

Docket, which the Petitioners have paid no attention to in their Comments, and which represents a crucial part of the "new evidence" presented since the Hartford trial was authorized.

That new development is the emergence of a strong and creative educational television service in this country whose prime purpose is to do what subscription television claimed it could do best, the presentation of cultural and informational programming of scope and quality.

It is an irony of circumstances that only three months after the subscription television experiment began in Hartford an experiment of a different nature was commenced there with the establishment of an educational television service. The Hartford ETV station (Channel 24) began on October 1, 1962 with 17½ hours per week of programming on a five-day per week basis.

During the trial period Channel 24's programing consisted almost exclusively of that furnished to it by National Educational Television (NET), but that programing by far eclipsed the cultural, educational and informational offerings made available on subscription television.

In the fall of 1962 alone NET's schedule included 62 hours of programing under the general heading "Festival of the Arts" (including 15 90-minute programs in the Shakespearean drama series, "An Age of Kings," and twelve two-hour programs in the NET Drama Festival series); 33 hours of programing under the general heading of "Fine Arts" (including a series each of master classes with Jascha Heifetz, Pablo Casals and Lotte Lehmann); 18 hours of programing under the general heading "The Light Show" (including programs on jazz and folk music) as well as children's programing and a wide assortment of informational programs in the physical and social sciences. During the remainder of the trial period NET's programing was, if anything, even more distinguished.

Interestingly enough, the comparative merits of subscription television and educational television in Hartford which we have been discussing were the subject of an informal public debate which took place at the close of the trial period. Writing in a local newspaper⁹ in response to an editorial which had praised subscription television in Hartford the General Manager of Channel 24, Mr. Ben Hudelson, presented the issue in sharp relief:

"It is surprising that you characterize the service rendered by the subscription television station as 'a new and more effective use of television' since by and large, this service offered 114 hours of theatrical motion pictures while presenting only seven and one-half hours of any other kind of programing during the period June 6 through July 3.

"During this same period of time, Channel 24 was on the air slightly less (94½ hours vs. 121½) than the pay TV service of the other station and offered an infinite variety of programing—none of which was strictly instructional in nature since in-school programs were suspended for the summer as of May 29.

"Aside from movies, pay TV viewers were treated to three performances of a two hour special program featuring Carol Channing and one ninety minute show with The Limelighters.

"Channel 24 viewers were able to see concerts by four leading American symphony orchestras—Pittsburgh, San Francisco, Cleveland and National; four thirty minute programs featuring outstanding jazz personalities like Muggsy Spanier and John Coltrane; four thirty minute portraits of Sweden; four programs with well-known Connecticut journalists discussing important developments of the day; four delightful and informative sessions with Julia Child, the French Chef; a fine television performance of Shakespeare's 'A Midsummer Night's Dream'; programs on science, art, the dance, psychology, antiques, bridge and many more.

"And Channel 24 presented three movies, too; 'Moana,' 'Man of Aran' and 'Louisiana Story,' three of the most celebrated documentary motion pictures of all time, products of the 'father of the documentary,' the late Robert Flaherty."

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"In fact, it appears that much of the promise which was predicted for pay TV is now being delivered by Channel 24 and the other non-commercial educational stations across the country. This sentiment has been expressed by a number of Channel 24 viewers and is borne out by a comparative analysis of the two stations' schedules." (Emphasis added.)

Recent developments, of which the Commission is well aware, make it probable that the educational television service throughout the country will be

⁹ *Farmington Valley Herald*, July 2, 1964.