

TV Violence ¹⁷⁶ Being Studied

LOS ANGELES (AP) — Shootings, bombings, the thud of fist against jaw ... Researchers are finding that these television staples may push not only children but adults toward aggressive behavior.

The case for adults is just forming. It is far less established than the generally accepted conclusion that children can be turned toward antisocial behavior by screen violence.

But the results that have come out of a University of California at Los Angeles study of adults "are especially important," says the researcher, Dr. Roderick Gorney, "because adults, after all, are the ones who are making decisions, declaring war, voting for president, putting additives in our food..."

Dr. Gorney and a few other researchers are finding that excessive viewing of cop and crime shows (they constitute 30 per cent of prime time television) apparently can stimulate aggressive behavior in adults and also can develop in them a distorted view of how dangerous the world really is.

Many researchers say they feel the cause-and-effect relationship in children has been well established. But this may make people forget, as psychiatrist Dr. Fredric Wertham points out, that "children grow up to be adults, incorporating into their psyches the thousands of hours of television they saw in their youth.

While Wertham relies mainly on clinical patient relationships for his research, UCLA's Gorney and his research partner, David Loye, represent a contrasting method — controlled experiments on groups.

In the UCLA study, still being analyzed, more than 200 couples were divided into sections and fed varying TV diets for two weeks.

One group spent each night watching programs filled with violence. Another viewed programs such as "Sesame Street" that encourage beneficence and humanitarianism. A control group watched no television.

The violence-viewers, Loye said, rated themselves as increasingly more hostile and aggressive in mood as time passed. They also were observed to be acting more aggressively — grouchier with their families, less tolerant of the child leaving his bike in the driveway, generally in "hurtful" behavior.

In contrast, those exposed to the "Sesame Street" type program generally became more charitable in mood.

Of course, it's impossible to make generalizations based on one study, no matter how persuasive, Loye said, but it does suggest that there is a need for further studies of TV violence and adults.

Dick Kirschner, CBS vice president for program practices and standards, says there's concern for adults at all three networks, but there's special concern for children. The "family viewing hour," two hours of nonviolent programming during evening prime time, is an example of this concern, he notes.

The effects of television violence are emphasized by Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. Gerbner is best known for his yearly analyses, since 1967, of the amount and kinds of violence portrayed each season on television.

His latest publication, covering the 1973-74 season, showed an increase in "victimization" or the number of people on the receiving end of violent acts in TV programs. He also found, in a survey, that constant viewers of television believed there was a 50-50 chance of being involved in a violent incident in any given week.

The actual statistics are one in 100, said Gerbner, but the viewers' distorted ideas about the world came from their

immersion in the TV world of muggings, rapes and murder.

Gerbner's view is that TV's effects on adults, while not as directly observable as those on children who may closely imitate actors' behavior, are far-reaching.

"The cultivation of fear among adults has social and political consequences in terms of demands for police protection, election of police commissioners and mayors. Underlying it is the general cultivation of exaggerated fear and danger in the world."

Advertisers React to TV Violence

An organization called H.A.R.T. (Help America Reduce Televiolence) has been in contact with major TV sponsors to get their reactions to the increase in TV violence.

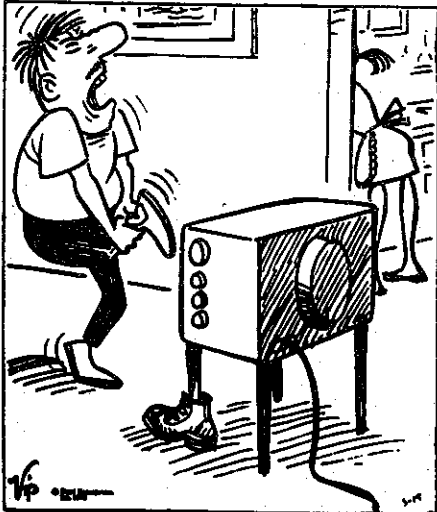
The high amount of violence on TV is a matter of growing concern among some of the major advertisers. In November of last year, Mr. Archa O. Knowlton, media services director for General Foods, spoke to the issue at a conference of advertising executives in New York. In a copy of the speech which he sent to H.A.R.T. he said, "It's time to stop the dialog about whether broadcast violence has a negative impact on society. Let's be on the safe side and speculate that it can't do anybody any good." His speech was the subject of a front page article in the Nov. 24 issue of *Advertising Age*. He concluded with a call to action, "We at General Foods have, to the greatest extent possible, avoided participation in what we believe to be violent programs. We don't deceive ourselves into believing that a single advertiser, no matter how large, can sway the economics of the television business, but if enough of us were to buy around violent programming, it would not make business sense for the networks to put as many of such programs on their schedules."

H.A.R.T. has written to 100 TV sponsors asking their policy regarding advertising on violent programs. Some of the concerned sponsors replied as follows:

SEARS—"We have notified the networks and our advertising agencies of our strong objections to violence. We try to avoid it whenever possible."

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BIG GEORGE



"The TV set just kicked me back!"

copyright Field Enterprises, Inc. 1976

SEE P. 2.

MEDIA WATCH

NEWSLETTER OF THE NATIONAL CITIZENS COMMITTEE FOR BROADCASTING

VOLUME 1, NO. 4, JUNE 1976

NCCB Official Testifies in Suit Against Family Hour

Although NCCB and Action for Children's Television have filed their own separate brief in the lawsuit opposing the Family Viewing Hour [*MEDIA WATCH* No. 3], NCCB Chairperson Nicholas Johnson was invited to testify by the Writers Guild in U.S. District Court in Los Angeles. As an expert witness, based on his service as an FCC Commissioner, Johnson was asked to clarify the ability of the FCC and its chairman to bring force to bear on the industry through speeches and special meetings.

An important part of the case is the assertion that the FCC forced broadcasters to act by "jawboning" and "regulation by lifted eyebrow" so that the FCC could reduce sex and violence on TV without formal regulatory proceedings. The plaintiffs claim that because there were no formal proceedings, the Family Hour was adopted by the TV networks without allowing the public, TV producers, writers and other interested parties to comment or suggest alternatives.

Johnson pointed out many examples of such indirect pressure that amounted to significant "orchestrated" pressure, particularly by FCC Chairman Wiley, that forced the networks to respond. He particularly emphasized Wiley's action in calling the network presidents to his Washington office—an act so unusual that the network officials would have been "frightened and concerned. They would take it very seriously. Calling them into the Chairman's office in Washington, with all of the Washington nuances where you meet with whom, would obviously

have serious implications."

Johnson pointed to his own actions while an FCC Commissioner to open the meeting to the public. His testimony also emphasized that the result of such indirect regulation is a Family Hour that has not substantially reduced the overall amount of violence on television, and discourages the discussion of serious social issues during a period of prime time when most people are watching television.

Prime Time Public Affairs Check Up

Gary Deeb, the *Chicago Tribune's* acid-penned TV critic has a suggestion for a local TV programming survey. Armed only with old copies of *TV Guide*, Deeb discovered which Chicago stations preempted the most (and least) network prime time "pulp" for local public affairs programming. In the last year, Chicago's WLS-TV (ABC) bumped network shows only once, WMAQ-TV (NBC) only three times, and WBBM-TV (CBS) 12 times. Deeb was puzzled, along with others, why a station in the country's second largest city couldn't come up more than once with anything more interesting than network programs.

Such poor local performance is one reason why NCCB has called for a proposal for one hour of prime time public affairs programming by all local stations—a proposal now endorsed by over 100 major organizations and 21 members of Congress.

Advertisers React to TV Violence

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RALSTON PURINA—"We have written the networks, instructing them not to place our "spot" advertisements before, during, or immediately after obviously violent shows."

REVLON—"We usually select television programs we believe will enhance the Revlon name and image. Generally speaking, this policy rules out shows that lean on violence."

OSCAR MAYER—"We sponsor only family type shows."

GILLETTE—"We have declined to sponsor S.W.A.T. because of its undue emphasis on violence."

PILLSBURY—"Known violence shows are not purchased."

BRISTOL-MYERS—"It is our policy to avoid programs which exploit sex and violence."

STATE FARM—"Our position is to avoid buying (violent) programming to the greatest extent possible."

HALLMARK—"We abhor violence on television. We think the best way . . . is to offer our viewers a better alternative—something equally as meaningful and

entertaining but without resorting to violence or any other gimmickry."

KODAK—"We avoid programs that are excessively and unnecessarily violent."

GOODYEAR—"We hope that our efforts, together with those of other responsible advertisers, will bring an end to the unnecessary glorification of violence."

CARNATION—"We instruct the networks not to insert our commercials in programming which involves extreme violence."

GENERAL MILLS—Sent H.A.R.T. a copy of an article by GM media director critical of TV violence.

H.A.R.T. received replies from many other advertisers who state that they have no responsibility for the content of the programs they sponsor.

H.A.R.T. has a newsletter called HART BEAT, and its address is: Box 1701, South Bend, Ind. 46624

Pat Scott Joins NCCB Staff

NCCB's new Director of Special Projects is Patricia Scott, who previously worked as a Regional Director for the Cable Television Information Center, a Markle and Ford Foundation project under the sponsorship of the Urban Institute. Prior to CTIC, Pat worked as Director of Public Access for Sterling-Manhattan Cable in New York City. She brings with her a broad perspective of access and alternate media issues. As Director of Special Projects, Pat will oversee our action programs and activities, and coordinate the recruitment and involvement of our student interns.

Carson Show Uses NCCB Material

The Ten Symptoms of TV Guilt which were reported in the last issue of *MEDIA WATCH* were used as the basis for a comedy routine on "The Tonight Show Starring Johnny Carson" in April. Citing NCCB and *MEDIA WATCH* as the source, Carson read the 10 symptoms and then added some of his own, such as, "If you saw your family on the street, would you recognize them?"

A PUBLIC SERVICE ANNOUNCEMENT

What have you gentlemen done with my child? . . . You have sent him out in the streets in rags of ragtime, tatters of jive and boogie woogie, to collect money from all and sundry for hubba hubba and audio jitterbug. You have made of him a laughing stock to intelligence, surely a stench in the nostrils of the gods of the ionosphere, you have cut time into

tiny segments called spots (more rightly stains) wherewith the occasional fine program is periodically smeared with impudent insistence to buy and try.

From an address by Lee de Forest, inventor of the TV picture tube, to an annual meeting of the National Association of Broadcasters.

Study Shows TV Violence Still High

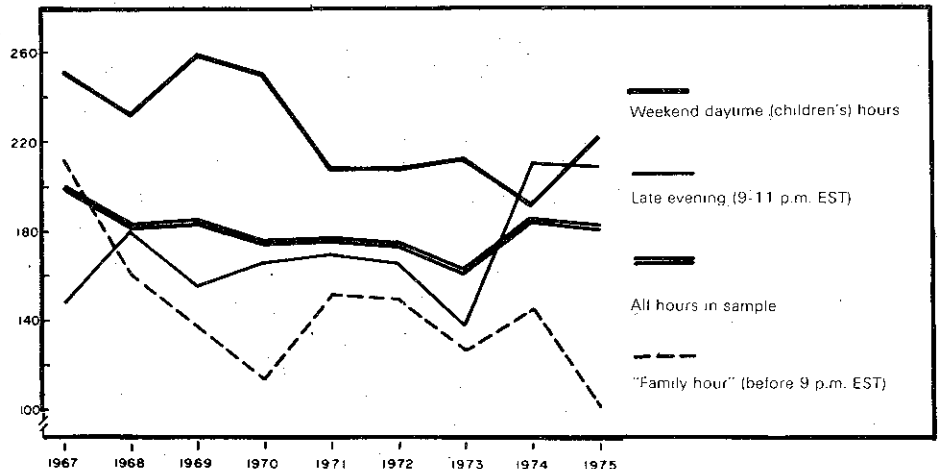
Family Hour Reduction Offset by Other Increases

Dr. George Gerbner, who pioneered the study of TV violence with the Surgeon General's Report in 1972, has released his seventh annual violence profile. Dr. Gerbner and his associate Dr. Larry Gross, working through the Annenberg School of Communications, report that there has been a significant decrease in violence during the "Family Hour," but that dramatic increases in violence during children's viewing hours have offset that reduction so that the overall violence level has hardly changed. In fact, the study states that "the overall rate of violent episodes, 5.6 per play, is, if anything, highest on record."

The study also shows that NBC has had the greatest increase in violence with ABC and CBS showing a reduction. Although CBS showed the biggest reduction in the study, it was the first network to sharply criticize the Gerbner report, pointing out that its own studies were for 13 weeks instead of Gerbner's random two weeks and that it showed an overall

reduction of 24% by all networks. Gerbner replied that the difference was in the definition of violence, with the CBS study refusing to include violence in a humorous situation such as cartoons. The consensus of independent researchers on TV violence is that cartoon or humor-

ous violence has as much impact on the viewer, particularly children, and must be included. By ignoring this, Gerbner points out, the CBS study omits nearly half of the total violence normally counted by independent experts.



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I DISSENT, Nicholas Johnson

Videorisks

Americans have never been known for their understatement.

When it comes to matters electronic, we lose any vestige of restraint.

In 1924, General Sarnoff said that radio "will make every home in the country resonant with . . . culture . . . a vast forum of the air for the discussion and consideration of vital problems . . ." Similarly modest expectations have been voiced for cable TV, communications satellites, pay TV, fiber optics, and video cassettes.

Now it's videodiscs. "The world in a record rack" and "cable without wires," they're being called.

Videodiscs will allow television programming to be stored and played back on plastic discs, like an LP record. People can have a videodisc player in the home and play back the discs they want and view the programs on their own TV.

I hope I'm wrong. But my guess is that the impact of videodiscs on commercial TV will end up being substantially short of cataclysmic.

The fact is that there's little that can be done by the videodisc player that can't be done with an 8 or 16mm film

projector at a fraction of the cost and a much wider range of choice.

From the Washington suburb of Bethesda I could borrow 16mm films from the Baltimore Public Library—and did so. They have a collection of over 3000 films. They are free. Projectors can be borrowed for free or rented for \$15 a day. Super 8 projectors can be purchased for \$60.

RCA (one of the two major videodisc developers) is talking about an opening entry of 500 discs at \$10 to \$15 a piece. The player will be another \$400 or more.

Now ask yourself, when was the last time you showed a film in your home? Why would you be any more likely to show videodiscs?

The fact is that most of the people, most of the time, like to have their sensory input programmed. Folks with record collections come home and turn on the radio. Those who read books, rather than frequent bookstores and libraries, read whatever comes through the mail from the Book of the Month Club. Often the same pattern governs TV and film. We watch what's on the tube, when the networks want us to

watch it, rather than select our own videotapes and films in theaters or for home showing.

Nor do I think much of the argument that people will stay home to watch a movie on videodisc for \$15 rather than go out. First, it's not clear it's cheaper. Second, if you can afford a videodisc player and rack of discs, you have enough money to go see a flick.

Finally, parents who assume the added costs of a baby sitter and dinner just may want to get away from the kids for an evening as much as they want to see a movie that's not on TV.

Whatever the sales may be, I suspect one of the principal uses will be for instructional purposes, like films and tapes. But even then, for most of us, some discipline is required—whether a regular, scheduled showing on public television or a formal course in school or college.

Videodiscs may well end up being a product that many people want—for the same reason they wanted hula-hoops. But they are equally likely to be a product that no one needs and few will use—after the novelty has worn off.

NCCB A PAUSE FOR IDENTIFICATION

MEDIA WATCH is published monthly by the National Citizens Committee for Broadcasting, and distributed to its members and supporters. NCCB is a non-profit, tax exempt, public interest organization for media reform. Ted Carpenter, editor.

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NCCB also publishes *access*, a bi-weekly journal for media reform activists, covering Congress, the FCC, networks, and public interest groups around the country. Subscription - \$24.00 yr., \$12.00 student.

NCCB Membership Application

I would like to support the efforts of NCCB. I would also like to continue receiving *Media Watch*, the monthly newsletter. My contribution is enclosed.

Some of my concerns are:

- too much violence _____
- quality of children's tv _____
- too many commercials _____
- more community programming _____
- other _____

I enclose: (tax deductible)

\$50 _____ \$25 _____ \$15 _____ other _____

Name:

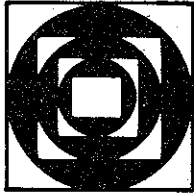
Street:

City:

State: Zip:

Area Code: Phone:

Send to: NCCB, 1346 Connecticut Ave, N.W.,
Washington DC 20036



FEEDBACK

.... and now a word from our sponsors

I warmly welcome and fully support your efforts towards broadcast reform and look forward to receiving future issues of your new *MEDIA WATCH*.

I particularly welcomed your statement in "I Dissent" that "the only alternative is to pay America's finest writers to create quality drama" and your comment that "TV has seldom if ever been willing to pay that price."

My concern, however, stems from the reality represented by the audience (or the ratings?). Even when we *do* get the fine writers, their work is, ostensibly, repudiated. How can we begin to counteract *that*?

Hoping you may have some constructive suggestions, and wishing you strength and success on your endeavors!

Mrs. H. Harrison Sadler
Belvedere, California

I am an average adult viewer of television, and feel that my needs and desires are not met in today's programming.

I, certainly, would like to participate in a survey to aid in better programming.

Why do [networks] continually copy [each other]? One or two "silly" women's series are enough. How about the police shows? How many are there? Sports?

I'm a working woman and feel I have no choice at all.

Mrs. Doloris J. Rouse
Springfield, Missouri

I am impressed with the support that NCCB is getting. I want you to know that we wholeheartedly endorse the objec-

tives of the Committee, myself personally and the League organizationally.

William F. Matson, Chairman
Pennsylvania League for Consumer Protection
Harrisburg, Pennsylvania

I think *MEDIA WATCH* is very helpful, especially the article on TV violence in "I Dissent." It will be very useful in persuading people to take an interest in the why and how of program content reform, useful for the general public.

Mrs. Edward C. Atkinson
Virginia Beach, Virginia

Dear Mr. Johnson:

Just listened to your comments about TV on our Seattle station and was greatly impressed. It is certainly a difficult nut to crack—this profits-first business. It seems to be the motivating force and major concern of most businesses, and how to make a change is the big problem. People such as yourself and Nader give us some hope, but there seems little we as individuals can do to make changes, except support those groups and persons who believe in social justice. Thanks.

Anne Fisher
Seattle, Washington

Dear Mr. Johnson:

I was very pleased to hear your comments regarding present day television. I must say that I agree with you whole heartily.

If you will recall, I talked to you about the parallel between crime on television and crime among our youth

of today.

As a divorced fathers group we are very concerned about crime in our youth. We have stats to show that crime is higher among children coming from broken homes living with their mother. We feel that along with television, the lack of a full time father is a major factor in crime among our young.

We need as many facts and figures and other information that you may have that you feel would help us in our cause. I am soon to go on a lecture tour and plan to use this information in my talks.

Any help you could give us would be greatly appreciated.

Robert Bowman
Press Information
Fathers Demanding Equal Justice
Los Angeles, California

I would appreciate being placed on your listing designed to let advertisers know what TV programs I consider desirable. I know my ideas may not coincide with other people's, but I would like to have my thoughts considered.

The other week, two channels out of the three obtainable had programs which I would have been embarrassed to watch in a mixed group. In fact, I turned TV off and turned on the radio. The next day at the office, I found out that several other persons had done the same—just turned TV off.

Mrs. Mary R. Hornack
Springfield, Missouri

NCCB
1346 Connecticut Ave., N.W.
Washington, D.C. 20036

OUR STREETS ARE COP SHOW REPEATS

ARE POLICE SHOWS based on reality? Perhaps it's the other way around, and police series actually shape reality. JOHN MURRAY, a lecturer at Macquarie University, has been watching the enormous amount of crime drama pushed out on Australian TV.

ONE EVENING recently, feeling tired and somewhat bored, I plopped in front of the television set in search of action and adventure. Ah, there was the answer, the magic release, one Sydney television channel was offering three and one-half hours of frenzied police activity.

I began at 7.30 with *SWAT*, followed by an hour of *Starsky and Hutch*, then shifted into the fast pace of *Police Story* for another hour, and finally, to top off the evening, a half-hour of cruising the skies with *Chopper One*. At 11.00 pm I switched off the tube, kicked the cat, and went to bed.

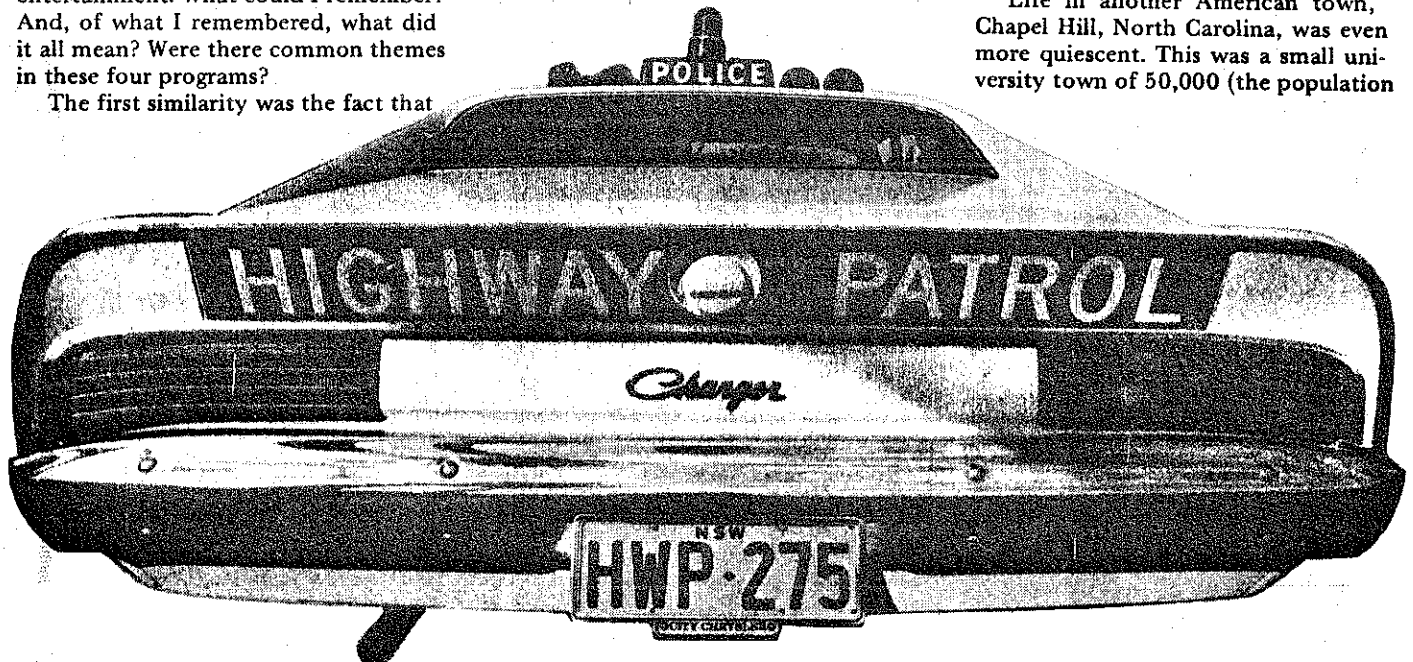
The next morning, driving out to the university, I mused about the evening's entertainment. What could I remember? And, of what I remembered, what did it all mean? Were there common themes in these four programs?

The first similarity was the fact that

all four were American police stories; indeed, all four were localised in California (either Los Angeles or San Francisco). Two programs dealt with uniformed patrolmen and officers (*SWAT* and *Chopper One*), while the other two included a mixture of uniformed and plainclothes police. All four stories were action-packed in terms of the frequency of shots fired, sirens and flashing lights, and high-speed automobile chases through narrow city streets. In short, all four programs depicted the daily routine of the average patrolman as fairly hectic and dangerous. They also suggested that this unnamed California metropolis was seething with potentially lethal activity.

How did this accord with my experience? For a start, eight years of living in Washington, DC, had accustomed me to reading about a variety of daily occurrences of violent crimes. And the evening television news bulletin would regularly include a few of the more gory happenings of the day. Similarly, I had witnessed, from time to time, patrol cars moving at high speed with wail, woofers and lights flashing. And, I had on occasions heard shots fired. However, mass shoot-outs were not a daily occurrence. Our flat was burgled once, but we were never assaulted. Twenty years in another large American city, Cleveland, Ohio, was associated with one attempted assault.

Life in another American town, Chapel Hill, North Carolina, was even more quiescent. This was a small university town of 50,000 (the population



SYDNEY police artwork, clearly influenced by American crime drama (Picture by Joe Vissel)

dropped to 25,000 when the students were on holiday). The entire motor pool of the County Sheriff's Department consisted of three or four cars. To be sure, these cars were exactly like those found in Washington and on the television screen, supercharged Fords with distinctive markings, and rows of flashing red and white lights. However, when these cars moved through the town, which wasn't often, it was at a leisurely pace. The only sirens were those of intrastate ambulances transporting patients to the university hospitals.

Similarly, the years in Sydney have been relatively tranquil. One rarely observes a police patrol car moving at speeds of 100+ km/hr, sirens are frequent, but shots are not. The cars are similarly large, but only minimally marked (with the exception of the recent addition of the television-style Highway Patrol). Thus, the real world of crime does not seem to accord with the televised world encountered in these four American police stories.

But, perhaps, these four programs were unusual? There are, of course, a variety of British and Australian police stories available to the crime gourmet. In order to find out, I returned to my television set and viewed the entire weekly range of police programs, which added: *The Sweeney*, *McMillan and Wife*, *The Untouchables*, *The Streets of San Francisco*, *McCloud*, *Columbo*, *Matlock Police*, *Bluey*, *Policewoman* and *Hawaii Five-O*. I also tried to recall some of the episodes of programs that are not currently available, such as *Kojak*, *Homicide*, *Softly*, *Softly Task Force* and *New Scotland Yard*. The viewing stretched over several weeks and excluded "private detective/spy" programs such as *Cannon*, *Callan*, *The Avengers* and *Mannix*.

This intensive televised police academy offered some minor variability in the lessons on the police and crime. And, this variability related to the differing cultural origins, whether Australian, British or American.

For example, there seemed to be more bashing than shooting in some of the British shows, such as *New Scotland Yard*, and the level of frenzy seemed to be lower in the Australian productions, such as *Matlock Police*.

Nevertheless, there was also an overwhelming consistency in the fact that the bashings/shootings engaged in by both police and criminals/victims were fairly stereotypical. In general, only the pace of the action seemed to vary.

On the other hand, within a particular cultural output, there are some interesting variations. For example, within the American genre, Columbo is

a police lieutenant who comes across as a somewhat bumbling latter-day Sherlock Holmes. Columbo has never fired a shot and openly confesses that he never carries his gun because it's too heavy. An American cop without a gun is an enigma. Of course, Columbo substitutes an equally potent phallic symbol — the omnipresent cigar — but that's another story.

What impact does this "televised reality" have on the viewer's other reality? A recent study, conducted in the US by George Gerbner and Larry Gross (reported in *Journal of Communication*, Spring 1976 and *Psychology Today*, April 1976), indicated that American adults have a rather distorted view of the level of danger inherent in their daily lives. And, the authors suggest that this distortion was produced by the television programs that these frightened viewers watched. Indeed, those persons who watched more police shows were much more likely to greatly overestimate the number of persons in the workforce who are involved in law enforcement activities.

Moreover, when asked to estimate the chances that they would be personally involved as the victim of a violent crime within the next 12 months, those who were heavy viewers were much more likely to opt for a 50/50 chance, or even a 1 out of 10 chance, despite the fact that persons living in even the more violent US cities have a risk factor of only 1 in 100.

In a similar manner, visitors to the US are likely to greatly overestimate their chances of becoming a victim of crime. Many Australians would agree with the proposition that American cities are far more crime-ridden than Australian cities. This is true in terms of frequency of crimes against person, but a report by the NSW Bureau of Crime Statistics (*Crime in our Cities: A Comparative Report, 1972*) indicates that this is a distortion when one considers the incidence of the most frequent type of crime, burglary. The Sydney burglary rate is on a par with the average rate found in eight, similar-sized American cities (Boston, San Francisco, Washington, Baltimore, Cleveland, Houston, Pittsburgh and St Louis).

It is possible that one's perception of crime rates in American cities is related to the large number of imported American police stories. It would seem that the "television world" can intrude upon the viewer's personal world. And, it is the viewer's world that shapes the world of daily politic and social planning in which societies decide on the structure and form of their security arrangements.

BACK ISSUE

The 'New Journalist' has limited numbers of back issues, including:

- Number 3: Reporting organised crime. Selling cars.
- Number 6: Coca-Cola's public relations, Perth press.
- Number 7: Worker control, Richard Beckett assaults Nation Review.
- Number 8: Profile of SMH editor. Homosexuality in the press.
- Number 9: Daytime TV blues. Cable television's promise.
- Number 10: Profile of Graham Perkin, Women's Weekly.
- Number 11: The Canberra press gallery, Adelaide News editor.
- Number 12: Editor of Sun-Herald. Persecution of Pringle. Reporting strikes.
- Number 13: The politics of information. The middle-class media.
- Number 14: Sam Lipski on foreign news. The Catholic Weekly.
- Number 15: Editor of Woman's Day. Asian news, suburbs.
- Number 16: Le Monde, Cultural imperialism. Visnews, Spare Rib.
- Number 17: How Whitlam ruined Labor's media policy. Tabloid story.
- Number 18: Sir Warwick's truth about Vietnam. Festival of Light.
- Number 19: Revolution in radio, Drug shock horror. Women's plan.
- Number 20: Why television is dead. Ratings rubbished, Make TV worldly.
- Number 21: Why Murdoch turned against Whitlam, Election bias. Dole bludgers.
- Number 22: Ownership and control of major media coys. Sydney Sun editor. UFOs.
- Number 23: ASIO and CIA in newsroom. Who runs radio. Green submissions.
- Number 24: Guidelines for non-sexist journalism. (Women's Media Group issue.)

Photocopies of Nos 1, 2, 4 and 5 can be made available at \$1.20 each.

Individual back copies cost 70 cents.

Set of 18 costs \$12.00.

A subscription for the next 10 issues costs

\$5



SUBSCRIBE

NEW JOURNALIST, PO BOX K750,
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As We See It

□ Aficionados of Effect-of-TV-Violence-on-Society Studies will recall that one of these recent research efforts concluded that the more that Americans watch television, the more apt they are to be fearful of physical attack.

Heavy viewers of TV, absorbing its copious doses of violence—said the University of Pennsylvania report by Dr. George Gerbner and Dr. Larry Gross—develop “a heightened sense of fear and mistrust” about the real life around them.

□ Obviously, remembering the grim news that is entered daily on the Nation’s police blotters, the citizen cannot be blamed for occasionally sneaking a quick, nervous glance over his shoulder as he traverses some of his home town’s darker streets (or lighter ones, for that matter). But the point of the Gerbner study was that this fearfulness appears to mount unwarrantedly in ratio to the number of hours spent in

front of the set.

Now, we are informed, the fear is no less prevalent in Canada. From Dr. Dan Koenig, associate professor of sociology at the University of Victoria in British Columbia, comes word of his survey.

□ Pointing to a 1973 poll made in the U.S. that found 41 per cent afraid to walk alone at night—followed by a 1974 poll that found 37 per cent of Canadians in the same frame of mind—Koenig now, two years later, finds 47 per cent of British Columbians afraid of crime in the streets at night.

Is this rising fear a sensible caution, or is it swelled disproportionately by TV’s bogymen? We don’t know. But one indication that the fear of being attacked by a lurking stranger in the night may be paranoia turns up in the following statistic:

□ Of the 499 murder victims in all of Canada in 1974 (the latest fully reported year), 322 (a full 65 per cent) were done in by friends, relatives or lovers.

The streets are pretty safe, but watch out for those living rooms!

IF YOU HAVE IRON POOR BLOOD ALL THE VITAMINS IN THE WORLD WON'T HELP

Iron poor blood is the most widespread nutritional ailment in America today. And taking vitamins can't help, because vitamins don't contain iron.

What you need is Geritol, every day. Geritol is so rich in iron, just one tablet contains more iron than even a pound of calf's liver. Plus vitamins important to your health.

Geritol's iron can actually build your blood day by day. That's what makes it different from vitamin pills—and so important to you.

The first idiots take you... you need your head examined... you must be an other one of those head shrinkers... I watch TV on the average + buy my day... I'm not afraid

LAWN and GARDEN NEEDS FROM SAFEWAY

Shows Can Lead to Exaggerated Outlook on Violence

Heavy TV Viewers Called More Afraid

PHILADELPHIA (AP) — Persons who watch four hours or more of television daily have an exaggerated view of danger and violence in society, researchers said Friday.

"Heavy (tv) viewers are more likely to be afraid. They ask for more protection from the authorities... they're the ones who appeal for law and order campaigns," said Dr. George Gerbner,

professor of communications at the University of Pennsylvania.

Gerbner said his "1975 Violence Profile" was compiled by conducting nationwide home and telephone interviews with some 6,000 persons, representing a cross-section of persons who do and don't watch television.

"Heavy viewers, as a whole, are

younger, less educated and are in low-income groups," Gerbner said.

The researchers concluded that even a heavy television viewer who is college educated or who reads the newspaper would be affected by tv's portrayal of "a violent world and a mean world."

funded through a grant from the National Institute of Mental Health.

The study also concluded that:

— Violence has increased sharply on children's cartoon programs on the weekends and on broadcasts after 9 p.m. In the past year, cartoon crime and adventure increased from 47 per cent to 66 per cent of all cartoons.

"IN OUR STUDIES, WE FOUND that the (television) victims outnumber the perpetrators of violence. We got the idea that victimization is one of the effects of viewing (tv) violence," Gerbner said.

— Violence, defined as "overt, physical acts that threaten or clearly kill" a hour of 8 to 9 p.m.

person, declined on the so-called family posture to (tv) violence generates a certain amount of aggression if that person is previously disposed to do so."

"In asking, 'What are your chances of encountering violence,' in the course of a given week we found that heavy television viewers overestimated their chances. We inferred that they think of themselves as possible victims."

The study, released Friday, was the seventh in an annual series done by Gerbner's team at Penn's Annenberg School of Communications. It was

Among heavy-tv viewers, 52 per cent answered that question by estimating their chances of being involved in some type of violence at "50-50" or "1-in-10." The rest estimated a "1-in-100" chance.

GERBNER ADDED, "OUR FINDINGS in no way negate the fact established by other studies that ex-viewers replied, "Can't be too careful." That was 17 per cent more than the light-TV group.

Among light tv viewers, meaning those who watch two hours or less daily, 39 per cent answered "50-50" or "1-in-10."

Another question was, "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?" Sixty-five per cent of the heavy-tv

Keystone Area Man Cleared In Shooting

PAWNEE — A district court jury has found Gerald Provorse, 45, innocent of second-degree murder in the May 2 shooting death of Wayne Tanner, 21, Tulsa.

Tanner was shot once in the head outside Provorse's home in the Riviera

Suit Releases Elderly Funds

TV Violence: Turning Off Viewers?

By Sander Vanocur

J. Walter Thompson, the nation's largest advertising agency, is advising its clients that placing their commercials in violent television programs may have adverse effects on the products they are trying to sell.

Don Johnston, the president of JWT, told the American Advertising Federation's annual convention at the Statler Hilton yesterday that his agency had recently completed the pilot stage of a research program on the relationship between violence on television and advertising.

The initial study, conducted among 200 adult viewers, suggested that 10 per cent of those surveyed had considered not buying a product because it had been advertised on a program they thought was excessively violent. Eight per cent made the conscious decision not to buy the product being advertised on a violent television program.

"Now," Johnston said, "we all work in a business of small edges. In today's highly competitive markets, a fraction of a share point is hard to come by—and we devote major efforts to getting them.

"Yet here is a programming environment that can actually turn off sales. Even if the figure were not 8 per cent, if it were 4 per cent, I cannot imagine any advertiser who would risk negative sales of those proportions."

Johnston's remarks followed a 40-minute JWT presentation called "The Desensitization of America," a combination of film, slides and rock music with commentary by JWT Executive Vice President Arnold E. Grisman. The theme of the presentation was the emphasis on sex and violence in television, radio, records, magazines and newspapers, over the past 20 years.

"Messages," said Grisman, "rain all

day and much of the night on our eyes and ears. They come from records, from television, from buttons, from street signs, from newspapers, from the labels on bottles. They are a constant murmur, an incessant roar. Their sheer volume forces us to shut most of them out, dull most of them down . . . As each medium makes more and more intense efforts to grab our attention the level of our resistance rises."

In a panel discussion after the presentation, Johnston admitted that JWT's interest in putting it together and starting research into the subject was motivated not only on social grounds but on business grounds as well.

"Maybe," he told the representatives of a wide range of advertising agencies, "we have reached the time when there is a negative reaction to

See VIOLENCE, C9, Col. 1

4/9/76 - Washington Post

look who you share space
with!

Bulletin 2/15/76

The Sun

TV Violence Found To Harm Adults, Too

Los Angeles — (AP) — Shootings, bombings, the thud of fist against jaw . . . Research is finding that these television staples may push not only children but adults toward aggressive behavior.

The case for adults is just forming. It is far less established than the generally accepted conclusion that children can be turned toward antisocial behavior by TV violence.

But the results that have come out of a University of California at Los Angeles study of adults "are especially important," says the researcher, Dr. Roderick Gorney, "because adults, after all, are the ones who are making decisions, declaring war, voting for president, putting additives in our food . . ."

Dr. Gorney and a few other researchers are finding that excessive viewing of cop and crime shows (they constitute 30 percent of prime time television) apparently can stimulate aggressive behavior in adults and also can develop in them a distorted view

of how dangerous the world really is.

Future Adults

Many researchers say they feel the cause-and-effect relationship in children has been well established. But this may make people forget, as psychiatrist Dr. Fredric Wertham points out, that "children grow up to be adults, incorporating into their psyches the thousands of hours of television they saw in their youth.

While Wertham relies mainly on clinical patient relationships for his research, UCLA's Gorney and his research partner, David Loye, conduct controlled experiments on groups.

In the UCLA study, still being analyzed, more than 200 couples were divided into sections and fed varying TV diets for two weeks.

One group spent each night watching programs filled with violence. Another viewed programs, such as "Sesame Street," that encourage beneficence and humanitarianism. A control group watched no television.

The violence-viewers, Loye said, rated themselves as increasingly more hostile and aggressive in mood. They also were observed to be acting more aggressively — groucher with their families, less tolerant of the child leaving his bike in the driveway.

Others Lovable

In contrast, those exposed to the "Sesame Street" type program generally became more charitable in mood.

Of course, it's impossible to make generalizations based on one study, no matter how persuasive, Loye said, but it does suggest that there is a need for further studies of TV violence and adults.

Dick Kirschner, CBS vice president for program practices and standards, says there's concern for adults at all three networks, but there's special concern for children. The "family viewing hour," two hours of non-violent programming during evening prime time, is an example of this concern, he notes.

The effects of television violence are emphasized by Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. Gerbner is best known for his yearly analyses, since 1967, of the amount and kinds of violence portrayed each season on television.

His latest publication, covering the 1973-74 season, showed an increase in "victimization" or the number of people on the receiving end of violent acts in TV programs. He also found, in a survey, that constant viewers of television believed there was a 50-50 chance of being involved in a violent incident in any given week.

"The cultivation of fear among adults has social and political consequences in terms of demands for police protection, election of police commissioners and mayors," says Gerbner. "Underlying it is the general cultivation of exaggerated fear and danger in the world."

Voter Cynicism, ↓

BY PHILIP MEYER
Free Press Washington Staff

WASHINGTON — The growing cloud of apathy and distrust enveloping American voters since the early 1960s may be a long-term effect of watching television, some social scientists are beginning to believe.

It makes no difference whether you watch "Kojak," "Walt Disney" or the evening news. TV makes you cynical, these experts say.

Real-world events have given voters reason to be distrustful, but television may have amplified the malaise and frozen it in the public mind so that it will never go away.

IN THE VIEW of one political scientist, heavy TV viewing helps explain the strength of George Wallace's following. Polls show

... TV feeds our darkest fears, generating them and making them seem real and lasting.

that Wallace followers are cynical and that Wallace's greatest support comes from the heaviest TV viewers.

The runaway swelling of public distrust of government and other institutions was discovered by pollsters from the University of Michigan in 1964. Dozens of other polls since then have confirmed and tracked its progress. A variety of causes — the Kennedy assassination, the war in Vietnam, racial

Apathy Blamed on TV

Darkest fears back to us, exaggerating them seem excessively

trouble — have been suggested. None has been proved.

A current theory among election watchers is that the public is so turned off that fewer than half the potential voters will turn out for the 1976 presidential election. It could be the lowest turnout in history.

The theory that television is to blame does not assume a conspiracy by network managers. It simply says that in responding to the

market demands for entertainment, TV feeds our darkest fears back to us, exaggerating them and making them seem excessively real and lasting.

The leading proponent of this view is Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania, who has made extensive comparisons between the make-believe world of television and what people see as the real world.

He has found that TV projects a peculiar and distorted version of the real world and that its distortions are becoming increasingly believed in. Viewers know that the people slugging each other on the tube are actors. What they don't always remember is

Please turn to Page 14A, Col. 1

Cont

Experts Say TV Is Making Voters Cynical, Distrustful

• Continued from Page 1A •

that slugging somebody to solve a problem is not the ordinary and normal way of proceeding.

In the make-believe world of TV drama, about half the leading characters become involved in violence. And heavy TV viewers are much more likely than other people to overestimate the risk of violence in the real world.

ACCORDING TO the Television Information Office, people get their information about what is going on in the world more from television than any other source. And what they get, says Gerbner, is a picture of a world full of sinister forces, beyond the control of ordinary people.

He analyzed more than 4,000 episodes in 813 TV programs to find out what kind of a world you would see if your information came from the tube and nowhere else. It is a world where most people are male, American, middle and upper class, in the prime of life, and unencumbered by family responsibilities.

Women are only about a fourth of the TV population, Gerbner found, and half of them are concentrated in "the most sexually available young adult population."

Of those people who have jobs, three-fifths are in the professional and managerial

class, one-fifth in the working class, and the other fifth is in law enforcement.

The implicit message, if you are not a male professional, a cop, or a sexually available female, is that you don't count for very much.

"It shows you your place by exclusion," says Larry Gross, an associate professor at the Annenberg School. That exclusion may originate in the world beyond television, but the tube locks us into it, becoming as powerful an enforcer of cultural values as religion used to be.

TO FIND IF the TV version of the world is displacing the real one inside people's heads, Gerbner devised a simple test. He framed questions asking for a choice between an accurate description of the real world and another description distorted in the direction of the TV world.

These questions were put to a representative sample of adults. For each question, TV viewers were much more likely than non-viewers to believe that the distorted version was the real one.

A sample question: "During any given week, about how many people are involved in some kind of violence? Would you say about one person in 100 or about 10 people in 100?"

Among college-educated people over 30, the proportion who chose the more violent

TV version was 28 percent. Among heavy TV viewers in the same group, it was 52 percent.

The differences between light and heavy viewers are generally greatest among older people who grew up before television. Among younger people, there is a stronger tendency to believe in the TV distortions — regardless of the amount of TV watched.

For people born after 1950, it is almost as if they have been deprived of the chance to outgrow the comic-book level of culture that TV gives us, according to Gerbner.

EVEN THE news programs, through the selection of what to show, reinforce the distorted view, he says.

"TV news comes across as another form of entertainment," he says. "People who are TV news viewers don't respond any differently from those who view TV entertainment."

If the theory were true, heavy TV watchers should be more likely to vote for a presidential candidate who speaks in simple, violent images and invokes the fear of sinister forces; George Wallace, for example.

And they do. Political scientist Michael J. Robinson of the Catholic University in Washington looked at the U-M election polls from 1968 and found that the heavier the TV view-

ing, the greater the support for Wallace.

It wasn't just because Wallace voters, like heavy TV addicts, tend to be less educated. Robinson looked at every education level separately, and the TV-Wallace connection was still there.

IN AN ARTICLE scheduled for publication in the spring issue of the Journal of Communication, Robinson offers two possible explanations, neither one proven.

One is that "the vivid image and themes of television journalism have made viewers more anxious and more frustrated about the present state of politics."

The other is that it isn't television news but television programming in general that causes the trouble. Gerbner favors this version.

People in Gerbner's study were more likely to resist accepting the TV version of reality if they were regular newspaper readers. Encouraging more use of print media, with its greater variety of messages, may be the only antidote to the TV effect, Gerbner says.

Professor Jarol B. Mannheim of Virginia Polytech, writing in the forthcoming issue of the Journal of Communication, proposes special programs to tie print media to TV content.

Some booksellers, for example, are marketing "The Book of Abigail and John" to viewers of "The Adams Chronicles," a series on public television. Both tell the story of John Adams and his family during the American Revolution.

"Intellectual skills are as much of a national resource as are fossil fuels or virgin lands, and they are equally deserving and needful of careful conservation," Mannheim says.

OUTLOOK DISTORTED, STUDIES SHOW

Violence on TV Hits Adults, Too

BY RICHARD SALTUS
AP Science Writer

Shootings, bombings, the thud of fist against jaw . . . researchers are finding that these television staples may push not only children but adults toward aggressive behavior.

The case for adults is just forming. It is far less established than the generally accepted conclusion that children can be turned toward antisocial behavior by screen violence.

But the results that have come out of a University of California at Los Angeles study of adults "are especially important," says the researcher, Dr. Roderick Gorney, "because adults, after all, are the ones who are making decisions, declaring war, voting for President, putting additives in our food . . ."

Dr. Gorney and a few other researchers are finding that excessive viewing of cop and crime shows (they constitute 30% of prime time television) apparently can stimulate aggressive behavior in adults and also can develop in them a distorted view of how dangerous the world really is.

"Think of the potential effect on senior citizens, for whom television is a major source of received knowledge about the world," said Dr. David Pearl of the National Institute of Mental Health's behavioral science division.

In the years before and since the U.S. Surgeon General's controversial study three years ago, in which a panel of experts tentatively concluded that children could be adversely affected by television violence, hundreds of research projects on youngsters have been conducted.

Many researchers say they feel the cause-and-effect relationship in children has been well established. But this may make people forget, as psychiatrist Dr. Fredric Wertham points out, that "children grow up to be adults, incorporating into their psyches the thousands of hours of television they saw in their youth."

Wertham, a psychoanalyst who 25 years ago sounded the alarm against violence in comic books and movies aimed at children, says his clinical research in recent years has shown that constant viewing of violence is damaging to adults, too.

"It is a social impact which is not without consequences for the whole society," says Wertham, author of "A Sign for Cain," "The Show of Violence" and the best-selling "Seduction of the Innocent," about comic books and children. "The very fact that extremely violent programs both in television and movies are so popular does not show that they are all right and harmless, but that a whole society is affected."

While Wertham relies mainly on clinical patient relationships for his research, UCLA's Gorney and his research partner, David Loye, represent a contrasting method—controlled experiments on groups.

In the UCLA study, still being analyzed, more than 200 couples were divided into sections and fed varying TV diets for two weeks.

One group spent each night watching programs filled with violence. Another viewed programs such as Sesame Street that encourage beneficence and humanitarianism. A control group watched no television.

The preliminary findings, reported at an American Psychiatric Assn. conference, were "startling for a field study," according to Loye, in that they showed substantial effects and not just slight trends.

The violence-viewers, he said, rated themselves as increasingly more hostile and aggressive in mood as time passed. They also were observed to be acting more aggressively—grouchier with their families, less tolerant of the child leaving his bike in the driveway, generally in "hurtful" behavior.

In contrast, those exposed to the Sesame Street type of program generally became more charitable in mood.

Of course, it's impossible to make generalizations based on one study, no matter how persuasive, Loye said, but it

does suggest that there is a need for further studies of TV violence and adults.

Dr. Michael Rothenberg, a Seattle child psychiatrist who recently called for a "public outcry" from the medical profession against violent children's programs, has surveyed the research being done in the United States on television violence. He said he found only one other study in progress dealing with violence and adults. That study, Rothenberg said, apparently is producing results similar to those of Loye and Gorney. He declined to identify those conducting the study.

Dick Kirschner, CBS vice president for program practices and standards, says there's concern for adults at all three networks, but there's special concern for children. The "family viewing hour," two hours of nonviolent programming during evening prime time, is an example of this concern, he notes.

The effects of television violence are emphasized by Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. Gerbner is best known for his yearly analyses, since 1967, of the amount and kinds of violence portrayed each season on television.

His latest publication, covering the 1973-74 season, showed an increase in "victimization," or the number of people on the receiving end of violent acts in TV programs. He also found, in a survey, that constant viewers of television believed there was a 50-50 chance of being involved in a violent incident in any given week.

The actual statistics are one in 100, said Gerbner, but the viewers' distorted ideas about the world came from their immersion in the TV world of muggings, rapes and murder.

Gerbner's view is that TV's effects on adults, while not as directly observable as those on children who may closely imitate actors' behavior, are far-reaching.

"The cultivation of fear among adults has social and political consequences in terms of demands for police protection, election of police commissioners and mayors. Underlying it is the general cultivation of exaggerated fear and danger in the world."

Television blamed for voter apathy

By PHILIP MEYER
Knight News Service

WASHINGTON — The growing cloud of apathy and distrust enveloping American voters since the early 1960s may be a long-term effect of watching television, some social scientists are beginning to believe.

It makes no difference whether you watch Kojak, Walt Disney, or the evening news. TV makes you cynical, these experts say.

In the view of one political scientist, heavy TV viewing helps explain the strength of George Wallace's following. Polls show that Wallace followers are cynical and that Wallace's greatest support comes from the heaviest TV viewers.

The runaway swelling of public distrust of government and other institutions was discovered by pollsters from the University of Michigan in 1964. Dozens of other polls since then have confirmed and tracked its progress. A variety of causes, the Kennedy assassination, the war in Vietnam, racial trouble, has been suggested. None has been proven.

A present theory among election watchers is that the public is so turned off that fewer than half the potential voters will turn out for the 1976 presidential election. It could be the lowest turnout in history.

The theory says that in responding to the market demands for entertainment, TV feeds our darkest fears back to us, exaggerating them and making them seem excessively real and lasting.

The leading proponent of this view is Dr. George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania.

He has found that TV projects a peculiar and distorted version of the real world and that its distortions are becoming increasingly believed in.

Viewers get, says Gerbner, a picture of a world full of sinister forces, beyond the control of ordinary people.

The differences between light and heavy viewers are generally greatest among older people who grew up before television. Among younger people, there is a stronger tendency to believe in the TV distortions — regardless of the amount of TV watched.

For people born after 1950, it is almost as if they have been deprived of the chance to outgrow the comic-book level of culture that TV gives us, according to Gerbner.

Even the news programs, through the selection of what to show, reinforce the distorted view, he says.

"TV news comes across as another form of entertainment," he says. "People who are TV news viewers don't respond any differently from those who view TV entertainment."

People in Gerbner's study were more likely to resist accepting the TV version of reality if they were regular newspaper readers. Encouraging more use of print media, with its greater variety of messages, may be the only antidote to the TV effect Gerbner says.

44 PAGES

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The Seattle Times

Is TV turning the voters off?

By Philip Meyer
Knight News Service

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ging each other on the tube are actors. What they don't always remember is that slugging somebody to solve a problem is not the ordinary and normal way of proceeding.

In the make-believe world of TV drama, about half the leading characters become involved in violence. And heavy TV viewers are much more likely than other people to overestimate the risk of violence in the real world.

According to the Television Information Office, people get their information about what is going on in the world more from television than any other source. And what they get, says Gerbner, is a picture of a world full of sinister forces, beyond the control of ordinary people.

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three-fifths are in the professional and managerial class, one-fifth in the working class, and the other fifth is in law enforcement.

The implicit message, if you are not a male professional, a cop, or a sexually available female, is that you don't count for very much.

"It shows you your place by exclusion," says Larry Gross, an associate professor at the Annenberg School. That exclusion may originate in the world beyond television, but the tube locks us into it, becoming as powerful an enforcer of cultural values as religion used to be.

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And they do. Political scientist Michael J. Robinson of the Catholic University of America looked at the University of Michigan election polls from 1968 and found that the heavier the TV viewing, the greater the support for Wallace.

It wasn't just because Wallace voters, like heavy TV addicts, tend to be less educated. Robinson looked at every education level separately, and the TV-Wallace connection was still there.

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One is that "the vivid image and themes of television journalism have made viewers more anxious and more frustrated about the present state of politics."

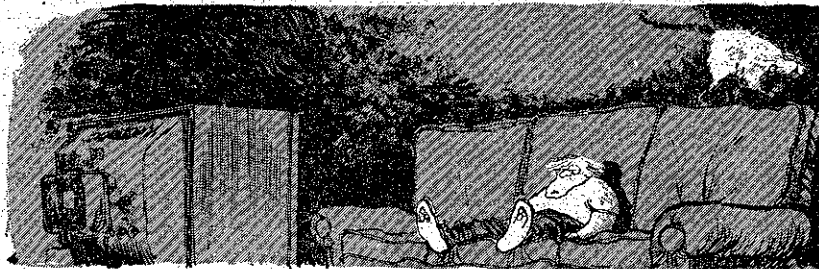
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Some booksellers, for example, are marketing "The Book of Abigail and John" to viewers of "The Adams Chronicles," a series of public television. Both tell the story of John Adams and his family during the American Revolution.

"Intellectual skills are as much a national resource as are fossil fuels or virgin lands, and they are equally deserving and needful of careful conservation," Manheim says.



We Deserve 'Violence' Break, McDonald's

I have news most disturbing. It leaves me immensely disillusioned. Maybe I will stop believing in Mom and the Flag and Flowers in the Park. Not to mention Hot Apple Pie.

The University of Pennsylvania, it says here, about a year ago did a study of those companies which most frequently have commercials in television programs showing acts of violence.

The winner, if such a word may be used, wasn't a company that makes toy Tommy guns . . . or little tanks or ray guns or toy soldiers.

ARE YOU READY?

It was—are you ready for this?—McDonald's. The hamburger and hot apple pie folks, whose commercials show well-scrubbed and tuncful little kids cavorting with human-sized hambies and clowns and fantasy characters, while the banner of the Republic flutters on the pole above.

As you can well imagine, I could scarcely believe my eyes as I read an account of this scientific study. McDonald's? The same McDonald's with the All-American image of goodness and righteousness and love for all small-fry?



On The Air

by CLARK SECREST

Yes, I am distressed to report, it is correct. It is right there in the winter issue of the journal published by the university's Annenberg School of Communication, as quoted by the Newhouse News Service.

The researchers counted the number of violent incidents in TV programs during a test week, and then noted the sponsors of those shows.

What is a "violent incident?" Somebody dashing his cheeseburger against a wall, or stomping on his french fries? Nope. The researchers logged only the violence that was actually directed toward an animate target. Threats didn't count. Throwing a vase at a wall didn't count; throwing a vase at a person did.

Programs in which McDonald's had

sponsorship were logged at about 22 violent acts per hour, the report is quoted as saying. Rounding out the top five were the Golden Grain Macaroni Corp., Skippers Fish & Chips Inc., Great Western United Corp., and Chesebrough-Ponds Inc.

Only the 65 companies which sponsored at least an hour of programming during the test week were judged. At the least violent end of the list were the Sperry-Hutchinson Co., with no incidents in 90 minutes of programming, followed by Patrick Cudahy, Inc., the Rapid American Corp., Block Drug Co. and Johnson & Sons.

The researchers said that it is unlikely that any of the rankings would remain constant from week to week.

Reported the researchers; "Most companies buy advertising time on the basis of . . . ratings alone, without regard to the content of the particular programs being sponsored. Thus, most companies fail to exercise their option of actively selecting a particular kind of program with which to associate their products."

Thus, it is somewhat reassuring for me to deduce that the Golden Arches people aren't, by design, going out and ordering commercials on programs that show bloody murders, horrendous rapes and mayhem. It's just that that's where the commercials are showing up.

General Foods' advertising chief recently suggested that advertisers withdraw sponsorship from programs depicting or publicizing crime. General Foods ranked 45th on the 65-company violence list.

If McDonald's is concerned over its pure image, as it appears to be, perhaps it should start scrutinizing the programs within which its commercials fall.

We deserve a break today, already.

TV violence encourages aggression in adults as well as children, UCLA researchers find

TORONTO FEB. 26/76

By RICHARD SALTUS
LOS ANGELES (AP) —
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lished than the generally ac-
cepted conclusion that chil-
dren can be turned toward

antisocial behavior by screen
violence.

But the results that have
come out of a University of
California at Los Angeles
study of adults "are espe-
cially important," says the re-
searcher, Dr. Roderick Gor-
ney, "because adults, after
all, are the ones who are
making decisions, declaring
war, voting for president, put-
ting additives in our food . . ."

Dr. Gorney and a few other
researchers are finding that
excessive viewing of cop and
crime shows—which consti-
tute 30 per cent of prime time
television—apparently can
stimulate aggressive behavior
in adults, and also can de-
velop in them a distorted view
of how dangerous the world
really is.

"Think of the potential ef-
fect on senior citizens, for
whom television is a major
source of received knowledge
about the world," said Dr.
David Pearl of the National
Institute of Mental Health's
behavioral science division.

In the years before and
since the U.S. Surgeon-Gen-
eral's controversial study three
years ago, in which a panel of
experts tentatively concluded
that children could be ad-
versely affected by television
violence, hundreds of re-
search projects on youngsters
have been conducted.

Many researchers say they
feel the cause-and-effect re-
lationship in children has been
well established. But this may
make people forget, as psy-
chiatrist Dr. Fredric Werth-
am points out, that "chil-
dren grow up to be adults, in-
corporating into their psyches
the thousands of hours of tele-
vision they saw in their
youth."

Dr. Wertham, a psychoana-
lyst who 25 years ago sounded
the alarm against violence in
comic books and movies
aimed at children, says his
clinical research in recent
years has shown that constant
viewing of violence is damag-
ing to adults, too.

"It is a social impact which

is not without consequences
for the whole society," says
Dr. Wertham, author of *A
Sign for Cain*, *The Show of
Violence* and the best-selling
Seduction of the Innocent,
about comic books and chil-
dren. "The very fact that ex-
tremely violent programs
both in television and movies
are so popular does not show
that they are all right and
harmless, but that a whole so-
ciety is affected."

Dr. Michael Rothenberg, a
Seattle child psychiatrist who
recently called for a "public
only one other study in pro-
fession against violent chil-
dren's programs, has sur-
veyed U.S. research on televi-

sion violence. He said he found
only one other study in pro-
gress dealing with violence
and adults, and that appar-
ently is producing results sim-
ilar to those at UCLA.

The effects of television
violence are emphasized by
George Gerbner, dean of the
Annenberg School of Commu-
nications at the University of
Pennsylvania. He is best
known for his yearly analy-
ses, since 1967, of the amount
and kinds of violence por-
trayed each season on televi-
sion.

His latest publication, cov-
ering the 1973-74 season,
showed an increase in "vic-
timization"—the number of
people on the receiving end of

violent acts in TV programs.
He also found, in a survey,
that constant viewers of tele-
vision believed there was a
50-50 chance of being involved
in a violent incident in any
given week.

The actual U.S. statistics
are one in 100, Prof. Gerbner
said, but "the viewers' dis-

torted ideas about the world
came from their immersion in
the TV world of muggings,
rapes and murder.

His view is that TV's effects
on adults, while not as di-
rectly observable as those on
children, who may closely imi-
tate actors' behavior, are
far-reaching.

"The cultivation of fear
among adults has social and
political consequences in
terms of demands for police
protection, election of police
commissioners and mayors.
Underlying it is the general
cultivation of exaggerated
fear and danger in the
world."

Although violence declined during the "family hour" on all three American television networks, it increased sharply on children's weekend programs and on broadcasts after 9 p.m. (EST) throughout last fall.

Thus, "family hour" notwithstanding, the overall level of television violence remained constant, according to the 1975 Violence Profile compiled by researchers at the University of Pennsylvania's Annenberg School of Communications.

Dr. George Gerbner and Dr. Larry Gross, principal investigators of the Violence Profile study and professors at the Annenberg School, pointed out a new feature of the Profile which showed that the steady level of television violence could have a little-noted effect: it may teach some members of the audience to anticipate their own victimization. "Heavy television viewers consistently see the real world as more violent and mean than do light viewers in the same social groups," they said.

The 1975 Profile shows a redistribution of television violence. As violence decreased during the family hour, it shot up in the late evening over the last three years (with just minor dips at CBS and ABC in 1975). Meanwhile, children's daytime programming at ABC and NBC became more violent last fall than it had been in 1973.

CBS emerges as the least violent network, carrying the lowest amount of violence in both its family hour and total program schedule.

Overall network violence reached an all-time low in 1973 only to peak the next year. Writing in the Spring 1976 issue of the *Journal of Communication*, Drs. Gerbner and Gross remark ". . . that network policy seems to have responded in narrow terms, when at all, to very specific pressure and only while the heat was on. After nine years of investigations, hearings and commissions . . . the overall rate of violent episodes, 5.6 per play, is, if anything, highest on record."

TV VIOLENCE UP!

The pattern of who inflicts violence on whom is as regular as the amount of violence itself. With nearly two male killers for every male killed, the "good guy" was more likely to be a killer, while old, married, lower class, foreign and/or nonwhite males were more likely to be killed.

Women were especially vulnerable, with only one female killer for every female killed. "Good women" (unlike "good men") had no lethal power, but "bad women" were even more dangerous than "bad men."

Heavy television viewers, who usually watch four or more hours a day, significantly overestimate violence and danger in the real world. Moreover, their apprehensions about personal safety, crime and trust in other people are greater than those of light viewers, who watch television for two hours or less every day.

The Violence Profile shows that 52% of all heavy viewers overestimated the possibility of personal violence being done to themselves as compared to 39% of the light viewers. When asked if people can be trusted, heavy viewers were 17% more likely to reply that "you can't be too careful in dealing with people."

Children display the same pattern of response as adults. The researchers found that with survey controls for sex, education, newspaper reading and age, age may be a critical factor: persons under 30—or the first television generation—seem to be more imbued with the television view of life, even when it is countered with the more realistic reports offered by a college education and regular newspaper reading.

Although other researchers have shown that television violence can encourage aggressive behavior, the authors of the Profile suggest that in generating pervasive fear among heavy viewers, TV can have still more far-reaching effects.

Americans live much of their lives in the world of television drama. Children and adults alike are exposed to vivid patterns of the facts of life in that world. What are those facts, especially with regard to the context, structure, and functions of violence, and what lessons do children and adults derive from their exposure to those facts?

These are the basic questions addressed in the research that yields the Violence Profile. Trends in network television drama and the conceptions of social reality that viewing tends to cultivate in the minds of viewers are studied in a continuing project called Cultural Indicators. The research is designed to provide annual indicators of television content and effects.

The current season's Violence Profile is the first to report a special comparison of trends during the so-called family hour (for practical purposes 8 to 9 p.m. EST) and other hours of programming including late evening and weekend daytime (children's) program hours. The research is based on the observations of trained analysts coding videotaped samples of each season's programming since 1967, and on surveys of child and adult viewers conducted since 1973.

The Violence Profile consists of measures of (1) the programming context in which dramatic violence occurs, (2) the composite counts of the prevalence, rate, and roles of violence that make up the Violence Index, (3) the structure of power in the world of television drama as indicated by the different risks of violence and victimization for different groups in the fictional population, and (4) the extent to which television cultivates its own view of social reality as reflected in the responses of light and heavy viewers to questions related to the message of violence on television but applied to the real world.

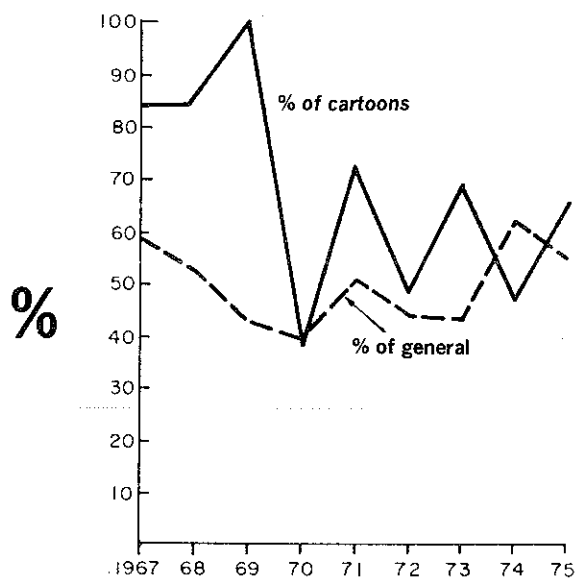


Figure 1: "Action" (crime, western, adventure) programs as percent of cartoon and of other (general) programs analyzed.

The critical aspect of programming is the proportion of "action programs" which contribute most violence to the world of television drama. Figure 1 shows that such programs comprise more than half of all prime-time and weekend daytime cartoon programming, and their proportion of the total has not changed much in recent years. In fact, while general (non-cartoon) crime and adventure plays dropped from their 1974 high of 62 percent to 54 percent in 1975, cartoon crime and adventure rose in the same period from 47 percent to 66 percent of all cartoons.

These programming trends foreshadow the violence findings that follow. We can summarize them by noting that there has been *no significant reduction in the overall Violence Index despite some fluctuations in the specific measures and a definite drop in "family hour" violence, especially on CBS, in the current season.* The "family hour" decline has been matched by a sharp increase in violence during children's (weekend daytime) programming in the current season and by an even larger 2-year rise in violence after 9 p.m. EST. Figure 2 shows these trends in detail.

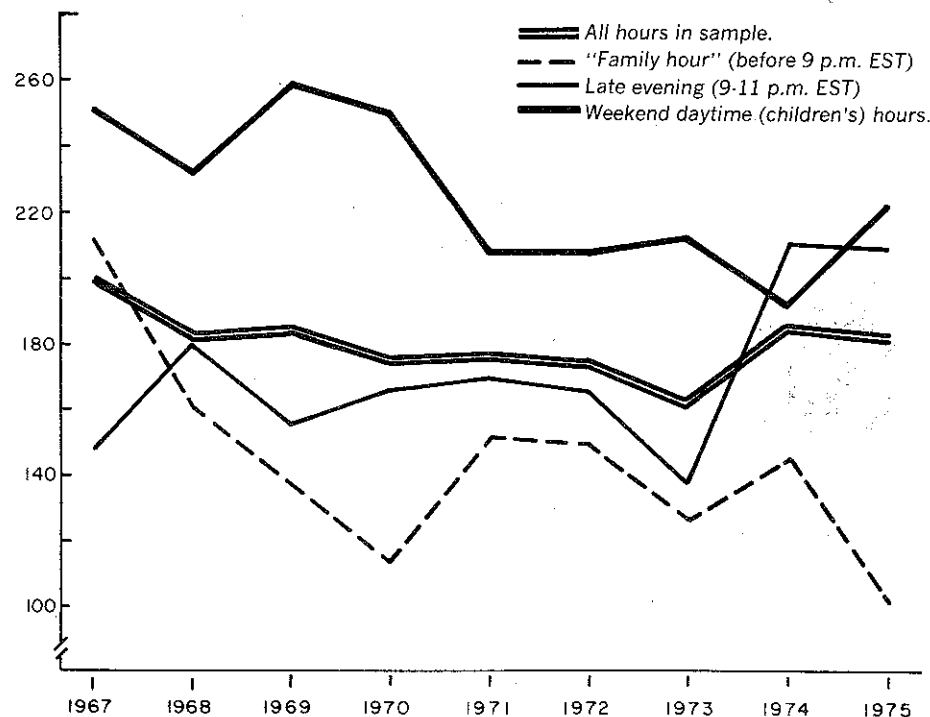


Figure 2: Violence Index for different hours of dramatic programming.

Figure 3 provides similar information separately by each network, showing that late evening violence shot up on all three networks in the past two or three years (with minor dips on CBS and ABC in 1975), and that children's (weekend daytime) programs became more violent on ABC and NBC in the past season. Figure 4 is a direct comparison of the Violence Index for all hours for each network, showing remarkable long-term stability and similarity among them. Figure 5 is a direct comparison of the "family hour" Violence Index for each network, showing little change over a two-year period for ABC and NBC, but a substantial reduction for the second year in a row for CBS.



Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania has just completed his "Violence Profile No. 7," and authored this summary with his colleague, Dr. Larry Gross. Result of the report indicates that networks redistributed violence with less in family hour and more elsewhere.

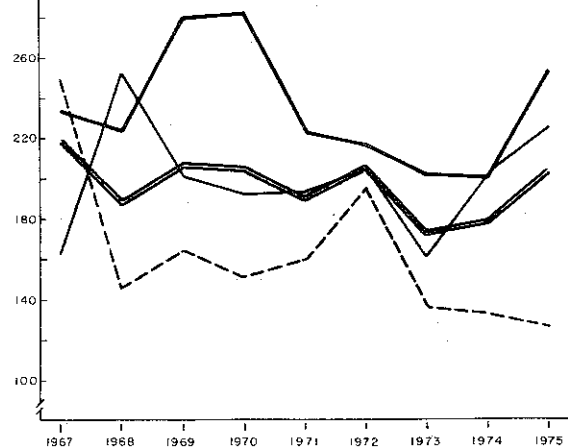
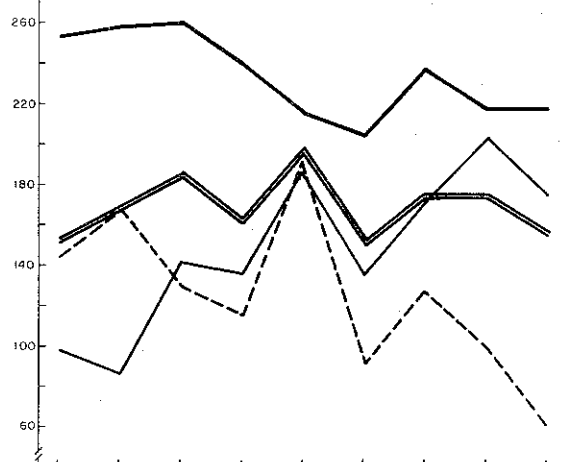
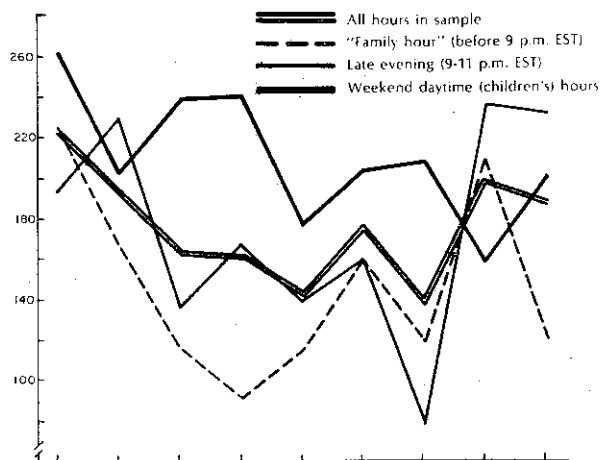


Figure 3: Violence Index for different hours of programming by networks.

The indicators reflected in the Violence Index are clear manifestations of what network programmers actually do as compared to what they say or intend to do. While our data permit many specific qualifications to any generalization that might be made, it is safe to say that network policy seems to have responded in narrow terms, when at all, to very specific pressure, and only while the heat was on. After nine years of investigations, hearings, and Commissions (or since we have been tracking violence on television), eight out of every ten programs (nine out of every ten weekend children's hour programs) still contain some violence. The overall rate of violent episodes, 5.6 per play, is, if anything, highest on record. (The violence saturation of weekend children's programs declined from the 1969 high but increased from its 1974 low to 16 per hour, double that of overall programming, as can be seen on Table 4.) Between six and seven

out of every ten leading characters (eight and nine for children) are still involved in some violence. Between one and two out of every ten are still involved in killing. Reductions have been achieved in the portrayal of on-screen killers (especially during weekend children's hours) and in "family hour" violence (especially by CBS), but, as we have noted, a sharp rise in late evening and general children's violence has canceled out any overall gains from the latter.

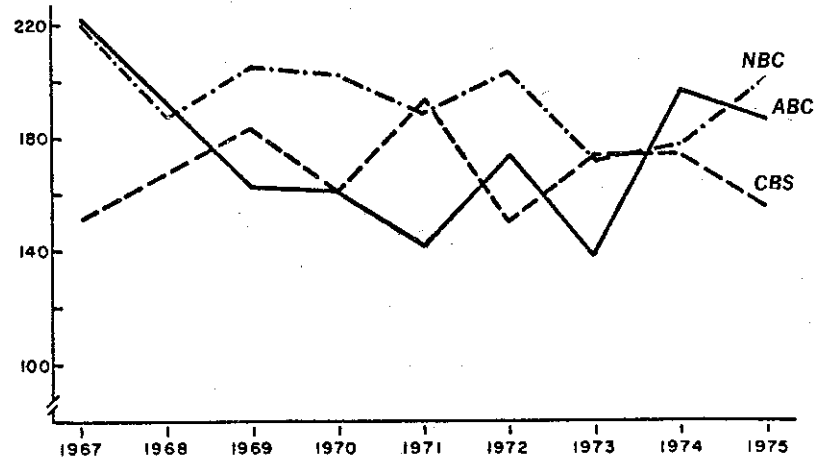


Figure 4: Violence Index for each network, all programs in sample.

The most elementary—and telling—relationship involved in violent action is that of violent and victim. The pattern of those who inflict and those who suffer violence (or both) provides a differential calculus of life chances for different groups of people in the world of television drama.

Table 5 presents a summary of the scores of involvement and what we call risk ratios. The character score is the roles component (CS) of the Violence Index; it is the percent of all characters involved in any violence plus the percent involved in any killing. The violent-victim and killer-killed (risk) ratios are obtained by dividing violents and victims, or killers and killed within each group. The plus sign means more violents or killers in the group; the minus sign means more victims. . . . continued page 21

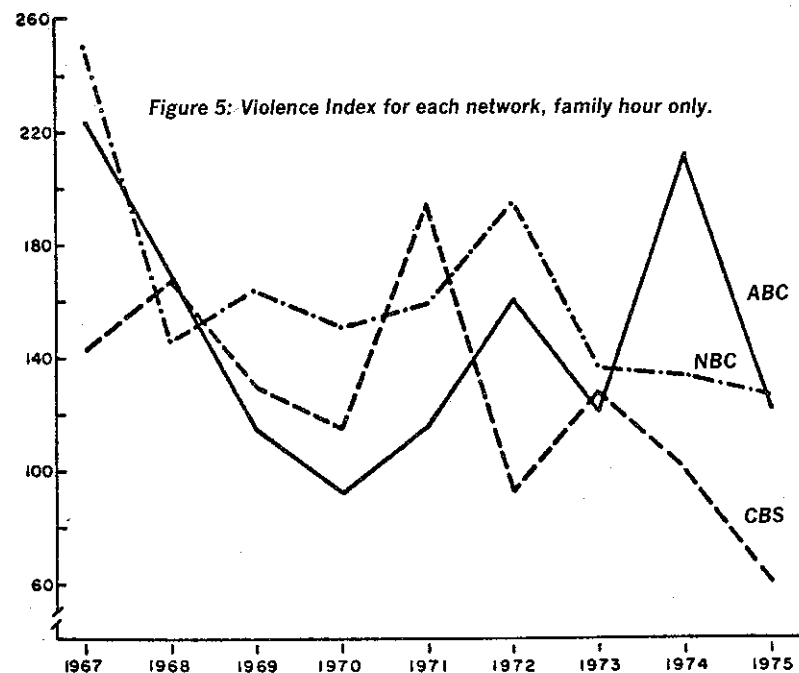


Figure 5: Violence Index for each network, family hour only.

We see that the 1967–75 totals show 1.19 male and 1.32 female victims for every violent male and female. Even more striking are the differential risks or fatal victimization. There were nearly two male killers for every male killed; however, for every female killer one woman was killed.

Table 5 also shows the differential risks of involvement and victimization attributed to other groups, projecting assumptions about social and power relations. Old men, married men, lower class, foreign, and nonwhite males were most likely to get killed rather than to inflict lethal injury. “Good guys” were of course most likely to be the killers.

Among females, more vulnerable than men in most categories, both young and old women as well as unmarried, lower class, foreign, and nonwhite women bore especially heavy burdens of relative victimization. Old, poor, and black women were shown *only* as killed and never as killers. Interestingly, “good” women, unlike “good” men, had no lethal power, but “bad” women were even more lethal than “bad” men. (The victimization of the “good” woman is often the curtain-raiser that provokes the hero to righteous “action.”)

The pattern of relative victimization is remarkably stable from year to year. It demonstrates an invidious (but socially functional) sense of risk and power. We do not yet know whether it also cultivates a corresponding hierarchy of fear and aggression. But we do have evidence to suggest that television viewing cultivates a general sense of danger and mistrust. That evidence comes from the fourth and final element of the Violence Profile, the component we call the Cultivation Differential.

The Cultivation Differential is the difference in the pattern of responses between light and heavy viewers of television, with age, sex, education, and newspaper reading controlled. Child and adult samples are asked questions about social reality that relate to the “facts” television presents in its own particular way. The difference between light viewers (usually watching 2 hours or less a day) and heavy viewers (usually watching 4 hours or more a day) giving the “television version” of two divergent answers is the Cultivation Differential indicating the “biasing” effects of exposure to television drama.

The Violence Profile’s Cultivation Differential shows heavy viewers significantly overestimating (compared to light viewers in the same age, sex, education, and reader categories) the extent of violence and danger in the world. Their heightened sense of fear and mistrust is manifested in their typically more apprehensive responses to questions about their own personal safety, about crime and law enforcement, and about trust in other people.

Children exhibit the same patterns as adults, but the “under 30” or “television generation” is even more imbued with the television view of life than the “over 30” generation—the last to grow up without television. Education makes a difference, as does regular newspaper reading, but heavy viewing of television tends to counter these other cultural influences even within the college and news reader groups.

The facts of life in the world of television drama—a violent world and a mean world—seem to be reflected in the conceptions of heavy viewers about social reality. This is particularly true of the young and less educated viewers.

POST-FV VIOLENCE: Battle between competing measures of violence on prime-time TV seems to be shaping up between CBS & NIMH over amount of violence in post-family viewing (FV) hours. Though Dr. George Gerbner, who prepares annual violence index report to Congress under NIMH research grant, hasn't yet released results of survey for 1975-76 season, CBS has compiled its study—by Vp-Chief Economist David Blank—showing violence levels down for all 3 networks in all time periods.

Gerbner would only say that level of violence before 9 p.m.—during family viewing (FV) period—was down from last year's levels, a finding substantiated by Blank's study. Blank found number of violent incidents "down substantially" compared with 1974-75, and "at their lowest level since we began monitoring activities in the 1972-73 season." Time period apparently open to dispute is after 9 p.m. Blank study claims violence after 9 "is down from last year and about at the level of prior years."

While Gerbner declined to give specific results, he did offer spirited defense of his research methods, challenged accuracy of CBS'. "We have absolute trust in our results and we don't care what anybody else says... When we publish, we set out our methodology completely. We have not been able to see his [Blank's] methodology... Usually, if there's a difference, it's because of differences in the methodology."

Blank said Gerbner's charge that CBS methodology hasn't been published "irritates me... We published full details in Spring 1974," as part of 1974 Senate Communications Subcommittee hearing record (Vol. 14:14 p2).

"It seems ironic to me" that FCC—which has "severely limited cable's ability to compete through a series of arcane rules"—"should be concerned about restraints that might be placed on cable by state & local governments," House Communications Subcommittee Chief Counsel Harry (Chip) Shooshan told Public-Cable membership meeting in apparent response to criticism leveled by FCC Cable Bureau Chief David Kinley (Vol. 16:6 p4). Shooshan added: "We do not have any substantial degree of faith in the federal regulatory body being able to ultimately do a better job than the state or local regulators."

Jury convicted 4 executives of Brunswick Record Corp. in Newark District Court last week for either pocketing or funneling to disk jockeys over \$350,000 in cash from illegal sales of Brunswick record albums. Money allegedly was given to disk jockeys as "payola." Executives also were charged with failing to pay copyright royalties on illegally-sold albums. Convicted were Pres. Nat Tarnapol, Vp Peter Carris, Production Mgr. Lee Shep & Secy. Irving Weigan. Acquitted were Promotion Dir. Melvin Moore & Vp Carl Davis.

First profitable year was achieved by Kaiser Bcstg. in 1975. Share of profits going to Kaiser Industries, 77.5% owner, was \$1,215,000. Balance is owned by Field Enterprises. Pres. Don Curran said revenues for first 1976 quarter are "substantially ahead" of last year and "we expect our profitability to continue to increase." Kaiser operates 5 UHF's, began in 1965 in Detroit.

OTC DRUG PANELS PLANNED: FCC, in cooperation with FTC, announced it will hold 3 panel discussions May 20-21 to explore TV advertising of over-the-counter (OTC) drugs. Action is in response to petition by Mass. Atty. Gen. Francis Bellotti & others seeking ban on televised OTC drug ads before 9 p.m. (Vol. 15:29 p2). FCC approved panels 6-0, Comr. Lee not voting; FTC approval was 3-0.

Two panels will concentrate on evaluating existing research findings and future research, while 3rd panel will consider courses of actions. First panel will consider cause-effect relationship between ads & drug use by young children, while 2nd panel will concentrate on elementary & high school children & adults. Members of first 2 panels all will be academic & broadcast industry researchers, while 3rd panel will be group of advocates. FCC & FTC staffs have drawn up list of about 50 possible names, will narrow field to about 30. "We're looking for experts in the field, the best possible people... We just want to get the issues out in the open," according to one official. Lawrence Zacharias, FTC, and Karen Hartenberger, FCC, are staff coordinators.

"I don't watch TV very much, but I think [family viewing] is one of the few things they're doing that's worthwhile," Charles Colson, former adviser to ex-President Nixon, told us. In panel discussion on Decency in Media at National Religious Bcstrs. convention in Washington, he struck out at power of TV news, charging it has changed nation's character, but spent most of his time defending reputations of former Nixon aides. Recording artist Pat Boone said he prays for FCC Chmn. Wiley & network execs. every day to help them resist scheduling violent programs "for profits & ratings." Ellen Richards, WYFI(FM) Norfolk, Va., hit AP Radio for use of "hell" & "damn."

Satellite Working Group members CPB, PBS & Ford Foundation have come to agreement that "there probably should be a single organization responsible" for public broadcasting's satellite distribution system, and that organization should be CPB, according to CPB Pres. Loomis. In joint statement, members said they've agreed that CPB "would assume the basic responsibility and associated risks," continue to assign various tasks to PBS. Agreement settles dispute over control of loan negotiations & system construction (Vol. 16:7 p2). Loan talks continue with Prudential & Equitable, expected to provide financing for project.

CUB petitions to improve quality of UHF broadcasting (Vol. 15:30 p8, et seq.) should receive "prompt Commission consideration," House Communications Subcommittee Chmn. Macdonald (D-Mass.) wrote FCC Chmn. Wiley. Though Macdonald said CUB representatives told him changes would involve "modest costs" and would "produce substantially improved reception," he noted that 7 months have passed since petitions were filed, without FCC analysis or rulemaking, and that issue doesn't appear on FCC calendar for next 3 months.

Optical Systems reports starting or planning pay cable in following Cal. communities: El Cerrito, Castro Valley, Coronado, Martinez, Salinas.

Children in danger of being TV addicts

By HELEN BULLOCK
Star staff writer

Canadian children are in danger of becoming television addicts, over-exposed to violence, but it's not too late to do something about it, according to experts interviewed by The Star yesterday.

They agreed that most children watch at least four hours of TV daily, twice that on weekends and that most of it is loud, violent and unsupervised by parents.

The psychologists and educators were commenting on remarks by George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania, to the Royal Commission on Violence in the Communications Industry. He said television is the new North American religion and children are its slavish converts.

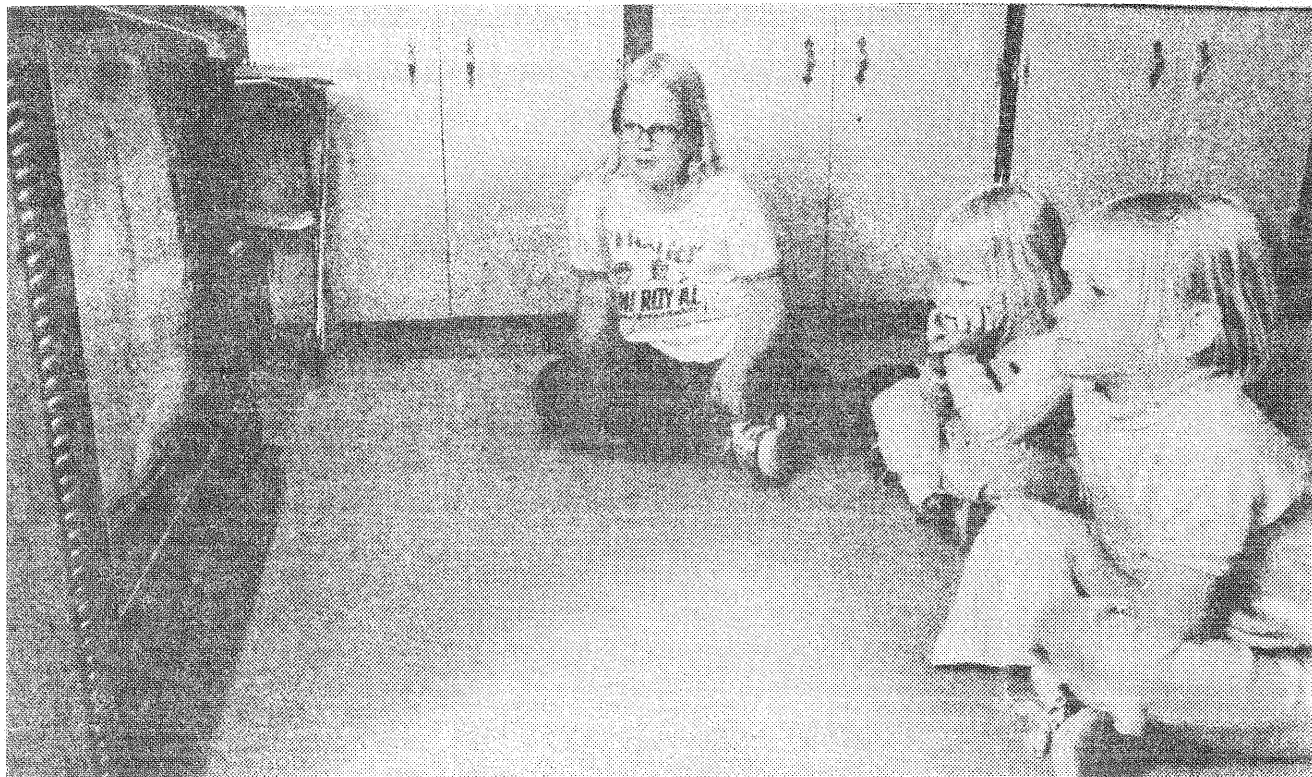
OMINOUS EVIDENCE

Dr. Kingsley Ferguson, psychologist in chief of the Clarke Institute of Psychiatry, said there is "an unassessed degree of danger" in the amount and type of television programs most children watch. He said that although there is a lack of formal studies on the effect of television in Canada, "what evidence we have on violence (on television) is ominous."

He said American studies show that violence on the screen aggravates or encourages violent or aggressive behavior in the viewers and, since Canadian children tend to watch American shows, "we can assume it's true here, too."

Dave Nostbakken, 31-year-old lecturer at the Ontario Institute for Studies in Education, said there is "ample evidence" that television is addictive.

He cited a European



—Star photo by John Mahler

TELEVISION SITCOM has the Lowe children, of Lynnbrook Dr., enthralled. But Vicki (left) 11, Mere-

dith, 3, and Caron, 5, usually prefer to be outdoors. Vicki likes police stories but doesn't see many of them.

study in which people were paid not to watch TV — some lasted a week, none lasted a month.

"They experienced withdrawal symptoms similar to drug withdrawal," Nostbakken said. "They suffered from nervousness, tension and sleeplessness."

He said some children could suffer from a loss of "self-identity" through excessive TV viewing.

"They lose their ability to stand back from a situation," he said. "Their awareness of themselves and others diminishes and they become frustrated. It could lead to violent behavior."

North York board of education recently conducted a survey among 630 students and found 15 per cent of them watched eight

hours of television a day and 50 per cent of them were unrestricted by the parents in their choice of programs.

Board chairman Mel Shipman told The Star yesterday constant viewing was psychologically unhealthy for children because it kept them from being actively involved with others.

"But we're encouraging teachers and parents to teach children to be discriminating in what they watch and to evaluate content," he said.

Walter London is a concerned parent — he's also associated dean of the faculty of education at the University of Toronto. Yesterday he said more scientific studies on the effects of TV are needed to map out a safe, sensible future for young viewers.

"An undiluted diet of violence doesn't lead anywhere and all parents should be concerned about it," London said. "Excessive viewing is a danger and parents should know exactly what their children are watching and how much of it."

PREFER OUTDOORS

Gaile Lowe, of Lynnbrook Dr., mother of three girls, said her children "don't watch a lot of television anyway — they'd rather be outside playing. My 11-year-old likes the police adventure programs but she goes to bed at 9 p.m. so she does not see many."

Caron, 5, told The Star "being outside is better" than watching TV. She

doesn't even like Sesame Street any more.

But Margaret Draper, of Jane St., said her three children, aged 13 to 6, "watch TV all the time. If it's raining on in the winter I can't get them away from the television set. I don't mind as long as they're quiet — it's when they're fighting I get mad."

Eye Low

2 APRIL P. B1

...*



"The study found that although the amount of violence fell during the family viewing period, 'late evening violence shot up.'" At left, a scene from "Starsky and Hutch."

Violence Dispute

By Tom Shales

Violence on television has not declined this year, despite the institution of the so-called Family Hour by the networks, but instead has "remained constant," according to a study revealed yesterday by the Annenberg School of Communications at the University of Pennsylvania.

The study, funded by the National Institute of Mental Health (NIMH), found that although the amount of violence fell during the family viewing period (7 to 9 p.m.), "late evening violence shot up on all three networks in the past two or three years" and there was "a sharp increase in violence during children's (weekend daytime) programming in the current season."

Rep. Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, immediately issued a statement calling the report "extremely distressing" and the performance of the networks in re-

ducing violence on the air "dismal."

Macdonald said the study "confirms my prediction about family viewing that it is going to be used as an excuse to increase violence at other times." The family viewing plan was conceived by the networks and the Federal Communications Commission (FCC) as a means of self-regulating violence and sex on television.

Although the report—supervised by Dr. George Gerbner and Dr. Larry Gross—cites CBS as having the lowest violence level during the Family Hour, CBS rose to denounce the study in a strongly worded statement that branded it "fallacious."

"The fact is that for the three networks combined, the occurrence of incidents of violence in prime time has declined by 24 per cent since last year and on CBS by 36 per cent," the CBS statement said. "At CBS the level of violence is the lowest since these tabulations began in September 1972."

See VIOLENCE, B10, Col. 1

TV

Violence

Dispute

VIOLENCE, From B1

Gerbner, in response, said that the violence index he developed "is based on the most reliable methods known and used in this kind of research" and that it has been in use for the past nine years. Gerbner explained the difference between his figures and CBS's: "They exclude all humorous violence. They assume violence in a humorous context has a negligible effect. We do not make that assumption.

"Our counts are different because our definitions of violence are different. They have chosen the one that is most favorable to them."

Gerbner said his study shows that "the Family Hour has been negligible in reducing violence overall."

A spokesman for FCC chairman Richard E. Wiley said Wiley couldn't comment on the report yet because he hadn't studied it sufficiently. It was at Wiley's urging that the family viewing time concept was adopted.

The National Association of Broadcasters (NAB) also declined to comment.

Nicholas Johnson, an FCC commissioner from 1966 to 1973 and now director of the National Citizens Committee for Broadcasting, said he was not surprised by the report's findings. "I've never thought that the industry was capable of policing itself with regard to this or any other abuse," Johnson said.

He said the causal relationship between violence on television and violent behavior in society has been established through "20 years of study."

The landmark report on the subject was that of the U.S. Surgeon General's office in 1972. Its study was the first to establish a link between violent portrayals on television and aggressive behavior in children—though only, according to the subsequently controversial report, in children "who are predisposed in this direction."

Since that time there have been many such studies. One of the most recent was one financed by ABC. This five-year project, prepared by Dr. Melvin S. Heller and Dr. Samuel Polsky, concluded that "exposure to aggressive television content did not lead to heightened assaultive behavior" in young viewers but that "television programs with more aggressive content produced more aggressive fantasies" in those children who watched them.

In a survey of studies on violence in television, Dr. Michael B. Rothenberg noted recently in the Journal of the American Medical Association that "the average American child" will witness 18,000 murders on television by the time he has graduated from high school.

Part of Gerbner's "violence profile" concerns the varying effects of television viewing on those who are heavy viewers and those who watch little television. According to the study, heavy viewers of television, subjected to its repeated depictions of violence, develop a "heightened sense of fear and mistrust" about society.

Such viewers "significantly" overestimate "the extent of violence and danger in the world," the report states.

TV crime real for heavy-viewers

PHILADELPHIA (AP) — Persons who watch four hours or more of television daily have an exaggerated view of danger and violence in society, researchers said Friday.

"Heavy (TV) viewers are more likely to be afraid. They ask for more protection from the authorities. . . . They're the ones who appeal for law-and-order campaigns," said George Gerbner, professor of communications at the University of Pennsylvania.

Gerbner said his "1975 Violence Profile" was compiled by conducting nationwide home-and-telephone interviews with 6,000 persons, representing a cross section of persons who do and don't watch television.

It was the seventh in an annual series by Gerbner's team at Penn's Annenberg School of Communications. It was funded through a grant from the National Institute of Mental Health.

"Heavy viewers, as a whole, are younger, less educated and are in low-income groups," Gerbner said.

The researchers concluded that even a heavy television viewer who is college educated or who reads a newspaper would be affected by TV's portrayal of "a violent world

and a mean world."

"In our studies, we found that the (television) victims outnumber the perpetrators of violence. We got the idea that victimization is one of the effects of viewing (TV) violence," Gerbner said.

"In asking, 'What are your chances of encountering violence?' (in the course of a given week), we found that heavy television viewers overestimated their chances. We inferred that they think of themselves as possible victims."

Among heavy-TV viewers, 52 per cent answered the question by estimating their chances of being involved in some type of violence at "50-50" or "1-in-10." The rest estimated a "1-in-100" chance.

Among light-TV viewers, meaning those who watch two hours or less daily, 39 per cent answered "50-50" or "1-in-10."

Another question was, "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?" Sixty-five per cent of the heavy-TV viewers replied, "Can't be too careful." That was 17-per cent more than the light-TV group.

Gerbner added, "Our findings in no way

negate the fact established by other studies that exposure to (TV) violence generates a certain amount of aggression if that person is previously disposed to do so."

It's name-dropping

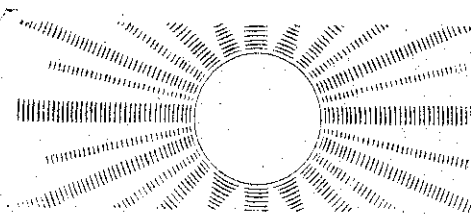
BARRANQUILLA, Colombia (UPI) — The traditional adversary relationship between the press and city hall has reached new heights in this South American port city: Reporters have voted unanimously not to mention the mayor's name in their stories. The Barranquilla Reporters Circle took the measure to protest Mayor Fernando Restrepo's order not to admit the press at a swearing-in ceremony for the city's new treasurer. The mayor posted policemen at city hall to keep reporters out. And the reporters "vetoted" the new treasurer, Myriam Ovalle — they won't mention her name, either.

Chicago Sun-Times
April 3, 1976



Good Morning!

The



VOL. 82. NO. 131.

TELEPHONE 323-3731

SPRINGFIELD, O., SATURDAY, APRIL 3, 1976

Heavy TV viewing may cause fear

PHILADELPHIA (AP) — Persons who watch four hours or more of television daily have an exaggerated view of danger and violence in society, researchers said Friday.

"Heavy (TV) viewers are more likely to be afraid. They ask for more protection from the authorities ... they're the ones who appeal for law and order campaigns," said Dr. George Gerbner, professor of communications at the University of Pennsylvania.

Gerbner said his "1975 Violence Profile" was compiled by conducting nationwide home and telephone interviews with some 6,000 persons, representing a cross-section of persons who do and don't watch television.

"Heavy viewers, as a whole, are younger, less educated and are in low-income groups," Gerbner said in a telephone interview.

The researchers concluded that even a heavy television viewer who is college educated or who reads the newspaper would be affected by TV's portrayal of "a violent world and a mean world."

"In our studies, we found that the (television) victims outnumber the perpetrators of violence. We got the idea that victimization is one of the

effects of viewing (TV) violence," Gerbner said.

"In asking, 'What are your chances of encountering violence,' (in the course of a given week) we found that heavy television viewers overestimated their chances. We inferred that they think of themselves as possible victims."

Among heavy-TV viewers, 52 per cent answered that question by estimating their chances of being involved in some type of violence at "50-50" or "1-in-10." The rest estimated a "1-in-100" chance.

Among light TV viewers, meaning those who watch two hours or less daily, 39 per cent answered "50-50" or "1-in-10."

Another question was, "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?" Sixty-five per cent of the heavy-TV viewers replied, "Can't be too careful." That was 17 per cent more than the light-TV group.

The study also concluded that violence has increased sharply on children's cartoon programs on the weekends and on broadcasts after 9 p.m. In the past year, cartoon crime and adventure increased from 47 per cent to 66 per cent of all cartoons.

What is your criticism?

Violence count finds decline in family time, nowhere else

Gerbner's latest report provokes outbursts on Hill about new network hearings

The television networks, especially CBS, were true to their word about reducing violence during the family viewing period, begun last fall. But that decrease was offset by a sharp increase in violence on weekend children's programs, with the result that the over-all level of violence remained about the same in the fall of 1975 as in recent years.

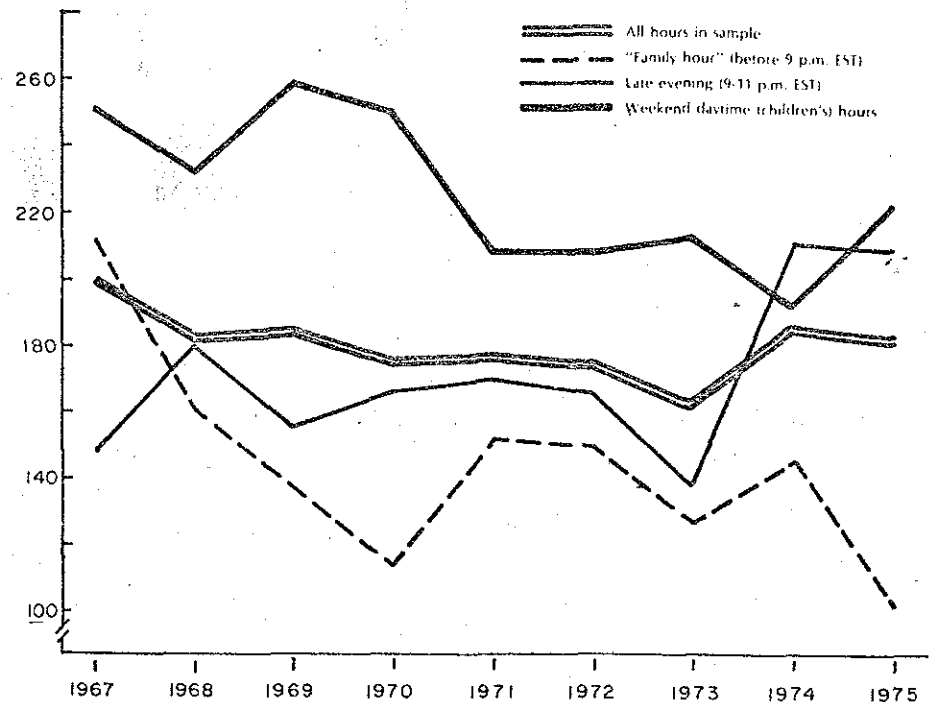
So concludes the nation's leading tracker of TV violence, Dr. George Gerbner of the Annenberg School of Communications at the University of Pennsylvania in his "Violence Profile No. 7," issued last week.

In the summary of the report, Dr. Gerbner and his colleague, Dr. Larry Gross of the same school, assert that "it is safe to say that network policy seems to have responded in narrow terms, when at all, to very specific pressure, and only while the heat was on." They continued: "After nine years of investigations, hearings, and commissions, eight out of every 10 programs (nine out of every 10 weekend children's-hour programs) still contain some violence. The over-all rate of violent episodes, 5.6 per play, is, if anything, highest on record."

The two researchers made special note that the number of violent acts on children's weekend shows, although well below the 1969 high of 28.4 per hour, nevertheless rose from the 1974 low of 12.1 per hour to 16.2. That is twice the number of violent acts per hour for TV programming over-all and more than four times the rate during the family hour (designated as 8 p.m. to 9 p.m. EST weekdays).

The picture that emerges from the Gerbner study is that the networks redistributed violence, taking it off the family hour, and inserting it somewhere else.

However, the suspicion that most of the violence taken off the family hour was



Ups and downs. This graph from the Gerbner study charts the violence indices for the three networks combined for different hours of dramatic programming over nine years. The violence index (left side of graph) is an abstract number that takes into account the number of programs with violence, the amount of violence in them and the numbers of perpetrators and victims involved in the violence.

simply moved back to time periods after family viewing proved wrong. Drs. Gerbner and Gross make much of the fact that violence increased in the 9-11 p.m. week-day periods, but that increase happened in 1974, before the imposition of family viewing. Violence at 9-11 p.m. did not drop in 1975, but neither did it increase.

Predictably, the networks immediately came under fire from House Communications Subcommittee Chairman Torbert Maddonald (D-Mass.), who was waiting for the Gerbner results before undertaking his own hearings into TV violence, which he hopes now to hold "later this year." "Extremely distressing" was Mr. Macdonald's pronouncement about the study last week. "Dr. Gerbner's study confirms my prediction about family viewing—that it is going to be used as an excuse to increase violence at other times." He also said, "I'm very disappointed that the Saturday morning children's television violence index show a big increase over 1974... The networks have been assuring us that this is where there have been dramatic improvements." The networks have also been promising for years "that they were making a good faith effort to reduce the amount of violence," said Mr. Macdonald. "Despite their self-serving studies, this objective report indicates that their performance has been dismal."

Representative John Murphy (D-N.Y.), another member of the House Communications Subcommittee and a frequent critic of TV, said last week that the Gerbner report confirms his belief that "the family hour is a fraud, an excuse to overload subsequent prime-time shows and Saturday viewing hours with unfettered murder and mayhem." He said, "For 25 years the net-

works have been promising to reduce violence on TV, while they've been giving us more."

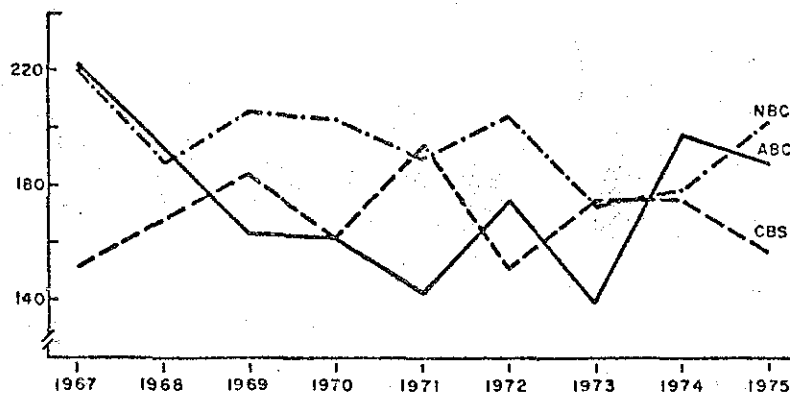
CBS, made to sound the least violent of the three networks in the report, was the one that protested loudest last week. "The so-called Gerbner Index is fallacious," the network said. Based on its own monitoring of programming, CBS asserted that the number of incidents of violence on all three networks declined this season by 24%, at CBS alone by 36%. The other two networks had not studied the Gerbner report last week and reserved comment for later.

In defense of his methods last week, Dr. Gerbner said there is a major difference between his definition of violence and CBS's. He said CBS does not count violent incidents committed in a humorous context such as in cartoons, which means the network researchers ignore what he said "may well be half" of the incidents he counts. By not counting humorous violence, Dr. Gerbner said, CBS "presumes an effect of violence," and that because of that the network's research is "erroneous and invalid." He added, "In constructing their definition, they (CBS) want to come out as good as they can."

This is the seventh violence index Dr. Gerbner has done. It and the cumulative results of the previous six span a period of nine years. The money for it came from the National Institute of Mental Health, a government agency under the jurisdiction of the Department of Health, Education and Welfare. The NIMH grant for the violence study, itself part of a larger TV monitoring project called "Cultural Indicators," was \$262,871 for this fiscal year, of which about \$80,000 went to the Uni-



Dr. Gerbner



Similarities. The graph above compares the over-all violence indices of the three networks over nine years. Drs. Gerbner and Gross say it shows "remarkable long-term stability and similarity among them."

versity of Pennsylvania for overhead. Last year's grant was \$108,375 of which about \$33,000 went to the university. Dr. Gerbner estimated last week that about 60-70% of the NIMH funds were devoted to the violence study.

The study gives CBS most of the credit for the large decrease in violence during family viewing. There was a sharp drop in violence during that period on ABC in 1975 after what appears on the chart as an equally sharp increase in 1974, and there was a slight drop in violence in shows on NBC over the past two years. But CBS's violence index during the 8-9 p.m. time slot in 1975 appears about half that of the other two networks.

Drs. Gerbner and Gross also note in their summary that weekend children's programs became more violent on NBC and ABC in 1975. There was no change in that reading for CBS in 1975. Its weekend children's shows have less violence than NBC's, and more than ABC's, according to the chart.

In all, the researchers found that between six and seven out of every 10 leading characters in all network programs (between eight and nine for children's shows) are involved in some violence. Between one and two of every 10 are involved in killing. They note there has been a reduction over-all in the portrayal of on-screen killers, especially during children's programs.

The study does more than log the frequency of violence and killing on TV. It also tries to characterize those doing the violence on TV shows and those who are victims. Among the conclusions is that there were nearly two male killers for every male killed on TV; the "good guy" was likely to be the killer, while old, married, lower class, foreign or nonwhite males were likely to be killed.

It says women were "especially vulnerable," with one female victim for every female killer on the screen. As with men, old, poor, foreign and nonwhite women were likely victims of killers, but unlike men, "good" women were not killers. And old, poor and black women were never shown as killers.

What if anything do the statistics prove about the effect of violence in viewers? Nothing for sure, says Drs. Gerbner and Gross. "But we do have evidence to sug-

gest that television viewing cultivates a general sense of danger and mistrust."

Their evidence comes from interviews conducted with TV watchers. They contrast the answers of heavy viewers (those who watch four hours or more a day) with those of light viewers (two hours or less) to questions such as: "During any given week, what are your chances of being involved in some type of violence—about 50-50, one in 10 or one in 100?"

Their conclusion is that heavy viewers, including children, "significantly overestimate the extent of violence and danger in the world." Those under 30 years old, the "television generation," are "even more imbued with the television view of life" than the over-30 audience, they say. They also say that education and regular reading of newspapers tend to lessen the number of "TV answers" but heavy TV viewing tends to counter these other influences.

The statistics for the Gerbner study were collected from the monitoring of a week of fall programing in 1975 and 1974 and from another week's worth of random samples gathered both years from several different weeks in the fall. Dr. Gerbner said last week he and his research team have begun this year to include a week of spring programing. That sample will show up in the next profile.

NABET on strike against NBC over manning new technology

Wages are outside dispute; company charges sabotage

NBC's television and radio networks and owned stations were struck by the National Association of Broadcast Employees and Technicians early Thursday morning (April 1) but on-the-air operations were maintained through use of management and other nonunion personnel.

The strike followed six weeks of negotiations in San Diego between NBC and NABET officials to frame a new three-year

contract to replace one that expired March 31. A union spokesman said salary was not an issue in the discussions and the strike was touched off by "NBC's effort to weaken our ranks through demands that would reduce our staff and downgrade our jobs."

Among NBC's demands to which NABET is objecting, he said, are: limiting the jurisdiction of the union over electronic newsgathering assignments to 50 miles, rather than the present 250 miles; the surrender by NABET of arbitration awards that have given the union jurisdiction over work associated with various technological devices; the right by NBC in certain instances to place workers on a per diem instead of a regular staff basis.

NABET members involved in the strike total about 1,700 nationwide, located in New York, Washington, Cleveland, Chicago, Los Angeles and San Francisco. They include engineers, maintenance workers, cameramen and news writers (the last in New York, Chicago and Los Angeles only). Technician/engineers, the largest group, earn an average of \$375 weekly, exclusive of overtime.

NBC issued a statement on Thursday saying that management crews replacing the striking NABET members found instances of "extensive sabotage of film and video-tape equipment" in New York. They found that 18 video playback/record heads had been destroyed, cable in the studio remote control systems was disconnected and film studio controls were misaligned. NBC said repair costs are estimated at \$50,000.

Because of "the sabotage," NBC said, WNBC-TV New York and NBC-TV were unable to present commercials in several late-evening programs on March 31. The revenue loss to WNBC-TV was estimated at \$46,000 and to the network at \$60,000.

A network spokesman said management personnel have repaired the damage and the regular broadcast schedule will be maintained indefinitely. He added that live coverage of the Greater Greensboro (N.C.) Open golf tournament, planned for last weekend, would go on as scheduled.

Shortly after NABET set the strike in motion on April 1 at 12:01 a.m., NBC stated it had made a new proposal to the union and regretted that NABET had elected to strike. NBC said there are "complex issues" involved in the negotiations and noted that the federal mediator in San Diego had urged both parties to extend the present agreement until May 1. The NBC statement said: "We stand ready to resume talks at any time."

No meetings were scheduled after NABET ordered members off their jobs. NBC negotiators left San Diego for New York.

ABC's contract with NABET expires next year. CBS's pact with the International Brotherhood of Electrical Workers expired last September but has been extended until the end of this month. NABET struck NBC for three weeks in 1959 and ABC for nine weeks. An IBEW strike against CBS in 1972 lasted almost two months.

ENTERTAINMENT

Heavy TV diet creates anxiety researcher says

PHILADELPHIA (AP) — People who watch four hours or more of television daily have an exaggerated view of danger and violence in society, a U.S. researcher says.

"Heavy TV viewers are more likely to be afraid. They ask for more protection from the authorities.

"They're the ones who appeal for law and order campaigns," said George Gerbner, professor of communications at the University of Pennsylvania, on Friday.

Gerbner said his "1975 Violence Profile" was compiled by conducting nationwide home and telephone interviews with some 6,000 people, representing a cross-section of people who do and don't watch television.

"Heavy viewers, as a whole, are younger, less educated and are in low-income groups," Gerbner said.

trusted or that you can't be too careful in dealing with people?"

Sixty-five per cent of the heavy-TV viewers replied, "Can't be too careful." That was 17 per cent more than the light-TV group.

The study, was the seventh in an annual report, done by Gerbner's team at Penn's Wannenberg School of Communications.

It is funded through a grant from the National Institute of Mental Health.

BING AND SAMMY DAVIS JOIN HOPE IN MONTREAL

MONTREAL (CP) — Bing Crosby and Sammy Davis Jr. appear with Bob Hope in the gala presentation The Bob Hope Special which comes to the Montreal Forum this month.

Joining the show for the Montreal presentation, scheduled April 11 or 12, will be Shirley Jones, who stars in the television series The Partridge Family.

At Bob Hope's suggestion, profits from the show are to be divided equally between the Olympic Trust of Canada and the Olympic Trust of the United States.



Eye on Entertainment

By Sid Adilman

VIOLENT WORLD

The researchers concluded that even a heavy-television viewer who is college educated or who reads the newspaper would be affected by TV's portrayal of "a violent world and a mean world.

"In our studies, we found that the television victims outnumber the perpetrators of violence. We got the idea that victimization is one of the effects of viewing TV violence," Gerbner said.

"In asking, 'What are your chances of encountering violence,' we found that heavy-television viewers over-estimated their chances. We inferred that they think of themselves as possible victims."

Gerbner said the study did not indicate whether a heavy-TV viewer with the distorted view of society is more likely to become a victim.

OTHER FINDINGS

He said his own speculation is that "if television cultivates a sense of victimization in a large portion of the population, we feel it is setting up a situation where violence is more likely to occur."

Gerbner added, "Our findings in no way negate the fact established by other studies that exposure to TV violence generates a certain amount of aggression."

One question asked in the nationwide poll was, "During any given week, what are your chances of being involved in some type of violence — about a 50-50 chance, a 1-in-10 chance, or a 1-in-100 chance."

Among heavy TV viewers, 52 per cent replied "50-50" or "1-in-10."

Among those who watch two hours or less daily, 39 per cent answered "50-50" or "1-in-10."

Another question was, "Generally speaking, would you say most people can be

6 San Diego Stations In SAG-AFTRA Pact

Hollywood, April 6.

Screen Actors Guild and American Federation of TV & Radio Artists have reached agreement with six San Diego tv and radio stations calling for a 20% increase for both spots and programs.

Agreement will cover three years. Signing the new pact were KGB, KOGO, KGTV, KFMB, KSDO and KCBQ.

For one-minute commercials, new on-camera fees are \$62, one week; \$83, two weeks; \$125, four weeks; \$166, 13 weeks. Old fees were, respectively, \$51, \$68, \$102 and \$136. There were similar increases in off-camera fees.

In radio, increase for the first year is 20% for 13 weeks unlimited use in the San Diego market, with further increases in 1977 and 1978.

Also negotiated were increases in SAG pension and welfare to 8½%; \$5 increase in wardrobe allowances; mileage rate hiked from 10¢ to 15¢ per mile; special makeup and hair style fees increased \$5; and better provisions for meals, dressing rooms and toilet facilities.

TViolence Study By School Cues Wrath Of Webs

Washington, April 6.

The much ballyhooed tv violence study from the U. of Pa.'s Annenberg School of Communications was released last week to a stormy reception from the networks. Reason is that the study shows that the 9 p.m. "gore curtain" is indeed that — latenight violence has shot up following the "family hour," insists supervisor Dr. George Gerbner.

Study, funded by the National Institute of Mental Health at the prodding of House and Senate communications subcommittees, also notes a sharp increase in Saturday ayem gore despite web insistence that tranquility reigns during that daypart.

The Gerbner findings run contrary to other studies by the networks that show primetime

(Continued on page 64)

FCC's Hooks For Fairness Doc

Washington, April 6.

FCC Commissioner Benjamin Hooks, who is quietly promoting himself as a candidate for chairman when Richard Wiley's term expires in June 1977 (Presidential elections notwithstanding), gave a solid endorsement of the generally unpopular Fairness Doctrine last week.

In a belated concurring statement to the FCC's recent refusal to reconsider its latest Doctrine changes, Hooks agreed that "the facts remain that there are substantially more individuals who want to broadcast than there are frequencies to allocate."

But Hooks disagrees with the majority plan to apply the Doctrine to commercials devoted only in an obvious way to discussion of public issues. He envisions an access requirement of a fixed percentage of overall blurb time, and would permit counter-commercial spokesmen to present "responsible rebuttals to explicitly or implicitly controversial ads." He insists the plan would relieve the FCC from day-to-day blurb requirements over its licensees.

TViolence

(Continued from page 52)

violence decreasing, a fact he attributes to web practice of including humorous violence in the figures. He insists such violence has a negligible effect on human behavior and is not included in the U. of Pa. study.

House Communications Subcommittee chairman Torbert Macdonald (D-Mass.) was "distressed" with the findings, as were the networks — although for different reasons. "Dr. Gerbner's study confirms my prediction about Family Viewing — that it is going to be used as an excuse to increase violence at other times," said Macdonald. The number of violent incidents per hour in the children's weekend programming, for example, is 16.2%, as opposed to 3.6% per hour in Family Viewing, and 7.2% per hour from 9 to 11 p.m.," said Macdonald.

Quick to the defensive, an irate CBS said it "indignantly denies" Macdonald's charge, and called the Gerbner index "fallacious." The web said, "The fact is that for the three networks combined, the occurrence of incidents of violence in primetime has declined by 24% since last year and on CBS by 36%."

DAILY NEWS 4/8/76

TV Violence Report Spurs House Action

An ongoing study of TV violence by two University of Pennsylvania researchers was expected to play a big role in an upcoming Congressional investigation of that subject.



Gerbner

The latest report by Dr. George Gerbner and Dr. Larry Gross, of the Annenberg School of Communications, charges that while the networks were reducing violence in the family hour they were increasing it elsewhere, especially on weekend children's programs.

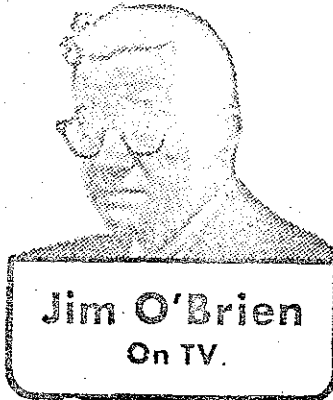
Congressman Torbert MacDonald (D., Mass.), chairman of the House Communications Subcommittee, called the report, "extremely distressing." MacDonald had been waiting for the release of the latest violence study and will cite it in hearings he intends to hold "later this year."

All three networks challenged the findings of the report, including CBS that was made to seem the least violent. A CBS spokesman called the report "fallacious."

MacDONALD SAID that the U. of P. study "confirms my prediction about family viewing — that it is going to be used as an excuse to increase violence at other times."

The study asserts that the number of violent acts on children's weekend shows, although well below the 1969 high of 28.4 per hour, increased

That became apparent even as a court battle over the "family viewing" hour began in Los Angeles (see adjoining story).



Jim O'Brien
On TV.

from the 1974 low of 12.1 per hour to 16.2. Surprisingly, the study found no increase in violence from 9 to 11 p.m., since September, when the 8 to 9 p.m. family hour was launched.

Drs. Gerbner and Gross claim that "after nine years of investigations, hearings and commissions, eight out of every 10 programs (nine out of 10 weekend children's shows) still contain some violence. The overall rate of violent episodes, 5.6 per play, is, if anything, highest on record."

CBS insists that the number of incidents of violence on all three networks declined this season by 24 percent and by 36 percent at CBS alone. The other two networks held off on comment until further study.

ANOTHER MEMBER of the Communications Subcommittee, Rep. John Murphy (D., N. Y.), said the U. of P. report confirms his belief that "the family hour is a fraud." He added that the networks have been promising for 25 years to reduce violence "while they've been giving us more."

On the matter of violence in children's shows, CBS and Dr. Gerbner



Violent?

disagree sharply because his study includes "humorous" violence on cartoon shows. For that reason, Dr. Gerbner calls the CBS findings "erroneous and invalid." That argument will find backers on both sides.

Violence Popular

While professors continue their studies on violence and Congress cries with alarm, the public continues to watch.

Last week's top-rated show was the second episode of "Helter Skelter," the TV version of the book about the trial of Charles Manson and his followers for one of the most violent crimes in the nation's history. There was little actual violence on the show but many who tuned in may have expected some.

"Helter Skelter" was so popular that it aided CBS in knocking off ABC in the Nielsen Ratings for the first time in 12 weeks. Obviously, reruns of other shows helped "Helter Skelter" get its large audience.

The first episode of "Helter Skelter" on Thursday night had a 56 percent share of the audience and the final one on Friday drew 59 percent. The Oscar telecast was the second highest-rated show of the week.

Annenberg Notes No T.V. Violence Decline

By AMY BORRUS

Despite the policy of the national network "family hour," the level of television violence has not decreased significantly, according to the 1975 Violence Profile compiled by researchers at the Annenberg School of Communications.

The Profile is the seventh of a series of reports charting trends in network television and viewer conception of social reality from 1967-75.

The findings note a rise in violence during children's (weekend daytime) programming which offset the marked decline in violence during the "family hour" (8-9 p.m. EST) during the current season. In addition, there has been a sharp rise in late evening (9-11 p.m. EST) violence on all three networks in the past two or three years.

The findings of the research also indicate that television violence has a significant effect on the way heavy viewers perceive the real world. A summary report of the Violence Profile claims that "television viewing cultivates a general sense of danger and mistrust."

Extensive surveys of child and adult viewers show that heavy viewers (those who watch four or more hours daily) consistently over-estimate the amount of violence and danger in the world, as compared to light viewers (those who watch two hours or less a day).

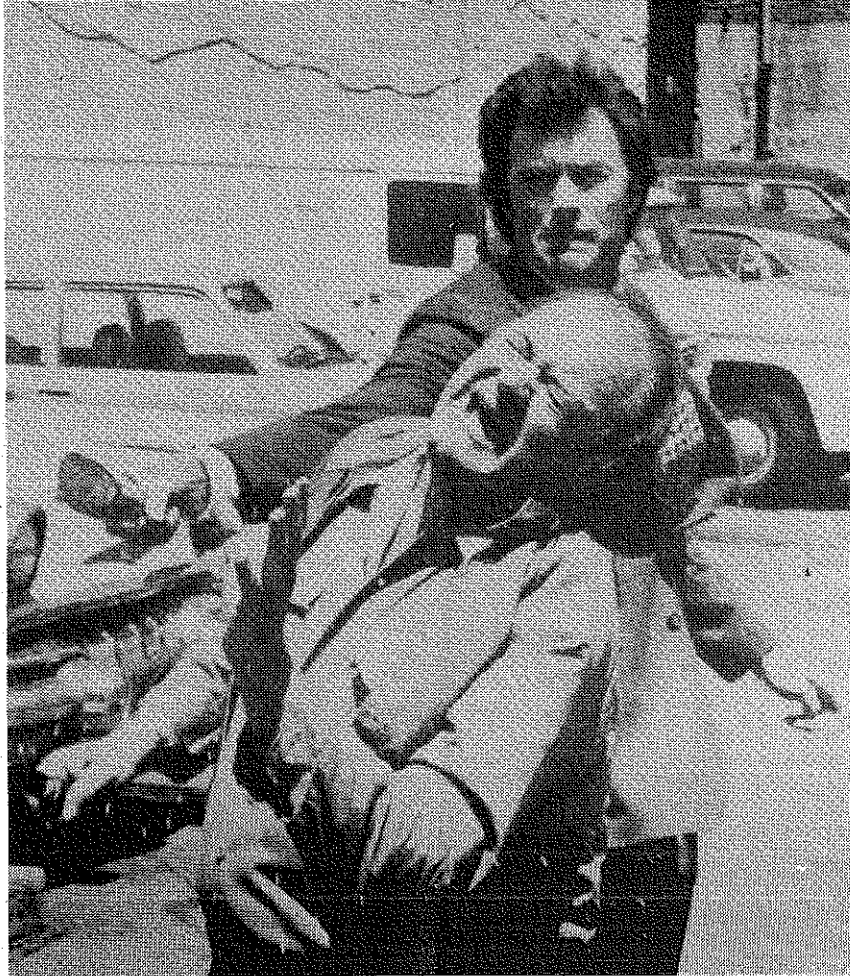
Principal investigators in the study were Annenberg Dean George Gerbner, and Larry Grose, associate professor of communications. Their research is part of Cultural Indicators, a broad study of television content and effects, conducted under a grant from the National Institute of Mental Health.

Investigators for Cultural Indicators are engaged in "monitoring prime time network television drama and examining the kind of world it presents to viewers," Gerbner said Wednesday.

"There is an increasing interest and concern about the meaning and nature of television," he added. The world which appears on the television screen has become "a standard by which people begin to judge the world around them."

For the purpose of their research, Gerbner, Grose and the other faculty and students working with them, have defined violence as an "overt expression of physical force."

The researchers videotaped programming and charted all "violent episodes." This was followed by extensive questionnaires for all programs and for various types of relationships and violent actions. The results show that recent investigations and government commissions studying television violence have had little or no effect on network programming. Gerbner and Grose reported that "eight out of every ten programs still contain some violence."



Macdonald to leave key post in '77

Congress fired by study on network tv violence

WASHINGTON—Rep. Torbert H. Macdonald (D., Mass.) will retire from Congress next January, vacating his post as chairman of the House communications subcommittee, which oversees federal regulation of the television industry.

Chairmanship of the Senate communications subcommittee, where Sen. John O. Pastore (D., R. I.) is retiring, will also be open next year.

Rep. Macdonald, 58 and in poor health, made his announcement as his subcommittee apparently chafes to get at the Federal Communications Commission and the tv networks on the subject of tv violence.

■ Ammunition for the subcommittee was provided this month by a new research report from the University of Pennsylvania, charging that tv violence has not declined and that the family hour concept has not solved the violence problem.

Sen. Pastore, a supporter of the family hour, has called it a step in the right direction. Rep. Macdonald, however, said this month that network performance on the violence problem had been "dismal."

The ranking Democrat behind Rep. Macdonald on the subcommittee, Rep. John M. Murphy (D.,

N. Y.), has taken an even more critical attitude toward the networks as a result of the latest research report.

Rep. Murphy called the family hour "a fraud," and accused the networks of an inability "to let go of an audience-grabbing formula of televised savagery that began in 1951 and has plunged to new depths year after year."

■ The University of Pennsylvania report showed no significant reduction in violence in last fall's new tv lineup.

CBS had the lowest violence profile among the networks, according to the study, followed by ABC and then NBC. All three networks were about as violent, or only slightly less, than when the first profile was taken in 1967, the report said.

The researchers surveyed all prime time—7 p.m. to 11 p.m. (EST)—tv dramas, plus Saturday and Sunday morning children's programs during one week in the fall of last year.

While "family hour" programs were less violent, researchers George Gerbner and Larry Gross said these reductions were more than offset by violence on tv programs in other time slots.

The researchers said "it is safe to say that network policy seems to have responded in narrow terms, when at all, to very specific pressure, and only while the heat was on.

"After nine years of investigations, hearings and commissions (or since we have been tracking violence on television), eight out of every ten programs (nine out of every ten weekend children's

(Continued on Page 105)

HOUR SUIT

courtroom.

Continuing, Mr. Cole said subsequent meetings with network and NAB representatives found them in agreement regarding the need for clarity in the licensing renewal form. He also outlined the content of a staff meeting on Nov. 22, 1974, that immediately preceded and set the agenda of the first "summit" meeting with the network presidents in chairman Wiley's Washington office on the same day.

■ Purpose of the staff meeting

Low-cal bread is launched in New England

MORE ADVERTISING

Congress fired by new study of tv violence

(Continued from Page 2)

hour programs) still contain some violence," they said. "The overall rate of violent episodes, 5.6 per play, is, if anything, the highest on record," the two men complained.

■ CBS termed the "so-called Gerbner index" fallacious and said the occurrence of violent incidents in network prime time has declined by 24% industrywide and by 36% on CBS, as compared to the 1974-75 season. On CBS it is at its lowest since the violence records began in September, 1972, by CBS calculations. CBS also said the charge that family viewing has been used as an excuse to increase violence in other periods cannot be substantiated.

ABC had no comment. NBC has questioned the construction and methodology of Dr. Gerbner's index in the past, but reserved comment on his latest profile until further study.

■ The 1975 profile showed a redistribution of violence on tv. As violence decreased during the family hour, it "shot up" in the late evening over the last three years with minor dips at CBS and ABC, the report showed.

The report said "children's daytime weekend programming at ABC and NBC became more violent last fall than it had been in 1973."

The violence saturation of weekend children's programs declined from the 1969 high, but increased from its 1974 low to 16 per hour, double that of over-all programming, according to the researchers.

"Between six and seven out of every ten leading characters (eight and nine for children) are still involved in some violence," the researchers said. "Between one and two out of every ten are still involved in killing.

"Reductions have been achieved in the portrayal of on-screen killers (especially during weekend children's hours) and in family hour violence (especially by CBS), but, as we have noted, a sharp rise in late evening and general children's violence has canceled out any over-all gains from the latter," the report said. =