

PUBLIC HEARING

before

NEW JERSEY SENATE COMMISSION

on

THE ADEQUACY OF TELEVISION
COVERAGE OF NEW JERSEY

Held:

March 31, 1975

Howard Johnson's Motor Lodge
South Arkansas and Pacific Avenues
Atlantic City, New Jersey

MEMBERS OF COMMITTEE PRESENT:

Senator John M. Skevin, Chairman

Senator Joseph A. Maressa, Vice Chairman

Also:

Senator James H. Wallwork

Senator Anthony Imperiale

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1 SEN. SKEVIN: Good morning.

2 This public hearing of the New Jersey
3 Senate Commission on the Adequacy of Television
4 Coverage of New Jersey will come to order.

5 I am John Skevin, chairman of the
6 commission; Senator Joseph Maressa is vice chairman
7 and sits on my right. Also members of the commission
8 are Senator Wallwork and Senator Imperiale from
9 Essex County.

10 We will follow the usual procedure for a
11 legislative hearing. If a witness has a prepared
12 statement, please make copies available to the
13 members of the commission and the court reporter
14 when you are called forward. In view of the lengthy
15 schedule, it would be appreciated if participants
16 would summarize their prepared remarks in order to
17 allow some time for questions. The full statement
18 of course will appear in the hearing record.
19 Persons who wish to speak and who have not yet
20 registered with the commission staff should please
21 see Steven Frakt on our right here. We will try our
22 best to accommodate everyone, although our time is
23 already booked up through late this afternoon. We
24 would also be pleased to accept any statements you
25 wish to submit for the record, even if you do not

1 actually take the witness chair.

2 Before opening the hearing to witnesses,
3 I would like to make a few brief remarks for the
4 record.

5 I have of course noticed in the press
6 some concern is being expressed that these hearings
7 and the action of this committee might in some way
8 infringe upon the constitutional guarantees of a
9 free press. Let me emphasize, and I would like to
10 do so in the clearest possible language, nothing is
11 further from the intent of this committee and
12 certainly not the intent of its chairman and vice
13 chairman.

14 We are not interested here in the quality
15 of TV news coverage. Let me repeat, we are not
16 interested in the quality of TV news coverage. We
17 are interested in the quantity from the specific
18 standpoint of New Jersey. We are not interested in
19 infringing in any way on the TV media's rights as
20 a free press, we are interested in the people's
21 right to know.

22 Let me be clear on this point, the First
23 Amendment of the Constitution guarantees the rights
24 of a free press, but it in no way says a free press
25 must be above criticism. Therefore, I would like to

1 allay the fears of those who see some possible
2 sinister motive behind these hearings and emphasize
3 that what we are indulging in here is constructive
4 criticism and not censorship. In fact, it is
5 difficult for me to see just how anyone here in New
6 Jersey could consider the possibility of censoring
7 TV news coverage out of New York or Philadelphia,
8 since there is so little of it. I realize that
9 some may argue that by exerting influence on the TV
10 media for coverage we are exercising some form of
11 reverse censorship. Frankly, I feel there is merit
12 in this argument. I could submit with equal, if not
13 more validity, I believe, that the TV media itself
14 is indulging in some form of censorship by its
15 failure to properly cover a state of more than seven
16 million people.

17 However, the last thing I wish to do, or
18 see this committee do, is to engage in a meaningless
19 battle of semantics. I honestly believe most fair-
20 minded people realize why we are here. New Jersey
21 is a state without a single commercial TV station
22 of its own. We are situated between the two great
23 metropolitan cities of New York and Philadelphia,
24 and we are entirely dependent upon the TV stations
25 in those cities for coverage of our news. At a time

1 when this state faces so many difficult issues,
2 when great decisions must be made, when our
3 governor and our legislature are trying desperately
4 to lead our state out of a financial woods, it is
5 imperative that if our citizens are to be informed,
6 TV must help do that informing.

7 I recognize the right of TV news editors,
8 like that of their counterparts, the newspapers, is
9 to judge the value of news on the basis of its
10 interest and importance, and I recognize that TV
11 stations, as newspapers, have every right to express
12 their editorial opinions.

13 But what we are suggesting here is that
14 the right to express opinions is accompanied by an
15 equal right to inform, and the people of New Jersey
16 may well be denied the right to their own opinions
17 when they are denied adequate coverage of those
18 facts upon which intelligent opinions must be based.

19 I hope, that like Brutus, the TV media
20 doth not protest too much.

21 No one here is out to deny the TV media
22 freedom of speech, we simply want to be sure that
23 the people of New Jersey have a chance to say
24 something too.

25 Let me close by making this firm

1 commitment, if one word is spoken here which in the
2 slightest way seems to infringe upon the First
3 Amendment, I shall be the first person to call it
4 out of order.

5 Now, our first witness is the Honorable
6 Mayor Joseph Bradway of Atlantic City.

7 Mayor.

8 MAYOR BRADWAY: Thank you.

9 Rather than read from the prepared
10 statement, if I may, let me just supplement by
11 saying that in my considered opinion the television
12 coverage insofar as South Jersey, and I will limit
13 my remarks to South Jersey, has been in the main
14 adequate by the Philadelphia stations, virtually
15 nonexistent by the New York stations.

16 Insofar as the items covered, of course
17 this is a decision that the respective stations
18 would have to make.

19 During the gambling question of course
20 there was adequate coverage, some here in Atlantic
21 City, some in the respective stations. Many of the
22 Philadelphia stations attempted to create debates
23 as between pro and con, and I think in the main
24 fairly presented the gambling question, or at least
25 objectively presented it.

1 I do, however, feel that a state the size
2 of New Jersey, a state with a population such as
3 New Jersey has, does in fact warrant at least one
4 commercial television station. If one could handle
5 the job, then conceivably that may be the case. If
6 in fact more than one were needed, that would be a
7 determination that the private investors and the
8 television stations would have to look at.

9 I cannot complain insofar as Philadelphia
10 stations. I do, however, very strongly feel the
11 coverage insofar as New York stations has been
12 totally less than adequate.

13 What experience has been found in North
14 Jersey as far as New York television station
15 coverage, I am not conversant with.

16 I do feel the coverage onsite and in the
17 locale of Atlantic City by Philadelphia stations
18 could be implemented and could be increased, if you
19 will, when the issues present themselves, as opposed
20 to inviting people up into Philadelphia in the
21 framework of the studios.

22 In the main, in summary and in conclusion,
23 I feel that a state with more than seven million
24 people does in fact warrant, within the framework
25 of financial guidelines and financial feasibility,

1 its own commercial television station, and I am not
2 dissatisfied with the coverage insofar as
3 Philadelphia, but I am as far as New York television
4 stations.

5 Are there any questions I might answer?

6 SEN. SKEVIN: Senator?

7 SEN. MARESSA: Have you had occasion to
8 request television time by way of personal
9 appearances of the Philadelphia stations?

10 MAYOR BRADWAY: No. The personal
11 appearances that I have had have all been at the
12 invitation of the Philadelphia stations.

13 SEN. MARESSA: So that then you never on
14 your own at your own request had occasion to ask
15 that you be given the opportunity to appear with a
16 public message of any sort?

17 MAYOR BRADWAY: No.

18 SEN. MARESSA: Are you aware that if you
19 made that request, that probably you would be asked
20 to go to Philadelphia to tape the message, or
21 whatever it is that you wanted to do?

22 MAYOR BRADWAY: I would assume that to be
23 the case, yes.

24 SEN. MARESSA: If that were to have
25 happened, Mayor, would it be your opinion that would

1 be an imposition upon you as mayor of the City of
2 Atlantic City?

3 MAYOR BRADWAY: If I requested time inso-
4 far as presentation of a public opinion, then
5 clearly I would not be unwilling to make the trip
6 to Philadelphia to present that case.

7 In the main, the interviews, debates, and
8 the different times I have been in Philadelphia have
9 been at their invitation. I have never initiated a
10 request on my own, and although it's less convenient
11 than having it done here, the various other
12 participants in the debate or discussions came from
13 different parts, so, you know, I don't know whether
14 it was more inconvenient for me or more
15 inconvenient for them, but it was fairly central.

16 SEN. MARESSA: But I am sure you would
17 have to agree, Mayor, if there were a studio in
18 Atlantic City, it would be a lot easier for you and
19 members of the city commission, boards of freeholders,
20 and so forth to get across a message to the people,
21 wouldn't it, rather than having to rely on some
22 Philadelphia station to send a crew out to Atlantic
23 City, or in turn, go there and present the message?

24 MAYOR BRADWAY: Absolutely.

25 SEN. MARESSA: You would have to agree to

1 that, wouldn't you?

2 MAYOR BRADWAY: Yes, absolutely.

3 SEN. MARESSA: Thank you.

4 SEN. SKEVIN: Mayor, just one question.

5 Of course the gambling or, you know, the referendum
6 on gambling was of prime interest to your community.
7 Being the mayor of that community, do you have any
8 comments as to the effect of TV coverage on that
9 particular issue?

10 MAYOR BRADWAY: It was fairly well
11 presented. Unhappily, I don't think enough time was
12 allocated to it. One particular debate between
13 myself and former Attorney General George Kugler, it
14 was a half an hour show with I believe three
15 interviewers, and needless to say, in a half an hour
16 with three people questioning two people, many of
17 the germane issues could not be covered. But I
18 think that the intent and the thrust of the questions
19 by the people conducting the interview was in fact
20 objective.

21 The other coverages on gambling where some
22 stations physically came down, again I think that
23 it was fairly objective insofar as the reporting,
24 but again I don't think there was enough time as
25 between debates and as between the pro and the con

1 side being presented together prior to the
2 referendum question.

3 SEN. SKEVIN: As to adequate coverage on
4 gambling, which is a sensational item, do you find
5 the same interest by TV people in terms of your
6 problems as a city and the other cities in the State
7 of New Jersey?

8 MAYOR BRADWAY: No, I feel that in the
9 main the television coverage and the times that the
10 television stations have come down to Atlantic City,
11 it's been more or less on a sensational type of a
12 theme, be it gambling or be it some type of a---

13 SEN. MARESSA: Fire.

14 MAYOR BRADWAY: Atrocious problem or a
15 fire or blowing up of a building, etc.

16 I feel there have been a couple of
17 interviews insofar as Atlantic City and the fact
18 that Atlantic City is not what it once was, but
19 between that, it's mainly been in response to some
20 type of a tragedy or some type of a news worthy
21 item, or at least considered news worthy in their
22 opinion.

23 SEN. SKEVIN: Thank you, Mayor.

24 Mayor Errichetti of Camden.

25 MAYOR ERRICHETTI: I would like to express

1 my appreciation for being given the opportunity to
2 address this commission and state my views on the
3 television coverage of New Jersey.

4 First, I should make it clear that I must
5 confine my remarks to the television coverage of
6 the three major stations in Philadelphia, KYW, WPVI,
7 and WCAU. It is those three television stations
8 that cover news in South Jersey. Until such time
9 as cable TV becomes a common package, these
10 Philadelphia stations must carry the burden of
11 presenting the news to our section of New Jersey.

12 Complaints from some government officials
13 have been directed at broadcast journalism. These
14 are demands for expanded coverage of various news
15 events, consumerist issues and minorities seeking
16 a greater share of air time and influence in
17 programming. These demands place economic,
18 technological, and sociopolitical pressures on the
19 television industry. By the mere fact that such
20 demands are being made, it is evidently clear that
21 television news coverage is considered to be of the
22 utmost value. In this I heartily concur, and
23 statistics bear this out.

24 The American public regards television as
25 its number one source of news. And while there

1 might be some criticism, the American public
2 generally approves of what it gets on television
3 news programming.

4 I believe the same trend is found in
5 South Jersey. If an analysis were made of the
6 South Jersey public, it is my belief that television
7 would be the single most relied upon medium of news
8 coverage. National statistics prove that for more
9 than a decade television has consistently led as
10 the most believable news medium. Certainly there
11 is little reason to believe that it would be
12 different in our area. If this were not true,
13 there would be little reason for this hearing.

14 As the mayor of the City of Camden, I
15 can speak with first-hand knowledge about the
16 quantity and quality of the news coverage by the
17 Philadelphia television stations. It has been
18 exceptional in both aspects. In praising the
19 stations for their news coverage, I must emphasize
20 that I am not confining my remarks to the coverage
21 of Camden City, but I include the total South
22 Jersey area. My administration and Camden City
23 in general has had a far greater television news
24 coverage than I would have ever believed and
25 anticipated. But I have noted with keen interest

1 that similar coverage has been given by Philadelphia
2 television stations to all of South Jersey, from
3 Trenton to Cape May and the width of the lower half
4 of the state. More important in my opinion is that
5 that coverage has been fair and impartial, and that,
6 most certainly, is the ultimate of all we seek for
7 in the news media.

8 Philadelphia television stations have
9 addressed themselves not only to news coverage, but
10 to editorial comment on all key issues affecting
11 South Jerseyans. Each station has, I have noted,
12 lent itself to South Jersey public affairs matters.
13 I believe public affairs notices to be of the utmost
14 importance to our viewing citizenry.

15 I think it is important to note that
16 television stations are faced with an economic
17 burden unlike any other news medium. In most cases,
18 their news coverage consists of a cameraman, sound-
19 man, and reporter. Under normal circumstances, the
20 other news media are faced with only one man
21 coverage, perhaps two in the case of newspapers
22 which dispatch a photographer. These factors and
23 the overall staff limitations of television news
24 must be taken into consideration.

25 In closing, I can only state that in my

1 opinion Philadelphia television has done the job and
2 is continuing to do the job of providing South Jersey
3 news coverage.

4 SEN. SKEVIN: Senator Maressa?

5 SEN. MARESSA: Mayor Errichetti, I think
6 it's important to the record that's being kept here,
7 and of course will be made available to everybody,
8 that everyone understand and realize the City of
9 Camden of course geographically is right across the
10 river from the City of Philadelphia, and it's a
11 rather inexpensive situation for the Philadelphia
12 stations to send a crew to the City of Camden and
13 monitor newsworthy items there.

14 For the record, I would like to also
15 agree with you, Mayor, that coverage of the
16 activities of the City of Camden have been good by
17 the Philadelphia stations, and the point I just
18 wanted to make was the fact that there is perhaps
19 an economic reason for that.

20 MAYOR ERRICHETTI: Senator, if I may, you
21 know and I know personally and by evidence of John
22 Skevin, Senator, Chairman, did not even know how to
23 pronounce my name, which points out very seriously
24 this, that there are two states, North and South
25 Jersey, not one state.

1 SEN. MARESSA: Senator Skevin is from
2 Bergen County.

3 MAYOR ERRICHETTI: That's fine.

4 SEN. SKEVIN: The third state.

5 MAYOR ERRICHETTI: The third state.

6 What I am trying to bring out, talking
7 about coverage, I have no idea of what Senator
8 Skevin, the mayor of Jersey City, Newark, what they
9 are doing. You talk about TV coverage, talk about
10 newspaper coverage, you have one state here, which
11 I say to you there is two, not one, two states,
12 and to provide coverage for you and I, Senator, in
13 regard to South Jersey, cable TV will take care of
14 our local interests and take care of the people
15 that have to be taken care of, Lindenwold, Camden,
16 Haddonfield, Cherry Hill, so forth. But to have a
17 TV station, one, I don't know how it could cover
18 the State of New Jersey economically, and I don't
19 know, you know, it could gather the information
20 that would make it profitable for a commercial
21 station to operate, and I say to you let's worry
22 about the total picture of newspapers versus TV,
23 or only TV, we have not coverage. Outside of the
24 New York Times, which I receive the Jersey section
25 of it, I don't hear about Bergen County or Jersey

1 City. Other than that I hear nothing.

2 So we have two states. We must deal with
3 that particular issue, two states instead of one,
4 and I don't like it.

5 SEN. SKEVIN: Mayor, along those lines
6 then, you heard the question I addressed to the
7 Mayor of Atlantic City?

8 MAYOR ERICHETTI: No, I did not.

9 SEN. SKEVIN: Do you feel your problems
10 of Camden, and you just pointed out we don't hear
11 about it in Bergen County, do you think you get or
12 do you have the opportunity to articulate about the
13 problems of Camden and the other cities of New
14 Jersey throughout the entire state and get that
15 identity we have something in common between us, we
16 are residents of a great state, and yet we are
17 dependent upon coverage of our problems from
18 Philadelphia and New York where people are orientated
19 to those particular cities, do you feel we have
20 that opportunity in New Jersey?

21 MAYOR ERICHETTI: Through TV you say?

22 SEN. SKEVIN: Through any statewide media.

23 MAYOR ERICHETTI: No, it is none. I am
24 talking about newspapers, now, if I were to
25 subscribe to the Star-Ledger, I am sure I would hear

1 more than I do, but I must buy it individually, it's
2 not available on the newsstands, and that goes for
3 the New York Times and North Jersey papers.

4 Likewise you hear nothing of the Courier Post of
5 what I do in your particular neck of the woods.

6 SEN. SKEVIN: We don't have that statewide
7 identity through TV or through the newspapers?

8 MAYOR ERRICHETTI: Well, TV, I get the
9 coverage. When I say I, I talk about South Jersey,
10 I get adequate coverage South Jerseywise. I am not
11 speaking for North Jersey.

12 SEN. SKEVIN: I am talking about North
13 Jersey, throughout the entire state, we don't have
14 that identity on TV or any TV media, the problems
15 of Camden do not come into North Jersey and the
16 problems of Bergen County or North Jersey are not
17 articulated in the Camden area. You just pointed
18 that out to us.

19 MAYOR ERRICHETTI: That's right.

20 SEN. SKEVIN: We have to correct that
21 problem in some way.

22 MAYOR ERRICHETTI: Make it one state,
23 that's the correction, never mind through the media.

24 SEN. MARESSA: What about, Mayor, the idea
25 perhaps through our public broadcasting system or

1 TV?

2 MAYOR ERRICHETTI: 23 and 52?

3 SEN. MARESSA: Yes. Suppose that they
4 became a commercial station and get sponsors and
5 so forth, what do you think about that idea?

6 MAYOR ERRICHETTI: Of that becoming
7 commercial? I just know it as being public and I
8 know they do cover me occasionally, and if you do
9 want to see statewide news, you can see it through
10 52 and 23.

11 SEN. MARESSA: But you realize, as I do,
12 not too many people look at Channel 23 in South
13 Jersey or 52?

14 MAYOR ERRICHETTI: Why don't you and
15 everyone look at it then?

16 SEN. MARESSA: Why don't they look at it?
17 Because you don't have the network programs, and I
18 don't know as a layman the proper terminology, but
19 if you had some of the syndicated programs and it
20 were a VHF station, a larger number of people of
21 course would be looking at Channel 23.

22 MAYOR ERRICHETTI: Joe, if we start
23 fighting for cable TV, the offspring through national
24 TV, and to the stations, commercial stations, we
25 could be much better off, cheaper for all concerned,

1 less expenditure, whether I pay for it, cable TV
2 would be the answer. But if you are looking for
3 interest statewide, let's go through cable TV.

4 SEN. MARESSA: How is that going to give
5 New Jersey a greater identity?

6 MAYOR ERRICHETTI: What more do you want
7 than what we've been getting?

8 SEN. MARESSA: We haven't been getting
9 anything in my opinion.

10 MAYOR ERRICHETTI: I am talking about
11 local interests, number one, Camden versus Jersey
12 City, that's number one. Statewide I see no
13 problem, we get coverage in the newspapers, local
14 newspapers, national media, in my opinion all of
15 the newsworthy events, whether it be in Trenton on
16 the tax program, we have gotten lots of coverage on
17 that also, so I am pleased with the coverage from
18 Trenton, statewide, in regards to the state issues
19 I have no problem with that whatsoever.

20 Speaking about local things, Jersey City
21 versus Camden, and that can be done through cable
22 TV, news coverage, and making New Jersey one state
23 versus two states. That's got to be done through
24 you, Joe.

25 SEN. SKEVIN: Thank you, Mayor.

1 Is Mr. Reynolds here of the Atlantic City
2 Press?

3 SEN. MARESSA: Mr. Chairman, can I make a
4 statement?

5 SEN. SKEVIN: Yes.

6 SEN. MARESSA: I think in addition I
7 would just like to make maybe a second observation.
8 In addition to the lack of identity that New Jersey
9 has, I think we have another problem, which would
10 be in my opinion at least, and this is a personal
11 opinion and is not something that I am saying for
12 this commission or for Senator Skevin or for anyone
13 else, statistics tell me that 75 per cent of the
14 people get all of their news from television
15 stations. So that, therefore, television stations
16 would be extremely important to the people of New
17 Jersey as well as Pennsylvania and New York.

18 I have learned over the past several
19 years that the freedom of the press, and I wanted
20 to say this before to this gentleman who was
21 obviously from a newspaper, who has more or less
22 become the power of the press rather than strictly
23 the freedom, and we cannot in the name of the
24 freedom of the press forsake the same freedoms that
25 were constitutionally guaranteed the individual.

1 I was never so disappointed in my life
2 when I first started in the senate--I think it was
3 in 1972, 1973--when this casino gambling issue came
4 up and one of the leaders of the senate said to me,
5 and I was talking to him about casino gambling, he
6 said to me, "Joe, I would be for casino gambling in
7 Atlantic City, I think it's a good idea, I would
8 like to see it tried," he said, "but if I were to
9 vote for casino gambling," he says, "my hometown
10 newspaper would kill me."

11 Now, just think about that for a moment.
12 It's perfectly obvious, and I think nobody here is
13 willing to concede that every politician, every
14 officeholder does a lot of things depending upon the
15 local newspaper is for or against a particular
16 project.

17 Sullivan v. New York Times makes it
18 impossible for an officeholder to seek redress for
19 liability in the courts. So that, therefore, our
20 society is presently, at least in my opinion,
21 completely controlled by the press, whatever we do,
22 and this isn't telling secrets out of school,
23 whether being in a democratic caucus or senate or
24 assembly. We also determine to take the right or
25 the left fork depending upon how it will be received

1 by the press.

2 So I say we need greater television
3 coverage in New Jersey. It's television that
4 mandates that you give equal time. We all know
5 that as far as the press is concerned, we can't
6 get even an editorial response bill through, we
7 can't even require an editor to sign an editorial,
8 so in the name of the freedom of the press it's my
9 opinion that we have resulted into a dictatorship
10 by the press, so I, whether it be for personal
11 reasons, want more of New Jersey TV coverage, and
12 this is an appeal we make to you, whether it be
13 economically advantageous or not, consider the needs
14 of all of the people of New Jersey.

15 Thank you for the time.

16 SEN. SKEVIN: On that note, Mr. Reynolds,
17 I think it's appropriate as the editor of the
18 Atlantic City Press to provide us with your
19 statement, sir.

20 MR. REYNOLDS: Thank you, Senator Skevin.

21 Senator Maressa, I had no idea we have
22 that much power.

23 SEN. MARESSA: You've got it.

24 MR. REYNOLDS: Sometimes we think the
25 politicians have all the power and we are too easy.

1 Be that as it may, my name is Charles
2 Reynolds. Senator Skevin invited me as editor of
3 The Press in Atlantic City to testify as a
4 representative of the print media.

5 I watch very little television except for
6 network newscasts and sports events. I see
7 occasional local television newscasts from
8 Philadelphia, but I don't pretend to be an expert
9 on the quantity and quality of the New Jersey
10 coverage. What I have seen has not impressed me.
11 If they covered New Jersey well, I feel certain I
12 would find the time to watch.

13 The coverage I have seen has centered on
14 planned, staged events, or on tragedies, such as
15 the recent fire in Camden that killed eight persons.
16 The staged events included the festivities on the
17 Boardwalk in Atlantic City, for example.

18 I suppose we should be grateful for that.
19 But it does not add up, in my mind, to consistent
20 coverage of significant events, coverage that
21 informs citizens of the economic, social, and
22 governmental problems facing New Jersey. From what
23 I have seen, a resident of this state does not get
24 a balanced picture of what is happening around here
25 in Philadelphia newscasts. He gets feature stories

1 and police blotter stories.

2 I hear people in this area discuss Mayor
3 Rizzo of Philadelphia and Governor Shapp of
4 Pennsylvania with more interest and knowledge than
5 they do their own governor, Brendan Byrne. I feel
6 certain that Mayor Rizzo has a higher recognition
7 factor among South Jersey residents than Governor
8 Byrne does. There can be many reasons for this,
9 including the fact that Philadelphia newspapers
10 also circulate in this area in competition with
11 New Jersey papers.

12 A more significant reason, I think, is
13 the Philadelphia television stations do cover on a
14 regular, consistent basis Philadelphia's City Hall
15 and the State House in Harrisburg. This coverage
16 creates an interest in affairs in which the citizen
17 of New Jersey has no voice and in which he is not
18 directly involved.

19 This state has tremendous problems. Most
20 of them probably would exist even if we had a dozen
21 television stations. But they can be solved only
22 if the voters have an understanding of them and
23 develop a genuine interest in them, an interest
24 sufficient to make them work for better qualified
25 public officials to cope with it.

1 Our public officials do not get enough
2 exposure despite the efforts of newspapers to cover
3 their activities fully. Television coverage adds an
4 extra dimension that is complimented by more complete
5 accounts appearing in newspapers.

6 An example, The Press and other newspapers
7 have run literally hundreds of columns of type on
8 New Jersey's financial plight. Most reporters and
9 editors presenting this news are serious observers
10 of state government and have tried to tell the
11 story. Their observations lead them almost
12 unanimsly to the conclusion that only a state
13 income tax can provide a fair basis for raising
14 enough money to continue essential government
15 services.

16 And yet I don't think the taxpaying
17 public accepts this premise. They still might not
18 accept it if they were exposed to concentrated
19 television coverage of the problem, but the chances
20 would be greater that they would, or at least that
21 they might be able to suggest feasible alternatives
22 with greater understanding.

23 Aside from that specific, I think
24 commercial television on a VHF channel could help
25 correct the general deficiency in New Jersey. That

1 deficiency is lack of state image among its
2 citizens. We all know our image outside the state
3 is pretty bad; we're a corridor state with a lot of
4 corruption, and that's about all we amount to in
5 the eyes of many outsiders.

6 Many of us who live in the state feel
7 the same way, we are oriented toward Philadelphia
8 or New York rather than toward a cohesive body
9 known as New Jersey. There is no unity and there is
10 no pride.

11 New Jersey's Public Broadcasting Authority,
12 televising in this area on UHF Channel 23, has
13 perhaps made gains in helping to develop a state
14 image, but it's effect is limited because many
15 viewers cannot receive the signal and because it
16 does not have the resources that a full-fledged
17 commercial network station would have.

18 Even though I endorse the idea of greater
19 VHF coverage of New Jersey, I must confess to some
20 misgivings on one point. Implied in this whole
21 procedure is a form of dictation as to what news is
22 to be covered. No editor or reporter, whether he
23 is working for the print medium, the electronic
24 medium, can serve the public fully if he is
25 operating under conditions that even hint at

1 governmental direction.

2 Television and radio stations must meet
3 Federal Communications Commission standards that
4 they are operating in the public interest,
5 convenience, and necessity. The difference between
6 that and this procedure, the hearing today, is that
7 the State of New Jersey, rather than segments of the
8 public, is the agent complaining to the FCC about
9 lack of adequate coverage.

10 I will accept that as a reality of life,
11 and I mention it only as a reminder that editors
12 and reporters must be independent in determining
13 news coverage, what they cover and how they cover
14 it. That independence almost insures that there
15 will be complaints about their decisions, especially
16 from those in the government.

17 A commercial VHF station in New Jersey
18 would come under the same type of criticism that
19 those of New York and Philadelphia are now receiving,
20 but it also would make me and other South Jersey
21 residents more aware that we are citizens of a
22 state rather than of an appendage of Philadelphia.

23 That's all I have, gentlemen.

24 SEN. SKEVIN: Senator Maressa?

25 SEN. MARESSA: In a word, sir, can we

1 summarize your statement by saying you feel there
2 is inadequate coverage in South Jersey and we should
3 have a VHF station?

4 MR. REYNOLDS: Yes.

5 SEN. MARESSA: Thank you very much.

6 SEN. SKEVIN: I have no questions. Thank
7 you, Mr. Reynolds.

8 Next witness is Randy Wilhelm, legislative
9 aide to Congressman Hughes.

10 MR. WILHELM: Good morning. My name is
11 Randy Wilhelm, Staff Assistant to Congressman
12 William J. Hughes, the Second Congressional District
13 of New Jersey.

14 Congressman Hughes would like to thank
15 you for the opportunity to share some thoughts about
16 the New Jersey television.

17 As most here know, New Jersey is only one
18 of two states in the entire country which does not
19 have a commercial VHF station of its own. As a
20 consequence, South Jersey viewers find themselves
21 watching news and general programming aimed
22 primarily at Philadelphia audiences; North Jersey
23 viewers watch programs aimed at New York City
24 audiences.

25 Nowhere in New Jersey do we find prime

1 time news on VHF which offers extensive coverage of
2 our news events, our social and community activities,
3 or our governmental affairs. New Jersey has always
4 had to settle for out-of-state crumbs of information
5 offered by the out-of-state stations. Nor can we
6 find programs locally originated and locally aimed
7 anywhere on VHF.

8 Our state does have excellent and
9 relatively new public broadcasting facilities on
10 UHF, such as Channel 23, but UHF has never been as
11 popular as VHF, for it offers no access to the
12 network news shows which attract most viewers.
13 Local broadcasters may not start out as household
14 names, but after they have been associated in the
15 public mind with Walter Cronkite, John Chancellor,
16 or Howard K. Smith, they acquire their own viewing
17 public.

18 This introduction by way of the network
19 news is an avenue which is closed to UHF.

20 The result is that most viewers get their
21 local news on the commercial VHF stations, and
22 given the present situation, most are more familiar
23 with Philadelphia news or New York City news than
24 with that of their own state. Consequently, they
25 are less aware of New Jersey's problems and public

1 issues than they are of neighboring states.

2 A relatively well-known example is the
3 poll which found that far more North Jersey viewers
4 knew the name of the mayor of New York than knew the
5 name of the mayor of their own city.

6 Another example occurred last week in a
7 hearing held in Bellmawr by the New Jersey Railroad
8 Association to discuss the deletion of some of
9 South Jersey's railroad trackage. This was vitally
10 important to the economy of our area, yet it
11 received only ten seconds on Philadelphia TV news
12 on the eleven o'clock news coverage.

13 Obviously this token coverage could not
14 begin to cover any of the testimony presented that
15 day. Yet on the same day the end of the SEPTA
16 strike received ample coverage.

17 In both of these cases, which could be
18 multiplied endlessly, New Jersey citizens were not
19 well served by the media available to them. Public
20 understanding of vital issues suffered for lack of
21 means of getting it broadcast.

22 Congressman Hughes wants to make it clear
23 he is not accusing Philadelphia or New York stations
24 of making wrong choices in the material to present.
25 The choices they make are probably correct for their

1 respective areas. This only underlines the need
2 for at least one VHF channel which will concentrate
3 on meeting the informational needs of New Jersey
4 viewers.

5 No one would expect Philadelphia stations
6 to rate New York or Ohio news items higher on its
7 priority list than items from Pennsylvania. Why
8 then should we expect them to do so for New Jersey
9 news? We should not, but New Jersey should have
10 its own station so that its own news will get proper
11 presentation somewhere.

12 The time has come for New Jersey residents
13 from every area of the state to begin to work
14 together to get at least one VHF television station
15 in our state.

16 Congressman Hughes has made a firm
17 commitment to exert every effort on the federal
18 level to make this a reality. New Jersey needs
19 New Jersey news and New Jersey needs New Jersey
20 television. Whatever we can do to achieve this
21 goal shall be the interest of all New Jersey
22 citizens.

23 Thank you.

24 SEN. SKEVIN: Senator Maressa?

25 SEN. MARESSA: I have no questions. Thank

1 you very much.

2 MR. WILHELM: Thank you, Senator.

3 SEN. SKEVIN: Wayne Kurlinski, Vice
4 President for University Relations, Rutgers
5 University.

6 Before you proceed, Mr. Kurlinski, I have
7 here a message from Senator Harrison Williams, Jr.
8 "As you know, my schedule makes it impossible for me
9 to attend this hearing. However, I would like to
10 take this means of expressing my strong support of
11 your efforts to improve television coverage of New
12 Jersey. As co-chairman of the New Jersey Coalition
13 for Fair Broadcasting, it has long been a goal
14 toward which I have worked, and I am very hopeful
15 through these public hearings and by the completion
16 of an extensive record of our state television
17 medium means this will speed the day when New Jersey
18 will receive the degree of coverage that events
19 within our state deserve. You can count on my
20 continuing support and personal efforts."

21 The senator has requested the statement
22 and letter be made part of the record.

23 Mr. Kurlinski.

24 MR. KURLINSKI: Thank you, Senator Skevin
25 and Senator Maressa for the opportunity to appear

1 here.

2 I want to point out, first of all, my
3 testimony represents the position of the university
4 administration.

5 As you know, Rutgers is the 18th largest
6 university in the country and represents the largest
7 educational research complex in the state, with
8 44,000 students, roughly 3000 faculty members,
9 something like 100,000 alumni, including 60,000
10 in New Jersey. Aside from the government itself,
11 it is probably the most frequent newsmaker in New
12 Jersey because of its constant involvement with
13 significant conferences, cultural events, and
14 controversial ideas. We reach out to the citizens
15 of New Jersey through all the media on an almost
16 daily basis. Consistently we have received
17 cooperation and heavy coverage from newspapers,
18 local radio stations, and the New Jersey Public
19 Broadcasting Authority. But it is not often that
20 the New York City stations send a television crew
21 to our campuses in New Brunswick and Newark,
22 although I want to point out WCBS coverage has been
23 more frequent in the past year, and usually
24 Philadelphia coverage of our Camden campus is quite
25 good.

1 Before coming to New Jersey I worked for
2 a time on the island of Bermuda, which has a
3 population of roughly 55,000 people. Bermuda has
4 two commercial television channels. So it was with
5 some surprise that I learned that New Jersey, with
6 over seven million people, I found New Jersey has
7 none.

8 To understand why New Jersey needs a
9 television channel of its own, it may be helpful to
10 look at some of the logistics of television news
11 production. Our main campus in New Brunswick is
12 situated some 40 miles from New York City. For a
13 television station to send a film crew of four
14 persons to New Brunswick involves a minimum of three
15 hours of travel and production time, making it a
16 high-expense decision for an assignment editor. And
17 since film from New Jersey has to be processed
18 before 5 p.m. to make that evening's news, only
19 morning events have any chance of coverage.

20 Some alleviation of this situation might
21 occur if each New York station established a New
22 Jersey office in Central Jersey manned by a film
23 crew and accessible by telephone for breaking news
24 on a 24-hour a day basis. These offices should be
25 able to process film, edit it, and transmit it to

1 New York by microwave or some other line-of-sight
2 transmission process. If each news judgment on a
3 New Jersey story did not involve extra, avoidable
4 costs, I am sure we would find more balanced
5 coverage developing.

6 A second area of possible improvement
7 which should be studied is the area of rules
8 governing union jurisdiction as they affect the use
9 of prepared film or videotape. At present, the
10 stations will not even review film of events
11 occurring at times when, for whatever reason, they
12 are unable to send their own crews. They give as
13 their excuse the fact that such film does not bear
14 the proper union labels. We urge this committee to
15 ask the stations to justify this decision and to
16 show why they should not accept tape recorded or
17 filmed news material for the editorial judgments of
18 their staffs.

19 You have heard from other witnesses, I am
20 sure, of the heavy reliance which most Americans
21 now place on television as a news source, and we
22 heard that today. It is obvious I believe that a
23 state like New Jersey, which already has a weak
24 sense of its own identity, is further harmed when
25 its citizens know more about the mayor of New York

1 and his problems than they do about the governor of
2 New Jersey and his problems, which they share.

3 I see two possible routes the state can
4 take out of this dilemma. The first, and preferable
5 one, would be for the FCC to reassign one of the
6 seven channels in New York to New Jersey. Simple
7 equity suggests that as the best solution, and I
8 cannot stress too much the importance of it.

9 Failing that, New York and Philadelphia
10 stations will have to do a better job, it seems to
11 me, of serving the 30 per cent of their viewers who
12 live in New Jersey. In their license renewal
13 applications, these stations should show specifically
14 how they intend to meet this obligation.

15 One possible way of helping them do so
16 would be the formation of an independent New Jersey
17 news gathering organization consisting of several
18 camera crews, an assignment editor, and an office
19 staff. This news group would furnish New Jersey
20 film or tape, unedited, on a shared basis, to all
21 the stations in New York or Philadelphia. The
22 stations could then do the voice segments of the
23 newscasts to insure observance of station policies.
24 They could also impose their own news judgment by
25 their selection of the material provided. At least

1 this would insure that more New Jersey news would
2 be assessed for its news value and not overlooked
3 simply because of the cost. A news-gathering
4 organization to supply unedited materials, perhaps
5 in alliance with the New Jersey Public Broadcasting
6 Authority to use its antenna towers for transmission,
7 would do much to improve the coverage we receive.

8 But perhaps more important than technical
9 solutions are the attitudinal problems. Many years
10 ago New Jersey was described as "a barrel tapped at
11 both ends." This description recognized that both
12 Philadelphia and New York tend to draw off the
13 talents and interests of the citizens of New Jersey,
14 leaving the state much weaker than it would be if it
15 had less dominant neighbors.

16 If New Jersey is ever to gain a sense of
17 itself, a pride in its own identity and accomplish-
18 ments, and an effective awareness of the trends and
19 events which are molding its future, it will do so
20 only when it's achievements and problems are
21 consistently and well reported on television, which
22 is the dominant media of our times.

23 Thank you very much.

24 SEN. SKEVIN: Thank you.

25 Senator Maressa?

1 SEN. MARESSA: I think your presentation
2 is very good.

3 Have you any idea, sir, of what the cost
4 may be, for example, the use of a microwave or some
5 other line-of-sight transmission process?

6 MR. KURLINSKI: I don't know what the
7 costs are, but the fact that telephone lines aren't
8 required, it means it's not nearly as much of a
9 major investment.

10 SEN. MARESSA: And how about the other idea
11 about the independent news gathering organization?
12 That sounds like a tremendous idea. Have you any
13 idea what the cost might be or the extent to which
14 you would have to go to hire personnel and so forth?

15 MR. KURLINSKI: I am sorry I am not able
16 to respond to that, I don't know, we have no idea of
17 the cost involved.

18 SEN. MARESSA: All right, thank you.

19 SEN. SKEVIN: Mr. Kurlinski, I am
20 particularly interested in the comment about the
21 island of Bermuda with two commercial stations and
22 a population of 55,000. Is that subsidized, are
23 those stations subsidized by the state or economically
24 feasible?

25 MR. KURLINSKI: I am afraid I don't know

1 whether they are subsidized or not. I think the
2 fact they have two stations indicates they are
3 supported by commercial---

4 SEN. SKEVIN: Interests?

5 MR. KURLINSKI: Interests, right,
6 primarily.

7 SEN. SKEVIN: Thank you very much.

8 Arthur Watson, Executive Vice President
9 and General Manager of WNBC-TV, New York.

10 MR. WATSON: Senator, my name is Arthur
11 A. Watson. I am an executive vice president of
12 National Broadcasting Company, Inc., and general
13 manager of Station WNBC-TV. I appreciate this
14 opportunity to discuss with your committee the
15 record of Station WNBC-TV in its coverage of New
16 Jersey. I would also like to point out that I have
17 a personal interest in New Jersey affairs since I
18 am a resident of Saddle River, New Jersey. With me
19 today is station manager of WNBC-TV, Lawrence
20 Gershman, who is also a resident of Tenafly, New
21 Jersey. Mr. Gershman is our principal contact with
22 the New Jersey Coalition for Fair Broadcasting.

23 WNBC-TV has endeavored to make a diligent,
24 positive, and continuing effort to discover and
25 fulfill the problems, needs, and interests of the

1 communities we serve, and I want to highlight these
2 efforts on our part in ascertaining the problems,
3 needs, and interests of the New Jersey communities
4 served by WNBC-TV and what we have done to meet
5 those needs.

6 First in your minds, I am sure, is the
7 matter of our coverage of New Jersey in our newscasts.
8 For several years we have maintained a staff
9 reporter, Jim Collis, who is assigned full time to
10 New Jersey. Mr. Collis lives in Paramus, New Jersey,
11 he is familiar with local issues in New Jersey, and
12 has developed extensive contacts throughout WNBC-TV's
13 coverage area in New Jersey. In addition, other
14 reporters are assigned to cover New Jersey stories
15 as the need arises, just as we assign them to cover
16 any other story location which may be deemed
17 newsworthy. Both Collis and our other reporters
18 are supported by film and minicam tape crews to
19 cover New Jersey stories as they occur.

20 To assist us in searching out New Jersey
21 stories, we have two stringers in Trenton, and
22 stringers in Newark, as well as Sussex, Morris, and
23 Bergen Counties. Our news personnel are also in
24 frequent telephone communication with numerous
25 offices in New Jersey, such as the mayor's office in

1 Newark and Jersey City, the governor's office, the
2 U.S. attorney's office in Newark, the Public Utility
3 Commission, the New Jersey Energy Office, the New
4 Jersey Department of Transportation, as well as the
5 Newark Board of Education. We maintain a toll-free
6 telephone line to our New Jersey news desk for
7 receipt of suggestions from community leaders and
8 the public generally concerning New Jersey stories,
9 and I will have more to say about publicizing those
10 lines later.

11 We recently met with the New Jersey
12 congressional delegation to discuss with them input
13 from their offices for our news and public affairs
14 programs. We have invited the congressional press
15 secretaries to meet with our news and public affairs
16 people and learn how our news and programming
17 operations work. We hope that these contacts will
18 be fruitful to our news gathering and programming
19 activities. And, of course, we have the wire
20 services.

21 Now, news is not a commodity of which
22 the journalist can take a predetermined amount from
23 one place and a predetermined amount from another.
24 It depends on a judgment as to what is newsworthy
25 and the total context of the events of the day.

1 That judgment is more critical in the broadcasting
2 field than in print because we function under a
3 time limit. We cannot, like a newspaper, add another
4 page. Moreover, as you know all too well, stations
5 serving the entire metropolitan area must consider
6 the news needs of a very large and heterogeneous
7 population.

8 Hence, news judgments cannot be based on
9 quotas, and any survey of how much is originated
10 from New Jersey or New York or Connecticut is
11 really not meaningful. Such studies disregard the
12 fact that some news items are of national or
13 international importance, or of interest to the
14 whole metropolitan region we serve, or are of
15 general interest, such as weather or sports. Our
16 Action 4 feature is a good example of this. Betty
17 Furness, our Action 4 reporter, deals with consumer
18 questions submitted by viewers. In such a context,
19 the source of the question, whether New Jersey or
20 elsewhere, is of no consequence. Thus, the so-
21 called statistical quota studies are totally
22 unrealistic when dealing with the substance of news
23 as well as the overall general interest of the news
24 to our audience.

25 We are constantly looking for ways to

1 improve our New Jersey coverage. One that we are
2 currently developing is an arrangement with the
3 State of New Jersey Public Broadcasting Authority
4 under which we will tape their New Jersey news
5 programs, Jerseyvision, off the air, and then review
6 the recorded items against all the other material
7 available to us to see which ones, in the judgment
8 of our news personnel, should be included in
9 WNBC-TV newscasts. We are just recently starting
10 this experimental project, so that we are not in a
11 position at this time to provide any further detail
12 or evaluation of it.

13 But news is not the only part of our
14 broadcast schedule which serves New Jersey. We
15 try to be responsive to the needs, problems, and
16 interests of New Jersey also through our public
17 affairs programs. Here again, as in the case of
18 news, much of our public affairs programming is of
19 interest to all people in the station's service
20 area, including New Jersey.

21 Our prime time half hour series devoted
22 to documentary treatment of metropolitan area
23 subjects is variously titled New York Illustrated,
24 New Jersey Illustrated, or Connecticut Illustrated,
25 depending on the subject. In 1974 this series was

1 presented 31 times in the Sunday 10:30 to 11 p.m.
2 period. Eight of the broadcasts, some of which were
3 entitled New York Illustrated, involved New Jersey
4 people and affairs.

5 Here and Now is a half hour series in
6 which Joseph Michaels, Executive Producer, Public
7 Affairs Programs for WNBC-TV, interviews public
8 figures. During 1974 New Jersey individuals were
9 interviewed on eleven of the 52 programs. Two of
10 these programs, although interviews in form, were
11 reports by Governor Byrne, the programs of April 21
12 and November 10, 1974, and are presently scheduled
13 to be presented quarterly. Three were pre-election
14 interviews with the candidates for the 4th, 9th,
15 and 13th New Jersey Congressional Districts. Some
16 others were with the Essex County prosecutor, the
17 New Jersey Public Defender, the Commissioner of
18 Institutions and Agencies, and Assemblyman Byron M.
19 Baer.

20 Our program entitled Sunday is a 90-minute
21 weekly series which has a magazine format. Of
22 course all of the programs were of general interest
23 to our entire service area, and nine of the 1974
24 programs featured appearances of New Jersey
25 participants and dealt with subjects of particular

1 interest to New Jersey. One of these, on May 12,
2 1974, was a news interview with the candidates in
3 the Newark mayoralty election. Others dealt with
4 Newark minority concerns and the casino gambling
5 issue. One presented the American Boys Chorus of
6 Newark, and one was an interview with Mr. Ridley
7 Whittaker of the New Jersey Coalition for Fair
8 Broadcasting.

9 Another series is Positively Black, a
10 one-hour program produced and directed by an all-
11 black staff and co-hosted by the presidents of the
12 New York and the Greater Newark Urban Coalitions.
13 Ten of the 46 programs in 1974 included subjects
14 and individuals of particular interest to New Jersey.
15 Two programs dealt with Newark problems and two
16 dealt with New Jersey public schools. One was a
17 report on Mayor Kenneth Gibson. In another Reverend
18 S. Howard Woodson, Jr., the Speaker of the New Jersey
19 Assembly, was a guest.

20 There have been numerous other programs
21 in which Jerseyites have had a large part,
22 educational series such as Knowledge, in which
23 programs have been produced in cooperation with
24 Rutgers and Princeton; Not For Women Only, in which
25 Jerseyites have been panelists, and religious

1 programs, such as TV Sunday School, which is
2 produced in cooperation with the New Jersey Council
3 of Churches, Maryknoll World, and The First State:
4 Religion in Review, all of which frequently feature
5 guests from and discussions concerning New Jersey.

6 A very important aspect of WNBC-TV's
7 service to New Jersey is its editorials. During
8 1974 the station presented 204 editorials, of which
9 62 dealt with matters of special interest to New
10 Jersey. In addition, on June 2, 1974, WNBC-TV
11 presented a half hour prime time editorial special
12 program, "The High Cost of Crime," which dealt with
13 the problems of the penal system in New York and
14 New Jersey.

15 Turning now to ascertainment of the
16 problems and needs of the public within the stations
17 New Jersey service area, WNBC-TV has endeavored to
18 do so by various means. Foremost among these have
19 been its contacts with community leaders and members
20 of the general public. A few examples:

21 During the period from August 1974 through
22 January 1975 the station conducted interviews with
23 some 103 New Jersey community leaders.

24 During the past three-year license period
25 the station invited 84 New Jersey leaders to attend

1 14 community leaders luncheons conducted by the
2 station, three of which were held in New Jersey to
3 accommodate those leaders who found it difficult to
4 attend luncheons in New York.

5 In addition, during the August 1974 to
6 January 1975 period, WNBC-TV conducted a survey of
7 some 900 members of the general public in the tri-
8 state area which the station serves. More than 300
9 were New Jersey residents.

10 In all cases, of course, the station was
11 seeking to ascertain what problems were foremost in
12 the minds of those consulted. The results disclosed
13 that leaders and public alike expressed interest
14 principally about problems of general concern, such
15 as unemployment, inflation, crime, energy, and
16 housing. Some community leaders did express a
17 desire for more coverage of New Jersey by the media.

18 WNBC-TV personnel in the development of
19 news and public affairs programs are in constant
20 contact with the members of the public. These
21 contacts afford an opportunity to obtain the
22 opinions of a broad representation of community
23 leaders, organizations, and activities, as well as
24 the general public. I mentioned some of these
25 programs and typical contacts before, such as Gus

1 Henningburg, the president of the Greater Newark
2 Urban Coalition, who is co-host of our Positively
3 Black series. I should also point out that the
4 studio audience for Barbara Walters' Not For Women
5 Only, who questioned the panelists on the program,
6 is composed largely of members of local
7 organizations whose area of interest parallels the
8 program's topic. Among the New Jersey organizations
9 which recently have had members in the studio
10 audience are the Plainfield School of Practical
11 Nursing, the Paramus branch of the American
12 Association of University Women, William Paterson
13 College, the Allendale Junior Women's Club, and the
14 Ridgeview YWCA.

15 Of significant importance in this whole
16 ascertainment procedure has been our discussions
17 with the New Jersey Coalition for Fair Broadcasting.
18 Since March of 1972 WNBC-TV management has been
19 meeting with coalition representatives to discuss
20 coverage of New Jersey affairs. Some of the
21 improvements in WNBC-TV's service to New Jersey had
22 their origin in those discussions. The coalition
23 has found acceptable WNBC-TV's proposals for further
24 steps to be taken by the station in our upcoming
25 license. These include letters to the mayors and

1 city councils and to community groups in the
2 WNBC-TV service area encouraging them to communicate
3 with the station on matters they believe should be
4 considered for broadcast coverage, using our station's
5 toll-free telephone numbers; advertisements in New
6 Jersey newspapers informing the public of these toll-
7 free numbers, and listing these numbers in New
8 Jersey telephone directories under WNBC-TV's News
9 and Newscenter 4; cooperation between WNBC-TV and
10 the coalition in arranging meetings between the
11 station and representatives of significant groups
12 and interests in New Jersey, as well as a
13 continuation of the station's efforts to provide
14 programming directed toward New Jersey needs,
15 problems, and interests, and quarterly meetings
16 with the coalition to review station performance.

17 We believe that WNBC-TV's record as I
18 have outlined it demonstrates a good faith effort
19 by the station to serve New Jersey as well as a
20 strong performance in meeting that goal. We are
21 endeavoring to improve that service and will
22 continue to do so. We hope that you will agree with
23 our evaluation of WNBC-TV's record. In any event,
24 we appreciate your having afforded us the
25 opportunity to present it to you.

1 SEN. SKEVIN: Thank you, Mr. Watson.

2 Senator Maressa?

3 SEN. MARESSA: I just wanted to say, Mr.

4 Watson, you have to understand that we don't say

5 that what you are doing in effect is not giving

6 New Jersey sufficient coverage deliberately, I

7 think you are doing the best job you can do.

8 However, at least in my opinion, it's not sufficient.

9 You know, we had hearings up at Hackensack

10 and we had a Paul Snyder testify, New Jersey Public

11 Interest Research Group from Trenton. Are you

12 familiar with that organization? I think they call

13 themselves PIRG.

14 His testimony said we all noted how many

15 days a station had in which there was no mention of

16 the words New Jersey on any news show. WPIX led

17 this list. On fully half the days WPIX was

18 monitored during the two weeks there was no mention

19 of New Jersey. WNBC and WCBS each had three days

20 in which New Jersey was not mentioned at all. Four

21 out of twelve WNEW news shows ignored New Jersey

22 100 per cent, and they gave us statistics and

23 charts and everything else about that. I am sure

24 those things can happen.

25 We had the testimony, Mr. Watson, from the

1 New Jersey Chamber of Commerce. The chairman,
2 Alfred Fellsburg, testified and he says among other
3 things in a letter that was written by the New
4 Jersey Chamber to W. Vincent Mullen, Secretary, FCC,
5 Washington, dated March 13: "But we must add that
6 New Jersey cultural life, its many scientific
7 achievements, its governmental actions, and other
8 events that comprise the news scene are reported so
9 little to the rest of the nation that New Jersey is
10 almost blacked out as an economic and cultural
11 entity in the eyes of the rest of the nation. The
12 only types of news that out-of-state stations seem
13 to come to New Jersey to cover are riots, fire,
14 political scandals, and similar negative news items."

15 Now, let me ask you this question, Mr.
16 Watson, what do you think about the suggestion that
17 was made from the gentleman, Mr. Kurlinski of
18 Rutgers University, about setting up an independent
19 New Jersey news gathering organization consisting of
20 at least three camera crews and assignment editor
21 and office staff? This news group would furnish New
22 Jersey film or tape unedited on a shared basis to
23 all the stations in New York or Philadelphia. How
24 does that sound?

25 MR. WATSON: Senator, I do not think

1 that is realistic. I think what we are doing today
2 where we have a full time staff reporter, plus the
3 assignment of other reporters as needed, our
4 utilization of stringers, which we are expanding
5 and now cover not only Trenton, Newark, but three
6 other New Jersey counties, Bergen, Sussex, Morris
7 County, plus the fact we have flexible technical
8 equipment, film, cameras, minicam tape crews, gives
9 us a great deal of flexibility to move in and
10 around our entire northern New Jersey coverage area.

11 I am a resident of New Jersey, I feel
12 that in many cases people can move from one spot in
13 New Jersey to midtown New York faster than they can
14 from certain points, for example, in Bergen County
15 to, for example, New Brunswick or Newark without
16 the public transportation facilities that are really
17 not available in New Jersey. It's really easier,
18 since our crews operate by car, to go back to our
19 own facility.

20 SEN. MARESSA: You are saying this then
21 would be less efficient?

22 MR. WATSON: I think this would be
23 considered less efficient. Also I pointed out in
24 my remarks that we are now experimenting with
25 Jerseyvision. I think that after a period of time

1 we will be able to evaluate how effective that is.
2 That to some degree may answer your question.

3 SEN. MARESSA: Well, I made a note about
4 this. First of all, what percentage of your
5 marketing area is in New Jersey?

6 MR. WATSON: Populationwise I would say
7 approximately 25 to 30 per cent.

8 SEN. MARESSA: 30 per cent. And what
9 percentage of news coverage is given to New Jersey?

10 MR. WATSON: Senator, that is a difficult
11 question to answer. New Jersey residents are
12 interested in national, international news, general
13 information news, such as movie reviews, weather,
14 sports, and other general features we may have, as
15 well as happenings that may take place in New York
16 City. To isolate how much is New Jersey originated
17 I don't think is realistic. We must make news
18 judgments as to what is new from the total events
19 of the day, and I think we do a very adequate job
20 in covering New Jersey events.

21 SEN. MARESSA: Mr. Watson, lastly, I
22 think in your remarks here you indicate with all
23 the currently developing ideas, the arrangement
24 with the State of New Jersey Public Broadcasting
25 Authority under which we tape the New Jersey news

1 programs off the air and then review the recorded
2 items against all the other material available and
3 so forth, so on, you say you are negotiating this
4 right now?

5 MR. WATSON: No, sir, it has been
6 negotiated, the union problems that were referred to
7 by the previous witness have been clarified, we can
8 tape off the air, Channel 52 in the northern New
9 Jersey area, and we will review that material, we
10 can use it on our newscasts, and we have just
11 started that.

12 Mr. Frymire, who is on the agenda for
13 later on this afternoon, I am sure will refer to
14 that. We have made arrangements with their
15 organization to do this.

16 MR. GERSHMAN: Senator, if I may add
17 something, which has taken us some time, we have to
18 have the technical capability to pick up that UHF
19 signal, which we now have been in the past week
20 taking signals in and evaluating it and expect to
21 begin using it right about now.

22 SEN. SKEVIN: Do we have your name? I
23 don't remember.

24 MR. GERSHMAN: Larry Gershman. I am station
25 manager for WNBC-TV. I am one of your constituents.

SEN. SKEVIN: It's good to hear.

SEN. MARESSA: Let me ask you this question, Mr. Watson. Should this be a matter of contract with New Jersey Television?

MR. WATSON: It's a verbal contract that has been confirmed in writing and we will work with them in evaluating this, making suggestions, inputs.

SEN. MARESSA: But it's a signed, sealed,
and delivered contract?

MR. WATSON: It's not really a contract,
it's a working arrangement.

SEN. MARESSA: Can it be reduced? In other words, I would want this to be something binding before the licenses are renewed.

MR. GERSHMAN: Well, Dr. Frymire wrote a letter to us, offered the facilities of Jerseyvision. I responded saying we would look into it and then followed that up with a subsequent letter thanking him and saying we would do it. So there is a writing going both ways to that effect.

SEN. MARESSA: All right. Thank you very much. I have no other questions.

SEN. SKEVIN: Mr. Watson, you mentioned that you are a resident of New Jersey. Will you tell me how long?

MR. WATSON: I was relocated from Ohio in

1 November of 1969 and have been a resident of New
2 Jersey since then.

3 SEN. SKEVIN: A native of Ohio?

4 MR. WATSON: No, I am a native of New York
5 City.

6 SEN. SKEVIN: And you have lived in
7 Bergen County for how long?

8 MR. WATSON: Since November of 1969.

9 SEN. SKEVIN: And your office is located
10 where?

11 MR. WATSON: 30 Rockefeller Plaza, New
12 York City.

13 SEN. SKEVIN: And, Mr. Gershman, you are
14 a constituent of mine, where do you reside?

15 MR. GERSHMAN: Tenafly.

16 SEN. SKEVIN: You are not a constituent of
17 mine then, Mr. Gershman, close though in Bergen
18 County. You are a constituent of Senator Matthew
19 Feldman.

20 Also, the development of New Jersey news,
21 you mentioned what is news, and that's an important
22 decision. Who makes that decision, Mr. Watson?

23 MR. WATSON: The director of news for
24 WNBC-TV is Earl Ubell. He is a resident of
25 Hackensack, New Jersey, has been for some 17 years,

1 and, in fact, was the co-founder of the Northern New
2 Jersey Arts Council.

3 SEN. SKEVIN: And you mentioned that for
4 several years you maintained a staff reporter, Jim
5 Collis.

6 MR. WATSON: Correct.

7 SEN. SKEVIN: When was he assigned full
8 time to New Jersey?

9 MR. WATSON: I would say sometime in 1971,
10 1972, I am not sure. I would say for at least three
11 years he has been identified as our New Jersey
12 correspondent.

13 SEN. SKEVIN: Full time?

14 MR. WATSON: Full time.

15 SEN. SKEVIN: Where is his office located?

16 MR. WATSON: He in most cases operates
17 out of his home, calls in in the morning with the
18 assignment desk, determines what his assignments
19 will be. He is rarely, and I say that, maybe only
20 once a week does he come into New York.

21 SEN. SKEVIN: He calls in to his office.
22 You talk about New York, his New York office?

23 MR. WATSON: Correct.

24 SEN. SKEVIN: And is the only reporter
25 you have for the entire State of New Jersey assigned

1 full time?

2 MR. WATSON: No, Senator, before coming
3 here I reviewed the assignments of our entire
4 reporter staff and I can say in the past three
5 months or so practically every reporter on our
6 staff, which is approximately 20 in number, have
7 been in New Jersey during that period of time. Some
8 have covered many, many stories. Tony Guider, our
9 weekend anchorman, is also a resident of New Jersey,
10 and he is quite often over to---

11 SEN. SKEVIN: You didn't answer my
12 question. Is he the only full time reporter for the
13 State of New Jersey?

14 MR. WATSON: Yes, sir.

15 SEN. SKEVIN: That consists of over seven
16 million people, the entire State of New Jersey, he
17 is the only full time reporter you have assigned in
18 New Jersey?

19 MR. WATSON: That is correct.

20 SEN. SKEVIN: Now, Mr. Kurlinski just
21 testified, and a statement he made, and I will quote
22 from his statement: "For a television station to
23 send a film crew of four persons to New Brunswick
24 involves a minimum of three hours of travel and
25 production time, making it a high-expense decision

1 for an assignment editor. And since film from New
2 Jersey has to be processed before 5 p.m. to make
3 that evening's news, only morning events have any
4 chance of getting coverage."

5 Do you find anything wrong with that
6 statement or do you have any comment on that
7 statement?

8 MR. WATSON: Surely. If, and I think he
9 was referring to film cameras, it would take
10 approximately three hours from the time they left
11 New York, our reporter, since he lives in New
12 Jersey, can be there sooner and set up, and from
13 the time of departure to the time of arrival back
14 at the studios, it probably would take in the area
15 of three to four hours.

16 However, today with the new technological
17 advances, we have minicam tape cameras, very similar
18 to those cameras over there, which can take a
19 picture and immediately transmit it through
20 microwave back to Empire State and back to our
21 studios, so we have them on tape.

22 We, within the past six months, have
23 signed on two of these minicam-type cameras, and
24 one of them in the main is assigned to New Jersey,
25 operates in New Jersey, as well as certain areas of

1 New York, strictly for that reason, in that it gives
2 us the opportunity to get the stories back faster.

3 SEN. SKEVIN: Mr. Watson, at the northern
4 New Jersey hearing Mr. Lee Leahy testified, and it
5 was considerable film taken by your station, and I
6 was very much interested in the coverage and I
7 watched the news program that particular evening and
8 we saw segments of the television that was filmed
9 that was taken that particular day. Would you tell
10 me who made the decision as to what segments would
11 appear on your news broadcast that particular
12 evening?

13 MR. WATSON: I assume that the executive
14 producer of the program, Paul Freedman, Earl Ubell,
15 the news director, and the reporter, in that case it
16 was I believe Jim Collis--as you are aware of, I was
17 out of town that day--made that decision.

18 SEN. SKEVIN: Now, also at the North Jersey
19 hearing we had a statement made by a representative
20 of the New Jersey State Chamber of Commerce, and I
21 would like to read a portion of that statement. "The
22 fact that we lack full time commercial television
23 presence in New Jersey means additionally that the
24 economy and the culture of this state are not being
25 adequately interpreted by the television industry to

1 the rest of the nation. We are unrepresented by and
2 large on the TV sets of the nation, except for what
3 we consider to be negative or unfavorable news."

4 Do you find anything wrong with that
5 statement?

6 MR. WATSON: I am not in agreement with
7 that statement. I am a New Jersey resident, I find
8 that my friends and business associates, as well as
9 social friends, feel that New Jerseyans are informed
10 of regarding New Jersey information and affairs and
11 do not always look upon--I think some of us play
12 upon the negative aspects. There are many positive
13 things that happen within our newscasts and on our
14 public affairs programs that are positive to New
15 Jersey. In fact, I would say it's overwhelmingly
16 more positive than it is negative.

17 SEN. SKEVIN: And, Mr. Watson, in your
18 statement I noticed you gave some statistics about
19 your contacts with community leaders and the members
20 of the general public. On page 8, paragraph one,
21 it's enumerated that you indicate during the period
22 from August 1974 to January 1975 the station
23 conducted interviews with 103 New Jersey community
24 leaders, and then paragraph three also you indicate
25 during the period August 1974 through January 1975

1 more than 300 New Jersey residents were contacted
2 out of 900.

3 Now, is there any reason why the statistics
4 only cover a short period of time, this recent year,
5 August 1974 through January 1975?

6 MR. WATSON: Yes, Senator, these specific
7 remarks refer to requirements that we are obligated
8 to do because of our upcoming license renewal. We
9 continue to have interviews, etc., on a monthly,
10 almost a weekly basis, of our station, but the only
11 ones we can count and refer to in a license renewal
12 are those that take place within the six-month
13 period prior to filing.

14 SEN. SKEVIN: Do you have statistics
15 showing the same number of contacts with New Jersey
16 community leaders and people for the period involving
17 since your last license renewal?

18 MR. WATSON: I do not have those available
19 today.

20 SEN. SKEVIN: Would you have those
21 available for our committee?

22 MR. WATSON: I will look into that matter
23 and get back to you.

24 SEN. SKEVIN: Thank you.

25 SEN. MARESSA: Just one last question.

1 MR. WATSON: Yes, Senator.

2 SEN. MARESSA: There seems to be a
3 diametrically opposed disagreement between you and
4 Mr. Kurlinski. If we were able to arrange a meeting
5 with the television stations from North Jersey,
6 would you be willing or have somebody from your
7 staff represented at that meeting to discuss the
8 financial and engineering problems?

9 MR. WATSON: Yes, sir. In fact, Senator,
10 if I may, I believe it was almost two years ago,
11 maybe it was longer than that, there was a meeting
12 in Trenton and we sent a representative to the
13 meeting with the intent of trying to put something
14 like that together, and it fell apart after that,
15 nothing was ever done after we attended that
16 meeting.

17 SEN. MARESSA: But in any event, you will
18 cooperate now.

19 MR. WATSON: Yes, sir.

20 SEN. MARESSA: Thank you.

21 SEN. SKEVIN: Thank you.

22 Edward J. Gallagher, Director of
23 Communications, New Jersey Education Association.

24 MR. GALLAGHER: That's Associate Director,
25 Senator.

1 SEN. SKEVIN: I stand corrected.

2 MR. GALLAGHER: The New Jersey Education
3 Association would also like to thank this committee
4 for the opportunity to appear before it.

5 New Jersey finds itself in the unique
6 position of being a political, geographic, social,
7 cultural, as well as educational entity, but carved
8 in two economically.

9 In 1952, when the FCC assigned television
10 frequencies around the country, New Jersey was
11 assigned only Channel 13. The states bordering
12 New Jersey, that is, New York and Pennsylvania, were
13 assigned all the other available VHF frequencies.
14 The result: New Jersey's northern section became
15 part of the metropolitan New York City market and
16 southern New Jersey became part of the Greater
17 Philadelphia market.

18 But New Jersey is an entity. The citizens
19 of our state need and deserve complete coverage of
20 news and events in the state. It's been said over
21 and over again that New Jerseyans know more about
22 New York and Philadelphia people and events than
23 they do about New Jersey's. That is true, because
24 the stations providing their news coverage serve
25 their city of license first, their whole market area

1 second, and finally particular areas within that
2 market.

3 New Jersey is the most densely populated
4 state in the union, but it is still divided in the
5 eyes of the television and advertising industries.
6 Its population is not considered as a whole by
7 either.

8 The division of the state caused the
9 networks to develop ties with the New York City and
10 Philadelphia based stations. Channel 13, Newark,
11 was never able to acquire major network affiliation.
12 The result is clear. Channel 13 lost money until
13 it was sold in 1961 and became a public TV station.
14 The networks provide the latest entertainment
15 programs and the most complete national and
16 international news coverage, but without network
17 affiliation, few stations prosper.

18 NJEA recognizes that New Jersey's
19 coverage by the New York and Philadelphia stations
20 has improved. What caused that? First, hard work
21 of such groups as the New Jersey Coalition for
22 Fair Broadcasting has started to pay dividends. Also
23 the stations themselves have reached the dreaded
24 license renewal period. Looking toward license
25 renewal and the inquiry about to be conducted by the

1 FCC, the stations have responded.

2 The claim is sometimes made that New
3 Jersey is already covered by the four Jerseyvision
4 stations operated by the New Jersey Public
5 Broadcasting Authority.

6 NJEA supports the Public Broadcasting
7 Authority and praises it for work done in the area
8 of news, public service, and educational programming.
9 But the PBA is public television, paid for by the
10 citizens of the state. As such, it cannot delve too
11 deeply into the controversial issues arising in a
12 complex state like New Jersey, nor can it offer its
13 opinion through editorials to help New Jerseyans
14 better understand the challenges confronting our
15 state.

16 Further, the Public Broadcasting Authority
17 cannot offer commercial advertising time to New
18 Jersey's business community. This places our
19 businesses at a competitive disadvantage compared
20 with concerns covering the New York or Philadelphia
21 metropolitan area. Because the only TV advertising
22 outlets available to them are located in such huge
23 markets, the costs become prohibitive.

24 New Jersey's Public Broadcasting Authority
25 therefore cannot fill the void created by denying

1 VHF television to the state.

2 There have been a number of plans offered
3 to solve the dilemma. One would assign an existing
4 station in New York or Philadelphia to New Jersey.
5 The question is, would this solve the problem?
6 Perhaps if the station were one of the network
7 affiliates and could maintain that affiliation, it
8 would attract wide viewership. However, if the
9 station so assigned were an independent or were to
10 lose its network affiliation, it would not broadcast
11 the new programs or indepth national and
12 international news coverage needed to attract a
13 large audience. The station would have difficulty
14 attracting advertisers because it would be forced
15 to serve only part of the accepted market areas of
16 New York and Philadelphia. The result: the station,
17 no matter how well intentioned, would wither and
18 eventually die, as Channel 13 died as a commercial
19 television outlet in 1961.

20 Another proposed solution would be short
21 spacing, or dropping in a new station in New Jersey,
22 and we understand this could only be done on
23 Channel 8 because of current frequency assignments.
24 Even if Channel 8 were assigned to New Jersey, some
25 special arrangements would have to be made with the

1 stations in Connecticut and Pennsylvania occupying
2 that frequency. The real problem would be this new
3 station's probable inability to pick up network
4 affiliation and its head-to-head competition with
5 both the New York and Philadelphia market stations.
6 Likelihood for success would therefore be limited.

7 Hyphenation of existing stations has also
8 been proposed. If one New York station and one
9 Philadelphia station had their licenses changed,
10 making their cities of license New York-Newark and
11 Philadelphia-Trenton, for example, the stations
12 would have to set up studio facilities and assign
13 personnel to their new homes. The result could well
14 be increased and better coverage of New Jersey.
15 The stations, required to serve their city or cities
16 of license first, would owe greater service to at
17 least the New Jersey cities to which they were now
18 licensed.

19 Perhaps though nothing should be done on
20 the order of reassigning stations to force them to
21 better serve New Jersey. Perhaps, through
22 encouragement, the stations could be helped to
23 serve New Jersey.

24 Couldn't the state help set up studio
25 facilities at the State House in Trenton so news

1 people would have facilities at hand? One of the
2 problems stations have covering New Jersey, as has
3 been mentioned here earlier, is the time it takes
4 to send a film crew to Trenton, for example,
5 record the event, return to either New York or
6 Philadelphia, process and edit the film and have it
7 ready for air play. Further, such facilities could
8 also serve the needs of the Public Broadcasting
9 Authority. The PBA could be empowered to act as a
10 pool supplier to all the New York and Philadelphia
11 stations, cutting down on both the time and money
12 the stations would have to expend to cover a New
13 Jersey event, while increasing New Jersey's coverage.

14 NJEA feels the best interest of both New
15 Jersey and the TV stations could be served by some
16 form of hyphenation, such as has been proposed by
17 the Coalition for Fair Broadcasting, providing
18 improved facilities for television at the State
19 House in Trenton and by more stringent FCC
20 regulations requiring TV stations to serve their
21 coverage areas more completely.

22 The New Jersey Legislature can play a
23 most significant role, first, by testifying to the
24 FCC of the need of New Jersey for better TV
25 coverage; second, by recommending to the FCC the

1 hyphenation of existing Philadelphia and New York
2 stations with some New Jersey city or cities; third,
3 by mandating facilities to be provided at the State
4 House and creating the machinery necessary for the
5 Public Broadcasting Authority to provide pool
6 service to all the Philadelphia and New York
7 stations--the legislation can help assure New
8 Jersey the television coverage it needs.

9 Thank you.

10 SEN. SKEVIN: Senator?

11 SEN. MARESSA: I agree with everything
12 that you have proposed.

13 May I ask that in your opinion you
14 suppose that more stringent FCC regulations
15 mandating the allocation of more time to the
16 coverage area would or would not represent an
17 infringement of the freedom of the press?

18 MR. GALLAGHER: I don't believe it would,
19 and that's a point that concerns NJEA. The
20 mandating a better coverage of the total coverage
21 area would not be limiting their freedom or their
22 editorial judgment.

23 I believe the way things are set up now,
24 they are required to serve their city of license,
25 and since both the Philadelphia and New York

1 stations serve much more than the particular city
2 of license, perhaps that phrasing should be changed.

3 SEN. SKEVIN: In essence what you are
4 saying is local physical facilities in New Jersey
5 as far as TV stations are concerned to provide
6 not to the quality of the TV coverage, but to
7 provide to the adequacy of the coverage. Is that
8 correct?

9 MR. GALLAGHER: That is the thrust of it.

10 I agree with what Mayor Errichetti said
11 earlier, we have indeed two states economically, as
12 far as the broadcast and advertising industries are
13 concerned we indeed have two states, part of it
14 assigned to the New York metropolitan market, part
15 of it assigned to the Greater Philadelphia market.

16 SEN. SKEVIN: Thank you.

17 MR. GALLAGHER: Thank you.

18 SEN. SKEVIN: Robert Culleton, South
19 Jersey Coordinator, New Jersey Public Interest
20 Research Group.

21 MR. CULLETON: Good afternoon. My name is
22 Robert P. Culleton, I am South Jersey Coordinator
23 for the New Jersey Public Interest Research Group.
24 New Jersey PIRG is a nonpartisan, nonprofit,
25 student-funded and student-directed research

1 corporation supported by over 20,000 New Jersey
2 college students, and we thank you for the
3 opportunity to present our views today.

4 Since January I have been directing a
5 research project in a course entitled "Mass
6 Communications and Urban Problems" at the Camden
7 campus of Rutgers State University. The purpose of
8 the project was to monitor and evaluate the
9 broadcasting behavior of the three VHF Philadelphia
10 channels who presently have it as a portion of
11 their license responsibility to provide coverage of
12 the affairs of southern New Jersey. We have been
13 successful in developing extensive data on this
14 matter. Since New Jersey PIRG is a member of the
15 New Jersey Coalition for Fair Broadcasting, through
16 which the citizens of New Jersey are struggling for
17 a just allocation of the airwaves resources to New
18 Jersey, we find it important to contribute the
19 highlight of that data to you today. I am not here
20 to propose any solutions to this problem; New
21 Jersey PIRG supports wholeheartedly the goals of
22 the coalition.

23 About 20 students chose to participate
24 in this project. They divided up the local news
25 programs among themselves, and with varying degrees

1 of success, set up the task of monitoring those
2 broadcasts during a two-week period beginning March
3 3 and ending March 16. As you will see from the
4 data results on the first chart at the end of this
5 testimony, there was an unequal distribution of
6 monitoring time per station. KYW and WCAU each
7 received approximately the same amount of
8 monitoring, so the results are readily comparable
9 to one another. WPVI received only a third of the
10 monitoring time of the other two, so that its
11 results are somewhat less valuable comparatively.
12 Nevertheless, we have included them along with the
13 others because they hint at station behavior taking
14 place on the part of WPVI.

15 On the whole the data is not conclusive,
16 but it certainly does reflect substantial trends
17 in the coverage New Jersey receives from
18 Philadelphia stations. Furthermore, these trends
19 are exceedingly disappointing, for when one looks
20 at the most reliable station of the three in
21 question, that is, KYW, Channel 3, with three times
22 as many news items with film reports as WCAU,
23 Channel 10, and with almost twice the air time per
24 item as WCAU, we still find that the total amount
25 of New Jersey coverage allocated by KYW was only

1 ten per cent of the total air time which we
2 monitored. WCAU, we might point out, was monitored
3 at only 5.5 per cent New Jersey coverage, and had
4 four full programs which did not mention any New
5 Jersey news. WPVI seems also to have had a low
6 rate of coverage. Although it had 19 items of New
7 Jersey news in three hours, its time per item was
8 worse than even WCAU. The overall coverage time
9 does not appear to be likely much of an improvement
10 over the other stations. In the average length of
11 time before an item of New Jersey news was presented
12 in a program, all the stations did quite well,
13 averaging substantially above the mid-way point of
14 the programs we watched.

15 In this project the students also reviewed
16 the news items presented by the Courier Post, that
17 is, the area newspaper, in order to see just to
18 what extent the Philadelphia stations were in tune
19 with a truly indigenous organ of the media in South
20 Jersey. At the end of this testimony there is a
21 second chart with a series of case studies of
22 items of importance in the Courier Post and the
23 coverage these items received on the Philadelphia
24 stations. The stories are ranked in order of
25 importance by the number of days coverage they

1 received in the Post. We limited our inspection to
2 local stories appearing in the first few pages of
3 the paper, especially page 1. The stories can be
4 further ranked in importance by the number of
5 inches of column space.

6 Here again in this test we were quite
7 disappointed because the correspondence between the
8 TV and the press coverage was very low. To begin
9 with, there is a very noticeable lag between the
10 time a story breaks in the press and the time the
11 story is aired. This time lag is usually one to
12 two days, though often it is several days more.
13 Secondly, given the 19 case studies presented here,
14 two out of the three stations missed more of the
15 stories than they picked up. And while KYW's score
16 may look fine at a rate of 63 per cent, when one
17 measures the amount of air time for New Jersey
18 coverage which reflected the press coverage of
19 South Jersey, the picture remains dismal. Only
20 37.7 per cent of the ten per cent KYW program time
21 given to coverage of South Jersey paralleled the
22 local press coverage. For WCAU the rate was 28
23 per cent of 5.5 per cent. For WPVI the rate
24 appears to be 28 per cent of 13 per cent. The
25 balance of the station's coverage time for South

1 Jersey was devoted to various other local stories
2 which we did not pick up in our review of the press.
3 Perhaps they appeared on pages further back than
4 those we reviewed. Although we have not
5 substantiated this in a data table in this
6 presentation, in my judgment, while quite a few of
7 these stories were of clear significance to the
8 democratic people of New Jersey, too often the
9 situation arose where community interest stories
10 were aired rather than major news items of the day.
11 And when coverage is so minimal to begin with, we
12 feel that the stations have the responsibility to
13 present the major news items first. This is not to
14 say that community interest stories should be
15 ignored. If New Jersey were to receive coverage
16 commensurate with its importance as a state and as
17 a substantial portion of the Philadelphia market
18 area, community interest stories would certainly
19 have their place.

20 By way of example, let me point out that
21 on the fourth of March the major news item in the
22 Courier Post, as reflected in the case studies
23 chart, was a report on Governor Byrne's plan for a
24 state income tax. WCAU, while reporting on New
25 Jersey marijuana reform and on the funeral of Mr.

1 William Fitzpatrick, failed to mention the Byrne
2 income tax story.

3 In conclusion, it would not go too far to
4 say that the present arrangement of television
5 coverage of south New Jersey affairs is disastrous.
6 The people of south New Jersey are literally being
7 left in the dark by the Philadelphia VHF channels.
8 The situation hamstrings New Jersey in coping with
9 its problems. This situation must be remedied.

10 This testimony will be filed as comment
11 with the FCC during this period of inquiry into the
12 state of television coverage in New Jersey.

13 Thank you very much.

14 SEN. SKEVIN: Senator Maressa?

15 SEN. MARESSA: I have no questions.

16 SEN. SKEVIN: I would just like to comment
17 and express my appreciation to you and the students
18 involved in this as certainly having completed a
19 very comprehensive study of this problem and show
20 an interest in the affairs of our state.

21 I would like to point out that I think
22 your northern New Jersey representative testified
23 at our North Jersey hearing and he presented
24 similar statistics involving the New York television
25 stations, and although the coverage of Mr. Leahy of

1 the CBS-TV station was quite comprehensive, there
2 was no coverage of the statistics presented by the
3 North Jersey representative indicating a complete
4 lack of coverage in the North Jersey area.

5 I am interested, and I offer this as a
6 challenge to the TV stations here to present the
7 story that you gave us this morning about the lack
8 of coverage as far as statistics are concerned.

9 Thank you very much.

10 MR. CULLETON: Copies of this are quite
11 available.

12 SEN. SKEVIN: Thank you.

13 Allen J. Bell, Vice President and General
14 Manager of KYW-TV.

15 MR. BELL: Senators, interested attendees
16 at this public hearing, my name is Allen Bell and
17 I am a vice president of Westinghouse Broadcasting
18 Company, Group W, and the general manager of KYW-TV,
19 Channel 3.

20 For the benefit of those from the Newark
21 area in the hearing room, Senator Skevin, Westing-
22 house Broadcasting Company, Group W, also operates
23 an all news radio station in the New York area,
24 WINS 1010 News, serving portions of New Jersey, New
25 York, and Connecticut.

1 Similarly in this area serving South
2 Jersey, Delaware, and Pennsylvania we have KYW News
3 Radio, All News All the Time, and you might be
4 interested to know portions of this hearing that
5 have occurred so far have already been broadcast on
6 KYW News Radio, which is an interesting commentary
7 really on behalf of technology and the efficacy of
8 Dick Standish, our reporter for the radio station.

9 Likewise, KYW-TV serves portions of three
10 states, Pennsylvania, South Jersey, and Delaware.

11 To compress our views before this
12 commission, gentlemen, we have prepared a number of
13 exhibits. We appreciate the opportunity to come
14 before you and present them and share our views
15 about the efficacy of television service.

16 Exhibit A, which you see before you,
17 approximates the television coverage range of
18 KYW-TV. Its primary service area is the line that
19 you see designated in the heavy black marking, and
20 the station also has the technical capacity to be
21 seen in some parts of the larger area denoted by the
22 gray line.

23 Perhaps what is more relevant, however,
24 is Exhibit B, which indicates the distribution of
25 population within the Channel 3's primary service

1 area. You will note, Senators, that 69 per cent of
2 our service area comprises residents of
3 Pennsylvania, 24 per cent of New Jersey, and 7 per
4 cent of Delaware, licensed as we are to serve
5 portions of three states. But I think you will find
6 that 24 per cent is a good working bench mark figure
7 according to Census Bureau statistics.

8 I might also point out in passing, in the
9 next exhibit, that the two significant metropolitan
10 areas within the primary coverage area, two of them
11 at least, the nine county Philadelphia and Trenton
12 standard metropolitan statistics areas comprising in
13 New Jersey, Camden, Burlington, and Gloucester
14 directly across the river, and Mercer County,
15 synonymous with the Trenton area, there are some 891
16 governmental bodies in this area. These governmental
17 bodies, many of which hold elections and pass bills,
18 also include approximately 365 municipalities,
19 municipalities such as townships and boroughs and
20 cities. And again I point out that is a portion of
21 the service area that Channel 3 reaches every day.

22 In the summer of 1973 the New Jersey
23 Commission for Fair Broadcasting in invited comments
24 to the Federal Communications Commission made a
25 statement based upon monitoring of the service of

1 television stations in the Philadelphia area, and
2 we quote in Exhibit D a portion of the comments they
3 made, Senators. They said, and we quote: "Only
4 approximately 13 per cent of the three Philadelphia
5 VHF stations' news coverage related to New Jersey
6 matters."

7 You will find that, just for the record,
8 in the petition that the coalition filed with the
9 Federal Communications Commission approximately a
10 year ago.

11 Gentlemen, the Westinghouse Broadcasting
12 Company, Group W, was also an interested party in
13 those proceedings and filed comments with the
14 Federal Communications Commission, and we examined
15 our records for the same eleven days in July, July
16 9 through 20, 1973. Obviously we could have had no
17 forewarning of this occasion, since the coalition
18 chose its own shot, chose its own days, and
19 according to our records, we had about twice the
20 coverage on KYW-TV. But of course the figure of
21 the coalition was an average for the market as a
22 whole.

23 Just let me quote the statement that we
24 made in response to the comments of the New Jersey
25 Coalition. We said, and I quote: "Approximately

1 22 per cent of its coverage devoted to local and
2 regional news, excluding sports and weather
3 coverage, concerned matters which were New Jersey
4 related."

5 We find that a very significant statement,
6 gentlemen, because coverage like that is reflective,
7 we believe, of a diligent effort to serve our
8 residents of South Jersey.

9 SEN. SKEVIN: Those are self-serving
10 statements though. Do you have the records?

11 MR. BELL: We would be delighted to make
12 them available, Senator, and I think you will find
13 upon examination, and then again this is a period
14 we had no forewarning of these stories, they did
15 not comprise sensationalism, they did not comprise
16 the oft/heard statement that much of New Jersey's
17 television news is of gambling, corruption, fires,
18 and gruesome crime. We will be glad to make
19 available every one of those stories at your
20 pleasure, sir.

21 A television station like KYW-TV also has
22 another device for service viewers, and that is our
23 program of editorials, which appear regularly
24 throughout the broadcast day on a number of different
25 time periods so they are able to amass circulation

1 that comprises pretty much the total reach of the
2 television station from morning to night, including
3 prime time viewing hours. We examined for this
4 hearing our record of the past several years, 1973,
5 1974, and so far to date to 1975, and according to
6 our records, over half of our editorials in 1973
7 were of concern to viewers in New Jersey; 62 per
8 cent were of concern to New Jersey viewers last
9 year, and 66 per cent thus far to date.

10 Now, of that component, in 1973 27 per
11 cent of the time we devoted our editorials to
12 subjects of exclusive interest, the one portion of
13 our coverage interest, 27 per cent were devoted to
14 New Jersey; in 1974 24 per cent, and so far this
15 year 35 per cent of the occasions in which we went
16 exclusively were devoted to New Jersey.

17 SEN. SKEVIN: It shows a continuance of
18 improvement over the years as we get closer to the
19 license renewals.

20 MR. BELL: Well, I would hope that what it
21 shows is a continuing interest in the problems of
22 South Jersey, because this is an area, Senator,
23 that is really homogeneous.

24 SEN. SKEVIN: But according to your
25 statistics it shows a continuance of improvement over

1 here as it gets closer to license renewal.

2 MR. BELL: Well, the license renewal,
3 Senator, is a three-year cycle.

4 SEN. SKEVIN: I realize that, but your
5 statistics are three years and shows an improvement
6 each year as we get closer to the license renewal.
7 Isn't that correct?

8 MR. BELL: Well, that is subject to your
9 interpretation, sir.

10 SEN. SKEVIN: I am asking you, isn't that
11 correct?

12 MR. BELL: I do not believe, Senator---

13 SEN. SKEVIN: The percentage does not
14 increase as you get closer?

15 MR. BELL: I do not believe that you will
16 find the license renewal filing time has much to do
17 with this, the statistics, as much as interest.

18 SEN. SKEVIN: I am not saying they have
19 anything to do, I am saying the statistics
20 themselves show an increase each year as we get
21 closer to the license renewal.

22 MR. BELL: I don't agree with your
23 interpretation, sir.

24 SEN. SKEVIN: You don't agree the
25 statistics have increased?

1 MR. BELL: The statistics indeed have
2 increased.

3 SEN. SKEVIN: That's all we are talking
4 about.

5 MR. BELL: But I don't necessarily share
6 your interpretation of it, sir.

7 SEN. MARESSA: I think, Mr. Bell, if we
8 had 1972's statistics, that would answer the
9 question.

10 MR. BELL: Be delighted to make them
11 available.

12 SEN. MARESSA: In other words, if 1972
13 were less than 1973, then we would know the license
14 renewal cycle would absolutely have nothing to do
15 with it. I think that's what Senator Skevin is
16 referring to.

17 MR. BELL: Right.

18 SEN. MARESSA: Does this gentleman have
19 that?

20 MR. BELL: We don't have them available,
21 Senator.

22 SEN. MARESSA: O.K.

23 MR. BELL: Obviously the occasions on
24 which we do present editorial views governs subject
25 material that often provides the opportunity for

1 other points of view, points of view either in
2 testing our views or amplifications of our views,
3 and in the course of 1974 to date editorials by
4 KYW-TV have been amplified on by the mayor of
5 Wildwood, by Governor Byrne, by a representative
6 of the Delaware River Port Authority, by several
7 members of the New Jersey Legislature, for example,
8 Senator Russo, Senator Hughes, and Assemblyman
9 Gallagher, all of whom spoke on the state tax issue.

10 SEN. SKEVIN: Do they have to go to your
11 station for that rebuttal?

12 MR. BELL: They generally have, sir.

13 SEN. SKEVIN: Where is that located, in
14 Philadelphia?

15 MR. BELL: It's located adjacent to the
16 Ben Franklin Bridge at Fifth and Market Street.

17 SEN. SKEVIN: In Philadelphia?

18 MR. BELL: That's right, sir.

19 SEN. SKEVIN: O.K. It was just a comment,
20 just an observation.

21 MR. BELL: We thought you also might be
22 interested in the uses to which an editorial
23 program can be put. In the course of commenting
24 about South Jersey affairs, we made the following
25 editorial observation in May of 1974, and we said:

1 "What South Jersey needs is an agency like South-
2 eastern Pennsylvania's SEPTA. Call it SOJETA, if
3 you will, South Jersey Transportation Authority,
4 South Jersey's own transportation authority. And
5 the way to create it is for county and municipal
6 officials to join together and demand it from the
7 state legislature. The sooner this happens, the
8 sooner South Jersey residents will have the kind of
9 public transportation they need."

10 We got an interesting response to that
11 first editorial, because it is one of a series of
12 five, and part of a continuing project. The
13 response reads as follows: "I thought you might be
14 interested in knowing that, as a result of your
15 editorial, of which I am in total agreement, I have
16 introduced legislation to establish a South Jersey
17 Transportation Authority similar to SEPTA."

18 Senator Maressa of course will recall
19 that, since he was the signer of the letter, and
20 we went on the air subsequently the following week
21 in May of 1974 and said: "Last week we proposed a
22 South Jersey Transportation Authority, SOJETA we
23 called it, to look after the neglected transportation
24 needs of South Jersey residents. We've been
25 exploring this proposal in conjunction with the

1 Regional Affairs Council in a series of special
2 indepth radio reports. Now we're happy to report
3 important progress. We've been in touch with State
4 Senator Joseph A. Maressa, who is Majority Whip of
5 the New Jersey Senate, and he's sponsoring a bill
6 to create that regional transportation authority,"
7 and we quoted part of his letter.

8 We went on in August of 1974 to comment
9 on this issue and to press for the successful
10 conclusion of procedures to create a South Jersey
11 Transportation Authority, similarly on August 31 of
12 1974 and then in the fall of 1974, in November, and
13 we intend to keep after this.

14 We also would like to draw your attention
15 in Exhibit G, Senators, to some of the bases on
16 which judgments are made for news and editorials
17 at KYW-TV. Of our key decisionmaking staff, the
18 editorial director, the assistant news director,
19 the assignment editor, four of our reporters, two
20 editor-writers, three newsreel camerapersons, and
21 one film processing supervisor all on the news and
22 editorial staff of the station, are residents of
23 New Jersey, and similarly within our management
24 staff 34 per cent of KYW-TV's management is resident
25 in New Jersey, voters and taxpayers. Our total

1 staff averages out 24 per cent, which is right about
2 representative of the proportion of New Jersey
3 population that is included within our primary
4 viewing area. 38 per cent of our news and editorial
5 staff, 34 per cent of our management, and 24 per
6 cent of our total staff as a whole.

7 Over the course of broadcasting to the
8 area that we served, many New Jersey leaders have
9 occasion to speak to constituents and to address
10 themselves to views of wide public concern. We are
11 talking in Exhibit H about those occasions,
12 exclusive of news coverage, exclusive of paid
13 political advertisements, exclusive of editorials,
14 in which full program length time is devoted to
15 articulation of issues. For example, in 1974
16 and 1975 you can read in Exhibit H appearances by
17 Camden Mayor Errichetti in January of 1974, April
18 of 1974, August of 1974, and so on. Similarly,
19 appearances by Mayor Bradway, Governor Byrne, several
20 occasions, Mayor Holland, Mayor D'Ippolito, Mayor
21 Salmon, the South Jersey congressional delegation,
22 and so on.

23 Some of the issues discussed, just as an
24 example, exclusive of regular newscasts and
25 editorials, include the New Jersey state income tax,

1 unemployment in South Jersey, mass transit and
2 transportation, school funding, farms and migrant
3 labor, the offshore oil issue, crime and drugs in
4 South Jersey, health care and the aged, utility
5 rates and the consumer, and teenage drinking.

6 Of course there are many in New Jersey
7 other than elected officials or community leaders
8 who would like to be able to talk to each other,
9 use the facilities of television to state views,
10 and for that reason those in our viewing area will
11 recognize the Speak Out Message series, which are
12 short-length messages open to the general public and
13 presented like editorials throughout the broadcast
14 day. In the course of the past year and a half or
15 so these residents you see in Exhibit J have used
16 our facilities to discuss a wide range of issues of
17 their own choice, ranging all the way from the
18 energy issue, which was very present in everybody's
19 minds starting in early 1974, to a resident of
20 Marlton who chose to speak out against streaking.

21 Let me say in summary, Senators, that
22 the statistics that we presented to the Federal
23 Communications Commission about the degree of our
24 coverage we feel is reflective of an approach that
25 has really served South Jersey from the inside.

1 We think that we have demonstrated the viewers in
2 that portion of our coverage area are important to
3 us. At a time in the past the marvels of today's
4 technology could scarcely have been even dreamed of.
5 The possibilities of miniaturization of equipment,
6 you heard reference to minicams, they come in many
7 different sizes and shapes, and what was the state
8 of the art a year ago has already been outdistanced,
9 the possibility of equipping a helicopter with a
10 miniature camera, miniature microwave equipment, is
11 at hand. Time and space easily can be compressed.

12 I think you have seen some demonstration
13 of the willingness of Channel 3 to serve viewers in
14 this area, though the statistics of course are only
15 a measurement of the past, and what our commitment
16 is for a future that will improve and enhance this
17 range of coverage.

18 We are available for any questions you
19 might have.

20 SEN. SKEVIN: Thank you, Mr. Bell.

21 Senator Maressa?

22 SEN. MARESSA: Thank you, Mr. Bell, for
23 all the information you have given us. I for one
24 want to publicly commend your KYW radio station. I
25 think an all news all the time station is very, very

1 valuable. I keep it on my automobile radio at all
2 times, and after I hear the news about three or
3 four times though I have to turn it off and go
4 somewhere else, and of course that's not your fault,
5 it's a sort of a cycle thing, and I also want to
6 congratulate you on having Mr. Standish as one of
7 your reporters, he is doing a fabulous job at the
8 State House and here in South Jersey. I think
9 everybody will support that statement, at least in
10 the legislature.

11 However, we still, as far as your
12 television channel is concerned, with all of your
13 endeavors, and there are many and involved, and I
14 am sure you are doing, as I indicated to Mr. Watson,
15 the best job you possibly can, and whatever lack of
16 coverage there is in New Jersey would be not
17 deliberate. However, we do not have the identity
18 we need.

19 Now, I would like to ask you if you have
20 an opinion regarding Mr. Watson's proposal or the
21 oral contract that he is working out with New Jersey
22 Public Broadcasting developing--I am reading it--
23 "An arrangement with the State of New Jersey Public
24 Broadcasting Authority under which we can tape
25 their New Jersey news programs, Jerseyvision, off

1 the air, and then review the recorded items against
2 all the other material available to see which ones,
3 in the judgment of news personnel, should be
4 included in the newscasts, the first, and secondly,
5 the one that Mr. Kurlinski proposed, one possible
6 way of helping them do so would be the formation of
7 an independent New Jersey news gathering
8 organization. You heard what he suggested.

9 MR. BELL: Yes, sir.

10 SEN. MARESSA: Can we have your opinion
11 regarding both of those propositions?

12 MR. BELL: Certainly, Senator.

13 We also received Mr. Frymire's offer for
14 rebroadcast rights of Jerseyvision news, and we
15 know it's an interesting offer, one that deserves
16 full exploration.

17 Our situation at present is that our
18 union contracts currently in force preclude the
19 usage of any outside material within a certain
20 specified range of miles. That is an arrangement
21 that simply has to be stated for the record. Any
22 coverage existing outside of that mileage area
23 would of course be available for consideration.

24 SEN. MARESSA: Have you any idea what,
25 with respect to this news gathering organization,

1 consists of at least three camera crews, an
2 assignment editor, and office staff, how expensive
3 something like that would be?

4 MR. BELL: Well, Senator, I would be
5 hard put to answer it in that way, except to say
6 the distance from significant parts of our South
7 Jersey area to our present studio location is not
8 vast. The situation between New York and
9 Philadelphia is not exactly identical, just to
10 take Trenton as an example. Trenton is at least
11 an hour on the train from New York and roughly a
12 half hour from Philadelphia. It's easy enough to
13 cover Trenton in terms of physical distance and
14 traveling time, we don't find it burdensome, and
15 as a matter of fact, we submit, with all due
16 respect, some of those statistics you heard this
17 morning in our view come about as a part of that
18 relative ease and technology and hence our ability
19 to cover those events. We don't anticipate that
20 it will necessarily be a problem.

21 SEN. MARESSA: Well, what about a figure
22 on costs for something like three camera crews,
23 would that be in your department, would you know
24 approximately what costs would be involved?

25 MR. BELL: Senator, it would vary as to

1 individual unions, it would vary as to individual
2 equipment, I couldn't possibly tell you, but I
3 really don't think the issue is cost.

4 SEN. MARESSA: Well, I appreciate your
5 position.

6 Well, let me ask you, what about
7 hyphenation?

8 MR. BELL: In a sense, Senator, we
9 consider ourselves a hyphenated station now,
10 because any station that encompasses roughly a
11 quarter of its news coverage through South Jersey
12 is a station that is by that very fact hyphenated.
13 We certainly can't consider we are a Philadelphia
14 station, we are not, we serve a broad region,
15 responsive to the population that lives within
16 that primary coverage area, roughly commensurate
17 with the weight of the population as it lies.

18 Hyphenation in the formal, technical
19 sense, I think you are using it in a wrong idea,
20 and deserves full explanation in all of various
21 aspects.

22 SEN. MARESSA: Would there be something
23 technical in the law that would prevent you from
24 signing off your call letters or saying this is
25 Channel 3 Philadelphia-South Jersey, or something

1 like that?

2 MR. BELL: We cannot do that, sir, because
3 there is a matter of licensing by the Federal
4 Communications Commission.

5 SEN. MARESSA: That would be prohibited?

6 MR. BELL: Currently it would be.

7 SEN. MARESSA: Currently. What about the
8 cost of keeping one crew, say, for example, in
9 Atlantic City or in Hammonton, somewhere centrally
10 located in South Jersey, or the establishment of a
11 studio, what about that cost is prohibitive?

12 MR. BELL: Well, I wouldn't consider,
13 Senator, the cost is the central issue as much as
14 how one covers news. What you are really after I
15 think is intent and results, and the way a station
16 chooses to do it, the way it deploys its forces,
17 the judgments that it makes in terms of assignments,
18 and so on, really are human decisions and policy
19 decisions as opposed to material decisions.

20 We don't find it difficult to get the
21 statistics that you have heard this morning,
22 because of our location, because of the fact we are
23 where we are, and because of the decisions that we
24 make, made very largely by people who themselves
25 are residents of the area we are serving. That is

1 certainly true of our assignment editor, it's true
2 of our assistant news director.

3 SEN. MARESSA: Then in effect though you
4 disagree with the representative from PIRG who
5 indicated that, say, for example, if I read his
6 chart correctly, you had absolutely no coverage at
7 all of the SCI story and that any number of the
8 larger stories that were covered in the local
9 newspapers receive little or no time, according to
10 his statistics and his monitoring?

11 MR. BELL: Senator, with all due respect
12 to his monitor, it was based on a very narrow range
13 of time. We haven't had a chance to examine it
14 thoroughly, but we urge the members of the New
15 Jersey Public Interest Research Group and all
16 interested viewers to watch us on the air
17 consistently and to see us as we are, because the
18 wonderful thing about a television station is that
19 you can get at it very easily.

20 SEN. MARESSA: Well, lastly, I would like
21 to thank you publicly for that editorial and the
22 coverage that you gave it, because I feel--I try
23 to pick up all of your editorial comments and I
24 find a great many of them are fascinating and
25 reflect a deep concern to the public of New Jersey

1 as well indicated, and I want to report at this
2 time that a bill was introduced creating the South
3 Jersey Transportation Authority, but because of the
4 economic crunch we are sweating it out really for a
5 period of time.

6 That's all the questions I have.

7 SEN. SKEVIN: Mr. Bell, I just have a few
8 questions and also a comment or two, if you will
9 just bear with me.

10 Your statement about the effect and the
11 development of technology in the communications
12 area is very apropos to this particular hearing,
13 and we both recognize, and I am sure the people of
14 the state and the communications area certainly
15 recognize the awesome power that is involved in
16 communications, and we have just scratched the
17 surface in terms of the future and in terms of
18 television with education and the problems that
19 we face that can be solved. We hear statistics
20 about children having on the average 22,000 viewer
21 hours before they reach the age of 18, and the
22 fact that they have the equivalent of a bachelor's
23 degree before they go to kindergarten in terms of
24 hours watching TV. We certainly view those
25 statistics with alarm as the effect they have on

1 the community.

2 Now, in terms of that awesome power,
3 there is an equal responsibility to provide adequate
4 coverage within a particular area. Is that correct?

5 MR. BELL: I couldn't agree with you more.

6 SEN. SKEVIN: All right. And the
7 statistics, there is a conflict, you show one set
8 of statistics and of course the people in New
9 Jersey that are involved in this show a different
10 set of statistics.

11 MR. BELL: Senator, may I just make one
12 observation about that?

13 SEN. SKEVIN: Sure.

14 MR. BELL: The statistical base for
15 measurement will vary, depending on what components
16 are included within the base. In the case of our
17 own measurements, we have chosen to exclude sports
18 and weather, because they really know no bounds of
19 municipal origin.

20 SEN. SKEVIN: Right.

21 MR. BELL: We have chosen to measure
22 other quantities, and before you can compare apples
23 and apples, which is always the problem, as I am
24 sure you are well familiar, with statistics, we
25 better compare the bases of measurement.

1 SEN. SKEVIN: Well, the point I am
2 driving at, I would like to make a comment about,
3 is the fact here we have TV coverage of our North
4 Jersey hearing and our South Jersey hearing, and
5 if I recall accurately, the coverage in the North
6 Jersey hearing, the statistics most favorable to
7 the TV stations were presented on the air waves.

8 Now, you feel that is in compliance with
9 the fairness doctrine that the Supreme Court has
10 enunciated in this particular area?

11 MR. BELL: Well, Senator, I didn't see
12 the New York stations' coverage, I can't comment.

13 SEN. SKEVIN: Do you predict the
14 statistics showing the other side of the coin will
15 be shown on TV coverage tonight?

16 MR. BELL: I can only speak for Channel
17 3. Our crew is here and I can pretty safely
18 predict what Channel 3 will show is a rounded,
19 full spectrum representation of what happened
20 here this morning and this afternoon, including
21 all points of view.

22 SEN. SKEVIN: Including both sides of the
23 statistics as to the adequacy of coverage in New
24 Jersey?

25 MR. BELL: That's a matter of news

1 judgment and someone looking at the film and what
2 they are looking at when they make that decision.
3 I can't vouch for each frame of that film that will
4 be shown on the air and what Trudy Haynes chooses
5 to write when she reports it, but I think you can
6 judge us on our record, which is a fair one.

7 SEN. SKEVIN: In your opinion then, to
8 elaborate a little bit on the fairness doctrine,
9 which of course is a law in this particular area,
10 to show statistics on both sides of this you would
11 agree would be in compliance with that fairness
12 doctrine. Is that correct?

13 MR. BELL: Senator, yes, sir.

14 SEN. SKEVIN: And if the North Jersey
15 television coverage does not show the statistics on
16 the other or the adverse side of this question,
17 they would not be in compliance with the fairness
18 doctrine. Is that correct?

19 MR. BELL: Not as I would interpret it,
20 sir.

21 SEN. SKEVIN: All right. Thank you. No
22 further questions.

23 SEN. MARESSA: I have no questions.

24 SEN. SKEVIN: Kenneth MacQueen, Vice
25 President and General Manager, WABC-TV, New York.

1 MR. MacQUEEN: Senators, if I may, my
2 name is Kenneth H. MacQueen. I am Vice President
3 and General Manager of WABC-TV, Channel 7, New York
4 City, licensed to American Broadcasting Companies,
5 Inc. I too appreciate the opportunity to be here
6 this morning and respond to your inquiry into the
7 adequacy of television service in the State of New
8 Jersey.

9 The committee is aware that the Federal
10 Communications Commission has also instituted an
11 inquiry and rule making, inviting written comments
12 on several alternatives for improving television
13 service in New Jersey. The FCC also contemplates
14 the possibility of public hearings on these
15 questions. It is WABC-TV's intention to file
16 comments in the FCC's proceeding, and we hope to be
17 able to offer affirmative suggestions for improving
18 television service for the State of New Jersey.

19 The specific service area of WABC-TV is
20 the tri-state metropolitan area comprising 19
21 populous counties in New York, New Jersey, and
22 southwestern Connecticut. These include the five
23 boroughs of New York; Westchester and Rockland
24 Counties to the north; Nassau and Suffolk Counties
25 to the east, on Long Island; Connecticut's Fairfield

1 County to the northeast, and nine New Jersey counties
2 to the west, Essex, Bergen, Hudson, Middlesex, Union,
3 Passaic, Monmouth, Morris, and Somerset. This
4 principal service area covers some 6900 square
5 miles and contains a population of approximately
6 17,000,000 persons.

7 WABC-TV has very wide-ranging and
8 diverse program service obligations to the very
9 substantial population within its service area.
10 As the flagship station of the ABC Television
11 Network, a principal service of Channel 7 is to
12 provide entertainment programming of general
13 interest throughout its service area, regardless
14 of state lines. Similarly, much of WABC-TV's news,
15 public affairs, and other informational programming,
16 is of general interest and benefit to the entirety
17 of the station's service area. Thus, a very
18 significant percentage of news, public affairs, and
19 other informational programming pertains to national
20 and international events, or to national and
21 regional issues of equal interest throughout the
22 station's service area. In these respects WABC-TV
23 considers that it is providing a very significant
24 service continuously to the people of the State of
25 New Jersey, as well as to those in New York and

1 Connecticut.

2 In addition, however, WABC-TV has been
3 conscious of the particular needs of its New Jersey
4 viewers and of the issues and problems of specific
5 local interest to the New Jersey viewer. In 1972
6 WABC-TV met with representatives of the New Jersey
7 Coalition for Fair Broadcasting to discuss the
8 concerns of viewers in North Jersey over local
9 television coverage. These meetings resulted in a
10 letter agreement with WABC-TV designed to facilitate
11 and improve news and other informational program
12 coverage of events and local problems in New Jersey.
13 This agreement was filed with the Federal
14 Communications Commission in 1972 as a part of the
15 station's renewal application, and a copy is
16 submitted for the committee's consideration.

17 In 1974 and 1975 meetings were again held
18 with representatives of the New Jersey Coalition for
19 Fair Broadcasting to discuss further accommodations
20 for improvement in the coverage of New Jersey
21 events and local problems. Again WABC-TV and the
22 coalition reached an accommodation, the details of
23 which will be filed shortly with the Federal
24 Communications Commission to be associated with the
25 station's 1975 renewal application. I would like

1 to emphasize that we perceive our relationship with
2 the coalition as a positive and constructive one,
3 and we believe that the station has fulfilled its
4 commitments set forth in these agreements.

5 WABC-TV's continuous efforts have
6 produced, and continue to provide, significant
7 coverage of news pertaining to local events in New
8 Jersey.

9 Moreover, the continuing public affairs
10 and other informational program offerings of
11 WABC-TV have related, to a significant degree, to
12 matters of local interest in New Jersey.

13 The station has presented a number of
14 editorials and rebuttals to editorials pertaining
15 to New Jersey during the past license term. These
16 editorials have touched upon the New Jersey tax
17 reform plan, flood control procedures, the problem
18 of garbage disposal in New Jersey, New Jersey's
19 proposed gun control law, the proposed casino
20 gambling referendum, and similar matters of
21 specific local interest.

22 WABC-TV's program, "People, Places and
23 Things," also dealt with the question of casino
24 gambling in New Jersey and the problems associated
25 with abortions in New Jersey. "AM New York"

1 provided a vehicle for the appearance of numerous
2 prominent persons from New Jersey and touched upon
3 additional issues of relevance to the residents of
4 New Jersey. Guests on this program included the
5 New Jersey governor, state treasurer, the mayor of
6 Newark, the mayor of Atlantic City, the president of
7 the New Jersey League of Women Voters, and other
8 New Jersey community leaders.

9 Finally, "Eyewitness News Conference"
10 seeks to devote one program per month to topics of
11 particular interest to New Jersey residents as
12 delineated by community leaders from that state.
13 That program during the past license term touched
14 upon New Jersey's proposed income tax program,
15 campaign financing in the state, casino gambling,
16 the funding of the educational system in New Jersey,
17 the effects of the energy crisis in the State of
18 New Jersey, and the problem of unemployment in New
19 Jersey.

20 This recapitulation represents a brief
21 summary of the public affairs and informational
22 program services which WABC-TV presents specifically
23 for its New Jersey viewers. These services are
24 provided, and will be continued, consistent with
25 our other very substantial obligations to our

1 viewers in New York, Long Island, and Connecticut.

2 I have appended to my written statement a
3 more complete listing of the programs presented by
4 WABC-TV which were responsive to the problems and
5 issues of particular relevance to residents of New
6 Jersey.

7 WABC-TV has not made this presentation
8 in order to persuade you that New Jersey has all
9 the television service which, ideally, it should
10 have. WABC-TV hopes that there will prove to be
11 feasible methods for providing New Jersey with
12 improved television service. However, realistically,
13 it is to be recognized that there are substantial
14 economic and technical difficulties associated with
15 various solutions which have thus far been proposed.
16 In our comments to be filed with the FCC, WABC-TV
17 intends to be as positive in seeking realistic
18 solutions for the improvement of New Jersey
19 television service as these considerations permit.
20 In the meantime, WABC-TV intends to continue to
21 provide significant program service to its viewers
22 in New Jersey, as well as to those in New York and
23 Connecticut.

24 Thank you.

25 SEN. SKEVIN: Senator Maressa?

1 SEN. MARESSA: Mr. MacQueen, I think it's
2 pretty well resolved at this point that the people
3 of New Jersey feel that they do not have sufficient
4 coverage as evidenced by the sentiment of their
5 legislators, and I tell you, sir, that probably 90
6 per cent of them agree with my statement, and I
7 think I can accept that, generally speaking, the TV
8 stations are doing their best to give New Jersey the
9 coverage it needs.

10 One question then, will you attempt to
11 cooperate with some of the propositions that have
12 been enunciated here today, for example, a news
13 gathering source, studio facilities in North Jersey
14 or in South Jersey somewhere, or perhaps something
15 like hyphenation, do you see any of this in the
16 future of Channel 7?

17 MR. MacQUEEN: We are exploring those
18 areas, as you mentioned, hyphenation or studio
19 facilities. You asked me the question, we will
20 certainly explore the possibilities of the
21 Jerseyvision, opportunities that may provide.

22 SEN. MARESSA: That's what Mr. Watson
23 addressed himself to.

24 MR. MacQUEEN: That's correct, and we
25 have discussed that particular area, by the way,

1 with the New Jersey Coalition, and we are proceeding
2 on that, and I can tell you we are exploring quite
3 candidly. I must say I think some of those areas
4 that we are exploring may not be economically
5 feasible or technically feasible, but we do not
6 withdraw that as a negative position, we are
7 exploring it.

8 SEN. MARESSA: Remember if there is
9 something like a New Jersey subsidy that might have
10 to be inculcated into a final program, I am sure
11 the state is not adverse to mere helping out, so
12 consider that.

13 MR. MacQUEEN: It may be.

14 SEN. SKEVIN: Mr. MacQueen, are you a
15 constituent of mine?

16 MR. MacQUEEN: No, I am not.

17 SEN. SKEVIN: The reason why I asked that
18 question, Mr. MacQueen, I would like to comment on
19 the adequacy of coverage. Earlier, as you were
20 here, a Mr. Gershman from Tenafly, New Jersey
21 indicated he was a constituent of mine. I think
22 that's a reflection in a small way of the adequacy
23 of coverage in our particular state, because here
24 is someone from a national television network and
25 certainly someone who should be familiar with the

1 political activities and the news coverage in the
2 area, and he was not able to identify his state
3 senator from Bergen County. I am sure, on the other
4 hand, if he were asked who the mayor of New York is,
5 he certainly would have the correct answer.

6 In terms of coverage, we also received
7 testimony that WNBC has a full time New Jersey
8 correspondent. Now, does your station have a New
9 Jersey correspondent?

10 MR. MacQUEEN: Yes, we do, we have
11 operated with what we call a suburban desk with an
12 assignment editor and our eyewitness news
13 correspondent, who I think you may be familiar with,
14 Bob Miller, does service northern New Jersey and is
15 a resident of New Jersey, and I don't know whether
16 he is a constituent of yours or not, Woodcliff Lake
17 I believe.

18 SEN. SKEVIN: He is not.

19 Is he a full time New Jersey
20 correspondent?

21 MR. MacQUEEN: He is not full time. The
22 records of our news gathering source from an
23 assignment standpoint is that, and I can't give you
24 an exact figure because I don't think we are in an
25 exact area there, but his assignments in New Jersey,

1 vis-a-vis other areas, runs better than three to
2 one New Jersey.

3 SEN. SKEVIN: So he is a 75 per cent
4 correspondent then in New Jersey?

5 MR. MacQUEEN: Approximately, maybe even
6 80 per cent.

7 SEN. SKEVIN: He is the New Jersey
8 correspondent?

9 MR. MacQUEEN: That's correct.

10 SEN. SKEVIN: He covers the entire State
11 of New Jersey, which has, you know, over seven
12 million people. Is that his assignment?

13 MR. MacQUEEN: Well, he predominantly
14 covers the northern portion, middle and northern
15 portion, which I mention is in our coverage area,
16 represents four to five---

17 SEN. SKEVIN: Four to five million
18 people, and he's a part time, almost full time
19 correspondent?

20 MR. MacQUEEN: Well, that is true, but
21 we also of course utilize other reporters quite
22 often.

23 SEN. SKEVIN: When the time comes?

24 MR. MacQUEEN: Right, when the news.

25 SEN. SKEVIN: But he is the New Jersey

1 correspondent?

2 MR. MacQUEEN: Yes.

3 SEN. SKEVIN: He is identified as the New
4 Jersey correspondent?

5 MR. MacQUEEN: That's right.

6 SEN. SKEVIN: And you say he has an
7 assignment editor?

8 MR. MacQUEEN: We have an assignment desk
9 editor who is responsible for the so-called
10 suburban, what we call suburban assignment. It
11 really could well be labeled our area assignment
12 desk.

13 SEN. SKEVIN: He is assigned to New
14 Jersey?

15 MR. MacQUEEN: He is also a resident of
16 New Jersey. His name is Edgar Lorenzo.

17 SEN. SKEVIN: In both cases the men report
18 to New York. Is that correct?

19 MR. MacQUEEN: The assignment editor of
20 course does. Bob Miller many times, I would say
21 most of the time, would go to an assignment in New
22 Jersey directly from his home.

23 SEN. SKEVIN: But in terms of, you know,
24 where he is located, he gets his pay check from New
25 York and his office is located in New York and

1 reports there for meetings and has conferences in
2 New York, he doesn't physically locate in New Jersey
3 in terms of any office facility?

4 MR. MacQUEEN: Well, he is a reporter,
5 sir, he doesn't necessarily attend conferences or
6 so forth, he is on an assignment.

7 SEN. SKEVIN: Right, but he gets his
8 direction from New York, from a New York office.
9 Isn't that correct, sir?

10 MR. MacQUEEN: That's correct.

11 SEN. SKEVIN: And then all of these
12 meetings with officials of New York and the programs
13 that you are talking about, all of that takes place
14 in New York. Isn't that correct?

15 MR. MacQUEEN: That's correct.

16 SEN. SKEVIN: Earlier today we had a
17 statement from a representative of Rutgers University,
18 which I will quote to you: "For a television
19 station to send a film crew of four persons to
20 New Brunswick involves a minimum of three hours of
21 travel and production time, making it a high-expense
22 decision for an assignment editor"--that's the
23 fellow you talked about before--"and since film
24 from New Jersey has to be processed before 5 p.m.
25 to make that evening's news, only morning events

1 have any chance of getting coverage."

2 Do you find anything wrong with that
3 statement?

4 MR. MacQUEEN: Well, I will agree it
5 probably takes in the neighborhood of three hours.
6 I think that with some of the technical improvements,
7 and I am going to refer to specifically the ability
8 with the so-called minicamera, to shoot line-of-
9 sight, microwave back, is one of the answers that,
10 and this is going to grow, there is no question
11 about it, the use of the minicams, that will very
12 much not cause that problem, and since we are such
13 a large area, that same problem under present film
14 crew processing, the same problem is occurring for
15 us in our entire area.

16 SEN. SKEVIN: I have no further questions.
17 Senator Maressa?

18 SEN. MARESSA: How long have these
19 minicams been available? Is this something that is
20 just developed technologically?

21 MR. MacQUEEN: Well, they really came
22 into being--I will be approximate, I would say
23 about three years ago, and the acquiring of them
24 and the training and so forth has taken time. We
25 are right now not capable of microwaving back, and

1 we do have a minicamera in operation and ability to
2 tape, we will be in the microwave capacity within
3 the next month.

4 SEN. MARESSA: What does that require
5 additional that you don't have?

6 MR. MacQUEEN: That requires simply the
7 delivery of the equipment, specifically what they
8 call the microwave dish, and certain other equipment
9 that would be mounted on our transmitter so that we
10 can then line-of-sight and put a signal to the dish,
11 which can then be transmitted into our studio.

12 SEN. MARESSA: And you would have a
13 transmitter where?

14 MR. MacQUEEN: Our transmitter presently
15 is in the Empire State Building.

16 SEN. MARESSA: You would envision having
17 perhaps a transmitter in New Brunswick?

18 MR. MacQUEEN: No, I am saying the final
19 capacity of the minicam, minicamera, needs that
20 installation of equipment, and it's simply been a
21 process of delivery time, we are waiting for
22 delivery of the equipment.

23 SEN. MARESSA: I see. You could take
24 something live and then bounce it off the antenna?

25 MR. MacQUEEN: That's correct.

1 SEN. MARESSA: Or tape something and then
2 transmit it later?

3 MR. MacQUEEN: Or the ability to put the
4 picture into our area, and if it happens to be, say,
5 like three o'clock in the afternoon, we could tape
6 it and then present it on the news. The dish is
7 giving us the capabilities of covering a news event
8 while you are on the air, which takes it out of this
9 pre and post five o'clock problem or morning.

10 SEN. MARESSA: I see. Thank you.

11 SEN. SKEVIN: Thank you, Senator Maressa.

12 Robert L. Hosking, Vice President and
13 General Manager, WCAU-TV.

14 Mr. Hosking will be the last witness for
15 the morning session. We will adjourn for lunch and
16 reconvene at two o'clock.

17 MR. HOSKING: Mr. Chairman, Senator
18 Maressa, I have a brief opening statement, if I may.
19 My name is Robert L. Hosking. I am Vice President-
20 General Manager of WCAU-TV, Philadelphia, licensed
21 to CBS Inc. to operate on Channel 10, Philadelphia.

22 A few months ago the New Jersey Coalition
23 for Fair Broadcasting asked that we provide them
24 with information concerning WCAU-TV's service to New
25 Jersey viewers. Responding to such inquiries is

1 difficult because we find it impossible to identify
2 which of our news and informational broadcasts are
3 not of service to New Jersey residents. For example,
4 our news stories and discussions concerning events
5 and issues relating to the Philadelphia metropolitan
6 area, the Delaware Valley, or which are national or
7 international in scope not of service and interest
8 to our New Jersey viewers? We believe they are.

9 Despite misgivings about the issue of
10 what constitutes service to New Jersey, we replied
11 to the New Jersey Coalition, and I would like to
12 provide a copy of our January 28, 1975 response for
13 the record of this proceeding. I believe you have
14 copies of that.

15 Among other things, that letter gives
16 illustrations of stories originating from a great
17 many communities covering a wide range of subjects.
18 As the letter points out, our resources committed
19 to New Jersey news and issues, and they include the
20 maintenance of an office in Cherry Hill, New Jersey,
21 and the assignment of a full time reporter who is
22 a Jersey resident. Our New Jersey reporter is
23 assigned a film crew each day. Additional reporters
24 and film crews are frequently assigned as required
25 by the flow of news.

1 In addition, WCAU-TV maintains a full time
2 correspondent in Washington. His name is Dan Cryor,
3 and his major responsibility is to cover the
4 activities of the congressional delegations
5 representing the Delaware Valley in the nation's
6 capitol. A significant portion of his time is spent
7 covering the activities of New Jersey's
8 representatives and United States senators.

9 The New Jersey Coalition says its 1973
10 monitoring of the early evening news broadcasts
11 shows 13 per cent of the time devoted to news on
12 Philadelphia stations is about New Jersey people and
13 events. It says this is low. Without commenting on
14 how they arrived at this figure, 13 per cent of a
15 whole universe of 1973 news about Vietnam, the
16 Middle East, the world economy, national and regional
17 developments, and entertainment reviews is a large
18 figure and demonstrates significant attention to,
19 rather than inattention to, New Jersey people and
20 events.

21 A recent spot check of our early evening
22 news broadcast indicated the number of stories
23 concerning New Jersey ranged from day to day from
24 one to eleven. This clearly demonstrates that news
25 coverage does not lend itself to percentage analysis.

1 In any event, the overall effort of
2 WCAU is to provide programming which is responsive
3 to the problems, needs, and interests not only of
4 the City of Philadelphia, but the other areas we
5 serve. In spite of the increasingly frequent
6 demands of groups with particular interests to
7 secure a certain percentage of coverage directed to
8 them, our news and programming judgments cannot be
9 predicted on any type of quota system, whether it
10 be based on sex, race, ethnic background, religious
11 preference, political persuasion, or our viewers'
12 place of residence. Indeed, it is our view that
13 were we to accede to such demands, were we to
14 establish some type of quota system, instead of
15 serving the many, WCAU-TV would be communicating
16 separately with targeted segments of the community
17 it serves, on a quota basis.

18 In conclusion, Mr. Chairman, let me say
19 that New Jersey is not just another state to
20 WCAU-TV. It is an integral and important part of
21 our coverage area. It is also home to many of our
22 employees and was, by the way, my home for 42 years
23 before my recent move to Pennsylvania, and no, sir,
24 I was not a constituent of yours, although I was
25 from Camden County.

1 Thank you.

2 I will be happy to entertain any questions.

3 SEN. SKEVIN: Senator Maressa?

4 SEN. MARESSA: Who is the ~~New~~ Jersey
5 reporter in Cherry Hill?

6 MR. HOSKING: Currently it's Terry Ruggles.

7 SEN. MARESSA: Were you with us this
8 morning, Mr. Hosking, when the other people were
9 testifying?

10 MR. HOSKING: I have been here since the
11 beginning of the proceedings, yes.

12 SEN. MARESSA: You have heard what Mr.
13 Kurlinski from Rutgers indicated, his ideas
14 concerning New Jersey news gathering sources and so
15 forth. What would be your answer to those questions
16 that I asked the other people?

17 MR. HOSKING: Well, I would like you to
18 review them one at a time for me. However, prior
19 to doing that, let me make one statement, that there
20 seems to be implicit upon what you say that were we
21 to, through whatever device, have more New Jersey
22 news, there would indeed be more New Jersey news.
23 We have a quart of water, you could say, which is
24 a newscast. If we add another pint, we have to take
25 a pint out, and quite frankly, we are hard pressed

1 to determine who we do not serve as well in order
2 to serve somebody else better. It is not an easy
3 problem.

4 SEN. MARESSA: I think that, and as I
5 indicated, whatever you do, if there is in fact a
6 lack of New Jersey coverage, it's my opinion it's
7 not deliberate.

8 But someone testified earlier today that
9 if you were a hyphenated station, you had a hyphenated
10 station, then you would be obliged by FCC regulations
11 to cover news in your station area or city or
12 whatever. If your station were, for example,
13 Philadelphia-Atlantic City, then it would not be
14 unconstitutional or an invasion of the constitutional
15 guarantees of the freedom of the press, or whatever,
16 if you in fact spent more time on South Jersey or
17 Atlantic City, because that's where you are licensed.

18 Now, we believe that New Jersey lacks
19 identity. We believe that you are doing a good job,
20 but you are not doing as much as you could be doing
21 for New Jersey necessarily, the cup will runneth
22 over if you've got more than you can put in it in a
23 given amount of time. But maybe we want a little
24 more Atlantic City and a little bit less Doylestown
25 or something like that.

1 MR. HOSKING: Let's explore that one, sir,
2 if we may. First of all, the lack of identity
3 predates that of television. Ben Franklin commented
4 on it 200 years ago. If we were indeed to have a
5 hyphenated station, I am not sure exactly what that
6 means, if Atlantic City with a population of 47,000,
7 our coverage still consists of almost eight million
8 people in portions of three states. Our news
9 judgments are predicated on the flow of news on any
10 given date. To dream that we would have a quota for
11 Atlantic City as part of a hyphenation setup
12 disturbs me greatly, because if news were not from
13 Atlantic City that day in the priority in which it
14 would be normally put on the air, I would hope it
15 would not be put on the air. In other words, we are
16 not serving the City of Philadelphia, we are serving
17 the portions of three states.

18 SEN. SKEVIN: We can talk about adequacy,
19 not the quality. We have agreed with your premise
20 in terms of what is news is a decision of the
21 people that are involved as editors and the reporters
22 involved, but we are talking about adequacy.

23 Now, do you have someone in this particular
24 area outside of your one New Jersey reporter?

25 MR. HOSKING: Yes, sir. As a matter of

1 fact, we frequently do--I cannot speak on facts
2 today because I haven't talked to the news editor,
3 but there is a crew here from WCAU-TV, I notice the
4 reporter is not our New Jersey reporter, he is a
5 general assignment reporter. I would guess, and
6 again I didn't stop at the station prior to coming
7 out, that Terry Ruggles and the crew were somewhere
8 else in the state.

9 There are many, many occasions when we have
10 multiple coverage by crews, by reporters in the
11 State of New Jersey. Again that's predicated on the
12 flow of news on any given day.

13 SEN. MARESSA: Mr. Hosking, what you are
14 saying then is that at no time do you make a
15 decision, or whoever in your station makes the
16 decision, based upon economics, the business of
17 what it is going to cost me to send a crew to
18 Vineland, what is it going to cost me to send a
19 crew to Atlantic City. Are you saying that that
20 never comes into any kind of bearing in arriving at
21 a decision?

22 MR. HOSKING: I can't say it never does,
23 sir. The economics does not on a given day. For
24 example, last winter when about half of our staff
25 had the flu, conceivably, particularly if the story

1 were marginal anyway, but that's a very rare
2 exception, that's not a case, and this statement
3 made earlier about--well, that was a New York
4 statement that three hours and film development.

5 I would comment for a moment, if I may,
6 on electronic journalism because CBS-TV was the
7 pioneer in this regard. WCAU-TV for the past two
8 years has had a completely equipped mobile unit with
9 a minicam. We have two receiver points and on any
10 line-of-sight situation we can transmit back to the
11 station. We are frequently live on the six o'clock
12 or seven o'clock or eleven o'clock news, or it can
13 be taped. We look forward to the day when we will
14 be all electronic and have many mobile units in the
15 field on any given day. We expect to have a second
16 one this summer.

17 SEN. MARESSA: It was my thought if you
18 had a station in Hammonton or somewhere that's
19 central South Jersey with a studio and a film crew,
20 it would be a lot easier.

21 MR. HOSKING: Let's explore that for a
22 moment, because I don't agree with your premise.
23 The only advantage I can see to doing that is, true,
24 for people in Hammonton or Vineland or wherever this
25 facility would be set up, it would be more convenient

1 for them were they to ask to be live on the news,
2 or were they to be on a community affairs program,
3 but it would only be convenient for those people
4 in that given area.

5 As Mayor Bradway said this morning, the
6 program he was on, and whatever station, he appeared
7 with people from other geographic areas, had there
8 been one in Atlantic City, true, it would have been
9 more convenient for him, it may have been less
10 convenient for others.

11 I would submit we have not lost new
12 stories nor have we done community affairs programs
13 because of people's inability to come to our station.
14 It is a lot easier for representatives from the New
15 Jersey Legislature to come from Trenton one hour
16 than it is Harrisburg at two and a half hours, and
17 as a matter of fact, we maintain such a flexible
18 schedule of taping that if someone can't come one
19 time, they normally can at another. It is not a
20 problem, and with all due respect, I would rather
21 have mobile units, which is the direction we are
22 going, than to a fixed facility in a given place.

23 SEN. MARESSA: I understand what you are
24 saying. I don't agree with you, sir, I still think
25 we should have a station in New Jersey, or at least

1 maybe two stations.

2 What about the idea of taking over the
3 public channels, 52, 23?

4 MR. HOSKING: Who take it over?

5 SEN. MARESSA: Having New Jersey, have
6 one of the New York VHF channels or the Philadelphia
7 VHF channels assigned to New Jersey and convert 23
8 and 52 into a commercial station?

9 MR. HOSKING: Well, I can't comment on
10 that. The only comment I would make is if people
11 want to find something, they seem to have the
12 ability to do so, and perhaps I don't mean to infer
13 or imply for a moment the VHF doesn't have certain
14 problems. However, it's interesting to note during
15 the Flyers playoff games last year, which were
16 carried on UHF in Philadelphia, they received a
17 22 rating within the area from time to time. That's
18 considered to be a hit or a success in any prime
19 time program, 33 per cent of all the sets tuned in.
20 So that would seem to me that if UHF did indeed
21 provide a service viewers wanted, they would seek
22 it out and find it.

23 SEN. MARESSA: Of course you appreciate
24 the fact that public television will not permit any
25 commercialism at all and any sponsorship?

1 MR. HOSKING: I can't believe that people
2 are tuning in to watch our commercials, Senator.

3 SEN. MARESSA: Well, you still have a lot
4 more money to spend than the State of New Jersey to
5 program its public educational channel.

6 MR. HOSKING: We put a great deal of
7 money into our news gathering, that's correct.

8 SEN. MARESSA: Certainly. I have no
9 further questions.

10 SEN. SKEVIN: Mr. Hosking, you mentioned
11 the full time reporter who is a New Jersey resident.
12 Can you tell me when he was assigned?

13 MR. HOSKING: Yes. He was assigned last
14 summer. We had a change there, John Anton had been
15 our New Jersey reporter. Our New Jersey office in
16 Cherry Hill dates back to 1969. John is now the
17 producer of our weekend news broadcast, meaning he
18 is the person in charge for all intents and
19 purposes on the weekend, it's virtually the news
20 director.

21 SEN. SKEVIN: We had a statement of the
22 New Jersey Chamber of Commerce which I will read
23 briefly, Mr. Hosking, which I would like you to
24 comment on. The bar graph indicates that as follows,
25 the fact we lack a full time commercial television

1 presence in New Jersey means additionally that the
2 economy and the culture of the State of New Jersey
3 are not being adequately interpreted by the
4 television industry to the rest of the nation. We
5 are not unrepresented by and large of the television
6 sets of the nation, which we would consider to be
7 negative or unfavorable news. Would you comment on
8 that statement?

9 MR. HOSKING: Well, there are several
10 aspects to it. As far as the negative or unfavorable
11 news, that perhaps would be in the eyes of the
12 beholder or perhaps the definition of news on a
13 given day.

14 I did read some of the material that was
15 available from your hearings up in Hackensack, and
16 the comments of nothing covered but crime and
17 crumbs is totally erroneous, with all due respects.

18 I spoke to Terry Ruggles the end of last
19 week and asked him the question of approximately how
20 much of your coverage--now, please keep in mind his
21 coverage is only a portion of our total coverage,
22 as are our camera crews only a portion of our total
23 crews, how much of your coverage is devoted to
24 crime, and he says between five and ten per cent.
25 His largest single category has been and appears to

1 continue to be the economy in one aspect or another,
2 whether it be unemployment or taxes or whatever.

3 SEN. SKEVIN: Did you watch the TV news
4 of our hearing in North Jersey, Mr. Hosking?

5 MR. HOSKING: No, I did not watch it.

6 SEN. SKEVIN: If I may ask you the same
7 question I asked I believe it was Mr. MacQueen, if
8 the TV coverage of our North Jersey hearing showed
9 only the statistics favorable to the TV industry,
10 would you say that would be in compliance with the
11 fairness doctrine of the Supreme Court?

12 MR. HOSKING: Senator, I can't comment on
13 this because I haven't seen it. I would only
14 comment at the beginning you stated that you would
15 not get yourself involved in content, but you were
16 concerned about quantity of coverage. It would
17 appear to me this is a direct quality or content
18 or news presentation question. One, I did not see
19 it, and two, I do not want to respond.

20 SEN. SKEVIN: If you take my word for it
21 only statistics favorable to the TV industry were
22 presented on the TV news of our North Jersey hearings,
23 would you consider that fair, taking it from that
24 standpoint?

25 MR. HOSKING: If you are telling me only

1 one side of a story was presented on a particular
2 coverage, is that good, I would have to say I don't
3 think it is.

4 SEN. SKEVIN: Was it adequate?

5 MR. HOSKING: In this case I will not
6 comment.

7 In general, if one side was covered, I
8 would consider the reporter to be totally derelict,
9 and quite frankly, eligible for dismissal.

10 SEN. SKEVIN: How about the people who
11 edited the TV?

12 MR. HOSKING: I would hold them equally
13 responsible.

14 SEN. SKEVIN: Thank you, Mr. Hosking.

15 SEN. MARESSA: One question, Mr. Hosking.
16 If your station were hyphenated, and I am asking
17 this as a layman, I really don't know the answer,
18 and you were to become, say, for example,
19 Philadelphia-Cherry Hill, aside from the cost of
20 maintaining a crew and a studio in Cherry Hill,
21 would this have an adverse effect on your marketing
22 problems?

23 MR. HOSKING: On our marketing problems?

24 SEN. MARESSA: Well, you know, your
25 selling of time, or however you describe it.

1 MR. HOSKING: I don't think the impact
2 would be noticeable in our market, advertisers are
3 buying viewers, just like they are buying circulation
4 with a newspaper, whatever we called it, would be
5 irrelevant.

6 SEN. MARESSA: So that it would not have
7 an adverse effect.

8 There seems to be a general consensus of
9 North Jersey and South Jersey that you people are
10 resisting hyphenation.

11 MR. HOSKING: Well, I can see no benefit
12 to the viewers, Senator, with all due respect. I
13 don't understand how the viewer will gain through
14 this.

15 SEN. MARESSA: New Jersey will gain by an
16 identification, if nothing else, the name of a New
17 Jersey city. We go way back to Ben Franklin, we
18 have had the problem that nobody knows where New
19 Jersey is. When I was in the service they asked
20 me where I was from, I said right outside of
21 Philadelphia.

22 MR. HOSKING: Senator, with all due
23 respect, I was quite afraid to say I was from
24 Ramsey, New Jersey.

25 SEN. MARESSA: Well, you know the problem.

1 MR. HOSKING: I lived with it for 42 years,
2 but it didn't bother me in that respect.

3 There is no question about the fact that
4 the state has a split personality. The upper half
5 is impacted by the largest city in our country, and
6 the southern half is impacted by the fourth largest
7 city in the country.

8 SEN. MARESSA: And we are trying to do
9 something about it.

10 MR. HOSKING: I appreciate your efforts
11 and we aren't trying to fight against it, I appreciate
12 there is quite a difference between the two aspects
13 of the state, as you well know.

14 It's interesting the top ten cities of
15 our service area have a population that is about one
16 quarter of the City of Philadelphia. The
17 population in South Jersey is pretty much spread
18 all over the place.

19 SEN. MARESSA: I understand. But in any
20 event, if the FCC were to decide that Channel 10,
21 WCAU-TV, was to become hyphenated, this would not
22 bother you?

23 MR. HOSKING: I can't comment on it,
24 Senator, because I don't know what it means. If it
25 means the only thing I do is say we are now

1 Philadelphia-Camden, whatever---

2 SEN. MARESSA: O.K. Especially if, do
3 you suppose, New Jersey were to subsidize your
4 station by putting up the studio?

5 MR. HOSKING: Any subsidy by a government
6 facility to assist us in our news gathering is
7 something I consider to be deplorable.

8 SEN. MARESSA: Not news gathering.

9 MR. HOSKING: Well, any other efforts in
10 that respect.

11 SEN. MARESSA: News studio.

12 MR. HOSKING: No, I would prefer the
13 government not get into a subsidy of a private
14 enterprise system.

15 SEN. MARESSA: How could that be
16 deplorable? I don't understand. They are not
17 going to control you.

18 MR. HOSKING: I would hope not.

19 SEN. MARESSA: If they provide facilities,
20 say, for example, that all of you, 3, 6, and 10,
21 or even the UHF channels would have access to.

22 MR. HOSKING: Sir, let's explore that
23 for a moment, such a thing is put up at a different
24 place, now, what we are really saying, when we want
25 to do something, you want to do a community affairs

1 program, if we would at that point move a large
2 herd of people over to this facility to put on this
3 program, that where it may be convenient for one
4 person or more convenient for them than for a studio,
5 talking about diffusing our efforts, and if you
6 carry it all the way through of putting up multiple
7 places all over the place, news journalism is a
8 highly centralized operation. For example, we want
9 our reporters back at the end of the day because we
10 frequently want to put them on the news live in
11 addition to their film report to provide additional
12 prospective to the story, whether it be through a
13 Q and A or comments or whatever. To diffuse our
14 efforts by setting up regional broadcast facilities
15 is in my opinion no way to better serve the people.
16 That whole staff would have to move over to tape
17 that one half hour show someplace, whatever it is
18 they are going to do with, whereas I could have
19 produced three programs of equal merit right in our
20 own studios.

21 SEN. MARESSA: Thank you.

22 SEN. SKEVIN: Thank you, Mr. Hosking.

23 MR. HOSKING: Thank you.

24 SEN. SKEVIN: We will now adjourn until
25 two o'clock.

1 (A lunch recess is taken.)

2 SEN. SKEVIN: I would like to reconvene
3 after lunch with our first witness, Herbert Hobler,
4 President of Nassau Broadcasting Corporation.

5 MR. HOBLER: My name is Herbert W. Hobler
6 and I am President of the Nassau Broadcasting
7 Company in Princeton. We own and operate WHWH-AM
8 in Princeton, the number one listened to station in
9 Mercer County of all 90 stations that can be heard
10 in the market, and WPST-FM Trenton, New Jersey's
11 most powerful station and the only New Jersey
12 station that covers the entire state. We are also
13 the 90 per cent owners of a cable TV system in Ocean
14 County, which is growing as fast as state
15 restrictions permit.

16 I have two other qualifying statements to
17 make. I am a pioneer in television, starting as
18 one of the first five network TV salesmen at NBC-TV
19 in 1949, and subsequently I was in sales at CBS-TV
20 network. Later I supervised production of some
21 4000 TV commercials and hundreds of TV shows at
22 Videotape Productions of New York. More than half
23 of my background of almost 30 years is in the
24 television industry.

25 Second, because our stations have been

1 speaking out publicly on the radio about the federal
2 government's restrictions on the electronic press,
3 I was honored as the nation's number one radio
4 broadcaster of the year last month and received the
5 Abe Lincoln Award for our frank criticism of the
6 Federal Communications Commission and congressional
7 impositions of the fairness doctrine, the equal time
8 law, the restrictions on cigarette advertising, the
9 denial of the right of broadcasters to accept
10 advertising for the armed forces, and for other
11 critical injustices to the American public through
12 restrictions on their principal sources of
13 information in this country, which is radio and TV.

14 I am pleased, by the way, that the Abe
15 Lincoln Award was personally handed to me by
16 Chairman of the Federal Communications Commission
17 Richard Wiley at the Ft. Worth, Texas banquet. He
18 was most gratified that, unlike most broadcasters,
19 I felt strongly enough to speak out on behalf of
20 the American public and broadcasters on these
21 issues of broadcast freedoms.

22 This award is most relevant to today's
23 hearings, for we gained national attention by
24 challenging the fairness doctrine and the equal
25 time law by demonstrating its unfairness and

1 impracticality during the New Jersey gubernatorial
2 campaign 18 months ago. While we provided regular
3 free time to all twelve legally qualified candidates,
4 we never were able to be journalistically responsible
5 to the two candidates that 99.5 per cent of the New
6 Jersey citizens voted for.

7 Governor Byrne and Congressman Sandman
8 additionally received special public criticism by
9 our stations and others in the state who could not
10 comprehend their special attention to New York and
11 Philadelphia TV stations with little or no attention
12 to the principal sources of news communication in
13 this state, the 53 commercial radio stations. Since
14 I am not here merely to outline the position of
15 radio stations in this state, I will leave the
16 subject temporarily.

17 Let me say first that while I am somewhat
18 sympathetic to the cause of the New Jersey Coalition
19 for Fair Broadcasting, I also consider the movement
20 principally one of a political nature. I know a
21 few people who are starved for news of New Jersey
22 and I find the pressures being applied by this
23 group and by the governor diametrically in conflict
24 with the rights of a free electronic press. To put
25 my position in perspective, I would like to play for

1 you an editorial which started today over the air
2 on WHWH Princeton and WPST Trenton.

3 (Taped editorial follows.)

4 "This is Herbert W. Hobler, President of
5 the Nassau Broadcasting Company, speaking on the
6 subject of the governor of the State of New Jersey
7 injecting himself to the press freedoms of New York
8 and Philadelphia TV stations.

9 "For several years a group known as the
10 New Jersey Coalition for Fair Broadcasting has been
11 negotiating with, pressuring, and now threatening
12 the TV stations in New York and Philadelphia for not
13 carrying as much news as they would like to see.

14 "The greatest safeguard in our nation is
15 in the freedom of the press as guaranteed by the
16 First Amendment. This station has constantly pointed
17 out that no newspaper would bow to federal pressures
18 that dictate quantity or quality of content.
19 Nor would any rational citizens' group attempt to
20 disrupt this important right of the newspapers through
21 the use of federal or state pressures. We may
22 choose to disagree with a newspaper, but we must
23 recognize their right to free judgments of publication.

24 "Members of the New Jersey Coalition for
25 Fair Broadcasting have told me, and have publicly

1 stated, they do not wish to control content of the
2 New York and Philadelphia TV stations. Nevertheless,
3 they cannot accomplish their goals without attempting
4 to do so. If a New York TV station were to provide
5 15 per cent or 20 per cent of their news for New
6 Jersey, and it was all Newark, New Jersey news,
7 certainly the pressure group would push further for
8 more statehouse news. Indeed, they have just done
9 so. That dictates content, that makes private
10 individuals and groups determinators of what kind of
11 news, not just how much news.

12 "The governor, who as recently as two weeks
13 ago told a New York TV station he was not in total
14 sympathy with the New Jersey Coalition, further
15 stated he would not interfere with the license
16 renewals, and he has now come out with and publicly
17 stated that he would file an argument in opposition
18 to New York and Philadelphia TV license renewals
19 with the Federal Communications Commission. We
20 believe this is the first time that a governor of
21 a sovereign state has used his position and power
22 to inject himself and his state into the freedoms
23 of the press.

24 "By what judgment does the governor of
25 this state feel he should dictate news coverage to

1 the media? The nation was aroused a few years ago
2 when President Nixon threatened the broadcasters,
3 but he did not take official steps as the governor
4 of New Jersey proposes.

5 "You do not speak for me, Governor, nor,
6 I suspect, for millions, if not the majority of
7 residents of the State of New Jersey who do not feel
8 any severe lack of news communications in this state.
9 They read newspapers, they listen overwhelmingly to
10 the 53 New Jersey commercial radio stations, they
11 view New York or Philadelphia TV for international,
12 national, regional, and yes, key New Jersey news
13 stories. Many view excellent TV news on the four
14 state stations that they support by their taxes.
15 New Jersey citizens don't feel they are lacking in
16 news of their state. Certainly people who wish to
17 make news and be in the news want more TV news from
18 those commercial stations, but the public is not
19 dependent upon TV for adequate news and information.

20 "For example, 58 per cent of all Americans
21 get their news in the morning from radio, 19 per cent
22 from TV, 17 per cent from newspapers. Of course, in
23 the evening TV news gets much higher attention.

24 "Among your answers, Governor, is working
25 with what must be a free electronic press without

1 threats, by providing enough money to justify the
2 continued existence of the tax-supported statewide
3 network of four UHF stations so that the voters will
4 know that good New Jersey television news already
5 exists, by an immediate streamlining of the
6 burdensome and negative controls over cable TV in
7 the state for future TV news programming, by better
8 use of New Jersey radio stations which you have
9 minimized ever since you ran for office.

10 "We challenge you to step aside, Governor.
11 Let the New Jersey Coalition for Fair Broadcasting
12 use their pressure tactics, if they must, but
13 divorce yourself, divorce the State of New Jersey,
14 from challenging the basic freedoms which the media
15 must have."

16 (End of taped editorial.)

17 By messenger a copy of that editorial was
18 sent to the governor this morning for his response
19 this morning.

20 Now let me get to the specifics. What are
21 the problems and how real are they? What can be
22 accomplished, what cannot or should not be
23 accomplished?

24 First, I utterly resist the continuing
25 pressures being put on broadcasting by well meaning

1 groups who choose to believe they have the right or
2 the responsibility, much less the judgment, to
3 dictate what kind of news, what kind of programming
4 the electronic press must have. The air waves are
5 not owned by the public. Through the FCC
6 frequencies are allocated to those who would apply
7 for or buy a radio or TV station. And since over
8 7000 radio and TV stations have been sold in the
9 past 20 years, almost everyone who wishes to be in
10 the media can get into broadcasting.

11 The Communications Act of 1934 specifically
12 says, in Section 326: "Nothing in this Act shall be
13 understood or construed to give the Commission the
14 power of censorship over the radio communications
15 or signals transmitted by any radio station, and
16 no regulation or condition shall be promulgated or
17 fixed by the Commission which shall interfere with
18 the right of free speech by means of radio
19 communications."

20 This clause is still in the Act and
21 applies also of course to television.

22 In spite of this, a fairness doctrine was
23 implemented, even upheld by the Supreme Court in the
24 landmark Red Lion case in 1964. However, if you
25 read the New York Times Magazine yesterday, you

1 would have seen excerpts from a new book by Fred
2 Friendly, which publicly reveals how a political
3 pressure process--as blatant as the recent Republican
4 Watergate affair--used the fairness doctrine
5 surreptitiously to indirectly force broadcasters to
6 accept viewpoints critical of the conservative
7 Goldwater cause. These steps even ultimately led
8 to influencing the judgment of the Supreme Court in
9 the Red Lion decision, and then the FCC reconfirmed
10 and tightened the fairness doctrine.

11 Today, however, the fairness doctrine is
12 being challenged more and more not only by
13 broadcasters, but by people like Senator Sam Irvin
14 and Senator Proxmire, who have introduced
15 legislation to eliminate both the fairness doctrine
16 and the equal time law, because the fairness doctrine
17 inhibits the broadcaster not only in news, but
18 particularly in investigative news, provocative
19 programming, and therefore, inadequate journalistic
20 responsibility to the public it is supposed to
21 serve.

22 I mention this revelation by Fred Friendly
23 because it was an unrevealed political technique
24 that affected the freedom of the press then, it is
25 an overt political process now that is pressuring

1 the electronic press. It is one more creeping
2 threat to our basic freedoms.

3 I would like to quickly read one short
4 paragraph from this article in the New York Times
5 Magazine by Fred Friendly. "High minded principles
6 of regulation are tricky, even dangerous, to
7 administer in the society of powerful, competing
8 interests, and all parties involved, the executive,
9 the broadcasters, the courts, the public, need to
10 understand the process more completely than they do
11 now."

12 And of interest also was the fact that
13 Arthur Larson, former head of the USIA and an
14 Eisenhower supporter originally, who was involved
15 in this whole thing, has recently said in response
16 to this book: "The whole thing, that of using the
17 fairness doctrine, pressure against the broadcasters
18 in the Goldwater campaign, the whole thing was my
19 idea, but let's face it, we decided to use the
20 radio and fairness doctrine to harass the extreme
21 right. In light of Watergate it was wrong, but we
22 felt the ends justified the means." They never do.

23 You may have also seen the New York Times
24 today a five column article, and Commissioner Wiley
25 has said somewhat reluctantly, I suppose, by the

1 tone of his remarks, he states that the fairness
2 doctrine is a good idea, and has aroused some flak
3 in Washington.

4 So I state, a ricochet process is taking
5 place in our broadcast medium. Usually dedicated
6 citizen groups with usually good causes are
7 attempting to force their viewpoints, their
8 judgments on broadcasters, and the American public
9 becomes a loser.

10 Second, cable television eventually will
11 undoubtedly become the principal source of
12 communications in this country. It has an exciting
13 future, but here the State of New Jersey passed a
14 bad law for cable control, placing controls of
15 future TV press under the restrictive Public Utility
16 Commission. It is further not funded adequately.
17 There is not one cable operator in the state who has
18 not suffered minimal or huge financial expenses,
19 horrendous delays, and utter frustration. I know,
20 I sit on the board of directors of the New Jersey
21 Cable Association. It is nothing less than tragic.
22 Amending legislation must be passed promptly, and
23 Dick Leone, who originally was responsible for much
24 of the philosophy that went into that bill, is one
25 of the first to agree he and others at the time were

1 ill-advised.

2 Cable TV can be exciting for TV news of
3 a local and statewide nature, and it demands the
4 attention of the legislature immediately. While
5 cable TV news is not a solution to the concerns for
6 more New Jersey news today, it is an important
7 beginning for tomorrow.

8 Third, let's talk about the coverage of
9 the New York TV stations, for example. Some 30 per
10 cent of their service area is in New Jersey. If you
11 were to presume that 30 per cent of their
12 nonnational, noninternational, nonlocal news should
13 be about New Jersey, it probably would amount to
14 perhaps five to ten per cent of their total news.
15 But I do not choose to believe any quota or
16 percentage is in order, for that once again dictates
17 programming of news.

18 I would advise you I have also learned or
19 heard that Rockland County, two per cent of their
20 total audience, has also filed or planning to file
21 with the FCC because they feel they should also have
22 more representation. Where does it stop?

23 Next I would ask, of the six New York
24 commercial VHF stations, would you have each station
25 treated the same way? If you choose to think one

1 New Jersey VHF station might solve a lot of
2 problems, why then should all six New York stations
3 be pressured? Between them all, is there not
4 plenty of news time that can be given to New Jersey?
5 In brief, even the FCC recognizes that each
6 station is programmed differently in each market.
7 They would not, should not, force every station to
8 have similar patterns.

9 Also, can you truly--I mean truly--be the
10 objective judge of what is news? As a New Jersey
11 citizen for 35 years I may not be but casually
12 interested in whether the turnpike rates are going
13 up, or perhaps if I rent I don't care about property
14 taxes, or whatever. It is the news editor's
15 judgment, right or wrong, to select news items for
16 his newspaper or radio or TV station. Personally I
17 simply will not inject myself at all into the
18 affairs of my own broadcast news department. They
19 must be allowed to select news freely.

20 I can, and will, from time to time
21 suggest they are overlooking certain important
22 features. But news must be programmed not by
23 external committee or special interest action.

24 Fourth, can one TV VHF in the state solve
25 the problem? Not at all. Not only would Channel 8,

1 the likely channel, not cover the state, it would
2 probably collapse without a network affiliation.
3 Further, the highest production cost in television
4 is the cost of TV news. It's invariably a losing
5 proposition for broadcasters. I cannot see an
6 independent television operator providing any
7 significant New Jersey news to the state nor an
8 audience of adequate size in competition with other
9 commercial stations to provide any significant
10 platform for public exposure of individuals.

11 Personally I would love to own a VHF TV station in
12 New Jersey, but only if I had tremendous freedoms
13 and large amounts of money to try and make a go of
14 it.

15 I suppose that even if engineering would
16 permit it, a VHF TV station in New Jersey is even
17 no solution to these concerns.

18 Fifth, the hyphenated New York-New Jersey
19 station would, in my judgment, create a potpourri
20 station which might well reduce the total audience
21 of whatever station is used, and which one do you
22 pick, by the way? You simply can't be a master to
23 all peoples. Further, the hyphenated station would
24 ultimately provide only token programming and news
25 in any event, in my judgment. The realities of cost

1 will continue, and so I rule this out.

2 So I come to several conclusions and
3 suggestions.

4 1. I consider it dangerous to force your
5 viewpoint--or my viewpoint--on the media. I see no
6 significant solution to the concerns shown by your
7 committee and others by having a VHF channel in the
8 state. I see a hyphenated station as little real
9 service to the balance of New Jersey, except in
10 part to northern New Jersey. I do see working with
11 the TV stations in New York and Philadelphia on a
12 nonthreatening basis.

13 2. I also see other solutions to what I
14 consider an out of proportion problem.

15 I have spoken about the need to encourage
16 CATV to grow in this state. That is one part of
17 the solution.

18 Now, I must speak of the radio stations
19 in this state. I have personally and in writing on
20 more than one occasion offered to Governor Byrne the
21 use of our statewide WPST Trenton station for a half
22 hour State House feed on the air, but by closed
23 circuit to every other radio station in the state
24 for the purpose of getting instant statewide
25 information for use by the stations. The stations

1 are very interested. I continue to get no response
2 from the governor. Further, I wish to dramatize
3 the strength of news coverage in the state as
4 covered by only 29 of the 53 state radio stations
5 who participated in a recent survey by the New
6 Jersey Broadcasters Association.

7 This is a very confusing map, but makes
8 the point of the coverage of just 29 of the 53
9 stations in the state. There isn't a place in the
10 state where you can't get more than at least two
11 or three or four New Jersey radio stations at least.

12 Now, with coverage like this, we have
13 presented a statistical survey also, which will be
14 published shortly, about the listening in the State
15 of New Jersey to New York radio stations.

16 Most of them are community radio stations.
17 Our soon to be published survey dramatically
18 demonstrates the exceptionally high listening to New
19 Jersey stations by New Jersey residents, primarily
20 because each of them program local and state news,
21 public affairs, local and regional events, local and
22 statewide sports. Putting all 29 stations into nine
23 statewide marketing areas, they have over 40 per cent
24 of all radio listening, regardless of New York and
25 Philadelphia radio stations. Some have as high as

1 64 per cent of all radio listening. And radio
2 reaches over 97 per cent of all Americans every
3 week, in the area, by the way, where television is
4 not reached.

5 During the gubernatorial campaign I
6 referred to earlier, we also publicly editorialized
7 about the fact that candidates Byrne and Sandman
8 chose to put such broadcast moneys as they had first
9 and principally on New York and Philadelphia TV
10 stations. Example, the \$4000 cost of the 20-second
11 spot adjacent to Sanford & Son on WNBC-TV, which
12 was purchased by the Byrne campaign, was poorly
13 spent. First, over half the audience was not in
14 New Jersey. Second, the same \$4000 could have
15 purchased ten 30-second spots on each of the 53 New
16 Jersey radio stations with far greater reach. And,
17 by the way, money raised in New Jersey for political
18 campaigns would have been spent in New Jersey. I
19 consider such use of TV highly inefficient and far
20 more ego-building than practical.

21 Right now almost 80 per cent of New
22 Jersey radio stations carry State House news. One
23 out of five endorse political candidates. All have
24 either United Press or Associated Press and get the
25 special New Jersey news feeds from them. But the

1 tragedy, the real tragedy, is that New Jersey
2 political figures largely ignore the principal
3 sources of communications in this state. Less than
4 half of them regularly send press releases to the
5 radio stations, and less than a third of them are
6 heard themselves on the air because they don't keep
7 in touch in person or by phone with the stations.

8 After 18 years in TV, I am constantly
9 overwhelmed by the reach and impact of local radio
10 and equally disappointed that so many officials in
11 this state ignore New Jersey radio. Senator Hubert
12 Humphrey told me in Washington a year ago the very
13 first thing he does when he comes out of hearings
14 with news is to call the Minnesota radio stations
15 for live reports, and then he calls the written
16 press. And Senator Humphrey is not unique.

17 In spite of constant probings and
18 offerings by New Jersey radio stations, we find
19 less than satisfactory response from congressional,
20 state house, and legislative members. The local
21 political figures in this state are far more
22 knowledgeable of the power of local radio and
23 constantly use it. In spite of this, we all have
24 great coverage of what is happening in New Jersey.

25 Finally I wish to speak about the four

1 state supported TV stations. I was in the governor's
2 office for lunch one day last year, the day after
3 he had appeared on public TV and had accepted phone
4 calls regarding an issue he took to the people. He
5 said, "I am amazed so many people watch the public
6 TV, I hadn't realized that."

7 Gentlemen, as a taxpayer, as a professional
8 telecaster for 18 years, I am appalled that these
9 four state TV stations are not better promoted to
10 New Jersey citizens. I believe well over 80 to 85
11 per cent of all New Jersey citizens can see one or
12 more of these four stations, yet last year only
13 \$20,000 was spent in paid media promotion in
14 newspapers or billboards or radio or whatever, and
15 any commercial operator would agree this is
16 ridiculous. As an aside, as was pointed out earlier
17 today, on UHF when the Flyers were playing, they had
18 30 per cent of the audience. When you put on
19 something and you promote it, people will tune to
20 UHF. How do you expect people to look at any TV
21 station or radio station, particularly one on the
22 UHF channel, without promotion? That is the
23 essence of building an audience.

24 These four stations put on an extremely
25 good New Jersey news, they have many excellent

1 programs, but in spite of their ever-growing
2 audience it is far behind what it should be for
3 sheer lack of promotion and advertising. And don't
4 sell UHF short, there are numerous markets in this
5 country where equally high listening to UHF and VHF
6 occurs. Conditioning the public, by programming
7 and advertising, makes the TV viewer turn the dial
8 to the UHF band.

9 I say my present New Jersey TV tax moneys
10 are being wasted. You should close down these four
11 stations, or be as professional about them as you
12 would wish those New Jersey and Philadelphia TV
13 stations would be regarding the cause of news for
14 New Jersey. Otherwise our tax dollars are being
15 ineffectively used.

16 Thank you for your time, and I would be
17 glad to respond to your questions.

18 SEN. SKEVIN: Senator Maressa?

19 SEN. MARESSA: You covered a great deal
20 of territory there, sir, and it would be difficult
21 to get into the meat of your presentation. I would
22 just have to say in the first argument that it's
23 our position, my position, that New Jersey does
24 suffer from, by reason of the fact that it does not
25 have a VHF channel station, although you seem to

1 make an opposing argument.

2 MR. HOBLER: I minimized that, sir.

3 SEN. MARESSA: I think perhaps of course
4 you say which one will we take into the state and so
5 forth. I think the idea may be of commercializing
6 our public authority, our 52 and 23 may draw the
7 state together if we interweave somehow in
8 programming North Jersey with South Jersey. I
9 believe that it's really necessary for the identity
10 of New Jersey, and I take issue with the fact--I
11 think it's your opinion--that nobody should tell
12 newspapers, radio stations, or the TV, media in
13 general, what to program, how to program, or when to
14 program, because of any invasion of the right of
15 freedom of speech or freedom of the press.

16 MR. HOBLER: If I may comment on that
17 briefly---

18 SEN. MARESSA: Let me finish just one
19 thing and I would appreciate your comments.

20 MR. HOBLER: Yes, sir.

21 SEN. MARESSA: I happen to believe we all
22 must have someone to answer to. As legislators we
23 have our constituents to answer to. I mean if you
24 are a schoolteacher, you've got a superintendent,
25 no matter, everybody, members of these working crews

1 have bosses.

2 Are you saying that the media by reason of
3 the constitutional guarantees absolutely should have
4 no responsibility to anybody other than perhaps to
5 refrain from the use of profanity or something like
6 that? Is that what you are trying to say?

7 MR. HOBLER: Senator, I didn't even infer
8 that. I inferred, and I used it only in the
9 editorial sense, and I will use it here again, that
10 the thing that has kept this country as honest as
11 we can for 200 years has been the flexibility of
12 the newspapers in this country. I can't imagine
13 the broadcasters investigating Watergate, I can't
14 imagine broadcasters going to jail for principles
15 as members of the press do in this country, and I
16 suggest to you that newspapers and radio stations
17 and publishers and everybody else are certainly
18 subject to and should be subject to public
19 criticism. But I totally resent the threat to a
20 licensed TV or radio station because they happened
21 to be licensed by the federal government. There is
22 no such threat you can hold over the head of the
23 New York Times or Philadelphia Bulletin if you wish
24 to get them to have more New Jersey news. You can
25 pressure them, you can set a strike up outside,

1 but you are wielding a threat over the most
2 important communication in this country. 80 per
3 cent of all leisure time in this country is spent
4 with radio and television, 45 per cent with
5 television and 35 per cent radio. This bothers me,
6 the fact this has just come out is a frightening
7 thing to me if the fairness doctrine was used
8 politically, and I suspect you are going to hear a
9 tremendous lot more about this now that Fred
10 Friendly has come out with this, the very fact we
11 have a fairness doctrine based in large part upon
12 what was occurring in that 1963-1964 campaign.

13 So I merely say, and I use the term
14 ricochet, because if I am forced, if the New York
15 Times is forced, by whatever means, to try to speak
16 for all people, they are not going to speak for all
17 peoples, they will be a nothing. They must have a
18 viewpoint. I think the most exciting thing in this
19 country would be to let 7000 radio and television
20 stations free to editorialize rather than take the
21 middle, because there are a lot less newspapers in
22 existence right now than ten years ago. In New
23 York there's something like 94 radio and television
24 stations and five dailies, and yet New Yorkers and
25 New Jersey people don't have the diversity of public

1 opinion.

2 SEN. MARESSA: I would like you to explain
3 why they are not free to editorialize.

4 MR. HOBLER: Because of the fairness
5 doctrine and equal time law.

6 SEN. MARESSA: I would like to see that
7 imposed on newspapers instead of taking it away.

8 MR. HOBLER: Happily the Supreme Court
9 ruled they would not impose the fairness doctrine
10 a year ago.

11 No, I want to make it eminently clear I
12 think every business, every media should be kept
13 honest, but not by the governor and not by law, by
14 pressure from the people willing to make their
15 points known of course.

16 SEN. MARESSA: I think you have
17 characterized our governor unfairly. I think his
18 only idea of involving himself in this is to get
19 more coverage for the State of New Jersey, to get an
20 identity for the State of New Jersey. We use the
21 word identity. We don't know how it's to be
22 accomplished, we are not experts, he is not an
23 expert. Perhaps the people in the field can help
24 us determine how New Jersey should realize an
25 identity. I don't know exactly how it's to be done.

1 That's what he is trying to accomplish.

2 MR. HOBLER: I am sure he is.

3 SEN. MARESSA: You would seem to indicate
4 he is trying to become a dictator and a threat for
5 us, and I don't think that's the idea at all.

6 MR. HOBLER: No, I have only suggested
7 we should be questioning the power of his office
8 and the concern of the state to intervene with a
9 license renewal.

10 SEN. MARESSA: Even if it's his objective
11 and goal to obtain an identity for his state?

12 MR. HOBLER: Even if his objective,
13 because that threatens the free press. There are
14 other ways to do it I believe.

15 SEN. SKEVIN: Mr. Hobler, I am also
16 overwhelmed by the comprehensiveness of your
17 statement and I am sort of--it's like a smorgasbord,
18 you just don't know where to start in terms of your
19 content here, but as I understand it, you are
20 primarily a representative of the radio stations. Is
21 that correct?

22 MR. HOBLER: No, I am a broadcaster and
23 that's why I pointed out in my remarks my television
24 background and the fact we are also in cable.

25 SEN. SKEVIN: I notice the fact you are in

1 cable television, but in terms of commercial
2 television, you have no interest in that particular
3 area at the present time?

4 MR. HOBLER: Not at the present time.

5 SEN. SKEVIN: And mostly your television
6 experience involved as a TV salesman and videotape
7 production, some 4000 TV commercials that, you know,
8 you referred to in your opening statement. Is that
9 correct?

10 MR. HOBLER: Yes. I was involved in
11 television about 18 years in various media.

12 SEN. SKEVIN: I want to congratulate you
13 on your award as a radio broadcaster that you
14 referred to.

15 MR. HOBLER: Thank you.

16 SEN. SKEVIN: We are concerned, as in my
17 opening statement, about the freedom of press also,
18 and as I pointed out, the lack of adequate news
19 coverage can also be censorship by the communication
20 media, and the interest of the public can be
21 drastically affected, and I am sure that you will
22 agree that the essence of democracy will be able to
23 obtain information and to have an informed citizen
24 participate in that democracy. If they don't
25 receive information about the news and their

1 community and their identity, they of course are not
2 participating in that democracy.

3 I was very much interested in your comment
4 with the news people at your radio station that you
5 pointed out to them certain news events that they
6 overlooked, and I am just curious, sir, that did
7 they comply with your wishes for those news events?
8 How did they respond to that?

9 MR. HOBLER: Let me say my philosophy, and
10 I must suggest to you, sir, I may be a bit unusual
11 in the broadcasting industry, the very fact I am
12 speaking as I am today and got the award as I did.
13 I believe that the news department has the ultimate
14 responsibility for programming news. I have made
15 suggestions from time to time, and sometimes they
16 have taken it and sometimes they haven't, but I
17 will not impose it upon them, and when we endorse
18 political candidates, I set up a committee of
19 seven, so I have one vote of seven, and I think the
20 only way a news reporter or a newscaster or anybody
21 in the newspapers can work properly is with a
22 general overall philosophy of independence.

23 SEN. SKEVIN: In that independence they
24 responded to your request in certain areas. Isn't
25 that correct, sir?

1 MR. HOBLER: No, I will not say that.

2 SEN. SKEVIN: You just said that.

3 MR. HOBLER: I said from time to time I
4 make a suggestion on certain action, and if they feel
5 it's a good idea, they will do it.

6 SEN. SKEVIN: They have accepted your
7 ideas in certain instances. Is that correct, sir?

8 MR. HOBLER: In certain instances.

9 SEN. SKEVIN: How about the public, where
10 would they get acceptance of their suggestions if it
11 isn't through their representative and through their
12 governor?

13 MR. HOBLER: I think the public, if they
14 have a concern, as the New Jersey Coalition for
15 Fair Broadcasting does, they should speak with the
16 broadcaster.

17 SEN. SKEVIN: Individually, sir, is that
18 what you are telling us?

19 MR. HOBLER: No, they can come as a group.
20 I said that.

21 SEN. SKEVIN: Individually like you did
22 with your station, suggested certain news items
23 should be covered, you tell me how an individual
24 citizen of this state can do that with broadcasters
25 like you did.

1 MR. HOBLER: Because we have hundreds of
2 people, Senator, come into our stations.

3 SEN. SKEVIN: Hundreds of people?

4 MR. HOBLER: Hundreds of people.

5 SEN. SKEVIN: How about within your sphere
6 of activities?

7 MR. HOBLER: Hundreds of people come to
8 our station in the course of any given year for
9 suggestions for news items or programs and ideas
10 which we respond to within the means available and
11 time we have available, and anybody in the United
12 States could do that with their local TV and radio
13 station.

14 SEN. SKEVIN: You feel that is a better
15 approach than the people who represent them, their
16 elected representative, the governor of this state?

17 MR. HOBLER: Yes, sir, I certainly do.

18 SEN. SKEVIN: And it's more encompassing
19 and you feel the people are adequately represented
20 through that process, several hundred people in the
21 entire State of New Jersey, which involves over
22 seven million people?

23 MR. HOBLER: I think the people have the
24 opportunity, as they did before the governor got
25 involved.

1 SEN. SKEVIN: Go to the FCC individually?

2 MR. HOBLER: At license renewal time.

3 SEN. SKEVIN: Individually?

4 MR. HOBLER: And in groups.

5 SEN. SKEVIN: I know you travel to
6 Washington back and forth. Any individual in this
7 state has that opportunity. Is that what you are
8 saying?

9 MR. HOBLER: In groups, individually and
10 in groups, they have that right for the license
11 renewal every three years.

12 SEN. SKEVIN: Do you have any further
13 questions?

14 SEN. MARESSA: You will allow, sir, will
15 you not, there are newspapers and radio stations
16 that are partisan?

17 MR. HOBLER: Absolutely, thank God.

18 SEN. MARESSA: Well, O.K. How do you
19 protect against partisan reporting?

20 MR. HOBLER: Whose judgment is it it's
21 partisan?

22 SEN. MARESSA: When it's obvious.

23 MR. HOBLER: No, it's not obvious. It may
24 be obvious to you, but not to that gentleman, sir.

25 SEN. MARESSA: We will take tomorrow's

1 newspaper, for example, O.K. I am sure this is
2 going to be reported. One newspaper will report it
3 with a slant towards an invasion, whatever we are
4 doing here as being an invasion of the privacy and
5 the freedom of speech or freedom of the press or
6 something, and another will allow maybe the FCC
7 should give New Jersey a public hearing and maybe we
8 should have a TV station. O.K. Now, suppose, for
9 example, we had a preponderance of newspapers owned,
10 for example, by the Democratic Party in this state,
11 wouldn't the citizens of this state then have the
12 wishes of the partisan media imposed upon them by
13 slanted coverage?

14 MR. HOBLER: Within the content of
15 broadcasting stations, and I was interested in the
16 comments this morning within the framework of a
17 limited newscast, I don't think there should be any
18 bias in their editorials and their commentators,
19 but I would merely respond to you, sir, by saying
20 the New York Times for years and years has been
21 known as democratic, or generally liberal, the
22 Chicago Tribune is more conservative. There are
23 some that arch left, some arch right, and somehow
24 our great American public even voted for President
25 Nixon when most of the media was against him, and

1 I think this is the way our society works and our
2 democracy.

3 I think for you, and I say you, you, that
4 is why I made the statement about our news
5 department, to attempt to dictate how that news
6 should be reported is wrong.

7 SEN. MARESSA: What about editorial
8 responsibility?

9 MR. HOBLER: You have editorial
10 responsibility, you have letters to the editor in
11 the newspaper and at this moment you have fairness
12 and equal time for broadcasters.

13 SEN. MARESSA: The letters to the editor
14 is published if they want to, I am sure it's nothing
15 mandatory.

16 MR. HOBLER: May I ask you, sir, how could
17 you control the press then?

18 SEN. MARESSA: Well, first of all, I
19 submitted an editorial responsibility to the New
20 Jersey bill. It was passed in Florida but it went
21 to the Supreme Court and the Supreme Court says it's
22 unconstitutional.

23 MR. HOBLER: Good for them, God bless them.

24 SEN. MARESSA: A similar bill was then
25 introduced in the Delaware Legislature, which passed

1 it, and it then went up to the Supreme Court, it
2 said editorials have to be signed by the editor,
3 also unconstitutional. O.K.

4 So I mean it gets to the point where the
5 Supreme Court says you don't have to salute the
6 flag and all the other things it's done, says you
7 can't even know who to go punch in the nose when
8 somebody has libeled you in an editorial, you have
9 to guess at a number of staff editors.

10 MR. HOBLER: I don't know that you and I,
11 sir, are in a position today to respond as to how
12 to change the Supreme Court. So long as we have a
13 democracy in our Constitution, I think both you and
14 I will have to rely on their judgment and try to
15 change them if you wish.

16 SEN. MARESSA: But you can understand
17 sometimes when we get frustrated about it.

18 MR. HOBLER: I am frustrated too when I
19 won't permit bias in my news.

20 SEN. SKEVIN: We can agree the essence
21 of democracy is involved citizenship. Is that
22 correct?

23 MR. HOBLER: Right, and I don't think
24 anybody in New Jersey is uninformed.

25 SEN. SKEVIN: You don't think anybody in

1 New Jersey is uninformed?

2 MR. HOBLER: No; I have no evidence to
3 the contrary today.

4 SEN. SKEVIN: We have a difference of
5 opinion there.

6 Thank you very much.

7 SEN. MARESSA: Thank you.

8 MR. HOBLER: Thank you.

9 SEN. SKEVIN: Alvin E. Gershen, Chairman,
10 New Jersey State Council on the Arts.

11 Proceed, sir.

12 MR. GERSHEN: My name is Alvin E. Gershen,
13 I am Chairman of the New Jersey Council on the Arts.

14 I have with me this afternoon Mr. Brann
15 Wry, the Executive Director of the Council.

16 The Council, as you know, is a council of
17 15 citizens of the state appointed by the successive
18 governors for a term of office and confirmed by the
19 state senate. Our function in New Jersey is to
20 promote the arts and culture of the state through a
21 whole series of programs, which include grants to
22 various organizations, and established and
23 nonestablished groups in the state, promote art--by
24 art I include music, performing arts, and graphic
25 arts--through our various counties and regions of

1 the state.

2 Our concern with the hearing this
3 afternoon is a concern for advising the seven
4 million citizens of this state as to what the nature
5 of the arts community is in New Jersey, what the
6 arts community does offer for the citizens, and
7 whether or not in our judgment that is being
8 projected fairly and adequately to our citizens.

9 New Jersey has been said by some of the
10 national media to be a cultural wasteland. We on
11 the council see New Jersey quite the contrary, we
12 see as a cultural guardian, and the only way a
13 culture can survive in an urban society is through
14 a projection of its activities through mass media.

15 It's not my intent this afternoon to
16 criticize the mass media in any form or manner. I
17 would like to comment, however, upon some of the
18 cultural advantages New Jersey has and let the
19 committee draw its own conclusions as to whether
20 or not this kind of talent has been projected to
21 our citizens, and then make some observations, on
22 my part at least, as the chairman of the Arts
23 Council on why in my opinion we have not been able
24 to project this to our citizens.

25 New Jersey has 45 symphony orchestras.

1 Among the 45 symphony orchestras are two major
2 professional orchestras. One is the New Jersey
3 Symphony under the baton of Henry Lewis, which has
4 achieved national recognition and a national name
5 as a major orchestra in the community. The other
6 is the Trenton Symphony under the baton of Mr.
7 Smith, who also is the assistant conductor of the
8 Philadelphia Orchestra. Both of these, as I say,
9 are major orchestras in the nation, one achieving
10 more prominence than the other.

11 We have 40 some other orchestras, some
12 semi-professional, professional with standing
13 throughout the state. Other than local newspapers
14 and local consumption, I doubt seriously whether
15 the majority of the citizens of this state are
16 aware of this fact.

17 We have six opera companies in New Jersey.
18 One, the New Jersey State Opera, has also achieved
19 national and regional importance, with some of the
20 opera performances given by that institution over
21 the years have been similar in performance and the
22 artists they have used to the Metropolitan, and of
23 course most, if not all, of the major performers
24 with the New Jersey State Opera have been of
25 national importance and national recognition.

1 We have five dance and ballet companies
2 in New Jersey. Those are situated for the most
3 part in northern New Jersey. These ballet
4 companies, in addition to having renown of their
5 own, do do dances with the New Jersey State Opera
6 and do performances throughout New Jersey.

7 There are 20 regional arts councils and
8 heritage commissions throughout New Jersey, both on
9 a county organization, being on a county basis, and
10 on a regional basis, and these regional arts
11 councils and heritage commissions promote regional
12 and local level much of the same kind of activity
13 we do on a statewide basis.

14 In addition, there are five major museums
15 in New Jersey, the Newark Museum, Monmouth Museum,
16 the Morris Museum of Arts and Science, the Princeton
17 Museum, and our own State Museum in Trenton. Major
18 shows are produced in these museums. The Chinese
19 exhibit, for instance, of the Princeton Museum ranked
20 with any of the national Chinese exhibits of recent
21 origin, including the one currently being shown in
22 Washington, D.C.

23 The point for my reciting this kind of
24 background in terms of the cultural opportunities
25 available not only to the citizens of our state,

1 but to the citizens of the areas immediately
2 adjacent to our state, is that I think the committee
3 itself would be surprised to know of the cultural
4 heritage and the cultural activity in our state.
5 If our state of some 7000 square miles and seven
6 million people were miraculously transplanted to the
7 mid-west or to the south and were given exactly the
8 same state of the arts that we currently enjoy in
9 New Jersey in that imaginary transported state, and
10 were given a commercial TV station in that state,
11 I think the reporting and the attitudes and the
12 promotion and the videotaping of these activities
13 would be a lot different than we currently get,
14 given our juxtaposition between two cultural nodes,
15 New York and Philadelphia.

16 I am not about to suggest that cultural
17 life in New York or Philadelphia is not equal to or
18 in some instances surpasses cultural life in the
19 State of New Jersey, but I cannot conceive that
20 the cultural life in New Jersey is of any second
21 rate nature or that the artist, performing artist,
22 the graphic artist of all natures, the activities
23 in New Jersey, are any second rate or take any
24 second position to many of those performing in New
25 York or Philadelphia. My guess would be, even

1 though they have never taken a census, that most of
2 the New York and Philadelphia artists probably
3 reside somewhere in New Jersey and then do their
4 work in New York.

5 My request to the committee is to look
6 carefully into this problem so that New Jersey,
7 given its very unique, singular position between
8 these two great magnets, these two magnificent
9 metropolitan areas of New York and Philadelphia,
10 does not wind up in a position of giving a second
11 class relationship to what ordinarily and in any
12 other circumstance would be a very important
13 cultural life, life style for citizens not only
14 in this state but the nation.

15 We in New Jersey have produced a number
16 of internationally famous artists, their names
17 are legend. We have been actively cultivating an
18 artistic community in New Jersey. And as I said
19 in my opening remarks, culture will die unless it's
20 given a chance to be exposed, to be consumed, to
21 be enjoyed, and mass media are exactly that, it's
22 a singular opportunity to allow artists and
23 artistry to be projected to people. Without it we
24 will wind up to be a cultural wasteland, and with
25 it not only the citizens of this state, but the

1 citizens of the nation will benefit by what we have
2 in New Jersey.

3 Thank you very much.

4 SEN. MARESSA: Thank you, Mr. Gershen.
5 It's very revealing. In fact, you were saying that
6 we have a great deal of cultural activity in this
7 state, and that perhaps it should be programmed for
8 by way of the media, the TV stations and so forth.

9 You know, I can't let this opportunity go
10 by, I tried to get more of these presentations that
11 are given in North Jersey into South Jersey, and
12 you talk about all these symphony orchestras and
13 the ballet and opera and so forth. Can you indicate
14 what percentage of these offerings are available to
15 the South Jersey citizens?

16 MR. GERSHEN: Well, one of our more active
17 art centers of course is in Glassboro, in Glassboro
18 State College. One of our problems is the ability
19 to get places for performances. For instance, the
20 New Jersey Opera, State Opera, does performances
21 in Symphony Hall in Newark and in War Memorial in
22 Trenton. There is no comparable place that I know
23 of in South Jersey to put on this kind of
24 performance.

25 SEN. MARESSA: Excuse me, how about the

1 performances that are the New Jersey Highway
2 Authority?

3 MR. GERSHEN: The Garden State?

4 SEN. MARESSA: Yes.

5 MR. GERSHEN: Well, again there is---

6 SEN. MARESSA: That's up at--what is the
7 name?

8 MR. GERSHEN: That's in Holmdel, which is
9 really North Jersey, not South Jersey.

10 SEN. MARESSA: Which is really like how
11 many miles from New York City? It's right up there.

12 I have tried to get Mr.--what's his name?
13 --Gallagher, you know, we have a lot of high
14 schools and stuff, fine auditoriums and stuff, to
15 bring some of those presentations down here. But
16 we can never do it.

17 MR. GERSHEN: Senator, we are now going
18 over into another area, which is of the same equal
19 interest to me as chairman of the Arts Council, and
20 that is, the ability to put on some of these
21 performances, and the kinds of money you need to do
22 it and the fact the performances by their very
23 nature are money losers and not money makers, and
24 that there is a 3-prong approach to how you put on
25 a live performance of either an opera or a

1 symphony or a play, and what the relationship
2 between ticket revenue, from ticket sales, support
3 through private endowment and industry, and support
4 through government should be, and roughly, Senator,
5 it should be a one third, one third, one third
6 proposition. These are discussions we have had
7 with the Joint Appropriations Committee last week,
8 these are discussions we are having with the Capital
9 Needs Commission. We made a written request to them
10 of 50 million dollars New Jersey endowment for the
11 arts so we can take the invested income from that
12 50 million dollars and guarantee local units of
13 government and nonprofit groups the interest and
14 amortization charges on capital improvements so we
15 can get theater in South Jersey and other places,
16 and in fact, bring art to the folks so they won't
17 have to be traveling only to North Jersey.

18 These are other areas of activity and I
19 would be glad to discuss it. I think we are a
20 little out of place this afternoon.

21 I would like to say though that it all
22 comes back again to being able to successfully
23 compete with other institutions for space and be
24 able to make that known that we had Robert Merrill
25 singing Rigoletto in Trenton and in Newark, and in

1 both instances these were sellouts for Merrill's
2 rendition of Rigoletto.

3 Now, the Met didn't have it, New Jersey
4 did, and I would wager a bet too this afternoon that
5 there are very few people that understood it, except
6 for the crowds that were cheering both in the War
7 Memorial and Symphony Hall.

8 This is the nature and the quality of the
9 art in New Jersey, and unless we get the medium to
10 understand, getting our own commercial TV station
11 is one approach, there are others. We do get
12 support through some of the media, some suggesting
13 that given our very geographical position and the
14 greatness of New York and Philadelphia we are not
15 getting our fair share and we have to make an extra
16 effort through legislative means, if necessary, to
17 insure the fact that New Jersey gets just a fair
18 share and doesn't wither up and die, because
19 without exposure we are going to wither up and
20 die.

21 SEN. MARESSA: Can I impose on you for a
22 suggestion as to what you would want the legislature
23 to do?

24 MR. GERSHEN: I would want whatever
25 consideration you are giving, whatever conclusions

1 you come to, whether or not it's suggesting a
2 separate commercial TV operation for New Jersey,
3 whether or not it's suggesting that a portion of
4 the time be spent on New Jersey activities, whole
5 series or other regulatory approaches, whether it's
6 an appeal the legislator formally will make with or
7 without the governor to the FCC that it include not
8 only the news media, but these cultural events and
9 social events as well, because that is really the
10 life style of New Jersey or any community, and to
11 indicate very clearly that New Jersey has community,
12 it has a sense of togetherness, it has a sense of
13 belonging, it has a sense of homogeneousness, and
14 I think it's much too demeaning for those from the
15 outside just to chastise us or very clandestinely
16 wave a hand and say, oh, New Jersey, where is it?
17 It's here, it's real, it's meaningful, and I am not
18 saying this because I was born and bred here, I am
19 a retread, I come from New York, and coming from
20 New York I recognize, as perhaps a native New
21 Jerseyan wouldn't, the greatness of the state and
22 the greatness of its culture and cultural and
23 artistic endeavor.

24 SEN. MARESSA: Thank you very much.

25 SEN. SKEVIN: Thank you, Mr. Gershen.

1 Susan Milstein.

2 MRS. DEMBIN: I am not Mrs. Milstein, she
3 is out of town, but I am representing the Atlantic
4 County League of Women Voters, and I have a statement
5 to read from the League of Women Voters.

6 SEN. SKEVIN: Sure. Could you give us
7 a copy?

8 MRS. DEMBIN: Yes. The League of Women
9 Voters of New Jersey is pleased to have this
10 opportunity to express its views in this area.

11 SEN. MARESSA: May we have your name?

12 MRS. DEMBIN: I am Mrs. Gail Dembin.

13 We commend the senate for establishing
14 this commission and the members for undertaking this
15 important task for the citizens of New Jersey.

16 The League of Women Voters is a nationwide
17 volunteer membership based organization whose
18 purpose is to promote political responsibility
19 through informed and active participation of
20 citizens in government. The New Jersey League
21 represents 96 local leagues with approximately
22 10,000 members.

23 We would like to address the problem of
24 television coverage in New Jersey specifically as
25 it affects the work of a citizens' organization

1 such as ours and also to present the broader
2 implications, as we see them, as they relate to the
3 democratic process.

4 Historically New Jersey has had a lack of
5 identity for various reasons, all well known, and
6 therefore, we will not go into them at this time.
7 We suggest that total reliance on out-of-town
8 broadcasters for VHF news and public service
9 programs exacerbates and perpetuates this problem.
10 New Jersey's citizens, we find, know more about the
11 elected officials and current problems and issues
12 relating to New York and Philadelphia than they do
13 about those in New Jersey.

14 Of particular interest are the attitudes
15 of our young people who, more than any other segment
16 of our society, get their news from television. The
17 League has undertaken a major effort in registering
18 these newly enfranchised young people in New Jersey,
19 and is finding that there is a total lack of
20 identity with New Jersey candidates and election
21 issues. This must concern us all.

22 The lack of self-image in New Jersey and
23 poor citizen understanding of and interest in state
24 issues and politics has always been a concern of
25 this League. In fact, we work to counter this

1 climate every day. We believe, moreover, that
2 these attitudes are in no small part due to the
3 lack of home based VHF television coverage.

4 The quality and quantity of news coverage
5 of New Jersey events has a direct bearing on the
6 work of the League in areas in which it pursues
7 overall goals to promote citizen participation in
8 government. In addition, the success of our voters
9 service activities, such as voter registration and
10 get-out-the-vote campaigns, providing information
11 on candidates and referenda issues, citizen
12 education directed towards understanding governmental
13 processes and issues, requires, if they are to be
14 successful, a certain amount of understanding and
15 cooperation by the television stations serving the
16 area.

17 The League runs a telephone information
18 service several months before each election. We
19 have logged our calls and find that most of them
20 are in direct response to radio and TV public
21 service spots promoting registration and voting,
22 information on deadlines, etc. Certainly the out-
23 of-town television stations have been cooperative
24 in using League public service announcements, but
25 lack of knowledge of the New Jersey election system

1 often creates confusion and misinformation.

2 A classic situation with which we have
3 had to deal is the director of public affairs in
4 August asking us why they have not received
5 information about New Jersey's primary elections.
6 The answer is, of course, that New Jersey has a
7 June primary. The broadcaster's state has a
8 September primary.

9 Obviously better communications is one
10 answer to this problem. But we submit that this
11 can be only a partial solution to the overall
12 problem of relying on out-of-state broadcasters for
13 all VHF airing of public service announcements.

14 The League of Women Voters would also
15 like to point out that, in our opinion, every New
16 Jersey citizen is shortchanged on election night.
17 When network stations devote only five minutes or
18 so to local election reporting, coverage of New
19 Jersey elections becomes so miniscule as to be
20 ridiculous.

21 The other avenue of League work is
22 implementation of program goals through lobbying
23 efforts and persuasion of citizens to the League's
24 point of view. These goals are formulated only
25 after study and consensus by the members and on

1 issues, such as tax reform and financing education,
2 they have chosen to put on the program. It is
3 important that these issues, such as the court
4 mandate to restructure school financing in New
5 Jersey, which, by the way, has broad nationwide
6 implications, find a forum on television. The VHF
7 out-of-town broadcasters do provide public affairs
8 programming of special interest to New Jersey
9 citizens, but one often gets the feeling that they
10 are perfunctory in nature. For example, the
11 moderator, if the format uses a panel, often is not
12 oriented to New Jersey, and therefore, tends to be
13 less well informed about the issues. In addition,
14 the out-of-town broadcasters do not routinely call
15 on qualified New Jerseyans to participate in public
16 affairs programming of general interest. Again, we
17 can all work to rectify these situations, but they
18 will always recur until the underlying problem is
19 addressed.

20 New Jersey today is unique and has a
21 character distinct and apart from its neighboring
22 states. New Jersey is the most urbanized state,
23 and as such, is under the severest pressures to
24 address problems of resource management, land use
25 controls, environmental pollution, a critical

1 housing shortage, financing education, unemployment,
2 one of the highest in the nation, welfare, and the
3 efficiency, effectiveness, and openness in
4 government.

5 New Jersey should be the forerunner in
6 the nation in finding solutions, if there are any
7 to be found. New Jersey citizens must have a voice
8 both in defining the problems and in formulating
9 solutions if they are to be solved. Inadequate
10 information which leads to lack of awareness or
11 interest will preclude this kind of citizen
12 participation. Commercial television, on which 65
13 per cent of Americans rely for their news, has an
14 important role and a serious responsibility to help
15 provide the climate needed for citizen
16 participation in government.

17 In conclusion, the League believes it is
18 imperative that the citizens of New Jersey have a
19 source of information that makes it possible to
20 make informed judgments about the men and women and
21 policies that affect their daily lives. Television
22 must play an important role in providing this
23 information, but does not and cannot fulfill this
24 function in New Jersey as long as all VHF
25 television broadcasters are out of state.

1 SEN. SKEVIN: Thank you.

2 Senator Maressa?

3 SEN. MARESSA: Thank you very much, very
4 well put.

5 SEN. SKEVIN: Thank you.

6 John Valbert, Common Cause, Trenton.

7 MR. VALBERT: I am appearing here today
8 representing the more than 13,000 members of Common
9 Cause in New Jersey. Common Cause would like to
10 thank the Senate Commission for inviting us to
11 testify on an issue which we consider vital to
12 improving the democratic process in New Jersey.
13 We believe that open, responsive, and accountable
14 government is essential to the democratic process,
15 and this kind of government is impossible in New
16 Jersey at this time because of the communications
17 structure.

18 Television so dominates news transmission
19 that two thirds of the populace use TV as their
20 primary source of news. In order to have a better
21 informed public in New Jersey, the Federal
22 Communications Commission must give full
23 consideration to the alternatives for increased
24 service for New Jersey proposed by the Coalition for
25 Fair Broadcasting, shedding their previous

1 pro-industry bias. However, regardless of the
2 decision, the FCC must facilitate better coverage
3 of New Jersey state government actions by
4 encouraging the resulting UHF stations to open
5 independent or shared studios in Trenton.

6 To demonstrate why we have so great a
7 concern with this issue of TV coverage, the flow of
8 information relating to the process of government
9 must be considered. This flow is demonstrated in
10 the accompanying diagram, which follows page 2.

11 The people communicate with the government
12 by first electing the representatives they believe
13 will operate a government that meets their needs.
14 After the election the people communicate with
15 their representatives individually via letters,
16 phone calls, and in person discussions.
17 Communications after the election generally require
18 a knowledge of what actions the government is
19 currently considering.

20 However, how does the public know whether
21 the elected representatives and their appointees
22 are adequately caring for their needs? The common
23 sources of information about the actions, or
24 inactions, of government are newspapers, radio, and
25 TV. The diversity in opinion available from

1 newspapers has decreased considerably in recent
2 years because many have failed, due to among other
3 reasons, competition from TV. In fact, TV has come
4 to dominate the communications business. About 65
5 per cent of the population depends on TV as the
6 chief source of news, and I may add in New Jersey,
7 for New Jersey affairs this is not true simply
8 because that news is not on the air, only about
9 31 per cent of New Jersey originated events go on
10 television for news of New Jersey government.
11 Thus a great responsibility has devolved on this
12 industry.

13 However, the public alternative of
14 organizing a competing station to take up this
15 responsibility when it is not shouldered is
16 severely limited. The barriers to new newspapers
17 are primarily economic. However, the TV industry
18 also has the additional constraint of a fixed
19 number of UHF channels. The assurance that these
20 few channels are used in the public interest rests
21 in the procedures of the Federal Communications
22 Commission. However, this regulation has resulted
23 in a set of commercial stations whose primary
24 interests are to entertain and to profit, with the
25 educational functions reserved largely for the low

1 profit hours. This trend has recently been allowed
2 to extend the local 6 p.m. news with the advent of
3 action news.

4 The FCC has shown a commendable effort
5 to experiment in recent years, for example,
6 reducing the network's evening hours. However,
7 better compliance with the goal of using the
8 channels in the public interest will be obtained
9 only by sacrificing the up to now sacrosanct
10 commercial interests.

11 In light of the above communications
12 structure, we must examine the situation of
13 representative government in New Jersey. The
14 neglect from which New Jersey state government,
15 and consequently, the citizens of New Jersey
16 suffer is exemplified by the fact that none of the
17 stations serving New Jersey, except New Jersey's
18 own Public Broadcasting Authority, has a studio or
19 even a correspondent in Trenton. Many decisions
20 affecting the future wellbeing of New Jersey
21 citizens are being made currently in Trenton, but
22 the stations find the excitements of New York more
23 newsworthy, i.e., saleable.

24 How can the electorate hold their
25 representatives accountable when New Jersey

1 government is invisible? Invisible government is
2 generally bad government, but not necessarily
3 because the government wants it that way. There is
4 no opportunity for the citizens to express needs,
5 so the government is acting in an information
6 vacuum. This anonymity extends to the government
7 of New Jersey's larger communities and to New
8 Jersey's congressional delegation. Ask a New Jersey-
9 ite to name his own U.S. representative. Many
10 cannot, and even more have no idea of the names or
11 parties of their assemblymen and state senator. In
12 October 1972, according to an Eagleton Institute
13 survey, only 23 per cent of those New Jersey voters
14 polled could name the Republican candidate for
15 U.S. Senate, Clifford Case, who was the incumbent.

16 What can the FCC do to remedy these
17 obvious problems? The New Jersey Coalition for
18 Fair Broadcasting has proposed adding a station by
19 relaxing the station's separation rules,
20 reallocation of one or more existing stations, or
21 hyphenation. That means referring to a station as,
22 for example, New York-Jersey City, and assigning it
23 special responsibilities in this community.

24 At least the first two alternatives
25 suggested by the Coalition should lead to a greater

1 sense of state identity within New Jersey, a change
2 which should lead to demands for higher quality
3 government in New Jersey. The last would open up
4 the larger municipal governments to more citizen
5 interaction. However, whether or not the FCC acts
6 on any of these proposals, it should inquire into
7 the lack of TV studio facilities in Trenton. The
8 FCC would likely exceed its authority if it
9 mandated that each UHF station maintain a studio in
10 Trenton. However, it could certainly indicate that
11 a consideration in future license renewal
12 activities would be whether such a step had been
13 taken by the applicants.

14 A proliferation of eleven studios in
15 Trenton is hardly necessary. Each of the three
16 networks has wholly owned stations or affiliates in
17 both New York and Philadelphia. Each station could
18 pair with its sister station to reduce costs. The
19 remaining independent and public stations could
20 certainly work out equitable and mutually
21 advantageous relationships with the New Jersey
22 Public Broadcasting Authority.

23 The elected and appointed officials in
24 New Jersey now share with the citizens of New
25 Jersey the problem of how to move to action a

1 distant and resistant regulatory body. How can we
2 move this government agency, the FCC, which is in
3 the short run responsible only to themselves? The
4 traditional approaches are still viable.

5 All interested parties must comment during
6 the license renewal period, which is now. Recourse
7 in the federal courts may also be available; we must
8 lobby our representatives in Washington, since they
9 approve appointments and would legislate any changes
10 in the FCC's authorization, and we must generate
11 publicity about our problems, for example, Senator
12 Skevin's comments about the lack of coverage of the
13 New Jersey results in the recent election.

14 In short, the New Jersey government and
15 the public interest groups must complement each
16 other in a broad-based attack on this media vacuum.

17 Thank you.

18 If you have any questions, I would be
19 glad to respond.

20 SEN. SKEVIN: Senator Maressa?

21 SEN. MARESSA: I don't have any questions.

22 Commenting, thank you for the information
23 that is contained in here. I agree with it
24 wholeheartedly, although, if you were here earlier
25 this morning, a lot of it is contested by the TV

1 stations with regard to the amount of coverage they
2 do give us.

3 MR. VALBERT: I am sure that there are a
4 half a dozen stories a week in Trenton that are
5 worth covering. Now, I am sure that for one crew
6 they want to get half a dozen stories, but if they
7 would put together a cooperative effort, I think
8 that they would see if they were there that there
9 is this information which should be transferred to
10 the public.

11 SEN. MARESSA: I agree with you.

12 SEN. SKEVIN: I would also like to
13 compliment you on your fine statement, Mr. Valbert,
14 and also to point out you are from Bergen County,
15 and so many of us from Bergen are interested in the
16 adequacy of coverage, as shown by the number of
17 people here this morning that have represented or
18 indicated they were from Bergen County. I am also
19 delighted particularly to see the last statement on
20 page 5, where you agree, and certainly in contrast
21 to Mr. Hobler, that public officials of this state
22 represent the people of this state in terms of
23 obtaining that adequacy of coverage so they could
24 be informed about the problems of their state and
25 their communities.

1 So I thank you for coming here and
2 representing the 13,000 members of Common Cause.

3 MR. VALBERT: Thank you, Senators.

4 SEN. SKEVIN: Lawrence T. Frymire,
5 Executive Director, New Jersey Public Broadcasting
6 Authority.

7 MR. FRYMIRE: Mr. Chairman, Senator
8 Maressa, my name is Lawrence T. Frymire. I reside
9 in Ewing Township, New Jersey, and I am employed as
10 the Executive Director and Secretary of the New
11 Jersey Public Broadcasting Authority.

12 The New Jersey Public Broadcasting
13 Authority was created by the legislature in January
14 1969 to build and operate a statewide system of
15 noncommercial public television stations. The
16 authority board of commissioners consists of the
17 following: Henry Becton of Englewood; George
18 Connett of Mendham; Robert Crager of Vineland;
19 Nathan Friedman, Voorhees Township; Rosemary
20 Fruehling, Morristown; William Hatchett of Trenton;
21 Dr. Edward Meade, Jr., Whitehouse Station; Richard
22 Schoch, Princeton; Maurice Veneri of Nutley; Ralph
23 Dungan of Princeton; Dr. Fred Burke of West Trenton;
24 Mrs. Patricia Sheehan of New Brunswick; Attorney
25 General William Hyland of Cherry Hill; Richard

1 Leone, Princeton.

2 The chairman is Dr. Edward J. Meade, Jr.

3 The authority has constructed and
4 operates the following UHF stations in New Jersey:
5 Channel 50, WNJM in Montclair; Channel 58, WNJB in
6 New Brunswick; Channel 52, WNJT, Trenton; Channel
7 23, WNJS, Camden.

8 The stations are members and are served
9 by the Public Broadcasting Service for our national
10 program schedule, and the Eastern Educational
11 Television Network for Regional Programs. We are
12 most proud of the fact that varying from season to
13 season our schedule includes from 20 to 30 per cent
14 of locally produced, New Jersey oriented programs.
15 This is one of the highest levels of local
16 production of any television station, commercial or
17 noncommercial. I will discuss some of these
18 programs in detail later in this presentation, but
19 first permit me to place on the record the program
20 philosophy of the authority.

21 In 1968-69 the Governor's Commission to
22 Investigate the Feasibility of Public Broadcasting
23 in New Jersey carried out an intensive and thorough
24 study of the communications needs of the State of
25 New Jersey. The commission studied how a then

1 proposed and now operating statewide system of
2 public TV stations could respond to the fact that
3 there was a major need for:

4 1. news coverage of and about New
5 Jersey events and activities;

6 2. TV coverage of the public affairs
7 issues and problems facing New Jerseyans;

8 3. TV presentation of New Jersey artists
9 who display excellence in the performing arts but
10 have no opportunity to perform or have their works
11 seen on TV due to the lack of program formats
12 available on out of New Jersey TV stations, and
13 finally, but perhaps most important of all,

14 4. the lack of educational opportunities
15 afforded New Jerseyans by most out-of-state TV
16 stations through their normal programming formats.

17 The Governor's Commission concluded that
18 a system of public TV stations owned and operated
19 by an agency of the state, the New Jersey Public
20 Broadcasting Authority, should be created. Once
21 created and properly funded, the Authority would
22 be able to respond to the above mentioned
23 communications needs. The administration of former
24 Governor Richard Hughes agreed with the basic
25 findings of the Commission and placed before the

1 electorate a bond issue of seven and a half million
2 dollars for the construction of the stations and
3 one basic production center. The bond issue was
4 approved overwhelmingly as part of the 1968 general
5 referendum. The administration also endorsed and
6 the state legislature, with an overwhelming
7 majority, approved legislation which created the
8 authority itself in January 1969.

9 Since its inception the authority has
10 concentrated on the production of programs in the
11 four areas detailed above, while at the same time
12 seeking out additional opportunities to provide New
13 Jerseyans with quality TV program services. Some
14 of these additional areas of concentration have
15 been:

16 1. coverage of the New Jersey Legislature
17 and Capital.

18 The fact that New Jersey has not had
19 adequate coverage of our legislature and capital
20 by out-of-state TV stations has been deplored by
21 past and present governors, state legislators,
22 mayors, freeholders, and thousands of citizens.
23 The Coalition for Fair Broadcasting and this
24 distinguished commission are current indications
25 that New Jerseyans consider the need for better

1 coverage a most serious matter indeed.

2 The New Jersey Public Broadcasting
3 Authority applauds and supports the efforts of this
4 commission and the coalition. But we also recognize
5 and call to your attention that since April of 1971,
6 when Channel 52 began telecasting, and more
7 recently, October 1973 and June 1974, when three
8 other channels came into service, New Jerseyans have
9 had available continuing and extensive coverage of
10 legislative and capital matters. More than 500,000
11 New Jerseyans report regular viewing of our nightly
12 7:30 p.m. and 10 p.m. "New Jersey News Report."
13 Over 235,000 report viewing of "Assignment: New
14 Jersey", our ongoing public affairs series, dealing
15 with all the issues our League of Women Voters
16 recently was speaking of just a few minutes ago.

17 We regularly present live and delayed
18 gavel-to-gavel coverage of important debates in
19 legislative committees and full assembly and senate
20 sessions.

21 Rebroadcast permission of these special
22 telecasts as well as our evening "New Jersey News
23 Report" have been and continue to be available to
24 Philadelphia TV and radio stations.

25 2. educational services:

1 In order to provide wide-ranging and
2 quality educational opportunities for New Jerseyans,
3 the authority devotes 51 per cent of its broadcast
4 schedule to serve students of all ages and
5 educational levels.

6 Our current schedule, as an example,
7 includes the following seven college credit courses,
8 and they are outlined there for your edification.

9 Students are enrolled for these courses
10 in some eleven New Jersey colleges and universities,
11 as well as Edison College, our unique college
12 without walls. In addition to the actual enrollees,
13 many hundreds of other viewers are class observers,
14 but are not enrolled for actual credit.

15 For the past three years Jerseyvision has
16 offered a high school equivalency course which has
17 aided many New Jerseyans to obtain their high
18 school diploma.

19 During this school year we will telecast
20 more than 50 series of instructional TV programs
21 for students in New Jersey public and parochial
22 primary, intermediate, and secondary schools. We
23 will have conducted over 100 special workshops for
24 New Jersey teachers to aid them in effective
25 utilization of our I TV services, all with a

1 severely overworked staff of only two professionals
2 and one secretarial support person.

3 Teachers' guides for the I TV service have
4 been distributed to approximately 53,000 teachers in
5 our schools.

6 Over one million New Jersey students have
7 access to our I TV services.

8 More recently we have begun to serve the
9 business and industry community with specially
10 televised courses for their personnel. Such courses
11 as Human Relations and Motivations, Modern Super-
12 visory Techniques, these two for middle management,
13 Put It In Writing, have met with growing
14 utilization by New Jersey companies which enroll
15 their personnel. This educational program is
16 offered with the full cooperation of the New Jersey
17 branch of the Society for the Advancement of
18 Management and the American Management Association.

19 3. candidate and election returns:

20 Presentation of bona fide candidates for
21 state and federal political office. In this regard,
22 it should be noted that until the creation of
23 Jerseyvision only very wealthy and very few
24 candidates for political office in New Jersey had
25 an opportunity to be seen or heard due to the high

1 cost and/or unavailability of time on out-of-state
2 TV stations.

3 It should be noted in this regard that no
4 TV station, commercial or noncommercial, anywhere
5 in the United States has ever attempted, much less
6 succeeded, in providing no cost prime time access
7 to such large numbers or such a variety of
8 candidates as has the authority in the last several
9 years. In the last legislative campaign, of the
10 approximately 300 candidates, nearly 250 were
11 presented on the air. New Jersey could see and
12 hear their candidates for office.

13 In the most recent congressional
14 campaign in the fall of 1974, some 40 of a total
15 of 58 candidates accepted our offer of individual
16 prime time 30-minute and 5-minute programs. It is
17 our intention to again offer free prime time to
18 all candidates in the 1975 legislative elections.

19 A recent survey conducted by the Eagleton
20 Poll following the November 1974 campaign revealed
21 that over 235,000 adults in New Jersey remembered
22 seeing one or more of the candidates during our
23 pre-election candidate coverage. In addition, over
24 400,000 adult New Jerseyans reported that they
25 watched a Jerseyvision station on election night

1 itself to obtain election results not provided by
2 any other TV station. Thus, with Jerseyvision in
3 action, New Jerseyans now can obtain election
4 results on election night and can see candidates
5 prior to election.

6 Minority programs:

7 Programs to serve New Jersey's many ethnic
8 cultures. In this regard, the authority from the
9 outset has employed women, blacks, and those of
10 Hispanic origin as well as other minorities to
11 devote their exclusive attention to the regular and
12 ongoing production of programs to serve these
13 minority citizens. Such programs as "Express
14 Yourself" and "Focal Point" are locally produced by
15 and for New Jersey blacks. "Imagenes" is the weekly
16 program for Spanish-American New Jerseyans. In
17 addition, from our national and regional sources
18 we regularly broadcast many other minority-oriented
19 programs and series, for example, "Women", "Black
20 Journal", "Villa Alegre", and others.

21 New Jersey sports:

22 Coverage of New Jersey interscholastic
23 and intercollegiate sports events and activities.
24 In this regard we have broadcast the NJSIAA
25 sponsored final tournaments in football, basketball,

1 and wrestling. In addition, we have broadcast the
2 girls' championship events in basketball and field
3 hockey, plus extensive coverage of all other
4 interscholastic minor sports, both boys' and girls'
5 competition.

6 At the college level we have broadcast a
7 major portion of the home schedule of the Rutgers
8 University basketball team, in addition to collegiate
9 soccer, swimming, baseball, track and field, and
10 other minor sports for both men and women.

11 Community activities:

12 Community activities such as folk
13 festivals, parades, art shows, historical sites and
14 commemorative events, concerts and recitals, town
15 meetings, and a great variety of other special
16 events.

17 I have attached as an addendum to this
18 brief report a detailed summary of Jerseyvision
19 audience surveys conducted in 1974 and 1975 by the
20 Eagleton Poll. It should be noted, however, that
21 our audiences have been increasing in dramatic
22 fashion during the past year. At the present time
23 the poll indicates that over a million and a half
24 New Jerseyans report regular viewing of our
25 programs. We are particularly pleased, Senator

1 Skevin, to report that the most significant growth
2 in both numbers and percentages has been in the
3 heavily populated northern sections of New Jersey
4 served by Channel 50, Montclair, and Channel 58,
5 New Brunswick. The poll now reveals that nearly
6 500,000 New Jerseyans are now being served by
7 Jerseyvision in the northern sections of our state.

8 What this new audience growth means is
9 that Jerseyvision stations are creating the UHF
10 market in northern New Jersey, not like southern
11 New Jersey, where Philadelphia-based UHF stations
12 carry all or most all Philadelphia professional
13 sports teams on a regular basis, and thus, our
14 Channel 23 and 52 moved into an already established
15 UHF market. In northern New Jersey we have been
16 seeking to serve audiences who knew little or
17 nothing about UHF and were principally served by
18 the major network and independent VHF stations in
19 New York City.

20 During the past year, less than two years
21 since we began serving the region, for Channel 50
22 and 58 were not put into service until June of
23 1973, we have achieved substantial progress in
24 increasing our audiences in this important market.
25 Naturally we will continue to concentrate our

1 efforts to increase audiences statewide in the
2 coming years, but most especially in the northern-
3 most populated sections of the state.

4 In summary then it should be noted that
5 New Jersey does have a viable and successful
6 statewide public television system which is
7 responding to the communications needs of our state.
8 Our audiences are growing in dramatic and
9 unparalleled numbers for a noncommercial UHF service.
10 Audiences are now of sufficient size throughout New
11 Jersey to indicate that our services are indeed
12 responding to communications needs assessed in 1968
13 and continuously monitored since that date.

14 Finally, I wish to place on the record the
15 official position of the authority with regard to
16 the purposes of this hearing and the objectives--
17 what we believe to be the objectives of this
18 commission.

19 As I stated earlier, the authority
20 supports every effort to obtain improved TV
21 coverage by any and all stations which serve our
22 state. We do believe that is for the better.
23 However, we believe that even under the best of
24 circumstances, if a commercial VHF station were
25 allocated to New Jersey, or if one of the New York

1 or Philadelphia stations were to be moved into New
2 Jersey, there is very little likelihood that the
3 VHF station would only be able to serve a relatively
4 small portion of our residents with a useable TV
5 signal. We further believe that the commercial TV
6 market place will of necessity require that any
7 commercial VHF station will have to operate much in
8 the same fashion as do the stations currently
9 serving our state.

10 In any event, no commercial station, VHF
11 or UHF, will be able to afford to devote 51 per cent
12 of its on-the-air schedule to education, or to
13 present the variety and scope of other New Jersey
14 oriented programs, as does the New Jersey Public
15 Broadcasting Authority.

16 Therefore, we believe the long-term best
17 interests of New Jersey will be served if the
18 administration, the legislature, and the people of
19 this state provide sufficient support to New Jersey
20 Public Broadcasting so as to enable it to achieve
21 its full potential.

22 Thank you, sir.

23 SEN. SKEVIN: Senator Maressa?

24 SEN. MARESSA: I have written down here
25 this question. Maybe the answer is here in this

1 letter. How do you get your viewer counts?

2 MR. FRYMIRE: Through Eagleton Polls, sir.
3 They conduct eight to ten minute interviews with
4 over a thousand New Jerseyans on a regular basis.
5 It's a wide, statistically sound sample.

6 SEN. MARESSA: And secondly, it's been
7 suggested here earlier by someone that perhaps
8 enough money has not been spent on advertising our
9 public channels, Jerseyvision, and so forth. Do
10 you agree with that?

11 MR. FRYMIRE: I certainly do, sir.

12 SEN. MARESSA: What more could be done,
13 not just in terms of money, but what isn't being
14 done that could be done?

15 MR. FRYMIRE: Well, of course money in
16 this instance is the root of all good. More money
17 would provide the ability to promote and advertise
18 and let people know more about New Jersey public
19 broadcast services.

20 SEN. MARESSA: How would you do that?

21 MR. FRYMIRE: Through mediawise on radio
22 and television in New Jersey and outside of New
23 Jersey for the markets, through newspaper
24 advertising, billboards, bumper stickers, by the
25 placing people and booths and other information

1 services in malls and other areas.

2 We are beginning to do a little of that
3 through our friends of New Jersey Public Broadcasting
4 and through a very limited advertising budget.

5 SEN. MARESSA: Do you use the New Jersey
6 school system to advertise?

7 MR. FRYMIRE: No, that's against the state
8 law.

9 SEN. MARESSA: Even for our own channels?

10 MR. FRYMIRE: Yes, sir.

11 SEN. MARESSA: For our own authority?

12 MR. FRYMIRE: Yes, sir.

13 SEN. MARESSA: State laws?

14 MR. FRYMIRE: As far as I know you can't
15 use students for advertising.

16 SEN. MARESSA: Well, I mean to advertise
17 in the schools and so forth.

18 MR. FRYMIRE: Perhaps I don't understand
19 the basis of your question, sir.

20 SEN. MARESSA: It would seem to me we
21 should be able to have throwouts given to the
22 children.

23 MR. FRYMIRE: That's what is against the
24 law.

25 SEN. MARESSA: Is that a federal or a state

1 law?

2 MR. FRYMIRE: It's a state law as far as
3 I know, sir.

4 SEN. MARESSA: And if we change the state
5 law then---

6 MR. FRYMIRE: It would be possible, yes.

7 SEN. MARESSA: I have no further questions.

8 SEN. SKEVIN: If I heard your statements,
9 and I think in your testimony, you mentioned the use
10 of your news broadcasts by the TV commercial
11 stations. Is that correct?

12 MR. FRYMIRE: Yes, sir.

13 SEN. SKEVIN: Would you tell me to what
14 extent they are making use of those broadcasts, sir?

15 MR. FRYMIRE: Well, some stations for the
16 last couple of years have begun to use our broadcast
17 services. They rebroadcast some of the coverage we
18 presented from the legislature and other major
19 events, such as the inauguration, and so on.

20 More recently the stations have been
21 experimenting, with good reception, at their own
22 site and rerecording our 7:30 news for use in their
23 later news programs.

24 SEN. SKEVIN: How recent is this?

25 MR. FRYMIRE: Within the last two months,

1 sir.

2 SEN. SKEVIN: And in terms of these
3 rebroadcasts, is it economic advantage of having
4 this available to the stations, is that the primary
5 reason?

6 MR. FRYMIRE: Well, it's one of the
7 reasons.

8 SEN. SKEVIN: I think the commission has
9 heard from other witnesses the difficulty of
10 maintaining or financial responsive problems of
11 maintaining full film crews away from a station.

12 MR. FRYMIRE: One of the purposes of
13 making our program services available are to reduce
14 that expense. The intention is to allow the
15 stations to take an individual news story and
16 rebroadcast that story.

17 SEN. SKEVIN: So that as an example of
18 the question of economics provided the adequacy of
19 coverage in New Jersey, isn't that correct, sir?

20 MR. FRYMIRE: That would be one of the
21 responses, yes.

22 SEN. SKEVIN: And you mentioned the
23 increase of use in your public television by
24 people in North Jersey and your statistics bear
25 that out certainly, but I have heard complaints

1 about dialing the public stations. Is that a
2 technical problem?

3 MR. FRYMIRE: It's not a public station,
4 it's a UHF station.

5 SEN. SKEVIN: UHF, excuse me.

6 MR. FRYMIRE: The problem is the people
7 by and large in the northern part of the state have
8 not had much experience with other than clicking
9 between Channel 2 and Channel 13 and getting a
10 signal. The UHF channels, as you well know, you
11 have to tune in a station, unless you have one of
12 the newest receivers, which have their form of
13 a click tuning within them. People are just not
14 great experimenters. It also does require some
15 type of an outside antenna to get a good quality
16 signal from a UHF station. A good part of the
17 people don't have outside antennas or are outside
18 of your limits and are oriented to the VHF stations,
19 so we have to educate people to use UHF and then
20 convince them it's worth the effort in tuning the
21 station. The signal is there.

22 SEN. SKEVIN: Thank you very much.

23 SEN. MARESSA: May I ask one question?

24 MR. FRYMIRE: Yes, sir.

25 SEN. MARESSA: May I have that reference

1 again, and I guess it's in here, to the fact the
2 sports programs, Philadelphia sports teams and so
3 forth more or less tied up already by the UHF
4 channels in South Jersey?

5 MR. FRYMIRE: What I was saying, Senator,
6 the Philadelphia Phillies, the Flyers, all of the
7 other professional sports teams for their regular
8 scheduling on television are seen on UHF stations,
9 and so the professional market, the professional
10 sports market has created an awareness and an
11 ability of people to know what UHF is on their
12 receiver, and they know how to tune it in.
13 Therefore, in South Jersey, and some central New
14 Jersey where we can receive Philadelphia stations,
15 people know how to use UHF and they are compelled
16 to do it because they are interested in professional
17 sports.

18 SEN. MARESSA: So they go to 23 and 52?

19 MR. FRYMIRE: And obviously 23 and 52 are
20 there too, so they know how to use that too. The
21 same situation does not prevail in northern New
22 Jersey.

23 SEN. MARESSA: I wasn't aware of that.

24 I want to thank you for a very fine
25 presentation and I think you are doing a hell of a

1 job.

2 MR. FRYMIRE: Thank you very much.

3 SEN. SKEVIN: Thank you.

4 Mayor Robert Johnson, President, New
5 Jersey Conference of Mayors.

6 Mayor Johnson? Is Mayor Johnson here?

7 Warren Kraetzer, Executive Vice President,
8 WHYY-TV, Philadelphia.

9 MR. KRAETZER: Good afternoon, sir.

10 I think perhaps about the most useful
11 contribution I could make for a long and interesting
12 day is a very brief prepared statement.

13 SEN. SKEVIN: At this time we are not
14 taking too much in, I'll tell you.

15 MR. KRAETZER: I am Warren A. Kraetzer,
16 Executive Vice President and General Manager of
17 WHYY, Inc., a nonprofit corporation that holds
18 and operates the licenses of noncommercial stations
19 WHYY-TV, Channel 12, Wilmington, Delaware; WUHY-TV,
20 Channel 35, Philadelphia, Pennsylvania, and
21 WUHY-FM, 90.9, Philadelphia, Pennsylvania.

22 I will address myself solely to the
23 responsibilities of Channel 12, which I understand
24 is of interest and concern to the commission.

25 Since Channel 12's service area

1 encompasses Wilmington, our city of license, and
2 Philadelphia, Pennsylvania, one of the largest
3 population centers in the country, we must provide
4 significant local service of interest to Wilmington
5 as well as substantial additional local programming
6 for Philadelphia and its surrounding counties.
7 Such programs include a news program, "Today in
8 Delaware," and I might add parenthetically, Senators
9 there is a five day a week half hour hard news
10 program about almost exclusively Delaware; such
11 things as the Philadelphia School Board meetings,
12 which are gavel-to-gavel presentations, "On Top of
13 It" refers to a program for minority audiences in
14 Wilmington, Delaware, "Take 12", which is a
15 community access program, and on which, I might
16 add, the coalition appeared at one time, "Under
17 Billy Penn's Hat", has to do with certain things
18 in the Philadelphia area, all of which are designed
19 to achieve this dual purpose.

20 As you know, a television signal is not
21 confined to its city of license, but rather falls
22 into other areas. While it is a fact that Channel
23 12's signal falls into southern New Jersey, those
24 areas are primarily served by the various stations
25 of the New Jersey Public Broadcasting Authority,

1 and you have just heard the fine presentation by
2 Dr. Frymire.

3 Beyond the physical fact of electronic
4 intrusion, we seek actively to coordinate our
5 various operations--I am talking now about the
6 New Jersey Public Broadcasting Authority and our-
7 selves--to avoid program duplications as well as
8 other activities such as fund raising and the like,
9 and the charge on cable systems, I might add. Dr.
10 Frymire, who is the Executive Director, as you
11 know, and I have worked harmoniously and well over
12 the past few years towards these ends.

13 I hope the commission will appreciate and
14 understand Channel 12's responsibilities, and I
15 might add, sirs, I would like to make a comment
16 which is not in my prepared remarks, not to extend
17 my time, but I want to congratulate both the
18 authority and New Jersey in having a professional
19 with the credentials of Dr. Frymire. I think you
20 are particularly fortunate. I have known this
21 gentleman for some years, he knows our business
22 very well, and he is a leader in this area of
23 broadcasting and particularly public broadcasting.

24 I have been a little displeased by some
25 of the comments made today that something more or

1 less should be done to the authority's stations in
2 terms of whether or not they may be traded off or
3 become some other kind of activity. I would
4 strongly recommend that the New Jersey Public
5 Broadcasting Authority be strengthened to the utmost
6 in terms of its public visibility.

7 Dr. Frymire spoke to the manner of
8 promotion and advertising, not unlike our own
9 circumstance, in which you can't hide your light
10 under a barrel, but we scrape up as much money as
11 we can to buy ads in TV guides and the local
12 newspapers. Such is not inventive, but interesting
13 ideas as putting them on car bumpers, tops of
14 buses, or rather taxis or buses.

15 But in any event, Dr. Frymire enjoys a
16 problem which I don't, at least for Channel 12, but
17 he spoke to the UHF dilemma, and I would simply
18 suggest that it needs to be brought more forcefully
19 to the citizenry of New Jersey the fine citizen
20 services it presents, and he also talked about the
21 matter of UHF's ready availability. Talking in
22 terms of having a better tuner made for UHF, that's
23 simply a technical term that Dr. Frymire said you
24 can click on the service rather than hunt for it.
25 Basically it becomes a matter of notice to merchandise

1 the product.

2 I might add I receive 23 very well in my
3 home in Haverford, so I am happy if many times I
4 miss programs on either station which I represent,
5 I am able to watch it on Channel 23, as well as
6 watch New Jersey news on occasions.

7 Thank you very much for asking me here
8 today, sir, and if you senators have any questions,
9 I will be happy to respond.

10 SEN. SKEVIN: Senator Maressa?

11 SEN. MARESSA: You are the other state
12 that doesn't have--Delaware at least--doesn't have
13 a commercial station.

14 MR. KRAETZER: We are the only station,
15 only television station on the air in Delaware at
16 this time, sir.

17 SEN. MARESSA: But it's a privately owned
18 station?

19 MR. KRAETZER: It's a community supported
20 public broadcasting station.

21 SEN. MARESSA: Is it subsidized by the
22 state?

23 MR. KRAETZER: I always winch at that
24 word, sir. We get some funds from the Commonwealth
25 of Pennsylvania, some from the Commonwealth of

1 Delaware, but of the 32.2 million operating budget
2 at this time, more than 50 per cent of our funds
3 come from the private sector, which happily means
4 the viewers, corporations, foundations, and the
5 like, so that we may argue whether the air waves
6 belong to the people. Certainly a community
7 supported public broadcasting station belongs to
8 the people, not only in the sense it serves them,
9 but it is from the people we draw the support.

10 SEN. MARESSA: I may say that, because as
11 a resident of Camden County I pick up Channel 12
12 quite often, and it's not UHF, it's VHF, I mean it's
13 a click, it's not you don't have to look for it,
14 although yours is a VHF channel, noncommercial?

15 MR. KRAETZER: Yes. We have a UHF as
16 well, which is used mainly for inschool programs in
17 the Philadelphia area.

18 SEN. MARESSA: But there always seems to
19 be some financial problem that requires a telethon
20 or some kind of a request for funds.

21 MR. KRAETZER: It's a fact of life,
22 Senator, the public broadcasting is not unlike in
23 all respects our commercial colleagues who have
24 been represented here today, with one more or less
25 and dramatic exception, we have no visible means of

1 support. We may not carry commercial messages nor
2 sell air time, and so that we enthusiastically
3 contrive to such things as auctions and pledge
4 weeks, recently we called Festival 1975. This is
5 a fact of life, and we will never stop asking for
6 money because it's the only way we can stay in
7 business.

8 SEN. MARESSA: I understand. Thank you
9 very much.

10 SEN. SKEVIN: I have no questions, thank
11 you very much.

12 MR. KRAETZER: Thank you, sir.

13 SEN. SKEVIN: Eugene McCurdy, Vice
14 President and General Manager, WPVI-TV.

15 MR. McCURDY: Mr. Chairman, members of
16 the commission, my name is Eugene McCurdy. I am
17 Vice President of Capital Cities Communications,
18 Inc. and General Manager of WPVI-TV, Channel 6,
19 the ABC television network affiliate in
20 Philadelphia. I want to thank you for affording
21 me the opportunity to appear today before you.

22 At the outset, I think it important to
23 make clear that we recognize the intensity of the
24 concerns that have been expressed before your
25 commission, before the Federal Communications

1 Commission, and elsewhere with regard to New Jersey
2 television service. The desires of your residents
3 for more programming responsive to their needs and
4 interests are understandable. WPVI-TV presents
5 substantial programming designed to be responsive
6 to New Jersey's problems, and we take most seriously
7 the concerns that have been expressed.

8 My purpose here is not to try to persuade
9 you that the service we provide to New Jersey
10 residents is as thorough as you might like it to be,
11 or to discuss in any great detail the various
12 proposals that have been made for modifying the
13 existing system. Rather, we thought it might be
14 useful to utilize this time to discuss some
15 fundamental matters that, we believe, must be faced
16 in any effort to deal with your concerns.

17 The starting point of any analysis of
18 the New Jersey service problem is historical, the
19 fundamental nature of this country's television
20 allocation system. In the early days of television
21 the nation was faced with a policy choice which
22 would ultimately affect not only the Philadelphia-
23 New Jersey area, but all television service.

24 On the one hand, we could have adopted an
25 allocation system that would have produced very

1 substantial numbers of relatively small, community-
2 oriented television stations throughout the country.
3 With substantial power limitations affecting the
4 reach of their signals, there would have been enough
5 allocations of these television stations to insure
6 that no state, or even relatively substantial
7 population area, would be without local service
8 television.

9 The effect of taking that route would
10 have been to delay, for economic reasons, the
11 development of a full scale television system
12 across the country, and it would have meant that
13 millions of American citizens, particularly those
14 in outlying smaller communities, would have been
15 denied any television service for a substantial
16 period of time, perhaps indefinitely. It might
17 also have thwarted the development of our national
18 networks and the capacity of the nation's television
19 system to inform, entertain, and educate a national
20 audience.

21 Alternatively, we could have adopted the
22 proposal of some that regional television stations
23 with enormous coverage potential be licensed in a
24 few limited metropolitan areas around the country.
25 Such stations would likely be on the air quickly,

1 thereby making it possible for almost all of our
2 residents to obtain at least some television
3 service in relatively short order, and would
4 provide the basis for national television service.

5 The Federal Communications Commission,
6 which had the responsibility for adopting and
7 implementing an allocation policy, opted for neither
8 extreme. Rather it sought a compromise which was
9 designed to insure the relatively early development
10 of television service for the maximum number of
11 people, but without excessive sacrifice of the
12 concept of community-oriented, locally-based
13 television service. The result is the present
14 system of commercial television service in major
15 markets, with stations having substantial coverage
16 areas enveloping both central city and surrounding
17 suburbs and licensed to broadcasters who have a
18 primary responsibility to serve the needs and
19 interests of their city of license and a secondary
20 obligation to serve the outlying portions of their
21 service area.

22 To a large extent the concerns expressed
23 by many, both in New Jersey and elsewhere, with
24 regard to the service provided by major market
25 television stations to secondary service areas is

1 the result of this basic choice. If the commission
2 had taken the first option I outlined, the
3 development of relatively small, community-oriented
4 stations, more regions and reasonably good sized
5 communities would be served by commercial VHF
6 stations. There might be some people presently
7 receiving over-the-air service who would be without
8 it, but the ability of most stations to serve the
9 needs of relatively small communities would have
10 been enhanced. And if the commission had decided
11 for the second alternative, development of a handful
12 of stations with cross-country coverage, we would
13 not be thinking of television as a local service
14 entity at all.

15 Thus the concerns being expressed by New
16 Jerseyans go to the heart of the American television
17 system, and satisfaction of those concerns could
18 well require a rethinking of our entire allocation
19 plan. For these questions cannot be resolved on a
20 market-by-market basis.

21 A decision, for example, fundamentally to
22 restructure television viewing in the Boston-
23 Washington corridor in order to satisfy the
24 asserted needs of those living outside the central
25 cities in that corridor would ultimately entail

1 massive restructuring of television service around
2 the country. For one thing, there would be complex
3 engineering and service problems to be resolved
4 having to do with the interrelationship of stations
5 under the allocation system. Apart from questions
6 of interference, for example, there is a real
7 question whether a system of lower powered stations
8 with smaller service areas, and perhaps smaller
9 staffs and resources, could provide New Jerseyans
10 with anything like the same variety of television
11 service many of them now enjoy, with much of the
12 state able to choose among the wide range of network
13 and non-network commercial stations and the
14 noncommercial stations licensed to New York,
15 Philadelphia, and New Jersey.

16 For another, and this is, we think,
17 extremely significant, the problems which New
18 Jersey residents face are duplicated, perhaps to a
19 lesser degree, throughout the country. The residents
20 of the areas around Washington, D.C. or Chicago or
21 Los Angeles, indeed the residents in the
22 Pennsylvania and Delaware communities around
23 Philadelphia, could make a case for underservice
24 which is not much less compelling than yours.

25 This is not to overlook the significant

1 fact that there is no commercial VHF television
2 station assigned to New Jersey. I am simply
3 pointing out that, for instance, the existence of
4 a commercial VHF station in Richmond, Virginia or
5 Porthsmouth, Virginia does not fully satisfy the
6 desires of northern Virginia residents who do not
7 have stations licensed to their communities, and
8 that it seems improbable that the FCC can deal with
9 the New Jersey problem without creating new
10 questions about allocation throughout the country.

11 The second matter I want to discuss has
12 to do with the way the television allocation system
13 treated Philadelphia. A strong argument can be
14 made that, given its size as the fourth largest
15 city in the United States, and given the problems
16 endemic to large cities, Philadelphia should be
17 served by more stations. As I am sure you are all
18 aware, for example, Philadelphia has only three
19 commercial VHF channels allocated to it. This
20 total compares distinctly unfavorably to the six
21 commercial VHF allocations in New York, the six in
22 Los Angeles, and the four in Chicago, Detroit,
23 San Francisco, and Washington. Only Cleveland,
24 Boston, and Pittsburgh, among the top ten markets,
25 have similarly been limited to three VHF allocations,

1 and stations in those cities serve substantially
2 fewer households than those served by Philadelphia
3 stations.

4 This fact is not without significance to
5 the residents of southern New Jersey. For
6 Philadelphia is the economic and cultural center of
7 a metropolitan area that transcends state lines.
8 And the wellbeing of millions of Pennsylvanians and
9 New Jerseyans is dependent upon the wellbeing of
10 Philadelphia. Thousands of South Jersey citizens
11 work in Philadelphia; Philadelphia's financial
12 resources are essential to the resolution of the
13 area's regional problems, and Philadelphia's
14 financial, social, and cultural problems are
15 problems for the entire area. In short, there is
16 enormous interdependence, and our ability to serve
17 the Philadelphia community, to explore Philadelphia's
18 problems, is no less a matter of New Jersey concern
19 than is our ability to serve New Jersey.

20 Given the enormous coverage needs of the
21 city itself, community by community coverage
22 throughout the total area on a day-to-day basis is
23 simply not possible. To some extent, therefore,
24 the concerns expressed by New Jersey citizens who
25 are dissatisfied with the quality and level of New

1 Jersey television service result as much from the
2 limited number of television stations in
3 Philadelphia as from the absence of VHF stations
4 licensed to New Jersey communities.

5 The third major point I would like to
6 make is that the obligation to program both for
7 Philadelphia and its surrounding service area, and
8 the limitation upon the broadcast time available for
9 these purposes, mean that we must be selective in
10 what we air. There is a substantial amount of news
11 and information that simply cannot be presented.

12 As a general matter, it is inherent in
13 the journalist's task that priority would be given
14 to the events, the issues, the stories of interest
15 to the largest share of the audience. Our
16 television allocation system enhances that tendency
17 and has produced major market television stations
18 that seek generally to provide programming of
19 interest to the greatest number. Where to strike
20 the balance between programming of interest to the
21 majority and that of interest to various minorities
22 is one of the most difficult problems our medium
23 faces, and WPVI-TV makes an intensive effort to
24 accommodate as wide a range of interests as
25 possible.

1 Thus, programming of particular interest
2 to New Jerseyans is broadcast regularly on our
3 station, just as we present special programming
4 aimed at minority groups, children, and others.
5 However, the need to strike balances does mean that
6 problems in the large metropolitan centers of our
7 area, including both Philadelphia and Camden, will
8 obtain more treatment than problems occurring in
9 outlying counties of New Jersey or Pennsylvania.
10 And it means that we seek to view problems from
11 regional rather than purely local perspectives. A
12 substantial share of our news programming, for
13 example, involves regional coverage of such entities
14 and issues as the Delaware River Port Authority,
15 regional health problems, race relationships, the
16 economy, and others.

17 Our election coverage is similarly
18 oriented. We realize that one of the recurring
19 complaints made with regard to New Jersey
20 programming is that the major VHF stations have
21 failed to provide substantial coverage of local
22 races. We believe we have provided substantial
23 coverage of the New Jersey and Delaware gubernatorial
24 and senatorial races and the major congressional
25 races. We have also provided substantial coverage

1 of the mayoralty races in Camden and in other New
2 Jersey cities, as well as in Wilmington. As to
3 other more localized races, it is true that our
4 coverage is necessarily limited, but the limitations
5 apply equally to the coverage we are able to provide
6 to numerous other local races in Pennsylvania, both
7 in and out of Philadelphia. The hundreds and
8 hundreds of races for all kinds of public offices
9 do not permit us to offer the indepth, newspaper-type
10 of election coverage which many New Jerseyans, as
11 well as residents of outlying Pennsylvania and
12 Delaware counties, may desire.

13 WPVI-TV does make substantial efforts to
14 understand the needs, interests, and problems of
15 New Jersey residents, and to the extent possible,
16 broadcast information purely of concern to New
17 Jersey residents. I would not claim that WPVI-TV's
18 coverage of New Jersey equals its coverage of
19 Philadelphia. I would point out, however, that our
20 station's coverage of parts of the New Jersey
21 service area, like Camden, equals or exceeds our
22 coverage of almost any other part of the
23 metropolitan area. The residents of Camden are
24 receiving as much, if not more coverage of purely
25 local matters of concern to them as are residents of

1 Montgomery County and other Pennsylvania counties
2 immediately outside of Philadelphia. The Delaware
3 River is never a consideration in a news coverage
4 decision.

5 To facilitate our coverage of New Jersey
6 news, we have a full time New Jersey reporter
7 responsible for the coverage and reporting of
8 important New Jersey events. He has a film crew
9 assigned to him, and can obtain additional support
10 as he needs it, which is often. Other crews are
11 regularly assigned to cover particular events in the
12 state.

13 My point here is that, given the existing
14 allocation scheme, and given the limited number of
15 commercial television stations licensed to
16 Philadelphia, substantially increased amounts of
17 pure local service coverage outside of Philadelphia
18 would be extremely difficult to implement, for
19 Pennsylvania, New Jersey, or Delaware communities.

20 The final matter I would like to raise
21 today is that, even assuming a solution to the New
22 Jersey problem can be developed, that solution will
23 not be adopted or promulgated quickly. While I do
24 not intend to discuss the claims of the various
25 proposals that have been made, the major ones each

1 appear, in my view, to require very careful thought
2 and study. Thus, while it is relatively simple to
3 think in terms of dropping in VHF allocations, I am
4 told that almost insuperable obstacles are imposed
5 as an engineering matter. Even if an additional
6 station could be dropped in, it might be at the
7 expense of service available to other New Jersey
8 residents in other parts of the state.

9 Nor, in my judgment, can the problem
10 simply be solved by moving existing VHF allocations
11 out of Philadelphia and, by administrative order,
12 calling them New Jersey allocations. If such a
13 station is not physically moved, it will of
14 necessity continue to respond to the same
15 population pressures, both economically and
16 journalistically, that cause it now to avoid an
17 overly local approach to news and information
18 programming. And a Philadelphia VHF station
19 simply cannot be moved a substantial distance from
20 the city without creating problems for the
21 Philadelphia audience.

22 Without regard to the merits or demerits
23 of these proposals, it is quite clear that the FCC
24 proceeding which has been initiated to consider
25 them is likely to be long and complex. I suggest

1 that more short-term gain will be obtained by a
2 candid exchange of views with regard to what is
3 feasible under the present system. If involvement
4 now is desired, I suggest that we begin an ongoing
5 dialogue that will allow us functionally to isolate,
6 analyze, and deal with the specific areas of
7 concern which you have.

8 I am not obviously suggesting that there
9 is any easy answer to your problems. What I am
10 suggesting, however, is that our job in part is to
11 meet the needs and interests of our New Jersey
12 audience. We desire to do so and we intend to do
13 so. And there may be ways in which we can more
14 effectively obtain information about New Jersey
15 problems and assistance in developing program
16 material that working together we can develop. For
17 instance, WPVI-TV already has a working
18 relationship with the New Jersey network of your
19 state's public broadcasting system, which enhanced
20 considerably our election night coverage in 1974.
21 There may be other ways to utilize the network as
22 a source of on-the-spot news feeds for Philadelphia
23 and New York stations, something we would like to
24 explore.

25 While the FCC proceeding in the long run

1 may result in some restructuring of our
2 responsibilities, in the short run, given your
3 immediate needs, neither the FCC nor the New Jersey
4 Legislature can provide an effective substitute for
5 a meaningful and open discussion and candid exchange
6 about the potentialities and limits of what can be
7 provided.

8 Mr. Chairman, I want to thank you for
9 inviting us to appear before you. I want to end by
10 inviting you and other concerned New Jersey citizens
11 to discuss the matter with us on a continuing and
12 ongoing basis.

13 SEN. SKEVIN: On behalf of the commission,
14 Mr. McCurdy, we certainly welcome that approach and
15 that attitude, and quite frankly, if my memory
16 serves me right, you are the first executive that
17 has admitted there is a problem here in New Jersey--
18 I am talking about the TV industry and stations--and
19 your approach is to try to solve this problem with
20 the people that are interested in the affairs of the
21 state, and I welcome that approach and I certainly
22 thank you for it, for taking that approach.

23 Senator Maressa?

24 SEN. MARESSA: I just wanted to ask one
25 question. What in your mind is the population of

1 the New Jersey market that you broadcast to?

2 MR. McCURDY: In the area of 25 per cent
3 of our coverage is New Jersey.

4 SEN. MARESSA: And how about the outlying
5 counties of Pennsylvania?

6 MR. McCURDY: Well, five per cent of it
7 is in Delaware, so the remaining portion of it,
8 would be 70 per cent, would be Pennsylvania audience.

9 SEN. MARESSA: 70?

10 MR. McCURDY: Yes.

11 SEN. MARESSA: I mean outside of
12 Philadelphia what part?

13 MR. McCURDY: About 35 per cent of the
14 70, about half.

15 SEN. MARESSA: Have you ever considered
16 hyphenation of your station?

17 MR. McCURDY: We have never considered it
18 except as it has been proposed. I would have to
19 look at it and its implications to get some idea
20 of what would result from that. I am not sure that
21 if the journalistic judgments are still based upon
22 the news that is of interest to the greatest number
23 of people, then those decisions probably wouldn't
24 change no matter what you call it.

25 SEN. MARESSA: Thank you very much.

1 SEN. SKEVIN: Thank you.

2 Mark Chamberlain, President of Glassboro
3 College.

4 MR. CHAMBERLAIN: Good afternoon.

5 Mr. Chairman, Senator Maressa, I thank you
6 very much.

7 My name is Mark Chamberlain and I am
8 President of Glassboro State College in Glassboro,
9 New Jersey. I have served in this capacity since
10 June of 1969. I wish to speak in strong support of
11 increased media coverage, particularly television
12 coverage of the affairs of New Jersey, and
13 particularly southern New Jersey.

14 Although my professional affiliation is
15 with Glassboro State College, I am also for this
16 year President of the Southern New Jersey Development
17 Council and Chairman of the Gloucester District,
18 Southern New Jersey Council, the Boy Scouts of
19 America. I speak officially for neither of these
20 two organizations. My affiliation with them,
21 however, has been important in establishing my
22 own personal views on the nature of the needs of
23 southern New Jersey.

24 It is evident to me that there is not one
25 but several New Jerseys. The degree of fractionation

1 of this state, one of the smaller states in the
2 union, has been a continual puzzlement to me since
3 I came here some six years ago. We are not really
4 New Jerseyans, we are North Jersey or South Jersey
5 or shore, we are Philadelphia area or New York
6 area, we are Delaware Valley perhaps.

7 At a time when our citizens require
8 cooperative effort to identify and effect solutions
9 to very large problems, we are still working under
10 the handicap of a we versus they attitude. We want
11 better state services, but are afraid they will
12 reap the benefits of a reformed tax system; we need
13 a better road system, but are afraid that they will
14 get the money if we vote approval of a statewide
15 bond issue, and my listing could go on and on. The
16 cumulative effect of this we-they is seriously
17 deleterious to our state. Today problems transcend
18 county-municipal and even regional boundaries, and
19 a narrow parochialism derived from our
20 fractionated society precludes rational problem
21 solving. This fractionation of New Jersey goes far
22 back into our colonial history. That it has
23 persisted so long is due in large measure to the
24 geographic reality that puts this state of ours
25 between the two major metropolitan areas of New

1 York and Philadelphia. Attention and concern focus
2 upon New York City and Philadelphia, not on the
3 world in between.

4 Present coverage of New Jersey news and
5 activities of New Jersey people by the media
6 exacerbates this fractionation; wider, more general
7 coverage will go far to alleviate the problem.

8 If we are ever to join together to solve
9 our problems, we must know, understand, and trust
10 one another far better than we now do, and in
11 today's world this means we must have a far better
12 communications network through which we can gain
13 this knowledge of one another. I see increased
14 television coverage of the state as central to
15 solving our communications problem, although, in
16 all honesty, I do not expect miracles to occur
17 should such improved coverage obtain in the future.

18 Permit me to speak very personally of my
19 own perceptions and needs, with the clear
20 implication that I am not unique and that others
21 have similar personal and professional needs.

22 Over the past six years I have become
23 quite familiar with the activities of Mr. Shapp,
24 the Governor of Pennsylvania, and Mr. Rizzo, the
25 Mayor of Philadelphia. I have been made well aware

1 of the problems in housing, in welfare, in social
2 services which obtain in Philadelphia and in
3 Pennsylvania. Each evening I learn of the
4 homicides and the fires which have occurred that
5 day in Philadelphia. I have become well informed
6 as to the sports activities of the Philadelphia
7 colleges and the Philadelphia high schools.
8 Certainly this is all most interesting, but only
9 indirectly does it have an impact upon me or my
10 role in New Jersey.

11 I would like to know of the activities of
12 Governor Byrne of New Jersey; I would like to know
13 what is happening in Newark and in Trenton and in
14 Atlantic City. These happenings do impact upon me.
15 My knowledge of the activities and of the people in
16 Trenton and Newark and Atlantic City allows me to
17 be a more responsive and responsible citizen and
18 public servant of this state.

19 By law and custom it is the educational
20 need of New Jersey to which I must direct myself.
21 This need is not separate from the general
22 societal needs of the state. To do my job with
23 sensitivity of need and from the understanding of
24 the reality of New Jersey, I do need to know much
25 more about this state and the day-to-day activities

1 of the people than I can presently gain from the
2 Philadelphia-Pennsylvania focused media, which is
3 my basic communication link with the world.

4 Subscribing to the Courier Post, to the Star-Ledger
5 helps, but cannot replace regular television
6 coverage as far as I am concerned.

7 Quite regularly I am asked by a radio
8 station or another completing one or another report
9 to the FCC to state my views of the needs of New
10 Jersey. My response has been consistent, the first
11 need of New Jersey lies in development of a region-
12 wide and then statewide plan in the future. Housing
13 needs, transportation needs, social needs must be
14 addressed against a general plan for growth of the
15 region and of the state. But basic to the
16 development of any plan is the general understanding
17 by the bulk of the citizens of this state that there
18 are needs to be addressed and there is a commonality
19 of interests which will permit rational planning on
20 a greater than municipal level.

21 By far the best way to build such an
22 awareness is through regular media, particularly
23 television, coverage of the problems, the failures,
24 and the successes of the people of this state.
25 Isolated we cannot act in concert, and our present

1 Philadelphia and New York oriented media do not
2 and cannot speak to this isolation of the people of
3 New Jersey one from another.

4 Throughout my arguments I have obviously
5 been emphasizing the need for strong New Jersey
6 oriented media as a means to building public
7 awareness, knowledge, and support for the resolution
8 of New Jersey problems. These are not Pennsylvania
9 or Philadelphia problems, they are Jersey problems.
10 In doing so, however, I in no way wish to denigrate
11 the professional competencies nor the managerial
12 decision making of the media which presently serve
13 us. All my contacts with the Philadelphia media,
14 particularly television, have been wholly good.
15 These good people are both competent and fair.
16 That they are more concerned with Philadelphia
17 problems and people than with Jersey is quite to be
18 expected, that is their basic market and viewing
19 area.

20 I urge we speak to the media needs of
21 New Jersey through development of a Jersey based
22 communications system, not by overtly or covertly
23 infringing upon the rights of our present media to
24 serve their prime area as they see best. Our needs
25 are New Jersey needs, and I submit that they are of

1 highest priority.

2 I thank you very much.

3 SEN. SKEVIN: Senator Maressa?

4 SEN. MARESSA: Sir, very well put, that's
5 what I have been trying to say for several months
6 now.

7 Let me ask, have you been able to utilize
8 our public broadcasting system, have they been
9 responsive to the needs of the Glassboro State
10 College?

11 MR. CHAMBERLAIN: We have been in a
12 variety of discussions with them. They have been
13 most cooperative. We feel that they are limited in
14 what they can provide in that their crews are
15 limited number, their ability to come down to the
16 campus is limited in terms of the resources they
17 have to expend on this type of work, and although
18 we feel very supportive by and supportive of our
19 New Jersey Public Broadcasting, we have not been
20 able to utilize it to the extent I feel is
21 necessary at the institution.

22 SEN. MARESSA: What about advertising at
23 the college level, is that against the law?

24 MR. CHAMBERLAIN: I really don't know,
25 Senator. We certainly cannot use college and of

1 course state facilities to promote any particular
2 commercial activity. As to whether we could do it
3 for a wholly public operation, I really don't know,
4 this would be something I would like to look into,
5 and having heard Dr. Frymire make this statement, I
6 am about to go back to the office and find out just
7 what we can and what we can't do as a state
8 institution.

9 SEN. MARESSA: I had some thought in
10 mind with the specific program of billboard or
11 college radio station to advertise Jerseyvision and
12 what is coming on tonight and so forth, so on, or
13 maybe handouts to the students. We are going to
14 check that, aren't we?

15 MR. CHAMBERLAIN: I am going to check it
16 from my point of view and I would hope you do too.

17 Of course we do have some rather
18 interesting ways of dealing with this type of thing.
19 We do have a student operated college newspaper,
20 which is quite regular in its publication, and of
21 a very rapidly improving quality, it's well read,
22 and I would suggest that the New Jersey broadcasting
23 operation could very well make use of its columns
24 simply by transmitting its scheduling and any other
25 information which it feels appropriate for

1 dissemination to its student body.

2 SEN. MARESSA: Have you ever had occasion
3 to request through any of the Philadelphia stations
4 to come down and cooperate with a particular story
5 or something or utilization of facilities?

6 MR. CHAMBERLAIN: No, we haven't. They
7 have appeared when there is newsworthy happenings
8 going on on the campus, and that's the indication
9 that I have made, that they have been fully aware
10 and very competent in dealing with us under those
11 circumstances.

12 SEN. MARESSA: Thank you very much.

13 SEN. SKEVIN: I just want to join with
14 Senator Maressa, Doctor, that this late hour your
15 message was really of depth and with great clarity
16 and it really came through. Thank you very much.

17 SEN. MARESSA: Thank you, sir.

18 MR. CHAMBERLAIN: Thank you.

19 SEN. SKEVIN: Freeholder Simon.

20 Simon is not here.

21 Mayor Edward Salmon of Millville.

22 MAYOR SALMON: Mr. Chairman and Mr. Vice
23 Chairman, I want to first say thank you for this
24 opportunity to appear before your commission and
25 commend you on the efforts and the responsibility

1 which you have undertaken to look into whether we
2 have adequate television coverage in South Jersey.

3 I would like to preface my remarks by
4 saying it's from a personal viewpoint of myself with
5 relationship to the Philadelphia stations and the
6 type of news coverage they have given to the City of
7 Millville and to Cumberland County in general. I
8 would like to also say I am speaking on behalf of
9 Mayor D'Ippolito, City of Vineland, and Mayor Shinn
10 in the City of Bridgeton in these remarks.

11 As mayor in the City of Millville and a
12 representative of Cumberland County, I would like to
13 state on public record to this committee the
14 excellent television coverage that KYW-TV 3 has
15 afforded to our community and county. For example,
16 in the past two years KYW-TV 3 has gone out of its
17 way to give adequate news coverage to our area by
18 doing the following:

19 1. mayors of the three largest cities of
20 Cumberland County were guests on the "Report From"
21 program several times. This is a special one half
22 hour interview show on Sunday at noon. In fact, we
23 are going to do a special one hour feature on
24 "Report From" during the month of May.

25 2. the City of Millville and the Millville

1 Industrial Commission were guests last fall on a
2 special one half hour show to present a film of
3 Millville and discuss our new industrial park and
4 its growth.

5 3. I personally have been invited to the
6 KYW-TV 3 studio, along with other various
7 representatives of South Jersey, to participate in
8 formal discussions on how KYW-TV 3 and its
9 management can give better and more comprehensive
10 coverage to our area. Our suggestions were
11 recorded and many were implemented by KYW-TV 3.

12 4. whenever we have had a major news
13 story in Cumberland County, KYW-TV 3 has sent its
14 mobile units to give us proper coverage.

15 5. five members of KYW-TV 3 staff visited
16 Cumberland County during the past year and made a
17 tour of the highlights of our county in order to
18 become familiar with our area, its assets, and also
19 our problems.

20 6. just recently Mr. Frank Hall, KYW-TV
21 3 Public Affairs Director, conducted interviews
22 with over 20 key representatives of Cumberland
23 County in reference to their views and ideas on
24 South Jersey and Cumberland County news coverage by
25 the KYW-TV 3 station. The results of those surveys

1 indicated that the people of Cumberland County felt
2 KYW-TV 3 was doing a very fine job of news coverage
3 for Cumberland County.

4 We have been very pleased with the close
5 association with KYW-TV 3, its fine staff of
6 professionals under the management of Vice President
7 Allen J. Bell, and its director of public affairs,
8 Mr. Frank Hall. From the reasons stated, you can
9 see they have given outstanding news coverage to
10 Cumberland County and South Jersey.

11 I am sorry that I must publicly state
12 that this is the only Philadelphia station which has
13 given Cumberland County this type of service. The
14 other major Philadelphia stations have given
15 inadequate news coverage to Cumberland County. In
16 summary, I would like to state that in our area we
17 feel that the importance of adequate coverage of
18 news reporting from South Jersey is extremely
19 important on Philadelphia stations. I would like
20 to recommend that the other stations maybe follow
21 some of the guidelines that have been set up by
22 KYW-TV 3. I personally would be more than happy to
23 sit down in discussions with other news stations in
24 relation to how they can better bring the problems
25 and what is happening in our area to the viewers,

1 because it does cover a large audience.

2 I would be more than happy to answer any
3 questions you might have, Senator.

4 SEN. MARESSA: Very fine. In other
5 words, we can summarize your presentation by saying
6 you are very happy with Channel 3, is that it, and
7 Mr. Bell and Mr. Hall?

8 MAYOR SALMON: Yes, sir.

9 SEN. MARESSA: How do you feel about
10 Channel 23?

11 MAYOR SALMON: Channel 23, the New Jersey
12 public television station?

13 SEN. MARESSA: Yes.

14 MAYOR SALMON: I think they do an
15 excellent job.

16 SEN. MARESSA: You have had occasion as
17 the Mayor of Millville to get in touch with them
18 about any of your local activities?

19 MAYOR SALMON: Yes. In fact, one of
20 their executives was formerly from Millville and
21 they started Channel 23 from the Millville Airport
22 on their first television.

23 SEN. MARESSA: I saw that.

24 MAYOR SALMON: Right.

25 SEN. MARESSA: Very good. Well, it's good

1 to hear people give testimonials regarding some of
2 the Philadelphia stations. There is no question
3 about the fact that Channel 3 has been a leader in
4 the coverage of South Jersey. I think maybe we can
5 and should arrange for the meeting you suggested
6 with the other stations and maybe find out why they
7 don't give more coverage than they perhaps do at the
8 present time.

9 But I thank you very much for coming, and
10 of course your remarks will be in the record.

11 MAYOR SALMON: Thank you, Senator.

12 SEN. MARESSA: Thank you.

13 SEN. SKEVIN: Is Mr. John Brooks here,
14 Executive Director of the Narcotic Addict
15 Rehabilitation Center of Atlantic City?

16 MR. BROOKS: Yes, sir.

17 Good afternoon, Senators. My name is
18 John Brooks, I am the Executive Director of
19 N.A.R.C.O. Incorporated, located at 2006 Baltic
20 Avenue in Atlantic City, New Jersey, with other
21 programs located in Trenton and Hammonton, New
22 Jersey.

23 The question of providing TV coverage in
24 New Jersey is of special interest to my
25 organization. We deal in providing drug and

1 alcohol rehabilitation services for a wide number
2 of people from all over the State of New Jersey and
3 out of the state. If we do not receive the proper
4 advertising and exposure, the public would not know
5 where to go to get these services.

6 Since the inception of N.A.R.C.O. Inc. in
7 1969 the following TV stations in the Philadelphia
8 area have been extremely cooperative with public
9 information announcements and indepth studies of
10 all N.A.R.C.O. programs: KYW-TV of course is at
11 the top of the list, WCAU-TV, WKBS-TV. These
12 three stations have been more than communicative
13 and understanding toward our program.

14 The total picture for New Jersey itself
15 is still rather bleak, because New Jersey does not
16 have a TV network of its own, other than Channel
17 52, and this station has its limitations.

18 I hope that this committee in its findings
19 will recommend the initiation and development of a
20 major TV network for broadcasting in New Jersey.

21 Thank you.

22 SEN. SKEVIN: Are there any questions?

23 SEN. MARESSA: Well, Mr. Brooks, as you
24 know, that is our function here, we are
25 investigating the coverage of the TV stations that

1 are licensed in the New York-Philadelphia area,
2 trying to determine that if the complaints of the
3 public officials and the citizenry in general are
4 founded in fact, as a matter of fact, and if we are
5 going to ask in trying to get public hearings from
6 the FCC regarding the overall picture, and if we are
7 successful, then perhaps there will be a
8 reallocation of the stations or whatever. But your
9 coming here of course is a decided help, along with
10 all the others.

11 SEN. SKEVIN: I would like to add my
12 personal appreciation for your coming here, Mr.
13 Brooks. We feel as representatives of the people
14 that we can only represent our constituents, but
15 by finding out what their thinking and how they
16 feel about problems of our state, certainly this is
17 an area where we feel it is a need for improvement,
18 to say the least, and we appreciate your appearing
19 here today.

20 I have no further questions.

21 SEN. MARESSA: Thank you.

22 SEN. SKEVIN: Are there any other
23 parties who would be willing or have a desire to
24 appear before the commission?

25 MR. LAMATTO: Well, I did want to say a

1 few words, sir.

2 SEN. SKEVIN: Why don't you come up?

3 MR. LAMATTO: Good afternoon.

4 SEN. SKEVIN: You are not listed as a
5 witness. If you could just---

6 MR. LAMATTO: My name is Anthony Lamatto
7 and I am just a private citizen and I live in
8 Runnemede, New Jersey.

9 SEN. SKEVIN: All right, sir.

10 MR. LAMATTO: And as I told Trudy Haynes
11 outside was the fact that I have noticed a great
12 many of these professional news media specialists
13 have been here and have brought some sound judgment
14 on their part, and I know the fine work you
15 gentlemen are trying to do for our state. But
16 unfortunately, none of the people on the street were
17 here to discuss their feelings, and thank God I am
18 here to try to express how the First Amendment is
19 so dear to those that are in a minority group, such
20 as the poor and the sick or the ignorant or the
21 influential or affluent, and I am that person,
22 and I feel that I have--unfortunately I can't go
23 into detail in names and circumstances, because it
24 should require litigation, but I have been a victim
25 of corruption in Camden County and I have tried for

1 several years to bring this to the attention of the
2 news media, but now it could very well be possible,
3 since the TV stations are settled in Philadelphia,
4 to try to cover anything that would show a reflection
5 on public officials could very well be as a very
6 sensitive circumstance for the Philadelphians that
7 operate these networks.

8 So therefore the only thing I could
9 suggest as far as what can we do for New Jersey for
10 TV is to try to have a cooperative collusion
11 between the networks in Philadelphia to establish
12 a TV network in the southern part of New Jersey--
13 New York can do likewise--if we cannot find any
14 feasible way other than just that. At least then
15 the Pennsylvania area would have a vested interest
16 as to why they are reporting the news, rather than
17 have perhaps so much public officials, although
18 probably few could say, "Look, you are in New
19 Jersey now, hands off," and the minority groups
20 that I have spoken of would never have a chance to
21 combat the evil that the news media could have
22 prevented and be the salvation of the people and
23 expose corruption for all its worth, and this is
24 why I am here this evening, sir, and I hope that
25 perhaps in some small measure I can help all of us,

1 because it applies to public officials and the
2 TV networks as well, because I always felt that it
3 is the little man that has to be healthy for the
4 entire nation to be healthy.

5 Now, once we lose track of that, then I
6 am afraid that nothing we can do would ever help
7 this nation.

8 SEN. MARESSA: Thank you very much, Mr.
9 Lamatto. I have gotten your letter, you have been
10 very helpful.

11 SEN. SKEVIN: Thank you, Mr. Lamatto.

12 MR. LAMATTO: Thank you, sir.

13 SEN. SKEVIN: Unless there is someone
14 else that would like to testify, this would conclude
15 this public hearing.

16 It is so concluded.

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1 I, STEPHEN G. PAULL, a Notary Public
2 and Certified Shorthand Reporter of the State of
3 New Jersey, do hereby certify the foregoing to be
4 a true and accurate transcript of testimony in the
5 above entitled cause.

6 Stephen G. Paull
7

8 DATED: April // , 1975
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CONGRESSMAN JAMES J. FLORIO (D-1st NJ)
STATE SENATE HEARINGS
ON THE QUESTION OF ADEQUATE TELEVISION
COVERAGE FOR NEW JERSEY
ATLANTIC CITY, NEW JERSEY
MONDAY, MARCH 31, 1975

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The need for additional television coverage in our State has long been an issue of considerable concern to all of us.

New Jersey is unique in that it is the only State in the union that must rely on two cities from two other states for commercial network television viewing.

The Philadelphia and New York television stations have given substantial quality coverage to New Jersey under these unusual circumstances, and national news events and programs are more than adequately supplied by the network and network-affiliated stations outside our State.

Due to considerable dependence on New York and Philadelphia television, however, we have indeed suffered a certain loss of State identity as well as much information on New Jersey-oriented events and issues.

There is no question that a major void must be filled by providing more complete and concentrated coverage of events of local interest to New Jerseyans.

It should be noted that the New Jersey Public Broadcasting Authority has helped to a great extent to fill this void. Through "Jerseyvision" Channels 23, 32, 58 and 50, New Jerseyans are able to watch live or taped coverage of the activities of the New Jersey State Legislature, extensive coverage of political candidates and officials, coverage of local college and high school sporting events and other local activities. In general, the PBA has provided much local programming our State desperately needs.

The Eagleton Institute of Politics has issued a report that shows New Jersey Public Broadcasting's viewing audience has nearly doubled in the past year, demonstrating the popularity of local programming and the interest it holds for New Jersey viewers.

New Jerseyans need and want additional television coverage, and there is no question that we as a State deserve our fair share of local programming.

The hearings today should provide a good forum for discussion of this difficult problem New Jersey faces, and I thank you for the opportunity you have afforded me to express my views and to share in your concern for both quality and quantity in local television broadcasting.



