

Educational Television

290. Throughout this proceeding, our attention has been directed at commercial television, and the thrust of our entire discussion of beneficial supplementing of programming, siphoning, audience diversion, pre-empting of time, and other matters has been directed at commercial free TV only. The rules which we adopt today, likewise, are so oriented, and the proposals in the Further Notice have been clarified to indicate that only parties having or applying for authorizations to operate commercial television stations are eligible to apply for STV authorizations.

291. The matter of educational television as related to STV, except for the comments mentioned below, has not generally been commented on by the filing parties, and we therefore have no basis on which to found decisions pertaining thereto at the present time. Moreover, it is, of course, part of the larger problem of educational television in general, which has recently been the subject of careful consideration by the Ford Foundation, the Carnegie Commission on Educational Television, and others; which is presently under consideration by the Congress, various bills having been introduced on the subject (S. 1160 50/, H.R. 6736, and others); and which is under study by the Commission, E.E., in Docket No. 16495.

292. Telelobe, in its comments, has the following to say:

"'Subscription' is also in a position to alleviate the financial plight of Educational Television. It may take years before the ambitious plan of the Ford Foundation for the establishment of a 'Broadcasters' Non-Profit Service' is realized and in the meantime the financial position of many an ETV station may deteriorate even further. The part-time use of the principle of subscription for financing ETV 'Cultural'--as distinct from the 'Instructional'--activities, would make ETV self-supporting.

"Is it not rather sad that Channel 13, the New York Educational Station, which has on the whole succeeded in rising to a higher niveau of programming, is compelled for lack of finances to be off the air Saturdays and Sundays and thus leave waste a valuable natural resource? 'Subscription' could help Channel 13--and similarly placed ETV stations--to provide expanded services to their communities."

50/ This bill was reported by the Senate Committee on Commerce in Senate Report No. 222, 90th Cong., 1st Sess. (May 11, 1967); and was passed by the Senate on May 16, 1967.