

**FEDERAL COMMUNICATIONS COMMISSION**  
Washington, D.C.

OFFICE OF COMMISSIONER  
JAMES H. QUELLO

March 16, 1988

Robert F. Ottaway  
President and General Manager  
WMMQ  
913 W. Holmes Rd., Ste 290  
Lansing, MI . 48910

Dear Bob,

J. Oscar Frenette has spent his 38-year professional radio career as a reporter and administrator at three Michigan radio stations. From 1950 to 1962, he served in a variety of positions at WEOO Radio in Sault Ste. Marie, where he eventually became station manager. From 1962 to 1967, he served as news director for WPON Radio in Pontiac. Since June 1967, he has been with WJR Radio, where he has earned the reputation as one of the nation's most versatile administrators and on-air personalities.

As Public Affairs Director, Mr. Frenette has been responsible for producing WJR's "Point of View" segment, which provides a forum for community issues presented by concerned citizens. He also administers "Call for Action," WJR's contribution to the national consumer education/assistance program. The station's religious programming also is Mr. Frenette's responsibility.

The "gem" of Mr. Frenette's on-air work has been "Sketches of Life and Things in the Great Lakes Area," for which he has earned the reputation as Michigan's poet of the airwaves. By no means a fanciful preoccupation, "Sketches" has become an important historical and educational feature that consistently presents Michigan and its attributes in a positive light to WJR's large, multi-state audience.

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Mr. Frenette has adhered to the highest standard of professionalism throughout his career and has consistently displayed innovation and leadership in both his administrative and on-air work. Rather than become a radio specialist -- an all too common occurrence in the industry -- Mr. Frenette has continually diversified, applying his talents to the full range of radio opportunity. His work as a news and feature writer and reporter and his talents as a documentary producer and presenter have been regularly honored.

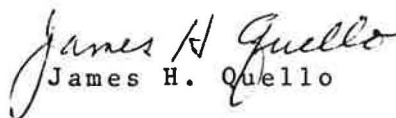
His community service efforts, both as a radio administrator and as a concerned citizen, have been consistently recognized. He presently serves on the boards of: New Center Area Council; New Center Foundation; Henry Ford Hospital (Main Campus Board); Detroit Historical Society; Historical Society of Michigan; University/Cultural Center Association; International Freedom Festival; Detroit Children's Library Friends; Friends of the International Institute.

The result of Mr. Frenette's efforts over the past 38 years has been to set a standard for all those in radio, and those who look to radio as a career. He has proven that radio is hard work but that radio also can be fun. He has shown that radio can make a difference and that it is the individual citizen's duty to make a difference. And, he has shown that when properly used, radio can be the valuable public resource it is intended to be.

By every standard of measurement, Oscar Frenette belongs in the Michigan Journalism Hall of Fame -- his creativity, sterling character, award-winning journalistic accomplishments and his years of distinguished service as the "Dean" of WJR news and public affairs merit special distinguished service recognition.

As his former WJR associate, boss and now as an FCC Commissioner, it is a pleasure to recommend Oscar Frenette for this distinctive honor.

Sincerely,

  
James H. Quello

Enclosure:  
List of Awards/Citations

## Awards and Citations

### AWARD

### ORGANIZATION

#### **Silver Gavel Award**

#### **The American Bar Association**

"In recognition and commendation of distinguished service in furthering public understanding of the inherent values of the American system of law and the administration of justice." -- (For "The Rule of Law"...subtitles of half-hour segments: "Dissent and Protest"..."Respect for the Law"..."The Law and Technology"..."Personal Freedom and the 21st Century.")

#### **Brotherhood Award**

#### **The National Conference of Christians and Jews**

"For exemplary discharge of the responsibility of mass media by making a telling contribution to the eradication of prejudice through creative educational public service programming in the vital area of human relations." (For "Psychology of Rebellion"...produced in the aftermath of the Detroit riot.)

#### **Bronze Medallion**

#### **The National Professional Journalistic Society, Sigma Delta Chi**

"Deliberately avoiding sensationalism while placing in perspective the most devastating riot in the nation's history..." (For "Tell It Like It Is"...documentary produced while the Detroit riot of '67 still raged in the city.)

**Gabriel Award**

**Catholic Broadcasters  
Association of America**

"The outstanding feature of this program is its in-depth exploration of the way young people think, presented with appeal to both the teenage and adult audience. It is a fast-paced, well-written format, which avoids the pitfalls of polarization and stresses the important factors of communication and understanding...A truly remarkable series presented in a factual and entertaining fashion with outstanding results." (For "Quest for Mystique"...series of 6 half-hours... subtitled: "Nudity and Pornography"..."The Occult and New Rituals"... "The Drug Dilemma"..."New Morality and Culture"..."Sensitivity Training"..."The Survival of Religion."

**Achievement Award**

**Southeast Michigan Council  
of Governments**

"For an outstanding contribution to the understanding of local government..." (For a series of 7 half-hours entitled: "Is There a Better Way"...illustrating the need, and indicating directions for reorganization of local government.)

Other awards received from the Associated Press, the Detroit Press Club Foundation, the American Medical Association, San Francisco State College Media Award. Several of the documentary series were rebroadcast nationwide over National Educational Radio.