

UNITED STATES GOVERNMENT

Memorandum

TO : Chairman Charles D. Ferris

DATE: December 16, 1977

FROM : Commissioner James H. Quello

SUBJECT: Proposed Advisory Committee to FCC

I appreciate your prompt memo regarding a broadly based advisory committee to the FCC or a Broadcast-Cable Advisory Committee.

As mentioned at the Commission meeting December 8th, I am submitting some further initial thoughts and a suggested list of organizations for consideration.

Purpose of the committee would be to provide widespread representative viewpoints to the Commission and to give citizen and civic groups of various interests and philosophies an opportunity to present views and express concerns directly to the Commission. It could be an open forum discussion ranging from a general overview of quality of service provided by broadcasting and cable to such specifics as children's programming, feminine and ethnic programming and employment, public affairs and educational programming, public service performance, and social and economic progress.

The meetings could either supplement or replace regional meetings held by the Commission. Regional meetings have been helpful in providing first hand insight into public concerns and community needs. However, in many cases the regional meetings addressed a narrow range of issues or local parochial interests.

A large representative advisory group would be expected to broaden the scope of dialogue and the exchange of information.

Representative public participation could make a more equitable and effective contribution to sound decision making by exposing Commissioners and administrators to the broadest range of facts and varied viewpoints. As we know, there are considerable differences among many organizations and intelligent individuals of sincere intentions and worthy purposes as to what does constitute the public interest in any given issue.

We could give some consideration to rotating meetings among representative groups if we decided the total committee would be too large and unwieldy for one meeting. As much as possible we would arrange to have organizations of opposing views and philosophies in each group meeting.



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Perhaps the advisory committee could elect or select its own chairperson.

The all important matter of financing would have to be resolved. Many groups are based in Washington, some groups may be willing to pay their own expenses for the opportunity of participating in this type of one or two day forum, others may need government assistance. We may have to develop a standard for qualifying for government funds--as you know, this is a sensitive area.

For openers, attached is a suggested initial invitation list for consideration and discussion.


James H. Quello

attachment

cc: All Commissioners
Executive Director
Chief, Consumer Assistance Office
Chief, Broadcast Bureau
Chief, Cable Bureau

Mr. William Aramony
United Way of America
801 North Fairfax Street
Alexandria, Virginia 22314

American Medical Association
1776 K Street, N. W.
Washington, D. C. 20036

American Civil Liberties Union
Washington National Office
410 1st. St., S. E.
Washington, D. C. 20003

B'Nai Brith International Hdqs.
1640 Rhode Island Avenue
Washington, D. C. 20036

United Church of Christ
289 Park Avenue South
New York, New York 10010

Citizens Communications Center
1914 Sunderland Place, N. W.
Washington, D. C. 20036

National Citizens Committee
for Broadcasting
1028 Connecticut Avenue, N. W.
Washington, D. C. 20036

National Association of Broadcasters
1771 N. St., N. W.
Washington, D. C. 20036

National Cable Television Association
918 16th Street, N. W.
Washington, D. C. 20006

American Association of Retired Persons
National Retired Teachers Association
1909 K Street, N. W.
Washington, D. C. 20049

Action for Children's Television
46 Austin Street
Newtonville, Massachusetts 02160

American Bar Association
1155 E. 60th Street
Chicago, Ill. 60637

American Council for Better Broad-
casts
120 East Wilson Street
Madison, Wisconsin 53703

AFL-CIO
815 16th Street, N. W.
Washington, D. C. 20006

American Jewish Committee
165 East 56 Street
New York, New York 10022

American Public Health Association
1015 18th Street, N. W.
Washington, D. C. 20036

Association of Junior Leagues
825 Third Avenue
New York, N. Y. 10022

Consumer Federation of America
1012 14th Street, N. W.
Washington, D. C. 20036

Council of AFL-CIO Unions for Pro-
fessional Employees
815 16th Street, N. W., Suite 608
Washington, D. C. 20006

Friends of the Earth
529 Commercial Street
San Francisco, California 94111

General Federation of Women's Clubs
1734 N Street, N. W.
Washington, D. C. 20036

International Union United Auto-
mobile, Aerospace & Agricultural
Workers of America
8000 East Jefferson
Detroit, Michigan 48214

League of Women Voters
1730 M Street, N. W.
Washington, D. C. 20036

National Association for the
Advancement of Colored People
1790 Broadway
New York, N. Y. 10017

National Black Media Coalition
2027 Massachusetts Ave., N. W.
Washington, D. C. 20036

National Congress of American Indians
1430 K Street, N. W.
Washington, D. C. 20005

National Council of Parents & Teachers
700 North Rust Street,
Chicago, Ill. 60611

National Council of the Churches of Christ
475 Riverside Drive
New York, N. Y. 10027

National Education Association
1201 16th Street, N. W.
Washington, D. C. 20036

National Farmers Union
P. O. Box 39251
Denver, Colorado 80201

National 4-H Foundation
150 North Wacker Drive
Chicago, Ill. 60606

National Latino Media Coalition
1699 Lexington Avenue
New York, N. Y. 10029

National Organization for Women
1957 East 73 Street
Chicago, Ill. 60649

National Urban League
500 East 62 Street
New York, N. Y. 10021

Pacific/Asian Coalition
150 8th Street, 2nd Fl.
San Francisco, Cal. 94103

Southern Baptist Convention
Radio/Television Commission
P. O. Box 12157
6350 West Freeway
Fort Worth, Texas 76116

U. S. Jaycees
P. O. Box 7
Tulsa, Oklahoma 74102

National Center for Urban Ethnic
Affairs
1521 16th Street, N. W.
Washington, D. C. 20026

Accuracy in Media
777 14th Street, N. W.
Washington, D. C. 20005

Common Cause
2030 M Street, N. W.
Washington, D. C. 20037

Morality in Media
487 Park Avenue
New York, N. Y. 10022

National Jewish Community Relations
Advisory Council
55 West 42nd Street,
New York, N. Y. 10036

U. S. Chamber of Commerce
1615 H Street, N. W.
Washington, D. C. 20006

Women's Equity Action League
National Press Building
Washington, D. C. 20045

The Mattachine Society of Washington
5020 Cathedral Ave. N. W.
Washington, D. C. 20016

The National Italian-American Foundation
1019 19th Street, Suite 730
Washington, D. C. 20036

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By JERR T. BAULCH=

Associated Press Writer=

WASHINGTON (AP) - A broad-based advisory committee on broadcasting and cable television is being recommended to the Federal Communications Commission by Commissioner James H. Quello.

He mentioned the idea in a recent FCC meeting and at the request of Chairman Charles D. Ferris and other commissioners detailed the proposal in a memo to Ferris Friday.

"Purpose of the committee would be to provide widespread representative viewpoints to the commission and to give citizens and civic groups of various interests and philosophies an opportunity to present views and express concerns directly to the commission," Quello wrote.

"It could be an open forum discussion ranging from a general overview of quality of service provided by broadcasting and cable to such specifics as children's programming, feminine and ethnic programming and employment, public affairs and educational programming, public service performance and social and economic progress.

Quello said such meetings could either supplement or replace regional meetings held by the commission the past two years.

"Regional meetings have been helpful in providing first hand insight into public concerns and needs," Quello said. "However, in many cases the regional meetings addressed a narrow range of issues or local parochial interests.

"Representative public participation could make a a more equitable and effective contribution to sound decision-making by exposing commissioners and administrators to the broadest range of facts and varied viewpoints," Quello went on.

Quello submitted a list of 46 organizations which he said might be invited to participate.

Ferris responded by sending a memo to Belle O'Brien, chief of the FCC's Consumer Assistance Office, asking her to resubmit and update suggestions she had in the past suggested as alternatives to the regional meetings.

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