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FEDERAL COMMUNICATIONS COMMISSION
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OFFICE OF
E CHAIRMAN

MESSAGE FROM FEDERAL COMMUNICATIONS COMMISSION CHAIRMAN

JAMES H. QUELLO

It is with particular pleasure that I appear this year-- the year of my interim, but eventful, Chairmanship -- at the National Convention of a group whose successes I have cheered and promoted at every opportunity. As the texture of the communications industry changes, the need for fresh ideas, and the courage to implement them, grows. The membership of this group has the ideas the courage to meet this challenge. More women than ever before in key communications leadership positions attests to the pioneering effectiveness of AWRT.

The theme of the AWRT convention this year, "Advancing Leadership and Change: Solutions to the Puzzle," speaks to this challenge. It is easy to articulate the dilemmas presented by change: increased competition to terrestrial broadcasting from new technology such as DAB, HDTV, DBS, MMDS, and video dial tone; the imposition of new restrictions on cable operators as a result of the 1992 Cable Act; and an ever-changing workforce that is experiencing economic hardship, employment of women, minorities and the physically challenged in ever-greater numbers, and increasing demands on employees balancing work and the needs of their children and elderly parents. Not so easy is the articulation of solutions to these challenges. But solutions -- that not only address the challenges, but that look beyond them to the future -- are the stuff that leaders are made of.

Solutions are what I look to AWRT for: innovative and forward-thinking ideas to address the problems that face all of us today. Not what we cannot do, but what we can do. Terrestrial broadcasters should look to new technologies not as a threat, but as a roadway to improved service. Cable operators, networks and programmers, rather than focusing on the problems presented by increased regulation under the Cable Act, should develop solutions that respond to these regulations and ensure that cable will be positioned for the marketplace and customers of tomorrow. Finally, the challenges presented by an ever-changing workforce should be embraced as an opportunity to revolutionize the workplace. Employers should develop humanistic and flexible programs designed to ensure that the best employees society has to offer are nurtured and developed to their fullest potential.

In focusing on solutions to changes in the communications industry, I see AWRT as a leader. A leader with the courage to stand tall and march ahead with innovative ideas despite the initial doubts of skeptics. I am proud to stand tall and march beside you into the future!

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