

What is Project Turnaround?

Project Turnaround is a gay media project designed to "turn around" the traditional way in which gay women and men have been treated by the television medium. It is a project for reversing that treatment by the Washington-area television broadcasters.

Why is Turnaround being done now?

Now is the time that broadcasters in this area are most likely to listen to gay people, because it's license renewal time. All licenses in the area expire on October 1, 1975. To show that they deserve renewal, broadcasters are required to show how they serve the community. We think they should begin to serve the gay community, too.

Which broadcasters will be covered?

Turnaround is directed toward the six TV broadcasters in the D.C. area: WRC (4), WTTG (5), WMAL (7), WTOP (9), WDCA (20), WETA (26).

What are the main problems in television's treatment of gay people?

There are many problems, but we think the main ones are these:

- Gays are invisible; generally television doesn't deal with gays.
- When gays are visible, it's usually on non-prime time talk shows only.
- When gays are visible on prime-time, the images are usually stereotypical and one-dimensional.

Such patterns must change! As 10% of the population, we should demand that television address our needs. We are a part of the community television serves.

How will Turnaround bring about changes?

Through meetings with station management directed toward agreements on concrete, specific proposals for addressing gay concerns.

What are the Turnaround proposals?

The project's proposals are designed to improve television's general treatment of gay people. They are:

- 1--AWARENESS SESSIONS: To make good programming decisions, TV people must first feel comfortable with the subject of homosexuality. The sessions with gays are designed to bring this about.
- 2--ENVIRONMENT FOR GAY EMPLOYEES: The gays who work at the stations would be the best resource for broadcasters in deciding what goes on the air. Station management must make it clear that it welcomes gay employees who "come out."
- 3--PUBLIC SERVICE ANNOUNCEMENTS: PSA's should be accepted that would discourage bigotry against gays, spread the word about Title 34 rights for gays, and advertize gay services in the community.
- 4--ADVISORY BOARD: Stations should establish advisory boards for citizen input to programming. Gays should be on these boards.
- 5--PRIME TIME GAY PROGRAMS: Gays are no longer satisfied with early morning and late night appearances. We want prime time broadcasts.
- 6--GUIDELINES: Stations should adopt a self-regulating code for handling the subject of homosexuality.
- 7--SURVEYS: Gay groups and leaders should be systematically interviewed in FCC-mandated Ascertainment Surveys.

What can I do?

Well, you could join the project. Otherwise, there are three important things to be done:

- » Monitor the stations--when you watch TV and see good or bad things about gays, make a note about the station, time and content.
- » Write letters--send a letter to the station about what you observed (good or bad). Stations listen when they get input from viewers. Send a copy to Project Turnaround and another to the Federal Communications Commission, 1919 M. Street N.W., Washington, D.C. 20554. Letters become a part of the station's license renewal file.
- » Telephone--besides writing, call the station when you see something you like or dislike. Addresses and phone numbers are on back cover.

for more information:

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“(Renewal applicants) will be required to make a showing that their continued operation will serve the public interest, convenience and necessity.”

FCC

We consider gay feelings and homosexuality to be a natural and basic part of the makeup of society, and to ignore gays during the most important broadcast hours continues to restrict us to a marginal status that we will no longer accept.”

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Keep this list available when watching television.

WDCA-TV (Channel 20) 5205 River Road, Washington, D.C. 20016. 654-2600. Milton Grant, Vice President and General Manager; Jim Reid, Prog. Director.

WETA-TV (Channel 26) 3620 27th Street South, Arlington, Virginia 22206. 820-4500. Donald Taverner, President and General Manager; Michael Hardgrove, Director of Programming.

WMAL-TV (Channel 7) 4461 Connecticut Ave, N.W., Washington, D.C. 20008. 686-3000. Thomas P. Cookerly, General Manager; Fred Barber, Station Manager; Irwin Starr, Program Manager.

WRC-TV (Channel 4) 4001 Nebraska Ave, N.W., Washington, D.C. 20016. EM2-4000. Tom Paro, Vice President and General Manager; J.Tabor Bolden, Station Manager.

WTOP-TV (Channel 9) 40th and Brandywine Streets, N.W., Washington, D.C. 20016. 686-6000. James Lynagh, Vice President and General Manager; John Goldhammer, Program Director.

WTTG-TV (Channel 5) 5151 Wisconsin Ave, N.W., Washington, D.C. 20016. 244-5151. William Carpenter, Vice President and General Manager; Stanley Rudick, Vice President and Program Director.



A GAY MEDIA PROJECT



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