

FEDERAL COMMUNICATIONS COMMISSION

WASHINGTON, D.C. 20554

January 21, 1976

OFFICE OF COMMISSIONER  
JAMES H. QUELLO

Mr. Chuck Shepherd, Editor  
Access  
1346 Connecticut Avenue, N. W.  
Washington, D. C. 20036

Dear Mr. Shepherd:

Your headlines and article in your January 12th issue are misleading and demonstrate a woeful lack of journalistic integrity. They certainly don't reflect your factual footnote in very small print stating "None of the above is to say Quello is guilty of wrongdoing. It simply illustrates the questions left unanswered by termination without comment of the conglomerate inquiry."

There is no legal, ethical or moral basis for my being "hurt" by data in the conglomerate study.

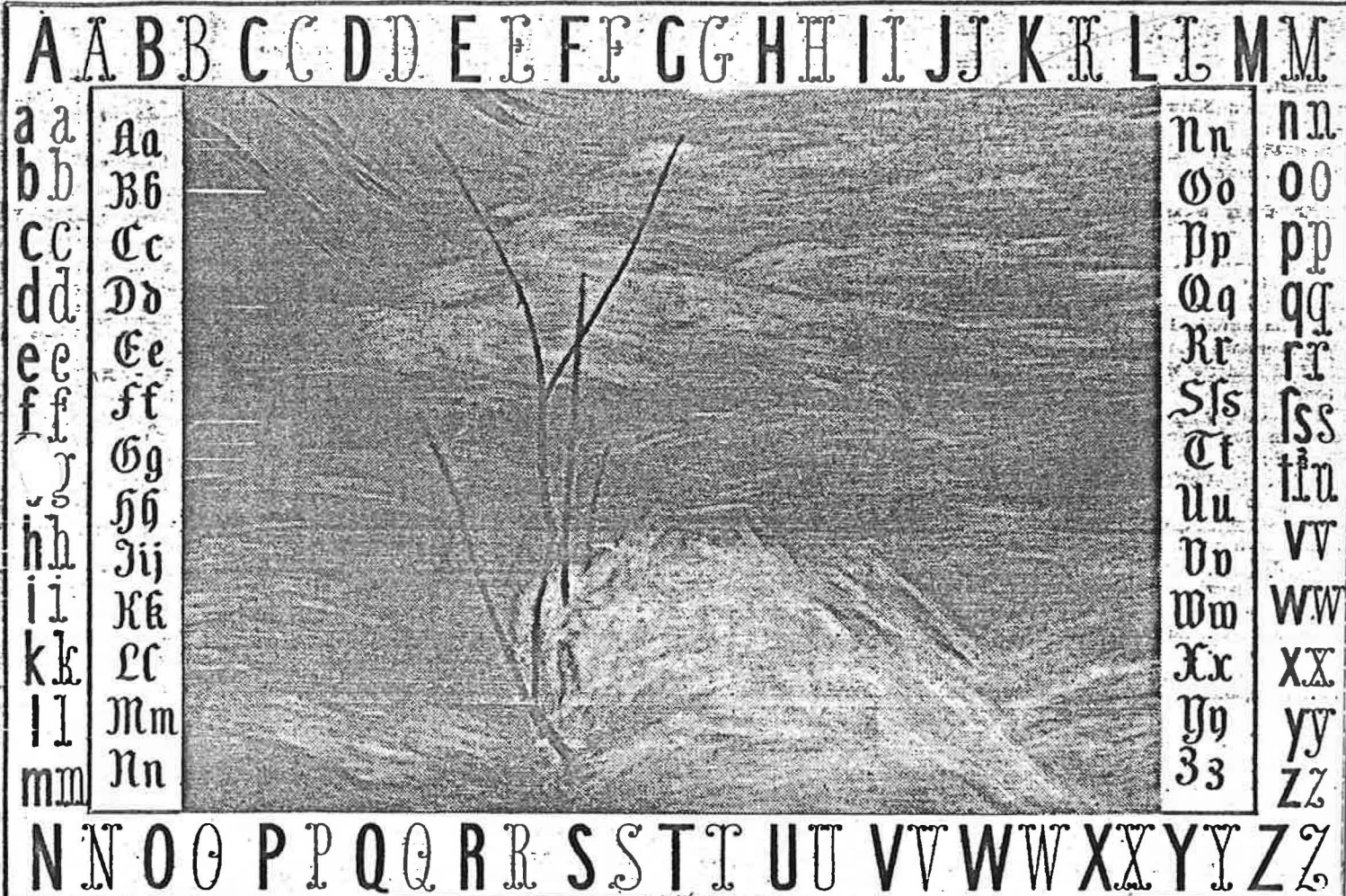
The transaction you mentioned took place in 1968. I was not even an officer of Capital Cities at that time.

I hope some day you will mature journalistically. To gain believability and respect, your publication will have to outgrow being a mimeographed propaganda sheet for insidious promotion of your own biased viewpoints.

Sincerely,

*James H. Quello*

cc: Senator Lee Metcalf  
Congressman John E. Moss



**A primer on water**

EXPAC were properly  
 's staff asked that AMPAC  
 he record a sworn statement  
 that the entire sum came from  
 of \$100 or less (\$100 is the  
 amount for requiring source  
 (e)).

Dr. Phil Caper of U.S. Sen. Edward Kennedy's subcommittee on health expressed an interest in the relationship between Blue Cross-Blue Shield and the TMA. He requested that lists of all officers and directors of Blue Cross, Blue Shield, the TMA and the TMF over the past five years be supplied for the record. Pickens indicated that he would "try" to gather that information for the subcommittee.

Dean Sharp, a staffer for Hart's subcommittee, questioned the TMA representatives on fiscal aspects of the Medicaid program. Overton said that such matters were not within the knowledge of witnesses present. He suggested that Blue Cross officers Eugene Aune and Tom Beauchamp should be called to respond to Sharp's questions.

The subcommittee adjourned before Sharp could complete his questions. Hart and his staff apparently intend to follow up with written interrogatories to Blue Cross-Blue Shield. The witnesses present were also instructed that they will be required to provide written responses to further questions.

is an Austin freelance writer and researcher specializing in health care questions. Many of the charges Pickens, Overton and Stone were contesting were made by Cox, who testified (along with former Sen. Joe Bernal, Rep. Mickey Leland and others) at the earlier Hart subcommittee hearings. Cox has developed some of those charges in Observer articles.



#### A CLARIFICATION

In the April 12 *Observer* Jackee Cox wrote a story on the medical establishment in Texas entitled, "A little conflict of interest music, please." Our author's note explained that part of the material for the article was gathered while Ms. Cox was working for the Juarez-Lincoln Center and funded by a grant from the National Migrant Information Clearinghouse. The Juarez-Lincoln Center subsequently published a technical booklet by Ms. Cox, *HMOs in Texas*. The research grant did not in any way finance Ms. Cox' article in the *Observer*. She did it on her own time as a freelance assignment. — Ed.

# The \$3.80 victory

Austin

How to jack around several multi-million dollar corporations, hold 'em up, throw 'em up against the wall and generally get what you want for a grand, sum total of \$3.80.

In late June, the Austin Television Action Council and the Austin Black Media Coalition achieved significant and substantial agreements with Austin's three television stations concerning minority hiring and public affairs programming. The first thing that should be noted about this signal triumph for Right, Truth, Justice, Freedom, Good Guys and the American Way is that it's a damn good thing the other side never figured out who they were up against. 'Cause, folks, they wasn't up against nobody. At least, nobody who would ordinarily cause a large communications company to quake in its corporate boots. The Council and the Coalition are, in fact, largely paper organizations, comprising a motley assemblage of blacks, browns, students, feminists and miscellaneous activists.

The groups stayed maybe a half-step ahead of the managements of the three television stations throughout the month-long negotiations, leaving the managements with the impression that they knew what the hell they were talking about. They were actually learning as they went along. The stations also cove in on account of they were haunted by nightmare visions of having their FCC licenses held up and maybe revoked after extensive and expensive legal proceedings. In fact, the \$3.80 in Xeroxing fees that KTBC charged Rodney Griffin, a researcher for the citizens groups, about broke their collective budget.

The Austin Black Media Coalition is, for all practical purposes, composed of two women and a front man. Linda McGowan and Erna Smith, two of the funniest and most formidable black women in the state, were busy this spring helping get Wilhelmina Delco elected to the state legislature. But they took time off in April to attend a workshop on the media and license challenges run by Pluria Marshall, a Houston activist. What the hell, they thought, let's DO it. They enlisted Dr. John Warfield, chairman of the Afro-American studies department at the University of Texas. "Always helps to have a Ph.D. out in front for you," observed McGowan. They called a meeting to which all concerned black folks in East Austin were to come and all of 20 people showed up. McGowan thereafter, during the negotiations with the stations, grandly referred to these 20 as "my constituents." As in, "Don't give me that shit, man, I can't go back to my constituents with an offer like that. They'd kill me. I got to have more than that."

The chief negotiator for the Council was Bob Thompson, a senior law student who actually has some media credentials. He worked for KTBC as a newsman for a short spell and spent four months last summer at the FCC in Washington, D.C., learning at least a little about the licensing procedure.

"Austin was just such virgin territory," he said, wonderingly. "We had people walking into those stations, asking to look at public documents the FCC requires the stations to keep and the stations didn't even know what we were talking about."

Thompson's Council included the Women's Equity Action League, some Brown Berets, UT students from both the law and communications schools, Father Joe Znotas of St. Julius Church in East Austin and a distinct lack of a cast of thousands. The best thing they had going for them was the dismal record of the town's three TV stations, which among them had once had one black reporter. A. V. Ludington, executive vice-president at KTVV, started things off briskly by observing that he would hire colored people, if he could just find some that were qualified. When asked how the station filled its vacancies, he allowed as how word

July 26, 1974

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the grapevine. McGowan, the grapevine seemed to stop at the freeway that divides white and black and brown Austin). Evans, who carried the ball for in the negotiations, was upped by the fact that he'd only been in Austin for eight months. He hopefully proffered the station's perennial license renewal statement, which asserts that the station has been working in concert with the University of Texas since 1952 to find qualified minority employees. "Shit!" said McGowan, bounding out of her chair. "We didn't have no niggers at the University 'til 1958 and then it was only one law student and even that took a f—in"

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lawsuit to get him in!" Actually, Sweatt v. Painter, the suit that integrated the University, was decided in 1950, but since Evans knew even less about it than McGowan, her point carried.

The final score for the coalition at KTBC included: hiring a black co-anchorperson by August 1; a weekly black community affairs program starting next January; expansion of the station's internship program to include Huston-Tillotson (a black college), Austin Community College and other schools in the area.

The Council, which negotiated exclusively with KTBC, got the station to agree to hire an additional black woman on its news staff, to do 10 local documentaries during the balance of 1974 and to do eight to 12 local documentaries annually thereafter. KTBC will also expand its local news program to one hour effective Aug. 26 and will have employment advisers on hiring women, blacks and *chicanos*.

KTVV settled for a new staff news position to be filled by a black: a minimum of six documentaries a year on local topics; an internship program at Huston-Tillotson and A.C.C.

KVUE also pledged to hire a black on-air newperson, to put on a weekly black community affairs program, to begin an internship program, and to name a black advisory board to help with the production of documentaries.

Two radio stations, KLBK and KNOW, agreed to try harder in their efforts to serve the city's minority communities and KLBK pledged 30 minutes a week to community affairs programming.

McGowan, who is not brass, remains unsatisfied. "KTBC said they was gonna do a documentary on alcoholism in East Austin. Shit, we just over there buyin' that Ripple 'cause we can't afford nothin' better. Hard to get drunk on that. Why don't they do a documentary on the alcoholics who drink scotch at the country club?" She's also determined to get that \$3.80 back.

Thompson said, "I don't think the stations here ever expected the community action on license renewals to get to middle-sized cities like Austin. Last time license renewals came up in Texas was in 1971 and I think the only action taken then was in San Antonio. I bet these guys just thought they were safe, so they didn't do anything. The next renewal round will be in 1977 and I hope there's a lot of action taken then. Boy, if we can do it, anyone can."

Another interesting license renewal challenge is underway in El Paso. Station KTSM has been challenged by one of its former reporters and newscasters Richard Wheatley. Wheatley is not challenging on lack of affirmative action in minority hiring or programming but accuses KTSM of news distortion, censorship and running a generally cruddy news operation. Wheatley was fired by KTSM in February

for taking an action that, at another kind of station, would have won him praise and a raise. In January, Wheatley three times reported that the El Paso city council was in at least potential violation of the state's new open meetings laws. He finally filed a misdemeanor complaint himself (the station apparently saw no reason to do so) against the mayor and an alderman. For his pains, he was fired for "making the news" rather than reporting it. Wheatley cites a series of distortions and incidents of censorship in the station's news coverage. One gem of an incident was when a KTSM reporter was allegedly fired for having said on the air that the University of Texas at El Paso's football team had played like "a high school team."

In Houston, the Black Citizens for Media Action, a group that was active under another name during the 1971 license renewal period, has again filed challenges. This time they are challenging 10 Houston radio stations and one television station, KHOU. One of the radio stations being challenged by the group is aimed at primarily black audiences and another aims much of its programming at *chicanos*. Eight of the stations are accused of discrimination in hiring and promotion practices and two are being challenged on essentially technical violations concerning amount of air time devoted to commercials. The group alleges that station KCOH, the black-oriented station, permits "insulting and disrespectful 'jive talk'" by its announcers, indiscriminate use of sexual and sensuous language and "vulgar and coarse programming." M.I.

From the transcript of an April 4, 1972 discussion concerning the political situation in Texas between President Nixon, John Mitchell and H. R. Haldeman:

M: Well, on the other side of the coin, of course, our Republican friends are getting itchy and I keep telling them to go out and write you some more Republicans — but they say, well, we're going to lose good people to the gubernatorial campaign, etc., etc.

P: Let 'em go.

H: So what?

P: Let them go. They don't — that doesn't make any difference. Hold it firm. We need Texas Democrats. We don't in Texas — we haven't won it yet — but you don't win with Republicans. We never have. And let's just face it, that's the way the score is. Tower has won once or twice but — accidents, pure accidents.

(Unintelligible) Any Democrat, believe me, by any Democrat (unintelligible) ... committee of that sort is better. Rather than that fellow who is finance chairman down there. What's his name?

H: Al Fay.

P: Al Fay.

M: You mean Peter? You mean Peter O'Donnell? Peter's left.

H: He's left?

M: Peter's quit. He's ... national committee....

H: I'll be darned.

M: Agnich is the new national committeeman.

P: Yeah.

H: O'Donnell was such a horrible whiner.

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