

FCC Chief Seeks To Upgrade TV

WASHINGTON (UPI) — E. William Henry, new chairman of the Federal Communications Commission, wants the public to join the FCC in a campaign to improve the quality of television programs.

Henry said in a weekend interview he sees no magic remedies for improving television standards such as new legislation, or a government-subsidized network such as the British Broadcasting Company.

"If you don't like the kind of programs your local television station is offering, write to them and tell them. If you don't get any cooperation from the station, write to the FCC and tell us about it."

He noted that a station's license comes up for renewal every three years, and said that any serious complaint about a station's programming would go into a file for consideration at renewal time.

Henry, appointed as successor to Newton W. Minor who quit as head of the FCC last week, said those who find present television fare dull and monotonous should express their dissatisfaction despite claims by broadcasters that present programs suit the majority's taste.

Broadcasters have "not merely a moral but a legal responsibility," he said, to serve the interests of all segments of the community including the minority that might prefer public affairs rather than hospital serials and horse operas.

"Networks must satisfy the majority, but only part of the time," Henry said. "They have an obligation to find out what the majority really wants, not what it accepts merely because nothing else is offered."

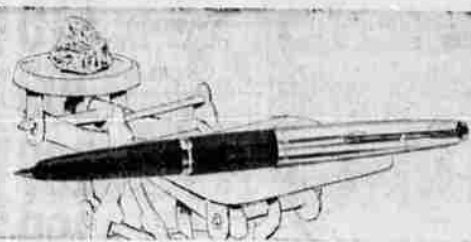
The former Memphis, Tenn., lawyer said that rating services do not provide the networks with an accurate picture of what the public desires. They reflect only what the majority watch given the limited choice, he said.

"Ratings do not show what people might prefer if they had other choices."

Henry said he thought the public already was discouraged with what television was providing now, and would become even more so when they see next season's schedule. "Of 24 hours of prime

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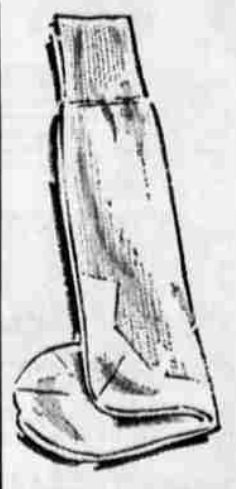
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