

CHAPTER V

NEWS AND PUBLIC AFFAIRS PROGRAMMING

From April 23 to April 29, 1972 public television broadcasters provided 2,876 news or public affairs programs to their viewers for a total of 1,958 hours. This amounted to 13.1 hours per broadcaster, 19.2% of all air time. One thousand, one hundred and forty-six hours of news/public affairs were broadcast during the evening on weekdays. These hours accounted for 58.5% of all news/public affairs hours and 47% of all weekday evening programming on public television. (See Figure V.1.) It should be noted, however, that the week in question was right in the middle of presidential primary campaigns in an election year. The proportion of news coverage may have been abnormally high.

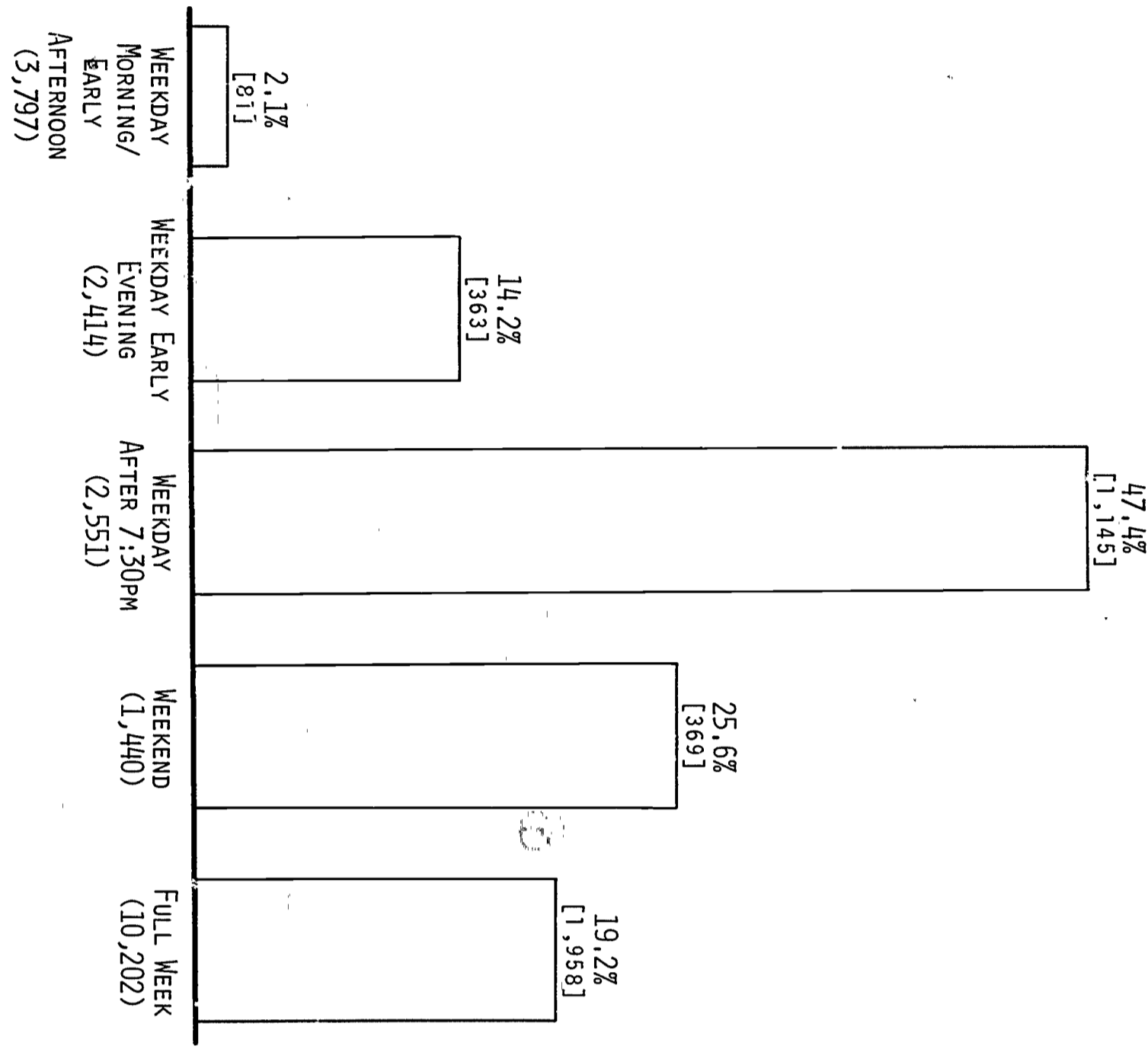
Two different descriptive variables were applied to the content of news/public affairs programs. Respondents were asked to identify the format or nature of the programs and the scope of coverage. Thus, Figure V.2 indicates that when all news/public affairs programs are considered, 7.8% of the hours broadcast were news reports, 11.5% were documentary programs, 27.1% were news analysis, 12.3% were single topic news reports, and 41.2% were in the nebulous region of "Other" public affairs programming.

The percentages reported in Figure V.2 represent proportions of hours within news/public affairs programming. Naturally, the proportion of total broadcast hours is lower for each subcategory. Table V.1 indicates, for example, that news analysis represented 3.55 hours per broadcaster - 5.2% of average air time for the week. Single topic news reports and documentaries each amounted to about an hour and thirty-seven minutes of air time per broadcaster, roughly 2.3% of the broadcast week. News reporting took 1.5% of total hours broadcast, an average of just over an hour per week.

The other variable applied to news/public affairs programs is detailed in Figure V.3 and Table V.1. Respondents indicated that 39.6% of the hours of this kind of programming were devoted to national material, 5.6% were devoted to international material, and 28.3% were devoted to some combination of national and

NEWS/PUBLIC AFFAIRS PROGRAMMING BY DAY PART

[Figures in brackets indicate news/public affairs broadcast hours] (FIGURES IN PARENTHESES INDICATE TOTAL BROADCASTER HOURS)



GENERAL AUDIENCE PROGRAMMING BY BROADCASTER TYPE* (1) HOURS PER BROADCASTER (11) AS PERCENT OF BROADCASTER WEEK

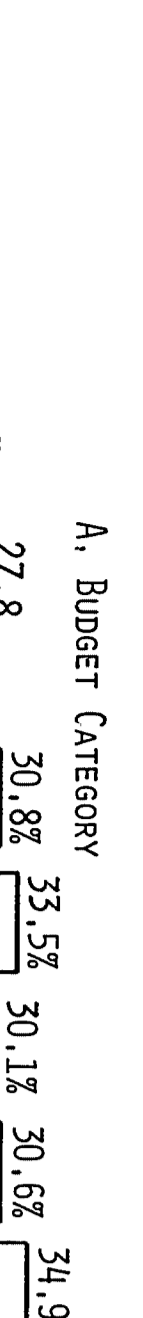
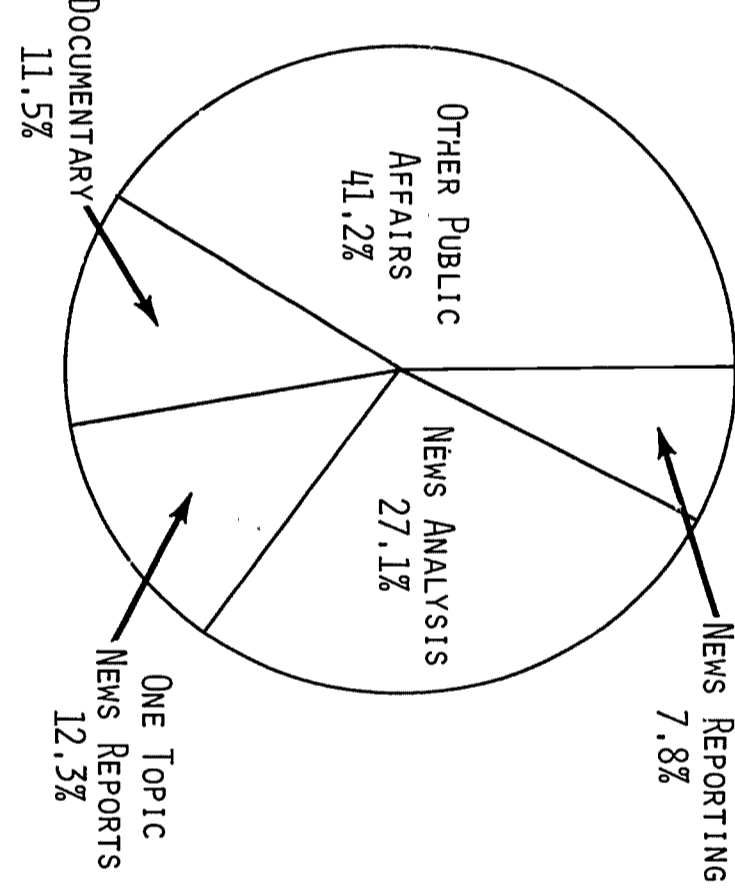


FIGURE V.2

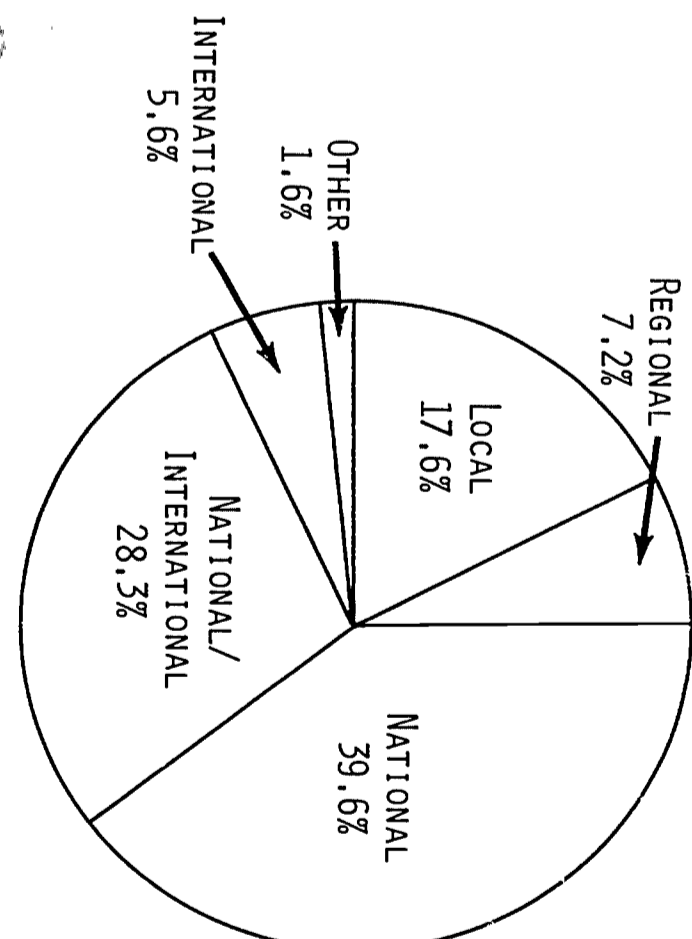
NEWS/PUBLIC AFFAIRS PROGRAMMING BY FORMAT

TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958



NEWS/PUBLIC AFFAIRS PROGRAMMING BY SCOPE

TOTAL NEWS/PUBLIC AFFAIRS BROADCAST HOURS: 1,958



CHAPTER VII

PUBLIC TELEVISION PROGRAMMING CONTENT: SUMMARY, CONCLUSIONS AND SPECULATIONS

Once again, analysis by population category provided no clear interpretation of the data. General audience programming hours included 22.5% repeated material from the prior week. About 32.5% of the general audience programs originally broadcast were repeated later in the week. Color broadcasts represented 70.4% of the hours of general audience pro-

international coverage. The total comes to 73.5% of public affairs air time devoted to national or international issues. Local and regional issues occupied 24.8% of total air time devoted to news or public affairs (4.3% of total a

NEWS/PUBLIC AFFAIRS PROGRAMMING BY FORMAT SCOPE AS PERCENT OF TOTAL BROADCAST HOURS

Format	Percent of Total	Hours per Broadcaster	Scope	Percent of Total
News Reporting	1.5%	1.03	Local	3.0%
News Analysis	5.2%	3.56	National	13.1%
Single Topic News Report	2.3%	1.62	National/International	6.4%
Documentary	2.2%	1.51	Internat'l	5.0%
Other P.A.	7.9%	5.42	Other/No Answer	2.0%
Total	19.2%	13.1	Total	19.2%

It might seem that the pvt system was heavily national and international issues. To some extent true - and of course this was a hot national political year. However, it should be noted that broadcasters pressed audience with 311 hours of local and regional news programs during one week, an average of over two hours per broadcaster. These were not the same types of programs sent as local news by commercial stations - fires, weather, and sports - rather, they tended to be documentaries, verbal coverage, and in-depth report local political and social significance.

that were taped and then played at the discretion of the broadcaster. Thus, 33.6% of all hours were transmitted during the period, an hour was lost for other instructional programs. Perhaps the growing use of instructional television distribution centers (up from 35.8% to 40.8% of all instructional hours) is indicative of a more important trend in instructional tv. Since

SUMMARY STATISTICS ON TYPES OF PROGRAMMING

Total hours broadcast by 149 broadcasters: 10,202

	<u>Percent of Week</u>	<u>Hrs. per Broadcaster</u>
Instructional	28.1%	19.26
Social Sciences	7.5%	5.11
Language and Literature	4.6	3.16
Physical Sciences	4.2	2.87
Music and Dance	2.0	1.38
Fine Arts	1.5	1.04
Math	1.5	1.00
Health, Safety and Phys. Ed.	1.2	0.85
Foreign Language	1.1	0.74
Education	1.4	0.97
Other	3.1	2.14
K - 3	6.6	4.55
4 - 6	9.4	6.44
7 - 9	4.0	2.73
10 - 12	3.8	2.62
College	1.4	0.95
Adult	2.7	1.85
No Response	0.2	0.12
CTW Productions	21.1%	14.47
School Hours	9.2%	6.30
Not School Hours	11.9	8.16
News/Public Affairs	19.2%	13.14
News Reporting	1.5%	1.03
News Analysis	5.2	3.56
Single Topic	2.4	1.62
Documentary	2.2	1.51
Other	7.9	5.42
Local	3.0%	2.08
Regional	1.3	0.86
National	6.8	4.68
International	1.0	0.66
National/International	5.1	3.36
Other/No Response	2.0	1.31
General	31.5%	21.59
Cultural Performance	7.0%	4.81
Other Cultural	3.4	2.35
Children's	7.4	5.07
Skills	3.9	2.69
Entertainment	8.1	5.54
(Theater)	(1.1)	(0.77)
(Music/Dance)	(0.8)	(0.52)
(Sports)	(0.6)	(0.43)
(Feature Film)	(3.0)	(2.03)
(Variety)	(1.6)	(1.10)
(Other)	(1.0)	(0.69)
Other/No Response	1.7%	1.14