

For Immediate Release

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MY WARS

MEMOIRS OF FORMER FCC CHAIRMAN/COMMISSIONER
James H. Quello

Praise for Jim Quello and MY WARS:

"I have taken personal note, time and time again, of your leadership at the commission and your constant strong stands for that which is truly right. You were and are truly a great American."

- *Former President Gerald Ford*

"I commend Mr. Quello for sharing his remarkable life story with the world. His life demonstrates the greatness of the American spirit, and this book will be an inspiration to people struggling to overcome personal challenges."

- *Daniel K. Inouye, Democratic Senator of Hawaii*

"Jim Quello and I are veterans of two wars – one fought overseas and the other fought on Capitol Hill. My Wars tells the story of how Jim Quello managed to emerge as a hero of both."

- *Ernest F. Hollings, Democratic Senator of South Carolina*

"No commissioner ever served with as many Presidential administrations...no FCC member ever had the bipartisan support that Commissioner Quello enjoyed. My prediction is that he will continue in public life, contributing his advice and guidance to the FCC and members of Congress for many years. He has the staying power of Strom Thurmond, the fairness of Mike Mansfield and the wit of Bob Dole."

- *Ted Stevens, Republic Senator of Alaska*

Bipartisan support is only one hallmark of James H. Quello, legendary commissioner and chairman of the Federal Communications Commission (FCC) whose tenure lasted over 23 years.

Internecine warfare is another. Fair but feisty, objective but outspoken, Quello has made national headlines on issues that have rocked America as the Information Age and mass communications transformed the very character of the country. His memoirs, **MY WARS**

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(Alexis de Tocqueville Institution, 2001, \$21.95), are more than a tell-all from an observer who has seen it all – they provide a revealing look at how power is wielded by those at the very top. **MY WARS** is a vivid chronicle spanning fifty years of combat, from six amphibious landings during World War II's European theater to FCC skirmishes and battles that forged the destiny of America's communications industry.

The man who pushed through the record-breaking \$1.7 million fine against Howard Stern (and carried a gun for five weeks to protect himself from incensed fans) is still swinging. He details his very vocal volley of words on the floor of the Senate with Alfonso D'Amato over the Stern incident, justifying his decision to fine the controversial DJ because obscenities aired over a medium available to children at the turn of a knob. He delivers a few punches to the networks as well, calling "prime time" television excursions into steamy story lines an exercise of "slime time." But Quello is no apologist for censorship. Arguing that advances in technology allow for choice and that parents can exercise their own discretion in choosing programs, Quello is a vociferous proponent of deregulation and competition. He takes careful aim at those who favor "program content regulation and First Amendment intrusion," and much of **MY WARS** details ongoing disagreements with fellow commissioner Reed Hundt (who Quello calls "Attila the Hundt") and his ally, Al Gore, for the soul of the FCC.

A public figure that continues to wield influence over the future of American communications, Jim Quello is also a speaker who has entertained and enlightened audiences. Introduced over two decades by Presidents, Senators, Supreme Court Justices, and college presidents, Quello is famous for his forthright comments and acerbic wit. In speeches, Quello can discuss:

- The growing controversy with the Internet and copyright infringement. While Quello lauds the Internet as a bastion of free speech, he suggests a sensible agreement to protect copyrights.
- His prediction that future political elections will be won or lost depending on the candidates' savvy use of the Internet.
- His conviction that over-the-air television is the most influential media ever invented – and that its power, contrary to common wisdom, will continue to grow.
- The struggle between networks and affiliates for greater market share – a struggle, he feels, that should not be resolved by FCC mandate but by the courts.
- His explanation of how digital transmission can simultaneously transform the marketplace and enrich the government.
- Why the biggest challenge to the FCC in the years ahead will be making advanced technology understandable and affordable.

Pundit and philosopher, prophet and politico, James Quello is a dynamic man with a powerful priority: to preserve America's markets and preeminent position in world communications.

From hunkering down in foxholes in some of World War II's worst battles to hammering away at opponents in the corridors of power in Washington, D.C., Quello recounts a distinguished career of public service with wit and wisdom.

MY WARS

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James H. Quello

Alexis de Tocqueville Institution; 2001

Dear Interviewer

Global communication is redefining the world – and James H. Quello defined communications. Legendary commissioner and chairman of the Federal Communications Commission (FCC) for over 23 years, James Quello has served under six presidents and has the distinction of surviving the longest Senate confirmation for a regulatory agency – and the shortest. Power player and power broker, Quello has always been at the hub of controversy and contention. His revealing memoirs, **MY WARS** (Alexis de Tocqueville Institution, 2001, \$21.95), chronicle the public struggles and private rivalries that determined the direction of the FCC. With his insider's perspective, **MY WARS** also offers a pragmatic blueprint for the future, providing surprising predictions for the future of the Internet, network television, digital transmissions, cable, and radio.

From the mean streets of Depression-era Detroit to active combat during World War II to epic battles in Washington corridors, Quello is a war veteran in every sense of the word. With his forthright common sense and engaging wit, he emerged as a hero of them all. A former broadcaster himself, Quello is sympathetic to the grunts in the trenches, and **MY WARS** details powerful struggles for the soul of the FCC between those who encourage free enterprise and competition and those who work towards “program content regulation and First Amendment intrusion.” While eschewing censorship, Quello advocates some form of regulatory control, and he admonishes network television executives for their recent foray into steamy sexuality, ironically noting that “prime time” has been transformed into “slime time.” Obstreperous DJs come in for their share of criticism as well, and **MY WARS** narrates the riveting story of the \$1.7 million fine imposed on an obscenity-spewing Howard Stern.

Pundit and philosopher, politico and prophet, Quello continues to play an active role in the communications industry. He is also a speaker who has delighted and entertained audiences with his acerbic wit, straight-shooting talk, and insider's view. In an interview, Quello can discuss

- Why the biggest challenge to the FCC in the years ahead will be making advanced technology understandable and affordable.
- Why the influence of network television, contrary to common wisdom, will continue to grow.
- How digital transmission can simultaneously transform the marketplace and enrich the government.
- How to resolve the Internet's simmering controversy with copyright infringement

As Marshall McLuhan once noted, the medium *is* the message – and James H. Quello has carried the message longer than anyone. As torchbearer of the FCC, Quello ignited the American communications industry into a force that lights all corners of the earth. We will be in touch shortly regarding an interview/review with James H. Quello, author of **MY WARS**.

Best,
Meryl L. Moss

MY WARS: Questions & Answers

Question: What were some of the professional “highs” you experienced as a FCC commissioner and chairman of over 23 years?

Answer: When I began as a commissioner in 1974, communications was in the Dark Ages! We had one long distance telephone company, three network stations had a 95 percent share of the television audience, and FM meant the “forgotten medium.” There has been a complete transformation to a seven-network era of multi-channel, multi-faceted abundance complemented by cable, satellite, and the Internet – all now facing an advanced technological future in the converging digital age. As Marshall McLuhan once commented, mass communications recreates the world into a global village. Playing a regulatory role to this groundbreaking industry as FCC commissioner and chairman has been exciting and fulfilling.

Question: What stands out as being personally satisfying?

Answer: In 1974, I survived the longest confirmation hearing on record for a regulatory agency (a record that hasn’t been broken yet), with eight contentious days spent on and off the stand. Seventeen years later, my fourth confirmation hearing lasted twelve minutes – the shortest on record. In my years at the FCC, I always spoke out for what I believed, and I like to think people came to respect me for it. I think that brought me a lot of bipartisan support.

Question: What do you believe should be the highest priority of the FCC over the next five years?

Answer: Making advanced technology understandable and affordable is probably the most important task facing the FCC. Right now, there is a convergence of technology – television, broadcast, high speed, Internet access – and the ongoing challenge is regulating these industries to give the public the most benefit. It’s an evolutionary process, and many of the problems will sort themselves out as one or another form of technology dominates or diminishes. Incidentally, the FCC is a regulatory agency only. The courts will be equally persuasive in determining policy.

Question: What was the highest priority of the FCC during your tenure as chairman?

Answer: The orderly, compatible implementation of advanced telecommunications technology was the FCC's top priority. Integrating telecomputing, fiber optic, direct broadcast satellite television and radio, digital television, cellular and personal communication services into a comprehensive and comprehensible system was a vast undertaking that continues to be a major FCC priority.

Question: What were some of the challenges faced by the FCC faced during your tenure?

Answer: There was a lot of pressure on and within the FCC to overregulate program content, which I always viewed as a First Amendment intrusion. I believed and continue to believe that the FCC should have a regulatory thrust toward competition and deregulation. I'd say my top priority was to preserve America's markets and preeminent position in world communications by promoting free enterprise.

Question: You've been quoted as responding to activist groups concerned that mergers will cause broadcast services to deteriorate by saying that television stations will continue to provide the best access to news. Why do you think that?

Answer: TV stations remain the most important local service in the cable, pay per view, satellite, digital, Internet communications universe – particularly for the 81 million American viewers who rely solely on free television. To loosely paraphrase Mark Twain, the rumors of TV's demise are greatly exaggerated. As the initiation of the coming convergence becomes a reality, public activists will find it difficult to single out for criticism the public service contribution of a local entity TV in a multi-channel, multi-choice communication world. It is important to remember that consumer acceptance and audience approval will always be essential to the success, and even survival, of all communications services. So, ultimately, the public is still in control.

Question: You've always been wary of FCC regulation of program content. Does that mean that program content should not be held to regulatory standards?

Answer: Actually, with the proliferation of satellite, pay-per-view, and cable, there's less of a need for regulation because viewers' choices keep growing. There

will always a need for some government oversight, but we need to be very careful not to make personal standards the basis of First Amendment intrusions.

Pay-per-view stations carrying pornography, for instance, should be monitored by parents who want to shield their children, not the FCC. But don't forget that I'm the guy that slapped Howard Stern with a \$1.7 million fine for obscenities aired over the radio – available to anyone at the flip of a dial.

Question: Has the Internet fallen through the cracks in terms of FCC regulation?

Answer: The Internet is a new medium, global rather than American, and regulations are still being worked out. I think the free exchange of information is exciting. I also think that a sensible copyright agreement needs to be crafted so that no one is permitted free use of someone else's copyrighted material.

Question: Any predictions for the future of digital technology?

Answer: Digital is superior technology and, as such, it's inevitable that it will come to be a major force in telecommunications. It's very expensive technology – developed by network television, incidentally – and right now, there aren't many receivers. This puts it in a Catch-22 situation. With few receivers, no one wants to develop programs. Without programs, no one wants to purchase receivers. Eventually, I think, the technology will become less expensive, and the situation will evolve to the point where digital becomes dominant.

Question: Presidents have lauded your lifetime of service, and senators have alluded to your unique ability to survive and flourish. Along the way, you've led a fascinating and productive life. What's your personal philosophy?

Answer: I read the following saying somewhere, and I have quoted it in numerous speeches: "Resolve to be tender with the young, compassionate with the old, sympathetic to the striving and tolerant of the weak and wrong. Sometime in life you will have been all of these."