

8801 Maywood Ave.  
Silver Spring, MD 20910

Mr. James Quello  
c/o Wiley, Rein & Fielding  
1776 K St., NW  
Washington, DC 20006

Mar. 23, 2000

Dear Mr. Quello:

Thanks for the opportunity to read your extremely interesting, informative, and entertaining memoir.

There is no question that you have material for a publishable book here. You do not yet have a book. Your task, it seems to me, is to write it. Follow the structure you now have: your war experiences, which will obviously need to be greatly fleshed out, and then your experiences on the FCC. As for the anecdotes at the end, you've already incorporated a number of them into the text itself, and there is not reason that some or all of the rest shouldn't also be incorporated. (That is, it doesn't make sense for them to stand alone as a kind of appendix.)

I don't agree with Harper Collins that the text needs more structure and character development. It simply needs to be written. The structure is there; the characters will emerge as you write. In short, I second the opinions of Donald West, whose enthusiastic letter you included in the packet you sent.

I think the real question for you to decide is whether you want to hire a writer to work with you on this project or whether you want to go it alone. Only you can judge if you have sufficient time, energy, and interest to do all the writing yourself. I should add that if you wanted to engage the services of a writer, I am not the appropriate person, since my real expertise is in editing.

Diana Furchgott-Roth mentioned to me that you had been considering sending the manuscript to Rutgers University Press. I think it makes more sense to put your energies into completing it first. Once the book is finished I believe you will be able to publish it.

Yours,

  
Anne Himmelfarb

P.S. I have already begun making some inquiries about a ghost writer. I'll keep you posted.

1036

10 East 53rd Street  
New York, New York  
10022-5299

Telephone 212 207 7000

 HarperCollins Publishers

13 December 1999

Ms. Peggy Binzel  
News Corporation  
444 North Capitol Street  
Washington, DC 20001

BY FAX: 202 824 6510

RE: JIM QUELLO

Dear Peggy Binzel,

Jane Friedman passed on to me Jim Quello's manuscript, which I enjoyed reading very much. Mr. Quello couldn't have picked a better time to capitalize on the success of Tom Brokaw's book and the much deserved attention it has brought to the incredible achievements of the Greatest Generation. I think Mr. Quello's writing captures the zest and valor it has come to represent, and of course his own story is quite extraordinary as well, and it would be an important one to pass on.

All this said, I think it is fair to assess that the material here is a bit raw, but with some direction it could be shaped into a strong proposal. If Mr. Quello wants to develop this project further, this is what I suggest. First, he has to decide what kind of book he wants to write. Is it the story of his life, or, more specifically, is it an insider's look at the FCC? These are not necessarily the same book. The former would be a trade book, the latter would a smaller book for an audience particularly interested in the history of telecommunications in America and the issues relating to the First Amendment. Given his credentials, Mr. Quello would have a lot to contribute to this discussion.

If Mr. Quello wants to pursue writing a personal memoir, the details about his tenure at the FCC should be restricted to anecdotes that would appeal to a lay reader. For example, Quello's controversial position regarding Howard Stern, his relationship with magnates

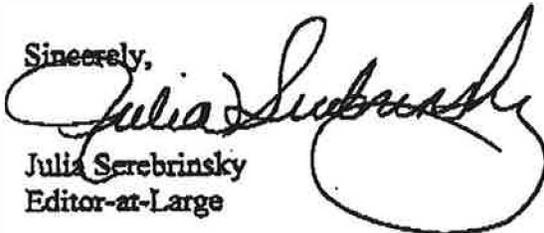
like Ted Turner and Warren Buffet, and politicians like Al Gore and Alfonse D'Amato. The tone should be entertaining rather than purely informational.

If he does want to write a personal memoir, Mr. Quello should capitalize on his strongest assets as a writer: his wonderful sense of humor and the fact that he has crossed paths with a number of interesting people in business, politics, and entertainment. And his recollections in the book should be only those that support a central theme: the experience of a prominent member of the Greatest Generation—resilient, street smart, and funny as hell. Once in a while his writing tends to assume an almost official tone, and I think that may turn some readers off. I think a consistently anecdotal, humorous tone will be the best way to go. *true*

To stay focused on his story, I think Mr. Quello should break down his narrative into short chapters, each focusing on a single illuminating, intriguing, or simply a hilarious encounter, whether it took place on the battlefields of Europe, the streets of Detroit, or the FCC offices. Of course they should all be connected somehow by a single theme, and he has to figure out what that theme will be. The more specific and unique his theme will be, the better. Quello has a fabulously charming, curmudgeonly streak and he should exploit it as much as possible in his writing.

I'll be happy to answer any specific questions Mr. Quello may have on how to shape his proposal. Please let me know how you'd like me to proceed. My phone number is 212 207 7585.

Sincerely,



Julia Serebrinsky  
Editor-at-Large

cc: Jane Friedman

**JAMES H. QUELLO**

**6101 Edsall Road, West  
Apartment 1404  
Alexandria, Virginia 22304  
703/751-3098**

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January 21, 2000

Ms. Julia Serebrinsky  
Editor-at-Large  
Harper Collins Publications  
10 East 53rd Street  
New York, NY 10022-5299

Dear Ms. Serebrinsky:

As we discussed, the impetus for my autobiographical personal memoirs came from Tom Brokaw's best selling book, "The Greatest Generation."

I found the book enthralling and personally ingratiating. As a not-so-great but authentic survivor of that greatest generation, I believe my lifetime experiences illustrate Brokaw's premise in an uniquely entertaining or dramatic way.

The main theme permeating throughout the book is the unique embattled lifetime of a greatest generation survivor. It depicts compelling, humorous or waggish incidents in World War II infantry combat and, years later, in intriguing FCC regulatory infighting.

The book includes numerous entertaining anecdotal exchanges with well-known personalities like General George Patton, paratrooper General Bob Frederick, Ted Turner, Howard Stern, Bing Crosby, Barbara Streisand, Warren Buffet, Betty White, John Rigas, (Chairman and founder of Adelphia Cable), John Malone, (cable mogul), Tom Murphy, Jean Stapleton, war correspondent Ernie Pyle, and FCC chairmen and commissioners. One of the more hilarious incidents involves my former superbright legal assistant – Lauren "Pete" Belvin. She is now the communications advisor to Senator John McCain.

My story also includes concise dramatic combat accounts of liberating Dachau, the infamous Nazi death camp; my battalion assaulting the SS college in northern Munich; house-to-

Julia Serebrinsky  
January 21, 2000  
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house fighting for Nuremberg with some humorous incidents in otherwise calamitous situations. It also includes short, concise chapters or paragraphs of the more entertaining or compelling aspects of my FCC experience.

The book is written in reader-friendly language with many waggish anecdotes. I'll delete the burdensome legalese appearing in two previous sample chapters.

The proposed title of the book is "Tweaks, Peaks and Valleys of a Brokaw Generation Survivor."

*Broadcasting & Cable* magazine editor-in-chief, Don West, suggests a title of "My War" with subtitle – "A Half Century Battle With Foes and Friends on Both Sides of the Atlantic." The publisher could determine the most attractive title.

In qualifying for the greatest generation, I did a lot of hectic surviving, relieved by a well honed sense of humor. It included:

1. Many amusing inter-exchanges, some with well known personalities, providing a much needed comic relief both in overseas combat and in embattled regulatory issues at the Federal Communications Commission.
2. Early conditioning for a lifetime survivorship with a combative early childhood fighting nationality and religious prejudices in a KKK infested Detroit in the early 1920s. Three big kids taunting me in the third grade with "are you the New Dago shit on the Block."
3. A desperate depression era job search: could not land a newspaper job although I was editor of my college paper.
4. Five amphibious landings in World War II in Africa, Sicily, Italy and France followed by bitterly opposed crossings of the Rhine and Danube in Germany. Eye witness to the horrors of Dachau which was liberated by a battalion on my immediate left. My battalion taking SS College in northern Munich with heavy casualties. (Detailed in press clipping.)
5. Initial contentious 8 day FCC confirmation hearing in 1974 that broke the record for longest ever by a regulatory agency! Vindicated in 1991 with a 12 ½ minute

Julia Serebrinsky  
January 21, 2000  
Page 3

fourth confirmation hearing heralded as the shortest. Lauded by Senate confirming members for 17 years of distinguished FCC service.

6. A contentious but productive 23½ years at the FCC playing an active regulatory role in the most revolutionary communications advancement in recent history. For example: Advancing from a 3 network era of TV scarcity in 1974 to a 7 TV network of multi-channel, multi-faceted abundance with cable, satellite and internet. All are facing an advanced technological future with digitalization and computerization convergence.

I'm including a table of contents, a bio and sample chapters. I believe the book would find widespread acceptance from all 50 state broadcasting, cable and phone associations, communications executives, communications lawyers and their associations and, hopefully, the public at large.

If interested, I could have eighteen completed chapters for your review and comments within a month. Most are already completed. I'm re-writing some in more concise form and deleting legalese paragraphs that might be boring to lay readers.

Sincerely,



James H. Quello

## Table of Contents

### Forward

Congressman John D. Dingell, Senior Democrat in the House of Representatives

### Prologue

An intriguing, humorous FCC insider's view of the trials and tribulations of broadcasting and regulatory life preceded by horrific stories interspersed with comic relief, of World War II combat.

- Chapter I Hectic Early Years – (Early combative conditioning for my lifetime of survivorship in Klan-infested Detroit in the early 1920s. Three big KKK oriented kids taunting me in the third grade “are you the new Dago shit on the Block?!” No Italian kids, formed Jewish defensive alliance.)
- Chapter II General Patton and the African Campaign – (Old “Blood and Guts” not totally popular in African combat, but initiated government inspected whore houses in Africa. Later disbanded due to public and church opposition).
- Chapter III Campaign in Sicily and Italy. (Patton relieved of command (fired in civilian terms); contested landings in Salerno and Anzio.)
- Chapter IV The War in France and Germany; (Battle hardened GIs horrified at Dachau. Patton Re-emerges as ace combat leader)
- Chapter V Historic assault on German SS College by my Battalion (heavy casualties); Letter from a hospitalized wounded company commander)
- Chapter VI Post War Relaxation? (Guarding 36,000 riotous German prisoners of war; a U.S. Army Major commanding a German Major General POW.)
- Chapter VII Home at Last June 1945; (saw my 31 month old son for the first time – He was born when I landed in Casablanca, November 1942)
- Chapter VIII The Radio Lone Ranger – No Audience Allowed
- Chapter IX WJR and the G.A. Richards Era – (Bureaucratic overkill in a landmark FCC license revocation proceeding)

- Chapter X** Controversial Introduction to the FCC – (Chairman John Dingell: “Why do you want the damn job – you will be beat-up by Congress and overruled by the courts”)
- Chapter XI** A FCC Commissioner at Last (In a fascinating federal agency that I always considered had an overage of power and underage of practical knowledge and common sense)
- Chapter XII** The Revolutionary Communications Years – (Brief summary of the most revolutionary communications advancements in recent history)
- Chapter XIII** The FCC – From Crisis to Crisis, Part A (heated debates and controversies with occasional humorous lapses)
- Chapter XIV** From Crisis to Crisis Part B (My interim chairmanship labeled a “Report and Order” Commission rather than an interim holding body)
- Chapter XV** From Crisis to Crisis - Part C (Major controversial issues limited to five; intriguing disagreements with FCC Chairman Hundt – humorously labeled “Attila the Hundt”). – Chairman Hundt, an expert litigator and bright technological buff, but an autocratic controversial regulator. Acted more as a functionary of VP Al Gore and the executive branch rather than as an independent agency or arm of Congress.
- Chapter XVI** Howard Stern - Testing My Survivorship (Personally attacked by Senator D’Amato in the Congressional Record. My insolent reply.)
- Chapter XVII** Much Ado About Something – Demagoguery in the Childrens’ Television Act
- Chapter XVIII** Purely Anecdotal - But True - (Numerous intriguing or humorous instances that provided comic relief from my hectic lifetime survivorship; many involved well known personalities in communications, government or the army.)
- Chapter XIX** Finale (All’s Well That Ends Well; - amusing incidents like photo caption of “Multi-Billionaire Warren Buffet getting advice from Hundredaire Jim Quello;” Establishment of the Quello Telecommunications Center at Michigan State University); my lifetime philosophy.

Resumé  
James H. Quello

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DATE OF BIRTH: April 21, 1914; Laurium, Michigan

EDUCATION:

Michigan State University, East Lansing, Michigan  
B.A. in Liberal Arts-Journalism, 1935  
Command and General Staff School, Fort Leavenworth, Kansas, 1949

CAREER HIGHLIGHTS:

Battalion Commander in combat, 45<sup>th</sup> Infantry Division, France and Germany; Amphibious landings in Africa, Sicily, Italy and France in World War II; Assault crossings of the Rhine and Danube in Germany. Vice President and Station Manager, Capital Cities Broadcasting 1968 - 1972; FCC Commissioner April 1974 to November 4, 1997; FCC Chairman 1993; James H. and Mary B. Quello Telecommunications Center for management and Law established in perpetuity at Michigan State University August 1999. A FCC record of forty-two distinguished service or lifetime achievement awards humorously described as "pre posthumous" and due to venerability accorded very senior commissioners – "with venerability you are credited with exaggerated virtues and I'm grateful"; Appointed and confirmed as FCC Commissioner four different terms; Longest serving democratic Commissioner in history; Served under six U.S. Presidents.

PREVIOUS PUBLICATIONS:

Editorials in Wall Street Journal and Los Angeles Times; columns in Broadcasting and Cable magazine; broadcast columnist for 14 community papers; articles in the Military Review and also the Infantry Journal. Former Detroit stringman for Variety magazine and former radio newsman; Numerous press releases and program summaries for stations WJR, WXYZ, the radio Lone Ranger and Green Homet programs.

**PUBLIC APPEARANCES:**

Numerous speeches for 23½ years as FCC Commissioner or Chairman before national and state conventions of broadcasting, cable and telecommunications industries or academic institutions; distinguished lecturer Michigan State University Fall-Winter of 1998; Commencement Day Speaker Michigan State University May 1998; numerous TV, radio and newspaper interviews; FCC speeches entered in official Congressional Record by U.S. Senators as models.

## Supporting Items

The full story would be supported with colored copies of three magazine covers of my FCC chairmanship; major speeches inserted into the official Congressional Record; World War II articles and letters validating my war experience; clippings of controversial FCC issues; editorials and articles lauding my 23-½ years of FCC services; an article establishing the James H. and Mary B. Quello Telecommunications Center at Michigan State University and a foreward by Congressman John D. Dingell, Senior Democrat in the House of Representatives, Laudatory quotes from three United States presidents; the vice president, numerous Senate and Congressional leaders, former FCC chairmen, and magazine and newspaper editors.

~~See Beer~~  
Office of Chairman James H. Quello

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Helpful endorsements

*JHQ*

# Broadcasting & Cable

Dear Jim

If ever a book wanted to be written, it's yours. It virtually leaps off the page.

Of course, there are two books here, which I would present back-to-back. The first is the story of your World War II service. It should be told straightaway, from whatever starting point you choose until you segue into the broadcasting business. Battle by battle, division by division. Think of it as Spielberg would were he telling the story of Major Quello instead of Private Ryan.

(By the way, you can't always have been a major. You should follow your progression up the ranks.)

The other book is your service as chairman and commissioner of the FCC. That too should be told straightaway, emphasizing how all your skirmishes on the 8<sup>th</sup> floor have translated into public policy that affects the telecommunications future of the nation. You spent a virtual lifetime on the FCC fashioning broad tenets of communications regulation that should be brought together in one place.

(There should certainly be a chapter on how you saved the spectrum for digital and HDTV.)

I'd be tempted to call it "My War" by James H. Quello. Subtitled "A Half-Century Doing Battle With Foes and Friends on Both Sides of the Atlantic."

Don't worry about a publisher. It will find a publisher once you've filled in the beginning, the middle and the end.

Your book does not need rewriting. It just needs you to fulfill the promise.



Cahners Business Information  
1627 K Street, N.W., 10th Floor, Washington, DC 20006, Tel: 202 463-3700

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that's already there. Don't try to deviate from the style that Red Quinlan rightly admires. It is you.

It's a simple equation. Part One: World War II. Part Two: The FCC Years. It should be no more complicated than that.

And please, don't hold back. Tell the stories you were telling me at lunch. This is your crack at history and you owe it the fine print.

Best,

A handwritten signature in black ink, appearing to be 'DW', enclosed within a hand-drawn oval shape.

Donald V. West  
Editor in Chief

December 29, 1999

SUPER SECRET  
ONE EYE ONLY



The First Name in Digital Delivery

November 4, 1999

Dear Jim:

Pithy!      Piquant!      Professional!

How about those fancy words to begin my comments on the final chapter?

It opens very well. In your inimitable style which I like so much, and other readers will like it as well.

Then you get serious, but not professorial; not mimicking some dull personality which you definitely are not!

Wrap this book. It will take on a life of its own. Your close friends will be better informed. Strangers will get acquainted with you and get informed as well. And all of these strangers will consider themselves close friends as well.

Can't wait till we can get together\* over double martinis and drink to the future of a most deserving book!

As Ever,

STERLING QUINLAN

- Let's do it before our next Incarnation!

(author of 12 books)

Including "The 100 million  
Dollar Lunch" - great seller years ago

Chicago Office:  
110 West Hubbard Street  
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Chicago  
Los Angeles  
New York  
San Francisco  
Vancouver

For more information contact:  
Rudy Baca, former senior adviser  
to Commissioner Quello,  
at (202) 418-0766

FCC Commissioner Chairman Jim Quello  
Selected Acknowledgments

In his own words: "I'm grateful that my last reappointment platform of "75% of my marbles - a good norm in Washington, and delusions of adequacy have received such widespread acceptance".

**QUOTES:**

President Bill Clinton: "as your term as acting chairman of the Federal communications commissions comes to an end, I thank you and praise you for a job well done. You have showed the skill, wisdom and tenacity that has distinguished you throughout your long and illustrious career."

Former President George Bush: (on being personally thanked for Commissioner Quello's reappointment to a five year FCC term at age 77) "Jim, we are lucky to have you. We were delighted to learn you were willing to serve again."

Former president Gerald Ford: "since your first Senate confirmation process, I have taken personal note, time and time again, of your leadership at the commission and your constant strong stands for that which is right. You were and are a truly great American."

John Dingell, former chairman, now ranking democrat on the House Committee on Energy and Commerce: "You have served with rare distinction as chairman of the Federal Communications Committee and have by your leadership, vigor, vision, decency, hard work and expertise left a record which will be hard for any Chairman to equal. As you know I view your work at the Commission over time, and especially during the period in which you served as Chairman, to be one of great distinction. I wish to express to you my congratulations, pride and pleasure at the job you have done and good wishes for continued success in public service." ✓

Vice President Al Gore: "Congratulations, Jim. You embody the ideals of public service in the finest traditions of that phrase."

Former Chairman, CEO, Capital Cities and ABC, Tom Murphy: "We are better off for having shared life with Jim Quello. Congratulations, Jim, on a great career, a great life and a great legacy to a business we all love."

Chairman Senate Appropriations committee, Ted Stevens: "Jim has been a longtime respected friend and outstanding FCC Commissioner and Chairman. I'm delighted to be here to personally congratulate him on years of distinguished service and to wish him many more happy birthdays."

Former Column Headline Electronic Media: Editorial: "Jim Quello has been a superb FCC chairman."

Ron Aldridge the publisher and Editorial Director Electronic Media. "I'm delighted to see that they New York Times, John Dingell and Dick Wiley have followed Electronic Media in recognizing and acknowledging your outstanding performance as Chairman of the Federal communications commission. Rest assured that all accolades are well deserved and long overdue. I'm still waiting for President Clinton to add his voice to all those heaping praise on you."

Editorial Broadcasting - Cable Magazine: "Jim Quello's tenure as Chairman is far from over and we don't wait to be premature in welcoming him back to the commissioner ranks. But the urge is irresistible to note once again the sterling performance he has turned in at the top and commend to his heir presumptive the same spirit that distinguished the Quello chairmanship. It has been years since the eight floor and staff pulled together so harmoniously, any in so doing produced such an effective agenda."

Dr. Robert Schuller, The Crystal Cathedral: "Warmest congratulations on being appointed interim chairman of the FCC by President Clinton. That's wonderful. What pleasure it gives me to add my very best wishes to those many others for every success in all your endeavors: Given with admiration and esteem - Robert Schuller"

Ward Quaal, President the Word Quaal Company: "Over more than two decades of your illustrious FCC service, you have earned the respect, admiration and the gratitude from the gents like Frank Stanton to the newcomers of this exciting communications profession. None of us will ever forget that in the 63 year history of the Federal communications commission no one has come close to the boy from Laurium, Michigan in demonstrating innate intelligence, a special quality of leadership and a mountain of integrity."

Don West former Managing Editor, Broadcasting-Cable Magazine, and now publisher/ editor of Digital Magazine: "Jim, you are a wonder, as a menshe and a force. The sum total of all your awards doesn't begin to capture what you've meant to this industry and Washington. There should be an award named after you, if there isn't already, but we'd never find anyone who could match the man it was meant to honor."

Brian Roberts, President of Comcast: "I know that you like to joke about all the "pre-posthumous" awards and accolades that you've received over the years. I can't resist the opportunity to add one more. During the years that my father and I have had the pleasure to know you in you official capacity, you always met us with an open mind and a serious understanding of our issues and concerns. Time and time again - right down to the waning hours of your term you showed the leadership that was essential to ensure that our company

and our industry could grow, invest and contribute to society by deploying new technologies and services, creating jobs, and promoting the public interest. As you move on to the next great adventure in your life, Ralph and I will miss our frequent visits, your good cheer and sage counsel. Thank you for your visionary leadership - it will be missed. We both look forward to seeing you again soon."

In addition: personal congratulations and salutes at the Quello 23rd anniversary dinner with 1,200 attending from NBC's Bob Wright; new Corp's Rupert Murdoch's Commerce Committee chairmen Tom Bliley and Billy Tauzin; Chairman Ted Stevens; Senators John Breaux, Conrad Burns, Jay Rockefeller, Larry Pressler, MPAA's Jack Valenti, NAB's Eddit Fritts; Justice Antonin Scalia; FCC Chairman Reed Hundt and all FCC Commissioners; Former chairman Richard Wiley.

Richard Wiley, former FCC Chairman and now Managing Partner - Wiley, Rein and Fielding. "Just a note to congratulate you on the New York Times article on your tenure as chairman. It was a great article but also an accurate one; you have done an absolutely superb job from the standpoint of instilling vision, leadership, cohesion and very effective action at the Commission."

Jack Valenti, Chairman, CEO MPAA - "I want no more time to fleet by without telling you how ~~sad I am that you are going to depart~~ the FCC. A man as vigorous, both physically and intellectually, as you ought to keep on where you are sorely needed. Folks who know our business are admirers of you and your achievements. As your old and legal friend I salute you."

Senator Dan Inouye, then confirming Senate Chairman at the fourth (last) confirmation hearing: "It is apparent in this committee the extent to which you have gained a fabulous reputation as being a great commissioner and it is my pleasure to call upon you Mr. Quello."

Senator Charles Robb at last confirmation hearing: "I am delighted to be able to join my colleague, Senator Don Riegle, on behalf of the renomination of Mr. Quello. He has been a superb Commissioner. Virginia has the good fortune of inheriting Mr. Quello and it is one of those rare situations where both his native State of Michigan, continue to support him and admire his good work and his adopted state where he has lived now for some 18 years, has a similar high regard for him. So I am very very pleased to join you Senator Riegle in recommending the continued service of this exceptionally well-qualified individual as someone who continues to bring distinction not to one but to two states, a very distinguished record."

Jack Fields, Chairman Home communications subcommittee: In the official congressional record July 31, 1966: "Mr. Speaker once again, Federal Communications Commissioner Jim Quello has injected a healthy dose of common sense and sound judgment to a Federal agency badly in need of both. In the Wall Street Journal op-ed piece yesterday, Commissioner Quello argued eloquently for flexibility for guidelines implementing the Children's TV Act."

Dennis Patrick, former FCC chairman and current president Dennis Patrick Co: "Year after year, the voice of reason - near perfect instincts on politics and policy. Only member of the FCC all-time Hall of Fame."

Henry Rivera, former FCC commissioner, now prominent communications attorney:  
"Commissioner Quello is one of those unusual people possessed of an endless supply of both common sense and consideration for other people; it is an admirable combination that is the essence of great men."

Former chairman Reed E. Hundt, speech before Federal Bar Associations - April 30, 1997: "Jim Quello has been a forceful, effective and always gregarious advocate for many different ideas and policies of vast importance to our country. I met and contested with some of the best litigators in our country in my 20 years of private practice. Few, if any, have Jim's ability to hone an argument down to its essentials and to express pungently and persuasively a clear opinion. On more than a few occasions I have felt the sting and admired the force and wit of Jim's advocacy. Private friendship and public debate has characterized much of our interchange, and I honor Jim for having taught me a great deal about substance and style."

Current Chairman, Bill Kennard in January 1999, and Commissioner Michael Powell in March, 1999 each accompanied former Commissioner, now distinguished MSU lecturer, Jim Quello, to Michigan State University to lecture the communication and law students. Other FCC commissioners have also graciously volunteered.

Many more laudatory statements contained in a FCC record of 42 distinguished service, lifetime achievement awards and laudatory government resolutions.

PROFILE OF A BROKAW GENERATION SURVIVOR

Foreword

By Congressman John D. Dingell

Born and raised in the small mining town of Laurium, Michigan at the peak of Michigan's Upper Peninsula, Jim Quello survived the Great Depression, a desperate post-college job search, five infantry amphibious landings in World War II, and 23-1/2 embattled but productive years at the FCC that actively generated the greatest advanced communications explosion in history.

We take it for granted that the United States is today the world leader in telecommunications. But well before the digital era, the American consumer had more, better, and cheaper choices in the telecommunications field than any other consumer in the world. We had efficient and universal phone service, free and varied broadcast television viewing choices, and vibrant local radio markets.

Jim Quello's career, in both the private and public sectors, contributed greatly to the American position of leadership.

He entered the military as a 2nd Lt. and left as a highly decorated Lieutenant Colonel. He was a success in the business world before serving as a Federal Communications Commissioner under six presidents: Nixon, Ford, Carter, Reagan, Bush, and Clinton. He also served as a one-year interim chairman under Clinton. I'm proud to say that I strongly supported his every appointment.

In the process, he survived the longest Senate confirmation hearing in history for a regulatory agency. He spent a record eight days on and off the stand in 1974. Seventeen years later, at his fourth confirmation hearing, he was lauded for his distinguished service by confirming Senator Dan Inouye and blessed with a 12-1/2 minute hearing heralded as the shortest on record.

During his FCC service, he witnessed the intriguing and often contentious behind the scenes interplay between the FCC, Congress, the Administration and the communications industries. As a member of the "greatest" generation, he was

equipped to serve exceedingly well. In his own words, "[t]he FCC press release indicated I was the most honored SOB that ever graduated from the FCC with over 40 lifetime achievements or distinguished service awards, including both that of Broadcasting & Cable magazine and the NAB Radio Hall of Fame. I appreciate my 'pre-posthumous' awards and ascribe them to advanced seniority (socially correct for old age). With age you become venerable and with venerability you are credited with exaggerated virtues you never had, and I'm grateful."

Jim Quello's virtues are rarely exaggerated. He has led a productive and fascinating life, with (the good Lord willing), many more chapters to be written.

## Prologue

Two Suggested Titles:

My War – A Half Century Doing Battle With Foes and Friends on Both  
Sides of the Atlantic

or

Tweaks, Peaks and Valleys of a Brokaw Generation Survivor

(The story of a guy with an ordinary background surviving extraordinary tumultuous lifetime experiences involving the Great War, broadcasting and the embattled Federal Communications Commission – all salvaged by a waggish sense of humor.)

The impetus for these autobiographical personal memoirs came from Tom Brokaw's best selling book, "*The Greatest Generation.*"

I found the book enthralling, personally ingratiating and applauded the book's premise.

I'll quote Mr. Brokaw's premise: "A generation of American citizen heroes and heroines who came of age during The Great Depression and the Second World War went on to build America, united not only by a common purpose but also by common values – duty, honor, economy, courage, service, love of family and country, above all, responsibility. A generation trained by the war, they went on to create interesting and useful lives and the America we live in today. It is, I believe, the greatest generation any society has ever produced."

As a not-so-great member, but nevertheless authentic survivor of that greatest generation, I like to believe my lifetime experiences, in a unique way, illustrate Brokaw's premise.

In qualifying for the greatest generation, I did a lot of hectic surviving, rescued by a well honed sense of humor. It included:

1. Many amusing inter-exchanges, some with well known personalities, providing a much needed comic relief both in overseas combat and in embattled regulatory issues at the Federal Communications Commission.

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3. A desperate depression era job search; could not land a newspaper job although I was editor of my college paper.
4. Five amphibious landings in World War II in Africa, Sicily, Italy and France followed by bitterly opposed crossings of the Rhine and Danube in Germany. Eye witness to the horrors of Dachau which was liberated by a battalion on my immediate left. My battalion taking SS College in northern Munich with heavy casualties. (Detailed in press clipping.)
5. Initial contentious 8 day FCC confirmation hearing in 1974 that broke the record for longest ever by a regulatory agency! Vindicated in 1991 with a 12 ½ minute fourth confirmation hearing heralded as the shortest on record. Lauded by Senate confirming members for 17 years of distinguished FCC service.
6. A contentious but productive 23½ years at the FCC playing an active regulatory role in the most revolutionary communications advancement in recent history. For example: Advancing from a 3 network era of TV scarcity in 1974 to a 7 TV network of multi-channel, multi-faceted abundance with cable, satellite and Internet. All are facing an advanced technological future with digitalization and computerization convergence.

I survived an embattled FCC for 23-½ years – the longest serving Democrat in FCC history. I survived long enough for 42 “preposthumous” distinguished service or lifetime achievement awards including both the Radio and Broadcasting Cable Hall of Fame. I credit the awards to the assumed venerability of senior age. My quote: “With advanced age you become venerable. With venerability, you get credit for virtues you never attained and I’m grateful.”

Because of the deference accorded my very senior status, I became the oldest and most awarded SOB that ever graduated from the Federal Communications Commission.

So I’m grateful to Tom Brokaw for this literary surge. Now onward with this rather unique “Greatest Generation” odyssey.