughout their programmes, supplementing the national and international service with local news in a variety of ways: Radio Tees, for example, has pioneered a system of broadcasting a short 'teaser' of local news items before the main national/international news from IRN, which is then followed by local news. Capital Radio, working in complement with the other contractor in London, the specialist news station (LBC), broadcasts the live IRN bulletins throughout the twenty-four hours.

IRN's quarterly meetings of ILR news editors (attended by an IBA observer) have continued to provide a useful form for detailed discussion of IRN's service to its clients. In June 1976,

IRN introduced a longer network bulletin of five to seven minutes at 'peak' hours during the daytime. Thus, as well as the existing 'opt-out' provided to clients after three minutes, IRN newsreaders also provided a second 'opt-out' after five or seven minutes for those stations wishing to broadcast a fuller bulletin.

Among highlights of IRN's year as a news service was its 'scoop' in reporting the resignation of the Prime Minister in March, news of which was broadcast by IRN before any other channel. A similar 'first' was obtained with the result of the US Presidential elections in November. IRN has also played a major role in making preparations for Parliamentary broadcasting, for which both Parliament and the broadcasting authorities were planning during the period under review (see 'Broadcasting of Parliament').

Increasingly, as the older stations in the ILR system became more firmly established, they added an extra dimension to the national IRN service by feeding news items and reports into the IRN network. A striking example of this was provided by Radio City's special interest in the fate of the Tylers, a family from the Wirral (Merseyside) held captive by Ethiopian guerrillas for seven months. On hearing of their release, Radio City immediately sent reporter Paul Davies to Khartoum in the Sudan. There he obtained exclusive interviews with members of the family. These interviews were broadcast around the network through IRN, while Radio City prepared a special documentary feature for its own programmes which was also used by LBC (see 'Current Affairs').

The end of the 1976-77 year also saw the resignation of the Chief Editor of IRN/LBC, Marshall Stewart. Along with his successor, Ron Onions (previously Mr Stewart's deputy), Marshall Stewart was largely responsible for the editorial re-organisation of the Independent Radio News service and the London news and information station, LBC, from 1974. The IBA records here its appreciation of the distinguished contribution made by Marshall Stewart both to LBC/IRN and to ILR generally during his three years as Chief Editor at the London news station.

LOCAL NEWS. Local news is the daily bread of a local radio service. All of the ILR stations broadcast local news and information, either in news bulletins or longer news magazines or both. The sources for local news were widespread. Most of the stations had their own reporters who collected local news stories, some of them specialising in fields such as local government or industry. Generally, the ILR stations also employed the services of local news agencies and had arrangements with 'stringers' who supplied items of local news from different parts of the transmission area. A good number of stations now have direct lines for broadcasting from such sources of local news as council chambers and sports stadia. Thames Valley Broadcasting, for example, installed lines to the Reading Council chambers and the Berkshire County Council. In November Radio Hallam opened a new studio in Rotherham in order to improve its coverage in that part of its listening area. Moreover, in broader editorial terms an appetite for local news and information is one of the most consistent preferences to have emerged from the surveys of listeners' attitudes which have been carried out by the IBA.

During the year a number of stations developed their coverage of local news. For example, at the beginning of 1977 Swansea Sound introduced a regional lunchtime news review, *Wales at One*; Radio Forth in Edinburgh started an evening news magazine programme, *Forth Report*, broadcast from 6 to 6.30 p.m. on weekdays; and Radio Hallam, in Sheffield, extended its daily *News Scene* programme.

LOCAL GOVERNMENT ELECTIONS, MAY 1976. The local government elections in May 1976 presented an occasion for many ILR stations to provide their listeners with some much-needed information about the new local government system, and also to broadcast some programmes featuring candidates or spokesmen from the various parties. Plymouth Sound, especially praised in the Annan Report for its treatment of local government issues, planned to offer the opportunity to

broadcast to all of the candidates from each of the electoral districts in its area in special election programmes. Problems under the Representation of the People Act prevented this in 1976, (the station achieved its aim of broadcasting most of the candidates in the 1977 County Council elections) but the attention given to the local elections in 1976 by Plymouth Sound was argued to have contributed significantly to the increased size of the vote – traditionally low in local elections – on polling day. Within the scope of the legislation governing the conduct of elections, the IBA welcomes this enterprising approach to local affairs.

CURRENT AFFAIRS. All of the ILR stations broadcast programmes of local and national current affairs. In addition to the popular phone-in programmes on ILR, there was a range of feature and documentary-style programming. Some of this, such as Swansea Sound's *Talk of the Bay* and Thames Valley's *Counterpoint* dealt mainly with local issues. Piccadilly Radio's *Agenda* was concerned primarily with local government affairs, as was Plymouth Sound's *Watchdog* programme. *The World From the North-West*, on Piccadilly, had rather more of a regional than a local focus.

In the autumn of 1976, Capital Radio in London launched a new monthly discussion programme on topics of general interest, in the form of a debate recorded at an outside venue. This *Headline* series, broadcast on Friday evenings, covered such subjects as 'freedom' and 'the future of broadcasting'. The subject of 'devolution' was debated in a three-way link with Swansea Sound and Radio Forth in November (see also 'Shared Programme Material'). Later in the year, Beacon Radio in Wolverhampton and Radio Hallam in Sheffield both introduced new topical magazine programmes in the evening (*Topic*, weekday evenings on Beacon; *Grapevine*, Tuesday, Wednesday and Thursday evenings on Hallam).

Among special programmes, two Radio Tees documentaries deserve mention. *The Big Meeting*, a half-hour feature on the Durham Miners' Gala in July, featured the voices of many of the participants, and included contributions from several Government ministers who were present, while *The Defenders* drew a radio picture of the life and work of the RAF Regiment Training Headquarters based at Catterick, on the Yorkshire boundary of the Tees transmission area.

DECISION MAKERS. The IBA also believes that there is a place for some national current affairs on local radio, just as all local radio stations will wish to broadcast some national and international news, and it encouraged the ILR stations to transmit the weekly half-hour *Decision Makers* series produced by the Parliamentary unit of Independent Radio News. By the end of the year under review some twelve companies were making use of the series and others were considering doing so. Among the subjects covered in this year's series of *Decision Makers* were aspects of the economy and inflation, unemployment, the nationalisation of shipbuilding and dockyards, devolution, the inner cities, and the problems of rabies.

BROADCASTING OF PARLIAMENT. Following the successful experimental broadcasting of Parliamentary proceedings in June 1975, a House of Commons Select Committee reported to Parliament, which then voted by a substantial majority in March 1976 to proceed with arrangements for permanent sound broadcasting. A Joint Committee on the Sound Broadcasting of Parliament, consisting of five Members drawn from the Commons and five from the Lords, was appointed in April 1976. This Committee published its report on aspects of the arrangements for permanent sound broadcasting early in 1977. The IBA and the BBC have both been consulted about the Committee's investigations and proposals. Renewed arrangements for Parliamentary broadcasting may probably be implemented during the year ahead, with IRN again being responsible for the supply of Parliamentary material to ILR and ITV, as in the 1975 experiment.

INFORMATION. Information about local events ('what's on' and 'diary' items), the weather, time checks and traffic in-

formation, for example, are integral parts of a local radio station's community service, and are widely appreciated by listeners. This information, often interspersed with music and news, formed part of the broad weave of ILR programming during both peak and off-peak hours.

The sources and methods of broadcasting this essential information differ from station to station, and help to create each station's individual 'sound'. Some ILR stations, such as LBC in London and Radio Clyde in Glasgow, usually broadcast their information at fixed times during the hour, while others at present prefer to transmit it as they consider the occasion demands. At Beacon Radio, in Wolverhampton, weather forecasts were included in short references by the music presenters, while for example Swansea Sound had daily two-minute 'spots' with a local weather expert. In coastal towns like Ipswich and Plymouth, Radio Orwell and Plymouth Sound provided weather information for yachtsmen, anglers and holiday-makers as part of their routine. Radio Tees broadcasts daily off-shore weather information about conditions off the North-East coast. Many ILR stations now have direct lines for broadcasting from local police or AA offices for the provision of local traffic information. In London, LBC took part with the IBA and Bosch Ltd, in an experimental automatic pilot-tone traffic service. This test, on vhf alone during late October and November, produced some encouraging and potentially useful results.

SHARED PROGRAMME MATERIAL. In addition to the networked service of national and international news, to which all of the ILR stations subscribe, the IBA considers that there is occasional scope in the ILR system for a limited amount of shared programming or networked material. The provision of a local service that is relevant to each franchise area is the first task of all local stations, but under the IBA Act the Authority also has a duty to 'secure a wide hearing for programmes of merit'. As already described, IBA staff encouraged ILR stations to broadcast IRN's *Decision Makers*, a national current affairs programme, in the belief that this series deserved a wide hearing. The IBA has also been happy to approve the exchange of a certain amount of programme material within the ILR stations themselves.

Among the programmes which were syndicated between ILR stations in the period under review was a 26-part series on *Gardening with Percy Thrower*, produced by LBC. Also from LBC came a thirteen-week Edward Heath series on music and then *Sailing with Edward Heath*.

From Radio City in Liverpool, Bill Shankly's series of interviews with various personalities began with an interview with Sir Harold Wilson, and this series was also broadcast by LBC, Metro, Forth and Clyde. From Radio Clyde in Glasgow came *Platform: Towards 2000*, a short series of hour-long interviews with leading figures, sketching their different visions of the nation's future. The list of guests for this programme has included for example Lord Home, Sir Michael Carver, Enoch Powell, Lord George-Brown and Len Murray, and the series has also been broadcast by LBC.

Sport

Sports coverage on ILR has continued to develop as an important element in ILR programming, and for most stations sport is becoming a very prominent part of the output, whether as news, features, interviews, discussions, 'live' coverage and results, or information for listeners wishing to participate in sport themselves.

1976 was the year of the Montreal Olympics. Although from a British point of view the results in track and field events were disappointing, the focus of public interest on athletics meant that many people were avid for news. Although the live coverage of the Olympics was primarily visual, the time zone differences between Canada and Britain meant that many people received their first news of results by radio in the morning. Independent Radio News catered for this with special reports from sports editor Mervyn Hall which were sent to all ILR stations. Each ILR station also naturally concentrated its attention on well known local

athletes such as, for example, Metro's particular interest for the Tyne/Wear area in Brendan Foster, from Gateshead.

Another outstanding feature of the year was the long campaign of Liverpool FC in three major soccer competitions, the English and the FA and European Cup competitions. Radio City's special interest in this was reflected in regular midweek programmes covering all of the club's major matches, including the European away games.

As a routine, the ILR stations broadcast Saturday afternoon sports magazine programmes in which scores, results, features and other items relating to weekend sport were mixed with general programming to form a popular and useful programming blend. Many stations also benefited from having permanent links for broadcasting established between the studios and major sports stadia.

Apart from the more popular spectator sports, ILR stations have given coverage increasingly to a range of other sporting interests, especially participation sports such as angling, sailing and skiing. Plymouth Sound and Radio Orwell both broadcast regular programmes on angling and sailing, and provided information about relevant weather, tide and river conditions. As mentioned earlier, a number of ILR stations also broadcast the *Sailing with Edward Heath* series. Radio Forth, in Edinburgh, catered for the interest in skiing in the Cairngorms and elsewhere with information in season about the snow and weather conditions. Motor racing and speedway have also received regular attention from a number of ILR stations.

A wide range of sports, pastimes and hobbies were covered in programmes such as Radio Tees' *The Art of Leisure*, Thames Valley's *Sportacular* and Radio Hallam's Friday evening edition of *Grapevine*.

Music

ILR's style of programming is developing from a combination of the unique suitability of music as the sustaining source by which modern radio can offer entertainment to the listener, and the flexibility and immediacy by which it can also provide a source of news, information, comment and some elements of education. The Annan Committee, in its comments upon ILR, has recognised this, noting 'the skill with which community service material was mixed in the output'. (Annan 11.33, page 158.)

The IBA attaches considerable importance to the inclusion of a wide and significant range of speech material in ILR output, and wishes to encourage stations in their efforts to improve the quality as well as the quantity of speech broadcasting of all kinds both at peak time and in off peak hours. At the same time we recognise that many stations and individual presenters are beginning to show an increasing awareness and skill in the interweaving of speech and music that can be informative, stimulating and entertaining. Individual talent was recognised, moreover, in the November 1976 nomination of Capital Radio's Kenny Everett as the Outstanding Presenter of a Programme at the Imperial Tobacco Radio Awards, open to all broadcasters throughout the United Kingdom.

POPULAR MUSIC. It is likely that the prime source of entertainment in peak-time programming will continue to be popular music, and there are some interesting signs that the taste for popular music may be becoming broader and also more volatile. The unexpected 'chart' success of such records as Maureen McGovern's 1940's-style hit 'The Continental', for example, seemed to follow largely from its early plays on Capital Radio and other ILR stations. At the other end of the scale, popular music appeared to be undergoing one of its periodic shifts in style and content towards the end of 1976. Acclaimed by its proponents as a revolutionary 'New Wave' in music, disdained by its detractors as a creation of the pop publicity machine, the music of 'punk rock' was beginning to show its influence in several of the franchise areas. Whether 'punk rock' will prove to be a vital musical force of a new generation or merely a passing fad, the emotions it aroused seemed at least comparable in intensity with those that

accompanied the emergence of groups like the Rolling Stones and the Beatles in the Britain of the Sixties or the emergence of rock-and-roll itself in the previous decade.

CLASSICAL MUSIC. The IBA has continued to encourage the ILR companies to extend both the range and quality of their music programming. For example, the year has seen some interesting initiatives by ILR stations in classical music broadcasts. Nearly all of the stations transmitted classical music programmes and during the past year many have sponsored concerts by orchestras. Piccadilly Radio broadcast the final night of the Hallé Proms from the Free Trade Hall last summer and also the Hallé performance of the 'Messiah' at Christmas, as well as some Manchester midday concerts. Radio Clyde, as part of its 'Clyde 76' Festival, sponsored a concert by the Scottish National Orchestra in May; Radio City broadcast a series of Sunday evening concerts with the Royal Liverpool Philharmonic Orchestra; and BRMB Radio sponsored three concerts by the City of Birmingham Symphony Orchestra, including a notably successful 'Young People's Concert'.

In Reading, Thames Valley Radio inaugurated its own string quartet. Radio Hallam, in Sheffield, experimented with a sponsored concert by an amateur opera group at the Crucible Theatre, while in London Capital Radio broadcast a series of concerts by the Wren Orchestra, the first orchestra of this kind to be formed in London for twenty years. Capital Radio now provides the finance for the concerts of the Wren Orchestra on a regular basis.

OTHER SPECIALIST MUSIC. The ILR companies have continued to add to their schedules programmes covering a range of other musical tastes. Piccadilly Radio introduced a series of jazz programmes, *Swingtime*, during the summer, while BRMB extended its popular *Country Jamboree* to three hours. On Radio Tees, the *Home Made Music Show* featured modern and traditional folk music plus news of local clubs and events. At the same time BRMB decided to increase the length of its programme for Asian listeners, *Geet Mala* (Meeting Place), which includes Asian music. Popular Asian music has also been broadcast regularly on Pennine Radio, in Bradford, while other forms of 'ethnic' music are reflected in the widely popular soul and reggae programmes on many ILR stations. Downtown Radio in Belfast broadcast a number of programmes featuring traditional Irish music, including *Country Ceili* and *Bandstand*, and Radio Clyde and Radio Forth in Scotland and Swansea Sound in Wales similarly broadcast the music of their own lands.

'Live' musical performances have increasingly found their way on to ILR broadcasts, and many stations also regularly broadcast information about musical events of all kinds within their transmission areas. For example, Radio Orwell in Ipswich arranged a series of jazz and folk concerts in co-operation with the Ipswich Borough Council from the local Corn Exchange, while BRMB involved itself in the yearly 'Brum Folk' festival. Piccadilly's *Music Makers* series provided a half-hour spot for the broadcasting of various kinds of music recorded locally including some performances by the Greenhill Whitley Brass Band. Downtown Radio in Belfast sponsored concerts of folk and country and western music as well as some classical music. At Christmas, Metro Radio received a performance by the specially re-united Lindisfarne folk group, several of whose members have local connections in the Tyne/Wear area.

MUSIC AND EDUCATION. The IBA recognises that informed and well-prepared specialist music programmes can serve an educational purpose in addition to providing entertainment, and in their different ways Radio Clyde's *Sound of the Guitar*, presented by Ken Sykora, Piccadilly's *Square One*, presented by a local grammar-school teacher, and Capital Radio's *The Collection*, presented by Peter James, all brought some expert knowledge about music to a wider audience. The scheduling by many ILR stations of the LBC/IRN series of *Edward Heath on Music*, illustrating one man's lifetime in-

volvement in music, provided a useful informative background to the companies' own efforts in broadcasting classical music.

SIMULTANEOUS MUSIC BROADCASTS ON RADIO AND TELEVISION. In co-operation with ITV, a number of ILR stations experimented in broadcast programmes of music which were transmitted simultaneously on radio and television. These included a broadcast in stereo on LBC and on Thames Valley of Thames Television's award-winning recording of Benjamin Britten's 'Canata for St Nicolas' from the St Albans Cathedral at Christmas. Earlier, in July 1976, Capital Radio and London Weekend Television co-operated on a joint transmission of a Jethro Tull concert, *Too Old to Rock 'n' Roll, Too Young to Die*, while in September 1976 Radio Clyde and Scottish Television simultaneously broadcast a concert by Elton John.

Community Service Programming

Most of the items mentioned in the preceding section form part of what any ILR station would regard as its essential service to listeners. In another field, such practical items as 'police call' features are designed to aid the police and public, and, for example, to help recover stolen property. Such items are also aspects of a wider concept of 'service radio' in which there have been a number of interesting developments during the past year.

PROGRAMMES AND PROJECTS. In the grim economic climate of the past few years, much attention has been paid to the special plight of those without jobs, especially to school-leavers and other young people. ILR has been shown to have a particularly useful function to perform here, and a number of stations responded to the challenge. In Liverpool, Radio City (in common with many ILR stations elsewhere) had already been broadcasting announcements about available jobs for school-leavers, but after the publication of the August 1976 unemployment figures a special office manned by a team of volunteers from Liverpool's Careers Advisory Service was set up at the radio station from 8.00 a.m. to 10.00 p.m., seven days a week. The station then introduced programme features outlining the problem and asked industrialists to try and find one or more additional jobs urgently. More than 40 Merseyside firms agree to provide immediate additional jobs for unemployed school-leavers as a direct result of this campaign. In London, Capital Radio devised a 'Jobfinder' project which started in January 1976 and culminated in a 'Job Week' in August which was mounted in co-operation with the Employment Services Agency. This resulted in over 400 verified 'placings'. The success of the 'Job Week' (which proved a useful model for other ILR stations such as Swansea Sound and Radio Hallam) encouraged Capital and the Employment Services Agency to continue the 'Jobfinder' service for an extended period.

A number of stations have involved themselves in various community and voluntary projects. As part of its 'Clyde 76' Festival, Radio Clyde, in Glasgow, organised series of activities linked to a restoration programme on the Forth and Clyde canal between Maryhill and Kirkintilloch. Metro Radio publicised the opportunities available to those interested in a Community Service Volunteers project as part of its job information service for school-leavers.

The use of ILR to provide a range of advice or requested information to listeners is by now becoming well established. Advice features of various kinds, such as Joan MacIntosh's daily *Senior Citizens* spot on Radio Clyde, or advice on personal, emotional and sexual problems in Anna Raeburn's Wednesday evening programme on Capital Radio, are developing into an accepted part of ILR's range as a service to the community.

It was partly out of the perceived need for advice, help and information in the vast metropolitan area of London that Capital Radio devised its *Helpline* service. The response to 'open-line' programming which offered a limited amount of help and information had been so great that Capital, in co-operation with the Manpower Services Commission,

developed a scheme for a 24-hour telephone referral service, available to people ringing a certain number which was promoted on air. The information and advice given over this *Helpline* service was itself confidential, but *Helpline* also augmented Capital's programming by carefully feeding items of information, requests for practical help and other community news into the regular programming.

Another way in which ILR stations made a practical contribution was in broadcasting approved appeals for funds or supplies for charities in emergencies. Following the Turkish earthquake in November 1976, for example, a number of ILR stations broadcast successful appeals for blankets. Capital Radio's 'Help-a-London Child' appeal at Easter 1976 raised some £14,500, while Christmas appeals by Radio Orwell in Ipswich and Plymouth Sound also met with encouraging responses. In advising ILR companies about this type of broadcast coverage the Authority was able to draw on the experience and counsel of the Central Appeals Advisory Committee and the Scottish Appeals Advisory Committee.

EDUCATIONAL PROGRAMMING. IBA Radio staff continued to encourage the ILR companies to broadcast programme material of an educational nature, to provide a radio service of 'information, education and entertainment'. Educational programming was defined, for ILR purposes, as programming which is designed to give listeners a progressive comprehension of a body of knowledge, or to help them to acquire skills in a defined field or to equip them better for participation in community or local life. (This follows the European Broadcasting Union approach).

Over the past year, there have been several interesting developments in the broadcasting material with educational relevance. Radio City in Liverpool, with help from the Liverpool Polytechnic, began a new series, *What's It All About?*, which aimed to explain the terminology which is so much a part of broadcasting and press reporting of economic matters. BRMB began a series of features on midweek afternoons about Birmingham's past, often based on its architecture, called *BRMB Remembers*. This programme has been broadcast in peak listening time, as have features such as Radio Clyde's *Senior Citizens'* spot, LBC's news for the disabled with Felicity Lane Fox, Swansea Sound's medical advice feature *Your Life In Their Hands* and lessons in Spanish on Piccadilly Radio's morning show.

Since the start of its service Radio Victory in Portsmouth has broadcast readings from a number of novels which have been local GCE set texts, including works by Dickens, Jane Austen and Thomas Hardy, and most recently has broadcast recorded performances of Shakespeare's *Othello* in the same series.

An interesting experiment in off-air activity associated with broadcast items was undertaken by Capital Radio, which prepared a series of programme features and discussion-starter tapes in connection with the Youth Charter 2000 conference held at Wembley; these tapes have been distributed to schools in the London area and from this exercise Capital plan to prepare a series of further items for broadcasting.

PROGRAMMING IN OTHER LANGUAGES. A number of ILR stations continued to broadcast a certain amount of programming in languages other than English. The holder of the franchise of what is at present the only local radio station in Wales, Swansea Sound, has a contractual agreement to broadcast at least 10 per cent of Welsh language material. This programming, which in practice occupies some 14 per cent of output, reached into all the main areas of the local broadcasting including news, current affairs, sport, religion, the arts and popular music. In the cities of Birmingham and Bradford, BRMB and Pennine Radio produced programmes in Asian languages. BRMB has a weekly programme of music, news and information, *Geet Mala* (Meeting Place), on Sunday evening at 8.30 p.m., presented by Mrs Taj Hasnain, the local Community Relations Office. This programme was broadcast largely in Hindi. In Bradford, Pennine has broadcast regular nightly programmes of Asian popular

music since it first came on the air, using presenters who speak Urdu, Bengali, Hindi and Punjabi. Both of these stations, especially BRMB, also broadcast a considerable amount of advertising in Asian languages during these programmes. Towards the end of the period a number of other ILR stations such as Thames Valley were also considering the possibilities of broadcasting some programming material in languages other than English.

'ACCESS'. 'Access' programming, in which individual listeners or groups take part in or prepare programmes, has developed significantly on ILR. In a recent IBA research study, 28 per cent of ILR listeners claimed to have participated actively in radio, either through phone-ins, making or themselves taking part in features, requesting records or visiting or writing to a station.

The most popular forms of participation in ILR continued to be the phone-in programme and the record dedication. The phone-in was used in an extremely wide range of programming, from being a means by which listeners may seek specific advice (e.g., on citizen's rights or personal worries) to an open-forum discussion on a broad variety of subjects, as in Radio Tent's *Talkback*. In Belfast, Downtown Radio's Derek Marsden encourages listeners to phone in requests which he plays live on the organ.

Apart from phone-in programmes, 'access' programming in which groups or individuals are given the opportunity to make and broadcast programmes with the minimum editorial control (within the IBA Act and the general law of the land) also gained strength during the year. Swansea Sound broadcast a series of programmes within its lunchtime output during this period, and followed this with a second access series. Radio City, in Liverpool, also began a series of access programmes called *Foot in the Door*. In Reading, Thames Valley Broadcasting has had a weekly two hour access programme, *Open Air*, since the beginning of transmissions. This series now includes programmes for and by ethnic minority groups.

One other important aspect of ILR stations' activities was the use of outside broadcast facilities: these enable the station to become a regular and visible part of life and events in its particular transmission area. All of the ILR companies now have these facilities in some form or another, from station buses and vans to – at Radio Forth in Edinburgh – an outside broadcast moped.

Other Specialist Programming

As the ILR stations develop identity and self-confidence, and become more established in their localities, many are finding the opportunity to diversify their programming by the addition of features of a more specialised kind. LBC, in London, for example, developed a range of financial information under its financial editor, Douglas Moffitt, who also made a significant contribution to the Independent Radio News coverage of the movements and events in the international money markets and the economy during 1976. Again this year, LBC/IRN also mounted useful and effective coverage of the Budget. Specialist information of a different kind was broadcast daily by Plymouth Sound in its review of farming prices, while Radio Orwell also broadcast a series of programmes on farming during this period. Orwell was the first of the ILR stations to broadcast a programme dealing regularly with aspects of nature and the environment, in its *Into Nature* series.

PROGRAMMING FOR CHILDREN. Programmes and items of interest to children – and often also their parents – increased during the year under review. In addition to some of the established programmes such as *Jellybone* on LBC and *Hullabaloo* on Capital, a number of new features were introduced. One particularly popular programme was Radio Tees' *Christmas Disney Special*, which was narrated by Frankie Vaughan and featured the voices of local children as well as those of many of the most famous of Walt Disney's cartoon characters.

Within daily programming, several stations broadcast short items or stories for children. Radio Tees included during the afternoon a regular *Storytime* spot at 4.15, while Radio Victory had a similar tale for younger listeners, *Hickory Dickory*, at 2.40 p.m. Plymouth Sound had a daily children's spot in *Mix with Louise* at 12.45 p.m. and children's birthday dedications at 4.15 in the afternoon in *Homeward Bound*. Thames Valley had its daily young persons' spot, in the *Radio 210 Club*, at 4.45 p.m.

At the weekends, Radio City broadcast a new programme for children and teenagers, *It's Cheggers*, at 9.00 a.m. on Sunday, hosted by a local television personality Keith Chegwin. Beacon Radio in Wolverhampton also introduced a new children's programme on Sunday mornings (*Kids on Sunday*), from 10.00 a.m. to noon. In Nottingham, Radio Trent began a *301 Sunday Club*, a kind of 'Sunday School of the Air'.

As with the general content of ILR programming, participation in children's programmes is a feature. Apart from the popularity of telephone-based features such as *Jellybone* on LBC, children took part in these programmes in a variety of different ways. At Radio Victory in Portsmouth, for example, the Saturday lunchtime *Over to You* programme was co-presented by a Victory broadcaster and by John Terrett, a local boy aged twelve.

THE ARTS. The ILR companies continued to broadcast regular programmes reviewing activities in the arts, often with an emphasis on local events and involvement, as in Radio City's new programme *Weekend*, which was produced with help from the Merseyside Arts Association. Another new programme including topical local coverage of the arts was Radio Hallam's *Grapevine*, while Pennine Radio's *Tops and Noils*, presented by Austin Mitchell, included Yorkshire verse and dialect, brass bands and folk music. Much arts coverage was broadcast in short features in general programming or magazines, as in LBC's weekly theatre spot in Thursday's *Newsbreak* or Capital Radio's film review in Friday's *London Today*.

In the year under review, two ILR companies broadcast drama serials. Radio Forth, in Edinburgh, which had devoted considerable time and effort to the problems of how best to experiment with radio drama, broadcast an ambitious (130 episodes running for 26 weeks) series of *Mary, Queen of Scots*. The series was subsequently sold to the Australian Broadcasting Commission. In Belfast, Downtown Radio broadcast a six-episode family saga by an Ulster playwright, Sam Cree, entitled *All in the Family*. It remains questionable, as the BBC also seems, often to find, whether local radio is the most suitable medium for conventional forms of radio drama. However, there may be special opportunities for ILR companies to develop some form of drama which is suited specifically to this local medium.

RELIGIOUS PROGRAMMING. Ten of the nineteen ILR stations submitted entries for the biennial UNDA Festival of Religious Radio, held at the Catholic Radio and Television Centre, Hatch End, in February. Two years ago only two stations took part. The development of religious programmes on Independent Local Radio is usefully measured in that expansion, and ILR's achievement is reflected in the fact that one of the winning entries was a programme from LBC's *Sunday Supplement*, on the attitude of the Church to homosexuals. Together with programmes of Radio Forth and Radio Clyde, it was also given an honourable mention at the 1977 International Religious Radio Festival in Seville.

In May 1976 the Churches Advisory Committee on Local Broadcasting organised a conference at Bradford for Independent Local Radio stations. Following the Authority's own meeting in Brompton Road, two months earlier, it was a useful formal occasion when several stations had an opportunity to meet and compare progress in this area.

All the stations devoted at least one programme a week in one form or another to specifically religious output (with the exception of Thames Valley which gave the churches air

time through its access programmes) and some do significantly more. Increasingly, with the help and encouragement of the Authority's staff, stations are establishing small groups of religious advisers to help evaluate their output.

IBA Consultation on ILR

Towards the end of this period, plans were already at an advanced stage between the IBA and the ILR companies for a second Consultation on Independent Local Radio. The first consultation, on 'Popular Programming', was held in March, 1975. Arrangements for the 1977 Consultation, on 'Speech Programming', to be held in May, included sessions on 'Peak Time Speech', 'Service Radio', 'Sport', 'Aspects of Specialist Programming' and 'Balancing the Schedules'. (A fuller account of this Consultation will appear in the 1977-78 Annual Report.)

Programme Output Statistics

IBA staff conduct frequent *ad hoc* statistical analyses of ILR output in order to obtain an indication of how much time is devoted to different kinds of programming. Classification of programming items can be difficult and there may be considerable local variation between stations and between different times of the year. Output statistics need to be used with caution, therefore. On average, in 1976-77 ILR output (excluding LBC, the London news and information station) was made up approximately as follows: 47 per cent music, 10 per cent news, 7 per cent advertisements, 19 per cent a wide range of output on current and social affairs, community and consumer information, features and interviews, general information and specialist programming. The balance (17 per cent) consisted of lighter speech items, jingles and stations identifications.

Broadcasting Hours

During the period under review, a number of companies were granted approval to alter hours of broadcasting. These were:—
Radio Victory: from 1.6.77 extension by one hour to 1 a.m. Monday to Saturday, and by two hours on Sunday to midnight.

Radio Orwell: from 6.9.76 extension by two hours from 10 p.m. to 12.05 a.m. Monday to Saturday.

Radio Trent: from 11.10.76 reduction in hours from 1.30 a.m. to midnight, Monday to Saturday, and from 1 a.m. to midnight, Sunday; from 21.3.76 reduction in hours, to start at 5.55 a.m. instead of 5.30 a.m. Monday to Saturday.

BRMB Radio: from 17.10.76 extension to 24-hour broadcasting.

Thames Valley Broadcasting: from 8.3.77 extension from midnight to 1 a.m. Sunday to Saturday.

ADVERTISING

During the year advertisement content usually averaged about 7 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 IBA regulations the 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, radio advertisements, both local and national, often add to the station's broadcast mix. It is the IBA's view (noted and agreed by the Annan Report) 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 Independent Local Radio, provides this (see Chapter 8).

Under these appropriate controls, and with the relevant skills applied, advertising can be a valuable source of informa-

tion for local listeners, 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, and stimulate local business activity and employment.

The advertising carried on ILR, while it included much general consumer advertising, was also notable for its 'service' aspect. Many different types of service advertisements were 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 can constitute tuneful, amusing and attractive elements in 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 adds a piquancy to the station's output, as well as emphasising indirectly the firm foothold of the local radio company in the commercial life of its locality.

FINANCIAL POSITION OF THE ILR COMPANIES

Company Performance

In the year under review, the viability of ILR was confirmed as more companies moved into surplus. Audited results for the year (or shorter period where appropriate) to 30th September 1976 (the common accounting date) showed that seven out of the nineteen companies had traded profitably, including two of the newest ILR companies; two of the longer established companies had paid off all initial losses and pre-operational expenditure; and by 31st March 1977 over two-thirds (fourteen) of the companies were breaking even or operating profitably.

This increasingly healthy financial position was due largely to continued growth in advertising sales, although carefully controlled costs also played an important part. Net advertising revenue for the year to 31st March 1977 was £14.5m, 67 per cent up on the previous year, although not all stations were on air throughout both years. Excluding those that broadcast for only part of the year, the increase over 1975-76 was 46 per cent. After allowing for inflation at some 15 per cent, this was a marked growth in real terms. The highest monthly revenue for the ILR system to date was achieved in March 1977, some £1.6m.

The ratio of 'national' to 'local' sales during the period was about 60:40. National sales increased slightly more than local but the latter remained noticeably steadier throughout the year, confirming the classic precept that local sales should be a cornerstone of viability for local radio. The sustained growth in national sales seems to reflect the gradually increasing confidence on the part of advertising agents and clients in the capability of ILR as a national advertising medium although more than a third of the UK is still not within even the broadest ILR marketing areas. Downtown Radio, the ILR station in Belfast, faced a particular problem in attracting mainland advertising when it started broadcasting but steadily gained increased support.

The London Companies

Notable among the ILR companies whose financial performance strengthened during the period were the two London companies, LBC and Capital Radio. LBC's net advertising revenue grew 62 per cent during the period and in the March quarter was 72 per cent up on the previous year. This improved

sales performance, combined with the effect of the company's internal restructuring and the Authority's waiver of transmitter rental (described in previous Annual Reports), has considerably steadied the company's financial position. Payment of transmitter rental was partly resumed on 1st October 1976, and during the period under review the station was beginning to show signs of operating on a profitable basis. Capital, London's general and entertainment ILR station, turned a 1974-75 deficit into a healthy surplus for 1975-76, although the company has still to pay off the substantial deficit accumulated during the investment and initial operating phases.

Outlook for 1977-78

As was to be expected, the companies in the strongest financial position tended to be those that commenced broadcasting earlier, and amongst these were Capital, Clyde, Piccadilly and BRMB. However, several of the medium sized and smaller companies which came on air subsequently were already proving viable, and the progress of some of the most recent stations has been particularly striking. By March 1977 a minority of stations had yet to establish a profitable base; but here too, the trend was one of discernible improvement. The general outlook appeared to be reasonably buoyant although all companies have had to face rising costs.

IBA Rentals

Apart from the modest Government loan, which was to be repaid both in principal and 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 Rental Prices.

The Authority has always aimed through stringent control of its own radio budget to minimise as far as possible the number of cost of living increases applied in practice. Up to September 1976 only one increase had been taken (9.25 per cent in April 1974) although the aggregate increase potentially due was around 70 per cent. From October 1976 however the Authority found it necessary to implement a further increase of 6.744 per cent. Meanwhile, the companies continued to benefit from the rephasing of the primary rentals of the initial three year contracts as described in the 1975-76 Report.

Provision has been made in the contract which each company has with the Authority for a secondary rental to be paid on profits in excess of a fixed percentage of revenue, subject to the absorption of initial losses and pre-operational expenditure. The Authority's policy will be to apply these funds for the general benefit of the ILR system. Up to 30th September 1976 only one radio company, Radio Clyde, had become liable for a small amount of secondary rental payment but it is expected that at least two more companies will come within this category by the end of September 1977.

Beacon Radio

Beacon Radio, the ILR station for the Wolverhampton/Black Country area and the last of the initial nineteen ILR stations, came on air just after the beginning of the period; its composition was shown in last year's Report. It has always been a principle in ILR to give priority to local investment wherever this has been forthcoming. In the Beacon area some initial difficulty was experienced in raising all the required share capital; nevertheless around 60 per cent of the equity has been subscribed for locally. Within the nineteen companies in the first phase of Independent Local Radio the proportion of

local ownership in most areas is about 75 per cent (and substantially higher than that in many locations).

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 comprehensively reviewed by the Authority. 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 and planning 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.

Under the Independent Broadcasting Authority Act 1974, the limit on the statutory duties of the Authority is set for the present at 31st July 1979. Pending Government action following the report of the Annan Committee on the Future of Broadcasting, the IBA can 'roll' contracts only within its present statutory life. Contract 'rolls' for radio companies are consequently limited to the end of July 1979.

The Authority usually 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 offers of contract 'roll' in 1976-1977. During the year under review, the Authority has offered contract renewals to the following companies:—

For a third year: Radio Clyde; BRMB.

For a second year: Piccadilly Radio; Metro Radio; Swansea Sound; Radio Hallam; Radio City; Radio Forth; LBC; Capital Radio.

Although the two London stations came on the air first, in October 1973, with temporary transmitting facilities, their three-year rolling contract period only came into operation with the re-allocation of their more permanent medium-wave frequencies in March 1975.

For the first year: Plymouth Sound; Radio Tees; Pennine Radio; Radio Victory; Radio Orwell; Thames Valley Broadcasting; Downtown Radio.

(NOTE: the Authority also rolled the contract of Beacon Radio, which completed one year of broadcasting on 12th April 1977.)

When the contract of Radio Trent, which began on 3rd July 1975, became due for consideration for rolling, the Authority deferred a decision. The Authority was due to consider this contract again before the end of Trent's second year in July 1977.

The Authority also delayed a decision on the rolling of Radio Victory's contract at the end of that company's first year on 14th October 1975. Subsequently, when Victory had taken steps to comply with points made by the Authority, the company was offered and accepted an extension of contract in January 1976.

TECHNICAL PROGRESS

During 1976-77 the restraints imposed on the Authority in anticipation of the publication of the Annan Report prevented technical experiments with, for example, the division of medium wave and vhf broadcasts for limited periods and specific purposes.

The IBA has made significant progress in comparative studies of different 'surround sound' techniques and systems and has examined methods for improving mf and vhf reception, assisted tuning aids and other ways of augmenting the

technical quality of ILR transmissions. It also conducted an experiment with LBC on the ARI traffic information and station identification system during November-December 1976, referred to above.

LOCAL ADVISORY COMMITTEES

The Authority's policy is to aim for common and consistent standards in its surveillance of the ILR stations throughout the United Kingdom. The exercise of this control is greatly helped by the information and counsel received from the local advisory committees in each of the areas where ILR stations are operating.

Composition of the Committees

Appointed as each ILR station began broadcasting, these committees provide a regular flow of advice to the IBA and maintain an informed dialogue through the continuity of their memberships. At the same time new ideas and a fresh impetus have been added to the committees as individuals have been appointed to replace those who in due course resign or work out their period of office.

During the year under review, the gap on the local advisory committee map (as it was drawn with the present limit of nineteen ILR stations) was filled with the appointment in April 1976 of the committee for Wolverhampton and the Black Country. This brought the number of committees to eighteen — one covering the two London stations and one for each station operating outside London — and the total membership, when at full strength, to just over 200.

Through these 200 men and women (and their local knowledge and contacts) the Authority has a valuable source of information and opinions, which assist it in the task of assessing and supervising each station's programming. From the standpoint of the local residents and listeners, the LAC members for each transmission area are a focal point to which views and comments can be addressed and a forum for discussion about the kind of service which a local station either is or should be providing.

LAC members devote much attention to listening to the local output and assessing it, drawing on their personal experience of local affairs and their knowledge of local tastes and interests. Collectively or individually, members come into contact with large numbers of other listeners, and these people also have opinions and suggestions to make about programming. At LAC meetings many different aspects of programming may be subjected to close examination and analysis by a committee; and the Authority has encouraged committees to investigate output in a systematic fashion. To aid them in their work, IBA staff aim to keep committee members informed about latest developments in individual stations and in ILR generally. Thus, the advice which the committees offer takes into account, as far as possible, the many factors which affect a station's performance; committee members are also broadly aware of how other ILR stations compare with their own in programme terms.

The Authority's staff aim to ensure that each committee's membership is broadly based and not weighted unnaturally towards any one section of the community. While each membership includes some people who could be described as middle-class or even middle aged, there are others who come from different class backgrounds and age-groups. The London committee, for example, includes a taxidriver and a seventeen-year-old trainee technician apprentice employed by the Post Office, as well as a university professor, a social worker, a twenty-year-old hotel receptionist and a housewife. In Manchester there is a joiner (who is also a part-time discotheque operator) and a shop assistant on the committee, as well as a managing director and a solicitor. The committee for Greater Belfast includes a nineteen-year-old girl who works as a commercial assistant in an electricity showroom, a sales representative, a lecturer, a retired civil servant and the curator of the Ulster museum.

Joint Meetings

In addition to regular meetings of each local advisory com-

mittee every two to three months, the IBA called joint meetings of LAC's from different areas. During the period covered by this report there were three such joint meetings: of the Manchester, Liverpool, Nottingham, Wolverhampton/Black Country, Bradford, Birmingham, and Sheffield & Rotherham committees in Manchester on 9th December; of the Plymouth, Portsmouth, Swansea and Reading committees in Bristol on 5th November; and of the Glasgow and Edinburgh committees in Scotland on 2nd June. Senior members of IBA staff attended all these meetings, and the Chairman was present in Manchester.

Local advisory committee chairmen also attend meetings in London twice each year, at which the IBA Chairman takes the chair. These are slightly more formal than the joint meetings. Meetings of LAC chairmen were held on 12th May and 24th November during the year under review.

One particular topic which has been given special attention at the meetings of LAC chairmen has been the need to make the committees more widely known locally. The Authority's own publications have been used to publicise the work of the committees and the addresses to which comments on programming might be sent. Public meetings have been held in Manchester, Ipswich and Liverpool during the period under review and it is planned to extend to other parts of the country this useful means of bringing LAC members into contact with wider groups of listeners. In Ipswich and London, LAC members have taken part in broadcast discussions and phone-ins about the function of the committees and ILR programming. In several other areas individual chairmen have been interviewed on air.

General Advisory Bodies

The IBA receives advice for its radio operation from the Educational Advisory Council and from the Panel of Religious Advisers. The Educational Advisory Council, which is concerned with broad policy for education on television and radio, has examined for example developments on several ILR stations, including Swansea Sound, BRMB and Metro. Similarly, the Panel of Religious Advisers has commented on ILR religious programming and advised the IBA about future developments in this important element in ILR output. (For details of committee members and secretaries' addresses see Appendix II.)

THE AUDIENCE FOR ILR

Audience research into radio, as with television, divides into two main fields of activity: the measurement of audience sizes, and the assessment of listeners' attitudes. During the past year, the IBA Research Department's programme of research into the attitudes of the audiences to individual ILR stations has continued, with six more surveys completed to add to the three undertaken in 1975-76. The accumulated findings of these studies provide a clear and comprehensive impression of the characteristics and attitudes of the ILR audience. In the field of audience measurement, further individual JICRAR surveys were undertaken on behalf of most ILR companies, and preparations were made for the first 'network' JICRAR survey, with research being conducted simultaneously in all eighteen ILR areas.

Audience Measurement

RESEARCH TECHNIQUES AND ORGANISATION. The measurement of audience size is undertaken by an independent market research company, under the auspices of JICRAR, the Joint Industry Committee for Radio Audience Research. JICRAR includes representatives of advertisers, advertising agencies and the radio companies themselves, through the Incorporated Society of British Advertisers (ISBA), the Institute of Practitioners in Advertising (IPA) and the Association of Independent Radio Contractors (AIRC) respectively, although the radio companies alone paid for the research and its publication. Standards and specifications for the research were agreed independently through JICRAR, which ensures the reliability and accuracy of each local survey and establishes

criteria so that comparisons between survey findings can be valid.

The research in 1976-77 was carried out through the well-established (for radio) method of diary completion. This meant that respondents, selected at random, were given 'diaries' in which to record their radio listening, during one week, by quarter-hour time-slots. They were not told on whose behalf the research was being conducted, and listening to *all* radio stations was measured. Analysis produced a range of findings, including the 'weekly reach' (the proportion of the local population which listens to each station at some time during the week), and 'hours of listening' (the weekly volume of listening by the average listener to each station).

NUMBER OF LISTENERS TO ILR. From the surveys conducted, it was calculated during the period under review that in ILR areas probably over 40 per cent of adults listened each week to their local ILR station, the approximate equivalent of over a quarter of all adults (aged fifteen or above) throughout the country as a whole. This represented a total of perhaps around thirteen million adults listening to one or more of the nineteen ILR stations each week. This figure excludes children under the age of fifteen, although studies conducted in some areas indicate the existence of a significant audience to ILR among this very young age group.

Several stations were listened to each week by more than half of their local populations. A JICRAR survey in Glasgow revealed a 63 per cent weekly reach for Radio Clyde, equaling the figure obtained by Swansea Sound in its survey during the previous year. Two other stations, Downtown Radio (Belfast) and Radio Orwell (Ipswich), appear to be listened to each week by high proportions of their local communities, according to reasonably reliable non-JICRAR surveys. The amount of time spent listening each week by the average listener to an ILR station was, for most stations, in excess of 10 hours, and is as high as 14½ hours a week in some areas.

Seven of the ILR stations claimed to be the most listened-to radio service in their areas, while six others claimed to be the second most popular station.

AUDIENCE PROFILE. Although there were a number of interesting variations between stations, the demographic composition of many ILR audiences followed a general pattern. Many ILR stations had their highest reach among the young adult age group, but no station took more than one-third of its adult listeners from the 15-24 age group and most gained only around one-quarter of their audience from this group. Apart from the 55+ age group, ILR audiences matched quite closely the age distribution of the population in most areas. Most ILR stations had a rather higher reach among men than women, but the comparatively low percentage reach of ILR among the oldest age group (which includes, nationally, many more women than men) means that, in terms of numbers of listeners, the ILR audience probably included almost as many women as men.

One of the most significant developments in audience measurement to have occurred during the past year has been the decision to undertake a 'network' or 'national' JICRAR survey in May 1977 simultaneously in all ILR areas. This major survey will mark the end of the first phase of ILR audience measurement during which individual stations commissioned research as and when it could be afforded. It may well signal a future in which comprehensive surveys will be conducted throughout the ILR system. This first network JICRAR survey may be of especial value to the smaller ILR stations with more limited resources. The economies of scale and collective payment (by AIRC) for the research will enable such stations, and their advertisers, to have access to fuller and more detailed information on their listenership than previously.

Attitude Research in ILR Areas

FORM AND OBJECTIVES. The programme of attitude surveys initiated by the IBA's Audience Research Department in 1975-76 has continued, with six more studies completed this



major factor in its appeal to listeners. When asked to comment on the aspects of each station's programming which they liked and disliked, for example, ILR listeners repeatedly nominated the local news service and various items of local information as being among the most widely appreciated features. There was also wide appreciation of ILR's national and international news output.

To listeners generally ILR had an 'obviously local' character and was friendly and interesting, according to this IBA research. The level of practical usefulness of the local information transmitted by the ILR stations surveyed was generally found to be high, including such items as local traffic conditions, public transport, entertainments, advertisements, shopping facilities and sports events.

Only a negligible proportion of listeners to any of the stations detected any political bias in reporting (and those few who did claim to perceive bias were usually quite equally divided about which party was thought to be favoured); similarly, very few listeners felt that controversial, social or industrial issues were unfairly covered.

The general impression to emerge from this continuing programme of attitude research was that the ILR stations were attracting substantial numbers of listeners who, regardless of their sex, age or social class, were highly appreciative of the service they are receiving. The research suggests strongly that a main reason for ILR's popularity was its local relevance and character.

FUTURE DEVELOPMENT

In a year of growing effectiveness and achievement, the main frustration was the limit on future development of ILR. While awaiting Government decisions following the Report of the Annan Committee, programming and commercial progress, although significant, has had to contend with the unnatural block imposed on it. The IBA has continued to press for the earliest possible expansion of ILR to bring self-financing local radio in due course to all the major towns, cities and counties throughout the UK.

The IBA believes that much of the future development of ILR should be along broadly the same lines for programming, finance and regulation as the first nineteen franchises. Further stations could show even more diversity than the earlier ones, and would continue to be characterised by a wide spread of geographical location, size and type of area covered, and patterns of ownership and management. The Authority also expects that in its next stages ILR would include experiments in local radio, whether distributed by cable or off air. Future development, however, would have as its priority the bringing of advertising-financed local broadcasting to areas currently unserved in all four home countries. The IBA believes that it is now a matter of urgency to proceed with Independent Local Radio. The Authority has the knowledge and the resources to do this, and it has applied to the Government for permission to undertake the extension of local radio along the broad lines recommended by the Annan Committee. Under the IBA this extension could take place rapidly, providing a practical basis for the steady realisation of the Annan Committee's aims in local radio. This would maximise the use which could be made of the IBA's experience in this field and minimise the cost to the public purse, while providing an enterprising and distinctive service of self-financing public service local radio.

year and others in preparation. To the first three surveys, on Capital Radio, LBC and Plymouth Sound, were added similar ones on Clyde, Forth, Metro, Tees, Piccadilly and City.

The substantial body of information gained from these surveys has provided the Authority with a clearer picture of the nature, attitudes and opinions of the listeners to ILR, in two ways. First, a broad impression of the general characteristics of the ILR audience has been created: in many respects the findings from the nine studies resembled each other more than they differed. Second, specific differences between audience attitudes to particular stations have become more apparent as the number of studies has increased.

The research covered (among other items) listening patterns and habits, appreciation of the stations heard and of different elements of each ILR station's output, the usefulness of the information transmitted, the advertising broadcast, the station's 'image', and the extent to which the requirements of the IBA Act concerning, for example, political impartiality, the omission of offensive material and local relevance in programming, were being met.

SOME MAJOR FINDINGS. One theme that ran throughout these research findings was that the local character of ILR was a

THROUGH ITS SPECIALIST STAFF, the Authority continued to exercise positive control over the amount and distribution of television and radio advertising in relation to its rules; the claims and presentation techniques proposed in commercial scripts and the acceptance of films and sound tapes based on approved scripts in relation to its Code of Advertising Standards and Practices.

Amount and Distribution of Television Advertising

The average hourly amount of television advertising was 5.2 minutes an hour throughout the network (1975-76, 5.2 minutes) with 6.7 minutes an hour between 7 and 10 p.m. (1975-76, 6.5 minutes). The number of advertising intervals averaged three an hour between and within programmes.

Once again there was an increase in the number of free transmissions of public service films on health and safety and welfare. In 1975-76 there were 39,705 transmissions and in 1976-77 there were approximately 40,674 transmissions, an increase of 2.5 per cent over last year.

Amount and Distribution of Radio Advertising

The Authority allows a normal maximum of nine minutes of advertising in a clock-hour, but on two occasions during the past twelve months allowed advertising displaced because of special programme demands to be reinserted in adjacent clock-hours. There were also a few occasions when technical faults did not permit the booked advertising to be transmitted in the correct clock-hour and on these occasions the Authority agreed that advertising could be reslotted elsewhere, even though this resulted in more than nine minutes of advertising in some clock-hours.

Television Script Clearance

Over 7,600 original pre-production scripts for television advertisements were received from advertisers through the ITCA. 78.2 per cent were totally in line with the requirements of the Code and of the 21.8 per cent that needed some change, 16 per cent needed amendment to remove or to qualify claims or other aspects of the script that were not supported by the facts obtained about quality, terms or the value of goods or services. The other 5.8 per cent needed amendment to bring them into line with other requirements of the Code of Advertising Standards and Practice. With resubmissions taken into account, the Authority's staff considered, with the staff of the programme companies, over 11,500 new television commercial scripts during the year. Based on the approved scripts, 6,069 filmed or video-tape television advertisements were reviewed for final assessment in relation to provisions of the Code. Of the filmed and taped advertisements 151 (2.7 per cent) were judged to require some amendment. Most of these could be approved after agency editing to remove, say, an unacceptable visual sequence which had not been defined clearly at pre-production script stage; for example, potentially offensive sexual overtones, failure to give proper prominence to captions deemed necessary to qualify the general terms in the advertisement, or unacceptably violent actions.

Radio Script Clearance

During the past twelve months there was a notable increase in interest by national advertisers and agencies in radio as an advertising medium. There was a 78 per cent increase over the previous year in the number of commercial scripts formally submitted to the Authority for consideration in relation to

the IBA Code of Advertising Standards and Practice or the Act, as well as a marked increase in the number of informal meetings and discussions with the programme companies and advertisers about various commercial proposals. Of the 506 radio scripts formally submitted, about 65 per cent were acceptable as submitted, the others requiring some amendment to remove potentially misleading elements or exaggerated claims, or words or phrases which listeners were likely to find offensive or distasteful. In addition to the commercials formally referred to the Authority for clearance, the programme companies' own copy clearance staff dealt with many hundreds of new commercials. A notable development during the year was the setting up by the Association of Independent Local Radio Contractors of a central Copy Group which considers advertising problems common to all the radio companies, working closely with the Authority's staff to ensure a continuing high standard of broadcast advertising.

Advertising Advisory Committee

Under the provisions of the Independent Broadcasting Authority Act 1973, the Advertising Advisory Committee is 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 '... and otherwise as to the principles to be followed in connection with the advertisements ...' (Section 10, Independent Broadcasting Authority Act 1973).

The Authority was given the advice of the Advertising Advisory Committee (AAC) on a number of matters during the past year, ranging from the advertising of feminine hygiene products on radio to financial information in corporate advertising.

In July 1976 Mr Sam Howard, CBE, retired from the AAC of which he had been chairman for nine years. The Authority placed on record its great appreciation of Mr Howard's years of advice and assistance. Mrs Alma Williams and Mr Michael English also retired from the AAC, on which both had served for many years, and the Authority expressed its appreciation of their valuable services. The Authority appointed Professor Royston M Goode, OBE, LL.D., to replace Mr Howard as Chairman and Mrs Sandra Brookes and Miss Ann Burdus replaced Mrs Williams and Mr English.

Sanitary Towels and Tampons

Advised by the AAC, the Authority agreed to the acceptance of advertising of sanitary towels and tampons on Independent Local Radio for an initial six months' trial from April 1976. The advertising was limited to the hours when women were most likely to be alone and when the child audience was at a minimum. Controls ensured that no advertising could undermine an individual's confidence in her own personal standards nor was any inference of sexual or social insecurity permitted. Campaigns were transmitted on six stations and, whilst they were running, the companies broadcast frequently the address to which comments or complaints could be sent. There was little evidence of adverse public reaction and so the AAC recommended that a further trial period of twelve months be allowed, at the end of which time reactions to further campaigns would be assessed.

Financial Information in Corporate and Industrial Advertising

The AAC was asked to consider during the year whether the provisions of the Code that precluded the giving of certain financial information in advertisements by companies seeking to promote their corporate image were unnecessarily restrictive. The Committee thought that corporate advertising need not be limited by unduly tight rules and suggested an amendment to the Code to allow advertisements to present a general picture of an organisation supported by a wide background of financial information, provided that the information was not specifically designed to enhance the financial reputation of a company in the minds of investors. The Authority was in consultation with the Home Office about appropriate amendments to the Code.

Advertising of Slimming Clinics

The AAC recognised the fact that there were many reputable establishments offering courses for slimmers linked to calorie controlled diets and that the problems associated with the Code ban on the advertising of 'Slimming Clinics' had mainly evaporated. The Medical Advisory Panel was prepared to accept, in principle, advertisements for establishments offering treatments aimed at the achievement of weight loss, provided such treatments were likely to be effective and would not lead to harm; any claims made were justified; and that financial and other contractual conditions were made available in writing to respondents prior to commitment. Consultations with the Minister about this class of advertising were still in progress.

Advertising of Dried Cat Foods

The AAC considered again the advertising of dried cat foods, first discussed following allegations that the use of such foods might be linked with the incidence of Feline Urolithiasis Syndrome, a painful and sometimes fatal condition in cats. It noted the conclusions of a committee set up by the British Small Animals Veterinary Association and the Pet Food Manufacturers' Association that any suggestion that such products were the sole cause of FUS was 'clearly fallacious'. It also noted that it was essential that cats who are fed these foods should drink liquids. After veterinary advice, it was concluded that advertisements for these foods should stress the need to follow the feeding instructions and to supply liquid with the foods.

Advertising of Alcoholic Drink

The Authority's requirements governing this class of advertising were codified in 1975 and the AAC viewed a number of representative advertisements to satisfy itself regarding the interpretation of these Code provisions. It particularly noted a report by the National Council of Women which drew attention to the dangers of solitary drinking by women. The Committee concluded that no change to the Authority's Code requirements were needed. The advertisements permitted clearly did not encourage immoderate or solitary drinking. A close watch by the Committee on this class of advertising is maintained.

Toys and Games

After September 1975, the Code ruled that 'advertisements for toys and games and similar products must include an indication of their price'. The toy manufacturers and retailers had made representations to the effect that the trade would find it difficult to implement this requirement and that it could in some instances lead to an increase in toy prices. The AAC asked for specific information to support this contention. The toy manufacturers and retailers have for the present agreed not to contest the Code rule as it was not practical to support their views with the detailed information for which the Committee had asked.

The AAC considered also correspondence between Mr Gwilym Roberts, MP and Lady Plowden on the subject of the advertising of toys, in which Mr Roberts asked that toy advertisements be addressed to adults. Although there was

nothing in the summaries of complaints received from members of the public referring to misleading impressions given by toy advertisements, the Committee agreed to review filmed advertisements for toys with the toys before them. In the event, the Committee concluded that although the majority of commercials fairly reflect the nature of the toys and games, shots of games or toys in action should for the future be more realistic than in some cases in the past.

Lotteries and Amusements Act, 1976

Noting that the Act enabled societies registered under the Act to promote lotteries with limited proceeds and prizes, the AAC advised the Authority to accept such advertising but on strictly controlled terms allowing only the advertising of necessary details. The Authority accepted the recommendation, agreeing that necessary details could include time and place of event, price of tickets, name of organisers and the object to which funds are to be devoted.

Testimonials in Medical Advertising

The Code does not prohibit testimonials for medicines being given other than by celebrities, and the AAC considered whether personal testimony about the efficacy of a product should continue to be permitted. After considering the arguments the AAC did not feel it necessary to debar such testimonials but would watch developments in this area.

ILR Guidelines on Indirect Advertising

During the year the Authority discussed formally with the radio companies, drafting by the Association of Independent Radio Contractors of Guidelines on Indirect Advertising so as to codify the conditions under which commercial premises may be used for outside broadcast events. In addition the Guidelines laid down basic rules concerning 'on-air' promotion of programme company activities such as road shows, discotheques and concerts which are not to be broadcast. It was agreed that, subject to approval of IBA, 'on-air' promotion of such events would be permissible provided that the time given to such promotions form part of the nine minutes an hour advertising allowance.

It was also agreed that wherever a radio presenter is making an outside appearance which has no direct connection with the company, the appearance may be mentioned on air only if warranted on journalistic grounds, e.g., in a 'What's On' context in a manner which could not be construed by rival commercial organisations as unfair. It was also established that there could be no justification on journalistic grounds for more than one 'on-air' mention unless it was balanced by a comparable mention for rival events.

The Guidelines mentioned in particular that close attention should be paid to the form in which any mentions on air are made to avoid any blurring of the distinction of programme material and advertisements.

The Guidelines have now been issued by the Association to all radio companies and are fully operative.

Advertising Breaks in Religious Programmes

The Central Religious Advisory Committee (CRAC) gave consideration to the IBA rule which prohibited advertisements during the course of any broadcast of a religious service or programme. Having in mind the expansion of religious programmes on Independent Local Radio and the longer religious programmes on Independent Television, the Committee recommended a change in the rule to allow centre breaks in suitable programmes. It resolved, however, that religious programmes of less than 30 minutes duration should not be interrupted for advertising and that the existing ban on advertisements in the course of any broadcast of a religious service or other devotional programme should remain. The Committee also recommended that advertisements in agreed centre breaks should not be incongruous, (e.g., alcohol, sensational newspaper articles and unsuitable cinema films etc.).

The Authority has accepted the recommendations of CRAC

and with the agreement of the Minister, under Paragraph 5 of Schedule 2 of the Independent Broadcasting Authority Act, 1973 has amended the rule so that it reads as follows:—

3. *Advertisements shall not be inserted in the course of any broadcast of:*

- (a) *a religious service or other devotional programme;*
- (b) *a religious programme of less than half an hour duration.*

Comments and Complaints

A new 45-second filmed announcement about advertising control was made this year and transmitted to all TV regions during the autumn. Each region carried a medium-heavy campaign over two weeks, comprising four peak-time and four off-peak transmissions. ILR stations carried taped announcements in comparable terms.

During the year, 1,039 letters or calls of complaint were received, of which 85 related to ILR. (In the previous year, to 31st March 1976, the figures were 706 and 52.)

Most complaints again related to minor matters, usually involving subjective opinions or difficulty in obtaining advertised brands locally and, of course, all received a considered reply. A number of letters about television or radio advertising were passed to the Authority from the Advertising Standards Authority, which was once again publicising its aims and activities on the control of advertising in other media.

The number of complaints that justified action being taken was again very small – sixteen in total and in most cases minor changes to words or pictures were all that was required. This should be seen in the context of some 5,000 minutes of advertising on each television region and some 15,000 television commercials current.

The outstanding item on the 'debit' list was an advertisement for a newspaper which featured a rabies article. Although a post 7.30 p.m. limit was placed on this 51 complaints were received as to its content. Most complainants felt that the subject matter was alarmist and frightening. One newspaper and one magazine failed to publish articles on the days advertised. A supermarket chain failed to make it clear that a 'money off' offer required the use of coupons in the press. A fruit drink commercial contained a shot of a lady fire-eater which was subsequently deleted in case children should be tempted to experiment with fire. A building society claim concerning tax allowance needed clarification. A brief shot of a model jumping about in a rowing boat, in a perfume advertisement, was deleted as it might have given a bad safety example. A minor detail in a glue commercial was deleted on the advice of a fire officer as it could lead to dangerous emulation. A butter commercial was amended because the reference to a competition in magazines was not quite accurate – the magazine advertisements did not appear simultaneously.

ILR amendments related to the use of a 'Churchill' imitation which could have been regarded as offensive; the deletion of 'daily delivery' in a sausage commercial, as some outlying shops did not in fact get this; an unjustified implication that competitive telex services were excessively expensive; amendment to the phrase 'about a quid a day' in relation to car park charges as they were, in fact, £1.20 to £1.50; deletion of 'put your money where your horse is' in a commercial for a race-track – as being a direct invitation to bet.

The Advertising Control Division also dealt with many incidental enquiries including those from students and official visitors from overseas. Rather more than 1,200 copies of the IBA Code and the explanatory leaflet were posted or given to enquirers.

IT IS THE RESPONSIBILITY of the Audience Research Department within the Programme Division to provide a range of information reflecting the Authority's obligation under the IBA Act 1973 to 'ascertain the state of public opinion concerning the programmes broadcast by the Authority'. Although most of the research effort is devoted to television, more work is now being undertaken in the area of radio, and during the year to the end of March 1977 seven major surveys of public attitudes towards local ILR services were carried out.

As well as initiating, undertaking and reporting on research projects, it is the responsibility of the department to maintain liaison with research departments of other broadcasting bodies in this country and abroad and to keep in touch with various government, educational and other institutions engaged in related work.

The Department's regular activities 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 each of 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 sample, 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 1977, 98.7 per cent of the total population, 55.2 million people, lived within reach of vhf transmissions from the Authority's stations; 97.7 per cent of the total population, 54.7 million people, lived within reach of the Authority's uhf transmissions. About 50.5 million people aged four and over, living in 18.8 million homes, had sets able to receive ITV; some 97 per cent of all homes in areas receiving ITV were capable of receiving ITV programmes. Effectively all ITV homes could receive BBC1, 96 per cent could receive BBC2, and about 53 per cent had sets which could receive programmes in colour.

During the year to the end of March 1977 53 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 6.2 million homes viewing in the twelve months ended 31st March 1977.

In homes receiving both BBC and ITV the set was switched on for an average of 5.1 hours a day during the year. For 2.7 hours it was tuned to Independent Television, for 2 hours to BBC1 and for 0.4 hours to BBC2.

The Authority continued to obtain, on a co-operative basis through the BBC's Schools 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 alternative 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 for use within the programme companies and machinery exists for regular discussion of them with programme and research executives in the companies.

Experimental work on devising a valid and reliable method of measuring children's appreciation of programmes designed for them continued throughout the year 1976-77, and by the end of the year a satisfactory technique had been worked out.

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 must assure itself that public opinion accepts that this is done. 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 December 1976.

During the year the Authority convened a consultation on day-time programming, and, to assist the discussion, the Research Department commissioned a survey of the available audience throughout each day of the week. The survey was undertaken by Audits of Great Britain Ltd, using a sample of 2,000 homes.

Basic Research

In addition to research into continuing 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 these studies continued to be conducted by ASKE Research Ltd, who prepared seven Reports on various aspects of the viewing patterns of the ITV audience.

Radio Studies

The standard measurement of audience sizes for each of the

ILR stations was carried out by an independent company, RSGB Ltd, according to specifications drawn up by JICRAR. A fuller account of this system and associated measurement projects is provided in Chapter 8.

The Research Department of the IBA has undertaken detailed studies of audience attitudes towards individual ILR stations, in the context of each audience's general listening experience. Companies with appropriate experience are commissioned to carry out interviews and analyse the results for each audience, using questionnaires designed by the IBA. The questionnaires are similar for each station audience but modified to suit local exigencies. Thus, while 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.

During the year to the end of March 1977, studies were completed on the audiences of Radio Forth (Edinburgh), Radio Clyde (Glasgow), Metro Radio (Tyne/Wear), Radio Tees (Teesside), Radio City (Liverpool) and Piccadilly Radio (Manchester).

THROUGHOUT THE YEAR, the Engineering Division continued to give priority to extending the coverage of the uhf television service, with particular emphasis on the more remote or mountainous areas where the difficult topography and low-population density inevitably meant there were gaps not covered during the first stages of the uhf expansion. Although a record number of 60 new transmitting stations were opened during the year, these added only the modest total of 470,000 new potential viewers; future years, no matter how energetically this constructional project is pursued, will be significantly less rewarding still.

The opening of 625-line uhf ITV colour transmissions in the Channel Islands during the summer of 1976 means that all ITV regions are now served in colour. Colour also became available during the year to over half the population of the Shetland Islands.

By 31st March 1977 625-line colour uhf transmissions were available to some 97 per cent of the population, leaving just over one person in every fifty still outside the service area of the IBA's network of transmitting stations, and only about one person in every hundred entirely dependent on 405-line vhf coverage. Perhaps 5 per cent of viewers still rely on sets which can receive only the 405-line transmissions and more still continue to make some use of them.

The end of the first phase of the uhf project, aimed at serving identified groups of population in excess of 1,000 people, is now in sight. It is expected that this phase will be largely completed by 1979, although a limited number of such groups may remain unserved due to shortage of suitable transmission channels: a further phase, affecting some 200,000 people living in identifiable groups of between 500 and 1,000 people, and requiring an additional 270 or so very low-power relay stations, is now being planned. A considerable amount of planning effort has been directed toward reducing capital and revenue costs of such small stations and a high degree of standardisation has been agreed between the Authority's engineers and those of the BBC.

To the regret of the Authority, no further Independent Local Radio stations could be built after the opening of the 19th ILR service at Wolverhampton on 12th April 1976. This competed the building programme to which the IBA was restricted by the Government in 1974.

During the year less than 4 per cent of engineering costs were incurred on behalf of local radio, emphasising the significant economies that follow from combining maintenance of the ITV and ILR transmitter networks.

IBA engineering delegates were closely involved in the World Administrative Radio Conference in Geneva early in 1977. This produced a World agreement and associated plan for Region 1 for satellite broadcasting in the 11.7/12.5 GHz band covering the UK. The UK has been allotted five programme channels for television broadcasting. While it is not anticipated that direct broadcasting from satellites will be required in the UK for some years yet, satellite technology is already assuming a significant role in several countries for economical distribution of television and sound radio programmes to local stations for retransmission. These trends underline the importance of the preparations being made at Crawley Court to participate in satellite broadcasting experiments due to start, under the aegis of the European Broadcasting Union, in the autumn of 1977. The use already being made in Canada and the USA for satellites for distribution emphasises that this technology is destined to play an increasingly important role in broadcasting.

ORACLE Teletext

The programme companies have continued the regular (but still experimental) service of ORACLE teletext transmissions, and by the end of the year a trickle of teletext-equipped receivers and adaptors began to reach the shops. The Authority welcomed the decision of the Home Office to extend the authorisation of such transmissions until July 1979. IBA engineers collaborated in the drawing up of an amended joint IBA/BBC/BREMA specification for the system, taking into account a number of improved display techniques resulting from the work of the programme companies.

Role of the Engineer

After the final presentation of the IEE Faraday Lecture, 'The Entertaining Electron' by Mr F Howard Steele, the Authority's Director of Engineering, a television documentary programme loosely based on the lecture was made by HTV and subsequently twice transmitted on the ITV network. This programme graphically brought out the wide range of skills to be found in television engineering, as well as the continued role of the engineer and technologist.

DICE Standards Converter

During the year, a number of overseas broadcasters, in several continents, bought digital intercontinental conversion equipment (DICE) originally developed in the Authority's laboratories and now manufactured under licence by Marconi Communication Systems Ltd. To quote from a report in *Broadcast* on the Montreal Olympics: 'In fact the contrast between TDF's optical NTSC-to-SECAM converter and the brand new Marconi/IBA DICE converter installed in Belgrade was made graphically clear on Tuesday night . . . the difference was nothing short of phenomenal'.

21st Anniversary

The 21st anniversaries of the inauguration of ITV programme transmissions from Croydon (London) and Lichfield (Midlands) fell on 22nd September 1976 and 17th February 1977 respectively. Many tributes were paid to the role of both IBA and company engineers in the development and growth of television in the UK. To quote from an editorial in the magazine *Television*: 'If television is ultimately programmes, it is also engineering. The record of ITV's technical achievements and innovation is impressive: from the original Band III network that provided good coverage from few sites to the pioneering of the unattended network of transmitters for Bands IV and V or the latest digital systems from IBA's engineering centre in Hampshire; from the first British studio centres designed to use the video-tape recorder as a production tool to the advanced computer-generated graphics of ITN or the ORACLE teletext experiments . . .'.

Transmitter Construction

The uhf transmitter network expanded during the year from 209 to 269 stations. The 60 stations added consisted of four main high-power stations and 56 low-power relay stations. Although the overall increase in population coverage provided by these 60 stations was only about 0.8 per cent, the increase in certain regions was quite marked, as follows:

Scotland: All scheduled high-power main stations for the Scottish mainland and the outer islands are now complete. The last high-power station in the chain, Bressay in the Shetland Islands, was completed just in time to provide a colour service for Christmas 1976. In all, 21 stations, including eighteen low-power relays, were completed in Scotland this

year, improving the population coverage by about 3.4 per cent. *Wales:* In this region all main stations were completed in 1973 but a considerable number of relay stations have yet to be constructed to provide a satisfactory service to valley areas. Eleven of these relays were completed this year, increasing the population coverage in Wales by 2.0 per cent. *Northern Ireland:* One relay station, Larne, was brought into service this year, increasing the population coverage by 0.8 per cent (although an 'active deflector' type station was completed at Killowen Mountain, but cannot be brought into service until the station at Kilkeel is completed). However, the programme for next year includes five more relay stations and work has started on the last high-power main station, Brougher Mountain, scheduled for completion during 1978.

England, the Isle of Man and the Channel Islands: 21 low-power relays have been added throughout the mainland. Four stations have been constructed on the Isle of Man, providing the island with the first 625-line stations. Finally, a colour service has been brought to the Channel Islands for the first time with the completion of a main high-power station at Fremont Point and a relay station on Guernsey (the station on Alderney commenced service on 1st April 1977). However, all these additional stations have increased the population coverage in these areas by only 0.5 per cent.

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	47	269	316
31st March 1978 (estimated)	47	322	369

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
31st March 1977	50	219	269	96.8

Solid-state Transposers

During 1976 the IBA began bringing into use all-solid-state uhf transposers up to a maximum power of 50 watts peak sync, and typically used at stations with effective radiated powers of from about 200 watts to 500 watts. This is a five-fold power increase on the all-solid-state installations previously used. However, the main requirement at new stations is now for very low power units of 1-10 watts.

Transmitters for ILR

The last station permitted in the present phase of ILR, Wolverhampton and the Black Country, was brought into service on 12th April 1976, providing both vhf and mf transmissions. To overcome interference in the Ipswich area from an unauthorised off-shore transmitter, a second medium-wave transmitter was brought into service in December 1976, carrying the programmes of Radio Orwell which were thus duplicated on two channels as a temporary measure.

Operations and Maintenance

The continually increasing number of transmitting stations

has been operated and maintained by the same number of station engineers as in recent years. This increasingly efficient use of manpower resources has been accomplished by concentrating operational and monitoring duties at fewer control centres and this trend is planned to culminate eventually in the manning of four Regional Operational Control Centres.

Such recruitment as has been necessary has arisen from natural wastage brought about by promotion, transfer and resignation of staff. During the year ten Junior Engineers-in-Training have been recruited and are now undergoing eighteen months training, half of which is provided at Plymouth Polytechnic and the remainder on stations and at the Authority's Harman Engineering Training College at Seaton, Devon.

This latter establishment came into use during the year with the transfer of the Engineering Training Unit from the Stockland Hill transmitting station. The College was formally opened by the Chairman of the Authority, The Lady Plowden, on 15th September 1976. Since then it has provided courses on the maintenance of transmitting equipment, measurement techniques and automatic monitoring equipment, in addition to induction courses for newly recruited staff.

The performance of the transmission chain during the year is indicated in the following table which also shows similar data for the previous year for purposes of comparison. To give more meaningful information the percentage of transmitter outage that is due to mains-failure is this year shown separately from other transmitter faults.

Breaks in Programme Transmission Time

TELEVISION	1975-76 %	1976-77 %
Attributable to faults in the studios of the originating or local programme company	0.013	0.017
Attributable to faults on the network (Post Office Links)	0.026	0.017
Failures at main vhf stations attributable to:		
(a) Transmitter Equipment	0.006	0.008
(b) Electricity Supply	0.016	0.014
Failures at vhf relay stations attributable to:		
(a) Transmitter Equipment	0.025	0.019
(b) Electricity Supply	0.058	0.063
Failures at main uhf stations attributable to:		
(a) Transmitter Equipment	0.029	0.020
(b) Electricity Supply	0.026	0.030
Failures at uhf relay stations attributable to:		
(a) Transmitter Equipment	0.04	0.032
(b) Electricity Supply	0.075	0.077

LOCAL RADIO

Attributable to faults in the studios of the programme companies	0.003	0.009
Attributable to faults in Post Office Links	0.016	0.002
Failures at mf stations attributable to:		
(a) Transmitter Equipment	0.032	0.012
(b) Electricity Supply	0.047	0.012
Failures at vhf stations attributable to:		
(a) Transmitter Equipment	0.081	0.024
(b) Electricity Supply	0.005	0.007

The figures represent percentages of total transmission time

Network Planning

The programmes of ITV have been made available in Shetland for the first time by construction of a joint IBA/BBC/Post Office link station on Fair Isle, between the Shetlands and

the Orkneys. This enables pictures from Keelylang Hill in Orkney to be retransmitted from Bressay in the Shetlands.

A link to extend uhf coverage to Oban has also been completed; in this case signals transmitted from the high-power station at Black Hill are received at Knapdale and then retransmitted by microwave link to Torosay (Craignure).

One of the most difficult but important of the new links now complete is 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 are picked up from Stockland Hill, Devon, over a long and interference-prone sea path. They are retransmitted over a microwave link to Jersey. As one element of this link, the Authority's engineers have developed an advanced adaptive receiving aerial array (SABRE) that has recently been installed at Alderney (see 'Radio Frequency Developments').

Technical Quality

Within the Authority's Engineering Division considerable work is undertaken, in conjunction with the television and radio programme companies, to ensure the high technical quality of the broadcasts. The year has seen the introduction of a revised Radio Code of Practice covering both studio practices and outside broadcasts; the new Code ensures that the programme chain is in accord with the standards possible with the latest equipment. A separate specification concerns the use of audio cartridge machines for advertisements and promotional material, although their performance is still generally considered inadequate for most programme material, especially when used in stereo. For television the question of the increasing number of quadruplex and helical tape recording formats and machines has been under close scrutiny, and it is intended to take these developments into account in a revised Code of Practice.

In last year's Report mention was made of the proposed setting up by the Independent Television Companies of a new Film Servicing Centre. During 1976-77 this Centre was firmly established and has already resulted in an improvement in the quality of ITV's film transmissions, particularly feature films.

Considerable time has been spent in joint discussions about regular sound broadcasts from Parliament. Although it did not prove possible to resume the broadcasts initiated in 1975, the outstanding technical questions have been largely solved and the Authority is keen to see these broadcasts resumed and extended.

Investigations into 'surround sound' (quadraphony and three-channel systems) have been pursued, although still at an early stage. A number of competing systems have been proposed both for radio broadcasts and for recordings, and the Authority is anxious that a measure of agreement should be achieved, nationally and internationally, before seeking Home Office permission to introduce regular broadcasts. It is only after consideration in detail of the technical and economic factors of the various systems that European broadcasters are likely to be satisfied that a wise and prudent choice has been made on behalf of what, for some years, can be only a minority of discerning listeners. Most of the systems proposed offer attractive features, but also some ambiguities and a hasty decision might well delay the wide acceptance of this enlargement of broadcasting technology. Similarly, the Authority's engineers are watching closely the revival of interest in the United States in the possibility of two-channel stereophonic broadcasting on medium-wave a.m. stations. It is too early to forecast whether a system of this type could be usefully introduced in the more congested conditions of European medium-wave broadcasting.

For the present, equal attention is being paid to the more mundane question of programme sound levels; a matter of considerable interest to many viewers and listeners. The question is not being made easier by the growing use of ingenious sound processing techniques which enhance the apparent 'loudness' of programme material but cannot be

readily accommodated alongside unprocessed material.

Network Lines

During the year the Authority's engineers have begun regular operational use of automatic measuring techniques for the monitoring of Post Office lines to unattended transmitters; this is a further application of automatic measuring equipment already widely used within the transmitter network. It is intended to extend the use of this technique to an increasing number of Post Office links.

Service Area Planning

During 1976-77 the Authority's engineers have undertaken the initial planning of those Phase I television relay stations that may be constructed after 1978, in addition to detailed planning of transmitting stations included in the 1977 and 1978 building programme. Site testing has been carried out at 27 potential relay sites and detailed measurements made of the coverage of 35 stations for which the Authority is the landlord. 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 the landlord.

Detailed planning has begun for 26 Phase II uhf stations to serve groups of populations of down to 500; a recommendation of both the Crawford and Annan Committees. Site testing has been carried out at sites for eight of these stations for which the IBA will be landlord. As a result of joint BBC/IBA studies a further 50 or so areas that will need a Phase II station have been identified.

Associated with Independent Local Radio the effects on coverage have been assessed of experimental quadraphonic and traffic information broadcasts. Field trials of such systems have been held in Manchester, Glasgow and London.

Long-term field studies of future developments, including the use of satellites and the possible re-engineering of the vhf bands when the 405-line services are closed down, have continued.

Site Selection

During the year 31 sites have been acquired for future uhf television stations. The first of the Phase II sites to serve communities in the range 500-1,000 persons has been acquired, and planning permission obtained.

Although the average height of aerial support structures for stations now being built is only 100 ft there are in many instances objections on amenity grounds. This often delays the building of a station, to the disappointment of many people. Occasionally there is an exception and Wrexham is a good example of this. With the very full co-operation of the local planning authority, consent was given within three months of application, resulting in the possibility of the station being in service in time for the 1977 Eisteddfod.

The Authority now owns, or rents on long-term leasehold agreements, some 230 transmitter sites varying in size from a few hundred square yards to thirty acres or more. Compliance with the Authority's legal obligations and the renegotiation of leasehold agreements occupies an increasing percentage of the work of site administration.

Engineering Research

A significant proportion of the total engineering effort at Crawley Court, Winchester, continues to be directed towards the investigation and development of new or improved techniques in television and sound broadcasting. The most productive areas of research are those where, for various reasons, the electronics industry is not currently in a position to make significant progress.

The Authority's effort is thus directed either at areas where specialised development is needed to meet its current requirements or at more broadly based areas such as digital technology that seem certain to affect fundamentally future broadcasting technology. Digital techniques, both in the field of digital video processing and computer-type control

and measuring systems, are leading to significant improvements in picture quality and in some areas to reductions in costs.

The Authority, in recent years, has licensed both British and overseas manufacturers to build equipment based on developments and drawings resulting from its research effort, and receives royalty payments on the sale of equipment.

Digital Coding: A significant part of the work is at present concerned with the study of new coding systems for digital television. With the growth in numbers of discrete items of digital studio equipment, there is an increasing need to establish national and international standards. This has led to a demand for coding systems which are compatible with the existing analogue methods used in European television studios.

In order to investigate these problems the basic elements of a digital studio signal origination chain have been developed. This chain includes such elements as colour bar generators, vision mixers including devices for producing special effects, and methods of bit-rate reduction. The massive problem of digital video recording is also a most important issue. Considerable progress has been made on methods of recording digital signals.

The feasibility of realising a practical digital machine has been demonstrated to the appropriate technical working parties of the European Broadcasting Union; this work is believed to be in advance of any comparable work elsewhere.

Although the digital bit-rate following the image-sensing device may be extremely high when the initial sampling frequency is at four times the frequency of the colour sub-carrier, the majority of the studio equipment is likely to operate at roughly half this sampling rate. Special means have been developed for converting the digital signal between these two different bit-rates, another key area in the process towards an all-digital transmission chain.

The work on these systems is continuing and it is hoped will lead towards an agreement on digital standards for both vision and sound at the CCIR Plenary Meeting in 1978.

ORACLE: During the year, work was concentrated on the study of those aspects of network technical performance which most affect the transmission of ORACLE signals. New methods of testing have been devised and an intensive programme of field measurements gives reason for optimism on the ultimate success and technical feasibility of the ORACLE programme coverage.

Early in the year, the IBA's original ORACLE development team shared with the BBC and BREMA the 1977 Geoffrey Parr Award of the Royal Television Society for the development of Teletext.

Automatic Video Measurements: A Digital Automatic Measuring Equipment (DAME) is believed to represent a first example of the successful application of microprocessors to the complex problem of the automatic analysis of television test signals. Following field trials during the year an agreement is being negotiated with the Marconi Instruments Company giving that company the right to use DAME design information as a foundation for a new generation of digital measuring equipment.

Automatic Data Display System: With the decision to proceed with the regional operational control centres for certain groups of transmitters (as described in the 1975-76 Annual Report), it became necessary to provide a means of rapidly displaying important information to maintenance staff. A novel microprocessor-based dynamic telemetry information display system was developed and installed at the IBA's Croydon control centre to begin a series of trials. The equipment accepts digital telemetered information in a variety of code formats from about 40 different transmitter stations in South East England. This information is then converted by the microprocessor system into a form in which it can be used for clear 'mimic diagram' display on a television monitor. The display allows an operator to see at a glance the nature of any fault conditions in up to 140 diagrams. The information display is approximately equivalent to that of a detailed,

multi-coloured, illuminated wall chart about 5 ft high and 30 ft long.

Radio Frequency Developments: The 1975-76 report gave information on a unique aerial system developed for relaying uhf signals to the Channel Islands. This system is called the Steerable Adaptive Broadcast Reception Equipment (SABRE). The final version of this is about to become operational. This self-optimising array enables several unwanted co-channels to be rejected simultaneously and will operate, if required, on all four programme channels provided under the national uhf plan.

Work on an IBA satellite receiving station for the ESA orbital test satellite was started. The station will provide facilities for propagation and TV reception experiments at 12 GHz. The development of the system is well-advanced and the station is expected to be in operation at Crawley Court in the coming year as part of an experimental programme that is expected to lead to the use of satellite distribution of Eurovision programmes in the 1980s.

Engineering Information and Liaison

The number of letters from the public enquiring about technical matters was less than in recent years, reflecting the extension of uhf coverage and the completion of the authorised ILR building programme. Nevertheless, some 300 or so weekly enquiries indicate clearly that many viewers and listeners find it difficult to appreciate fully the factors that govern satisfactory reception, and that they welcome impartial guidance from broadcasters. It is perhaps a matter of regret that the public do not appear always to put equal trust in the advice given by the local traders who are often better placed to give advice on the aerials required in their own locality.

For this reason the Authority seeks to maintain and strengthen its liaison both with the public and the trade, through the trade associations and directly with retailers, rental companies, aerial contractors and the manufacturing industry. Much effort is directed at keeping the trade and service technicians fully informed on current developments. It is recognised, for example, that over the next few years the trade will be called upon for the first time to maintain the technically-complex, digital-circuitry of teletext decoders. During the year considerable progress was made in the preparation and issue of detailed coverage maps for all new stations.

The Authority participates each year in a number of trade events. In 1976 these included the first radio and television exhibition to be held at the National Exhibition Centre in Birmingham.

The Authority's engineering staff are encouraged to participate in the activities of their professional institutions and in the work of various national and international regulatory and standardisation committees. Mr Howard Steele, Director of Engineering, was elected to the Technical Bureau of the European Broadcasting Union, the first time that an Independent Broadcasting engineer has been a member of this Bureau. During the year Mr R C Hills, Chief Engineer (Transmitters), was elected a vice-president of the Institution of Electronic and Radio Engineers.

IBA and ITV engineers presented a number of papers at the International Broadcasting Convention in London during September 1976 and Dr Boris Townsend, Head of Engineering Information Service, represented the Authority at the SMPTE Winter Conference, where he spoke about the work of an *ad hoc* Group of the EBU of which he is chairman, and which is concerned with the use of 'Electronic News Gathering' techniques in Europe.

Regular technical symposia are held at Crawley Court for the staff and among the speakers this year have been Professor Walter Bruch of the Federal Republic of Germany, Professor Gambling of Southampton University, Professor John Turner of Essex University and Mr Donald Wray, Director of Telecommunications Development of the Post Office.

Four new titles, more than in any previous year, were

The UHF Television Station Plan—cont.

UHF Station		Channels				Polarisation/Aerial Group	ERP (kW)	Mean Aerial Height m. aod	IBA Target Service Date
Number	Name	IBA	BBC 1	BBC 2	Fourth				
LONDON (Ln)									
Thames Television/London Weekend Television									
101	Crystal Palace	23	26	33	30	HA	1000	313	15.11.69
101,01	Guildford	43	40	46	50	VB	10	188	24.3.72
101,02	Hertford	61	58	64	54	VC/D	2	97	10.3.72
101,03	Reigate	60	57	63	53	VC/D	10	282	15.11.71
101,04	Tunbridge Wells	41	51	44	47	VB	10	172	4.2.72
101,05	Hemel Hempstead	41	51	44	47	VB	10	226	10.3.72
101,06	Woolwich	60	57	63	67	VC/D	0.63	54	11.4.74
101,07	High Wycombe	59	55	62	65	VC/D	0.5	211	14.1.72
101,09	Woolburn	56	49	52	68	VC/D	0.1	143	24.12.76
101,10	Henley-on-Thames	67	48	64	54	VC/D	0.1	157	10.1.75
101,12	Chesham	43	40	46	50	VB	0.1	170	30.4.76
101,14	Gt. Missenden	61	58	64	54	VC/D	0.085	215	29.11.74
101,18	Chipping Wycombe	41	51	44	47	VB	0.02	176	28.5.76
101,21	Hughenden	43	40	46	50	VB	0.031	186	late 77
158	Bluebell Hill	43	40	46	65	HE	30	251	25.2.74

MIDLANDS (M)									
ATV									
102	Sutton Coldfield	43	46	40	50	HB	1000	395	15.11.69
102,02	Kidderminster	61	58	64	54	VC/D	2	133	31.3.72
102,03	Brierley Hill	60	57	63	53	VC/D	10	180	3.12.71
102,06	Bromsgrove	24	31	27	21	VA	4	198	4.2.72
102,07	Malvern	66	56	62	68	VC/D	10	211	26.5.72
102,08	Lark Stoke	23	33	26	29	VA	7.6	280	7.7.72
102,09	Stanton Moor	59	55	62	65	VC/D	2	355	27.9.74
102,10	Leek	25	22	28	32	VA	1	313	28.2.75
102,11	Fenton	24	31	27	21	VA	10	241	21.1.72
102,12	Ashbourne	25	22	28	32	VA	0.25	213	28.2.75
102,13	Bolehill	60	57	63	53	VC/D	0.25	352	22.8.75
102,19	Icomb Hill	25	22	28	32	VA	0.11	290	12.12.75
102,21	Leamington Spa	66	56	62	68	VC/D	0.2	135	28.5.76
102,23	Nottingham	24	21	27	31	VA	2	183	30.3.73
102,24	Buxton	24	21	27	31	VA	1	475	7.12.73
102,26	Eastwood	23	33	26	29	VA	0.0036	117	late 78
102,28	Cheadle	56	48	66	68	VC/D	0.024	259	mid 78
111	Waltham	61	58	64	54	HC/D	250	429	28.2.70
117	Oxford	60	57	63	53	HC/D	500	289	15.6.70
121	The Wrekin	23	26	33	29	HA	100	448	22.12.75
149	Ridge Hill	25	22	28	32	HA	100	363	26.2.72
149,01	Kington	49	39	45	42	VB	0.025	281	late 78
149,02	Garth Hill	60	57	63	53	VC/D	0.025	372	26.3.76

NORTH-EAST ENGLAND (NE)									
Tyne Tees Television									
109	Pontop Pike	61	58	64	54	HC/D	500	443	17.7.70
109,02	Newton	23	33	26	29	VA	2	212	28.4.72
109,03	Fenham	24	21	27	31	VA	2	170	10.12.71
109,06	Weardale	41	44	51	47	VB	1	450	24.8.73
109,08	Alston	49	52	45	42	VB	0.4	535	25.7.75
109,09	Catton Beacon	43	40	46	50	VB	0.14	371	29.8.75
109,10	Morpeth	25	22	28	32	VA	0.044	110	28.6.74
109,11	Bellingham	24	21	27	31	VA	0.05	274	2.9.77
109,13	Haydon Bridge	41	51	44	47	VB	0.1	258	14.5.76
109,14	Shotley Field	25	22	28	32	VA	0.2	249	15.10.76
116	Bilsdale	29	33	26	23	HA	500	685	15.3.71
116,01	Whitby	59	55	62	65	VC/D	0.25	106	11.5.73
116,04	Grinton Lodge	43	40	46	50	VB	0.025	268	5.8.77
116,05	Guisborough	60	57	63	53	VC/D	0.05	215	9.9.77
116,08	Limber Hill	43	40	46	50	VB	0.05	191	22.4.77
155	Chatton	49	39	45	42	HB	100	349	19.8.74
155,02	Rothbury	59	55	62	65	VC/D	0.05	318	mid 78

NORTH-EAST SCOTLAND (NS)									
Grampian Television									
112	Durris	25	22	28	32	HA	500	636	19.7.71
112,01	Peterhead	59	55	62	65	VC/D	0.1	97	19.7.74
112,02	Gartly Moor	61	58	64	54	VC/D	2.2	463	8.2.74
112,03	Rosehearty	41	51	44	47	VB	2	112	16.2.73
112,04	Balgownie	43	40	46	50	VB	0.04	108	31.1.75
112,05	Tullich	59	55	62	65	VC/D	0.07	511	5.8.77
123	Angus	60	57	63	53	HC/D	100	547	30.9.72
123,01	Perth	49	39	45	42	VB	1	170	3.11.72
123,02	Crieff	23	33	26	29	VA	0.1	269	19.12.75
123,03	Cupar	41	51	44	47	VB	0.02	77	23.4.76
123,05	Pitlochry	25	22	28	32	VA	0.15	419	14.11.75
123,07	Blair Atholl	43	40	46	50	VB	0.05	436	18.6.76
123,08	Tay Bridge	41	51	44	47	VB	0.5	148	22.11.74
123,12	Auchtermuchty	49	39	45	42	VB	0.05	131	29.10.76
147,04	Dunkeld	41	51	44	47	VB	0.1	297	21.5.76
134	Keelylang Hill (Orkney)	43	40	46	50	HB	100	270	19.12.75
148,02	Bressay	25	22	28	32	VA	10	284	24.12.76
148	Rumster Forest	24	31	27	21	HA	100	456	24.12.73
153	Knock More	23	33	26	29	HA	100	468	28.10.74
153,02	Kingussie	43	40	46	50	VB	0.091	380	mid 78
154	Eitshal (Lewis)	23	33	26	29	HA	100	366	30.7.76
154,04	Skriaig	24	21	27	31	VA	1	451	late 78
156	Rosemarkie	49	39	45	42	HB	100	323	8.10.73
156,01	Auchmore Wood	25	22	28	32	VA	0.1	239	12.3.76
156,04	Fodderty	60	57	63	53	VC/D	0.12	221	24.12.76

UHF Station		Channels				Polarisation/Aerial Group	ERP (kW)	Mean Aerial Height m. aod	IBA Target Service Date
Number	Name	IBA	BBC 1	BBC 2	Fourth				
NORTHERN IRELAND (NI)									
Ulster Television									
107	Divis	24	31	27	21	HA	500	512	14.9.70
107,01	Larne	49	39	45	42	VB	0.5	169	3.9.76
107,02	Carnmoney Hill	43	40	46	50	VB	0.1	245	7.12.73
107,03	Kilkeel	49	39	45	42	VB	0.5	304	2.9.77
107,04	Newry	60	58	64	54	VC/D	0.5	293	*
107,05	Newcastle	59	55	62	65	VC/D	1	288	late 77
107,06	Armagh	49	39	45	42	VB	0.12	162	9.9.77
107,07	Black Mountain	49	39	45	42	VB	0.025	499	8.8.75
107,09	Bellair	52	48	56	67	VC/D	0.035	237	mid 78
107,30	Killowen Mountain	24	31	27	21	VA	0.015	434	2.9.77
130	Limavady	59	55	62	65	HC/D	100	394	1.12.75
130,01	Londonderry	41	51	44	47	VB	3.2	280	1.12.75
130,02	Ballycastle Forest	49	39	45	42	VB	0.0125	146	late 78
130,04	Strabane	49	39	45	42	VB	2	585	15.7.77
151	Brougher Mountain	25	22	28	32	HA	100	370	late 78

SOUTH OF ENGLAND (S)									
Southern Television									
108	Rowridge	27	31	24	21	HA	500	280	13.12.69
108,01	Salisbury	60	57	63	53	VC/D	10	157	11.8.72
108,03	Ventnor	49	39	45	42	VB	2	273	7.9.73
108,04	Poole	60	57	63	53	VC/D	0.1	112	17.12.76
108,05	Brighton	60	57	63	53	VC/D	10	172	28.4.72
108,07	Findon	41	51	44	47	VB	0.05	161	24.4.75
108,10	Winterborne Stickland	43	40	46	50	VB	1	207	5.3.76
113	Dover	66	50	56	53	HC/D	100	366	13.12.69
113,03	Dover Town	23	33	26	30	VA	0.1	112	early 78
113,05	Chartham	24	21	27	31	VA	0.1	116	5.12.75
125	Midhurst	58	61	55	68	HC/D	100	299	18.12.72
125,01	Hanlert	25	22	28	32	VA	0.015	216	early 78
126	Hannington	42	39	45	66	HE	250	369	1.11.71
126,05	Tidworth	25	22	28	32	VA	0.01	171	3.12.76
126,06	Chisbury	59	55	62	65	VC/D	0.025	184	early 78
126,07	Sutton Row	25	22	28	32	VA	0.25	207	29.4.77
110,24	Marlborough	25	22	28	32	VA	0.1	248	21.6.74

The UHF Television Station Plan—cont.

UHF Station Number	Name	Channels				Polarisation/Aerial Group	ERP (kW)	Mean Aerial Height m. aod	IBA Target Service Date
		IBA	BBC 1	BBC 2	Fourth				
106,18	Abergavenny	49	39	45	42	VB	1	485	28.9.73
106,19	Ferndale	60	57	63	53	VC/D	0.08	436	20.12.74
106,20	Porth	43	40	46	50	VB	0.08	305	27.12.74
106,22	Llangeinor	59	55	62	65	VC/D	0.19	358	19.7.74
106,23	Treharris	52	56	48	68	VC/D	0.05	205	31.1.75
106,24	Cwmafon	24	21	27	31	VA	0.07	245	16.8.74
106,26	Llanhilleth	49	39	45	42	VB	0.03	311	27.9.74
106,28	Gilfach Goch	24	21	27	31	VA	0.05	319	27.9.74
106,29	Taff's Well	59	55	62	65	VC/D	0.02	191	9.8.74
106,30	Ogmore Vale	60	57	63	53	VC/D	0.1	336	2.8.74
106,31	Abertridwr	60	57	63	53	VC/D	0.05	300	6.12.74
106,32	Ynys Owen	59	55	62	65	VC/D	0.08	366	late 77
106,35	Tonypandy	59	55	62	65	VC/D	0.02	255	1.11.74
106,42	Mynydd Bach	61	58	64	54	VC/D	0.25	356	14.9.73
106,43	Bedling	24	21	27	31	VA	0.01	381	1.8.75
106,48	Pennar	43	40	46	50	VB	0.1	276	5.8.77
106,49	Brecon	61	58	64	54	VC/D	1	274	25.1.74
106,50	Sennybridge	43	40	46	50	VB	0.08	398	23.9.77
106,51	Clyro	41	51	44	47	VB	0.16	264	13.9.74
106,52	Crickhowell	24	21	27	31	VA	0.15	244	11.3.77
106,53	Blackmill	25	22	28	32	VA	0.01	220	30.7.76
106,55	Pennorth	23	33	26	29	VA	0.05	294	30.7.76
106,56	Pontardawe	61	58	64	68	VC/D	0.05	206	26.9.75
106,57	Deri	25	22	28	32	VA	0.05	420	5.9.75
106,59	Rheola	59	55	62	65	VC/D	0.1	444	1978
106,60	Ton Pentre	61	58	64	54	VC/D	0.08	375	29.4.77
106,66	Llanfoist	60	57	63	53	VC/D	0.018	144	mid 78
106,69	Tynewydd	59	55	62	65	VC/D	0.02	270	mid 78
106,70	Craig-Cefn-Parc	43	46	40	50	VB	0.0063	179	late 78
118	Llanddona	60	57	63	53	HC/D	100	252	6.9.73
118,01	Betws-y-Coed	24	21	27	31	VA	0.5	355	19.10.73
118,03	Conway	43	40	46	50	VB	2	163	19.10.73
118,04	Bethesda	60	57	63	53	VC/D	0.025	191	6.9.73
118,05	Llanberis	25	22	28	32	VA	0.05	363	late 77
118,06	Arfon	41	51	44	47	VB	3.5	601	17.10.75
118,07	Llandecwyn	61	58	64	54	VC/D	0.3	306	30.7.76
118,08	Ffestiniog	25	22	28	32	VA	1.2	357	1.10.76
119	Carmel	60	57	63	53	HC/D	100	412	21.5.73
119,01	Llanelli	49	39	45	67	VE	0.1	145	14.2.75
119,03	Ystalyfera	49	39	45	42	VB	0.05	367	1.7.77
119,04	Llandrindod Wells	49	39	45	42	VB	2.25	496	24.7.76
119,08	Rhayader	23	33	26	29	VA	0.1	395	8.4.77
119,11	Tenby	49	39	45	42	VB	0.032	100	late 78
119,13	Abercraf	25	22	28	32	VA	0.125	320	3.9.76
119,15	Mynydd Emroch	43	40	46	50	VB	0.0125	210	late 78
119,16	Greenhill	24	21	27	31	VA	0.074	121	mid 78
129	Presely	43	46	40	50	HB	100	564	16.8.73
129,01	Mynydd Pencarreg	61	58	64	54	VC/D	0.12	458	late 78
129,03	Llandyfriog	25	22	28	32	VA	0.11	145	late 77
129,04	St. Dogmaels	23	33	26	29	VA	0.015	124	early 78
129,10	Llwyn Onn	25	22	28	32	VA	0.05	302	late 77
129,11	Dolgellau	59	55	62	65	VC/D	0.03	130	late 77
129,12	Croeserw	61	58	64	54	VC/D	0.12	390	28.2.75
135	Blaen-Piwyf	24	31	27	21	HA	100	334	7.5.73
135,01	Machynlleth	60	57	63	53	VC/D	0.02	121	late 77
135,09	Long Mountain	61	58	64	54	VC/D	1	455	17.9.76
135,10	Llandinam	41	44	51	47	VB	0.25	502	19.11.76
135,11	Llanidloes	25	22	28	32	VA	0.005	271	17.12.76
135,12	Llanfyllin	25	22	28	32	VA	0.125	298	27.5.77
135,13	Moel-y-Sant	24	34	27	31	VA	0.11	301	early 78
145	Moel-y-Parc	49	52	45	42	HB	100	574	11.6.73
145,08	Bala	23	33	26	29	VA	0.2	358	27.12.74
145,09	Corwen	25	22	28	32	VA	0.3	279	mid 78
145,12	Wrexham-Rhos	67	39	—	—	VE	0.2	262	1.7.77

UHF Station Number	Name	Channels				Polarisation/Aerial Group	ERP (kW)	Mean Aerial Height m. aod	IBA Target Service Date
		IBA	BBC 1	BBC 2	Fourth				
WALES AND WEST OF ENGLAND (ii) West (We)									
110	Mendip	61	58	64	54	HC/D	500	589	30.5.70
110,02	Bath	25	22	28	32	VA	0.25	218	11.10.71
110,03	Westwood	43	40	46	50	VB	0.1	135	4.7.75
110,05	Calne	24	21	27	31	VA	0.05	141	early 78
110,07	Bristol KWH	42	45	48	52	VB	1	144	5.4.74
110,08	Bristol IC	43	40	46	50	VB	0.5	99	15.12.72
110,12	Seagry Court	41	44	51	47	VB	0.0025	158	30.7.76
110,18	Stroud	42	48	45	52	VB	0.5	270	23.5.75
110,19	Cirencester	23	33	26	29	VA	0.25	232	20.6.75
110,20	Nailsworth	23	33	26	29	VA	0.031	157	early 78
110,21	Chalford	24	21	27	31	VA	0.125	215	6.5.77
110,25	Upavon	23	33	26	29	VA	0.07	168	late 77
110,26	Porlock	42	48	45	52	VB	0.025	189	early 78
110,29	Cerne Abbas	25	22	28	32	VA	0.11	282	16.4.76
110,31	Bristol (Montpelier)	23	33	26	29	VA	0.01	73	mid 78
110,32	Box	43	40	46	50	VB	0.0068	150	late 78
110,39	Bruton	43	40	46	50	VB	0.0015	116	mid 78

UHF Station Number	Name	Channels				Polarisation/Aerial Group	ERP (kW)	Mean Aerial Height m. aod	IBA Target Service Date
		IBA	BBC 1	BBC 2	Fourth				
YORKSHIRE (Y) Yorkshire Television									
104	Emley Moor	47	44	51	41	HB	870	567	15.11.69
104,01	Wharfedale	25	22	28	32	VA	2	264	1.9.71
104,03	Sheffield	24	31	27	21	VA	5	295	17.1.72
104,04	Skipton	49	39	45	42	VB	10	212	21.7.72
104,05	Chesterfield	23	33	26	29	VA	2	231	1.9.71
104,06	Halifax	24	21	27	31	VA	0.5	283	21.1.72
104,07	Keighley	61	58	64	54	VC/D	10	354	21.4.72
104,08	Shatton Edge	48	52	58	54	VC/D	1	413	13.6.75
104,09	Hebden Bridge	25	22	28	32	VA	0.25	266	9.2.73
104,10	Ripponden	61	58	64	54	VC/D	0.06	333	8.8.75
104,11	Cop Hill	25	22	28	32	VA	1	361	22.12.72
104,13	Idle	24	21	27	31	VA	0.25	263	29.12.72
104,15	Beecroft Hill	59	55	62	65	VC/D	1	195	30.4.76
104,17	Oxenhope	25	22	28	32	VA	0.2	408	6.9.74
104,18	Calver Peak	49	39	45	42	VB	0.25	322	29.8.75
104,22	Tideswell Moor	60	56	63	66	VC/D	0.25	451	14.3.75
104,27	Addingham	43	40	46	50	VB	0.025	189	28.5.76
104,38	Oliver's Mount	60	57	63	53	VC/D	1	188	9.5.75
104,44	Heyshaw	60	57	63	53	VC/D	0.5	333	28.6.74
104,46	Primrose Hill	60	57	63	67	VC/D	0.028	197	mid 78
104,48	Wincobank	59	55	62	65	VC/D	0.0015	68	late 77
104,51	Hunmanby	43	40	46	50	VB	0.06	123	early 78
120	Belmont	25	22	28	32	HA	500	472	24.5.71

NOTES ON UHF TELEVISION STATIONS

It is expected that 51 main and about 600 relay stations will be required for the uhf service. The information is provisional.
 Uhf main stations 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.
 †Due to a shortage of available channels, this station transmits HTV Wales and BBC Wales only.

Independent Local Radio Transmitters

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 m. aod	Polarisation	
Belfast Downtown Radio	Knockbreckan	J 372 675	1025	293	1	Black Mountain	J 278 727	96.0	1	533	C	16.3.76
Birmingham BRMB Radio	Langley Mill	SP 160 968	1151	261	0.8	Lichfield	SK 164 043	94.8	2	424	C	19.2.74
Bradford Pennine Radio	Tyersal Lane	SE 197 322	1277	235	0.1	Idle	SE 164 374	96.0	0.5	259	C	16.9.75
Edinburgh Radio Forth	Barns Farm	NT 178 842	1546	194	2*	Craigkelly	NT 233 872	96.8	0.5	297	C	22.1.75
Glasgow Radio Clyde	Dechmont Hill	NS 647 578	1151	261	2	Black Hill	NS 828 647	95.1	3.4	504	C	31.12.73
Ipswich Radio Orwell	Foxhall Heath	TM 212 445	1169	257	0.3*	Foxhall Heath	TM 212 445	97.1	1	81	C	28.10.75
Liverpool Radio City	Rainford	SD 464 001	1546	194	1.2	Allerton Park	SJ 412 866	96.7	5	108	C	MF21.10.74 VHF 8.2.75
London - General & Entertainment Capital Radio	Saffron Green	TQ 216 977	1546	194	27.5	Croydon	TQ 332 696	95.8	2	276	C	16.10.73
London - News & Information LBC	Saffron Green	TQ 216 977	1151	261	5.5	Croydon	TQ 332 696	97.3	2	276	C	8.10.73
Manchester Piccadilly Radio	Ashton Moss	SJ 925 994	1151	261	0.35	Saddleworth	SD 987 050	97.0	2	390	C	2.4.74
Nottingham Radio Trent	Trowell	SK 506 398	998	301	0.2	Colwick Wood	SK 597 398	96.2	0.3	133	S	3.7.75
Plymouth Plymouth Sound	Plumer Barracks	SX 490 585	1151	261	0.5*	Plympton	SX 531 555	96.0	1	156	C	19.5.75
Portsmouth Radio Victory	Farlington Marshes	SU 688 052	1169	257	0.2*	Fort Widley	SU 657 065	95.0	0.2	131	C	14.10.75
Reading Thames Valley Broadcasting	Manor Farm	SU 710 709	1430	210	0.1*	Butts Centre	SU 713 734	97.0	0.5	98	C	8.3.76
Sheffield & Rotherham Radio Hallam	Skew Hill	SK 327 933	1546	194	0.3	Tapton Hill	SK 324 870	95.2	0.1	290	H	1.10.74
Swansea Swansea Sound	Winsh-wen (Jersey Road)	SS 681 966	1169	257	0.8*	Rotherham	SK 432 913	95.9	0.05	148	C	8.2.75
Teesside Radio Tees	Nr. Stockton	NZ 420 218	1169	257	0.5*	Kilvey Hill	SS 672 940	95.1	1	229	C	30.9.74
Tyne/Wear Metro Radio	Greenside	NZ 151 627	1151	261	1	Bilsdale	SE 553 962	95.0	2	653	C	MF 24.6.75 VHF 15.9.75
Wolverhampton/Black Country Beacon Radio	Sedgley	SO 905 939	989	303	0.1*	Burnhope	NZ 184 474	97.0	5	429	C	15.7.74
						Turners Hill	SO 969 887	97.2	1	297	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.

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 metres above Ordnance datum (m. aod).

*MF omnidirectional aerial.

DURING THE YEAR under review, which saw the 21st anniversary of Independent Television, the completion of the first phase of the ILR service and the publication of the Annan Report on the Future of Broadcasting, the subject of broadcasting aroused a great deal of public interest and the demand for information about the work of the Authority and its programme companies was as high as it ever has been.

The Authority's Regional Officers were particularly active and, through their meetings with the general public and the representatives of local organisations, they continued to act as a vital channel of information, keeping the Authority in touch with the views of the public on broadcasting matters and informing viewers and listeners of the Authority's policies and the way they are formulated and carried out.

In the past year, the ten Regional Officers and their assistants involved themselves in several hundred meetings throughout the country, addressing such bodies as Women's Institutes, the WRVS, National Housewives Register Groups, Chambers of Commerce, Rotary Clubs, schools, colleges, teachers, the police, the churches and political groups, as well as holding discussions with local authority representatives and Members of Parliament. A list of meetings held in one region, typical of the others, appears at the end of this chapter.

In several areas, where the borders of the IBA's regions meet, there were town meetings organised jointly by two of the Regional Officers. For example, the officers for North-West England and for Yorkshire held seven such meetings in Burnley, Todmorden, Rochdale, Skipton, Nelson, Hebden Bridge and Settle.

These regular exchanges of views supplement the Authority's formal research into public attitudes to broadcasting and the Independent Television and Independent Local Radio services and act as an up-to-the-minute guide to the questions and issues that arouse viewers and listeners most strongly.

Analysis of the subjects discussed at meetings during the year under review shows that the topics most often raised and criticised were: sex, violence and bad language (Does the Authority exercise the control it should? Why are so many dramas dependent on these themes?); the clash of popular programmes between BBC1 and ITV; the conflict in audience research results between the BBC and ITV; the number of repeats; 'too much' advertising; the emphasis on 'bad' news as opposed to 'good'; reception problems in hilly areas; disputes over regional boundaries; and the amount of sport shown. Areas that often came in for praise included local programmes and drama series such as *Edward the Seventh*.

In addition to the work of the Regional Officers, the Information Office at headquarters received over 25,000 enquiries – an average of over 100 a day – by telephone and post from the general public and from other interested organisations.

A total of 119 formal news releases was issued during the year, 68 of which concerned the opening of television transmitters.

Publications

Almost sixty individual publications were produced during the year to meet the increasing demands for printed information on all aspects of the Authority's work.

The 15th edition of the Authority's annual handbook, *Television and Radio 1977*, was published in January 1977 and provided an informative and entertaining guide to the whole Independent Broadcasting system. Appropriately, following ITV's recent coming of age, the book included a

chapter on 'The First 21 Years' which traced the development of the IBA and took a detailed look at ITV programme trends over the period. Also included was the usual range of interesting feature articles, maps, reference data and other topical information which has helped to extend the appeal of the book to a wide general public. As an authoritative standard work of reference on ITV and ILR, the book is particularly appreciated by students and those with a professional interest in broadcasting, both at home and overseas. Despite escalating costs in the printing world only a slight increase in the cover price over last year was necessary and sales are estimated to be in excess of previous editions.

Three more editions of the IBA's journal of opinion, *Independent Broadcasting*, were produced during the year, providing valuable discussion on broadcasting policy, the IBA's process of decision-making and other significant television and radio topics. With a distribution of some 10,000 copies for each edition, the journal has attracted notable contributions from many of the Authority's senior staff as well as from a number of distinguished specialists in the programme companies. Most of the major speeches delivered by Authority Members and the staff are recorded in the journal, including the now well-established IBA Lectures; and research topics and readers' views have also appeared. The September 1976 edition provided an opportunity for taking a retrospective look at twenty-one years of ITV and the achievements in both the programming and engineering fields.

Four more substantial volumes of *IBA Technical Review* have been produced: Vol. 6, 'Transmitter Operation and Maintenance'; Vol. 7, 'Service Planning and Propagation'; Vol. 8, 'Digital Video Processing – DICE'; and Vol. 9, 'Digital Television Developments'. This occasional series has proved so popular with professional broadcast engineers that since the first volume appeared in 1972 the print order has increased by 50 per cent to meet the demand, and readership now extends to over 90 different countries. Two editions of a useful pocket guide have also been produced to provide engineers and dealers with full technical details of all existing or proposed transmitting stations.

114,000 copies of the colour tabloid newspaper, *ITV Education News*, were again distributed to schools by the IBA and ITV programme companies, and a new folder, *ITV for Colleges*, provided advance information about programmes in the coming term which were likely to be of use to tutors in General Studies.

Separate folders and leaflets for each ITV and ILR area contained useful information about the services provided by the IBA and programme companies and by the end of the year under review progress was already being made in devising special booklets for Wales, Scotland, Northern Ireland and the English Regions.

Other booklets and folders produced covered advertising control; religious programmes; hints for better reception; the Broadcasting Gallery; and general information on the Independent Broadcasting system. A full list is given in Appendix VIII.

The Broadcasting Gallery

During the year the number of visitors to the Broadcasting Gallery remained constant but the number of school parties from outside London was noticeably smaller, reflecting perhaps economic circumstances which reduced the opportunities for bringing groups to London. Numbers were made up however by an increase in overseas students, mostly from Europe and in this country on short courses in English.

Visits from a number of American universities who come every year remained a welcome feature and assistance was given to the COI and British Council on numerous occasions.

No major new exhibits were added during the year but the opportunity was taken to remake the multiscreen sequence on audience research, for since the original programme was made the Authority's research activities have increased considerably in scope and in depth and a new version was needed to reflect the present position.

The demonstration of the ORACLE teletext system aroused great interest among both British and overseas visitors. Particular interest was shown in Canadian educational circles and the leading magazine publishing house in West Germany sent a high-level delegation to study the system and to discuss its possible future impact on publishing.

The Gallery is now known in broadcasting circles throughout the world and it was not surprising that other services should consider establishing their own permanent centres. During the year under review representatives of the South Korean and South African broadcasting services were received for discussion on the advantages and problems of such exhibitions and considerable photographic reference on the history of broadcasting was supplied to South Korea. The Gallery was also approached during the year by the British Council in Lisbon for assistance in mounting a week-long conference on broadcasting and was able effectively to present the IBA part of the story.

While the Gallery does not purport to act as a museum in the normal sense its staff nevertheless feel an obligation to act as an archive and to preserve, where circumstances permit, important items of early equipment that might otherwise be lost or destroyed. During the year it was glad to accept from Mr A R King a Cossor '12-10' receiver made in 1938, which was of interest because it was the first model ever to be used for TV rental.

The IBA Library Service

During the year approximately 700 new titles were added to the library stock, divided between the service points at Brompton Road and Crawley Court.

The headquarters library at Brompton Road houses a comprehensive collection of books on all aspects of broadcasting and mass media generally, and there is a growing collection of material relating to broadcasting in other countries. The stock is backed up by an extensive press cuttings collection, a large range of periodical titles, and parliamentary and government reports.

The Crawley Court library contains a growing collection of material related to the technical aspects of broadcasting, as well as more general material. There is a large collection of technical reports and standards.

Various current awareness services are provided for staff, and a regular selective list of accessions to the libraries is produced.

There has been increased co-operation with other libraries serving the media, and contact has been made with relevant organisations.

The reference facilities at Brompton Road have again been widely used during the year by students and others with an interest in the media. Many have used the service on a long-term basis.

Meetings held by the Regional Officer for the East of England, 1st April 1976-31st March 1977

DATE	PLACE	TIME	ORGANISATION
1976			
April	22 Bury St Edmunds	10.30 a.m.	Probus Club (retired businessmen)
May	3 Downham Market	7.30 p.m.	Informal Conference
June	16 Cambridge	7.30 p.m.	Great St Mary's University Church
Oct.	5 Bury St Edmunds	7.30 p.m.	Informal Conference
	7 Thetford	7.30 p.m.	Informal Conference
	12 Sudbury	7.30 p.m.	Informal Conference
	14 Norwich office	11.30 a.m.	Chief Constables from East of England
	14 Dereham	8.00 p.m.	Assistant Managers Club (Barclays Bank)
	12 Aylsham, Norfolk	10.30 a.m.	Clergy of the Ingworth Deanery, Aylsham
Nov.	1 Northampton	10.40 a.m.	Northampton High School for Girls
	3 Ely	7.30 p.m.	Informal Conference
	10 Colchester	7.30 p.m.	Informal Conference
	17 Downham Market	7.30 p.m.	Young Farmers Club
Dec.	3 Beccles	2.00 p.m.	Sir John Leman High School
1977			
Jan.	7 Norwich	12.00 noon	National Student Television Association Conference, University of East Anglia
	11 Geldeston, Beccles	2.00 p.m.	Geldeston Women's Institute
Feb.	2 Hatfield	7.30 p.m.	Business & Professional Womens' Club
	8 Clacton	7.30 p.m.	Informal Conference
	16 Northampton	7.30 p.m.	Informal Conference
March	1 Dereham	7.30 p.m.	Informal Conference
	3 Felixstowe	1.30 p.m.	Orwell High School
	4 Felixstowe	2.45 p.m.	Orwell High School
	8 Great Yarmouth	11.25 a.m.	Gt Yarmouth Grammar School
	10 Swaffham	7.30 p.m.	Informal Conference
	15 Saffron Walden	7.30 p.m.	Informal Conference
	24 Norwich	3.20 p.m.	Thorpe Grammar School
	28 Ipswich	7.30 p.m.	Local Advisory Committee Public Meeting for ILR
	30 Cambridge	7.30 p.m.	Informal Conference
	31 Sudbury	2.30 p.m.	Sudbury Upper School

THE AUDITED ACCOUNTS for the year ended 31st March 1977 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 1976 are included.

TELEVISION

REVENUE ACCOUNT

The surplus provided by the television operation, after charging depreciation but before providing for taxation, was £2,398,000. This is a decrease of £240,000 on the figure recorded in the previous year, and represents 6.2 per cent on the mean value of assets employed during the year (1976 - 7.2 per cent). The charge for current and deferred taxation amounted to £1,255,000 (1976 - £1,269,000). The surplus available for disposal after taxation was £1,143,000 (1976 - £1,369,000).

Income

The net increase in the income for the year was £1,966,000. The amount payable by programme contractors rose by £1,895,000. That increase was composed of two elements: first, a general revision of basic contract rentals on the occasion of the renewal of the contracts for the period 1st August 1976 to 31st July 1979, the latter date being the current end of the Authority's statutory life under the Independent Broadcasting Authority (No. 2) Act 1974; secondly, the application on 1st October 1976 of an increase in contract rentals in accordance with the contract condition which provides for rental adjustments to be made in relation to movements in the Index of Retail Prices. (Following the general revision of rentals for the 1976-79 contract period, such rental adjustments fell to be made in accordance with movements in the Index of Retail Prices over the average of that Index for the six months 1st October 1975 to 31st March 1976.) The annual rates of rentals for the year to 31st March 1977 have therefore been as follows:—

	Up to 31st July 1976	From 1st August 1976	From 1st October 1976
	£	£	£
Thames Television	2,458,266	2,850,000	3,042,204
ATV Network	1,911,984	2,250,000	2,401,740
Granada Television	1,911,984	2,250,000	2,401,740
London Weekend Television	1,365,703	1,800,000	1,921,392
Yorkshire Television	1,611,530	1,825,000	1,948,078
Southern Television	1,693,472	1,925,000	2,054,822
HTV	819,422	900,000	950,696
Scottish Television	983,306	900,000	950,696
Tyne Tees Television	819,422	850,000	907,324
Anglia Television	409,711	500,000	533,720
Westward Television	301,547	250,000	266,860
Ulster Television	196,661	200,000	213,488
Grampian Television	87,405	75,000	80,058
Border Television	1,311	1,000	1,067
Channel Television	109	100	107
	£14,571,833	£16,576,100	£17,693,992

Interest earned during the year totalled £1,315,000, £87,000 more than the 1976 figure, owing mainly to larger sums being

available for lending on 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 profit on the realisation of investments, £347,000, is down by £56,000 in comparison with 1976. There were fewer sales in the year. There was an increase of £40,000 in other income, accruing principally from sales of 'know-how' and services on the engineering side.

Expenditure

Revenue expenditure increased by £1,806,000 (15.4 per cent) compared with an increase of £2,348,000 (25 per cent) in the preceding year. The increase was due in part to the steadily expanding size of the transmitter network (60 stations were opened during the financial year) but inflation continued to be the principal reason for the general rise in expenditure. The cost of operating and maintaining the transmission network rose by £1,030,000, just over 13 per cent. The cost of the planning, construction and development services rose by £637,000, or 22½ per cent, mostly as a result of continuing inflation but partly because of certain, non-recurring, legal and technical expenses connected with the Authority's legal proceedings in connection with the collapse of the Emley Moor mast in 1969, which have been charged here. Expenditure on programme and advertising control rose by £139,000 or just over 13 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 1976-77 was £215,000.

The charge for depreciation increased by £400,000, a large increase because of the re-classification of certain assets, to make a total increase in revenue expenditure, including depreciation, of £2,206,000.

Surplus

The surplus from the year's results available for appropriation, after providing for current and deferred taxation, was £1,143,000 which was £226,000 less than in the previous year. The Authority proposed that the whole of the surplus of £1,143,000 should be appropriated to the Fixed Asset Replacement Reserve, but the Home Secretary, with the approval of the Treasury, and after consultation with the Chairman of the Authority, directed that half of the surplus, £571,500, should be paid into the Consolidated Fund.

The net book value of fixed assets fell by £67,000 in the year, and this results in a corresponding reduction in the Capital Reserve (see Note 1(e)). The £67,000 so released can be re-appropriated, and this has been added to the half of the current year's revenue surplus left with the Authority, making a total of £638,500 which has been appropriated to the Fixed Asset Replacement Reserve.

On the normal basis of calculation, an appropriation of £2,960,000 should have been made to the Fixed Asset Replacement Reserve. The £638,500 available, as indicated above, has been appropriated to this reserve leaving a shortfall for the current year of £2,321,000 in round terms (see Note 9). It would have been possible to bring the Fixed Asset Replacement Reserve up to the level indicated by the cost indices as necessary only by making a large 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 the auditors and accounting advisers, and the Authority's intention, that the specific reserve should be brought up to the appropriate level as soon as practicable.

LOCAL RADIO

REVENUE ACCOUNT

The revenue account for local radio shows a surplus for the year ended 31st March 1977 of £107,000 (1976 - deficit £100,000) after provision for current and deferred taxation.

Income

Income during the year amounted to £1,440,000 compared with £1,053,000 for 1976. Eighteen programme companies were operating on 1st April 1976 and the nineteenth company started during April. Rental of £236,000, due from one company, LBC, was waived during the year. Temporary deferments of rental payments were granted to two other companies during the year. On 1st October 1976 the Authority applied an increase in contract rentals under the terms of the contracts which provide for the rentals to be adjusted according to the movement in the Index of Retail Prices. This was the first general increase in the contract rentals since 1974. No further withdrawals were made from the loan of up to £2 million provided for in Section 30 of the Independent Broadcasting Authority Act 1973. The cash resources available to the radio service at 31st March 1977 amounted to £404,000.

Other income of £31,000 (1976 - £11,000) consisted of interest charges on deferred rental payments and interest earned by the day-to-day use of available cash.

Expenditure

Expenditure on revenue account, including depreciation and interest charges, amounted to £1,208,000. This is a reduction of £39,000 from the 1976 figure of £1,247,000. Expenditure under the headings of Network Operations and Maintenance, Programme and Advertising Control, and Administration have increased, partly owing to the fact that for all practical purposes all nineteen stations have been in operation for the full year and partly owing to the effects of inflation. Charges for the specialised services provided under the heading of Network Planning, Construction and Development have reduced on the completion of the construction of the stations so far authorised. The charge for interest has increased owing to the £250,000 tranche of the Government loan taken up in March 1976 and depreciation has increased because of the higher value of fixed assets in operation.

Deficit

The accumulated deficit of £462,000 brought forward from 1976 has been reduced by the surplus of £107,000 produced during 1976-77, and the net deficit carried forward is £355,000.

BALANCE SHEET

The total of net assets shown in the Balance Sheet has increased from £39,746,000 at 31st March 1976 to £41,020,000 at 31st March 1977, an increase of £1,274,000. This net amount is made up of an increase of £1,465,000 in net current assets offset by a reduction in Fixed Assets of £191,000.

Fixed Assets

Statement D shows that additions during the year amounted to £3,965,000, of which £66,000 was related to radio and the balance to television. There were, however, disposals of assets which amounted to £199,000 leaving a net increase in the cost of fixed assets in use of £3,766,000. The depreciation charge for the year was £2,310,000 to which was added an additional charge of £146,000 relating to assets re-classified. Of this total charge of £2,456,000, £128,000 related to radio and the balance to television. The total accumulated depreciation was £16,018,000, but this was reduced by £136,000 which had

accumulated on the assets disposed of to leave the total net depreciation on assets in use at £15,882,000. The net book value at 31st March 1977 was, therefore, £20,797,000, an increase of £1,446,000 in the year.

Payments made on account of plant and buildings under construction decreased by £1,637,000.

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 as stated earlier, sold during the year at a profit of £347,000. The sums produced by these sales were re-invested 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, £1,025,000 above their cost.

Current Assets and Liabilities

The excess of current assets over current liabilities, the latter including the payment of £571,500 due to the Consolidated Fund and a sum of £710,000 (1976 - £271,000) for current taxation, was £13,162,000 (1976 - £11,697,000).

ADDITIONAL PAYMENTS

Additional Payments are the payments 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 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 1977 was £47,878,061 (1976 - £22,161,661). Of this sum £43,074,311 was remitted either to the United Kingdom Consolidated Fund or the Northern Ireland Consolidated Fund before 31st March and the balance in the 1977-78 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 £5,974,442.

Goods have been exported by the Authority to the value of £12,325.

No contributions have been made for political or charitable purposes.

IBA

I Accounts

Balance Sheet as at 31st March 1977

			£000				£000
	TELE- VISION	RADIO	TOTAL		TELE- VISION	RADIO	TOTAL
	17,795	1,556	19,351		19,304	1,493	20,797
	2,852	66	2,918		1,276	5	1,281
	20,647	1,622	22,269		20,580	1,498	22,078
	5,780	—	5,780		5,780	—	5,780
	26,427	1,622	28,049		26,360	1,498	27,858
			1,871				1,979
			891				791
			3,084				3,847
			7,900				9,575
			181				471
			761				99
			14,688				16,762
			2,720				2,319
			271				710
			—				571
			2,991				3,600
			11,697				13,162
			£39,746				£41,020
	20,647	—	20,647		20,580	—	20,580
	5,005	—	5,005		5,644	—	5,644
	5,780	—	5,780		5,780	—	5,780
	240	(462)	(222)		240	(355)	(115)
	31,672	(462)	31,210		32,244	(355)	31,889
	—	1,650	1,650		—	1,650	1,650
	6,251	635	6,886		6,896	585	7,481
	£37,923	£1,823	£39,746		£39,140	£1,880	£41,020
				FINANCED AS FOLLOWS:			
				Capital reserve			
				Fixed asset replacement reserve (Note 9)			
				Reserve fund (Note 5)			
				Balances on revenue accounts			
				Long term liability – advance from the Consolidated Fund (Note 6)			
				Deferred taxation (Note 8)			

BRIDGET PLOWDEN, *Chairman*F. C. B. BLAND, *Deputy Chairman*

REPORT TO THE INDEPENDENT BROADCASTING AUTHORITY BY THE AUDITORS APPOINTED UNDER SECTION 31(2) OF THE INDEPENDENT BROADCASTING AUTHORITY ACT 1973.

We report on the accounts set out on pages 59 to 64.

In our opinion the accounts give a true and fair view of the state of affairs of the Authority at 31st March 1977 and of the results and source and application of funds for the year ended on that date, according to the historical cost convention, and comply with the Independent Broadcasting Authority Act 1973.

London, 2nd March 1978

COOPERS & LYBRAND,
Chartered Accountants

1 Accounts (cont.)

Revenue Account for year ended 31st March 1977										Television
£000 1976										£000
INCOME										
14,572	Received from programme contractors	16,467
1,228	Interest received and receivable (Note 7)	1,315
403	Profit on realisation and revaluation of investments	347
76	Other income	116
<u>£16,279</u>										<u>£18,245</u>
REVENUE EXPENDITURE										
ENGINEERING										
<i>Network operation and maintenance:-</i>										
2,864	Salaries, wages, national insurance and pension contributions	3,286
447	Transport and travelling	550
72	Technical training	102
1,276	Hire of vision, sound and control circuits	1,313
749	Power	843
478	Maintenance of equipment and masts	640
542	Sites and premises (Statement C)	522
11	Sundry expenses	26
1,401	Administrative and general expenses (Proportion - Statement B)	1,588
<u>7,840</u>										<u>8,870</u>
<i>Network planning, construction and development:-</i>										
1,205	Salaries, wages, national insurance and pension contributions	1,403
143	Transport and travelling	203
164	Maintenance of technical equipment and materials consumed	159
236	Frequency planning, site testing and field strength investigations	235
127	Premises (Statement C)	165
76	Sundry expenses	238
868	Administrative and general expenses (Proportion - Statement B)	1,053
<u>2,819</u>										<u>3,456</u>
PROGRAMME AND ADVERTISING CONTROL AND ADMINISTRATION										
487	Salaries, wages, national insurance and pension contributions	539
30	Transport and travelling	37
26	Expenses of Advisory Committees	37
107	Programme research	118
73	Premises (Statement C)	84
35	Sundry expenses	33
296	Administrative and general expenses (Proportion - Statement B)	345
<u>1,054</u>										<u>1,193</u>
1,928	DEPRECIATION (Statement D)	2,328
<u>13,641</u>										<u>15,847</u>
2,638	SURPLUS BEFORE TAXATION	2,398
1,269	TAXATION (Note 8)	1,255
<u>1,369</u>	NET REVENUE FOR THE YEAR	1,143
304	BALANCE BROUGHT FORWARD FROM 1976	240
<u>1,673</u>										<u>1,383</u>
<i>Less: TRANSFERS TO RESERVES</i>										
1,433	Capital Reserve	(67)
—	Fixed asset replacement reserve (Note 9)	639
<u>240</u>										<u>811</u>
—	CONTRIBUTION TO THE CONSOLIDATED FUND - amount payable under Section 29 of the Independent Broadcasting Authority Act 1973	571
<u>£240</u>	ACCUMULATED BALANCE ON REVENUE ACCOUNT AT 31ST MARCH 1977	<u>£240</u>

The notes and statements on pages 62 to 64 form part of these accounts.

Revenue Account for year ended 31st March 1977		Radio
£000 1976		£000
INCOME		
1,042	Received from programme contractors	1,409
11	Interest received and receivable (Note 7)	31
<u>£1,053</u>		<u>£1,440</u>
REVENUE EXPENDITURE		
ENGINEERING		
<i>Network operation and maintenance :-</i>		
73	Salaries, wages, national insurance and pension contributions	93
11	Transport and travelling	18
1	Technical training	1
67	Hire of sound and control circuits	68
42	Power	40
22	Maintenance of equipment and masts	10
44	Sites and premises (Statement C)	74
2	Sundry expenses	1
37	Administrative and general expenses (Proportion - Statement B)	44
<u>299</u>		<u>349</u>
<i>Network planning, construction and development :-</i>		
187	Salaries, wages, national insurance and pension contributions	81
32	Transport and travelling	13
6	Maintenance of technical equipment and materials consumed	4
9	Frequency planning, site testing and field strength investigations	1
19	Premises (Statement C)	9
7	Sundry expenses	3
119	Administrative and general expenses (Proportion - Statement B)	54
<u>379</u>		<u>165</u>
PROGRAMME AND ADVERTISING CONTROL AND ADMINISTRATION		
130	Salaries, wages, national insurance and pension contributions	166
8	Transport and travelling	14
4	Expenses of Advisory Committees	5
12	Programme research	8
16	Premises (Statement C)	27
6	Sundry expenses	11
124	Administrative and general expenses (Proportion - Statement B)	151
<u>300</u>		<u>382</u>
167	INTEREST (Note 6)	184
102	DEPRECIATION (Statement D)	128
<u>1,247</u>		<u>1,208</u>
(194)	SURPLUS/(DEFICIT) BEFORE TAXATION	232
(94)	TAXATION (Note 8)	125
<u>(100)</u>	SURPLUS/(DEFICIT) FOR THE YEAR... ..	<u>107</u>
(362)	DEFICIT BROUGHT FORWARD FROM 1976	(462)
<u>£(462)</u>	ACCUMULATED DEFICIT ON REVENUE ACCOUNT AT 31ST MARCH 1977	<u>£(355)</u>

The notes and statements on pages 62 to 64 form part of these accounts.

Statement A: Source and Application of Funds

£000 1976		£000
	SOURCE OF FUNDS	
2,444	Surplus before tax	2,630
2,030	Adjustment for items not involving the movement of funds:—	
	Depreciation	2,456
4,474	Total generated from operations	5,086
250	Funds from other sources:—	
43	Advances from Consolidated Fund	—
	Disposal of fixed assets (net book value)	63
4,767		5,149
	APPLICATION OF FUNDS	
(3,838)	Purchase of fixed assets	(2,328)
(1,784)	Tax paid	(346)
(5,622)		(2,674)
£(855)		£2,475
	INCREASE/(DECREASE) IN WORKING CAPITAL	
163	Stocks	108
57	Debtors	763
132	Creditors	401
(11)	House purchase loans	(100)
341		1,172
	Movement in net liquid funds:—	
78	Cash and bank	(662)
101	General investments	290
(1,375)	Loans to bank and local authorities	1,675
(1,196)		1,303
£(855)		£2,475
	Applicable to:—	
(839)	Television	2,061
(16)	Radio	414
£(855)		£2,475

REVENUE EXPENDITURE FOR YEAR ENDED 31ST MARCH 1977

Statement B: Administrative and General Expenses

£000 1976		£000
21	Fees of Authority Members (<i>Note 10</i>)	22
1,443	Salaries, wages, national insurance and pension contributions (<i>Note 11</i>)	1,616
196	Transport and travelling	223
18	Training	32
66	Professional and legal fees	56
126	Information and public relations	147
151	Premises (<i>Statement C</i>)	189
23	Advertising	33
81	Printing and stationery	92
56	Postage and carriage	65
169	Telephones	195
218	Hire and maintenance of office equipment	260
1	Licence fee	18
85	Contribution to expenses of E.B.U.	94
191	Sundry expenses	193
£2,845		£3,235
	<i>Apportioned as follows:—</i>	
	TELEVISION	
1,401	Network operation and maintenance	1,588
868	Network planning construction and development	1,053
296	Programme and advertising control and administration	345
2,565		2,986
	RADIO	
37	Network operation and maintenance	44
119	Network planning construction and development	54
124	Programme and advertising control and administration	151
280		249
£2,845		£3,235

Statement C: Sites and Premises

£000 1976		£000
(56)	Rent	(21)
707	Rates	722
75	Heating and lighting	95
55	Cleaning	61
115	Building maintenance	119
76	Insurance	94
<u>£972</u>		<u>£1,070</u>
	<i>Apportioned as follows:—</i>	
	TELEVISION	
542	Network operation and maintenance	522
127	Network planning, construction and development	165
73	Programme and advertising control and administration	84
<u>742</u>		<u>771</u>
	RADIO	
44	Network operation and maintenance	74
19	Network planning, construction and development	9
16	Programme and advertising control and administration	27
<u>79</u>		<u>110</u>
151	Administrative and general expenses (<i>Statement B</i>)	189
<u>£972</u>		<u>£1,070</u>

CAPITAL EXPENDITURE FOR YEAR ENDED 31ST MARCH 1977

Statement D: 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 1976	4,819	3,128	24,201	765	32,913
Additions at cost	236	477	3,154	98	3,965
Disposals at cost	—	—	191	8	199
Crawley Court transfer	(821)	—	—	821	—
Cost at 31st March 1977	<u>4,234</u>	<u>3,605</u>	<u>27,164</u>	<u>1,676</u>	<u>36,679</u>
Depreciation at 1st April 1976	571	721	11,886	384	13,562
Charge for year	77	111	1,975	147	2,310
Depreciation on disposals	—	—	130	6	136
Crawley Court transfer	(37)	—	—	183	146
Depreciation at 31st March 1977	<u>611</u>	<u>832</u>	<u>13,731</u>	<u>708</u>	<u>15,882</u>
<i>Net Book Value at 31st March 1977</i>	<u>£3,623</u>	<u>£2,773</u>	<u>£13,433</u>	<u>£968</u>	<u>£20,797</u>
TELEVISION					
Cost at 1st April 1976	4,702	2,843	22,894	755	31,194
Additions at cost	229	486	3,088	96	3,899
Disposals at cost	—	—	190	8	198
Crawley Court transfer	(821)	—	—	821	—
Cost at 31st March 1977	<u>4,110</u>	<u>3,329</u>	<u>25,792</u>	<u>1,664</u>	<u>34,895</u>
Depreciation at 1st April 1976	567	705	11,744	383	13,399
Charge for year	77	100	1,860	145	2,182
Depreciation on disposals	—	—	130	6	136
Crawley Court transfer	(37)	—	—	183	146
Depreciation at 31st March 1977	<u>607</u>	<u>805</u>	<u>13,474</u>	<u>705</u>	<u>15,591</u>
<i>Net Book Value at 31st March 1977</i>	<u>£3,503</u>	<u>£2,524</u>	<u>£12,318</u>	<u>£959</u>	<u>£19,304</u>
RADIO					
Cost at 1st April 1976	117	285	1,307	10	1,719
Additions at cost	7	(9)	66	2	66
Disposals at cost	—	—	1	—	1
Cost at 31st March 1977	<u>124</u>	<u>276</u>	<u>1,372</u>	<u>12</u>	<u>1,784</u>
Depreciation at 1st April 1976	4	16	142	1	163
Charge for year	—	11	115	2	128
Depreciation at 31st March 1977	<u>4</u>	<u>27</u>	<u>257</u>	<u>3</u>	<u>291</u>
<i>Net Book Value at 31st March 1977</i>	<u>£120</u>	<u>£249</u>	<u>£1,115</u>	<u>£9</u>	<u>£1,493</u>

1. ACCOUNTING POLICIES

The following is a summary of the principal accounting policies which have been adopted in preparing the accounts, consistent with the previous year. For the reason explained in note 9, the Authority has not been able to comply fully with the accounting policy as set out in paragraph 1(f).

(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) Stocks and Work in Progress

Stocks have been valued at cost (or net realisable value, if lower) as follows:—

Valves, components and maintenance 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.
Work in Progress	– at cost of materials and labour plus appropriate department overheads.

(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 D)

The television assets include items at an original cost of £4,945,413 (1976 £4,812,286) which although fully depreciated are still in use. They have no significant realisable value and will be phased out in due course.

	1976-77	1975-76
	£000	£000
Stocks and work in progress comprise:—		
Valves, components and maintenance stock	1,122	961
Klystrons	570	631
Work in progress	287	279
	<u>£1,979</u>	<u>£1,871</u>

4. DEBTORS AND PAYMENTS IN ADVANCE

Debtors include £785,100 (1976, £452,266) in respect of the British Broadcasting Corporation's share of expenditure on joint works at uhf television stations. Under terms of the existing agreements this expenditure will be recovered from the Corporation on commencement of transmission by the Authority from the stations concerned.

5. RESERVE FUND

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

6. 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 the 25th September 1980.

7. INTEREST RECEIVED AND RECEIVABLE

Interest receivable of £1,346,000 (1976, £1,239,000) includes interest on the Authority's holdings of quoted British Government stocks, £350,122 (1976, £361,000); the balance representing interest on short term loans and secured loans to staff for house purchase.

8. TAXATION

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

	1976-77	1975-76
	£000	£000
Corporation tax at 52% (1976-52%)	785	349
Transfer to deferred taxation	595	826
	<u>£1,380</u>	<u>£1,175</u>
Applicable to:—		
Television	1,255	1,269
Radio	125	(94)
	<u>£1,380</u>	<u>£1,175</u>

The taxation charge for the year is based on the surplus before taxation excluding profits on realisation of investments of £347,000 (1976, £403,000) which are not subject to taxation.

9. FIXED ASSET REPLACEMENT RESERVE

As described in note 1(f) it is the Authority's policy to appropriate sums to the fixed asset replacement reserve in accordance with a calculation made by reference to cost indices. Because there is an insufficient surplus the Authority is only able to make a transfer of £639,000 to this reserve as a result of which the accumulated shortfall now amounts to £4,778,000. 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
1976-77	2,321	56	2,377
	<u>£4,680</u>	<u>£98</u>	<u>£4,778</u>

10. EMOLUMENTS OF MEMBERS

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

	1976-77	1975-76
Chairman	£10,000 p.a.	£10,000 p.a.
Deputy Chairman	£2,000 p.a.	£2,000 p.a.
Other Members	£1,000 p.a. each	£1,000 p.a. each

11. EMOLUMENTS OF EMPLOYEES

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

	1976-77	1975-76
£10,001-£12,500	18	20
£12,501-£15,000	4	2
£15,001-£17,500	1	1
£17,501-£20,000	3	3
£20,001-£22,500	—	—
£22,501-£25,000	1	1

12. REMUNERATION OF AUDITORS

	1976-77	1975-76
	£8,500	£7,500

13. CAPITAL PROGRAMME AND COMMITMENTS

The programme of station construction as sanctioned by the Authority for the five-year period to 31st March 1982, including the estimated proportion payable by the Authority for expenditure on uhf television stations to be shared with the British Broadcasting Corporation, is about £14.3 million.

The commitments entered into at 31st March 1977 but not provided for in these accounts are as follows:—

	1976-77	1975-76
	£000	£000
Television	996	1,220
Radio	6	2
	<u>£1,002</u>	<u>£1,222</u>

II The Authority's Advisory Committees

(at 31st March 1977)

General Advisory Council

CHAIRMAN: The Baroness Pike of Melton (*Chairman, Women's Royal Voluntary Service*). **MEMBERS:** Mrs J M Abrahams, JP (*Magistrate at South Western Magistrate's Court and member of Immigration Appeals Tribunal*); J B Abrams (*Teacher at Robert Montefiore School, London*); R W Buckton (*General Secretary, Associated Society of Locomotive Engineers and Fireman*); Mrs M N Chermiside, JP (*Magistrate, County of Avon. Governor and Vice-Chairman of Cheltenham Ladies College. Badminton*); D Elliott (*Post Office Engineer, Hexham, Northumberland*); W H G Geen (*Farmer, North Devon*); L J Hares (*Security Engineer, Wolverhampton*); Dr Dilys M Hill (*Senior Lecturer in Politics, University of Southampton*); Mrs G C Huelin, MBE (*Senator of the States of Jersey*); Miss D Hyman, MBE (*Athlete, Barnsley*); R MacLellan (*Chairman, Scottish Tourist Board*); Sir Ian MacLennan, KCMG (*HM Diplomatic Service, retired*); L Marsh (*Principal, Bishop Grosseteste College of Education, Lincoln*); Miss S A Muir (*Staff office assistant at a retail store, Aberdeen*); J W Pardoe, MP (*Liberal MP for Cornwall North*); Mrs C Quigley (*Voluntary Social Worker. Governor, Irish Times Newspaper. Londonderry*); H Heulyn Roberts, JP (*Family business and County Councillor, Dyfed*); Miss J Robertson (*Journalist and director of the Montrose Review group of newspapers, Montrose, Angus*); J Roper, MP (*Labour MP for Farnworth*); Cllr Dr H Roy (*Mayor of the Metropolitan Borough of Sandwell*); Mrs K B Shew (*Hon Organiser, Ulverston Citizens Advice Bureau. Secretary for Cumbria of Pre-School Playgroups Association*); G Johnson Smith, MP (*Conservative MP for East Grinstead*); Mrs S Strong (*Secretary to the Society for Libyan Studies and the Archaeology Abroad Service. Chislehurst*); Dr Sheilah D Sutherland (*Senior Lecturer in Anatomy, University of Manchester*); W P Vinten (*Company Director, Suffolk*); F Welsh (*Banker and Company Chairman*).

Scottish Committee

Dr T F Carbery (*Chairman*); Miss M A Carse; D Christie; A Dunlop; The Rev D L Harper; W W McHarg, CBE; M Macleod; E S Massie; Mrs E M H Mochar; Mrs M Mullen; T A Robertson; F T Steele.

Northern Ireland Committee

W J Blease (*Chairman*); W A J Browne; P Byrne; Mrs M Faulkner; The Rev Dr R D E Gallagher; B G Harkin; Mrs R T Hunter; Mrs M McMenamin; The Rev H P Murphy.

Welsh Committee

Prof H Morris-Jones (*Chairman*); Miss A Bonner-Evans; F C Evans; Miss G Evans; T H Hopkinson; M Lewis; B Lymbery; G Morgan; G Purnell; Miss J Sadler.

Advertising Advisory Committee

Prof R M Goode, OBE (*Chairman*); Mrs S Brookes; Miss A Burdus; H F Chilton; Dr H Fidler; Dr G Fryers; Miss S Gray, CBE; D F Lewis, OBE; Mrs H Halpin, JP; R Wadsworth.

Medical Advisory Panel

Dr P EMERSON MA MD FRCP FACP; Prof R D Emslie M SC BDS FDS; Dr P Evans MD M SC FRCP; Miss D Hollingsworth OBE B SC FRIC FIST FIBiol; Prof H Keen MD FRCP; Mr T L T Lewis FRCS FRCOG; Sir John Richardson, Bt MVO MA MD FRCP; I G Robin MA FRCS; Prof Sir Eric F Scowen MD D SC FRCP FRCS FRCPed FRCPATH; W B Singleton CBE FRCVS DACVS; Dr P

Smith MB B SC FRCP; Dr K A Williams, B SC PhD MInst Pet A Inst Pet FRIC.

Educational Advisory Council

Dr W Taylor (*Chairman*); J T Bain CBE JP; Prof R A Becher; Dr T Blackstone; R Bourne; Mrs G Dunn; J F Fulton; Mrs E Garrett; M I Harris; J W Henry; J G Owen; J F Porter; J Simpson; S W Smethurst; Prof E A O G Wedell.

Representatives of Programme Company Advisory Committees: The Rt Hon Lord Evans of Hungershall (*Thames*); Prof R Gulliford (*ATV*); Prof W Walsh (*Yorkshire*); Prof E G White (*Granada*). *Chairman, Educational Sub-Committee of Network Programme Committee (ex-officio member of EAC):* R McPherson (*Scottish*).

Schools Committee

J W Henry (*Chairman*); D C Brooks; Miss M Clarke OBE; B Colgan; G Griffin; Mrs R V Harper; G Hubbard; A Kean; Mrs J M O'Hare; D C Reid; B W Simpson; R E Smith; Mrs M Temple.

Assessors: G A B Craig; M Edmundson; J Ferguson; W E Thomas.

Representatives of Programme Company Advisory Committees: Prof G C Allen OBE (*Thames*); Miss M C Cockayne (*Granada*); J Lavelle (*Yorkshire*); Mrs P Woodfine (*ATV*).

Adult Education Committee

J G Owen (*Chairman*); D Blezard; J Brown; Dr C Ellwood; T A Q Griffiths; D Heap; I Hughes; R J Kedney; A Kingsbury; C Loveland; C Maclean; Mrs L Moreland; M J Salmon; Miss H Taylor.

Assessors: N E Hoey; O E Jones; D McCalman; C Rowland. *Representatives of Programme Company Advisors:* F W Jessup (*Thames*).

Central Appeals Advisory Committee

W L Graham (*Chairman*); P Adams; The Lady Digby; Sir Edward Ford KCB KCVO; Miss B O Glasgow JP; The Lady Goronwy-Roberts; Dr E Graham Kerr; S P Grounds CBE; Major R T Hungerford; Miss P H Lewis; Air Cdre J W McKelvey CB MBE RAF (ret); Dr J Neill; P E Pritchard OBE; Miss J Rowe OBE; Mrs T S Russell JP; Dr J Taylor JP; L E Waddilove OBE; The Rev J Callan Wilson; B H Woods MBE.

Scottish Appeals Advisory Committee

The Rev J Callan Wilson (*Chairman*); Prof Cairns Aitken; Mrs J B Anderson; Dr C Bainbridge CBE; The Hon Lord Birsay CBE TD; Mrs H Crummy JP; Ms S Innes; Mrs A Leask; Mrs Y M Leggatt Smith; Sir Donald Liddle JP; Major R Maclean; The Very Rev Monsignor Brendan Murphy; Mrs M F Sinclair; The Rt Hon The Earl of Wemyss and March.

Central Religious Advisory Committee

The Rt Rev Dr A K Runcie, Bishop of St Albans (*Chairman*); The Rev James Bentley; Miss A Bonner-Evans*; J Boyd; Sir F Catherwood; The Rev Maxwell Craig; The Most Rev E Daly, Bishop of Derry; R A Denniston; Mrs M Duggan; Miss A Forbes; The Rev Dr R D E Gallagher*; The Rev Rabbi H Gryn; The Rt Rev A Harris, Auxiliary Bishop of Liverpool; T Colin Harvey*; The Rev Prof Dr W Hollenweger; The Rt Rev C James, Bishop of Wakefield; N Jayaweera; The Rev Dr D Jenkins; Dom Edmund Jones OSB*; Miss C Kent; D Kingsley; Mrs P Makins; Prof D Martin; Prof B G Mitchell; The Rev Dr C Morris; The Rev

*Members of the IBA Panel of Religious Advisers

Prof I Pitt-Watson; The Rev D Reeves*; The Rev E H Robertson; Miss D Stephens; The Rev D R Thomas; The Rev L Timmins*; The Rt Hon Lord Wheatley.

**Members of the IBA Panel of Religious Advisers*

Local Advisory Committees for Independent Local Radio

BELFAST

Miss M Seale MBE (*Chairman*); Cllr M Brown; B Carlin; J Ford-Smith; Ald H McLean; Cllr R McLean; C Middleton; Mrs K Quigley; Mrs E Rice.

Secretary: A D Fleck (IBA Regional Officer, Northern Ireland)

BIRMINGHAM

F E Pardoe (*Chairman*); Cllr M A F Ellis; Mrs S Gaunt; Miss B Glasgow; W Jones; M Joseph; Cllr Mrs M J Stubbs; Sir S Yapp.

Secretary: F W L G Bath (IBA Regional Officer, Midlands)

BRADFORD

P Owthwaite (*Chairman*); G Burnley; Mrs F Burns; J Fieldhouse; Mrs J Oddy; Cllr A Pollard; Dr H Shah; Miss A Tommis; Cllr J Womersley.

Secretary: R Cordin (IBA Regional Officer, Yorkshire)

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Mrs A Kane (*Chairman*); J Dawson; Miss V Foster; B Gannon; Cllr A Mackie; Miss K Norcliffe; D M Smith; Sister Nora Smyth; D Thomson; Provost G L Wood JP.

Secretary: J Lindsay (IBA Regional Officer, Scotland)

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C Johnston (*Chairman*); Cllr F Carlin JP; R Craig; Miss E Ferguson; Miss H Hendry; Cllr Mrs J Hunter; J Kay; F McMahon; Miss E Quinn; Cllr J Ross; Baillie G Wallace JP; Miss J Walker.

Secretary: J Lindsay (IBA Regional Officer, Scotland)

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J B McGhee (*Chairman*); G Allen; Dr A Daly Briscoe; Mrs E Davis; Cllr D Eaton; Mrs E McCurry; M Shepherd; Cllr Mrs D Thomas; Mrs C Watt.

Secretary: J N R Hallett (IBA Regional Officer, East of England)

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A Waterworth (*Chairman*); Cllr Miss R Cooper; R Davies; G Eustance MBE; Cllr Mrs D Fogg; Rev D Gray; Cllr J Jenkins; Mrs P Joyce; N Khan; Mrs I King; Cllr C McDonald; Mrs P Ridley; Dame E Wormald.

Secretary: J E Harrison (IBA Regional Officer, North-West England)

LONDON

Miss F Lane Fox OBE (*Chairman*); Cllr A Banks; J Bassett; Cllr Miss M M Biggart; Cllr A D Capelin; M Elwes; Ald L Freeman OBE; Ald C Granville Smith; T Hamston; Cllr H Hinds; Mrs S King; Prof M Kogan; Mrs M Lewis; J Milner CBE; Mrs A Secker, MVO; Ald Lady Sherman; J Taylor; Miss J Walcott.

Secretary: M S Johnson, (IBA Radio Division, London).

MANCHESTER

B Crossley (*Chairman*); Cllr L Bullas; D Clayton; Miss L Hall; Cllr J Hanscomb; Mrs S Hartshorne JP; N Lewis; Mrs P Maclaren; Miss P McManus; Cllr J Robertson; Cllr M Wareing.

Secretary: J E Harrison (IBA Regional Officer, North-West England)

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Secretary: F W L G Bath (IBA Regional Officer, Midlands)

PLYMOUTH

D Aldous (*Chairman*); Mrs W Cuff; C Meek; Cllr R Morrell; Mrs J Mutton; Mrs D Painter; Cllr R Scott; S Scott; Cllr Mrs J Woodcock.

Secretary: W A C Collingwood (IBA Regional Officer, South-West England)

PORTSMOUTH

K Hutchinson (*Chairman*); C Arrowsmith; E Clark; Cllr S Duncan-Brown; Miss J Gregory; Cllr T Gregory; D Hansford; Mrs A Plunkett; Cllr Mrs R Pockley; G Sapsed.

Secretary: J A Blair Scott (IBA Regional Officer, South of England)

READING

Mrs E Salisbury (*Chairman*); Cllr A Alexander; D Barnes; M Bichard; Cllr M Francis; Mrs A Jeater; J Lucas; Miss D Saint; Cllr H Stoddart; R Whitehead; J Widdows.

Secretary: M S Johnson (IBA Radio Division, London)

SHEFFIELD & ROTHERHAM

Mrs P Spittlehouse (*Chairman*); Dr A Admani JP; Mrs P Allen; P Bennett-Keenan; Mrs E Galbraith; A Hartley; Cllr N Hutton; Cllr J Layden JP; Cllr G Munn; Cllr T Sharman; Miss L Waldie; Cllr A Wood.

Secretary: R Cordin (IBA Regional Officer, Yorkshire)

SWANSEA

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Secretary: L J Evans (IBA Regional Officer, Wales)

TEESSIDE

N Moir (*Chairman*); Cllr W Chaytor; G Hunter; Cllr Mrs E Keenan; C Ward; D Williams.

Secretary: R J Lorimer (IBA Regional Officer, North-East England)

TYNE/WEAR

E Wilkinson (*Chairman*); Mrs M Curran; Cllr Mrs J Deas; Miss V Lawrenson; Cllr W Nicholson; M Payling; D White; Cllr R Wilkinson.

Secretary: R J Lorimer (IBA Regional Officer, North-East England)

WOLVERHAMPTON/BLACK COUNTRY

Mr B Wright JP (*Chairman*); Cllr J Bird; Cllr W Brownhill; C Carder; Cllr A King; Niranjan Singh Noor; H Parsons; Miss J Pole; D Simpkins; Mrs V Stone; Cllr S Swinson; L Thomas.

Secretary: F W L G Bath (IBA Regional Officer, Midlands)

N.B. Comments on an ILR service may be sent to Local Advisory Committees. Letters should be addressed to the appropriate Secretary or through the IBA's Radio Division in London.



III Authority Offices

HEADQUARTERS	70 Brompton Road, LONDON SW3 1EY 01-584 7011 Telegrams: IBAVIEW LONDON Telex: 24345
ENGINEERING, STAFF ADMINISTRATION AND SERVICES, FINANCE	Crawley Court, WINCHESTER, Hants SO21 2QA Winchester (0962) 823434 Telex: 477211

Regional Officers

EAST OF ENGLAND	24 Castle Meadow, NORWICH NR1 3DH Norwich (0603) 23533
MIDLANDS	Albany House, Hurst Street, BIRMINGHAM B5 4BD 021-692 1060
NORTH-EAST ENGLAND, THE BORDERS AND ISLE OF MAN	Collingwood House, Collingwood Street, NEWCASTLE UPON TYNE NE1 1JS Newcastle upon Tyne (0632) 610148/23710 4 The Crescent, CARLISLE CA1 1QN Carlisle (0228) 25004
NORTH-WEST ENGLAND	Television House, Mount Street, MANCHESTER M2 5WT 061-834 2707
NORTHERN IRELAND	144 University Street, BELFAST BT7 1HH Belfast (0232) 31442/3
SCOTLAND	Fleming House, Renfrew Street, GLASGOW G3 6SU 041-332 8241/8242 and 041-332 7260
SOUTH OF ENGLAND	Castle Chambers, Lansdowne Hill, SOUTHAMPTON SO1 0EQ Southampton (0703) 29115
SOUTH-WEST ENGLAND, CHANNEL ISLANDS	Royal London House, 153 Armada Way, PLYMOUTH PL1 1HY Plymouth (0752) 63031/62490 114 Rouge Bouillon, St Helier, JERSEY, Channel Islands
WALES AND WEST OF ENGLAND	Arlbee House, Greyfriars Place, CARDIFF CF1 3JG Cardiff (0222) 28759/30205 York House, Bond Street, BRISTOL BS1 3LQ Bristol (0272) 421177
YORKSHIRE	Dudley House, Albion Street, LEEDS LS2 8PN Leeds (0532) 41091

Regional Engineers

WALES AND WEST	Albany House, Hurst Street, BIRMINGHAM B5 4BD 021-622 1635/6/7/8
NORTH	Pennine House, Russell Street, LEEDS LS1 5RN Leeds (0532) 33711/2/3
SCOTLAND AND NORTHERN IRELAND	37 College Way, DUMBARTON G82 1LQ Dumbarton (0389) 67516/7
EAST AND SOUTH	Castle Chambers, Lansdowne Hill, SOUTHAMPTON SO1 0EQ Southampton (0703) 30461/2

IBA

IV Senior Staff of the Authority

(at 31st March 1977)

<i>Director General</i>	Sir Brian Young
<i>Deputy Director General</i>	A W Pragnell OBE DFC
Secretary to the Authority	B Rook
Senior Administrative Officer	K W Blyth
Head of Staff Administration and Services	W K Purdie
Deputy Head of Staff Administration and Services	R H R Walsh
Personnel Services and Administration Manager	F B Symons
Head of Personnel Services Section	G M Bird
Industrial Relations Officer	D Horn
<i>Deputy Director General (Programme Services)*</i>	B C Sendall CBE
Head of Programme Services	D Glencross
Deputy Head of Programme Services	P Jones
Senior Programme Officer	N E Clarke
Senior Programme Scheduling Officer	C O B Rowley
Programme Administrative Officer	M Gillies
Religious Programmes Officer	C J N Martin
Programme Officers	D P O'Hagan, S D Murphy
Acting Head of Educational Programme Services	J Weltman
Deputy Head of Educational Programme Services	C D Jones
Head of Research	Dr I R Haldane
Deputy Head of Research	Dr J M Woher
*C D Shaw joined the Authority's staff in March 1977 and succeeded Mr Sendall, with the title of Director of Television, in May 1977	
<i>Director of Internal Finance</i>	R D Downham
Chief Accountant	R Bowes
Deputy Chief Accountant	R N Rainbird
Data Processing Manager	C F Tucker
Purchasing and Supplies Officer	N W Ingram
<i>Director of External Finance</i>	A D Brook
Senior Accountants	B J Green, P H Young
<i>Director of Engineering</i>	F H Steele
Deputy Director of Engineering	T S Robson OBE
Chief Engineer (Transmitters)	R C Hills
Chief Engineer (Network)	A L Witham OBE
Chief Engineer (Development & Information)	J B Sewter
HEAD OF ENGINEERING INFORMATION SERVICE	Dr G B Townsend
Deputy Head of Engineering Information Service	B T Hadley
HEAD OF NETWORK AND SERVICE PLANNING DEPARTMENT	F H Wise
Head of Site Selection Section	R M Bicknell
Head of Service Area Planning Section	R J Byrne
Head of Network Planning Section	B F Salkeld
HEAD OF STATION DESIGN AND CONSTRUCTION DEPARTMENT	S G Bevan
Head of Transmission Group	R Wellbeloved
Head of Masts and Aerials Section	J A Thomas
Head of Power Section	J Belcher
Head of Transmitter Section	M H Edwards
Head of Building Section	P J T Haines
Head of Progress and Contracts Section	B T Rhodes

Head of Telemetry and Automation Section	P A Crozier-Cole
Head of Local Radio Project Section	D S Chambers
HEAD OF NETWORK OPERATIONS AND MAINTENANCE DEPARTMENT	A James MBE
Head of Technical Quality Control Section	P J Darby MBE
Head of Lines Section	B R Waddington
HEAD OF EXPERIMENTAL AND DEVELOPMENT DEPARTMENT	W N Anderson OBE
Head of Automation and Control Section	G A McKenzie
Head of Video Section	J L E Baldwin
Head of Radio Frequency Section	T G Long
Head of Engineering Services Section	G S Twigg
HEAD OF STATION OPERATIONS AND MAINTENANCE DEPARTMENT	H W Boutall MBE
Head of Operations Section	P S Stanley
Head of Maintenance Section	J D V Lavers MBE
Head of Methods and Operations Unit	R P Massingham
HEAD OF TECHNICAL TRAINING	A W Reading

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

Engineers-in-Charge:

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Central Scotland	P T Firth
Channel Islands	W D Kidd
East of England	W D Thomas
London	G E Tagholm MBE
Midlands	J W Morris
North and West Wales	E Warwick
North Scotland	D H Rennie
North-East England	A D Champion
North-West England	W G Learmonth
Northern Ireland	R Cameron MBE
South Wales	W Woolfenden MBE
South-East England	A D B Martin
South-West England	K Archer
Yorkshire	I C I Lamb MBE

Director of Radio

Senior Officers – Radio	J B Thompson
Administrative Officer – Radio	G E Margolis, M J Starks
	A D Stoller

Head of Advertising Control

Deputy Head of Advertising Control	P B Woodhouse
Advertising Control Officers	H G Theobalds
	Y A Millwood, J B Smith

Head of Information

Deputy Head of Information	B C L Keelan
Head of Publications	J Guinery
Publicity and Broadcasting Gallery Manager	E H Croston
	M H G H Hallett

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Midlands	F W L G Bath
North-East England, The Borders and Isle of Man	R F Lorimer
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Northern Ireland	A D Fleck
Scotland	J Lindsay
South of England	J A Blair Scott
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Yorkshire	R Cordin

IBA

V The ITV Programme Companies and ITN

(at 31st March 1977)

ANGLIA TELEVISION LTD

Anglia House, Norwich NR1 3JG
 Brook House, 113 Park Lane, London W1Y 4DX
 Television House, 10-12 Mount Street, Manchester M2 5WT
 28 Tuesday Market Place, King's Lynn PE30 1JJ
 12 King Street, Luton LU1 2DP

Directors

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*Executive Directors

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ATV Centre, Birmingham B1 2JP
 ATV Studio Centre, Eldon Avenue, Borehamwood, Herts WD6 1JF
 ATV House, 17 Great Cumberland Place, London W1A 1AG

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Officers

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Officers

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(*Channel Islands Communications (Television) Limited*)
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 Les Arcades, Market Street, St Peter Port, Guernsey, CI

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Executive Director

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Officers

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Executive Producers

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†Member of HTV Wales Board
*Member of HTV West Board

Officers

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70 Grosvenor Street, London W1X 0BT
The Gateway, Edinburgh EH7 4AH
Station Tower, Coventry CV1 2GR
Thomson House, Withy Grove, Manchester M60 4BJ

Directors

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Officers

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Dover Studio, Russell Street, Dover
Peter House, Oxford Street, Manchester M1 5AQ
2 Cophall House, Station Square, Coventry CV1 2FZ
38 Earl Street, Maidstone 10
63 High West Street, Dorchester, Dorset
39 Duke Street, Brighton BN1 1AH
23-24 Union Street, Reading

Directors

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Studios: Teddington Lock, Teddington, Middlesex TW11 9NT

Sales Office: Norfolk House, Smallbrook Queensway, Birmingham B5 4LJ

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Manchester Office: Brazennose House, Brazennose Street, Manchester M2 5BP

Directors

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Officers

F A Brady (*Chief Engineer*); E Caves (*Deputy Chief Engineer and Head of Operations*); J A Creagh (*Head of Presentation, Press and Publicity*); B W Lapworth (*Northern Ireland Sales Manager*); H Mason (*Head of Administration*); E A L

Radclyffe (*London Sales Manager*); J D Smyth (*Chief Accountant/Secretary*); J B Waddell (*Head of Local Production*).

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Officers

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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

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Executives

M Batchelor (*Production Controller*); D Horobin (*Assistant Editor*); P Mathews (*Facilities Controller*); B Sales (*Assistant Editor*); P Ward (*Chief Engineer*); H Whitcomb (*Editorial Manager*).

VI The ILR Programme Companies

(as at 31st March 1977)

BEACON RADIO (Beacon Broadcasting Ltd)
(ILR Wolverhampton/Black Country Service)
PO Box 303, Wolverhampton WV6 0DQ

Directors

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BRMB RADIO (Birmingham Broadcasting Ltd)
(ILR Birmingham Service)

Radio House, PO Box 555, Birmingham B6 4BX

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A J Parkinson (*Chairman*); G N Battman; J C W Daniels; R S Davies (*Sales*); B Foyle; J F Howard; J C Mason; D A Pinnell (*Managing*); J V G Russell (*Programme*); E Swainson.

Officers

B Sheppard (*News Editor*); L L A Trethewey (*Company Secretary*); D Wood (*Chief Engineer*).

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(ILR London – General and Entertainment Service)

Euston Tower, London NW1 3DR

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Officers

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(ILR Belfast Service)

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Officers

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Accountant and Company Secretary); B McCusker (*Chief Engineer*); D Sloan (*News Editor*); I Tinman (*Sales Manager*).

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 (Metropolitan Broadcasting Ltd)

(ILR Tyne/Wear Service)

Newcastle upon Tyne NE99 1BB

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Directors

W Hall; J W Harper CBE; L Harton JP; W D Hoskyns-Abraham; T McIver CBE; Mrs S Ramsden; Miss N Ridley; E Ward; H Whitehead.

Executives

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 (Bradford Community Radio Ltd)

(ILR Bradford Service)

PO Box 235, Pennine House, Forster Square, Bradford BD1 5NP

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Executives

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(ILR Manchester Service)

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

Directors

J Wilmot (*Chairman*); A R Armit; P T Birch (*Managing Director and Chief Executive*); A Blond; Sir Paul Bryan; S Friedland; A Hopcraft; Mrs M E Mason; D H May; Dame Kathleen Ollerenshaw; I M Peacock; J H Perrow; N Quick (*Vice-Chairman*); Lord Winstanley.

Senior Executives

G Jones (*Company Secretary*); H Tatlock (*Sales Controller*); P Thompson (*Chief Engineer*); C Walters (*Programme Controller*).

Senior Staff

C Bryer (*Head of News*); R Day (*Head of Music*); S England (*Commercial Production*); R Finnegan (*Topicality and Education*); J Hancock (*Current Affairs*); A Ingham (*Publicity*); Miss S Nelson-Hawkins (*Commercial Traffic*); P Reeves (*Head of Presentation*); T Tyrrell (*Sports Editor*).

PLYMOUTH SOUND LTD

(*ILR Plymouth Service*)

Earls Acre, Alma Road, Plymouth PL3 4HX

Directors

The Earl of Morley DL JP (*Chairman*); J D Campbell; D J Cherrington; J A Constable; G E H Creber; S J Day; Mrs J Doyle; S Edgcombe; T T Fleet; B V C Harpur; R K L Hill; R B Hussell (*Managing Director*); J D Parsons; Mrs E Sitters; J H Trafford.

Executives

T D Bassett (*Programme Controller*); J M Carroll (*Head of News and Public Affairs*); Miss L Churchill (*Head of Women's and Children's Programmes*); T Mason (*Chief Engineer*).

RADIO CITY (Sound of Merseyside Ltd)

(*ILR Liverpool Service*)

PO Box 194, 8-10 Stanley Street, Liverpool L69 1LD

Directors

G K Medlock, JP (*Chairman*); W H Alldritt JP; K A Dodd; W G Gentry; Mrs R Hollins; Sir Harry Livermore; Mrs P Marsden; I G Park JP; Mrs M G Rogers; W J L Rushworth JP OBE; T D Smith (*Managing*); J S Swale (*Vice-Chairman*); G C Thomas; J F Wood.

Senior Staff

P Davies (*Deputy News Editor*); P Duncan (*Chief Engineer*); Mrs G Freeman (*Arts Producer*); P Gould (*Local Government Editor*); D Lincoln (*Senior Presenter*); Q McFarlane (*Industrial News Editor*); D Maker (*Programme Controller*); G Moffatt (*Sales Manager*); W Nelson (*Financial Controller*); R Saatchi (*News Editor*); W Scott (*Senior Producer*); Mrs M Spencer (*PA to Managing Director*); E Welsby (*Sports Editor*).

RADIO CLYDE LTD

(*ILR Glasgow Service*)

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

Directors

F Ian Chapman (*Chairman*); W Brown CBE; W K Forgie; J Gordon (*Managing Director*); K McKellar; A J Murray; Sir Iain Stewart.

Executives

A Dickson (*Head of News and Current Affairs*); P Elliott (*Sales Manager*); J Lumsden (*Chief Engineer*); A Park (*Head of Entertainment*); N Quirk (*Chief Accountant*).

RADIO FORTH LTD

(*ILR Edinburgh Service*)

Forth House, Forth Street, Edinburgh EH1 3LF

Directors

Sir James W McKay (*Chairman*); P E G Balfour; Mrs W Blakey; J H Currie; D Ford; L M Harper Gow; K P Hannay; C Lucas (*Managing Director*); L Milne; D J MacDonald; R McPherson; J A Romanes; D K Snedden.

Executives

R Findlay (*Programme Controller*); D Gorman (*Sales Manager*); W Greig (*Promotions, Press and Public Relations*); T Steele (*Head of News*); I Wales (*Chief Engineer*); A Wilson (*Financial Controller*); H Wilson (*Arts Producer*).

RADIO HALLAM LTD

(*ILR Sheffield & Rotherham Service*)

PO Box 194, Hartshead, Sheffield S1 1GP

Directors

G Young CBE JP (*Chairman*); Mrs D de Bartolome; J P Graham; J J Jewitt JP; W S MacDonald (*Managing Director*); M J Mallett; R K Skues (*Programme Director*); T P Watson JP; H Whitham.

Senior Executives

D J Adams (*Sales and Promotions Manager*); G Blincow (*Company Secretary*); D Connolly (*Chief Engineer*); M Lindsay (*Production Manager*); I D Rufus (*News Editor*).

RADIO ORWELL LTD

(*ILR Ipswich Service*)

Electric House, Lloyds Avenue, Ipswich IP1 3HZ

Directors

Cdr J Jacob (*Chairman*); D Brooks (*Managing Director*); R Blythen; A H Catchpole; G H C Copeman; T R Edmondson; W Le G Jacob; J P Margetson; D H S Missen; Mrs R A Skerritt; S F Weston.

Executives

R Allison (*Chief Engineer*); D Cocks (*Head of Sales*); T Ewart (*Head of News*); J Wellington (*Controller of Programmes*).

RADIO TEES (Sound Broadcasting (Teesside) Ltd)

(*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; The Hon J Dugdale; R Crosthwaite; M A Heagney; P A Hill-Walker; A D W Hoskyns-Abrahall; M E Humphrey; T W G Jackson; Mrs M Jeffery; J Long; Mrs R Mackenzie; H Whitehead.

Executives

J Blood (*Financial Controller*); D Cline (*Commercial Producer*); R Hopton (*Programme Controller*); C Kennedy (*Chief Engineer*); R Stuart (*Sales Controller*); Mrs W Willis (*Promotion Marketing Manager*).

RADIO TRENT LTD

(*ILR Nottingham Service*)

29-31 Castle Gate, Nottingham NG1 7AP

Directors

N Ashton Hill MBE (*Chairman*); Mrs V J Baker; E B Bateman; G Boulton; Ald C A Butler; W E Hall; J E Impey; T W H Kearton; Miss M J Lyon; D P F Maitland (*Managing Director*); Lord John Manners (*Vice-Chairman*); R W K Parly; L J Robson; Mrs A Stanley; S Williams.

Executives

A Bailey (*Studio Manager, 301 Productions Ltd*); J Barter (*Administrator*); A M Cartledge (*News Editor*); A D Churcher (*Sales Manager*); C L Theobald (*Promotions Manager, 301 Productions Ltd*); G Woodward (*Chief Engineer*).

RADIO VICTORY (Radio Victory (Portsmouth) Ltd)

(*ILR Portsmouth Service*)

PO Box 257, Portsmouth PO1 5RT

Directors

JPN Brogden (*Chairman*); P S Ashley; A Ball; E W Borrow;

Mrs K Childs; G Cromarty Bloom; 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; J S McKerchar; K Mason; J L S Mitchell; J A Nye; G Paine (*Managing Director*).

Senior Executives

A Grundy (*Sales and Promotions Manager*); B Jenkins (*Company Secretary/Accountant*); H Manson (*Head of News*); R Tollerfield (*Chief Engineer*).

SWANSEA SOUND LTD

(*ILR Swansea Service*)

Victoria Road, Gowerton, Swansea SA4 3AB

Directors

Prof J Howard Purnell (*Chairman*); Mrs M Aeron-Thomas; J Allison JP CBE; W Blyth JP; C Braham (*Managing Director*); V R Davies JP; D Goldstone; W Hall; B Harpur; L Rees (*Secretary*); S Samuel OBE.

Executives

T Curtiss (*Head of News*); G Davies (*Sales Director*); S Horobin (*Chief Engineer*); C Mason (*Programme Director*); C Stroud (*Financial Controller*); W Thomas (*Head of Welsh Programmes*).

THAMES VALLEY BROADCASTING LTD

(*ILR Reading Service*)

PO Box 210, Reading, Berkshire RG3 5RZ

Directors

Sir John Colville CB CVO (*Chairman*); H E Bell; F A Butters; R De'Ath; The Marquess of Douro (*Deputy Chairman*); N French Blake (*Programme Director*); R Hambro; H C Hardy; M Jones; M Lawson; Mrs B Nash; K F Rivers; A Steel; H Thomas.

Executives

P Atkinson (*Chief Engineer*); D Oldroyd (*Sales*); D Porter (*Company Secretary*).

VII ITV Programme Details 1976-77

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), 5.45 p.m. (15 minutes) and 10 p.m. (30 minutes), a total of 65 minutes 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 1977 is shown in minutes.

Company	Title	Weekly minutes
ANGLIA	<i>About Anglia</i>	175
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	Title	Weekly minutes
GRAMPIAN	<i>Grampian News Headlines</i>	25
GRANADA	<i>Granada Reports</i>	175
HTV	<i>Wales Headlines</i>	22
HTV	<i>West Headlines</i>	35
HTV	<i>Penawdau Newyddion</i>	22
HTV	<i>Report Wales</i>	85
HTV	<i>Report West</i>	170
HTV	<i>Y Dydd</i>	85
SCOTTISH	<i>Scotland Today</i>	170
SOUTHERN	<i>Day by Day</i>	230
SOUTHERN	<i>News and Weather</i>	25
SOUTHERN	<i>Scene South East</i>	30
SOUTHERN	<i>Southern News Extra</i>	50
SOUTHERN	<i>Southern News (at weekends)</i>	10
THAMES	<i>Today</i>	190
TYNE TEES	<i>North East News and Lookaround</i>	25
TYNE TEES	<i>Northern Life</i>	185
ULSTER	<i>Lunchtime</i>	25
ULSTER	<i>Reports</i>	135
ULSTER	<i>Ulster Television News</i>	25
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	Title	Description	Company
1976			
April 6	The Boy In the Bubble	<i>A child with no immunity to infection</i>	YORKSHIRE
19	A Much Maligned Monarch	<i>Prince Charles' view of King George III</i>	ATV
20	Busker	<i>Earning your way through France</i>	ATV
21	Bones of Contention	<i>The search for the origins of Man</i>	ANGLIA
27	Pilger in Australia	<i>An Australian looks at his homeland</i>	ATV
May 11	The Masked Dance	<i>Thailand faces the Twentieth Century</i>	ATV
18	Whicker's World Down Under	<i>Alan Whicker reports from Australia</i>	YORKSHIRE
June 9	Angola Spring '76	<i>Angola after the Portuguese</i>	ATV
13	State of the Nation - Labour's Land Policy 1964	<i>The fate of the land policy</i>	GRANADA
20	State of the Nation - Industrial Relations Bill	<i>The Conservative Party and the Industrial Relations Bill</i>	GRANADA
27	State of the Nation - Party in Power	<i>Is something wrong with our parliamentary system?</i>	GRANADA
July 1	The Shadow Line	<i>Dramatised documentary about Joseph Conrad</i>	THAMES
21	The Black Panther	<i>The kidnapping that led to murder</i>	YORKSHIRE ATV
Aug. 4	A Town of the 21st Century	<i>Thamesmead - the society of the future?</i>	THAMES

<i>Date</i>	<i>Title</i>	<i>Description</i>	<i>Company</i>
11	Hitler's Germany – The People's Community	<i>Life in Nazi Germany before the war</i>	THAMES
18	Hitler's Germany – 1939–1945 Total War	<i>Life in Nazi Germany during the war</i>	THAMES
24	The Matterhorn	<i>Climbing the North Face of the Matterhorn</i>	HTV
25	Test Pilot	<i>The work of military test pilots</i>	THAMES
31	Eagle Come Home	<i>Survival Special about the American Bald Eagle</i>	ANGLIA
Sept. 7	Orang Utan	<i>Survival Special on this endangered species</i>	ANGLIA
15	Odds Against	<i>The state of the horse racing industry</i>	SOUTHERN
15	Three Days in Szczecin	<i>Reconstruction of the Polish dock workers' strike</i>	GRANADA
22	The Entertaining Electron	<i>Television version of the IBA Director of Engineering's Faraday Lecture</i>	HTV
29	Saturday's Heroes – Ha'way the lads	<i>Football past: the story of Newcastle United</i>	THAMES
Oct. 6	Saturday's Heroes – Saturday at the Palace	<i>Football present: Crystal Palace and 'Big Mal'</i>	THAMES
13	Saturday's Heroes – Vince	<i>Football future: a soccer star in the making</i>	THAMES
19	The Good, the Bad and the Indifferent	<i>A personal view of the Church of England</i>	YORKSHIRE
20	The Motor Show Drive-in Special	<i>A review of the 1976 Motor Show</i>	THAMES
26	Into the Unknown	<i>Aspects of the supernatural</i>	ATV
22	Wilson Interviews	<i>David Frost interviews Sir Harold Wilson</i>	THAMES
27	Wilson Interviews	<i>Part two of the Frost interview</i>	THAMES
Nov. 2	Something to Declare	<i>Robert Kee looks at contemporary France</i>	YORKSHIRE
9	Scars	<i>A Remembrance Week tribute</i>	HTV
16	The State of the Nation – Devolution Debate	<i>The big debate over devolution</i>	GRANADA
23	Something to Declare	<i>Robert Kee looks at life in East Germany</i>	YORKSHIRE
Dec. 1	The Rise and Fall of Benito Mussolini	<i>The Italian dictator's rise to power</i>	ATV
8	The Rise and Fall of Benito Mussolini	<i>The fall and ignominious death of Mussolini</i>	ATV
14	The Rise and Rise of Laura Ashley	<i>The story of a fashion entrepreneur</i>	ATV
21	Fort Augustus – Ray Gosling	<i>A sceptic's view of monastic life</i>	GRANADA
28	A Winter Journey	<i>Retracing the steps of Hardy's Tess</i>	WESTWARD
29	The World of Soccer – Decade of Change 1966–1976	<i>The past decade of Association Football</i>	THAMES

1977

Jan. 4	Come Into My Parlour	<i>A Survival Special on spiders</i>	ANGLIA
5	The Secret World of Dr Jones	<i>The scientific war 1939–1945</i>	YORKSHIRE
11	Children No More	<i>Mentally handicapped children</i>	WESTWARD
11	Hazlitt In Love	<i>Drama documentary of Hazlitt's life</i>	THAMES
18	The Gospel According to St Michael	<i>The story of Marks and Spencer</i>	THAMES
26	Disappearing World – Some Women of Marrakech	<i>The women behind the veil in Morocco</i>	GRANADA
Feb. 1	Silver Jubilee	<i>A look back at the year of the Queen's accession</i>	YORKSHIRE
8	Collis Piece	<i>The story of a Dorset countryman</i>	SOUTHERN
15	The State of the Nation – The Cabinet and the Loan	<i>The inside story behind the IMF loan</i>	GRANADA
23	Disappearing World – The Rendille	<i>Nomadic camel herders in Kenya</i>	GRANADA
Mar. 1	Lloyd George – The Politics of Derision	<i>A television biography of Lloyd George</i>	HTV
8	Goodbye Longfellow Road	<i>The homeless in London's East End</i>	YORKSHIRE
15	Take a Life-Jacket	<i>A Documentary tale of lifeboats and lifeboatmen</i>	YORKSHIRE
22	Master the Eagle	<i>The training of a killer eagle</i>	YORKSHIRE
24	The Poisoning of Michigan	<i>The tragic consequences of a chemical mix-up</i>	THAMES
29	Hannah Goes to Town	<i>Daleswoman Hannah Hawkesworth visits London</i>	YORKSHIRE

Other Documentaries

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
Atishoo Atishoo – We All Fall Down	<i>A report on influenza</i>	SOUTHERN	4 June	P

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
Away From It All – February Special	<i>Holidays at home and abroad</i>	ULSTER	21 February	L
The Bargain Men	<i>Yorkshire Dale Lead-miners</i>	YORKSHIRE	18 April	L
The Battle of Imjin River	<i>Role of the Gloucestershire Regiment</i>	WESTWARD	19 April	L
Beauty and the Beast	<i>Use of animals in industry</i>	SOUTHERN	3 December	L
Behind the Stalls	<i>Behind the scenes at Ayr race course</i>	SCOTTISH	18 September	L
Berkeleys of Berkeley	<i>Profile of the owners of Berkeley Castle</i>	HTV	2 March	L
Between the Piers	<i>Brighton's sea front</i>	SOUTHERN	5 November	L
Black Water – Bright Hope	<i>North Sea Oil and three Scottish communities</i>	GRAMPIAN	2 September	L
Bold as Brass	<i>Cardiff Brass Band Festival</i>	HTV	2 January	L
Called to the Bar	<i>A look at the licensed trade</i>	SOUTHERN	7 January	L
Clocks	<i>A history of time pieces</i>	ULSTER	30 December	L
Conference Report	<i>Conservative Party Conference at Perth</i>	SCOTTISH	14 March	L
The Costa Tipple	<i>Spanish wine market</i>	SOUTHERN	12 December	L
Craftsmen of Prinknash	<i>The monks of Prinknash Abbey</i>	HTV	16 September	L
A Day Return to Oxford	<i>Changes at the University</i>	ATV	30 March	L
The Day They Shelled Scarborough	<i>German attack in the 1914–18 war</i>	YORKSHIRE	20 February	L
The Day the Train Came Steaming Back	<i>Re-opening of Taunton to Minthead railway</i>	HTV	1 April	L
The Day the Taxis Went to the Seaside	<i>Children's outing by taxi to Southend</i>	ANGLIA	20 December	L
Dear Evelyn Home	<i>Interview with the agony columnist</i>	YORKSHIRE	31 March	L
Doctor, Doctor	<i>New medical school teaching methods</i>	SOUTHERN	18 June	L
Double Helping	<i>Londoners who volunteered for social action</i>	THAMES	24 December	L
Elephants and Engines	<i>Artist and train enthusiast David Shepherd</i>	HTV	21 October	L
Eighteen Months to Balcombe Street	<i>The events leading up to the siege</i>	LONDON WEEKEND	19 February	N
The Faces of Violence	<i>Discussion of violence on film and television</i>	ULSTER	24 January	L
The Falkender Interview	<i>An interview with Lady Falkender</i>	YORKSHIRE	13 February	N
Football – Violence Versus Silence	<i>Soccer hooliganism</i>	SCOTTISH	7 December	L
The Forgotten Children	<i>A private children's home</i>	SOUTHERN	28 January	L
The Forgotten Frontier	<i>The British Defence Force role in Belize</i>	SOUTHERN	28 May	L
F/QL	<i>Social experiment in Mold</i>	HTV	1 April	L
George Brown Asks	<i>Politician versus interviewer</i>	SOUTHERN	1 November	L
George Forest, Plant Collector	<i>A Scotsman who changed the landscape</i>	SCOTTISH	11 July	L
Granada Northern Lecture	<i>The Rt Hon Lord Selwyn-Lloyd</i>	GRANADA	18 July	L
Harmony at Pardonage Farm	<i>A musical couple and their fourteen children</i>	HTV	8 December	L
Hebrides	<i>Gwyn Erfly visited the Islands</i>	HTV	6 January	L
Heritage for Sale	<i>The sale of Battle Abbey</i>	SOUTHERN	26 June	L
Islands at the Edge of the World	<i>Profile of the Falkland Islands</i>	SOUTHERN	21 May	L
Karluk	<i>The fate of an Arctic expedition</i>	SCOTTISH	4 January	L
King Richard Rules, O.K.?	<i>Documentary about boxer Richard Dunn</i>	YORKSHIRE	24 May	P
A Little Bit of Staffordshire	<i>Rural life in Dovedale and the Manifold valley</i>	ATV	7 September	L
London Looks Forward	<i>Benny Green asks what kind of London</i>	THAMES	28 February	L
The Loneliness of the Long Distance Sailor	<i>Single-handed Cross-Atlantic Yacht Race</i>	WESTWARD	13 August	L
Love is Children	<i>A documentary about fostering</i>	SCOTTISH	16 & 23 March	L
The Love Machine	<i>Computer dating</i>	SOUTHERN	4 February	L
Lure of the Dolphins	<i>Their fascinating behaviour</i>	ATV	31 May	N
Made in England	<i>Country crafts</i>	SOUTHERN	11 June	L
A Man Called Erw Grug	<i>The fishermen-farmers of Lleyn</i>	HTV	7 October	L
March Special	<i>Debate on Irish History</i>	ULSTER	14 March	L
Oh! What a Magnificent Room	<i>Royal Exchange, Manchester, becomes theatre</i>	GRANADA	19 September	L
One Woman's Realm	<i>Change in a feudal Hampshire village</i>	SOUTHERN	10 December	L
Operation By-pass	<i>Heart surgery in a leading Ulster Hospital</i>	ULSTER	24 June	L
The Other Worlds of Roger Dean	<i>The strange world of a Brighton recluse</i>	SOUTHERN	31 December	L
President of Europe	<i>Profile of Roy Jenkins</i>	HTV	14 January	L
Pike	<i>Documentary about pike fishing</i>	WESTWARD	22 November	L
Reporters	<i>Interviews with famous journalists</i>	GRAMPIAN	3 September	L
Reports Special	<i>Racialism and the National Front in Blackburn</i>	GRANADA	30 September	L
Rock of Ages	<i>The Isle of Portland stone industry</i>	SOUTHERN	2 April	L

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<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Date</i>	<i>Area</i>
Run for Your Life	<i>A documentary on fox hunting</i>	SOUTHERN	14 January	L
Sailing Above the Alps	<i>Hang-gliding in the Alps</i>	HTV	22 April	L
Salute to Glen Miller	<i>Open day at US air-base in East Anglia</i>	ANGLIA	30 September	L
Scotland Today – Devolution Special	<i>A special programme on devolution issues</i>	SCOTTISH	30 November	L
Serenade in the City	<i>Semprini looks at the city of Bath</i>	HTV	15 December	L
The Sea Shall be our Bridge	<i>The Tall Ships Race</i>	SOUTHERN	28 December	L
Shankly	<i>Footballer Bill Shankly</i>	SCOTTISH	14 October	L
Shoosmith's Volunteers	<i>One of Britain's 'semi-official' armies</i>	SOUTHERN	21 January	L
The Shoot	<i>Duck and pheasant shooting in the Mendips</i>	HTV	29 April	L
Short Cut to Happiness	<i>Drastic cures for obesity</i>	SOUTHERN	7 May	L
Sir Stanley Baker	<i>A tribute</i>	HTV	29 June	N
Sleepers Awake	<i>Reopening the old Belfast Central Railway Line</i>	ULSTER	21 May	L
Sniper	<i>Royal Marines training snipers</i>	WESTWARD	28 March	P
Squeezing the Sponge	<i>Water shortage in the South</i>	SOUTHERN	23 April	L
The Stonehouse File	<i>Profile of John Stonehouse</i>	SOUTHERN	6 August	L
Strippers Under the Skin	<i>The lonely life of five Gosport strippers</i>	SOUTHERN	14 November	L
Today's the Day	<i>Profile of an amateur racing driver</i>	SOUTHERN	14 May	L
To Tavistock Goosie Fair	<i>The Tavistock Goosie Fair</i>	WESTWARD	11 October	L
A Town Like Sanquhar	<i>The tiny but ancient town of Sanquhar</i>	SCOTTISH	4 January	L
A Tribute to Cyril Bennett	<i>A tribute to LWT's Programme Controller</i>	LONDON WEEKEND	11 November	L
Trident Science Award	<i>Sir Bernard Lovell looks back</i>	YORKSHIRE	17 November	L
UFOs	<i>Unidentified flying objects</i>	SOUTHERN	11 February	L
USA 1776–1976	<i>Tribute in Bicentennial Year</i>	ULSTER	4 April	L
A Very English Event	<i>The Badminton Horse Trials</i>	HTV	23 March	L
Vic Feather – the Union Man	<i>A profile of Vic Feather</i>	YORKSHIRE	28 July	P
Vintage Sunday	<i>Vintage car parade in the West Country</i>	HTV	16 March	L
Voice of Our Own	<i>The North Devon Project examines tourism</i>	WESTWARD	28 August	L
When I Click My Fingers	<i>Are hypnotists just entertainers?</i>	THAMES	6 January	L
Whose Yardstick?	<i>Oil platform building for the North Sea</i>	SCOTTISH	12 January	L
The Withies and Weavers	<i>Somerset basket weavers</i>	HTV	9 March	L
Whither Bound?	<i>The Moray Outward Bound School</i>	SCOTTISH	29 June	L
1776	<i>The American War of Independence</i>	THAMES	21 July	P

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News Features

<i>Title</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	25	10.35 Fri. monthly to May, from Aug.	L
Border Parliamentary Report	<i>Local politics</i>	BORDER	25	10.35 Fri. monthly to May, from Sept.	L
The Brian Connell Interview	<i>With prominent personalities</i>	ANGLIA	25	5.05 Sun. June–Sept.	P
Calendar Sunday	<i>Local current affairs</i>	YORKSHIRE	25	1.35 Sun. to June, from Oct.	L
Calendar Tuesday	<i>Local magazine programme</i>	YORKSHIRE	25	3.50 Tues. from Jan.	L
Division	<i>Local MPs debate</i>	TYNE TEES	25	11.35 Sun. April	L
Forum	<i>Discussion with young people</i>	HTV	30	6.35 Tues. from Feb.	L
Impact	<i>Political discussion</i>	TYNE TEES	15	11.00/11.30 Sun.	L
Outlook	<i>Local politics and industry</i>	HTV	30/60	10.35 Fri. to June	L
Points North	<i>Political discussion</i>	GRAMPIAN	55	10.35 Fri. monthly to June, from Oct.	L
Probe	<i>Parliamentary topics</i>	ANGLIA	30	10.30 Fri. to June, from Oct.	L
Report Extra	<i>Issues of local concern</i>	HTV	25	10.35 Fri. from Sept.	L
State of the Nation	<i>Current affairs</i>	GRANADA	60	12.00 Sun. June	N
This Week	<i>Current affairs</i>	THAMES	30	9.30 Thurs. to June, from Nov.; 9.00 Thurs. Sept.–Nov.	N
Ulster Profile	<i>Interviews with personalities</i>	ULSTER	30	11.20/11.45 Tues. to June	L
Ways and Means	<i>Local and national politics</i>	SCOTTISH	30	10.30 Fri. to June, from Oct.	L
Weekend World	<i>Current affairs</i>	LONDON WEEKEND	70	12.00 Sun. to June, from Sept.	N

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<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Time and Day Mins</i>	<i>Area</i>
Westward Report	<i>Major West Country topics</i>	WESTWARD	30 10.30 Thurs. April, from Oct.	L
What the Papers Say	<i>Review of the Press</i>	GRANADA	15 11.30 Wed. to Aug.; 11.30 Thurs. from Sept.	P
World In Action	<i>Current affairs</i>	GRANADA	30 8.30 Mon.	N
Your Men at Westminster	<i>Parliamentary topics</i>	SOUTHERN	30 10.30 Wed. monthly to July; 11.00 Fri. monthly Oct.–Dec.; 11.00 Sun. monthly from Jan.	L

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General Discussion Programmes

<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Time and Day Mins.</i>	<i>Area</i>
Access	<i>Local groups' views</i>	TYNE TEES	30 11.00 Thurs. Oct.–Dec.	L
Arena	<i>Current affairs</i>	ANGLIA	15 6.20 Thurs.	L
Between the Lines	<i>Local current affairs</i>	SCOTTISH	15 11.45 Thurs. July–Sept.; 10.40 Tues. Sept.–Oct.	L
Border Diary	<i>Local current affairs</i>	BORDER	10 3.10 Sun. to June, from Jan.; 1.25 Sun. July, Aug.; 4.50 Sun. Sept.–Dec.	P
Border Month	<i>Local current affairs</i>	BORDER	45 10.30 Fri. to May, Sept., Feb.	L
Calendar Forum	<i>Common Market issues discussed</i>	YORKSHIRE	25 11.00 Mon. April	L
Face the Press	<i>Journalists question people in the news</i>	TYNE TEES	30 12.00 Sun. July, Aug.; 11.30 Sun. Sept.	N
I Don't Think We've Met	<i>Mystery interviews</i>	ULSTER	30 11.00 Sun. Sept.–Dec.	L
The Jay Interview	<i>Peter Jay looks into organised societies</i>	LONDON WEEKEND	60 11.05 Sun. July, Aug.	P
The John Morgan Programme	<i>Local government issues</i>	HTV	60 11.00 Fri. Nov., Dec.	L
June Plus Two	<i>Wide range of interviews</i>	GRAMPIAN	45 11.00 Sun. Sept., Oct.	L
The London Programme	<i>Current affairs and access</i>	LONDON WEEKEND	60 11.00/11.30 Sun. to July from Sept.	L
Murray's London	<i>Ulstermen and women in London</i>	ULSTER	30 10.30 Thurs. from Jan.	L
People and Politics in America	<i>United States politics</i>	THAMES	40 11.30 Mon. April, May	L
People and Politics	<i>Political discussion</i>	THAMES	55 11.00/11.30 Mon. from Nov.	L
Platform for Today	<i>Debates about local and national issues</i>	ATV	45 10.35/11.00 Mon.	L
Politics West	<i>Political issues discussed with West Country MPs</i>	WESTWARD	25 10.35 Mon. monthly April, from Sept.; 10.35 Thurs. monthly May–July	L
Reports Politics	<i>Regional political issues</i>	GRANADA	30 1.35 Sun. May, Aug.; 11.05 Mon. from Oct.	L
Speak Out	<i>Debates of local issues</i>	CHANNEL	30 6.10 Mon. April, from Dec.	L
Westminster File	<i>People and Politics from a Northern standpoint</i>	TYNE TEES	25 10.35 Mon. to June; 10.35 Thurs. July	L

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Magazine Programmes

<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Time and Day Mins.</i>	<i>Area</i>
Afloat	<i>Sailing topics and information</i>	SOUTHERN	30 11.05 Sun. July, Aug.	P
Country Focus	<i>Country magazine</i>	GRAMPIAN	25 5.45/6.10 Tues. fortnightly to June, from Sept.	L
Countryside	<i>Country magazine</i>	HTV	30 6.35 Tues. monthly from Jan.	L
Drive In	<i>Motoring magazine</i>	THAMES	30 11.45 Wed. from Feb.	P
Farm Progress	<i>Farming magazine</i>	SOUTHERN	30 11.30 Sun. from Jan.	L
Farming Diary	<i>Farming magazine</i>	ANGLIA	30 1.30 Sun.	P
Farming Outlook	<i>Farming magazine</i>	TYNE TEES	30 1.40 Sun. to June; 1.30 Sun. from July	P

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<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Farming Today	<i>Farming magazine</i>	ATV	30	9.30 Sun. monthly	L
Flair	<i>Women's magazine</i>	GRAMPIAN	30	2.00 Mon. June; 6.10 Mon. July, Aug.	L
Gardening Today	<i>Gardening magazine</i>	ATV	25	11.30 Thurs. from Jan.	P
Good Afternoon	<i>Women's magazine</i>	THAMES	150	2.00 Mon.-Fri.	N
Granada Profile	<i>Interviews with local personalities</i>	GRANADA	30	1.30 Sun. April, May	L
Heart to Heart	<i>Interview series</i>	YORKSHIRE	30	3.20 Thurs. Oct.-Dec.; 1.30 Mon. Jan., Feb.	N
Housecall	<i>For people at home</i>	SCOTTISH	90	2.00 Mon. Wed., Fri., to July	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	1.10 Sun. to June	L
New Gardener	<i>Gardening programme</i>	TYNE TEES	25	1.10 Sun. Sept.	L
Out of Town	<i>Country magazine</i>	SOUTHERN	30	6.35 Fri. Sept.-Dec. from Feb.	P
Percy Thrower's Great Gardens of the South	<i>Visits to famous gardens</i>	SOUTHERN	30	1.40 Sun. from Jan.	L
See You Monday	<i>Magazine/community service</i>	ULSTER	30	2.00 Mon. from Jan.	L
See You Tuesday	<i>Magazine programme</i>	ULSTER	30	2.00 Tues. from Jan.	L
Summer Gardening	<i>Gardening magazine</i>	SCOTTISH	30	11.45 Thurs. Aug., Sept.	L
Tuesday at Two	<i>Advice programme for senior citizens</i>	GRAMPIAN	30	2.00 Tues. July, Aug.	L
West Country Job Finder	<i>Employment magazine</i>	WESTWARD	10	11.30 Thurs. to June	L
West Country Farming	<i>Farming magazine</i>	HTV	30	1.40 Sun. fortnightly	L
Where the Jobs Are	<i>Employment magazine</i>	TYNE TEES	10	11.50 Sun. to June; 11.30 Sun. from July	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, Sept.-Jan.	L
Write to Isabel	<i>Information and problem page</i>	SCOTTISH	10	6.30/7.00 Tues. Sept.-Dec.	L

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Miscellaneous Series

<i>Title</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 documentaries about aspects of Britain's scenic heritage</i>	VARIOUS	30	12.30 Wed. April; 3.00 Wed. May, June; 1.30 Fri. from Jan. 12.30 Sun. July-Dec.	N P
Blue Print for Tomorrow	<i>Local authority executives</i>	WESTWARD	15	11.45 Wed. Sept.-Nov.	L
The Borderers	<i>Personalities from the Border area</i>	BORDER	30	6.15 Mon. May, June	L
Bygones	<i>Curios and 'objets d'art'</i>	ANGLIA	30	5.35 Sun. Oct.-Jan.; 4.00 Sun. Feb.	L
A Date With Danton	<i>West Country characters and events</i>	WESTWARD	15	10.35 Fri. to June, from Sept.	L
Dave Allen and Friends	<i>Eccentric characters and activities</i>	ATV	30	7.00 Tues. from Jan.	N
David Niven's World	<i>Travel stories</i>	ANGLIA	30	5.15 Thurs. Sept.-Nov.	P
Destination America	<i>European migration to the USA</i>	THAMES	60	9.00 Tues. May-July	N
Farmhouse Kitchen	<i>Recipes from Yorkshire</i>	YORKSHIRE	30	3.25 Mon. Sept.-Dec.	P
Flights of Fancy	<i>An Oxfordshire village, the Red Arrows and a pigeon fancier's group</i>	ATV	30	10.55 Sun. Oct.	L
General Strike Report	<i>The General Strike in the style of television news</i>	YORKSHIRE	15 daily	10.40 3rd-12th May	N
Goostrey - A Village	<i>Analysis of village life</i>	GRANADA	290	10.35 Mon.-Fri., Sept. 1 week	L
Great Little Trains of Wales	<i>Welsh mountain railways</i>	HTV	30	6.35 Tues. May, June	L
Harriet	<i>Girl reporter at large</i>	HTV	30	10.40 Sat. June-Aug.	L
Help Yourself	<i>For older viewers</i>	HTV	15/30	3.45 Mon to May; 4.10 Mon. June-Aug.; 2.00 Mon. Sept-Dec.	L

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<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Lifestyle	<i>Aspects of life in Britain</i>	ANGLIA TYNE TEES YORKSHIRE	30	10.30 Mon. Sept.–Dec.	P
Link	<i>Information and help for disabled</i>	ATV	25	9.35 Sun. monthly	L
Lunchtime	<i>News miscellany</i>	ULSTER	30	1.25 Mon.–Fri.	L
Lunchtime Today	<i>Interviews</i>	THAMES	25	1.25 Mon.–Fri. to Dec.	L
A Matter for Concern	<i>Introductions for voluntary work</i>	YORKSHIRE	30	10.30 Sun. monthly to Aug.	L
My Vision	<i>Interviews</i>	SCOTTISH	30	10.30 Mon. Nov., Dec.	L
Now and Then	<i>Local documentaries</i>	ANGLIA	25	10.35 Tues. to June	L
Our American Dream	<i>Wales and the USA</i>	HTV	45	10.35 Thurs. Nov., Dec.	L
Pilger	<i>Personal reports on aspects of the USA</i>	ATV	30	8.30 Mon. Sept.	N
Reports Challenge	<i>Knock-out quiz between towns in North West</i>	GRANADA	25	6.20 Mon. to Aug.	L
Reports Action	<i>Advice on voluntary help</i>	GRANADA	30	10.35 Mon. to June	L
The Reporters	<i>Interviews with famous journalists</i>	GRAMPIAN	30	10.30 Fri. Aug.	L
The Scottish Lens	<i>Reviews of films by Scots producers</i>	SCOTTISH	30	2.00 Sun. July, Aug.	L
The Shores of Wales	<i>The Welsh landscape</i>	HTV	30	6.35 Tues. Jan.	L
Summer of '76	<i>Interviews with West Country people</i>	WESTWARD	30	11.05 Sun. July–Sept.	L
Survival	<i>Wildlife documentaries</i>	ANGLIA	30	7.15 Tues. April, Oct.–Nov. occasional	L
This is Your Right	<i>The rights of ordinary citizens</i>	GRANADA	150 125	1.25 Mon.–Fri. to Aug. 5.15 Tues.–Fri. from Sept.	L L
This is Waugh	<i>Personal reports on the British class structure</i>	ATV	30	8.30 Mon. Aug.	N
Today's Post	<i>Viewers' correspondence</i>	THAMES	25	1.25 Mon.–Fri. from Nov.	L
A Town Called. . .	<i>Towns in the London region</i>	THAMES	30	6.00 Wed. July–Sept.	L
Way of Life	<i>Interviews by Sir Richard Marsh</i>	SOUTHERN	25	10.35 Fri. Feb., March	L
Weekend	<i>A weekly round-up of events</i>	SOUTHERN	10	6.35/6.50 Fri. to Aug.; 5.10 Fri. from Sept	L
Weir's Way	<i>A naturalist's walks in Scotland</i>	SCOTTISH	30	6.30 Tues. July, Aug.	L
West Country Lives	<i>Interviews with visitors</i>	WESTWARD	30	10.30 Mon. March	L
What's Your Problem?	<i>Advice programme</i>	SCOTTISH	30	5.15 Mon. from Oct.	L
Whicker's World – Down Under	<i>Alan Whicker in Australia</i>	YORKSHIRE	30	8.00 Wed. May, June	N
Wish You Were Here	<i>Travel and holiday magazine</i>	THAMES	30	10.30 Thurs. from Jan.	N

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The Arts and Sciences

<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Aquarius	<i>Network arts magazine</i>	LONDON WEEKEND	45	10.30 Sat. Sept.–Feb.	N
Arts Programme	<i>Arts in Scotland</i>	SCOTTISH	30	11.10 Sun. monthly June, July	L
Book Review	<i>Book criticism</i>	HTV	15	11.15 Tues. fortnightly to June	L
Don't Ask Me	<i>Popular science</i>	YORKSHIRE	30	7.00 Wed. June–Oct.	N
Diary	<i>Regional arts magazine</i>	ATV	15	Midnight Wed. March	L
The Electric Theatre Show	<i>Interviews and film clips</i>	GRAMPIAN	30	6.10 Fri. July, Aug., 8.35 Fri. Sept. Oct. 11.25 Fri. Dec. 11.00 Fri. from Feb.	L L P L
Festival Cinema	<i>Edinburgh Festival cinema topics</i>	SCOTTISH	30	11.30 Sun. Aug. Sept.	L
Festival '76	<i>Edinburgh Festival topics</i>	SCOTTISH	30	10.30 Mon.–Fri. Aug., Sept.	L
Format	<i>Regional arts magazine</i>	WESTWARD	60	10.30 Mon. quarterly	L
Gallery	<i>Regional arts magazine</i>	HTV	30	10.30 Thurs. monthly to June	L
Image	<i>Regional arts programme</i>	HTV	45	10.30 Thurs. monthly from Sept.	L
London Scene	<i>What's on in London</i>	THAMES	15	5.15 Wed. from Sept.	L
Music at Harewood	<i>Classical music</i>	YORKSHIRE	30	10.30 Mon. to June	P

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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>
Music in Camera	<i>Classical Music</i>	SOUTHERN	30	10.30 Mon. bi-monthly to June Various times and days from Sept.	L P
Operas	<i>'Idomeneo' from Glyndebourne</i>	SOUTHERN	135	10.30 Mon. 30th Aug.	N
	<i>'The Merry Widow'</i>	SCOTTISH	95	10.30 Sun. 26th Dec.	N
Perspective	<i>Arts magazine</i>	GRAMPIAN	30	Various times and days Aug. Sept.	L
Steal Away	<i>Ben Luxton in the West Country</i>	WESTWARD	25	10.30 Fri. Aug., Sept.	L
Spectrum	<i>Regional arts magazine</i>	ULSTER	30	10.45 Mon. fortnightly to June	L

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Religious Programme Series

<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Behold	<i>The Dean of Guildford on art</i>	LONDON WEEKEND	25	6.35 Sun. July, Aug.	N
Bible Time	<i>Scripture story</i>	SCOTTISH	20	6.35 Sun. to May	L
Boy from Nazareth	<i>Television Sunday school</i>	TYNE TEES	25	9.40 a.m. Sun. occasional Oct.–Dec.	P
Chapter and Verse	<i>Biblical 'Desert Island Discs'</i>	SCOTTISH	30	6.15 Sun. from Feb.	L
Close	<i>Poetry, prayer, pictures</i>	THAMES	7	Close all week from Aug.	L
Come Sunday	<i>Andrew Cruickshank and friends in Church</i>	SOUTHERN	25	7.00 Sun., July, Aug.	N
Craftsmen for Christ	<i>Sculptor, organ builder, stainer</i>	TYNE TEES WESTWARD HTV	20	6.15 Sun Feb., March	N
Epilogue	<i>Talk</i>	CHANNEL	10	Close Sun.	L
Evening Prayers	<i>To end the day</i>	GRAMPIAN	55	Close all week	L
Faith in Action	<i>The effects of Christianity on jobs</i>	TYNE TEES	20	6.35 Sun. April	N
Faith for Life	<i>Epilogue</i>	WESTWARD	35	Close all week	L
Family Prayers	<i>Invitations to pray</i>	SCOTTISH	15	6.15 Sun. Jan., Feb.	L
First Thing	<i>Morning thoughts</i>	GRAMPIAN	20	9.25 Mon.–Fri. from Jan.	L
Guidelines	<i>Conversation, music, reflection</i>	SOUTHERN	35	Close all week	L
Help!	<i>Assistance for the less fortunate</i>	THAMES	5	10.35 Thurs. to July; 11.00/11.20 Mon. from Feb.	L
Last Programme	<i>Talks, interviews, music</i>	THAMES	50	Close all week to June	L
			10	Close all week from July	L
Late Call	<i>Christian comment</i>	SCOTTISH	35	Late evening, all week	L
Late Night Religion	<i>Talk, humour, homily</i>	ATV	20	Close Mon., Thurs., Sun.	L
Link-Up	<i>Religious magazine</i>	CHANNEL	20	6.10 Wed. April	L
Look and See	<i>Children's religion</i>	WESTWARD	10	10.50 Sat. to Dec.; 10.25 Sat. from Jan.	L
Monday Night	<i>Christian comment</i>	ULSTER	10	10.40 Mon.	L
Morning Worship	<i>Outside broadcasts or studio worship</i>	ROTA	60	10.00 a.m. Sun.	N
Moses The Lawgiver	<i>Biblical epic</i>	ATV	60	7.00 Sun. Jan., Feb.	N
No Easy Answer	<i>Women discuss important current issues</i>	SCOTTISH	15	6.40 Sun. Nov., Dec.	L
One Man's Parish	<i>Three film portraits of men of the cloth</i>	YORKSHIRE	20	6.15 Sun. July, Aug.	N
Opinion	<i>Series of television essays</i>	GRANADA	15	6.35 Sun. to May; 6.15 Sun. June., Jan., Feb. 6.40 Sun. Nov., Dec.	N
Patterns of Faith	<i>Interviews with religious leaders</i>	SCOTTISH		6.15 Sun. to Aug.	L
				6.35 Sun. Feb., March	N
Prologue	<i>A start to the day</i>	TYNE TEES	15	various times a.m. Mon.–Fri.	L
Reflections	<i>Prayer, conversation, singing</i>	ANGLIA	60	Close all week	L
Reports Action	<i>Stirring calls to be helpful</i>	GRANADA	25	6.15 Sun. Nov., Dec.	N
Saints Alive	<i>Religious magazine</i>	ATV	45	6.15 Sun. May–July	N
Space for God	<i>The shapes of church buildings</i>	HTV	20	6.15 Sun. Aug.	N
Stars on Sunday	<i>Religious entertainment</i>	YORKSHIRE	25	7.00 Sun. to June, Sept.–Jan., 6.30 Sun. Jan., Feb.	N

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<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
The Sunday Quiz	<i>Religious knowledge competition</i>	YORKSHIRE	20	6.15 Sun. to May	N
Temptations	<i>Discussion of contemporary failings</i>	LONDON WEEKEND	45	6.15 Sun. Sept., Oct.	N
That's the Spirit	<i>Religious magazine</i>	SCOTTISH	30	6.35 Sun. Aug.-Oct.	L
Through the Chair	<i>Religious talk</i>	TYNE TEES	50	Close all week	L
What's It All About?	<i>Topical discussion</i>	ULSTER	30	11.00/11.30 Thurs. to June, from Sept.	L

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Children's Programmes

<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
All Together Now	<i>Music instruction programme</i>	THAMES	30	4.50 Fri. June, July	N
And Maisy Too. . .	<i>Stories for younger children</i>	THAMES	10	12.00 Mon. from Jan.	N
Animal Kwackers	<i>Music and stories for younger children</i>	YORKSHIRE	10	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. to June, Sept.-Dec.	N
Around the World in 48 Hours	<i>Quiz programme</i>	WESTWARD	30	5.15 Tues. Oct.-Dec.	L
Birthday Club	<i>Birthday greetings</i>	ANGLIA	20	Various times, most days.	L
Breaktime	<i>Magazine for children</i>	HTV	30	11.00 Sat. May-Dec. 10.00/11.00 Sat. from Jan.	P L
Breaktime Five	<i>Magazine for children</i>	HTV	10	5.10/5.15 Tues., Thurs. from Nov.	P
Children of the Stones	<i>Adventure serial set in Wiltshire</i>	HTV	30	6.30 Wed. Jan., Feb.	N
Chorlton and the Wheelies	<i>Cartoon series for younger children</i>	THAMES	10	12.00 Mon. Sept.-Dec.	N
Clapperboard	<i>Cinema for children</i>	GRANADA	25	4.20/4.25 Mon.	N
Cuir Car	<i>Gaelic language series</i>	GRAMPIAN	20	Various times Sat. a.m. July-Oct. from Feb.	L
The Feathered Serpent	<i>Drama about Aztec-type empire</i>	THAMES	30	4.50 Mon. June, July	N
Four Idle Hands	<i>Comedy serial</i>	ATV	30	4.20 Fri. April	N
Ghosts of Motley Hall	<i>Comedy drama about haunted house</i>	GRANADA	30	5.30 Sun. to June, Dec. Jan.	N
Going a Bundle	<i>Information and entertainment</i>	SOUTHERN	25	4.50 Tues. June, July	N
Golden Hill	<i>Drama about urban teenagers</i>	ATV	30	5.35 Sun. Sept., Oct.	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 Fri. to June, Oct.-Dec.	N
Here Comes Mumfie	<i>Animated puppet show</i>	ATV	10	12.00 Wed. to July	N
Hogg's Back	<i>Comedy serial</i>	SOUTHERN	30	4.50 Wed. June, July	N
Horse in the House	<i>Adventure drama about horses</i>	THAMES	30	4.45 Wed. from Feb.	N
How	<i>General knowledge magazine</i>	SOUTHERN	25	4.20 Wed. from Jan.	N
Issi Noho	<i>Illustrated story for younger children</i>	THAMES	10	12.00 Mon. June-Sept.	N
Junior Police Five	<i>Police information for children</i>	ATV	10	5.30 Wed. to Aug.	L
Junior Police Five	<i>Police information for children</i>	LONDON WEEKEND	10	10.50 Sat. to Oct.; 11.00 Sun. Nov., Dec.; 10.20 Sat. from Jan.	L
Just William	<i>Dramatisation of Richmal Crompton's classic</i>	LONDON WEEKEND	30	4.35 Sun. from Feb.	N
Kathy's Quiz	<i>Musical puzzle programmes</i>	GRANADA	10	12.00 Fri. Aug., Sept., from Dec.	N
Kids and Us	<i>Entertainment with studio audience</i>	GRAMPIAN	30	5.20 Thurs. Aug., Sept.	L
Kiddywinkle	<i>Cartoon for younger children</i>	SCOTTISH	15	11.15 Wed. Dec.	P
King Wilbur III	<i>Cartoon series for children</i>	THAMES	10	12.00 Tues. Sept.-Nov.	N
Little Blue	<i>Cartoon for younger children</i>	YORKSHIRE	10	12.00 Thurs. from Jan.	N
The London Weekend Show	<i>Interviews and discussions</i>	LONDON WEEKEND	30	1.10 Sun. to June; 12.30 Sun. July; 1.15 Sun. from Nov.	L
Look Out	<i>Popular science series</i>	TYNE TEES	25	4.50 Tues. to June	N

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<i>Title</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Magpie	<i>Teenager's magazine</i>	THAMES	50	4.50 Tues., Fri. April, from July	N
Michael Bentine's Potty Time	<i>Puppets and stories for younger children</i>	THAMES	25	4.20 Tues. from Jan.	N
The Mollie Wopsies	<i>Comedy series set in World War II</i>	THAMES	30	4.50 Wed. April	N
Music Man	<i>Songs for younger children</i>	YORKSHIRE	10	12.00 Thurs. to May	N
Nobody's House	<i>Drama about haunted house</i>	TYNE TEES	25	4.45 Mon. Sept.–Nov.	N
Operation Patch	<i>Drama about Nelson era</i>	SOUTHERN	30	5.35 Sun. June, July	N
On Your Marks	<i>Sports quiz</i>	WESTWARD	30	4.45 Wed. March	N
Opportunity	<i>Job openings for school leavers</i>	TYNE TEES	5	9.30/10.30 Sat.	L
Oscar	<i>Puppet series for younger children</i>	TYNE TEES	15	11.50 Weekdays March	P
Paper Play	<i>Games and stories with Susan Stranks</i>	THAMES	10	12.00 Tues. to June	N
Pauline's Quirks	<i>Satire show for teenagers</i>	THAMES	25	4.45 Mon. Nov., Dec.	N
Pop Quest	<i>Pop music quiz</i>	YORKSHIRE	30	4.45 Wed. Nov.–Feb.	N
Probe Meets	<i>Sixth formers' quiz of MPs</i>	ANGLIA	30	5.20 Fri. June, July	L
Puffin's Birthday Greetings	<i>Birthday greetings</i>	CHANNEL	25	Various times, most days	L
The Romper Room	<i>Kindergarten</i>	ANGLIA	50	4.25 Mon., Thurs.	L
Rogues Rock	<i>Adventure serial</i>	SOUTHERN	25	4.45 Wed. Sept., Oct.	N
Runaround	<i>Quiz</i>	SOUTHERN	25	4.20 Wed. to May, Aug., Sept. 5.15 Sat. Oct., Nov.	N L
Saturday Scene	<i>Teenage miscellany of films, pop music, interviews and cartoons</i>	LONDON WEEKEND	160	9.50 Sat.	L
Shadows	<i>Plays about the supernatural</i>	THAMES	30	4.50 Wed. July–Sept.	N
Simon in the Land of Chalk Drawings	<i>Cartoon series for younger children</i>	THAMES	10	12.00 Mon. to June; 10.40 Thurs. from Jan.	L
Snacker	<i>Drama adventure about fishing vessels</i>	YORKSHIRE	30	5.35 Sun. Nov., Dec.	N
The Sooty Show	<i>Puppet show with Harry Corbett</i>	THAMES	25	4.20 Wed. Oct.–Dec.	N
Supersonic	<i>Pop music show</i>	LONDON WEEKEND	30	5.45 Sat. Sept.–Oct.; 12.00 Sat., Oct.–Dec.; 11.00 Sat. from Jan.	P
Tiswas	<i>Teenage miscellany of films, pop music, interviews and cartoons</i>	ATV	140	10.10 Sat. to June, from Sept.	L
Tom, Dick and Harry	<i>Comedy series for younger children</i>	YORKSHIRE	10	12.00 Thurs. June	N
Towards Xmas	<i>Children's interpretation of Christmas</i>	GRAMPIAN	30	4.10 Sun. Nov., Dec.	L
The Tomorrow People	<i>Science-fiction serial</i>	THAMES	25	4.45 Mon. from Feb.	N
West Way	<i>Drama serial</i>	HTV	30	5.35 Sun. to June	N
Wonder Weekly	<i>Cartoon for younger viewers</i>	GRAMPIAN	30	5.20 Thurs. to July	L
Woozies	<i>Puppet programme for younger viewers</i>	HTV	10	11.50 various days Dec., Jan.	P
You Must Be Joking	<i>Comedy show for children</i>	THAMES	30	4.50 Fri. to May	N
Young Music Makers	<i>Musical programme</i>	TYNE TEES	30	4.25 Thurs. July, Aug.	L
Zig Zag	<i>Science and general knowledge</i>	TYNE TEES	25	10.35 Mon. Dec., Jan.	N

L Local P Part Network N Network

Pre-School Programmes

The following pre-school series alternated (two weeks of *Rainbow* and one week of each of the other three series) and were networked daily from Monday to Friday at 12.10 p.m. A repeat of the 30-minute *Rainbow Special*, 'Rainbow Starts School', was networked on Tuesday 13th April at 4.50 p.m.

<i>Programme</i>	<i>Description</i>	<i>Company</i>
Hickory House	<i>Everyday objects and ideas imaginatively presented by Alan Rothwell, Louise Hall-Taylor and Julia North, and helped by puppets Humphrey Cushion and Dusty Mop</i>	GRANADA
Pipkin's	<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

<i>Programme</i>	<i>Description</i>	<i>Company</i>
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 and his friends, and go out with them 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 1975-76 and the autumn and spring terms of the school year 1976-77.

<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>
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SUMMER TERM 1976 (26th April-25th June except 31st May-4th June)

Secondary Range

Facts For Life†	15+	<i>Human Biology/Health</i>	GRANADA	10.10 Wed., 10.30 Fri.	N
The Messengers	14-18	<i>English/Media Studies</i>	GRANADA	11.15 Mon., 9.42 Thurs.	N
Plan For Action†	14-17	<i>Outdoor Recreation</i>	YORKSHIRE	11.39 Wed., 9.48 Fri.	N
Music Scene	14-16	<i>Music</i>	YORKSHIRE	11.39 Mon.,* 9.45 Wed.*	N
You And The World†	14-16	<i>Careers/Social Studies</i>	THAMES	10.35 Mon., Wed.	P
Le Nouvel Arrivé†	12-15	<i>French Studies</i>	THAMES	9.50 Mon., 11.39 Thurs. 11.39 Tues.	N L
En Français 2†	12-15	<i>French</i>	CHANNEL	11.39 Mon., Wed.	L

Middle Range

Cornerstones†	11-13	<i>Religious Education</i>	TYNE TEES	10.35 Mon. 10.35 Wed.	P L
Meetings 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	10.32 Mon., Wed.	L
Let's Make It	10-12	<i>Craft</i>	GRAMPIAN	11.39 Tues., 11.43 Fri.	L
Look Around†	10+	<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
Writer's Workshop	9-12	<i>Creative English</i>	THAMES	9.50 Tues., 11.00 Thurs.	N
Hwb I Greu†	9-12	<i>Symbylu'r Defnydd o laith</i>	HTV	11.39 Tues., 11.00 Thurs.	L
Picture Box	8-11	<i>Creative Stimulus</i>	GRANADA	11.20 Tues., 10.18 Thurs.	N
A Place To Live	8-9	<i>Natural History</i>	GRANADA	10.12 Tues., 11.20 Wed.	N
History Around You†	8-9	<i>Environmental History</i>	GRANADA	10.35 Mon., Wed.	L
Over to You	8+	<i>English</i>	ATV	10.30 Tues., 11.13 Fri.	N

Primary Range

Figure It Out	7+	<i>Mathematics</i>	ATV	11.00 Tues., 9.30 Fri.	N
Finding Out	7-8	<i>Topics for Projects</i>	THAMES	9.30 Mon., 11.00 Wed.	N
Stop, Look, Listen	6+	<i>Environmental Studies/Language</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. 11.43 Fri.	N 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

AUTUMN TERM 1976 (20th September-3rd December)

Secondary Range

Facts For Life	15+	<i>Health/Physiology/Child Studies</i>	GRANADA	9.47 Tues.*	N
The Messengers	14-18	<i>English/Media Studies</i>	GRANADA	9.47 Tues.,* 9.42 Thurs.*	N
The Land†	14-17	<i>Physical Geography of Britain</i>	GRANADA	11.39 Wed., 10.30 Fri. 10.40 Mon.	N L
The English Programme	13-16	<i>English Studies</i>	THAMES	10.37 Mon., 10.31 Wed.	L
En Français 2†	12-15	<i>French</i>	CHANNEL	11.39 Mon., Wed.	L
Music Scene†	13+	<i>Music</i>	YORKSHIRE	11.39 Mon.,* 9.42 Wed.*	N
Romeo and Juliet	13+	<i>English/Drama</i>	THAMES	10.04 Wed.	N
Starting Out	13+	<i>Careers/Personal Relationships</i>	ATV	11.20 Wed., 9.50 Fri.	N

L Local P Part Network N Network † Repeat series

<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</i> <i>Area</i>
Granite, Bricks and Mortar	12-14	<i>Building/Social Studies</i>	GRAMPIAN	10.40 Mon., 10.35 Wed.	L
The Living Body†	12-14	<i>Human</i>	GRANADA	10.40 Wed.	L
Survival	all	<i>Wildlife</i>	ANGLIA	10.37 Mon., 10.32 Wed.	L

Middle Range

Have a Heart†	11-13	<i>Religious Education</i>	TYNE TEES	10.43 Tues., 10.35 Wed.	L
It's Life With David Bellamy	11-13	<i>Biology (first stage)</i>	THAMES	11.39 Tues., 11.00 Thurs.	P
Meeting Our Needs	10-13	<i>Integrated Studies</i>	YORKSHIRE	11.39 Mon.,* 9.42 Wed.*	N
Am Gymru	10-13	<i>Daearyddiaeth Cymru</i>	HTV	10.47 Mon., 11.00 Thurs.	L
About Wales	10-13	<i>Welsh Geography Topics</i>	HTV	11.20 Wed., 10.43 Thurs.	L
Play Fair	10-12	<i>Moral and Community Education</i>	SCOTTISH	11.39 Tues., 11.00 Thurs.	L
How We Used To Live†	9-13	<i>Social History in the 20th Century</i>	YORKSHIRE	9.57 Mon., 11.39 Thurs.	N
Living And Growing†	9-13	<i>Sex Education</i>	GRAMPIAN	10.40 Mon., 10.35 Wed.	L
En Français 1†	9-13	<i>French</i>	CHANNEL	11.39 Tues., 11.43 Fri.	L
Exploration Man†	10+	<i>Integrated Studies</i>	ATV	10.20 Mon.,* 10.10 Fri.*	N
Look Around†	10+	<i>Environmental Science</i>	ATV	10.20 Mon., 10.10 Fri.	N
The World Around Us	9-12	<i>General Studies</i>	THAMES	11.17 Mon.	N
History Around You	8-11	<i>History Topics for Fieldwork</i>	GRANADA	10.09 Tues., 11.43 Fri.	N
Picture Box	8-11	<i>Creative Stimulus</i>	GRANADA	11.22 Tues., 10.16 Thurs.	N
Good Health†	8+	<i>Health Education</i>	ATV	10.26 Tues.,* 11.13 Fri.*	N
Over to You†	8+	<i>English</i>	ATV	10.26 Tues.,* 11.13 Fri.*	N

Primary Range

Finding Out†	7-8	<i>Topics for Projects</i>	THAMES	9.30 Mon., 11.00 Wed.	N
Figure It Out†	7+	<i>Maths Topics</i>	ATV	11.05 Tues., 9.30 Fri.	N
Stop, Look, Listen†	6+	<i>Environmental Studies/Language</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
It's Fun To Read†	4-6	<i>Beginning Reading</i>	GRANADA	9.47 Mon., 10.33 Thurs.	N
My World†	4-6	<i>Real Life</i>	YORKSHIRE	9.30 Wed., 11.00 Fri.	N
My World	4-6	<i>Stories</i>	YORKSHIRE	11.05 Mon., 10.04 Thurs.	N

SPRING TERM 1977 (10th January-25th March)

Secondary Range

Experiment	16-18	<i>'A' level Chemistry</i>	GRANADA	10.09 Tues., 11.43 Fri.	N
Rhamant y Cestyll	15-18	<i>Cestyll Cymru</i>	HTV	10.37 Mon.	L
The Splendour Falls	15-18	<i>Castles of Wales</i>	HTV	10.31 Wed.	L
Facts For Life	15+	<i>Education for Parenthood</i>	GRANADA	9.42 Thurs.*	N
The Messengers	14-18	<i>English/Media Studies</i>	GRANADA	9.47 Tues.,* 9.42 Thurs.*	N
The Land†	14-17	<i>Physical Geography of Britain</i>	GRANADA	11.39 Wed., 10.30 Fri. 10.40 Mon.	N L
Time to Think†	14-16	<i>English/General Studies</i>	SCOTTISH	11.17 Wed., 9.47 Fri.	L
Documentary Re-Run	14+	<i>Media Studies</i>	YORKSHIRE	10.40 Mon., 10.35 Wed.	L
It's More Life With David Bellamy	13-16	<i>Biology (second stage)</i>	THAMES	11.39 Tues., 11.00 Thurs. 10.35 Wed.	N L
En Français 2†	12-15	<i>French</i>	CHANNEL	11.39 Mon., Wed.	L
Le Nouvel Arrivé†	12-15	<i>French Studies</i>	THAMES	10.43 Tues.	L
Believe It Or Not	13+	<i>Religious Education</i>	ATV	11.20 Wed., 9.50 Fri.	P
Music Scene†	13+	<i>Music</i>	YORKSHIRE	11.39 Mon.,* 9.42 Wed.*	N
Romeo and Juliet	13+	<i>English/Drama</i>	THAMES	10.04 Wed.	N
Musical Triangles	all	<i>Music Appreciation</i>	THAMES	10.31 Wed.	L

Middle Range

Have a Heart †	11-13	<i>Religious Education</i>	TYNES TEES	10.43 Tues., 10.35 Wed.	L
It's Life With David Bellamy†	11-13	<i>Biology (first stage)</i>	THAMES	10.40 Mon.	P
Meeting Our Needs	10-13	<i>Integrated Studies</i>	YORKSHIRE	11.39 Mon.,* 9.42 Wed.*	N
Let's Look At Ulster†	10-13	<i>Environmental Studies</i>	ULSTER	11.39 Tues., 11.00 Thurs.	L
How We Used To Live†	9-13	<i>Social History of the 20th Century</i>	YORKSHIRE	9.57 Mon., 11.39 Thurs.	N

L *Local* P *Part Network* N *Network* † *Repeat Series*

Series Title	Age	Subject	Company	Day and Time (a.m.) (*fortnightly)	Transmission Area
Living and Growing†	9-13	Sex Education	GRAMPIAN	10.37 Mon., 10.31 Wed. 10.09 Tues., 11.43 Fri. 11.20 Wed., 9.50 Fri.	Anglia L Westward, Channel
En Français 1†	9-13	French	CHANNEL	11.39 Tues., 11.43 Fri.	L
Exploration Man†	10+	Integrated Studies	ATV	10.20 Mon.,* 10.10 Fri.*	N
Look Around†	10+	Environmental Science	ATV	10.20 Mon.,* 10.10 Fri.*	N
The World Around Us	9-12	General Studies	THAMES	11.17 Mon.	N
History Around You	8-11	History Topics for Fieldwork	GRANADA	10.40 Wed.	L
Picture Box	8-11	Creative Stimulus	GRANADA	11.22 Tues., 10.16 Thurs.	N
Good Health†	8+	Health Education	ATV	10.26 Tues.,* 11.13 Fri.*	N
Over To You†	8+	English	ATV	10.26 Tues.,* 11.13 Fri.*	N

Primary Range

Finding Out†	7-8	Topics for Projects	THAMES	9.30 Mon., 11.00 Wed.	N
Figure It Out†	7+	Maths Topics	ATV	11.05 Tues., 9.30 Fri.	N
Stop, Look, Listen†	6+	Environmental Studies/Language	ATV	9.30 Thurs., 11.31 Fri.	N
Seeing and Doing†	about 6	Activity Topics	THAMES	9.30 Tues., 11.22 Thurs.	N
It's Fun To Read†	4-6	Beginning Reading	GRANADA	9.47 Mon., 10.33 Thurs.	N
My World	4-6	Real Life	YORKSHIRE	9.30 Wed., 11.00 Fri.	N
My World†	4-6	Stories	YORKSHIRE	11.05 Mon., 10.04 Thurs.	N
Gee Ceffyl Bach	3-5	Themau ar Hwyangerddi	HTV	11.20 Wed., 11.00 Thurs.	L

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's *Gardening Today* and *Angling Today*, and Thames Television's motoring magazine *Drive-In*.

Series Title	Programme	Company	Area
All About Babies	13 programmes to help and advise young mothers about pregnancy and care of the young baby	ATV	N
Be A Sport, With Brendon Foster	A 6-part series on amateur athletics	TYNE TEES	N
Being A Child	Gillian Reynolds presents a 13-part series on child-development, for parents	LONDON WEEKEND	N
The Big, Booming Bicycle Show	8 programmes on aspects of cycling and cycle maintenance	TYNE TEES	N
Catch '77*	A successor to the popular <i>Catch '76</i> , these 6 programmes again feature off-shore fishing	WESTWARD	N
Early Musical Instruments	Medieval and renaissance musical instruments, played and described by David Munrow in 6 programmes	GRANADA	N
First Act*	6 programmes featuring the work of the Anna Scher Children's Theatre in Islington. A book and LP record were produced with the series, for drama teachers	LONDON WEEKEND	N
First Steps in First Aid	Basic first aid in 6 programmes	SOUTHERN	L
Focus on Photography	Further instruction for the keen amateur photographer	ULSTER	L
Fun Food Factory*	Nanette Newman presents a 7-part series to encourage children to try simple, nutritious recipes	LONDON WEEKEND	N
Home Brew*	Wine and beer-making at home. 5 programmes	THAMES	N
Home Nursing	6 programmes for those caring for the sick at home	TYNE TEES	N
Home and School*	A 6-part series for parents on the relationship between the primary school and the home	HTV	N
Horses in Our Blood	6 programmes about the unique place of the horse in British history and culture	YORKSHIRE	P
A House for the Future*	The second part (7 programmes) in this 20-programme series which traces the rebuilding of an old coach-house into a self-sufficient family home	GRANADA	N
In Focus with Harry Secombe*	Harry Secombe demonstrates in 8 programmes how the novice photographer can achieve pleasing results from his hobby	ATV	N

L Local P Part Network N Network * Support Literature

<i>Series Title</i>	<i>Programme</i>	<i>Company</i>	<i>Area</i>
The Inventors	<i>13 programmes about the people who were responsible for bringing now-familiar things into our lives</i>	GRAMPIAN	L
Keep Up With Yoga*	<i>Further yoga exercises with Lyn Marshall</i>	LONDON WEEKEND	N
Kitchen Garden*	<i>Further 7-part series on growing and cooking your own vegetables</i>	THAMES	N
Let's Play Bridge*	<i>13 programmes providing instruction in the Acol system of bridge</i>	ULSTER	L
Making Things Do*	<i>Anne Ladbury shows how to make simple and economical alterations to clothes. 5 programmes</i>	SOUTHERN	N
Musical Triangles	<i>A second series of 7 programmes about the 'musical triangle' which links instrument, composer, and musician</i>	THAMES	N
Musket, Fife and Drum	<i>A history of British martial music, in 6 parts</i>	HTV	L
Old House, New Home	<i>A young couple renovate their elderly terraced house using basic do-it-yourself techniques</i>	YORKSHIRE	N
Paint Along With Nancy*	<i>Nancy Kominsky demonstrates her flair for producing 'instant' oil paintings, which the viewer at home can emulate</i>	HTV	N
Parents' Day	<i>A further 13 programmes in which current educational topics are discussed, and ITV programmes for schools are previewed</i>	GRANADA	N
Play Soccer Jack Charlton's Way	<i>Jack Charlton coaches schoolchildren in soccer skills</i>	TYNE TEES	N
The Playwright	<i>7 contemporary playwrights discuss their work, illustrated with examples in rehearsal and in production</i>	THAMES	N
A Ripe Old Age*	<i>A 6-part series about approaching retirement and how to make creative use of it</i>	ANGLIA	N
The Special Child*	<i>7 programmes for parents of mentally-handicapped children</i>	YORKSHIRE	N
Trash or Treasure?	<i>A further 7 programmes in this series about collecting antiques, this series taking as its theme 'The Seven Ages of Man'</i>	HTV	N
Which Craft?	<i>A series of 6 programmes featuring traditional British crafts and craftsmen</i>	WESTWARD	N
Women Alone*	<i>6-part series about the 'single' woman — her position in society and the rights and benefits to which she is entitled</i>	WESTWARD	N

L Local P Part Network N Network *Support Literature

Plays

<i>Date</i>	<i>Title</i>	<i>Series</i>	<i>Author</i>	<i>Company</i>	<i>Mins.</i>
<i>1976</i>					
April 6	Plays for Britain – The Paradise Run	<i>Single play</i>	Howard Brenton	THAMES	60
10	Sleepwalker	<i>Thriller</i>	Brian Clemens	ATV	90
11	Huggy Bear	<i>Sunday Night Theatre</i>	David Mercer	YORKSHIRE	65
13	Plays for Britain – The Lifeswappers	<i>Single play</i>	Roger McGough	THAMES	60
17	The Next Victim	<i>Thriller</i>	Brian Clemens	ATV	90
20	Plays for Britain – Sunshine in Brixton	<i>Single play</i>	Brian Glover	THAMES	60
24	Nightmare for a Nightingale	<i>Thriller</i>	Brian Clemens	ATV	75
25	Enemy	<i>Sunday Night Theatre</i>	Robin Maugham	ANGLIA	60
27	Plays for Britain – Hitting Town	<i>Single play</i>	Stephen Poliakoff	THAMES	70
May 1	Dial a Deadly Number	<i>Thriller</i>	Brian Clemens	ATV	75
2	Barney's Last Battle	<i>Sunday Night Theatre</i>	Ted Willis	ATV	60
4	Plays for Britain – Fast Hands	<i>Single play</i>	Roy Minton	THAMES	60
8	Kill Two Birds	<i>Thriller</i>	Brian Clemens	ATV	75
9	The Power of Dawn	<i>Sunday Night Theatre</i>	Emlyn Williams	YORKSHIRE	60
11	Plays for Britain – Shuttlecock	<i>Single play</i>	Henry Livings	THAMES	65
15	A Midsummer Nightmare	<i>Thriller</i>	Brian Clemens	ATV	75
16	The Nicest Man in the World	<i>Sunday Night Theatre</i>	William Trevor	ANGLIA	60
18	Time and Time Again	<i>Single play</i>	Alan Ayckbourn	ATV	90
22	Death in Deep Water	<i>Thriller</i>	Brian Clemens	ATV	75
23	Benny Lynch	<i>Sunday Night Theatre</i>	Bill Bryden	GRANADA	90
June 6	Murder – Hello Lola	<i>Sunday Night Theatre</i>	Gerald Vaughan-Hughes	YORKSHIRE	60
11	The Fortune Hunters	<i>Single play</i>	Ronald Millar	ANGLIA	60
13	Murder – Nobody's Conscience	<i>Sunday Night Theatre</i>	Edmund Ward	YORKSHIRE	60
20	Murder – A Variety of Passion	<i>Sunday Night Theatre</i>	David Ambrose	YORKSHIRE	60

<i>Date</i>	<i>Title</i>	<i>Series</i>	<i>Author</i>	<i>Company</i>	<i>Mins.</i>
30	Killers – The Stinie Morrison Case Part I	<i>Single play</i>	Clive Exton	THAMES	60
July 7	Killers – The Stinie Morrison Case Part II	<i>Single play</i>	Clive Exton	THAMES	60
11	Buns for the Elephants	<i>Sunday Night Theatre</i>	Charlotte Mitchell	GRANADA	60
18	Forget-Me-Not – Forget me Not	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
24	Machinegunner	<i>Single play</i>	Bob Baker and Dave Martin	HTV	90
25	Forget-Me-Not – The Runner	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
Aug. 1	Forget-Me-Not – Old	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
4	Killers – The Crumbles Murder	<i>Single play</i>	Clive Exton	THAMES	60
8	Forget-Me-Not – Rich	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
11	Killers – Murder at the Metropole	<i>Single play</i>	Clive Exton	THAMES	60
15	Forget-Me-Not – Housepainter	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
18	Killers – The Blazing Car Murder	<i>Single play</i>	Clive Exton	THAMES	60
22	Forget-Me-Not – Rematch	<i>Sunday Night Theatre</i>	Alun Owen	YORKSHIRE	60
23	Can You Keep a Secret?	<i>Single play</i>	Peter Whitbread	ANGLIA	60
25	Killers – The Chalk Pit Murder	<i>Single play</i>	Clive Exton	THAMES	60
29	Chicken	<i>Sunday Night Theatre</i>	John Nelson Burton	ATV	60
Sept. 1	Almost a Vision	<i>Single play</i>	John Osborne	YORKSHIRE	30
1	Time and Again	<i>Single play</i>	Gordon Honeycombe	WESTWARD	30
3	Victorian Scandals – The Frontiers of Science	<i>Single play</i>	Michael Hastings	GRANADA	60
10	Victorian Scandals – Skittles	<i>Single play</i>	Elizabeth Jane Howard	GRANADA	60
17	Victorian Scandals – The Portland Millions	<i>Single play</i>	Ian Curteis	GRANADA	60
24	Victorian Scandals – A Pitcher of Snakes	<i>Single play</i>	Peter Prince	GRANADA	60
Oct. 1	Victorian Scandals – Hannah	<i>Single play</i>	Arthur Hopcraft	GRANADA	60
8	Victorian Scandals – The Fruits of Philosophy	<i>Single play</i>	David A Yallop	GRANADA	60
15	Victorian Scandals – Beloved	<i>Single play</i>	Alasdair Gray	GRANADA	60
*16	Beasts – Special Offer	<i>Single play</i>	Nigel Kneale	ATV	60
*23	Beasts – During Barty's Party	<i>Single play</i>	Nigel Kneale	ATV	60
*30	Beasts – Buddy Boy	<i>Single play</i>	Nigel Kneale	ATV	60
Nov.*6	Beasts – Baby	<i>Single play</i>	Nigel Kneale	ATV	60
10	Heydays Hotel	<i>Single play</i>	Philip Purser	GRANADA	60
*13	Beasts – What Big Eyes	<i>Single play</i>	Nigel Kneale	ATV	60
17	Our Young Mr Wignall	<i>Single play</i>	David Nobbs	GRANADA	60
*20	Beasts – The Dummy	<i>Single play</i>	Nigel Kneale	ATV	60
24	The Laundrette	<i>Single play</i>	Patrick Carter	GRANADA	60
Dec. 5	Laurence Olivier Presents – The Best Play of the Year – 1960 – The Collection	<i>Sunday Night Theatre</i>	Harold Pinter	GRANADA	60
12	Laurence Olivier Presents – The Best Play of the Year – 1955 – Cat on a Hot Tin Roof	<i>Sunday Night Theatre</i>	Tennessee Williams	GRANADA	115
19	Laurence Olivier Presents – The Best Play of the Year – 1912 – Hindle Wakes	<i>Sunday Night Theatre</i>	Stanley Houghton	GRANADA	90
27	The Mating Season	<i>Single play</i>	Sam Cree	THAMES	90
29	The Dame of Sark	<i>Single play</i>	William Douglas Home	ANGLIA	60
<i>1977</i>					
Jan. 4	Caesar and Cleopatra	<i>Single play</i>	G Bernard Shaw/ Audrey Maas	SOUTHERN	85
Jan. 9	The Lover	<i>Sunday Night Theatre</i>	Harold Pinter	YORKSHIRE	60
18	Spaghetti Two-Step	<i>Single play</i>	Jack Rosenthal	YORKSHIRE	60
Mar. 2	Romance – Moths	<i>Single play</i>	Ouida	THAMES	60
9	Romance – Three Weeks	<i>Single play</i>	Elinor Glyn	THAMES	60
16	Romance – Black Knight	<i>Single play</i>	Ethel M Dell	THAMES	60
23	Romance – High Noon	<i>Single play</i>	Ruby M Ayres	THAMES	60
30	Romance – House of Men	<i>Single play</i>	Catherine Merchant	THAMES	60

*Networked, but on different days.

Drama Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Another Bouquet	<i>Serial about family passions</i>	LONDON WEEKEND	60	9.00 Fri. Jan.–Feb.	N
Beryl's Lot	<i>A charlady furthers her education</i>	YORKSHIRE	30	7.00 Fri. from Dec.	N
Bill Brand	<i>Biography of a radical MP</i>	THAMES	60	9.00 Mon. June–Aug.	N
The Cedar Tree	<i>A county family in the 1930s</i>	ATV	60	1.30 Mon., Tues., Sept.–Dec.; 3.50 Thurs., Fri. from Jan.	N
Clayhanger	<i>Adaptation of Arnold Bennett's trilogy</i>	ATV	60	8.30 Thurs. to June	N
Coronation Street	<i>Lancashire-based serial</i>	GRANADA	60	7.30 Mon., Wed.	N
Couples	<i>The work of marriage guidance counsellors</i>	THAMES	90	1.30 Wed., Thurs., Fri. to May	N
The Crezz	<i>Corporate life in a West London crescent</i>	THAMES	60	8.00 Thurs. Sept.–Oct.; 10.30 Thurs. Oct.–Dec.	N
Crossroads	<i>Life in a Midlands motel</i>	ATV	100	6.35 Tues., Wed., Thurs., Fri.	N
Crown Court	<i>Court case stories</i>	GRANADA	90	2.30 Tues., Wed., Thurs. to May; 1.30 Wed., Thurs., Fri. May, Oct.–Dec.; 1.30 Tues., Wed., Thurs. from Jan.	N
Dangerous Knowledge	<i>Thriller serial</i>	SOUTHERN	30	8.30 Wed. May, June	N
Dickens of London	<i>The life and times of Charles Dickens</i>	YORKSHIRE	60	9.00 Tues. Sept.–Dec.	N
Emmerdale Farm	<i>Life on a Yorkshire farm</i>	YORKSHIRE	60	5.15/5.20 Mon., Tues. to May; 5.15/5.20 Mon., Tues., Jan.–March	N
Garnock's Way	<i>Serial set in a Scottish town</i>	SCOTTISH	30	6.30 Thurs. from June	P
General Hospital	<i>Stories set in a hospital</i>	ATV	60	7.30 Fri. June–Oct.	N
Hadleigh	<i>Country squire fights life's injustices</i>	YORKSHIRE	60	9.00 Fri. to May	N
Holding On	<i>Family saga in London's dockland</i>	LONDON WEEKEND	60	10.05 Sun. Jan., Feb.	N
Hunter's Walk	<i>Midlands police series</i>	ATV	60	8.00 Tues. June–Aug.	N
Luke's Kingdom	<i>Australian squatters in the early 19th century</i>	YORKSHIRE	60	9.00 Wed. to June	N
Orson Welles' Great Mysteries	<i>Mystery story adaptations</i>	ANGLIA	30	10.35 Thurs. July–Sept.	P
Raffles	<i>Based on E W Hornung's gentleman crook</i>	YORKSHIRE	60	9.00 Fri. from Feb.	N
Rooms	<i>Stories about people in bedsitter land</i>	THAMES	90	3.20 Tues., Wed., Thurs. Jan.– March	N
The Sweeney	<i>Crime series about the Flying Squad</i>	THAMES	60	9.00 Mon. Sept.–Dec.	N
This Year Next Year	<i>Serial about escape to rural Yorkshire</i>	GRANADA	60	9.00 Tues. from Jan.	N
Within These Walls	<i>Life in a women's prison</i>	LONDON WEEKEND	60	9.00 Sat. Sept., Oct.	N
The XYY Man	<i>Criminal espionage story</i>	GRANADA	60	9.30 Sat. July	N

N Network P Part Network

Light Entertainment Series

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
Alisdair	<i>Scottish singing and dancing</i>	BORDER	30	6.30 Tues. May, June	L
And All That Jazz	<i>Jazz music</i>	ULSTER	30	10.40 Mon. Nov.	L
The Andy Stewart Show	<i>Andy Stewart entertains</i>	SCOTTISH	30	12.30 Fri. July, Aug.	N
Anita	<i>Anita Harris with guests</i>	GRAMPIAN	30	7.30 Fri. April	L
Ask About America	<i>Quiz show with schools</i>	SCOTTISH	30	6.30 Fri. April	L
Battle of the Comics	<i>Joke telling</i>	SCOTTISH	30	12.30 Fri. Oct.–Dec.; 6.30 Wed. from Jan.	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>
Be My Guest	<i>Keith Fordyce interviews</i>	WESTWARD	30	7.00 Tues. Aug.	L
The Benny Hill Show	<i>Variety and impersonations with Benny Hill</i>	THAMES	60	8.00 Wed. occasional	N
Best in the West	<i>Quiz contest among local companies</i>	HTV	30	6.35 Thurs. April	L
Big Boy Now	<i>Situation comedy with Leslie Crowther</i>	ATV	30	7.25 Sun. May-July; 7.00 Thurs. Feb., Mar.	N
Billy Dainty Esq	<i>Variety starring Billy Dainty</i>	THAMES	45	6.45 Mon. May, June	N
Bless This House	<i>Comedy with the late Sid James</i>	THAMES	30	8.00 Thurs. April	N
Border Tales	<i>Tales of the 'old days'</i>	SCOTTISH	5	Various times and days to Oct.	L
Celebrity Squares	<i>Panel game with Bob Monkhouse</i>	ATV	45	4.20 Sun. Sept., Oct.; 7.15 Sat. Oct.-Dec.; 7.45 Sat. Dec., Jan.; 6.15 Sat. from Jan.	N
Cilla's World of Comedy	<i>Half-hour comedy plays</i>	ATV	30	8.00 Tues. Aug.-Oct.	N
Continental Showcase	<i>Variety</i>	SCOTTISH	30	11.30 Wed. July, Aug.	L
Country Scene	<i>Poems and songs about country</i>	ULSTER	45	10.40 Thurs. Sept.-Dec.	L
Cuckoo Waltz	<i>Situation comedy</i>	GRANADA	30	8.00 Thurs. July, Aug.; 8.00 Mon. Jan., Feb.	N
The David Nixon Show	<i>Entertainment and magic</i>	THAMES	45	6.45 Mon. to May	N
Doctor on the Go	<i>Comedy based on the 'Doctor' novels</i>	LONDON WEEKEND	30	8.00/8.20 Sun. from Jan.	N
Down the Gate	<i>Comedy with Reg Varney</i>	ATV	30	7.25 Sun. July, Aug.	N
Elaine, the Singer of the Song	<i>Elaine Simmons entertains</i>	SCOTTISH	30	6.30 Fri. Sept., Oct.	L
The Entertainers	<i>Variety</i>	GRAMPIAN	25	10.30 Tues. Aug.-Oct.	L
Follow That	<i>Variety</i>	BORDER	30	6.15 Mon. June-Aug.; 7.00 Fri. Oct., Nov.	L
		HTV	30	6.30 Tues. Feb.	L
The Fosters	<i>Situation comedy</i>	LONDON WEEKEND	30	7.30 Fri. May, July; 8.30 Fri. June	N
Friday's People	<i>Miscellany for housewives</i>	ATV	30	5.15 Fri. March	L
From Glen to Glen	<i>Folk songs</i>	ULSTER	30	10.30 Thurs. May, June; 11.00 Mon. Dec.	P
The Galton and Simpson Playhouse	<i>Short comedy plays</i>	YORKSHIRE	30	9.00 Thurs. from Feb.	N
Gambit	<i>Panel game</i>	ANGLIA	30	7.00 Fri. July-Sept.	P
Get Some In	<i>Comedy about National Service with the RAF</i>	THAMES	30	8.00 Mon. June-Aug.; 7.05 Thurs. Jan., Feb.	N
George and Mildred	<i>Situation comedy</i>	THAMES	30	8.00 Mon. Sept.-Nov.	N
The Heavy Mob	<i>Situation comedy about security firm</i>	THAMES	30	7.30 Thurs. March	N
Hello Cheeky	<i>Quick-fire comedy</i>	YORKSHIRE	30	10.30 Wed. May, June	N
Hello, Good Afternoon and Welcome	<i>Variety programme</i>	SCOTTISH	30	12.30 Fri. Jan., Feb.	N
Hello, Good Evening and Welcome	<i>Variety programme</i>	SCOTTISH	30	6.30/7.00 Fri. Oct., Nov.	L
The Howerd Confessions	<i>Situation comedy with Frankie Howerd</i>	THAMES	30	9.30 Thurs. Sept., Oct.	N
Husband of the Year	<i>Contest with married couples</i>	YORKSHIRE	30	7.00 Tues. May-Aug.	N
Jack Parnell and The Big Band Show	<i>Big band music</i>	ATV	30	10.30 Wed. May-Aug.	P
Jack Parnell and His Music	<i>Music programme with guest stars</i>	ATV	30	11.20 Tues. March	P
The Jim McLeod Show	<i>Variety and music</i>	GRAMPIAN	35	6.10 Mon. to June	L
Jonathan Routh and Candid Camera	<i>The public take part in practical jokes</i>	LONDON WEEKEND	30	8.30 Sun. Sept.-Oct.; 6.35 Sat. Oct.-Dec.	P
Larry Grayson	<i>Larry Grayson entertains</i>	LONDON WEEKEND	30	6.30 Sat. Jan., Feb.	N
A Little Bit of Wisdom	<i>Norman Wisdom entertains</i>	ATV	30	7.00 Tues. to May	N
Look Who's Talking	<i>Celebrities interviewed</i>	BORDER	30	10.35 Fri. June 12.30 Fri. Dec., Jan.	L N
Looks Familiar	<i>Panel game with Denis Norden</i>	THAMES	30	3.20 Tues. Sept.-Dec.; 3.50 Wed. Jan.	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>
Lucky Fella	<i>Situation comedy</i>	LONDON WEEKEND	30	7.00 Fri. Sept.–Dec.	N
Man About the House	<i>Comedy with Richard O'Sullivan</i>	THAMES	30	8.00 Wed. April	N
Tha Many Wives of Patrick	<i>Situation comedy with Patrick Cargill</i>	LONDON WEEKEND	30	10.00 Sat. Sept., Oct.	N
McCalmans	<i>Folk music</i>	GRAMPIAN	30	10.30 Tues. Sept.	L
Meet Marie Price	<i>Entertainment</i>	SCOTTISH	30	8.30 Tues. to May	L
Meet Peters and Lee	<i>Songs, with guest stars</i>	ATV	30	7.00 Fri. to May	N
Miss Westward '76	<i>Beauty contest</i>	WESTWARD	30	7.10 Tues. July, Aug.	L
Mitchell Memories	<i>Chat show with Leslie Mitchell</i>	GRAMPIAN	30	12.30 Wed. July–Sept.	N
Mr and Mrs	<i>Quiz for married couples</i>	HTV	30	7.00 Fri. May, June 6.15 Tues. Aug.–Dec.	L N
Mr and Mrs	<i>Quiz for married couples</i>	TYNE TEES	30	3.15–4.15 Sun. Aug.–Dec.	L
Mr and Mrs	<i>Quiz for married couples</i>	BORDER	30	7.00 Tues. from Jan.	N
The Muppet Show	<i>Modern puppetry with guest stars</i>	ATV	30	5.15 Sun. from Oct.	N
My Brother's Keeper	<i>Comedy about twin brothers</i>	GRANADA	30	8.00 Mon. May, June	N
New Faces	<i>Talent contest</i>	ATV	60	6.15/6.45 Sat. to July; 7.00 Sat. Sept., Oct.; 8.00 Sat. Oct., Nov.; 8.30 Sat. Dec.; 6.30 Sat. from Jan.	N
Night Out	<i>Night club variety show</i>	SCOTTISH	30	10.35 Thurs. Oct., Nov.	L
Nobody Does It Like Marti	<i>Variety show with Marti Caine</i>	ATV	30	5.45 Sat. July; 6.15 Sat. Aug	N
Northern Lights	<i>Musical acts</i>	TYNE TEES	35	11.00 Sun. Aug.	L
N.U.T.S.	<i>Joke and sketch show</i>	YORKSHIRE	30	9.30 Thurs. Oct., Nov.	N
Oh No! It's Selwyn Froggitt	<i>Comedy with Bill Maynard</i>	YORKSHIRE	30	8.00 Mon. from Feb.	N
On The Light Side	<i>Comedy, songs and astrology</i>	TYNE TEES	30	12.30 Mon. Jan.–March	L
Opinions Unlimited	<i>Cliff Michelmore chairs a panel; the audience questions</i>	SOUTHERN	30	10.35 Tues. June; 7.30 Fri. Jan., Feb.	L
Opportunity Knocks	<i>Talent contest</i>	THAMES	45	6.45 Mon. from Sept.	N
Robin's Nest	<i>Situation comedy</i>	THAMES	30	8.30 Tues. Jan., Feb.	N
Russell Harty Plus	<i>Late night chat show</i>	LONDON WEEKEND	45	10.45 Fri. April, from Sept.	P
Sale of the Century	<i>Quiz with Nicholas Parsons</i>	ANGLIA	30	7.00 Fri. to June, Sept.–Dec.; 7.30 Fri. from Jan.	N
Second Profile	<i>Interview programme</i>	GRAMPIAN	30	11.00 Thurs. to June	L
Sez Les	<i>Variety with Les Dawson</i>	YORKSHIRE	30	8.30 Tues. Oct.–Dec.	N
Sentimental Journey	<i>Welsh songs and conversation</i>	HTV	30	6.40 Tues. July	L
Sneak Preview	<i>Late night reviews of rock, films, etc.</i>	SCOTTISH	70	11.15 Fri. fortnightly from Feb.	L
Sounds Like McEvoy	<i>Johnny McEvoy sings Irish</i>	ULSTER	30	12.30 Fri. March	N
So It Goes	<i>Rock music</i>	GRANADA	30	11.30 Sat. July, Aug.	P
Spring and Autumn	<i>Situation comedy with Jimmy Jewel</i>	THAMES	30	8.00 Thurs. May, June; 10.30 Tues. Aug.–Oct.	N
The Squirrels	<i>Comedy set in an accounts office</i>	GRANADA	30	8.30 Fri. July, Aug.; 9.00 Thurs. Jan., Feb.	N
Studio One	<i>Song and instrumental programme</i>	BORDER	30	7.00 Fri. Nov., Dec.	L
Studio A Startime	<i>Variety</i>	SCOTTISH	60	Occasional	L
Summer Night Out	<i>Summer spectacular variety</i>	GRANADA/YORKSHIRE	60	8.00 Wed. June, July	N
The Sweepstake Game	<i>Celebrities in quiz game</i>	LONDON WEEKEND	30	6.45 Sat. July, Aug.; 7.15 Sat. Sept.	N
Tell Me Another	<i>Stars reminisce</i>	SOUTHERN	30	6.30 Tues. May–July 12.30 Fri. Aug.–Oct.	L N
Thank You and Good Night	<i>Relaxation at bedtime</i>	GRANADA	50	Close, June–Aug.	L
There Goes That Song Again	<i>Panel game</i>	THAMES	30	3.30 Wed. April	N
Thingummyjig	<i>Scottish mix of dances and songs</i>	SCOTTISH	60	6.30 Fri. from Jan.	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>
This Is Your Life	<i>Eamonn Andrews introduces celebrities</i>	THAMES	30	7.00 Wed. to May from Oct.	N
Those Wonderful TV Times	<i>Reminiscent quiz with celebrities</i>	TYNE TEES	30	7.00 Fri. to July	N
Three Little Words	<i>Word game</i>	HTV	30	6.30 Wed. to July; 7.00 Tues. from Jan.	L
The Tom O'Connor Show	<i>Comedian with guest stars</i>	THAMES	30	8.00 Tues. Oct.–March	N
Top Club	<i>Quiz for local clubs</i>	GRAMPIAN	35	6.10 Mon. from Jan.	L
Top Team	<i>Quiz for youth organisations</i>	GRAMPIAN	35	6.10 Mon. April	L
Treasure Hunt	<i>Quiz with Keith Forgyce</i>	WESTWARD	30	7.00 Tues. to June; 7.00 Fri. from Oct.	L
Try for Ten	<i>Quiz show</i>	BORDER	30	6.15 Mon. to May	L
Two's Company	<i>Comedy with Donald Sinden and Elaine Stritch</i>	LONDON WEEKEND	30	8.20 Sun. Sept.–Dec.	N
Wednesday at Eight	<i>Variety show with quiz</i>	THAMES	60	8.00 Wed., Nov., Dec.	N
Welcome to the Ceilidh	<i>Folk song and dance show</i>	GRAMPIAN	30	8.30 Fri. Oct.; 7.00 Fri. Nov., Dec.	L
What Fettle	<i>Dialect variety programme</i>	TYNE TEES	50	10.30 Thurs. from Jan.	L
What's On Next?	<i>Jokes and sketches at speed</i>	THAMES	45	6.45 Mon. to Sept.	N
Wheeltappers and Shunters Social Club	<i>Variety in a northern club atmosphere</i>	GRANADA	45	8.30 Sat. May, June	N
University Challenge	<i>Inter-university quiz</i>	GRANADA	30	6.30 Wed., to June, from Oct.	N
Up The Workers	<i>Comedy set in a factory</i>	ATV	30	8.30 Wed. April	N
Variety Showtime	<i>Act show</i>	BORDER	50	12.00 Mon. monthly to May	P
The White Line	<i>Popular melodic music</i>	ULSTER	30	11.00/midnight Sun. March	L
Whose Baby?	<i>Quiz with Roy Castle</i>	THAMES	30	3.50 Wed. from Jan.	N
Who Do You Do?	<i>Fast-moving impersonations</i>	LONDON WEEKEND	30	7.25 Sun. April, May	N
Whodunnit?	<i>Panel game</i>	THAMES	45	6.45 Mon. June–Aug.	N
Winner Takes All	<i>Quiz game with Jimmy Tarbuck</i>	YORKSHIRE	30	7.00 Fri. June–Aug.	N
Women of the West	<i>Team quiz</i>	WESTWARD	30	5.20 Mon. June–Aug.	L
Yanks Go Home	<i>Situation comedy</i>	GRANADA	30	8.00 Mon. Nov.–Jan.	N
Yes, Honestly	<i>Comedy by Terence Brady and Charlotte Bingham</i>	LONDON WEEKEND	30	9.45 Sat. from Jan.	N
Yus, My Dear	<i>Comedy with Arthur Mullard</i>	LONDON WEEKEND	30	8.30 Fri. Sept., Oct.; 7.00 Sat. Nov., Dec.	N

L Local P Part Network N Network

Regular Sports Programmes

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
All in the Game	<i>Inter-club football competition</i>	HTV	30	7.00 Wed., July–Sept.	N
Big Break	<i>Pro-am snooker tournament</i>	SCOTTISH	30	11.35 Tues. July, Aug.; 11.35 Wed. from Sept.	L
The Big Match	<i>Soccer highlights</i>	LONDON WEEKEND	60	2.10 Sun. April, from Aug.	P
Calendar Sport	<i>Sports round-up</i>	YORKSHIRE	20	10.30 Fri. April, Aug.–Dec.; 5.15 Fri from Jan.	L
Carpet Bowls	<i>Bowls Competition</i>	TYNE TEES	30	12.00 Sat. July–Nov.	L
Challenge of the Sexes	<i>Mixed sporting competitions</i>	SOUTHERN	30	6.35 Fri. Jan., Feb.	L
The Champions	<i>Interviews with sporting personalities</i>	TYNE TEES	30	11.00 Mon. from Jan.	L
Double Top	<i>Darts competition</i>	TYNE TEES	45	2.00 Sun. May–July; 11.20 Sat. Aug.	L
Extra Time	<i>Sports magazine</i>	ATV	30	10.30 Fri. April, Aug.–Dec.	L
Football Special	<i>Soccer highlights</i>	YORKSHIRE	60	2.10 Sun. April, from Sept.	L
Indoor League	<i>Pub sports</i>	YORKSHIRE	30	5.15 Thurs. from Feb.	N

L Local P Part Network N Network

<i>Programme</i>	<i>Description</i>	<i>Company</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>	<i>Area</i>
International Snooker	<i>Snooker competition</i>	YORKSHIRE	45	2.25 Sun. May, June; 2.00 Sun. July	L
Kick Off	<i>Sports round-up</i>	GRANADA	30	10.30 Fri. April; 6.05/6.30 Fri. from Aug.	L
The Kick Off Match	<i>Soccer highlights</i>	GRANADA	65	2.15 Sun. April, from Aug.	L
Match of the Week	<i>Soccer highlights</i>	ANGLIA	60	2.00 Sun. April, from Aug.	L
The National Benzole Master Bowler Championships	<i>Studio bowling</i>	HTV	30	1.10 Sun. from Feb.	L
On the Ball	<i>Football preview</i>	LONDON WEEKEND	30/15	12.30 Sat. to June, from Aug.	N
Professional Wrestling	<i>Recorded bouts</i>	VARIOUS	45 30	11.30 Wed. to July 11.30 Wed. from Jan.	N N
Results Roundup	<i>Sports results</i>	LONDON WEEKEND	10	4.45 Sat.	N
Scotsport	<i>Soccer and sports highlights</i>	SCOTTISH	75	2.30 Sun. to May, from Aug.	L
Shoot	<i>Soccer highlights</i>	TYNE TEES	60	2.00/2.15 Sun. April, from Sept.	L
Southsport	<i>Sports round-up</i>	SOUTHERN	15	12.15 Sat.	L
Southern Soccer	<i>Soccer highlights</i>	SOUTHERN	30	2.15 Sun. monthly from Oct.	L
Sport West	<i>Sports magazine</i>	HTV WEST	20	6.15 Thurs.	L
Sports Arena	<i>Sports magazine</i>	HTV WALES	30	6.35 Thurs. April–July, from Nov.	L
Sportsbreak	<i>A look at popular sports</i>	HTV	5	11.35 Sat.	L
Sportscall	<i>Sports magazine</i>	GRAMPIAN	40	10.30 Thurs. from Sept.	L
Sportscast	<i>Sports magazine</i>	ULSTER	30	10.30 Fri. to May, from Sept.	L
Sportscene	<i>Sports magazine</i>	THAMES	15	5.35 Wed. from Aug.	L
Sportsdesk	<i>Sport in the West Country</i>	WESTWARD	40	6.20 Mon., Fri.	L
Sportstime	<i>Sports magazine</i>	TYNE TEES	30	10.30 Fri. to June, from Aug.	L
Sportsworld '76	<i>Sports miscellany</i>	LONDON WEEKEND	45	2.25 Sun. May–Aug.	P
Star Soccer	<i>Soccer highlights</i>	ATV	60	2.00 Sun. April, from Aug.	L
Sunday Sport	<i>Summer sports</i>	ATV	60	2.00 Sun. May–Aug.	L
This Sporting Month	<i>Monthly round-up of sports in Border area</i>	BORDER	30	10.30 Fri. monthly Sept.–Feb.	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 Wed. Sept.–Nov.	P

L Local P Part Network N Network

Welsh Language Programmes

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
A Dweud Y Gwir	<i>Religion</i>	15/20	6.35 Sun. April–May
America – Y Baradwys Bell	<i>Documentary</i>	45	10.35 Tues. Sept.–Oct.
Am Gymru	<i>Schools</i>	15/20	10.45 Mon. Sept.–Nov.
Ble Yn Y Byd?	<i>Children</i>	30	4.25 Thurs. April–July
Bywyd	<i>Documentary/discussion</i>	45	10.35 Tues. from Jan.
Breuddwyd Blod	<i>Children</i>	30	3.42 Mon. 27 Dec.
Blwyddyn a Diwrnod	<i>Religion</i>	50	6.10 Sun. 1 Aug.
Bonhoeffer	<i>Religion</i>	30	6.25 Sun. 6 June
Carolau	<i>Religious music</i>	30	11.00 Christmas Day
Carreg Filltir	<i>Quiz for Welsh learners</i>	30	6.15/7.15 Sat. to May, from Feb.
Cantamil	<i>Children</i>	30	4.20 Fri. April–Aug.
Chwedlau'r Blodau	<i>Children</i>	10	12.00 Wed. July–Aug.
Cor Gwerin Y Gader	<i>Religious music</i>	10	6.55 Sun. 27 Feb.
Datganoli	<i>Current affairs</i>	10	10.45 Tues. 14 Dec.
Dros Y Bryniau Pell	<i>Mountaineering</i>	45/60	10.35 Tues., Wed. Oct.–Nov.

<i>Programme</i>	<i>Description</i>	<i>Weekly Mins.</i>	<i>Time and Day</i>
Eisteddfod Genedlaethol Yr Urdd	<i>Welsh League of Youth Eisteddfod</i>	120	10.35/11.15 Wed. 2 June–Sat. 5 June
Ffasiwn Beth	<i>Documentary</i>	45	10.50 Tues. April–Aug.
Gair a Chan	<i>Arts</i>	40	10.50 Tues. 11 May
Gwen a Helen Tim a Marc	<i>Documentary/access</i>	25/50	6.35 Sun. 8–29 Aug.; 10.35 Tues. 7 Dec.
Gee Ceffyl Bach	<i>Children's music</i>	15/20	11.20/11.40 Wed. Jan.–March
Hamdden	<i>Women's magazine</i>	25/30	2.00 Mon.
Hwyrnos	<i>Welsh entertainment</i>	60	10.30 Christmas Eve
Hadau Llwyddiant	<i>Religion</i>	15	6.35 Sun. 13 March
Hogiau'r Dwyfan	<i>Religious music</i>	10/25	6.35 Sun. 6–13 Feb.
Jam	<i>Bilingual pop</i>	30	6.30 Tues., Wed. Oct.–Nov.
Llusern	<i>Religion</i>	15/20/25	6.35/6.40 Sun. 5 Sept.–Dec.
Meibion Menlli	<i>Religious music</i>	25	6.35 Sun. 6 March
Miri Mawr	<i>Children</i>	45	4.20 Tues., Thurs.
Penawdau Newyddion	<i>News headlines</i>	15	1.25 Mon.–Fri.
O'r Wasg	<i>Book review</i>	15	11.15 Tues. April–Aug. fortnightly
Pedwarawd	<i>Play</i>	50	10.35 Mon. 28 Feb.
Pictoriwm	<i>Entertainment</i>	40	10.35 Tues. May–June
Rhifeddodau	<i>Children</i>	30	4.25 July–Aug.
Seren Wib	<i>Children</i>	15	4.35 Thurs. from Sept.
Sion A Sian	<i>Quiz</i>	30	6.15/5.15/5.30/6.30 Sat. May–Feb.
Taro 'Mlaen	<i>Children</i>	30	4.15 Fri. from Oct.
Teithio Byd	<i>Religion</i>	25	6.35 Sun. 25 July
Un Tro	<i>Children</i>	15	4.35 Wed. from Sept.
Wstibethna ?	<i>Children</i>	15	4.35 Tues., from Sept.
Y Dydd	<i>News</i>	85	6.00 Mon.–Fri.
Y Flwyddyn	<i>Current affairs</i>	60	10.30 Tues. 28 Dec.
Yr Wythnos	<i>Current affairs</i>	30	8.30 Mon.
Yr Eisteddfod Genedlaethol	<i>National Eisteddfod</i>	270	2.30/5.30 Tues., Sat. Aug.

VIII The Authority's Publications

(published 1976-77)

Publication Date	Title	Description
April 1976	Advertising Control in Independent Broadcasting	An 8-page booklet describing how the IBA controls the amount, content and distribution of advertising on ITV and ILR.
April 1976	Good Listening	A leaflet describing how the radio listener may improve his reception.
April 1976	IBA Technical Review 6	A series of publications for broadcast engineers describing technical activities and developments in Independent Television and Independent Local Radio. Vol 6: <i>Transmitter Operation and Maintenance</i> . 80 pages.
April 1976	Independent Broadcasting 1976	A booklet outlining the structure and organisation of Independent Broadcasting.
April 1976	ITV Regional Folders	Information folders about each Independent Television area, setting out details of Authority offices and transmitters, the programme companies and characteristics of programmes in each region.
May 1976	The Independent Broadcasting Authority and the Public: the Handling of Complaints	A leaflet explaining the procedure of the Authority's Complaints Review Board.
June 1976	Independent Broadcasting 8	IBA quarterly journal of opinion. Articles include <i>How Can Television Help Society?</i> by Lady Plowden (the Royal Television Society's 1976 Fleming Memorial Lecture); <i>Regional Sport on ITV</i> by Bill Ward; <i>Birt and Jay: A Case for Understanding</i> by David Glencross, the IBA's Head of Programme Services; <i>Doubts About 'Decision!'</i> by Jane Steedman, a critical look at the series for schools; <i>The Situation Comedy Situation</i> , an interview with Duncan Wood, Yorkshire Television's Head of Light Entertainment; <i>Electronic Journalism</i> , a report on a new concept of news-gathering; <i>IBA Consultation on Popular Programming in ILR</i> , a review of the IBA's first Consultation on Independent Local Radio; <i>Out of Work - The Broadcaster's Role</i> , by Jean Sargeant, an Education Officer for the IBA. 28 pages.
June 1976	Seedlings	A folder giving information about programmes of religious interest, to be broadcast during the summer.
June 1976	Transmitting Stations: A Pocket Guide	Full technical details of all existing or proposed ITV and ILR transmitting stations (new edition).
June 1976	Who Does What in ITV	A folder listing the names and addresses of all the Independent Television companies and the IBA's regional offices (revised edition).
July 1976	IBA Technical Review 7	<i>Vol 7: Service Planning and Propagation</i> . 64 pages.
August 1976	The Story of Broadcasting	A 4-page folder outlining the history of broadcasting and giving details of the IBA's exhibition gallery. (Reprint)
September 1976	IBA Technical Review 8	<i>Vol 8: Digital Video Processing - DICE</i> . 84 pages.
September 1976	IBA Technical Review 9	<i>Vol 9: Digital Television Developments</i> . 64 pages.
September 1976	Independent Broadcasting 9	IBA quarterly journal of opinion. Articles include <i>21 Years of ITV</i> by Sir Denis Forman; <i>500 Years on from Caxton</i> by Sir Brian Young, Director General of the IBA; <i>Times Remembered: 21 Years of TV Engineering</i> by Pat Hawker; <i>Taste and Decency</i> by Stephen Murphy. 28 pages.
September 1976	Independent Broadcasting Authority Annual Report and Accounts 1975-76	Available from Government bookshops. 136 pages. £1.50.
December 1976	ILR Who Does What	A folder listing the names and addresses of all the Independent Local Radio companies.
December 1976	Independent Broadcasting 10	IBA quarterly journal of opinion. Articles include <i>Popular Appeal and Public Service</i> by the Rt Hon Merlyn Rees (the Home Secretary's speech at the Guildhall reception to mark ITV's 21st anniversary); <i>Public Responsibility and Private Initiative</i> a speech by Lady Plowden, the IBA's Chairman, at Guildhall; <i>Bad News - or Bad Scholarship</i> by Sir Geoffrey Cox (a review of a report on television news); <i>19th Century Television</i> , Robida's visionary predictions; <i>Here is the (Motor-</i>

<i>Publication Date</i>	<i>Title</i>	<i>Description</i>
		<i>ing) News</i> by Tony Stoller; <i>Children's Response to Pre-School Television</i> , report of an IBA Fellowship study; <i>Broadcasting to the Two-set Home</i> by Pat Hawker; <i>American Reflections</i> by Patrick Dromgoole.
January 1977	Education News 9	A colour newspaper providing news and background information about ITV's programmes for schools.
January 1977	ITV for Colleges	A leaflet providing colleges with advance information about programmes in the coming term which may be of use to tutors in General Studies and other Departments. Spring/Summer 1977.
January 1977	Television and Radio 1977	The fifteenth 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. £1.40.
January 1977	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 of September 1975 edition with amendments.)
January 1977	Transmitting Stations: A Pocket Guide	Full technical details of all existing or proposed ITV and ILR transmitting stations (new edition).
January 1977	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).
February 1977	Faith in Place	A folder giving information about programmes of religious interest to be broadcast during Lent and Easter.
March 1977	Advertising Control in Independent Broadcasting	An 8-page booklet describing how the IBA controls the amount, content and distribution of advertising on ITV and ILR.
March 1977	Good Listening	A leaflet describing how the radio listener may improve his reception.
March 1977	Good Viewing	A folder explaining how the viewer may improve the quality of his television picture.
March 1977	ILR Area Leaflets	Information leaflets about each Independent Local Radio area.
March 1977	Independent Broadcasting: The First 21 Years	An 8-page booklet tracing the history and structure of Independent Broadcasting.
March 1977	Independent Local Radio	A 12-page booklet describing the functions and structure of the ILR system.
March 1977	ITV Regional Folders	Information folders about each Independent Television area, setting out details of Authority offices and transmitters, the programme companies and characteristics of programmes in each region.
March 1977	Learning Through Television	A 12-page booklet reviewing the educational programmes shown on Independent Television.

IX The National Film Archive

THE NATIONAL FILM ARCHIVE of the British Film Institute, which selects cinema and television programmes for preservation, currently holds about 1,707 ITV programmes. Many of these have been paid for by the Independent Television companies since 1969 through grants made under the Television Fund arrangements through ITCA. A complete list of programmes acquired in the year ended 31st March 1977 appears below. Further details about the Fund and Archive are given in Chapter 3.

ANGLIA

The Brian Connell Interviews: 5. Bernard Levin
The Dame of Sark
In Praise Of Love
Milton Keynes – The Making of a City
Survival Special: Come Into My Parlour; The Family That Lives with Elephants

ATV

Angola – Spring 1976
Beasts: 2. During Barty's Party
The British Rock and Pop Awards 1976
Celebrity Squares
Clayhanger: 15. The Chain is Broken
Des O'Connor Entertains
General Hospital: 14. Stitch in Time
The Masked Dance
New Faces: The All Winners' Gala Final
This is Waugh: 1. (views on the working class); 2. (the changing nature of society)

BORDER

About Britain: The Buccleuchs of the Border; Joss

GRANADA

Decision: 1. Steel: The Korf Contract
Disappearing World: Eskimos of Pond Inlet – The People's Land
The Ghosts of Motley Hall: 1. The Christmas Spirit
A House for the Future: 5. The Sun, the Sun, the Glorious Sun; 6. That Puts the Tin Lid on It; 10. How to Bottle Sunshine
Kirkby: Portrait of a Town
Kirkby: A Self Portrait
Laurence Olivier Presents: Hindle Wakes; The Collection
Mongolia: 1. On the Edge of the Gobi; 2. The City on the Steppe
Reports Action: No. 3
State of the Nation/Party in Power: 1. Labour's Land Policy 1964
Three Days in Szczecin
World in Action: Chrysler and the Cabinet, How the Deal Was Done; The Law Breakers; The National Party; Who Runs Ulster

HTV

The Great Little Trains of Wales: 1. Llanberis Lake Railway and Snowdon Harriet; 6. At War

LONDON WEEKEND

Aquarius: The Four Seasons; He is a Camera; A-Ronne
A Bouquet of Barbed Wire: 5. Repercussions
The Fosters: 10. The Windfall

Hunt v Lauda

The John Curry Ice Spectacular
The London Weekend Show: (Punk Rock)
Russell Harty: 5. Dennis Potter
Supersonic: No. 14
Too Old to Rock'n'Roll, Too Young to Die
Two's Company: 2. The Housekeeping
Weekend World: The Education System; item: Interview between Peter Jay and Michael Foot; James Callaghan
The World Light-Heavyweight Championship: John Conteh v Alvaro Lopez
Your National Theatre

SCOTTISH

Connolly

SOUTHERN

Caesar and Cleopatra
Odds Against (The Wednesday Special)

THAMES

Bill Brand: 6. Resolution; 7. Tranquility of the Realm; 8. Rabbles; 9. Anybody's; 10. Revisions; 11. It is the People Who Create
Destination America: 5. City of the Big Shoulders
Get Some In: No. 5
Pauline's Quirkies: No. 3
Plays for Britain: Hitting Town; The Paradise Run; Shuttlecock
The Playwright: 2. Trevor Griffiths
Problems: 2. Premature Ejaculation
Rock Follies: 3. The Road
The Sooty Show: No. 1
The Sweeney: 9. Down to You, Brother
This is Your Life: 2. Ray Milland; 18. Arnold Ridley
This Week: Ashes to Ashes; The Birth of ITV; Here Come the Cuts; Leader of the Opposition; Stones on the Road
Viewpoint: 1. Believe Me; 3. Money Talk

TYNE TEES

About Britain: Everyone's a Winner in Gateshead
Face the Press: 3. Gough Whitlam, Peregrine Worsthorne, Paul Johnson
Nobody's House: Episode 1
Play Soccer Jack Charlton's Way: 4. (heading and goalkeeping)

YORKSHIRE

The Bradford Godfather
Calendar People: Harold Wilson Interview
General Strike Report: 1. May 3, 1926
The Good, The Bad and the Indifferent: A Personal View of the Church of England
Huggy Bear
The Lover
A Matter of Life: 2. The Boy in the Bubble
Sez Les: No. 1 (Michael Aspel)

ITN

Numerous news stories: including items on Chrysler, the Cod War, George Davis, Wilson's Resignation, Northern Ireland, the American Presidential Election, Angola, Entebbe Hi-jacking, Lebanon, South Africa

X Report by the Complaints Review Board

Membership and functions of the Board

The Membership of the Complaints Review Board at 31st March 1977 consisted of:

CHAIRMAN: Christopher Bland (*Deputy Chairman, IBA*); Joseph Abrams, Mrs Gwyneth Huelin and Dr Dilys Hill (*Members of the Authority's General Advisory Council who are nominated by it*); and Anthony Pragnell (*Deputy Director General (Administrative Services), IBA*).

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 all the complaints received by the IBA 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 complaints addressed to the Authority enclose a leaflet giving details of the Complaints Review Board so that those who continue to be dissatisfied with the Authority's response are aware that they 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 ten for television in 1976-77, as described in the following section.

Television

The number of television complaints received at Authority offices during 1976 totalled 2,902, an increase of 588 on the previous year's total of 2,314, with complaints about scheduling matters giving rise to the greatest increase. The number of complaints about language also showed a marked increase as a result of complaints received about the interview with the Sex Pistols group in an edition of Thames Television's *Today* programme. Complaints about impartiality and violence showed a small reduction on the previous year's totals.

The ten 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 complainant protested that all ITV broadcasts on the subject of housing were biased against council tenants. The item which gave rise to the specific complaint was included in an edition of Thames Television's *Lunchtime Today* in which a Conservative MP was interviewed about a Tory Reform Group pamphlet on housing that had just been published. The complainant alleged that the MP and the interviewer had put out, what he described as, 'the usual anti-council housing propaganda' and that ITV never invited anyone to reply on behalf of council tenants. After considering the full exchange of correspondence on this complaint the Board did not consider that it would be reasonable, or required by the Independent Broadcasting Authority Act, that every single broadcast item, whatever its length or nature, which dealt with housing should cover all points of view, as opposed to a variety of views being given in items over a period of time. In this instance, the Board felt that the news item had properly dealt with a political item of topical interest. It did not accept that the inclusion of such an item constituted bias against council tenants, nor did it consider that the complainant's list of generalised allegations could be taken as substantiating a charge of bias throughout ITV's news and current affairs output. The Board felt unable, therefore, to uphold this complaint.

(ii) A viewer, who had herself taught dressmaking, complained about items of dressmaking instruction given by Miss Ann Ladbury in Southern Television's series *Houseparty* and *Making Things Fit*. The complainant claimed that on a number of occasions Miss Ladbury had made erroneous statements. The Board felt that, in this instance, it was being asked to rule that the complainant was right in her views and Miss Ladbury in error. This was not an adjudicating function which the Board considered it should exercise. It was satisfied that Miss Ladbury was a properly qualified dressmaker and an experienced broadcaster and that the main reason for the difference of view on the part of the complainant about the details of Miss Ladbury's instruction was that Miss Ladbury probably aimed deliberately at a simple approach for the benefit of home dressmakers, rather than at giving advice to professionals. The Board did not, therefore, support this complaint.

(iii) A complaint about the late evening scheduling by ATV of *University Challenge* was received from a viewer who suggested that the screening of this programme at 11 p.m., and sometimes later, reflected ATV's policy in general which, in the complainant's view, was over-orientated towards the industrial areas around Birmingham and neglected the large surrounding country areas. The complainant also suggested that ATV should be urged to provide a better balance between the reasonably serious and educative and the lighter side of

programme content as a whole. The Board's view was that while it could understand that someone with a special liking for *University Challenge* should feel aggrieved when it was scheduled late in the evening, it was inevitable, particularly with a programme service which had only one channel, that some programmes, whether of entertainment or of a more serious nature, should be scheduled at times which were regarded as inconvenient by some viewers. The Board felt that the complainant had expressed a valid point of view but not one which was likely to be shared by all viewers or indeed to have attracted wide support. The Board considered that it could only uphold the complaint if the evidence led it to believe that the Authority had failed to ensure that ATV's schedules as a whole were properly balanced and took account of all viewers' interests and opinions. The evidence did not lead the Board to this conclusion and accordingly it felt unable to uphold this complaint.

(iv) A viewer who supported a campaign to get male midwives accepted under the law complained that an ITN report concerning the Sex Discrimination Act had stated that male midwives were still excluded, whereas certain sections of the Act had stated the contrary. ITN's response to this complaint had been that their report had not specifically mentioned male midwives but had stated that midwives were excluded from the Act, implying not, as the complainant had suggested, that men were legally barred from becoming midwives but that employers were still free in this field to discriminate in favour of women. ITN also quoted in support of their report the relevant section of the Home Office 'Guide to the Sex Discrimination Act'. The Board studied the full exchange of correspondence and the relevant section of the Home Office Guide. It noted that, as explained in the Guide, the provisions of the Act relating to employment, promotion and training do not, in view of Section 20 (1) (2) and (3), apply to midwives. The complainant was correct, however, in stating that the Act removed the legal barriers to men becoming midwives and the Board understood the complainant's desire, through his commitment to the cause of male midwifery, that publicity should be given to this fact. In view of the fact, however, that the Act is in general essentially concerned with discrimination in employment and training, and in view also of the limited reference possible in a news bulletin, the Board did not consider that ITN had been at fault in giving emphasis to the exclusion of midwives from the Act's provisions.

(v) A complainant protested about an item in one of the acts in ATV's *New Faces*. The part of the programme that gave rise to the complaint concerned a 'one-man-band' act in which the singer parodied a West Indian calypso to the words: 'O Brixton in the sun given to me by the good white man; All my days I will sing in praise to your National Assistance and your Labour Exchange'. The complainant expressed her belief that these words must have acted as reinforcement to those members of the public who already held views about the use of the welfare service by the immigrant population, or possibly as incitement to racial prejudice on the part of initially unbiased persons. The complainant also suggested that such material acted upon viewers rather like subliminal advertising and led to the unconscious absorption of racially divisive views. The Board studied the exchange of correspondence; it also listened to the relevant excerpt of the recording of the programme. The Board agreed that the item as a whole, although light-hearted, did not constitute a straightforward 'joke', as had been suggested to the complainant by the Authority in defence of the song. It also agreed that frequent repetition of such remarks might cumulatively have an effect similar to that suggested by the complainant. Each case had to be judged on its merit and the Board considered that in this particular case the inclusion of the lines objected to did not justify the interpretation placed upon them by the complainant. The Board agreed that the screening of items of this nature raised issues of possible complaint to which neither the Authority nor the programme companies should be insensitive. But it did not accept that in this case ATV, in producing the programme, or LWT, in

screening it in the London area, had acted irresponsibly.

(vi) A viewer in the Midlands, who had been in correspondence with the Authority's staff and the programme companies over a number of years on the subject of children's programming, complained about the output of children's programmes on ATV Network, Yorkshire Television and Thames Television. The complainant also thought it regrettable that the period beginning at 5.20 p.m. was considered to be one for family viewing rather than one strictly for children's programmes. The Board distinguished three main elements in this complaint: (a) that children's programmes on Independent Television were of insufficiently high quality; (b) that the contributions from ATV Network, Thames and Yorkshire were fewer than they should be; and (c) that the period 5.20 p.m.-5.50 p.m. should be occupied by children's programmes for family viewing. In the Board's view, items (i) and (ii) of the complaint were essentially concerned with matters of subjective taste and opinion. As with previous complaints on scheduling, the Board did not consider its function to be that of substituting its own judgement on such matters for that of the Authority, but rather of assessing whether there was evidence that the Authority was not properly exercising its own functions in approving the composition of the companies' schedules. The Board considered that the criticisms and opinions expressed by the complainant were ones which it was reasonable for any person to hold and to express, but that the Authority was not necessarily at fault if it did not share those opinions. In the Board's view, the Authority would be open to criticism if it failed to examine the companies' schedules in the light of a coherent and reasonable policy about the type of children's programmes that should be provided. It would also be open to criticism if there were evidence that the service it provided was generally thought to be of low quality, and if it failed to take account of such evidence. The Board did not consider that in this case such criticisms would in fact be justified. With regard to the remaining part of the complaint, the Board received information from the Authority's Programme Services Division about output during the last year, and noted that, while productions by Thames had covered a wide range of subjects, ATV Network's had concentrated more on drama series, as to a lesser extent had that of Yorkshire. The Board noted also that children's programming was an area in which the regional companies of ITV made a particular contribution, and that the Authority had for some time received representations from various quarters that the number of programmes from regional companies shown on the ITV network should be increased. It was therefore reasonable if, in certain areas of programming, the major companies themselves contributed less than they did in other areas. This was not necessarily to say that in the Board's view certain major companies should not be encouraged to improve and increase their own output of children's programmes, but rather that, in assessing any company's performance, the Authority was justified in considering that company's output both as a whole and in relation to that of the rest of the programme companies, both major and regional.

(vii) A complainant wrote protesting about an item on HTV's programme *Women Only* in which a representative of the Pregnancy Advisory Service was interviewed about the one-day abortion clinics. The complainant claimed that the item presented only one side of the abortion question and he felt that viewers were entitled to be shown both sides. He also protested that the item had provided a free advertisement for the Pregnancy Advisory Service. In considering this complaint the Board had before it the full exchange of correspondence, together with a report from the Authority's Regional Executive in Bristol who had made a point of seeing the programme. In the Board's view the programme had presented a straightforward interview in which information, rather than opinion, had been provided about a subject which was of topical interest at that time. The Board accepted that abortion was a subject about which many people felt very deeply and one on which some might wish for a balancing view to be expressed on all occasions. The Board took into account, however, the

fact that *Women Only* had, over past months, presented a number of views relevant to this subject; the programme had, for example, shortly after the date of the programme in question, contained an interview with a representative of the Society for the Protection of the Unborn Child. The Board considered that it was not necessary, in the circumstances of this programme, that balancing material should be shown within each individual edition. It did not, therefore, consider this complaint to be justified.

(viii) A complaint was made by a viewer who was distressed that the song 'Jesus wants me for a sunbeam' had been mentioned in an episode of the comedy series *Bless This House*, in which Sid James, the father of the family on which this series is based, enters for a pop song competition. The complainant wrote that he had been astounded that the producer of this programme had found it necessary to steal from children's mouths a sacred hymn. In considering this complaint the Board had before it the full exchange of correspondence. It also studied from a recording the references to the song in the programme. The Board considered the two brief references to the song to be inoffensive. It noted that there was, in fact, no attempt to make fun of its theme. While it agreed that caution was necessary to avoid giving offence by a disrespectful use of the name Jesus, it did not believe the references about which the viewer had complained constituted such disrespect. The Board felt unable therefore to support this complaint.

(ix) A charge of unnecessary sex and inordinate violence was made by a complainant about an episode of *The Sweeney* subtitled 'Night Out'. The complainant regarded specific scenes as having no artistic justification in the programme as they were not necessary to the plot. The Board viewed the episode of *The Sweeney* in question; it also studied the full exchange of correspondence on this complaint. The Board did not consider that the sex scenes in the programme had gone too far or that their inclusion had been unjustified by the plot. It also considered that the scenes of violence had not been excessive and had been relevant either to the main story or the sub-plot in this episode. The Board shared the view that the portrayal of sex and violence in television programmes called for special caution on the part of the Authority and the programme producers. In matters of this kind, the Board felt that subjective judgements had to be made and opinions might reasonably differ. The Board while respecting the complainant's views, did not feel able to support his complaint.

(x) A viewer complained of pro-Labour bias in an ITN report covering the House of Lords debate of the Government's nationalisation proposals for the aircraft and shipbuilding industries. The complainant protested that extracts from the debate had been unfairly selected to give the impression that the Opposition was not acting in the interests of the country, of the aircraft and shipbuilding industries' employers, or of their employees. In addition to the full exchange of correspondence about this complaint, the Board studied the transcript of this *News at Ten* report. It noted that in the first part of the report, Julian Haviland, ITN's Political Editor, had referred to the other five closely fought Bills which had just become law and had pointed out that the Government could have carried the Aircraft and Shipbuilding Bill as well, as the Opposition had repeatedly pointed out to them, had they been ready to compromise and exclude the ship-repairers from the terms of

the Bill. The Board noted that Julian Haviland's report had made clear the Opposition's position even though it had not directly quoted the Opposition's statement. It was followed by an examination by ITN's Industrial Editor, Peter Sissons, of the way in which the aerospace and shipbuilding industries might be affected. The final section of the report was an account by Jon Snow of the campaign being led by Mr Christopher Bailey to have ship repair yards excluded from the Bill. The Board could find no fault, from the point of view of the due impartiality required by the IBA Act, in these three separate contributions. The essence of the complaint was that the report by Peter Sissons was immediately preceded by a short linking piece by the newscaster, referring to the statement by the Government spokesman in the House of Lords about the consequences of the Conservative Party's actions; the result of this linking piece in the complainant's view, was that the report as a whole gave undue emphasis to the Government's charges, whereas the consequences could equally well have been attributed to the actions of the Labour Party itself. For this reason the complainant contended that, even if no bias was intended, the report had in fact been biased towards the Labour Party. Having studied the transcript, the Board noted that Julian Haviland's report made clear that compromise by the Government would have resulted in the Aircraft and Shipbuilding Bill becoming law, if the ship-repairers had been left out. However, one out of four of the members of the Board considering the complaint felt that this point should have been re-emphasised when the item by Peter Sissons was introduced by the newscaster. As a result he considered that there had been a pro-Labour imbalance, but not necessarily or probably an intentional one. The other three members of the Board considered that, taking the report as a whole, it had been duly impartial and that it did not represent pro-Labour bias on the part of ITN.

Radio

The Board continues to keep under review all radio complaints in the same way as it reviews the television complaints. During the past year the number of radio complaints reaching the Authority totalled 98. These were concerned in the main with general programme content, programme balance, alleged bias, and bad language. The Board was satisfied that the complaints had been dealt with effectively.

Procedural Matters

In the course of the year, the Board asked the Authority's Programme Services Division to carry out a three months' survey of complaints handled by the television companies. A full analysis of the results, which revealed that the largest number of complaints were concerned with scheduling matters, was studied by the Board. The Board also asked that there should be made known to the Programme Policy Committee its concern about the content of programmes scheduled in the Family Viewing slot at 5.20 p.m., as there appeared to be a growing number of complaints about the amount of unsuitable material, sometimes in acquired programmes, that was escaping the companies' vigilance. As a result of the Programme Policy Committee's discussion, a detailed paper on Family Viewing Policy was submitted to the Authority in the summer of 1976 and a report was made to the Board on the Authority's discussion of this matter.

XI Report by the General Advisory Council

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, accompanied by a Member 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.

Sport was the first major programme category to be considered during the year. John Bromley, Deputy Controller of Programmes (Sport) of London Weekend Television, gave the Council an account of sport on Independent Television and outlined the present pattern of Saturday afternoon's *World of Sport*. The Council's concern with sport extended to a later meeting when the Council received a report on audience reaction to ITV's counter-Olympic schedules during the summer of 1976. The Council noted that although the BBC had given blanket coverage of the Olympics, ITV had retained its normal share of the audience almost entirely. Problems of counter-Olympic scheduling had been discussed by Members during the previous year and, in the light of John Bromley's comments, the Council recognised that the general issue of sports duplication by ITV and the BBC was a complex one. It was recognised that ITV wished to provide a sports service which was just as good professionally and in the viewers' esteem as that of the BBC and Members of the Council supported Independent Television's pressure on the BBC to agree to a greater measure of sensible alternation in the coverage of major sports events.

At its July meeting, the Council discussed factual programmes for children with Sue Turner, Controller of Children's Programmes at Thames Television. There was some discussion about the provision on ITV of a news programme for young children. Some Members thought it would be desirable, but others said it would merely duplicate John Craven's *Newsround* on BBC1. The view was also expressed that parents' and teachers' opinions of what kind of programmes would be most appreciated by children would not necessarily coincide with the reactions of children themselves. Some experimental IBA research on this point later gave tentative support to this view. Several Members of the Council were anxious that there should be more informative programmes specifically addressed to teenage interests.

Later in the year personal view programmes on Independent Television were fully discussed by the Council. The majority view was that there should be personal view programmes, provided they were clearly labelled as such and provided that differing personal views were expressed in any series of such programmes. It was suggested that personal view programmes might be transmitted under some generic title. This could supplement any labelling with the aim of establishing for the viewer the precise nature of the programmes. Members of the Council also felt that there was perhaps room for more personal view programmes than at present and that these should be produced by more than one of the television companies, every effort being made to secure a variety of speakers on a wide range of subjects.

The coverage of industrial affairs on television was discussed at the Council's January meeting. A number of Members said that generally speaking, and perhaps inevitably, industrial affairs tended to be news when there was trouble of some kind. Members felt that it would be of value for there to be more coverage of how various industries actually worked and how goods were manufactured; this would put in perspective coverage of industrial troubles and pictures of the factory gate. Such 'in-depth' studies of how industrial processes worked could lead to a greater understanding of industry and might encourage young people to go into industry. The Council was gratified to learn that the Authority had planned a Consultation on coverage of industrial and economic affairs in March, which was to be attended by TUC and CBI representatives.

Mr Peter Paine, Managing Director of Tyne Tees Television, and then Chairman of the ITCA's Research Committee, gave the Council an account of the experiment on broadcasting audience measurement carried out jointly by the ITCA and the BBC in the Yorkshire area. This was an endeavour to find some system which would suit the requirements of both broadcasting organisations. The Council felt it was important that a common system of broadcasting audience measurement should be developed and hoped every effort would be made to solve the various problems involved as soon as possible. However, it recognised that an effective method of reconciling the needs of Independent Television companies and the BBC would not easily be found.

During the year, the work of the Working Party on the Portrayal of Violence on Television was completed. Arising out of it was a wish of the Working Party, on which the Council was represented, to move towards a more general evaluation of the social effects of television. The Council was informed of plans being formulated, in consultation with the BBC and a number of outside researchers, to take these developments further.

The Council also received a report on the experimental use of the warning symbol in the ATV Midlands transmission area. Members felt that the Authority's warning system (verbal and/or visual) was helpful and at a later meeting welcomed the Authority's decision to continue the warning symbol experiment in the Midlands for two years and to extend it to Southern Television's area.

Members of the Council commented on a number of individual programmes during the year. In particular, disquiet was expressed about the degree of nudity and sex in *Bill Brand*. The general view of the Council, however, was that while it might be argued that balance, perspective and presentation in the series had been open to some criticism, the series had been a creditable and distinguished one. Some disquiet was also expressed about *Bouquet of Barbed Wire*, which was felt by some Members to be prurient and to contain a degree of gratuitous bad language. The Council welcomed the increasing number of 'social action' programmes being transmitted on Independent Television.

The Council's Steering Committee had a further meeting with a group of the BBC's General Advisory Council and had a useful exchange of views, principally on joint audience research and personal view programmes. It is hoped that gatherings of this kind will continue to take place from time to time. At the end of the year under consideration Members of the Council received copies of the Annan Committee's Report on the Future of Broadcasting and were preparing to discuss it at length at their next meeting.

Mr Abrams was appointed a Member of the Complaints

Review Board in place of Mr Marshall whose term of service on the Council came to an end.

Mr Dargon resigned during the year on grounds of ill-health and the terms of service on the Council of a number of Members came to an end. Ten new Members, Mrs Abrahams,

Mrs Chermiside, Mr Elliott, Mr Hares, Mr MacLellan, Mr Marsh, Mrs Quigley, Mr Roberts, Councillor Dr Roy and Mrs Strong, were appointed. The present membership of the Council is given in Appendix II.

XII The Annan Report: The Authority's Comments

The comments of the Independent Broadcasting Authority on the Report of the Committee on the Future of Broadcasting were sent to the Home Secretary at the end of the June 1977; the introduction and summary is reproduced below.

1. We gladly pay tribute to the work of the Annan Committee and to the quality of its Report. We see the Report's value as lying not only in its comments on existing services but also in its discussion of general principles of broadcasting which will be of continuing significance for the future. There is much in the Report with which we agree, although there are important recommendations from which we differ. Our differences in most instances concern the means rather than the ends. We welcome the Committee's appraisal, and for the most part approbation, of the services provided by Independent Television and Independent Local Radio, and we welcome also its appreciation of the role played by the Authority. We are encouraged by the Committee's tribute that 'at a time when the art of governance in Britain—the reconciliation of public interest with initiative, productivity and satisfaction in one's job—has fallen into some disrepute, the achievement and success of the British system of organising commercial broadcasting ought not to go unrecorded' (Annan 13.46). We acknowledge also the understanding which, for the most part, the Report displays of the role of a broadcasting authority. The Committee places emphasis upon the importance of the Authority's role in the success of broadcasting in Britain, and we welcome the vote of confidence which it has given.

2. Apart from our differences with the Committee over particular recommendations, discussed in the course of our comments, there are passages in the Report where we find inconsistencies, where the conclusions or recommendations appear not to follow from the argument, or where evidence appears to be no more than hearsay. We recognise that for a Committee which had to cover such a wide field in little more than two-and-a-half years it was impossible to check every statement submitted to it, examine every argument in detail, or iron out every inconsistency. We join the many others who have praised the Committee's immense success in producing a Report of such comprehension and lucidity, and mention our reservations only to make it clear that there are passages in it with which we disagree in addition to those mentioned in our detailed comments. Certain errors of fact and statements which appear to us to contain particular misjudgements are mentioned in an appendix to those comments. But our main aim has been to respond constructively to the Committee's recommendations, and to discuss the issues that underlie them.

3. We welcome the Committee's stand against any increased central control of broadcasting, and the importance it attaches to editorial independence. We acknowledge the force of much that it has to say about relations between broadcasters and public, even though we doubt the value of the institutional proposals which it goes on to make. We share whole-heartedly the Committee's desire for an increased range of choice in viewing and listening, and for greater diversity in the provision of programmes; but we do not share its belief that such increased choice and diversity is to be achieved by increasing the number of regulating bodies. The Committee has a fine vision of good broadcasting, but we believe that the structures it proposes for realising that vision are unsound. We do not agree that broadcasting should be categorised into three neat sections—national, regional and local (and that the IBA should be re-named the Regional Television Authority). To put broadcasting into compartments, under additional public authorities, is not to make for greater diversity of programming. To turn away from the benefits of complementary scheduling on the fourth television channel is to narrow choice.

And if new bodies are set up on a weak financial basis, the result will be to defer the achievement of the Committee's aims.

4. The Authority wishes to see the immediate development of Independent Local Radio: it also wishes to see fresh output on the fourth television channel without delay. We explain the reasons (for example, knowledge, experience, and resources) which lead us to believe these advances could best be made under the IBA. The one development would not compete with the other for priority in the Authority's attention. Both would go ahead more quickly under the Authority than under any new authorities. We believe that, contrary to statements made in the Report, the Authority has demonstrated over the last four years that the same body can exercise over different services the different types of supervision that we required and we indicate the way in which new developments would be pursued.

5. Following the order in which the main topics affecting the Authority are considered in the Report, we discuss first the Committee's recommendations on the Broadcasters and the Public (Section 2)). In Section 3 we consider the development of Local Radio and describe the Authority's own proposals for its expansion. Section 4 sets out the Authority's proposals for the Fourth Channel, and Section 5 discusses aspects of the Report that are of particular significance for Engineering. Our comments conclude with responses to the recommendations summarised on pages 474–90 of the Report (Section 6), followed by two Appendices (the first dealing with the few matters where we believe the record needs to be put straight, and the second setting out, in relation to recommendation 51, the part of the IBA Code of Advertising Standards and Practice that is concerned with children). In the following paragraphs we give a summary of Sections 2–5.

6. Section 2: The Broadcasters and the Public

(i) We recognise the need for the broadcasters to take account of the views of the public, and to be seen to be doing so; and also to provide opportunities for the public to express their views. We feel, however, that in stressing the value of public hearings the Report gives too little emphasis to the importance of systematic research.

(ii) *Public Enquiry Board for Broadcasting.* We share the criticisms of this proposal voiced by Miss Laski in her Note of Dissent, and do not believe that a permanent body of this kind should be established. We agree, however, that the broadcasting authorities should continue to be subject to scrutiny, and that their present accountability should not be diminished.

(iii) *Public Hearings by the Broadcasting Authorities.* We welcome opportunities for the exchange of views direct with the public, and believe that present arrangements for this purpose can be developed further. The precise pattern of future developments, and the part to be played by informal meetings and by more formal hearings, will require further consideration. The establishment of regular hearings conducted by Members of the Authority might be less practical than an increase in the number of public meetings held by members of the staff.

Public meetings at the time of contract awards could take a variety of forms, but are more clearly useful in the comparatively small ILR areas than in the large ITV areas covering several million people. Other ways of involving the public are also possible.

(iv) *The Place of Research.* Public meetings and hearings are valuable in allowing a small proportion of the public to express their views to the broadcasters direct. Research enables the broadcasting organisations to take account of a wider range of public opinion. We believe that as much as possible should be published about the research that is undertaken; but there are obstacles in the way of complete disclosure.

(v) *Advisory Committees.* We do not share the Annan Committee's scepticism about the value of advisory committees. They are not part of the mechanism by which broadcasters are 'made accountable to the public', but they have a function in providing criticism and comment that could not be performed as well by other means.

(vi) *Complaints Commission.* We agree in principle that an independent Commission should be established to deal with complaints of misrepresentation or unjust or unfair treatment, on the lines suggested by the Committee. We believe it important that its functions should not blur the responsibilities of the broadcasting authorities; and we have certain reservations about the proposal that there should be no legal waiver. We do not believe that the waiver is unfair or undesirable, and think that there could be problems if it were not required.

7. Section 3: Local Radio

(i) We believe that it is a matter of urgency to proceed with local radio; and that the IBA should be asked to undertake straightaway the extension of the service recommended by the Committee.

(ii) *The Programme Service.* We concur with the emphasis the Committee placed on the local character of local radio. We agree that local radio should seek to serve local needs, and that different stations should have different characteristics. Local news and local information are among the most widely appreciated elements in a station's output. Other particular strengths of local radio include flexibility, scope for audience participation, and appealing music programming. Programming on ILR is still at an early stage, but is developing into a well-balanced service of quality: we welcome the Committee's praise for the skill with which existing ILR stations have mixed community service with popular output.

Local radio should have only a small amount of networked material. We believe, however, that national and international news forms an essential part of the local mix, and that it is important that local radio should finance a national news service.

We have noted the Committee's recommendations on detailed programming points, and agree that educational broadcasting has a place in local radio. We have certain reservations about the proposal that local radio stations should carry some party political broadcasts.

(iii) *Regulation.* We welcome the Committee's view that programming and advertising should in future be controlled much as the Authority controls them now. The system of rolling contracts has proved valuable; so have the Local Advisory Committees that have been set up in each locality, and the special research projects that have been carried out. We plan that the public meetings held in contract areas should be continued and developed. We note the Committee's recommendations on employment and training.

(iv) *Finance.* We welcome the Committee's endorsement of the role in local radio of self-financing commercial companies. We agree that local ownership should be the aim wherever possible. We do not urge that local newspapers should have a prescriptive right to shareholdings, but we do not think precise limits should be set upon press holdings. We agree that there should be diversity in the pattern of ownership, and affirm our willingness to experiment. We believe it would be imprudent, however, initially to rely on non-commercial sources to make any sizeable contribution to the funding of new stations.

We agree that advertising should provide the main source of income for an expanding system of local radio. The system is financially healthy and there is good scope for development.

We would expect a growth in both national and local advertising as the system expands. Through cross-subsidisation and by the establishment of associate stations, it would be possible to extend local radio to areas that could not otherwise be served.

(v) *Frequencies.* We believe that frequencies can be found to bring Independent Local Radio to over 90 per cent of the UK population; but the extent of coverage will depend on other uses made of available frequencies. We urge that there should be further discussions about these before decisions are made.

(vi) *Competition.* We do not object to competition, but see difficulty in combining extension of competition in local radio with achievement of the aim to bring a service to as much of the population as possible. Priority should be given to bringing local radio to those not yet served.

(vii) *The Institutional Question.* We believe that the IBA could realise the aims of the Annan Committee for local radio more efficiently and cost-effectively than could a new Local Broadcasting Authority. The IBA has the experience and expertise to deal with the complexities of developing local radio.

We propose to the Government that the IBA should be given the responsibility for the full-scale expansion of local radio throughout the United Kingdom, to provide the kind of programme service desired by the Committee. We believe that this proposal could provide a practical basis for the realisation of the Committee's aims.

8. Section 4: The Fourth Channel

(i) The IBA shares the Committee's wish to develop new sources of programmes and to encourage productions which say something new in new ways. This is better done, in the Authority's view, by a service complementary to the present ITV service than by the establishment of an Open Broadcasting Authority.

(ii) *Programmes.* As the Committee suggests in its own proposals, the new service would contain three main categories of programme: (a) from independent producers, (b) from ITV companies, (c) educational programmes:

(a) The term 'independent producers' covers many possibilities. We should welcome a fresh outlet for their work, and suggest that initially about 15 per cent of production-time could be expected to come from these sources. This proportion should be regarded essentially as an entitlement.

(b) The networking of programmes from regional companies should be a more important part of the fourth channel than it is of the present ITV service. They should comprise 10-15 per cent of production-time. Central companies would have 40 per cent; ITN and sport a further 10-15 per cent.

(c) Educational programmes should take up between 10 and 15 per cent of production-time. They would be predominantly in the form of Open Education.

The proportions would be kept under review. Some elements of all should be scheduled in peak time. Any unused margin of time would be used flexibly to achieve the best rounded schedule.

(iii) *Scheduling.* The new service would, at first, be largely a single network, with special provision for Wales. It would be planned as a whole rather than in separate blocks; and it would aim to be complementary to the present ITV service. A different kind of scheduling system would be adopted. The scheduling body would include representation of providers of educational programmes, of independent producers, and of the regional companies, as well as of the present five central companies and of the IBA. Representation of the independent producers would come through a council for independent productions, financed by the programme companies.

(iv) *Requirements for Fourth Channel Programmes.* We do not believe that the new network could be relieved of all current obligations on programming. If it were felt right, however, to give greater freedom, this could be reflected in the requirements laid on the IBA in a new Act.

(v) *Finance.* We believe that the channel should carry spot

advertising, sold by the programme companies, who would provide funds for the council for independent productions.

We consider that the advertising earned from two services would from the start cover the costs of both. Any reduction in the Levy would be temporary, and more than offset in later years by additional yields. A service under an Open Broadcasting Authority would result in considerably greater cost to the Treasury.

We see no valid economic reasons why the necessary decision to ensure that a second Independent Television service can open in the early 1980s should not be taken as soon as possible.

(vi) *Engineering*. Early authorisation of the construction and installation programme is important, to ensure a good start for the service, and to secure continuity of planning and employment.

(vii) *Conclusion*. The proposed arrangements would lead to less likelihood of a ratings battle than would the introduction of an OBA service. The aims of the service reflect many of those of the Committee; but it rests upon more substantial foundations than would an OBA, and through complementary planning will provide a wider range of programming.

9. Section 5: Engineering

(i) There are several proposals in the Report that depend for their success on engineering; and others which would have a significant effect on existing engineering services. This effect needs careful consideration: it takes time to build up a strong team of engineers.

(ii) *Extending UHF Coverage*. We agree with the Committee's proposals for the close-down of vhf 405-line transmissions; and we welcome the priority given to the extension of uhf coverage of groups down to 500. We urge that the necessary additional frequencies be made available.

(iii) *Coverage of Areas with less than 500 People*. We believe that the IBA and BBC should have the job of advising groups of less than 500 on the possibilities of obtaining a service; and that the provision of off-air transmissions in certain areas should not be ruled out.

(iv) *Engineering of Local Radio*. The development of local radio requires an organisation with considerable engineering capacity. The IBA would be able to undertake the task more efficiently and effectively than a new organisation.

(v) *Frequency Planning for Local Radio*. As the Committee states, a frequency plan is needed to ensure a local service for as many people in the UK as possible. This is part of the engineering task the IBA would wish to undertake.

There are a number of factors which affect the availability of frequencies for local radio. Among them are proposals recommended in the Report, including the reinforcement of the BBC's national radio services in Scotland and Wales, and the reorganisation of its lf/mf services. We urge that there should be discussion between the IBA, BBC and Home Office before authorisation is given. The planning of the whole vhf band will need reconsideration in the wake of the World Administrative Radio Conference in 1979.

(vi) *Cable*. It might in certain instances be helpful in providing television coverage to small communities if the Authority were able to operate local cable distribution schemes, either directly or in partnership. There could also be advantages in the IBA being required to oversee arrangements for cable and other local services.

(vii) *The Fourth Television Channel*. If planning started early in 1978, 80 per cent coverage of the UK could be achieved by the end of 1982. The cost of the construction programme, estimated to be around £8 million, would be met from rentals and the IBA's reserve fund. We urge that work on providing the buildings, and ordering and installing the transmitters should begin as soon as possible.

(viii) *The Fourth Television Channel in Wales*. We urge that the engineering of the fourth channel in Wales, as in the rest of the UK, should be carried out by the IBA. Priority could be given to the construction programme in Wales, with six main transmitters being completed by the end of 1980, if early authorisation is given.

(ix) *Staff*. The Authority has built up a highly skilled team of engineers. The orderly planning of manpower deployment would be greatly assisted if there were, under the IBA, both an early expansion of local radio and an early start to the provision of transmission facilities for the fourth channel.

(x) *Satellite Broadcasting*. The development of satellite broadcasting may be more rapid than the Report suggests. It could have important implications for the Authority's services, and the IBA is actively engaged in work on satellite broadcasting. We believe it important that this should continue, together with IBA representation on international working parties and committees.

FOREWORD

Their purpose

These guidelines bring together the outcome of discussion on certain programme matters between the Authority and the programme companies over the years in a form that we hope will be helpful to those who work in Independent Television. It is, of course, the responsibility of companies, and not just of the IBA, to see that the requirements of the IBA Act and of the programme contracts are observed and that fair practices are established. Most companies have papers of their own covering matters referred to in these guidelines. The present intention is to reinforce, and not to supplant, the guidance that companies have already themselves provided. The existence of written guidelines should help to increase good practice, not only between the IBA and the companies, but also between the companies and outside bodies and individuals.

Their scope

2. The Guidelines do not attempt to cover the full range of matters with which the Authority is concerned. Not all aspects of the IBA Act, or of the contracts, which deal with programme matters are referred to. This is not because they are unimportant, but because they have not given rise to the need for discussion or interpretation. The Guidelines are therefore not a complete guide to good practice in ITV: they are a guide only to those matters

with which they deal. It is reasonable to expect therefore that no-one would seek to defend the indefensible by arguing that nothing in the Guidelines forbade it.

The need for revision

3. The Guidelines are not necessarily the last word on the matters to which they refer. Views and attitudes change, and any description of what is required of those who make and provide the programmes is bound to become incomplete and possibly out-dated. The Guidelines are subject to interpretation in the light of changing circumstances, and on some matters it may be necessary to provide fresh or revised guidelines from time to time.

Editorial discretion

4. These guidelines are therefore not designed to fetter normal editorial discretion. Some of them do describe requirements that need to be met; others point to areas where careful judgement is required on each occasion, and indicate the general considerations on which such judgement should be based. Several sections emphasise the need for consultation with IBA staff: such consultation is essential if guidelines are to have flexibility without wholly sacrificing precision.

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1 OFFENCE TO GOOD TASTE AND DECENCY, PORTRAYAL OF VIOLENCE, ETC.

1.1 Language

Many people are offended, some of them deeply, by the use of bad language and blasphemy in television programmes. On the other hand writers, producers and performers seek, with reason, to protect their freedom of expression. It is therefore important, if this freedom is not to be jeopardised, to avoid the gratuitous use of language likely to offend. Bad language and blasphemy should *not* be used in programmes specially designed for children. Moreover anything likely to be transmitted in the early evening and therefore to be viewed in the family circle must take full account of Family Viewing

Policy (see 1.4).

There is no absolute ban on the use of bad language. But when used it must be defensible in terms of context and authenticity. It is one thing, for example, when such language occurs in a documentary programme, and quite another when it is introduced for its own sake in a studio production. Many people who would not be unduly shocked by swearing are offended when it is used to excess and without justification.

1.2 Sex and nudity

The same considerations apply here as to bad language.

Popular entertainment and comedy have always relied to some extent on sexual innuendo and ambiguous (or suggestive) gesture and behaviour: but this does not justify mere crudity. Much of the world's great drama and fiction have been concerned with love and passion, and it would be wrong (if not impossible) to require writers to renounce all intention to shock or disturb: but the aim should be to move, not to offend. The portrayal of sexual behaviour, and of nudity, needs to be defensible in context and presented with tact and discretion.

If there is uncertainty about the portrayal of particular material, early consultation with the Authority's programme staff is essential. On some occasions a preview will be necessary to determine whether or not approval can be given for a programme to be shown which might cause offence.

1.3 Bad taste in humour:

1.3(i) *Jokes about physical disability*

The roots of laughter are often found in deviations from the normal and familiar. But there is a danger of offence in the use of humour based on physical disability. Even where no malice is present, such jokes can all too easily, and plausibly, appear to be exploitation of humiliation for the purposes of entertainment. This not only hurts those most directly concerned: it can and does repel many viewers. The use of such jokes in broadcast programmes needs to be considered with great care on every occasion.

1.3(ii) *Racial jokes*

There is danger of offence also in jokes based on different racial characteristics. Producers need to be sensitive to the changes in public attitudes to what is and is not acceptable. Even though it is hard to conceive that matters intended as a joke might constitute an offence under the provisions of section 6 ('Incitement to racial hatred') of the Race Relations Act 1976, it may nonetheless offend against good taste or decency or be offensive to public feeling.

1.3(iii) *Recorded entertainment programmes*

Programmes not used immediately should be checked before transmission to ensure that jokes or situations are not rendered tasteless by intervening events, such as death, injury or other misfortune involving individuals referred to in the programme.

1.4 Family Viewing Policy

It is the Authority's aim so far as possible not to broadcast material unsuitable for children at times when large numbers of children are viewing. Constraints on this policy arise from two factors: first there is no time of the evening when there are not some children viewing, perhaps even in quite substantial numbers; and secondly any attempt to provide a wide range of programmes appropriate for adults and including serious subject-matter will entail the broadcasting of some material that might be considered unsuitable for children. The Authority does not accept that, because some children are always likely to be present in the audience, there should be no adult material included in the programme output of Independent Television. The necessary compromise between these constraints and the Authority's general aim is embodied in the Authority's Family Viewing Policy for evening viewing.

The policy assumes a progressive decline throughout the evening in the proportion of children present in the audience. It expects a similar progression in the successive programmes scheduled from early evening until closedown: the earlier in the evening the more suitable; the later in the evening the less suitable. Within the progression, 9.00 p.m. is fixed as the point up to which the broadcasters will normally regard themselves as responsible for ensuring that nothing is shown that is unsuitable for children. After nine o'clock progressively less suitable (i.e. more adult) material may be shown, and it may be that a programme will be acceptable for example at 10.30 p.m. that would not be suitable at 9.00 p.m. But it is assumed that from 9.00 p.m. onwards parents may reasonably be expected to share responsibility for what their children are permitted to see. Violence is not

the only reason why a programme may be unsuitable for family viewing. Other factors include bad language, innuendo, blasphemy, explicit sexual behaviour, and scenes of extreme distress.

1.4(i) *Trailers*

Programme trailers must themselves comply with Family Viewing Policy. If it is decided to promote an 'adult' programme before 9.00 p.m., the trailer must be suitable for family viewing. Excerpts selected for trailing a programme containing violent material should be chosen with care, and should not give emphasis to violent incidents uncharacteristic of the programme as a whole.

1.5 Portrayal of violence

It may be asked why violence has to be portrayed at all on the screen. The answers are clear. First, conflict is of the essence of drama, and conflict often leads to violence. Second, the real world contains much violence in many forms, and when television seeks to reflect the world – in fact or in fiction – it would be unrealistic and untrue to ignore its violent aspects.

On the other hand, the portrayal of violence, whether physical, verbal or psychological, is an area of public concern. The concern may arise for various reasons, and may refer to different kinds of assumed 'effect':

(a) At the simplest level, some portrayed acts of violence may go beyond the bounds of what is tolerable for the average viewer. These could be classified as material which, in the words of the Act, 'offends against good taste or decency' or 'is likely to be offensive to public feeling'.

(b) There is portrayed violence which is potentially so disturbing that it might be psychologically harmful, particularly for young or emotionally insecure viewers.

(c) Violence portrayed on television may be imitated in real life.

(d) The regular and recurrent spectacle of violence might lead viewers to think violence in one form or another has been given the stamp of approval. Once violence is thus accepted and tolerated people will, it is believed, tend to become more callous, more indifferent to the suffering imposed on the victims of violence.

This public concern is reflected in the IBA Act which requires the Authority to draw up a code giving guidance 'as to the rules to be observed in regard to the showing of violence, particularly when large numbers of children and young persons may be expected to be watching the programmes'.

The Code is reproduced in Appendix I. Company programme staff should also be familiar with the Second Report (1975) of the Authority's Working Party on the Portrayal of Violence, which discussed the working of the Code and reviewed relevant research findings. Whenever there is room for doubt about the application or interpretation of the Code, consultation upwards, within the company and if necessary with IBA staff, should always take place. The contents of the Code apply to the selection of acquired material as well as to the production of programmes.

1.6 Behaviour easily imitated by children

The portrayal of dangerous behaviour easily imitated by children, including the use of offensive weapons or articles readily accessible to them, should be avoided, and should be excluded from any programme shown before 9.00 p.m.

1.6(i) *Hanging scenes*

No film including hanging or preparations for hanging should normally be scheduled to *start* before 9.30 p.m.

1.7 Scenes of extreme suffering and distress

The choice of material reporting the effects of natural disaster, accident, or human violence, may need to be determined in part by the time of day at which it is shown. It may be appropriate, for example, for different scenes to be included in the late evening news from those included in the early evening bulletin. (Considerations of privacy also arise – see 4.4.)

1.8 Hypnotism

Demonstrations of hypnotism for public entertainment are regulated by the Hypnotism Act 1952. The Act requires such demonstrations to be licensed or authorised by the local controlling authority, and prohibits their being carried out on any one under the age of 18. The provisions of the Act are relevant to any televised demonstration of hypnotism at, or in connection with, an entertainment to which the public are admitted.

Even when a demonstration of hypnotism meets the requirements of the Hypnotism Act, any company considering the inclusion of such a demonstration within a television programme should consult the Authority in advance. Hypno-

therapy is a recognised form of treatment used by medical and dental practitioners, and by psychotherapists: it is important that false hopes about hypnotism should not be built up, for instance by the impression of instant cures, nor unnecessary fears aroused through hypnotised subjects for example being held up to ridicule. For these reasons the Authority is not likely to approve of the inclusion of a hypnotism act within a variety programme. Where approval for the televising of hypnotism is given, care needs to be taken to minimise the risk of hypnosis being induced in susceptible viewers, and the hypnotist should not, for example, be shown performing straight to camera.

2 FILMS

2.1 Editing of films

Cuts are sometimes made by programme companies in cinema films shown on television, either to fit slot times or to avoid a breach of Family Viewing Policy (see 1.4) or of the IBA Act's requirements on, say, offence to public feeling. The Authority agrees that, if done with care and by skilled film editors, brief cuts may be acceptable. But they must not be of a kind to alter the essential nature of the film: if, by reason of its general theme and treatment, a film is clearly unsuitable for transmission before 9.00 p.m., cuts may not be made in order to make it acceptable for earlier showing.

Whenever practicable, films should be played at their full cinema length; this applies especially to films of acknowledged artistic merit. Any cuts that are made in a film should be such

as to result in minimum harm to its narrative flow and artistic integrity.

2.2 Technical quality

A short account of the Authority's technical quality control procedures is given in Appendix IV to these guidelines. In certain circumstances the Authority is prepared to approve the transmission of material of a technical quality that it would normally consider unacceptable. Such circumstances include the playing of an old film of unusual artistic or historical significance. In general, the Authority would not wish to see more than a small number of monochrome cinema films in any one week's schedules.

3 ACCURACY

3.1 The Act requires the Authority to satisfy itself that 'all news in the programmes (in whatever form) is presented with due accuracy'. Any mistakes that do occur, whether in news bulletins or in other programmes presenting news information, should be corrected as quickly as possible. (See also 5.6).

3.2 Recorded topical programmes

Programmes not used immediately should be checked before transmission in order to ensure that none of the facts reported has been overtaken by intervening events.

3.3 'Reconstructions'

The use of 'reconstructions' in documentary and 'dramatised documentary' programmes for the purposes of greater authenticity or dramatic verisimilitude, as opposed to mere effect, is legitimate, so long as they do not distort reality. Whenever a reconstruction is used in a documentary, it should be labelled so that the viewer is not misled.

3.4 Simulated news broadcasts

No simulation of a television news bulletin or news flash should be included in any programme, or in any promotion, without the Authority having given its express previous approval in each case.

3.5 Programmes giving financial advice

Programmes, or programme items, giving factual descriptions of the way in which financial institutions work and the nature of the services they offer can be of obvious value to the viewer. So also may information and analysis of the stock market, or advice about the relative merits of different kinds of investment. On the other hand, problems could arise if programmes were to recommend individual stocks and shares.

3.6 Programmes on medical subjects

For programmes on medical subjects it is necessary to obtain competent professional advice; and on matters of potential controversy to give a hearing to more than one opinion. There are some subjects, such as cancer or certain aspects of mental health, that are particularly sensitive. A soundly-based unsensational but informative programme can do a genuine service. But in order to avoid unnecessary distress it is essential to handle with care any information about controversial or novel forms of treatment, or criticisms, explicit or implicit, of current medical practice. Equal care must be exercised in fictional programmes in which medical matters are featured.

4 PRIVACY, GATHERING OF INFORMATION, ETC.

4.1 The broadcasters' freedom of access to information and their freedom to publish are subject to certain limitations. These limitations arise not only from considerations of national security, from the law for example of libel, contempt and trespass, and from the requirements of the IBA Act itself, but also from the individual citizen's right to privacy. Though it is not a legal right, it has moral force, and it is not necessarily abandoned when an individual leaves his home or office. There will be occasions when the individual's

right to privacy must be balanced against the public interest. The Authority is concerned, however, that this right should be protected from unwarranted intrusion, particularly on occasions, for example, of bereavement or other situations of personal distress.

4.2 Filming and recording of members of the public

When coverage is being given to events in public places, editors and producers must satisfy themselves that words

spoken or action taken by individuals are sufficiently in the public domain to justify their being communicated to the television audience without express permission being sought.

4.2(i) *Filming and recording in institutions, etc*

When permission is received to film or record material in an institution, such as a hospital, factory, or departmental store, for example, which has regular dealings with the public, but which would not normally be accessible to cameras without such permission, it is very likely that the material will include shots of individuals who are themselves incidental, not central, figures in the programme. The question arises how far and in what conditions such people retain a right to refuse to allow material in which they appear to be broadcast. As a general rule, no obligation to seek agreement arises when the appearance of the persons shown is incidental and they are clearly random and anonymous members of the general public. On the other hand, when their appearance is not incidental, and they are not random and anonymous members of the public, a producer should seek specific consent. Refusal to allow the film or recording to be shown must normally be respected: any proposed departure from this practice should be discussed with the Authority. It cannot always be taken for granted that apparently willing co-operation in a filmed interview automatically implies agreement to unspecified use in a broadcast.

When by reason of handicap or infirmity a person is not in a position either to give or to withhold agreement, permission to use the material should be sought from the next of kin or from the person responsible for their care.

4.3 Recorded telephone interviews

Interviews or conversations conducted by telephone should normally not be recorded for inclusion in a programme unless the interviewer has identified himself as speaking on behalf of an ITV company seeking information to be used in a programme, and has described the general purpose of the programme, and the interviewee has given his consent to the use of the conversation in the programme. The Authority recognises, however, that there may be very rare cases, such as those involving investigation of allegedly criminal or otherwise disreputable behaviour, in which these normal requirements may need to be waived. When in the considered judgement of the producer and his company management such a case arises, there should be consultation and discussion with Authority staff before such material is recorded. In exceptional circumstances, advance consultation with company management and Authority staff before recording may be impossible; but in any event the Authority's approval

for the transmission of such material is required, and it will need to be convinced that the purposes of the programme will be better served by transmission of the actual conversation than by incorporation of the information obtained from it.

4.3(i) *Hidden microphones and cameras*

The use of hidden microphones and sound cameras to record individuals who are unaware that they are being recorded is acceptable only when it is clear that the evidence so acquired is essential to establish the credibility and authority of the story, and where the story itself is equally clearly of important public interest. When in the considered judgement of the producer and his company management such a case arises, there should be consultation and discussion with the Authority at the level of Chairman or Director General before such material is recorded. In exceptional circumstances, advance consultation with company management and the Authority may not be possible; but in any event, the Authority's approval for the transmission of such material is required.

4.4 Scenes of extreme suffering and distress

Scenes of human suffering and distress are often an integral part of any report of the effects of natural disaster, accident or human violence, and may be a proper subject for direct portrayal rather than indirect reporting. But before presenting such scenes a producer needs to balance the wish to serve the needs of truth and the desire for compassion against the risk of sensationalism and the possibility of an unwarranted invasion of privacy.

4.5 Interviewing of children

Any interviewing of children requires care. Children should not be interrogated to elicit views on private family matters.

4.6 Wireless Telegraphy Act 1949

Under Section 5 of the Wireless Telegraphy Act 1949, it is an offence for anyone to use a wireless receiver with intent to obtain information about any message which he is not authorised to receive. It is also an offence for anyone to pass on any information about an intercepted message, whether it was he or someone else who did the intercepting. These provisions are not affected by the regulations made in 1970 which did away with the necessity for a licence for the reception of sound as distinct from vision. That exemption is confined to the use of a wireless set for the reception of messages sent from authorised broadcasting stations for general reception, and messages sent from licensed amateur stations. (See also 7.2.)

5 FAIRNESS AND IMPARTIALITY

5.1 The principle of fair dealing applies to all types of programme. The following sub-sections indicate those areas in which care is particularly likely to be needed. (For guidelines on defamation and contempt of court, see 9.1 and Appendix III.*) There is in addition the specific requirement of the Act that the Authority should ensure that, so far as possible, 'due impartiality is preserved on the part of the persons providing the programmes as respects matters of political or industrial controversy or relating to current public policy'. The term 'due' is significant: the Authority is not required to secure impartiality on matters such as drug-trafficking, cruelty and racial intolerance, for example, on which society, even today, is virtually unanimous. The requirement will also vary with the type of programme: the considerations applying to drama, for example, are different from those applying to current affairs programmes.

5.2 Drama

It is not unusual for plays on television to be concerned with matters of political or industrial controversy or with current

public policy, and therefore to fall within the requirements of due impartiality. Problems are most likely to occur in connection with dramatised documentaries, when it may seem that dramatic devices are being used to convince viewers not merely of the factual accuracy of the actions portrayed but of the validity of a particular point of view or a particular explanation and interpretation of society.

Drama is by definition the personal view of the dramatist, and the Authority does not regard the transmission of a play with a contemporary political or social message as in itself an indication of lack of impartiality on the part of the company providing the programme. The due impartiality required of a play by an independent dramatist is not identical to that required of a current affairs programme produced by a company's own production team. Nevertheless difficulties could arise with a play dealing with a particular current issue which at the time of transmission had become a matter of imminent national decision. The Authority believes that each case should be treated separately on its merits; but it would be unlikely to approve the scheduling of a play commending one side or the other in a matter of public policy,

*Appendix III (*Contempt of Court*) not reproduced here.

such as abortion, or capital punishment, at a time when that issue was being debated in Parliament, or of a play which took sides on any aspect of industrial relations during a strike of national importance. The Authority would also find considerable difficulty in agreeing to a series of single plays or a succession of drama series, all of which consistently took the same lines on contemporary issues, without any internal balances. And it would not accept any drama that was clearly designed to serve the interests of one political party.

5.3 Current affairs and documentary programmes

Except in 'personal view' programmes (see 5.3(ii)), and with the limited qualification about a series of programmes (see 5.3(i)), every current affairs or documentary programme dealing with matters of political or industrial controversy or relating to current public policy must attempt to be impartial in itself. This does not mean that a crude form of 'balance' is required in the sense of equal time or an equal number of lines in the script being devoted to each view, but rather that the programme should avoid giving biased treatment to any one point of view. Impartiality requires, for example, that the programme should not be slanted by the concealment of relevant facts, or by misleading emphasis; nor should investigation turn into a case for the prosecution or defence, or into a form of trial by television.

It should be noted that the impartiality requirement refers to current public policy as well as to matters of political or industrial controversy. Due impartiality is therefore required in dealing with any matter of current public policy even though the matter may not be the subject of active controversy at the time.

5.3(i) *The series qualification*

The Act's requirements about impartiality allow a series of programmes to be considered as a whole. This means that it may not be necessary for each individual programme within the series to provide the opportunity for consideration of different points of view. But this is only so when the presentation, over a series, of different points of view is planned in advance, and when the intention to achieve impartiality in this way is made clear so that the viewer of one programme is not misled into thinking that he has seen the whole story.

5.3(ii) *Personal view programmes*

'Personal view' programmes can be defined as programmes on matters of topical interest in which the presenter or central person in the programme gives his personal views – most probably committed, partial and controversial – without opportunity being given for the expression of differing or contradictory views. The Authority believes that, subject to the following safeguards, such programmes may be a valuable element in current affairs television:

- (a) Each such programme (or series of programmes) should be the subject of early prior consultation with Authority staff before scheduling.
- (b) In billing and advance publicity as well as in promotion announcements and within the programme itself, it should be made clear that the programme is the expression of one person's view on matters about which other views exist.
- (c) The programme company has an obligation to ensure that statements of fact in the programme are accurate, and that opinions expressed, however partial, do not rest upon false evidence.
- (d) The programmes should preferably not be scheduled in the time slots normally occupied by regular ITV current affairs or documentary programmes.
- (e) The programmes should be drawn from a wide spectrum of political and social opinion. If they are to have any benefit for the programme service, it is important that they are not monopolised by contributors all with a similar point of view.
- (f) Personal view programmes on political matters should not be scheduled at times when parliamentary or local government elections are pending or have been announced.

5.4 Discussion programmes

The demands of accuracy as well as those of impartiality and

fairness require care to ensure that in a discussion on any matter of controversy or public policy as wide a range of opinions as possible are represented. Those chosen to speak for a point of view should be competent to represent it with proper authority. When the views of an organisation need to be represented, there is no obligation to use an officially nominated spokesman. At times it may be useful to do so; at others it may appear that someone else would be more competent to convey and explain those views to the public in a television programme. This is a matter for producer judgement.

In discussion programmes dealing with political issues the participants do not necessarily have to be spokesmen for the main political parties.

The obligation to ensure due impartiality relates to issues, not to parties, and some important issues do not divide opinion along existing party lines. On the other hand there are many issues on which the attitudes of the parties are clear cut and distinct, recognisably part of the respective party policies. In those cases competent spokesmen of known party allegiance should be chosen. They need not be official nominees, although it may occasionally, in the light of producer judgement of a specific issue, be desirable to seek advice, without commitment, from official party sources about suitable speakers.

5.4(i) *The 'empty chair'*

It sometimes happens, that, in spite of every possible effort by the production team, all likely and competent spokesmen for one of the relevant points of view in a discussion are either unable or unwilling to accept an invitation to participate. In such circumstances reference to their absence should normally be made in as detached a manner as possible, implying regret rather than criticism.

Unless the projected programme would be unrealistic without their presence, the unwillingness or inability of certain individuals or organisations to participate should not necessarily prevent a duly impartial discussion of important matters of public interest, and the programme should be allowed to proceed. It should be the duty of the chairman to give where appropriate as fair and objective an account as possible of the known opinions of the missing participants on the subject under discussion. (N.B. There are particular requirements, under the Representation of the People Act, at times of elections. See 6.6 and Appendix II.)

5.4(ii) *Impartial chairman*

When every possible care has been taken over the selection of suitable participants for a discussion programme, fairness and due impartiality will still not be achieved without suitable control of the proceedings by the discussion's chairman. On him will devolve the task of ensuring that all participants – some perhaps with less television experience than others – get a fair opportunity to express their views; and that the discussion moves forward as coherently and logically as possible.

5.4(iii) *Composition of the studio audience*

Studio audiences for discussion programmes should be so selected as to reflect so far as possible the spread of opinion among those members of the general public interested in the topic under discussion. In so far as they are expected to play an active role in the programme, they should be subject to the same kind of firm impartial control by the chairman as he exercises towards the main parties to the discussion. The producer should brief his studio audience on the role they are expected to play. The main speakers should always be warned in advance that a live audience will be present and told what briefing the audience has been given.

5.5 Conduct of interviews

Interviews are of course subject to the normal general requirements about fairness and impartiality. In addition, it is important in normal circumstances to ensure:

- (a) that an interviewee chosen as a representative of an organised group is in a position to speak on behalf of others involved;
- (b) that, whether the interview is recorded or live, the interviewee has been made adequately aware of the format, subject

matter and purpose of the programme to which he has been invited to contribute, and the way in which his contribution is likely to be used;

(c) that he has been told the identity and intended role of any other participants in the programme.

If exceptional circumstances require departure from these normal practices, there should be consultation with the Authority in advance.

Particular points for attention arise over the editing of interviews, and these are dealt with in the following section.

5.5(i) *Editing of interviews*

Factual and unscripted (or loosely scripted) programmes are likely to be better if they are pre-recorded, so that redundancies, confusions and irrelevancies can be edited out. This advantage is especially valuable in recording interviews. Some of the most useful and relevant interview material has to be obtained from persons who are unlikely to be able to spare time for lengthy preliminary briefing and rehearsal (or retakes). To minimise risks of misunderstanding, or even resentment, the producer should of course tell the interviewee (what almost any experienced public figure already knows) that the recording will be much longer than the edited version used in the programme. There are in addition a number of other precautions that need to be taken, if the integrity and fairness of the programme is to be maintained beyond reasonable dispute.

It is essential to ensure that the shortened version of the interview does not misrepresent the interviewee's contribution. Due weight should be given to any qualifying remarks that may perhaps weaken the force of an answer but to which the interviewee is likely to attach importance. There is no justification for picking out a brief extract to support a particular line of argument to which the interviewee does not himself subscribe without qualification.

The context in which extracts from a recorded interview are used is also important. It is quite defensible to run together a number of different answers made by different contributors to the same question. But an interview should not be edited so as to appear by juxtaposition to associate a contributor with a line of argument which he would probably not accept and on which he is given no opportunity to comment in the programme. Care should be taken not to present separately recorded statements by two or more persons in such a way as to suggest that they are in actual conversation with one another.

Provided that these precautions are observed, there is no general obligation to offer a preview of the edited programme to those whose contributions have been used. On the other hand it is possible that particular circumstances will make a preview by an interviewee desirable or even essential, and producers and/or managements should always give thought to this before completing their programme.

5.5(ii) *Use of recorded library material*

Care needs to be taken over the use of library material to ensure that it is not presented in a misleading manner. For example, it should not be taken for granted that the views expressed by an interviewee on a particular subject, as recorded on a previous occasion, are still held by him when it is proposed to rebroadcast the extract in a possibly different context. When library material is included in a programme, it is important to indicate the date it was originally recorded.

5.5(iii) *Studio 'trial by television'*

Likely to be a rarity in television, but to attract particular

attention when it is arranged and presented, is the programme in which a man is answering charges of alleged criminal wrongdoing. There is an obvious need for the company to be aware in planning such a programme of the legal risks of defamation and contempt of court (see 9.1, 9.2, and Appendix III*). In addition every effort should be made in the conduct of the programme to ensure fairness and the appearance of fairness. The following guidelines need to be observed:

(a) The subject of any accusations which are to be made must be disclosed in detail to the man who is to defend himself against them, and sufficiently in advance to allow himself to prepare his answers.

(b) He must know from whom the accusations are to come, and if he wishes he must be allowed to have present witnesses prepared to support him.

(c) If there is to be an audience, he must be told of its presence, the way in which it is to be composed, and the role allotted to it; and, if it has been arranged that the audience includes people who will be making complaints against him, he must be able, if he wishes, to secure the inclusion in it of those who will defend him.

(d) The presenter or chairman must act, and be seen to act, in an independent and impartial manner.

(e) There must be no verdict, for even were it thought proper for a verdict to be reached through the processes of television, the time available is insufficient for the necessary sifting or completion of evidence.

5.6 *Right of reply*

Despite all the efforts which are made by the companies and the Authority to observe fairness, accuracy, and due impartiality, there may be occasions when an individual or organisation is misrepresented in a programme. A misstatement of fact can sometimes be simply corrected, particularly if the programme is live, since there is then the opportunity for a correction to be made within the programme itself. If this is not possible, then, unless the need for correction is urgent, it may be best, if the error has occurred in a regular news or current affairs programme, to wait until the next bulletin or edition from the station in question. Corrections of factual errors should in any event be broadcast as soon as is sensibly possible after the original error.

Calls for a right of reply may also come from those who feel that a programme as a whole or in part has been misleading and unfair in a more general sense than that resulting from straightforward mis-statement of fact. Requests for such a reply may come either direct to the Authority or to the company itself. In both situations the Authority will normally need to be involved in discussion with the company before a decision is taken whether to grant a reply, and if so what form it should take. Some programme series have built-in 'access' or 'come-back' slots which offer time for comment on the content of previous programmes. Major network current affairs series cannot so easily accommodate regular replies, though brief statements can be made at the beginning or end of subsequent programmes. In some circumstances, it may be appropriate for a statement to appear instead in print. When a complainant refers a matter to the Authority's Complaints Review Board, for example, and it is decided that it is not appropriate that an on-air statement should be broadcast, the Board's conclusions may be printed in the IBA quarterly *Independent Broadcasting*.

*Appendix III (*Contempt of Court*) not reproduced here.

6 PARTY POLITICS, POLITICIANS, AND PROGRAMMES

6.1 *Politicians in programmes*

Appearances by politicians in news and current affairs programmes when they appear as spokesmen for their party, or for their own political point of view, are governed by the general requirements of fairness and impartiality; and appearances in party political broadcasts, election broadcasts, etc. are covered by the requirements described in 6.2-6.6.

Programmes in which politicians appear in a non-political role present different problems, and difficulties may arise. Not all active politicians regard politics as their full-time professional career, and many earn their living in other ways, as lawyers, journalists, business consultants, and so on. It might therefore seem reasonable that a man who earns his living as a professional broadcaster - whether as actor,

panellist in a light entertainment show, interviewer, or commentator, etc. – should also be free to combine his professional career with an active role in politics at national or local level. But it can plausibly be argued that any television appearance (however non-political in character) by a politician may give him, or his party, some advantage over his opponents by virtue of the increased familiarity, prestige and popularity that television can sometimes bring.

The Authority considers that it would be unduly oppressive to insist that every television professional should cease to appear on the screen from the moment he starts to pursue a political career. Nevertheless care and discretion are required over the employment of such persons. Guidance on the appearance of candidates in programmes at times when a parliamentary or local government election is pending is given in Appendix II, para 7 (see 6.6). Even when an election is not imminent or likely in the foreseeable future, it is advisable to avoid mention of candidature or constituency when a person appearing in any programme is known to be an adopted candidate.

As stated in para 7 of Appendix II, candidates should not appear during the pending period as newscasters, or as interviewers, anchormen, or presenters in current affairs or discussion programmes. It would indeed be wrong for a known currently active politician to appear in such a role at any time. In addition to the need mentioned above to avoid a politician gaining unfair advantage by appearances on the screen, there is the need also to preserve due impartiality in appearance as well as in reality. However non-partisan and objective the on-screen deportment of such a person, it might be difficult for viewers to accept as truly impartial a programme presented by him on a matter of current political or industrial controversy. Similar considerations apply to any programme concerned with matters of public policy on which a distinctive party political position is known to exist or could be expected to be adopted.

6.1(i) Return to broadcasting from a political career

Occasions arise when a professional broadcaster who has pursued a political career for a while seeks to return to broadcasting; or when a former politician, without previous broadcasting experience, seeks to establish himself as a professional broadcaster. Provided there is little or no likelihood of his subsequent return to active politics, it would be wrong, the Authority believes, to deprive the ITV service of the specialised knowledge and experience that such persons can offer. Their introduction (or re-introduction) into programmes where questions of impartiality arise should be gradual and discreet.

6.1(ii) Record of MPs' appearances

Companies should keep a record of the appearances of MPs in programmes.

6.2 Party political broadcasts: the annual series

Each year the two broadcasting authorities make available to the Labour, Conservative, and Liberal parties, and to Plaid Cymru in Wales and to the SNP in Scotland, an agreed quota of airtime during which the parties may transmit party political broadcasts (PPBs) scripted and planned by themselves. The length of time allocated to each party is related to the number of votes cast for them in the previous General Election, in the UK for the Labour, Conservative, and Liberal parties, and in Wales and Scotland for Plaid Cymru and SNP respectively. Arrangements for the broadcasts are reviewed annually.

A party wishing to make a PPB 'books' with Independent Television through the Authority and not via ITCA or an ITV programme company. Bookings need to be made six weeks in advance of transmission, normally requesting a day of the week which has previously been agreed as the most convenient for the broadcasters' schedules. A proposed booking for a PPB on some other date is likely to require discussion with other parties in addition to the one whose broadcast is under consideration.

In the past, PPBs have usually been simultaneous on

BBC1, BBC2 and ITV. The parties are no longer of one mind in their wish for simultaneity. But non-simultaneity in any particular case must always be first agreed with the party concerned.

In Scotland and Wales, the Labour, Conservative and Liberal parties have the option of transmitting, simultaneously with their broadcasts to English viewers, separate broadcasts addressed specifically to audiences in those two countries. The number of occasions in a year on which they exercise this option may not exceed the number of PPBs allocated to the respective nationalist parties.

Editorial control of the content of PPBs rests with the originating political party; and the parties are aware of the need to ensure that the broadcasts conform with the requirements of the IBA Act, and do not include, for example, anything offensive to good taste, or any direct appeal for party funds, and do not give rise to the threat of legal action.

Once an announcement has been made of the intention to dissolve Parliament and to call a General Election, no further PPBs may be made until after Polling Day. Those already booked are automatically cancelled. In normal circumstances the annual series of PPBs resumes after the election until the agreed allocation for that year has been used. At the time of a pending Parliamentary by-election or local government elections, a candidate at one of those elections may not appear in a PPB if reference is made to his candidature or to matters of special concern to his constituency. Any such reference would constitute a breach of section 9 of the Representation of the People Act (see 6.6 and Appendix II).

6.3 Ministerial broadcasts: the Aide-Mémoire

The so-called 'Aide-Mémoire', which is concerned with arrangements for Ministerial broadcasts, is the product of an agreement between the main political parties and the BBC, dating back to 1947. Independent Television itself is not formally a party to the agreement, but has agreed to transmit the second of the two categories of Ministerial broadcasts detailed in the document.

The first of the two categories consists of broadcasts in which Ministers explain legislation or administrative policies approved by Parliament, or seek public co-operation in matters on which there is no sharp division of political opinion. There is no right of reply by the Opposition to these broadcasts. Independent Television does not transmit these broadcasts as a matter of course, but may decide to do so on particular occasions.

The second category concerns those occasions when the Prime Minister or other Minister broadcasts to the nation on matters of prime national or international importance. The Opposition are entitled to claim a right of reply to such broadcasts, and the reply will normally be given by the Leader of the Opposition or a leading member of the Shadow Cabinet. If the right is claimed (and this must be by noon on the day after the first broadcast), the broadcasters cannot refuse. Once the Opposition has exercised this right, there follows automatically, and as soon as possible after the previous two broadcasts, a discussion of the issues between a senior member of the Government and of the Opposition (not necessarily those who gave the earlier broadcasts). An opportunity to participate in this discussion must also be offered to a representative of any other party with electoral support in the UK on a scale not appreciably less than that of the Liberal Party at the time of the 1969 revision of the Aide-Mémoire. The two first Ministerial broadcasts in this second category are normally recorded by the BBC, who provide a feed to the ITV companies. Like the BBC, ITV is bound to transmit a third (discussion) programme once it has shown the first two, but is free to produce its own version of the programme. None of the three broadcasts need be shown simultaneously on both services.

6.3(i) Budget broadcasts

On the evening of the day of his Budget speech in Parliament, the Chancellor of the Exchequer appears on both BBC and ITV in order to explain his Budget proposals to the nation.

The broadcasts on BBC and ITV do not need to be simultaneous. The ITV broadcast is usually shown immediately after *News at Ten*. On the following evening the Shadow Chancellor (or equivalent spokesman from the main Opposition party) is automatically afforded a similar timing and duration for his reply. There is no provision for a third broadcast.

6.4 Party election broadcasts

The allocation of time for party election broadcasts, unlike PPS, is broadly related to the number of candidates nominated, rather than to numbers of votes cast at the previous election. Any party fielding at least 50 candidates is normally entitled to at least one party election broadcast of 5 minutes' duration. In the recent past, parties in the United Kingdom have usually been allocated broadcasts in the following proportions: Conservative 5; Labour 5; Liberals 3 (or 4). Special arrangements are made in Scotland and Wales for broadcasts within those countries of the respective nationalist parties. There are no separate party election broadcasts in Northern Ireland.

6.5 Coverage of general elections

It has become normal practice to establish an *ad hoc* Working Party of programme company and Authority programme staff to prepare plans for television broadcast coverage

and to consult about likely or actual problems. The Working Party is set up as soon as it becomes apparent that there is likely to be a General Election within a period of months ahead.

6.6 Appearances in programmes by candidates at the time of an election

Detailed notes of guidances on appearances by candidates at the time of elections, including a summary of the requirements of the Representation of the People Act 1969, were issued to companies in 1969 and 1970. A revised version was issued in 1973, and additional notes of clarification were added in 1976. A collated version is attached as Appendix II to these guidelines.

6.7 Use of recordings of Parliamentary proceedings

When arrangements are completed for regular sound broadcasts of Parliamentary proceedings, care will always be required in the programme use of material from the tapes of such proceedings. Use should be confined to news, current affairs, and educational programmes. The same will apply if agreement is reached for the proceedings to be televised. No use at all may be made of material recorded during the experimental sound broadcasts of June 1975.

7 CRIME, ANTI-SOCIAL BEHAVIOUR, ETC.

7.1 Interviews with criminals

The Authority is required to satisfy itself that, so far as possible, 'nothing is included in the programme which offends against good taste or decency or is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling'. Interviews with criminals are likely to run the risk of infringing this section of the Act, and there needs always to be careful consideration whether or not such an interview is justified in the public interest. Any programme item which on any reasonable judgement would be said to encourage or incite crime or to lead to disorder is unacceptable.

Apart from the requirements of the IBA Act, other legal considerations also need to be borne in mind. When an interviewee is known to be wanted by the police or on the run from prison, there are two fairly recent statutes which may be relevant. The Criminal Justice Act 1961 S.22(2) states broadly that it is an offence for anyone to give to a person who is unlawfully at large any assistance with intent to prevent, hinder or interfere with his being taken into custody. The Criminal Law Act 1967 S.4(1) states 'Where a person has committed an arrestable offence, any other person who, knowing or believing him to be guilty of the offence or of some other arrestable offence, does without lawful authority or reasonable excuse any act with intent to impede his apprehension or prosecution shall be guilty of an offence'. To be held guilty of an offence under the above, it would have to be shown that the person charged either misled the police or gave the criminal some assistance. Assistance is difficult to define, but it would only be necessary to prove some element of encouragement. In the case of an ordinary criminal who has escaped from jail, considerable risks would be run by employees of a programme company or of ITN who conducted an interview unless everything possible was done to secure the criminal's arrest.

In Northern Ireland, Section 5(1) of the Criminal Law Act (Northern Ireland) 1967 imposes a *duty* to give to a constable information which is likely to secure or assist in securing the apprehension of any person who has committed an arrestable offence. Unlike the English Law, therefore, an offence is committed in Northern Ireland simply by the withholding of information, and the act of either misleading the police or actively assisting the criminal does not have to be proved to obtain conviction on indictment.

Political dissidents from foreign countries who are guilty of offences under the laws of their own countries may be interviewed, subject to the normal requirements of impartiality.

7.1(i) Interviews with people who use or advocate violence or other criminal measures

Any plans for a programme item which explores and exposes the views of people who within the British Isles use or advocate violence or other criminal measures for the achievement of political ends must be referred to the Authority before any arrangements for filming or videotaping are made. A producer should therefore not plan to interview members of proscribed organisations, for example members of the Provisional IRA or other para-military organisations, without previous discussion with his company's top management. The management, if they think the item may be justified, will then consult the Authority.

In exceptional and unforeseen circumstances, it may be impossible for a news reporting team to consult before recording such an item. Consultation with the Authority is still essential to determine whether the item can be transmitted.

An interview conducted in Northern Ireland with a hooded person or the contriving by a production team of an incident involving hooded persons could be in breach of the Northern Ireland (Emergency Provisions) (Amendment) Act 1975. It is not an offence to show film or pictures of persons wearing hoods so long as it is clear that the incident was not 'set up' in collusion with those wearing hoods.

Where a programme gives the views of people who use violence outside the British Isles to attain political ends, managing directors of programme companies (and, in the case of ITN, the Editor) may go ahead without consultation with the Authority only if there is no possibility either of the law being broken or of there being incitement to crime or significant offence to public feeling.

7.2 Hijacking and kidnapping reports

Information about hijacks can on occasion be picked up by monitoring communications between aircraft and the ground, or between police radio cars and their base control. As noted in 4.6 it is an offence under Section 5 of the Wireless Telegraphy Act 1949 to use a wireless receiver to obtain information about any message which the user is not authorised to receive, and it is also an offence to pass on any information obtained by the interceptions of such a message. Quite apart from these formal legal requirements, it would almost invariably be wrong to broadcast any information, whether derived from monitoring of communications or from any other source, that could endanger lives or prejudice the success of attempts to deal with the hijack. Similar con-

siderations apply to all other forms of kidnapping.

7.3 Demonstration of criminal techniques

In programmes dealing with criminal activities, whether in fictional or documentary form, there may be conflict between the demands of accurate realism and the risk of unintentionally assisting the criminally inclined. Careful thought should be given and, where appropriate, advice taken from the police, before items are included which give detailed information about criminal methods and techniques: a public-spirited warning to the general public against novel or ingenious criminal methods, for example, may defeat its own aims by giving those methods wider currency than they might otherwise have. Similar caution is needed in the representation of police techniques of crime prevention and detection.

7.4 Relations with the police

Most companies produce short (five or ten minutes) programmes designed to solicit public support in the prevention and detection of crime. There is a variety of other messages to the public which police forces may from time to time request broadcasters to transmit. These include, for example, warnings to stay away from a crash or motorway pile-up; information about road hazards for motorists; warnings of missing drugs; requests for help in tracing missing persons; and so on. There is normally no need for prior consultation with the Authority on such broadcasts. Instructions were issued by the Home Office in August 1974 to all Chief Officers of Police, and these were the subject of previous discussion with the BBC, the programme companies and the IBA. In those instructions it was suggested that Chief Constables might find it advantageous to appoint a Broadcasting Liaison Officer. Police forces were also reminded:

- (a) that too frequent use of television for police messages might make those messages less effective;
- (b) that, in the interests of justice, care has to be exercised in transmitting photographs of persons wanted by the police and of objects associated with suspected crime (see also 9.2 and Appendix III*);
- (c) that the information requested or given should justify the use of valuable television time; it could be counter-productive for both police and ITV if ITV were to be seen as an agent, rather than an independent upholder, of law and order.

7.5 Presence of television cameras at demonstrations and scenes of public disturbance

News editors and producers will be conscious of the need to be on guard against attempts to exploit television. The aim of any public meeting or demonstration is to attract public attention, but there is always the possibility that the presence of television cameras will provoke incidents that would not otherwise have occurred. Disruption of meetings or public

enquiries and incidents of disorder or violence may be encouraged, however unwittingly, by the arrival of television news teams. If coverage is recorded, it is possible to exclude 'manufactured' incidents or to reveal them for what they are. Where coverage is live, the difficulties are obviously greater, but every effort must be made to place what is being seen and heard in context, so that viewers can properly evaluate the significance of activities that have arisen from the hope of television coverage.

7.6 Reports on young offenders

Under the Children and Young Persons Acts 1933 and 1969, it is an offence to publish the names or addresses of persons aged 17 or under who are involved in court proceedings, or to publish any information calculated to reveal their identity unless the court, or Secretary of State, has given specific permission for this to be done. (See 9.2 on Contempt of Court, and Appendix III, Attachment B*).

7.7 Smoking and drinking

Tobacco and alcohol are social drugs whose consumption carries no particular stigma even though they can constitute a major health risk and may be as addictive as drugs which are less socially approved, or actually illegal. It is therefore desirable that programmes should not include smoking and drinking unless the context or dramatic veracity requires it.

Particular care is needed with programmes likely to be seen by children and young people. Programmes made specially for children should not normally contain any smoking unless an educational point is being made, or unless, very exceptionally, the dramatic context makes it absolutely essential.

7.7(i) Drugs and drugtaking

Drugs, drug addiction, the effect of drugs, and so on, are in themselves valid subjects for television programmes, whether fiction or non-fiction. Any over-concentration of programmes on the subject, however, might be thought to help create an atmosphere in which drugs are assumed to be a normal feature of British society. There may be occasions on which it is difficult to avoid such 'bunching', as for example when one of the current affairs programmes for good reason turns to the subject in some haste; but it is expected that companies will give early advance information to the Authority about any plans they have for programmes or programme items of any kind relating to the use of drugs.

7.8 Wearing of seat belts

It is Authority policy that persons appearing in advertisements as drivers or front seat passengers should be seen to be wearing seat belts. The same applies to characters in drama or light entertainment programmes, unless in the particular context it would be patently out of character for them to do so.

*Appendix III (Contempt of Court) not reproduced here.

8 RESTRICTIONS ON EXPRESSIONS OF OPINION BY PROGRAMME COMPANIES, OFFICERS, AND PERSONS OR COMPANIES CONTROLLING PROGRAMME COMPANIES

8.1 Under Section 4(2) of the present Act, the Authority has to secure the exclusion from its programmes (both television and radio) of any expression of the opinion of any programme company, or of any director or officer of a programme company, or of any person or company controlling a programme company, on matters of political or industrial controversy or relating to current public policy. (The term 'officer' is defined in the Companies Act 1948 as including a manager or company secretary; it may be taken as including a general manager, but not a departmental manager or person of equivalent rank.) The Section restricts those people in ITV and ILR who come within the prescribed categories in relation to both ITV and ILR, irrespective of which medium their

own company serves. It also restricts broadcasts which take place outside the coverage area of the programme company with which the person concerned is connected, even though they cannot be seen or heard there. For example, a director or officer of a Scottish television company would not be allowed to express an opinion on the prescribed matters in an ILR programme in the South of England.

The topics covered by the prescribed matters are as follows: (a) *A political controversy* is one which is related to the government or organisation of the community, whether at the national or the local level. It is not necessarily concerned with party politics. Thus the term would cover what might seem a relatively minor matter, such as a local planning

dispute, as well as debate on a national issue such as the nationalisation of shipbuilding.

(b) *Industrial controversy* is most often about an industrial dispute between employers and employees. But the term also includes disputes between or within Trade Unions, or between groups of workers, or between different firms (as when a take-over is resisted), or within a company (where there is a major boardroom dispute).

(c) *Current public policy* need not be about a matter which is obviously in the field of controversy. There are certain matters on which there is a broad consensus between the parties, or which, because they are temporarily dormant, do not at present cause controversy, but which could, once raised, affect public policy.

It is permissible for a person who comes within the prescribed categories to speak about a prescribed matter providing he does not give an expression of his opinion or of his company's opinion. Apart from the need to exclude straightforward expressions of opinion on a prescribed matter, indirect expressions of such opinion also have to be avoided: an explanation or description of a policy given, for example, by one who is known to be a supporter of that policy must be regarded as an expression of opinion about it. This does not rule out the possibility of a director or officer, for example, giving a factual and impartial account of a particular matter with which he is not himself directly involved, whether it relates, say, to political or industrial controversy, to the position of one or other side in an industrial dispute, or to some aspect of current public policy.

Expressions of opinion on topics outside the prescribed matters are of course permissible.

Although the Authority attempts to alert programme company directors to the restrictions that exist, the onus lies upon the producing company to ensure that the restrictions are observed.

8.2 Reported expressions of opinion

It is possible that a news item involving an expression of opinion that falls under Section 4(2) of the Act is of itself of such importance that its exclusion would make a news bulletin incomplete; or that a news item which it is proper to cover would be unbalanced or incomplete without some reference to such an expression of opinion. In such circumstances, the minimum reference necessary to present a balanced and complete news item may be made. This may only be done in regular news bulletins, and not in discussion or magazine programmes; neither may directors or officers be interviewed in connection with such news items.

The test for including a news item reporting an expression of opinion falling under Section 4(2) must be one of genuine newsworthiness. Particular care must be exercised in relation to items concerning Independent Broadcasting, in which it is natural for companies to be interested, but which could give rise to criticism if it seemed that they were being covered primarily for the purpose of providing a platform for expressions of opinion.

In the event of a labour dispute of national interest involving a programme company where the views of the union side could properly be given, the balance may be maintained by an equivalent statement of the company viewpoint. Interviews with company spokesmen should be included only after reference to the Authority.

9 OTHER LEGAL MATTERS

9.1 Defamation

Producers need to be aware of the law on defamation and of what may constitute a defamatory statement. If a programme is planned that does include what may constitute such a statement, then the Authority, before deciding whether the programme may be broadcast, will require the company concerned to seek competent legal advice on whether the statement is actionable and if so whether a successful defence might be made. If the advice is that the statement is not actionable or that a successful defence could be made, this does not itself mean that the programme or programme item then has an automatic right to be broadcast, since the Authority will need to take into account wider considerations, such as those of fairness and impartiality, that lie outside the law of defamation. Legal advice on the defamatory aspects of the statement will, however, be required.

The following notes on the law of defamation in England and Wales do not attempt to be more than a rough guide. They are intended merely to alert producers to situations where legal advice will be required.

(a) The law on defamation has two basic purposes: to enable the individual to protect his reputation, and to preserve the right of free speech. These two purposes necessarily conflict. The law attempts to preserve a proper balance between them.

(b) Defamation can roughly be defined as publication of matter which is likely to affect a person adversely in the estimation of reasonable people. A defamatory statement is libel if it is in permanent form, and slander if it consists in significant words or gestures. Under the Defamation Act 1952, broadcasting is regarded as publication in permanent form.

(c) Fictional programmes as well as factual ones can give rise to actions for libel if a character portrayed in the programme is identifiable with a person in the real world.

(d) A programme company is liable for all material that it provides for broadcasting, whether scripted or live, and whether the programme is from a studio or is an outside broadcast.

(e) The main defences against an action for libel are as follows:

(i) *Justification*. A defendant has a complete defence if he can prove that the defamatory imputations of which the plaintiff complains are true in substance and in fact. (There is an exception to this rule provided by section 8 of the Rehabilitation of Offenders Act 1974. There, however, the plaintiff cannot succeed unless he proves that the defendant was actuated by malice in publishing the truth.)

(ii) *Fair Comment*. The defence of fair comment protects expressions of opinion (but not statements of fact) on any matter of public interest. For the defence to apply, the defendant must establish that the facts (if any) alleged are true; that the expression of opinion is one that an honest man, although possibly holding strong or exaggerated views, could have made; that the subject matter is of public interest; and that the facts relied on as founding the comment were in the defendant's mind when he made it. The defence is destroyed if the plaintiff can prove that the defendant was actuated by express malice, e.g. that he was dishonest or reckless or actuated by spite, ill-will or other improper motive.

(iii) *Privilege*. Statements made in the course of judicial or quasi-judicial proceedings, or in the course of Parliamentary proceedings, are privileged. Fair and accurate reports of such statements are also privileged, with the qualification that the defence is destroyed if the plaintiff can prove that the publisher of the report was actuated by express malice.

9.2 Contempt of Court

A detailed note of guidance was issued to the companies in 1968. An up-dated version of that note is attached as Appendix III to these guidelines.*

9.3 Official Secrets Acts and 'D' Notices

In recent years there has been increased public discussion of some matters which would previously have been considered

*Appendix III (Contempt of Court) not reproduced here.

forbidden territory. Nevertheless, all sections of the Official Secrets Acts remain in force, and there are pitfalls for current affairs journalists who come upon matters covered by the provisions of the Acts. They would be prudent to check carefully on the nature and status of any information about affairs of state generally in order to be confident that it has not reached them through unauthorised channels.

From time to time 'D' Notices covering security matters are issued to the press and the broadcasters. The Secretary of the 'D' Notice Committee may sometimes also be prepared to give advice (but without commitment) on a specific matter. There should be a named person in each company to whom reference can be made in respect of 'D' Notices covering any matter likely to be the subject of programming, and the Authority should be kept informed who this person is.

9.4 Appearances by children in programmes

Performances by children under the upper limit of compulsory school age are controlled by Home Office regulations administered by the Local Education Authorities. All such performances, apart from those appearances expressly exempted under the Children and Young Persons Acts, require a licence from the Local Education Authority in whose area the child lives. Parental consent alone is not enough. (Some special restrictions also apply to young people above school age but under 18 years.)

The law on public performances by children is complex. Company casting departments should be familiar both with the general regulations and those particularly applicable to film and television appearances. It is also desirable that producers of entertainment or drama programmes (or any programmes in which children or young people are likely to appear) should be familiar with the main points that have to be borne in mind. Producers of news and current affairs programmes, or programmes in which such appearances are a comparative rarity, should take advice when the use of a

child is contemplated.

The purpose of the regulation is to ensure that a child's education, health, and general well-being is not harmed by employment as a public performer. There are detailed rules covering, for example, arrangements for tuition, the number of consecutive days and hours of work (varying according to the child's age), proper meal and rest breaks, and so on. A child under the age of 2 is not eligible for a licence; appearances by such young infants are strictly regulated, however, both in timing and in duration.

The regulations recognise the special conditions of work in films and television; and in these two media certain conditional extensions of the prescribed hours may be permitted by the licensing authority. A child of any age may take part in unlicensed performances on not more than 4 days in any period of six months. This concession is clearly helpful for occasional appearances of any kind. But it should be noted that permission for extended hours cannot be granted for such unlicensed performances.

9.5 Performing animals

Anyone training or exhibiting animals must be registered in accordance with the Performing Animals (Regulation) Act 1925. The Act applies to performances on television, and producers considering the inclusion of performing animals in a programme (e.g. a circus programme) would be well advised to check that the trainers and exhibitors concerned are so registered under the Act.

There are certain public spectacles (e.g. bull fighting, and 'sporting' activities, such as dog fighting, rodeos, etc) that involve some form of cruelty to animals. Some of these practices may be contrary to the law in this country although perfectly legal in their country of origin. They should be shown, if at all, only in context of news or documentary reports and not in the guise of entertainment.

10 PROMOTION AND PRESENTATION

10.1 Choice of material for programme promotion clips

Clips chosen for programme promotion purposes should be representative of the programme from which they have been extracted. They should not, for example, concentrate attention on untypically sensational or lurid incidents which could give a misleading impression of the programme (and which, although acceptable in their proper context, might be offensive when presented in isolation). As mentioned in 1.4(i), if it is decided to promote an 'adult' programme in family viewing time, the clip chosen should itself be suitable for family viewing. It may well be preferable to use different promotion clips for transmission before and after 9 p.m.

10.2 Opening announcements and warnings

Occasions arise when lack of advance information about a programme gives rise to public complaint or misunderstanding. Not all viewers inform themselves about a programme in advance by reading *TVTimes* billings or newspaper publicity. Where material is being shown that is likely to disturb some viewers, a short factual statement should be given about the nature of that material. The statement should avoid taking the form of a warning that in effect invites viewers to prepare to be shocked. (To provide information for viewers who miss an opening announcement or who switch on late, the experiment of displaying a symbol in the form of a small white rectangle in the corner of the screen during the course of the broadcast has been carried out in the Midlands (ATV) area. The experiment has now been extended to the Southern area.)

10.3 Promotions in trade test transmissions

Periods when there are no scheduled programme transmissions (mainly in the early morning on weekdays) are used by the Authority engineers for trade test transmissions.

These make it possible for the retailers of television receivers to make necessary adjustments to the receivers and aerials they install against a standard test card, or colour bars shown on the screen.

The Authority has agreed that these trade test transmissions may be interrupted in order to allow companies to present simple programme information on the screen in the form of lists of titles and times of transmission, displayed on caption cards or slides and perhaps accompanied by explanatory voice-over comment. Any such promotion spots should be originated by companies to a predetermined schedule agreed in advance with Authority staff; the frequency of display should be not more than once every quarter of an hour and for not more than one or two minutes at a time.

10.4 Start times and under-runs

When billings are submitted to *TVTimes*, running times of programmes are normally given to the nearest five minutes. But programmes should never be billed for a later time, even by a couple of minutes, than the actual start time intended.

When a programme does under-run, the following programme should not be allowed to start earlier than the time for which it has been advertised, and the gap should be occupied by suitable fill-in material.

10.5 Apologies for temporary breakdown or operational failure

Suitable apologies should be broadcast as soon as possible whenever a fault occurs which could cause inconvenience to, or be noticed by, the viewers. No particular set form of words is prescribed. Such statements should include a simple straightforward expression of regret; and, whenever human error is involved, an admission of fault.

10.5(i) Announcements in the event of a company having temporarily to suspend its service

Manned IBA transmitters have available four slides containing announcements for use when the service is suspended. Duplicates should also be held by the companies, as there may be circumstances when it would be more convenient for the slide transmission to be originated with the company than at the transmitter. The text of the slides (each headed by the title 'INDEPENDENT TELEVISION') is as follows:

Slide A

We are sorry for this break in our programmes. We shall get them back for you as soon as we can.

Slide B

We are sorry to tell you that there will be no further programmes on this channel today. We will give you more information tomorrow.

Slide C

Your programme will be resumed in a few moments.

Slide D

We are sorry that programmes have been interrupted. There is an industrial dispute. Transmissions will start again as soon as possible.

The decision about which of the four captions is to be shown and whether it should be originated by the transmitter or the company should be agreed with the Authority's staff. Occasionally none of the four captions may be appropriate to the particular circumstances of the interruption of programmes. Affected companies should then consult Authority staff about the provision of a more appropriate caption, giving as much information as possible about the length and cause of the stoppage. It would then be the responsibility of the company concerned to have the caption made and delivered to the transmitter.

10.6 Acknowledgements to the BBC

When an ITV broadcast makes use of a feed from the BBC, an appropriate acknowledgement should be given. The form of the acknowledgement is a matter for direct discussion between the companies and the BBC.

Similar considerations apply to any programme material supplied by the BBC but incorporated in an ITV production; and in reverse, to any ITV material used by the BBC.

Acknowledgements are not normally given to the BBC for

the common transmission of the Queen's Christmas message, or for Party Political Broadcasts or Ministerial broadcasts that the BBC may have originated.

10.7 Promotion of programme companies' own goods and products

Under the terms of the programme companies' contracts with the Authority, goods and services to be promoted need the specific approval, in writing, of the Authority. Approval will be governed by the extent to which the goods can reasonably be seen to be related to the functions of the companies as broadcasters or positively to be promoting Independent Television.

10.7(i) Publications based on programmes and programme series

Where it can be demonstrated that a book or other publication, including recordings, can reasonably seem to be a useful and necessary addition to a programme or programme series, the Authority may agree to a brief mention of their availability at the end of the programme and, when the circumstances warrant it, in trailers for the programme series. Such mentions will always require the agreement of the Authority in writing and announcements should be confined to the name of the publication or recording, the publishers, and price, and its availability at shops or from a programme contractor. Names of retail outlets should not be given. The Authority's agreement will be forthcoming only when the publication can be seen to be directly related to and arising out of the programme or as an extension to an educational programme.

10.7(ii) Records

From time to time a particular programme series will feature music which creates a popular demand for recordings. In these circumstances it is reasonable, when the music from the series has been recorded, for a brief mention to be made at the end of the programme to the effect that the music is available on record. No further details should be given. The Authority's approval in writing should be obtained.

10.7(iii) Exhibitions and displays

From time to time programme companies will mount exhibitions and displays of programme costumes or sets. If the circumstances warrant it, the Authority will agree to appropriate promotion of such exhibitions and displays.

11 SPONSORSHIP AND INDIRECT ADVERTISING

11.1 'Sponsored programmes' in the normal sense of the term are not allowed on Independent Television. Section 8(6) of the Act requires that, with certain limited exceptions set out in Sections 8(7) and (8), 'nothing shall be included in any programmes broadcast by the Authority, whether in an advertisement or not, which states, suggests or implies, or could reasonably be taken to state, suggest or imply, that any part of any programme broadcast by the Authority which is not an advertisement has been supplied or suggested by any advertiser; and, except as an advertisement, nothing shall be included in any programme broadcast by the Authority which could reasonably be supposed to have been included therein in return for payment or other valuable consideration to the relevant programme contractor or the Authority'.

11.2 Coverage of sponsored events and display advertising

Detailed guidance was given to the companies in 1976, following reports by an scc Working Party on Indirect Advertising. A paper was prepared for distribution not only within companies but also among organisers of major sporting events and potential sponsors of such events. A copy of the paper, with an amendment to bring it up to date in relation to advertisements at football matches, is circulated as Appendix V to these guidelines.

11.3 Use of American sponsored programmes

Some American television programmes are sponsored by

advertisers when transmitted in the USA. Both BBC and ITV transmit such programmes, and there is no objection to their use provided that the requirements of Section 8(6) of the Act are observed and the sponsor's message is omitted. It would not be acceptable that special arrangements should be made for the association with such a programme of advertisements for the advertiser's products in this country, and companies should be wary of any opportunities to acquire on exceptionally favourable terms any American programme sponsored by an advertiser whose products are on sale in this country.

11.4 Offers of free services, facilities, etc.

Many organisations (not all of them commercial) and official bodies are prepared to offer programme-makers free services in return for the presumed commercial or public relations advantages thought to accrue from the presentation of their organisation and its activities on television. Although in the majority of cases such arrangements are justifiable, all such offers (e.g. free passages on a cruise liner, indirect subsidisation of a documentary film unit, overseas travel and accommodation), should be treated with circumspection. Nothing should be done that might give rise to doubts about the independence, impartiality and integrity of the programme. No commercial organisation that provides services should engage before the broadcast in any advertising campaign, in the press or elsewhere, linked to the programme in question. In accepting help from any commercial organisation, pro-

ducers should make this clear before agreement is reached.

11.4(i) Acknowledgements to outside bodies

Care should be taken lest any acknowledgement tends to imply an element of sponsorship or other element of outside editorial control, or to give the appearance of indirect advertisement. It is normally undesirable that any acknowledgement should be made to commercial suppliers of material or services. There is unlikely to be any objection, however, to acknowledgements being made to organisations and institutions without whose assistance and provision of facilities, such as access to sites and programme material, the programme could not have been made.

11.5 The use of brand names or branded products

The display in programmes of identifiable or clearly labelled brand products should be avoided whenever possible. There are, however, defensible exceptions, and it is not always possible to avoid the names of commercial products or services in outside broadcasts or location filming. This is an area for producer judgement, with the need always borne in mind to avoid any undue element of advertisement.

11.5(i) Publicity for plays, books, films, records and other creative work

Reviews of literary, artistic, or other publications or productions – including interviews with the writers or artists concerned, and excerpts from the work – are usually acceptable. So, for example, are references to the place of any performance included in a programme, the name and description of the persons appearing as performers, or an announcement of

the number and description of a record.

11.6 Programme performers who appear in advertisements

There are agreed rules about the appearance in advertisements of people closely identified with ITV programmes. These are matters of advertising control, and are not dealt with in these guidelines. Certain points need to be noted, however, by programme producers. It is unacceptable, for instance, for presenters or experts featured in a consumer advisory programme to appear also in advertisements, on ITV or elsewhere, for products or services connected in any way with those discussed in the programme: companies should ensure that those they engage for such programmes do not have commitments to appear in advertisements of that kind.

11.7 Prizes and gifts in programmes

Guidelines on competition and reward shows are given in Section 12. Presentation of prizes or gifts within a programme should avoid the impression of an advertisement for the products of the manufacturer or the suggestion that the programme idea has been suggested by an advertiser. There should be no mention of brand names either in the programme itself or in any published publicity about the programme, and there should be no gratuitous emphasis on the value of the articles offered as prizes. As mentioned in 12.1(i), all prizes and gifts presented in programmes should be purchased out of programme company budgets at not less than wholesale prices.

12 COMPETITION AND REWARD SHOWS

12.1 Rules of ITV competition programmes

The rules for the conduct of competition programmes involving the award of prizes, of whatever value, must be submitted to the Authority for approval. Approval is needed before the programme is scheduled. It should be noted that under the Gaming Act 1968 it is illegal to give prizes for competitions that are merely games of chance: there must always be an element of skill involved.

During the transmission or recording of the programme a senior officer of the company should be present to adjudicate in cases of doubt. No child under 15 years of age may take part without previous Authority approval in a programme in which prizes are given.

12.1(i) Prizes

The maximum value of any single prize awarded in a ITV programme to contestants appearing before the cameras may not normally exceed £1,250. Exceptionally the Authority may agree to a larger sum, up to £2,000, being awarded once, say, every four weeks, provided that the average value of the maximum prize over that four-week period does not exceed £1,250. (These figures apply from the beginning of 1978.) Articles given as prizes must be purchased at full wholesale prices, and must not be presented or described in such a way as to give an impression of advertising (see 11.7).

12.2 Prizes to viewers

The Act requires that no prize of 'significant value' may be offered in a programme if it is available only to viewers of that programme, or if those who view the programme have

a competitive advantage over those who do not. It is for the Authority to decide what is meant by 'significant value' in this context. The Authority has ruled that the total prize money awarded in any programme should not exceed £100; subject to consultation with IBA staff, the top prize in any programme may be up to £50.

12.3 Outside competitive events

From time to time television coverage may be given to events involving competitions and rewards which are not organised by a programme company and which are events of interest in themselves that have not been arranged simply for the purpose of providing a television programme. An example is beauty contests such as the final of the Miss Great Britain competition. The nature and value of the prizes are determined by the organiser of the event and, not being under the control of the programme company or Authority, may exceed in value those awarded in company-organised competitions. Care needs to be taken in the promotion and presentation of such events to avoid giving viewers the impression that the prizes are being awarded by the programme company broadcasting the event.

Outside competitive events are often sponsored by commercial organisations. Care must be taken both in the placing of cameras and in other ways to avoid any undue element of advertisement for the sponsors or their products. Trade names, for example, on the costumes of competitors or prominently displayed within view of the cameras should not normally be accepted. (See section 11 and Appendix V).

13 CHARITABLE APPEALS AND PUBLICITY FOR CHARITIES

13.1 Under the Act, the Authority's previous approval is required for any item 'which gives or is designed to give publicity to the needs or objects of any association or organisation conducted for charitable or benevolent purposes'.

One purpose of that requirement is to ensure that broadcast appeals for funds by charitable organisations are carefully

controlled. All charities are, necessarily, registered with the Charity Commissioners; but this means only that their aims have been accepted as legally charitable, and does not indicate that the Commissioners have investigated and approved their conduct of their affairs. Care therefore needs to be taken to protect the public and ensure as far as possible

that their money will be well spent. It is desirable also to ensure that appeals are fairly allocated among a variety of charities, and that other types of publicity for charities, in addition to overt appeals for funds, should also be subject to controls.

13.2 Sunday evening appeals

The allocation of the monthly five-minute appeals on behalf of particular charities is made by the Authority on the advice of the Central Appeals Advisory Committee (CAAC), and, in Scotland, on the advice of the Scottish Appeals Advisory Committee (SAAC). Any organisation that has charitable status may apply for an appeal, but preference is normally given to bodies concerned with the relief of distress, the preservation of life and health, or the amelioration of social conditions. No organisation is normally granted more than one appeal in any two-year period, and if an application is not successful no fresh application from the same charity can be considered for another two years. The appeals are produced in turn by each of the four major companies that broadcast at the weekend – ATV, Granada, London Weekend, and Yorkshire – and are normally networked throughout the UK except Scotland, which has its own appeals produced by Scottish Television. From time to time Ulster Television, and other regional companies, may produce their own regional appeals, following applications approved by CAAC. Responsibility for the format and production of each appeal programme rests with the programme company concerned.

13.3 Disaster appeals

Special appeals may be broadcast in the event of a serious emergency, such as flooding or some other major disaster. Appeals following a disaster overseas are normally only broadcast following a request to the Authority (normally simultaneously with a request to the BBC) from the UK Disasters Emergency Committee (DEC), which consists of major UK charities active overseas. In such circumstances the Authority staff consult the Chairman of CAAC, and, if it is agreed that an appeal should be broadcast, put the DEC in touch with whatever body in ITV has undertaken to produce the appeal.

Appeals may also be broadcast, either regionally or nationally, following a disaster in the UK, provided that a Public Fund has been set up to meet it. Before any such appeal is arranged, approval needs to be obtained from the Authority's staff who will first consult the Chairman of the CAAC, or of the SAAC as appropriate.

13.4 Other appeals

The Authority does not normally give approval for appeals for funds on ITV other than those described in 13.2 and 13.3. An exception to this rule is that approval is usually given each year for an appeal at Christmas time within the children's magazine programme *Magpie*. These appeals are each on behalf of children suffering from some particular type of handicap or disability, and are for specific requirements – such as equipment or furniture – within the chosen area of need, rather than on behalf of named charities. In addition to appealing for money, they have the wider aim of drawing attention, over a period of time, to certain areas of need and disability, and of providing general information about them.

Approval for these appeals needs to be given in advance by the Authority itself.

13.5 Publicity for charities in programmes

Even if there is no direct appeal for funds, some types of publicity can constitute quasi-appeals, by helping charities in their fund-raising efforts. It is impracticable that every single reference to a charity's needs or objects should require the Authority's specific previous approval, and the following guidelines have therefore been provided to indicate the general types of reference which are permissible and those which are not permissible without specific previous approval.

(a) There is no objection to mention being made of the objects

of a charity when this is justified by the intrinsic interest of the charity's work, as opposed for example to its public relations activities. A documentary about the Royal National Lifeboat Institution, for instance, could hardly be required to avoid mentioning the fact that the Institution's object was to save life at sea.

(b) Mention of a charity's *needs* runs the risk of being a covert appeal, and references to a charity's financial state or fund-raising activities need to be considered with care. This does not rule out, of course, reports in news programmes of, for example, the launching of a national or regional appeal of special significance, such as a Memorial Trust in honour of some famous person or a Cathedral Restoration Fund, or of events organised by charitable bodies, when these events are themselves of news interest or warrant inclusion in a local 'what's on' report. Neither does it rule out the reporting of other events of obvious newsworthiness, such as a well-known charity becoming insolvent. Care should be taken, however, to avoid any such reports constituting an appeal, and donations should not be solicited. 'Collecting organisations', i.e. charities which exist primarily or solely to raise funds for subsequent distribution to other bodies, vary in their practices: especial care needs to be taken to consider whether or not mention of their activities is justified or is a form of unpaid-for advertisement or indirect appeal.

(c) Programmes that set out to describe certain areas of need or distress may, if necessary, give an account of the work of charities active in those areas, but they should not give undue publicity to the names of individual charities. Programmes are unlikely to be acceptable which have been paid for wholly or in part by a charity and in which the name of that charity is mentioned.

(d) When a programme seeks to inform viewers about particular services that are available, the names of charities providing such services may be mentioned in addition to those of statutory organisations. Emphasis should be on the specific services that can be provided, rather than on general publicity for the charities concerned.

(e) When a programme seeks to inform viewers about the opportunity to take part in voluntary work, care needs to be taken to avoid the programme being an advertisement for particular charities. There is no objection to individual charities being mentioned by name, but a wide range of charities should be included over time, and viewers should, if possible, be given an indication of ways in which they might pursue opportunities for voluntary service other than through the particular charities mentioned.

13.6 Spontaneous public response to reports of disaster, or to accounts of charitable work

It may happen that a topical current affairs programme drawing attention to conditions of extreme human need will evoke a spontaneous wish from members of the viewing public to donate funds. A similar response may occasionally follow a documentary programme, for example, about particular charitable work, which keeps well within the guidelines described in 13.5 and makes no appeal for funds, but nevertheless arouses the desire to give. There may be difficulties in meeting such a response, particularly if the programme describes a recent or hitherto unrecognised disaster, and no public fund yet exists to which money may be sent. Public response to such programmes is difficult to predict; but if a company is preparing a programme which it feels is likely to give rise to a large response, it is helpful if the producer consults the Authority's staff in advance so that plans may be made, in consultation with the Chairman of CAAC or SAAC, or with the DEC, if appropriate, about information or advice that might subsequently be given to the public, either in response to telephone calls or, in the event of an exceptional response, by an on-screen announcement. If a large public response occurs without having been foreseen, then it may still be possible for approval to be given for an on-screen announcement, if required, or for advice to be provided on what information should be given to enquirers.

In not all circumstances, however, is it likely that a suitable recipient of funds will be in existence at the time of the programme.

14 OTHER PROGRAMME MATTERS

14.1 Use of recordings of Royal occasions, and of broadcasts by members of the Royal Family

It is accepted practice for those using recordings of Royal occasions to seek permission to do so from Buckingham Palace. Permission is also required for the use in whole or in part of broadcasts by members of the Royal Family. In particular no part of any Christmas broadcast by Her Majesty may be used in another programme without the express agreement of the Press Secretary to the Queen.

14.2 Obituary procedures

Companies should be aware of the procedures that have been agreed on interruption, and if need be cessation, of network programming following the death of a member of the Royal Family or certain other eminent national figures. Obituary procedures are distributed to companies and regularly up-dated by the nominated week-day contractor, Thames Television.

15 COMMUNICATION WITH THE PUBLIC

15.1 A company's most important link with its public is through its programmes and on-air presentation. Most companies will also conduct off-air activities to strengthen their presence in their areas. It is important in addition to ensure that members of the public who wish to contact their company have no difficulty in doing so. For this reason, even if no relevant on-screen announcements are made, companies should ensure that adequate entries appear in all telephone directories within their coverage areas.

15.2 Handling of complaints from viewers

When a complainant expresses dissatisfaction after correspondence with the company about the complaint, attention should be drawn to the Authority's function in relation to complaints, and the complainant be sent a copy of the leaflet 'The Independent Broadcasting Authority and the Public: the Handling of Complaints'. The text of this leaflet, which also gives the composition of the Complaints Review Board, is as follows:

The Authority is the body charged by Parliament with the supervision of the Independent Broadcasting services of television and local radio. The conduct of the services is governed by the Independent Broadcasting Authority Act 1973.

The programmes which the Authority broadcasts are provided to it by the programme companies. Complaints to the Authority that any programme has not complied with the required standards are investigated by its staff, and a reply is then sent to the complainant.

If a complainant is dissatisfied after such investigation and reply, and remains so after further correspondence on the subject, the matter may, if the complainant so wishes, be referred to the Authority's Complaints Review Board, none of whose members is concerned with the day-to-day control of programmes. The Board will then investigate and report to the Authority. After that a full further reply will be sent.

Under its terms of reference, 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. It does not deal with advertising matters, with the business relations between programme companies

and those appearing in programmes, or with matters which a complainant wishes to make the subject of legal action. In addition to considering specific complaints when a complainant remains dissatisfied after investigation and reply by the Authority's staff, the Board keeps under review regular reports of complaints investigated by the staff, and considers specific complaints referred to it by the Chairman of the Authority.

15.3 Programme transcripts:

15.3(i) Provision to the Authority

Under the terms of the programme contracts, the Authority can require a company to provide it with a transcript of broadcast material at any time up to three months after the broadcast was made.

15.3(ii) Provision to others

When a person or organisation can establish a reasonable claim that something derogatory has been said about them on ITV, or that they are affected by alleged strictures, unfairness or inaccuracies in matter broadcast by ITV, and request a transcript, that transcript should normally be provided.

This does not imply the automatic and immediate despatch of transcripts to applicants where the company feels that it is more appropriate, as a first step, to attempt to satisfy them in some other way, for example by a letter of explanation or apology; or where it is felt necessary to ask them to establish that they have a proper interest in the matter at issue; or where there is clear legal advice that, in the circumstances of a particular request, it is inadvisable that a transcript should be provided at that stage.

When requests for transcripts are made on the grounds listed in the first paragraph, the Authority should be informed not only when the company concerned proposes to withhold a transcript but also whenever it agrees to provide one. Occasions can arise when the withholding of a transcript on legal advice in an attempt to protect a company against the possibility of legal action clashes with the need to be fair to a complainant: on such occasions, discussion between the company and the Authority is necessary.

APPENDICES TO TELEVISION PROGRAMME GUIDELINES

APPENDIX I: THE ITV CODE ON VIOLENCE

All concerned in the planning, production and scheduling of television programmes must keep in mind the following considerations:

The Content of the Programme Schedule as a Whole

(a) People seldom view just one programme. An acceptable minimum of violence in each individual programme may add up to an intolerable level over a period.

(b) The time of screening of each programme is important. Adults may be expected to tolerate more than children can. The ITV policy of 'family viewing time' until 9.00 p.m. entails special concern for younger viewers.

The Ends and the Means

(c) There is no evidence that the portrayal of violence for good or 'legitimate' ends is likely to be less harmful to the individual, or to society, than the portrayal of violence for evil ends.

Presentation

(d) There is no evidence that 'sanitised' or 'conventional' violence, in which the consequences are concealed, minimised or presented in a ritualistic way, is innocuous. It may be just as dangerous to society to conceal the results of violence or to minimise them as to let people see clearly the full consequences of violent behaviour, however gruesome: what may be better for society may be emotion-

- ally more upsetting or more offensive for the individual viewer.
- (e) Violence which is shown as happening long ago or far away may seem to have less impact on the viewer, but it remains violence. Horror in costume remains horror.
- (f) Dramatic truth may occasionally demand the portrayal of a sadistic character, but there can be no defence of violence shown solely for its own sake, or of the gratuitous exploitation of sadistic or other perverted practices.
- (g) Ingenious and unfamiliar methods of inflicting pain or injury – particularly if capable of easy imitation – should not be shown without the most careful consideration.
- (h) Violence has always been and still is widespread throughout the world, so violent scenes in news and current affairs programmes are inevitable. But the editor or producer must be sure that the *degree* of violence shown is essential to the integrity and completeness of his programme.

The Young and the Vulnerable

- (i) Scenes which may unsettle young children need special care. Insecurity is less tolerable for a child – particularly an emotionally unstable child – than for a mature adult. Violence, menace and threats can take many forms – emotional, physical and verbal. Scenes of domestic friction, whether or not accompanied by physical violence, can easily cause fear and insecurity.
- (j) Research evidence shows that the socially or emotionally insecure individual, particularly if adolescent, is specially vulnerable. There is also evidence that such people tend to be more dependent on television than are others. Imagination, creativity or realism on television cannot be constrained to such an extent that the legitimate service of the majority is always subordinated to the limitations of a minority. But a civilised society pays special attention to its weaker members.
- This Code cannot provide universal rules. The programme maker must carry responsibility for his own decisions. In so sensitive an area risks require special justification. If in doubt, cut.*

APPENDIX II: APPEARANCE OF CANDIDATES IN PROGRAMMES AT THE TIME OF ELECTIONS

The relevant provisions of the Representation of the People Act 1969 (RPA), which places restrictions on broadcasts in which a constituency candidate appears, are given in the Attachment to this Appendix.

A. GENERAL ELECTIONS

2. The requirements of Section 9(1) of the RPA are set out in algorithmic form in Table 1, with accompanying explanatory notes. As the notes emphasise, there are two particular points on which judgement has to be exercised: (i) whether a candidate is 'taking part' in a broadcast item; and (ii) whether the item is 'about the

constituency'.

3. Paragraphs 4-8 of this Appendix are concerned with certain types of programme that are lawful under the RPA and describe the Authority's policy in the light of the IBA Act's requirements about impartiality.

Constituency Programmes In Which Candidates Take Part

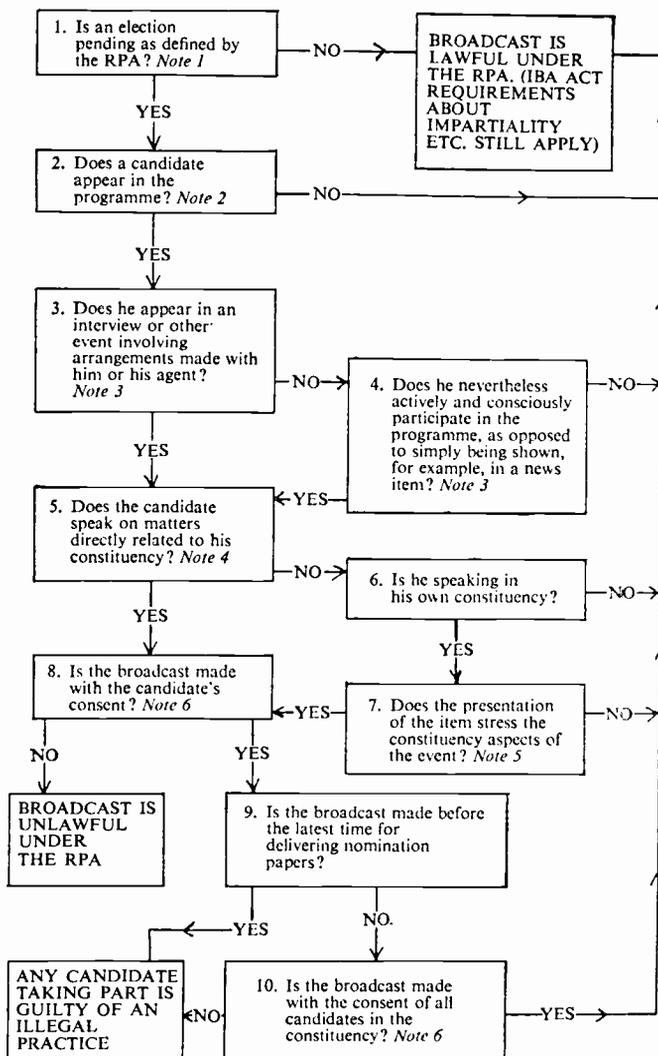
4. Three main types of constituency programmes in which candidates take part can be distinguished:

- (i) *Constituency Report*, i.e. reports on the situation in a particular constituency.

Table 1

REPRESENTATION OF THE PEOPLE ACT 1969, SECTION 9

(Notes to the Table are attached)



NOTES ON TABLE 1

Note 1. Section 9(2) of the RPA states that a general election shall be deemed to be pending during the period ending with the close of the poll and beginning with the date of the dissolution of Parliament or any earlier time at which Her Majesty's intention to dissolve Parliament is announced. At a by-election the period normally begins with the issue of the writ (exceptionally, as in the case of bankruptcy, an earlier date may apply, as laid down in Section 9(2) (a) (ii)). At a local government election, the period normally begins five weeks before election day (see Section 9(2) (b)).

Note 2. The term 'candidate' includes a potential candidate as well as a person who has formally lodged his nomination papers or has been acknowledged or adopted as a candidate by a local political organisation. The restrictions under the RPA apply to any person who takes part in a broadcast item for the purpose of promoting or procuring his election. They therefore apply to any self-declared or provisional candidate or any person who on commonsense grounds has to be regarded as a potential or likely candidate in the election.

Note 3. Questions 3 and 4 are concerned with whether a candidate takes part in a broadcast item. The Act does not define what is meant by 'taking part', but a candidate must be regarded as taking part in a broadcast item if he actively and consciously participates in it. A candidate would not normally be 'taking part' if he was shown appearing in his constituency in a news report that did not involve prior arrangements with himself or his agent; but even in such an item he could be 'taking part' if the report developed into an interview or a direct camera confrontation in which he 'actively and consciously' permitted himself to be televised or filmed.

Subject to the foregoing, reports on candidates and their activities must be based on their news value and in the context of an overall balance during the election period.

Note 4. Question 5, together with questions 6 and 7, is concerned with whether a broadcast item is 'about the constituency' (and thereby falls within the restriction laid down in the RPA). The phrase 'about the constituency' is not defined in the Act.

The answer to Question 5 is 'nc' if the candidate speaks on problems or issues that are of general significance, and does not mention or suggest that they are of particular relevance to his own constituency. Judgment must be exercised in each case to determine whether any suggestion to this effect is made.

Note 5. A broadcast item may be 'about the constituency' if, whatever the topic of the candidate's remarks, he is speaking at a meeting in his constituency and the presentation of the item stresses its constituency aspects by, for example, long-shots of the platform from which he is speaking or shots of the audiences and their reactions. To avoid stressing the constituency aspects, pictures of the candidate speaking in close-up should be preferred. Mention can be made, if necessary (e.g. to introduce the item in the course of a news programme), that the individual concerned is a candidate for a particular constituency or that he was speaking in his constituency; but care must be taken not to include other material that changes the item into a report of a constituency event.

Note 6. Consent must be obtained before each broadcast, and should be related to the date, timing and description of the programme concerned. Consents should normally be obtained in writing; where that is not done, the programme company or ITN must be prepared to substantiate that consents have been given.

(a) It would be possible to present a constituency report without any candidate 'taking part'. It is more likely, however, that candidates will in fact take part. Whether or not candidates do take part, due impartiality must be maintained and a balanced descriptive report provided of the election campaign in the constituency. This does not mean that equal time must be given to the report on each candidate. It may be, for example, that a candidate is not by any normal standards conducting an election campaign: parity of time is not necessarily required where it would distort the representation of the situation in the constituency.

(b) Similarly when at least one candidate takes part, but one or more of the other candidates is not conducting a campaign, or for some reason it is impossible to gain access for cameras to their meetings or to obtain interviews with them, then the broadcast may be shown, subject to the consent of all candidates being obtained (as required by the RPA), and subject to impartiality being maintained by the inclusion of reports in due detail on the other candidates and on the nature of their campaigns.

(ii) 'Marathons', and similar programmes in which candidates take part, do not so much report on the election campaign in a constituency but rather provide opportunities for the candidates to attempt to influence their electorates.

(a) If all candidates take part, equal time should be allowed to each candidate for set speeches. Discussion is not essential but is permissible subject to the established conventions of fair debate.

(b) If all candidates do not take part, but all give consent to the broadcast, a recording by the absent candidate or candidates, or, failing that, a statement of policy (accompanied by a still picture), of similar length to the statement made by each of the candidates actually taking part, should be included. If possible, the statement should be prepared by, or in consultation with, the absent candidate or his agent. No discussion by the participating candidates can be allowed.

The statements of the participating candidates should be confined to the same kind of matter as is contained in the recording of statements of the absent ones. They should not, for instance, concentrate on the particular qualifications of the participating candidates, such as residence in the constituency, unless there are similar features in the statements or recordings of the absent candidates.

It is just conceivable that a non-participating candidate might consent to the programme proceeding, but for some exceptional reason, e.g. because he was not seriously contesting the election, it might not be possible to compose a statement of policy of the normally required length. In that event, the Authority should be consulted about whether the programme may be shown.

(iii) *Constituency Discussion Programmes*, involving candidates from the same constituency and arranged especially for broadcasting.

Under the IBA Act, it would not normally be sufficient for only some of the candidates to take part, even though the absent ones consented, for it would usually be impossible to secure the balance necessary to secure due impartiality. Where, however, there are special circumstances – for example, a candidate is not by any normal standards conducting an election campaign – the Authority should be consulted about whether a programme may proceed. It is in any case essential that the producing company has the consent of all the candidates, including those not taking part.

5. It is important to remember that under the RPA, no programme of any of these three types can be broadcast while an election is pending until after the latest time for delivering nomination papers (see Table 1, question 9).

Non-Constituency Programmes about the Election

6. (i) Party Election Broadcasts

Candidates may appear in the agreed series of Party Election Broadcasts whose purpose is to deal with general, and not individual constituency, issues.

(ii) Discussion Programmes

Candidates may appear as representatives of their party or of a particular shade of opinion in balanced discussion programmes about election issues. Particular care must be taken that issues are not discussed which are peculiar to a constituency in which one of those taking part in the broadcast is a candidate.

Programmes not about the Election

7. (i) News, Current Affairs, and Discussion Programmes

Appearances by candidates in such broadcasts are lawful under the RPA. But, since it is unlikely that they could be balanced between the political parties, a candidate's appearance might be regarded as enhancing his general standing and thereby breaching the requirements of due impartiality. Candidates should therefore not be shown in news items on matters unconnected with the election unless their absence would obviously be in conflict with sensible treatment of the news. Such cases are likely to be rare, and the Authority should be consulted before the item is broadcast. The Authority should also be consulted about any candidate's appearance in a current affairs or discussion programme on matters of public policy that are not election issues. Such appearances are to be avoided, and should not occur during the period up to the latest time for delivery of nomination papers.

Appearances by candidates as newscasters, interviewers, anchor-men, or presenters in current affairs and discussion programmes should cease for the whole of the pending period (see Note 1 to Table 1).

(ii) Non-Political Programmes

Appearances by candidates as actors, musicians, singers or other

entertainers, that were planned or scheduled before the election became pending, may continue, but no new appearances should be arranged during the election period. The same applies to appearances in programmes in a subsidiary capacity, for example as non-starring compère or sports commentator or as one of a number of participants in a programme outside the field of political or industrial controversy and not relating to current public policy. All other appearances should cease; this includes principal participation by a candidate in any type of non-fictional programme (e.g. Eamonn Andrews, David Frost, Russell Harty).

8. If a candidate does appear in any of these type of programme, reference should not be made to the fact that he is a candidate.

B. LOCAL GOVERNMENT ELECTIONS

9. The local government equivalent of the Parliamentary terms 'constituency' and 'by-election' are 'electoral area' and 'election to fill a casual vacancy'.

10. Programmes about local government elections

The kind of programme that might be produced varies from one covering a single electoral area to one giving full coverage to the campaign as a whole in a large local government area. While television coverage of an individual local electoral area is infrequent, elections in large areas such as the Greater London Council have, in the past, been fully covered and have tended to be treated rather like a 'mini-General Election'.

The Act, in the same way as it restricts programmes about a parliamentary constituency, also restricts programmes about an electoral area, i.e. the electoral division, burgh, ward or other area for which an individual election is held. Thus, in an election for a County Council, the relevant electoral area is not the county but each separate electoral area within the county.

With the relatively small size of local electoral areas, it is easy for a candidate, although intending to speak about wider issues, to stray across the line into talking about his own electoral area. Care is therefore needed to make sure that candidates who are speaking in a wider context than that of speaking about their own electoral areas are properly briefed about the Act's requirements.

11. Programmes not based on local government elections

The Authority has not issued instructions about the appearance of local election candidates in news, current affairs, or discussion programmes not about the elections or in non-political programmes. The basic rule is that due impartiality must be preserved. At the one extreme, it would be difficult to maintain that such impartiality was being preserved if the leader of a large and important local council were to be the major participant in a programme about, say, housing at the time of an election for that council, even though no specific reference to that or any other election was made in the programme; at the other extreme, it would be absurd to forbid a candidate for a parish council appearing as a principal participant in a quiz programme. The Authority leaves matters to the judgement of programme companies, subject to doubtful cases always being referred to it.

ATTACHMENT TO APPENDIX II

THE REPRESENTATION OF THE PEOPLE ACT, 1969, Section 9

(1) Pending a parliamentary or local government election it shall not be lawful for any item about the constituency or electoral area to be broadcast from a television or other wireless transmitting station in the United Kingdom if any of the persons who are for the time being candidates at the election takes part in the item and the broadcast is not made with his consent; and where an item about a constituency or electoral area is so broadcast pending a parliamentary or local government election there, then if the broadcast either is made before the latest time for delivery of nomination papers, or is made after that time but without the consent of any candidate remaining validly nominated, any person taking part in the item for the purpose of promoting or procuring his election shall be guilty of an illegal practice, unless the broadcast is so made without his consent.

(2) For the purposes of subsection (1) above –

(a) a parliamentary election shall be deemed to be pending during the period ending with the close of the poll and beginning –

(i) at a general election, with the date of the dissolution of Parliament or any earlier time at which Her Majesty's intention to dissolve Parliament is announced; or

(ii) at a by-election, with the date of the issue of the writ for the election or any earlier date on which a certificate of the vacancy is notified in the *Gazette* in accordance with the Recess Elections Act, 1784, the Election of Members during Recess Act, 1858, the Bankruptcy (Ireland) Amendment Act, 1872 or the Bankruptcy Act, 1883; and

(b) a local government election shall be deemed to be pending during the period ending with the close of the poll and beginning –

(i) at an ordinary election, five weeks before the day fixed as the day of election in accordance with Section 57 of the Representation of the People Act, 1948 or in Scotland, by or under the Local Government (Scotland) Act, 1947; or

(ii) at an election to fill a casual vacancy, with the date of publication of notice of the election.

(3) Subsections (1) and (2) above shall be construed and have

effect as if contained in Part II of the Representation of the People Act, 1949.

(4) Section 63(1) of the Representation of the People Act 1949 (which, subject to the exception in the proviso, makes illegal certain expenses when incurred without authority from a candidate's election agent) shall be amended by inserting in paragraph (i) of the proviso, after the words, 'a newspaper or other periodical', the words 'or in a broadcast made by the British Broadcasting Corporation or the Independent Television Authority'.

(5) Section 80(1) of the Representation of the People Act 1949 (which, in connection with parliamentary elections, makes illegal the use of wireless transmitting stations outside the United Kingdom otherwise than under arrangements for a broadcast by the British Broadcasting Corporation) shall be amended as follows:—

- (a) for the words 'Parliamentary election' there shall be substituted the words 'parliamentary or local government election', and
(b) for the words 'any wireless transmitting station' there shall be

substituted the words 'any television or other wireless transmitting station', and

(c) at the end of the subsection there shall be added the words 'or of arrangements made with the Independent Television Authority or a programme contractor (within the meaning of the Television Act 1964) for it to be received by the Authority or contractor and retransmitted by the Authority'.

(6) Neither section 80 of the Representation of the People Act 1949 nor subsection (1) above shall, by virtue of section 167 of that Act, apply to municipal elections in the City of London other than ward elections but for the purposes of subsection (1) above a ward election shall be deemed to be pending during the period beginning in the case of an annual election three weeks before the day fixed for the election and in other cases with the day on which the precept is issued, and ending in all cases with the day of the poll (or, if no poll is taken, with the day fixed for the election).

APPENDIX III: CONTEMPT OF COURT

NOT REPRODUCED HERE

APPENDIX IV: TECHNICAL QUALITY

The Authority is required by the Act to provide broadcast services that are of high quality not only as to the matter transmitted but also as to the transmission. For this reason the Authority's Engineering Division has issued Codes of Practice for the technical performance of Studio and Outside Broadcast installations, and carries out periodic tests at all studio centres to ensure that the required standards are being maintained. All programmes are also monitored to assess technical quality. The assessments are augmented by information on the nature and severity of any impairments.

It may occasionally be necessary to ask for recorded programmes acquired from outside Independent Television (whether at home or abroad) to be submitted to the IBA's Quality Control Section for technical examination before they are accepted for inclusion in

company schedules. This is more likely to be necessary with programmes recorded to a different lines standard, and therefore needing to be passed through a standards converter before transmission in the UK; IBA Quality Control staff should be informed in advance about all such programmes.

The Authority is prepared in certain exceptional circumstances to approve the transmission of programme material that it would normally consider unacceptable. These are:

- (i) In news or documentaries, film or tape recordings of inferior technical quality where no other comparable visual material is readily available, and their inclusion is necessary for the programme.
(ii) Film or tape recordings of events of historical significance.
(iii) Cinema films of unusual artistic quality, topical interest, or historical significance.

APPENDIX V: COVERAGE OF SPONSORED EVENTS AND DISPLAY ADVERTISING ON INDEPENDENT TELEVISION

Introduction

1. Many events in which Independent Television has a legitimate interest because of the intrinsic appeal to the audience are sponsored by commercial organisations. Indeed their continued existence depends on sponsorship. The number of events, particularly in sport but also in the arts and other entertainments, attracting sponsorship is increasing and is likely to continue to increase. The legal position of Independent Television is laid down in the Independent Broadcasting Authority Act 1973. One of its most important provisions is that a clear distinction must be maintained between programmes and advertisements. Nothing may be included in programmes or advertisements that could give viewers the impression that a programme, or part of a programme, has been suggested or provided by an advertiser. This obligation, coupled with the wish of TV company sales departments not to give 'free' on-site advertising during coverage of sponsored events, leads to the considerations outlined below. There is inevitably a conflict between the priorities of Independent Television and the priorities of the sponsor. We want the best and most complete coverage of the event, the sponsor wants maximum exposure for his sponsorship.

2. Sponsored Sporting Events (including Beauty Contests and Talent Contests) - General Practice

Independent Television reserves the right to decide the acceptability on television of particular company or brand names as sponsors. Subject to acceptability the sponsor's name can normally appear in the main title of the event and in the title in the *TVTimes* billing. During the programme the practice is as follows:—

- (i) Two sponsor's signs may appear on the course or on the arena. The siting of such signs must not, in the opinion of the producer at the time of his survey, obtrude either on the television pictures or on the action of the event. This effectively rules out any sponsor's signs in and around any *Boxing* ring.
(ii) There may be two verbal credits relating the sponsor to the event during the transmission of the programme.
(iii) The name of the competition may appear on the scoreboard at the event.
(iv) The presentation of prizes at the end of the event is often made by someone connected with the sponsoring organisation. Coverage of this is permissible with no more than one mention of the sponsoring body.
(v) In *Athletics* the International Athletics rules allow the name of a sponsor to appear on a competitor's number card. This is anomalous but in practice ITV accepts it.

3. Horse Racing

Guidelines have been agreed jointly (1974) between the Race Course Association, ITV and the BBC. These are as follows:—

- (i) The problem on each racecourse is different and a rigid official agreement would create as many difficulties as it would solve. The best solution is for each racecourse with a TV contract, and also for those confident of obtaining *ad hoc* TV coverage, to agree with the appropriate TV authorities on a particular solution applicable to their own course, to stick to it and to see that their sponsors

stick to it. If the RCA recommendations are followed there should be no difficulty in obtaining such agreement.

- (ii) It should be realised that an individual TV producer with several cameras in use can easily select a camera which will avoid an advertisement, in some cases to the detriment of the race coverage, which is undesirable from all points of view. If the advertising is kept within agreed limits the producer can get on with his presentation without any worry, which would be to the advantage of everyone, both viewers, racecourses and sponsors.

Static Hoardings

(iii) Most racecourses who stage meetings with TV cover now sell static advertising hoardings on an annual basis. They may or may not do so through an advertising agency. In general these static hoardings will only cause trouble if they:—

- (a) are sited to obtain 'freeze frame' TV coverage near the finish;
(b) are sited to obtain prolonged single shot coverage near the start;
(c) are sited outside the view of the stands;
(d) advertise tobacco brand names rather than house names.

In these cases TV producers could be expected to avoid them deliberately or, in the case of tobacco brand names, insist on the signs being covered up or taken away.

(iv) The RCA recommendation is, therefore, that race courses should keep their TV associates informed on the size, site location, colour and subject matter of static hoarding advertisements, so that any TV objections can be considered well before the day of racing.

Sponsors' Banners

(v) Where one sponsor is concerned the following sites are acceptable to the TV authorities for spot advertising on the day of sponsorship and are recommended by the RCA:—

- (a) A device at the winning post; or nearby where the winning post is not technically feasible. A horseshoe should be not more than 4ft in diameter.
(b) The race name on runners and riders boards.
(c) A banner near the start giving the name of the race.
(d) Two banners on or near the track.

(vi) The main problem is the positioning of any banners near the finish. Sponsors will wish them to be in the re-run but at the same time they must avoid the 'freeze frame' area within about 20 yards either side of the finishing post. Each track is different and it is most desirable that agreed positions be established so that they can be offered to sponsors with complete confidence.

(vii) Where there is more than one sponsor on one day, an extra two banners are recommended and extra start banners giving the name of the race, so long as a separate start is in use for the other sponsors. It will be for the racecourse to allocate the banners and the device at the winning post between the sponsors.

4. Tobacco Sponsorship

Cigarette advertising is not permitted on ITV, though advertisements for pipe tobacco and cigars are acceptable. Special conditions have been agreed between the Department of Health and Social Security,

the Tobacco Advisory Committee, the tobacco manufacturers, Independent Television and the BBC. These provide for advertisements for cigarette brands to be covered up during the period of television transmission from a sporting event at which such advertisements may be present. House names of tobacco firms are acceptable e.g. 'Benson and Hedges', but brand names, e.g. 'Players No. 6' are not acceptable.

The most recent Code of Practice (1974) agreed between the Department of Health and Social Security and the Tobacco Advisory Committee includes the following note:—

'In the case of signs displayed at sporting or other events the manufacturers have agreed that if the event or part of the event is to be televised, signs which might otherwise be exposed to television may be completely obscured for the duration of the period of television coverage. The television authorities, who are responsible for taking the necessary action, have been informed by the DHSS that such signs should be covered.'

5. Visual Advertising at Outside Broadcast Events

At all public events at which large numbers of spectators are to be found there is also to be found a wide variety of display advertising. It is absent only if the organisers of the event have taken steps to prevent it; even then they can not always count on complete success. Much advertising would appear irrespective of television coverage as it does, for example, in Piccadilly Circus. But experience has not unexpectedly demonstrated that it is likely to increase substantially whenever there is a possibility that television cameras will be present. Attempts have been made, notably by the European Broadcasting Union, to control this tendency, specifically in relation to international sports events. The aim, embodied in a model contract drawn up by the EBU legal department, has been broadly speaking to limit the amount of display advertising on sports grounds to those signs, posters and hoardings that are more or less permanent features of the site, or at least to those that were recorded as present at the time the contract for coverage rights was negotiated. Even this procedure cannot be claimed to have achieved total success and discussions are still continuing within the EBU. It is still the case that at international matches display advertising can be seen that is manifestly addressed not to the public of the country where the match is being played but to the home public of one of the competing teams.

Within the UK the following are the agreed limits:—

(i) The location of any advertisement boards on site must be declared at the beginning of the season in the case of regular events e.g. football. The location should be checked on site by the producer or director before recording or transmission. No more than two posters or banners for any one product or brand name can be placed side by side on advertising boards in range of television cameras. There will be only one-tier advertising at ground level. Where a match is sponsored, two additional banners may be per-

mitted for the sponsor but no other mobile (i.e. temporary) advertising is acceptable. Any departure from these arrangements is a breach of ITV's agreement with the Football League and the club concerned should be asked to remove any additional advertising.

(ii) No advertisement must in the judgement of the producer or director interfere with any television picture that may be selected to give proper coverage of the event.

(iii) No advertisement must interfere with the action of the event.

(iv) These conditions apply equally to events sponsored by or advertisements for charitable organisations. ITV's ultimate sanction, if faced with excessive display advertising, is to refuse to go ahead with the transmission if all attempts to get the offending advertisements removed have failed. Before a decision to withdraw is taken the producer should consult with his Head of Department who in turn should consult with his Programme Controller. Each company will have its own detailed system of referrals.

Advertising on players' dress and equipment (ranging from tennis racquets to racing cars), and on trailers and ball boys is a particular problem. On racing cars for example the name of a sponsor on the car is bound to be in vision, and clearly recognisable if the lettering is sufficiently large, because the car itself is the centre of the action. The football authorities themselves ban brand names or house names on jerseys, but boxers' dressing gowns, seconds' sweaters and boxers' shorts are all areas where advertisers try to push as much as possible. It is impractical to set down hard and fast rules to cover every possible instance of this kind. The cardinal principal is to get such incidental advertising removed if at all possible or at least to minimise its appearance on screen.

6. Sponsored Cultural Events

The sponsorship of public events by commercial enterprises for publicity purposes has spread from sporting occasions to 'cultural' events such as symphony concerts, opera or ballet performances, exhibitions of painting and sculpture. The events are not always completely sponsored to the extent that they are initiated, planned and organised by the sponsor. Often he does no more than provide substantial financial backing. Although the motives of this generosity are undoubtedly similar to those inspiring the sponsorship of sporting occasions, the publicity advantages sought are related to a different section of public opinion. The funds are therefore just as likely to be provided by relatively 'up-market' enterprises such as banks or insurance companies as by tobacco or soap or alcoholic drink manufacturers. The 'respectability' of these sources of subsidy to the arts does not in any way invalidate an obligation to avoid an undue element of advertising. The event will be televised — if at all — because of its own intrinsic interest to an audience. The name of the sponsor can normally be mentioned, as for example in the name of the event, at most twice. At such events advertising placards and the display of posters are not generally acceptable. End credits acknowledging the sponsors may be agreed.

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The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry should be supported by a valid receipt or invoice. This not only helps in tracking expenses but also ensures compliance with tax regulations.

In the second section, the author provides a detailed breakdown of the company's revenue streams. This includes sales from various product lines and services. The analysis shows that while some areas are performing well, others need more attention to improve profitability.

The third section focuses on the company's financial health. It includes a summary of the balance sheet, income statement, and cash flow statement. The author notes that the company's liquidity is strong, but there are concerns about long-term debt levels.

Finally, the document concludes with recommendations for future growth. The author suggests investing in research and development to create new products and expanding into new markets. It also recommends strengthening internal controls to reduce the risk of fraud and improve operational efficiency.

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