

SYRACUSE AD CLUB

October 6, 1977

I'M HAPPY TO BE IN SYRACUSE TODAY--

IT'S MY VERY FIRST TRIP TO YOUR INTERESTING
CITY--I'M TALKING TO A RELATIVELY NEW ADVERTISING CLUB--AND I'M HERE AT THE INVITATION OF
A GOOD "PAISAN", TONY BATTAGLIA.

THIS ITALIAN-AMERICAN COMMISSIONER HAS
A HARD TIME SAYING NO TO A CLUB WITH A GOOD
ITALIAN-AMERICAN PRESIDENT--EVEN THOUGH
ADVERTISING PER SE IS GENERALLY A NON-ETHNIC
SUBJECT.

IN ADDITION TO COMMON NATIONALITY WITH
YOUR PRESIDENT, I HAVE OTHER AREAS OF MUTUALITY
OF INTEREST WITH ADVERTISING CLUBS. I WAS
ELECTED FOR TWO DIFFERENT TERMS TO THE

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BOARD OF THE DETROIT ADCRAFT CLUB, SERVED
ON ABOUT EVERY COMMITTEE OF THAT BIG THRIVING
CLUB--AND AS YOU PROBABLY KNOW, I WAS IN BROAD-
CASTING FOR 30 YEARS IN DETROIT AND SERVED ON
NUMEROUS COMMITTEES, CODE BOARDS AND STATE AND
LOCAL CIVIC COMMISSIONS.

YOU MAY BE INTERESTED IN THE PERENNIAL
CONTROVERSY AT THE DETROIT ADVERTISING CLUB--
WHETHER TO FEATURE ALMOST EXCLUSIVELY PRO-
FESSIONAL AND EDUCATIONAL ADVERTISING EXECUTIVES
REGARDLESS OF POPULAR BOX OFFICE APPEAL OR TO
STRESS SPEAKERS AND ENTERTAINMENT THAT WOULD
DRAW LARGE AUDIENCES. A CHANGE IN ATTITUDE
CAME ABOUT WHEN A PRESIDENT OF ONE OF THE
WORLD'S LARGEST ADVERTISING AGENCIES DREW ONLY
77 PEOPLE FOR LUNCH. IMMODESTLY, WHEN I

CAME PROGRAM CHAIRMAN WE BROKE ALL
ATTENDANCE RECORDS WITH A WELL PROMOTED
MIX OF EDUCATIONAL, GOVERNMENTAL, PROFESSIONAL
AND ENTERTAINING PROGRAMS. (GIVE 5 EXAMPLES--
FORD CARS--MAYOR--ARTHUR GODFREY--COUNTRY
AND WESTERN STARS--AND PLAYBOY MAGAZINE.
ALSO INVITED PRESS CLUB, PRSA, WOMEN'S AD CLUBS,
SALES EXECUTIVES CLUB TO SPECIFIC MEETINGS.)

IF THIS EXPERIENCE PROVIDES ANY USEFUL
IDEAS TO A PROMISING NEW ADVERTISING CLUB,
I'M HAPPY ---AND GOOD LUCK!

IN COMING HERE I THOUGHT ABOUT WHAT
FCC DELIBERATIONS OR PROBLEMS WOULD BE MOST
INTERESTING AND TIMELY FROM YOUR STANDPOINT.
WHAT QUESTIONS WOULD YOU MOST LIKELY ASK? ---
THE SCOPE AND POSSIBILITIES ARE ENDLESS--BUT
FORTUNATELY MY TIME IS LIMITED. FROM SEVERAL
DOZEN POTENTIAL QUESTIONS I NARROWED IT DOWN TO
THESE FEW---ALL RELATED TO ADVERTISING.

"WHAT IS THE IMPACT OF THE FCC ON ADVERTISING?" (AD LIB ANSWER: BROADCASTING WAS DESIGNATED BY CONGRESS IN 1927 TO BE A PRIVATE ENTERPRISE AND ADVERTISING SUPPORTED RATHER THAN A GOVERNMENT SERVICE--INITIALLY FCC WAS AN ENGINEERING TRAFFIC COP---IT HAS SINCE ADDED A VICE AND MORALS SQUAD. ((A FEW REMARKS ON SACCHARIN BAN, CITING CIGARETTE EXPERIENCE; FAIRNESS DOCTRINE COUNTER-

ADVERTISING, ETC.)) FTC HAS PRIMARY REGULATORY RESPONSIBILITY; PUBLIC SERVICE PERFORMED BY ADVERTISING COUNCIL, ETC.)

MOST COMMONLY ASKED PUBLIC QUESTION TODAY (AND LAST YEAR TOO) "WHAT IS THE FCC DOING ABOUT VIOLENCE AND SEX IN ADVERTISING?" (AD LIB ANSWERS--INCLUDE NEWSPAPER ARTICLE ON TV MURDER TRIAL)

"WHAT ARE SOME OF THE MAJOR ISSUES OR DECISIONS CONFRONTING THE FCC?"

1. NETWORK INQUIRY
2. COMMUNICATIONS ACT REWRITE (LEGISLATION?)
3. DEREGULATION (OPTION PAPERS, ETC.) -- BROADCASTING, CABLE, COMMON CARRIER.
4. REMAND OR APPEAL OF IMPORTANT PREVIOUS DECISIONS; NEWSPAPER-BROADCASTING CROSS-OWNERSHIP; FAMILY VIEWING CASE; HBO DECISION RE "EX PARTE" CONTACTS.
5. INCREASED MINORITY OWNERSHIP (NAB TAX CERTIFICATES-SBA AFFIRMATIVE ACTION LOANS)

"IN YOUR OPINION WHAT IS THE MOST
DIFFICULT JOB OF AN FCC COMMISSIONER?" AD LIB

ANSWER: 1. DECISION MAKING
2. DISTORTED CRITICISM

CLOSING: THE PUBLIC IN THE LONG RUN WILL
BE THE ULTIMATE REGULATOR. BOTH ADVERTISING
AND BROADCASTING AS WELL AS REGULATORY AGENCIES
ARE ALL PUBLIC CONSUMER-ORIENTED SERVICES.

IF THE PUBLIC BECOMES REPULSED BY A
PROGRAM, DISTRUSTS A STATION OR NETWORK AND
DISCREDITS ADVERTISING, THEY ALL FAIL AND IT
COULD RESULT IN A PUBLIC OUTCRY FOR REFORM. IT'S
THE JOB OF ADVERTISERS, BROADCASTERS AND ALL
MEDIA AND CERTAINLY OF REGULATORY AGENCIES TO
MAKE SURE THIS DOESN'T HAPPEN.

IT'S YOUR JOB, AND (WITH CONSTITUTIONAL
LIMITATIONS) MINE, TO ENCOURAGE GOOD TASTE,
PROPORTION AND TRUTH IN ADVERTISING AND PRO-
GRAMMING TO MERIT PUBLIC CONFIDENCE AND TO
ENSURE THAT THE OVERALL PUBLIC INTEREST IS WELL
SERVED.