

STATEMENT OF  
FCC COMMISSIONER JAMES H. QUELLO  
BEFORE THE HOUSE TELECOMMUNICATIONS SUBCOMMITTEE  
HEARING ON DISCRIMINATORY ADVERTISING PRACTICES  
OCTOBER 2, 1986

I'M NOT A LAWYER BUT I BELIEVE WE HAVE BROAD DISCRETIONARY  
AUTHORITY TO REGULATE BROADCASTING IN THE PUBLIC INTEREST.  
I BELIEVE REASONABLE MINORITY REPRESENTATION IN BROADCAST  
OWNERSHIP IN AMERICA SERVES THE PUBLIC INTEREST -- WITH OR  
WITHOUT A DIRECT NEXUS TO PROGRAMMING. IF THE COURTS DISAGREE,  
I MUST CRITICALLY EXAMINE ALL THEIR REASONING AND RESERVE FINAL  
JUDGMENT. I REALLY THINK MINORITIES HAVE ARRIVED IN AMERICA AND  
I AM PLEASED WITH THE GREAT PROGRESS THE PAST 20 YEARS -- THEY  
PLAY A VITAL ROLE IN SERVING THEIR COUNTRY IN THE ARMED FORCES,  
ELECT IMPORTANT OFFICIALS, RECEIVE WIDESPREAD PUBLIC ACCLAIM AND  
GREAT WEALTH FOR THEIR ATHLETIC AND CREATIVE TALENTS AND ALSO  
FOR THEIR PROFESSIONAL AND EXECUTIVE ATTAINMENTS. THEY PLAY  
AN OVERALL CRITICAL ROLE IN SUPPORTING AMERICAN DEMOCRACY.  
HOWEVER, THEY STILL NEED ADDED OPPORTUNITIES TO OWN A CHUNK OF  
THE INFLUENTIAL COMMUNICATIONS ROCK TO BECOME FULLY INTEGRATED  
INTO SOCIETY.

EVENTUALLY I HOPE WE CAN ARRIVE AT THE MILLENIUM WHERE ALL AMERICANS HAVE EQUAL OPPORTUNITY WITHOUT SPECIAL PREFERENCES. ALL OF US TODAY FAVORING MINORITY PREFERENCES MUST FACE THE REALITY THAT IT IS AN INHERENTLY SENSITIVE ISSUE EVOKING STRONG PRO AND CON EXPRESSION. IT TENDS TO BREED RESENTMENT FROM OTHER AMERICANS NOT BENEFITTING FROM SPECIAL TREATMENT OR NOT FULLY APPRECIATING ITS SOCIAL VALUE.

HOWEVER, IN MY OPINION, WE HAVE NOT YET ARRIVED AT THE MILLENIUM. WE STILL HAVE SOME "CATCH UP" TO DO. THERE IS STILL NEED FOR ADDED MINORITY INCENTIVES LIKE TAX CERTIFICATES, PREFERENCES IN LOTTERIES AND COMPARATIVE HEARINGS AND ALSO IN ECONOMIC AID TO STIMULATE THE DESIRED DIVERSITY IN OWNERSHIP. AS I SAID BEFORE, I SIMPLY BELIEVE REASONABLE INCREASED MINORITY REPRESENTATION IN COMMUNICATIONS OWNERSHIP SERVES THE PUBLIC INTEREST. I REMAIN COMMITTED TO THE COMMISSION'S LONGSTANDING GOAL OF ENCOURAGING AND ASSISTING MINORITY AND FEMALE ENTRY INTO BROADCASTING. I WILL CAREFULLY EXAMINE THE COURT'S OPINION BUT I PLACE THE BURDEN OF PROOF ON THOSE THAT WOULD CHALLENGE THE CONSTITUTIONALITY OF OUR LONGSTANDING COMMISSION POLICY OF MINORITY PREFERENCES.