

FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

OFFICE OF COMMISSIONER
JAMES H. QUELLO

April 24, 1990

Dave Roever, Evangelist (Chairman)
Dave Roever Evangelistic Assn.
P.O. Box 136130
Fort Worth, TX 76136

Dear Dave,

I like to think "Geraldo" has cleaned up his act recently after an avalanche of public criticism and my public mention on several occasions of commission concern with many of his sexually aberrative topics.

As you know, it is difficult for the FCC to find action type violations on news and discussion programs. A complaint must be officially filed accompanied by tapes of the violation. The offense must violate our definition of indecency or obscenity. Any action we take is then subject to court appeal. Generally, the court's interpretation of first amendment rights are much more liberal or libertine than the FCC.

I assure you that this commission is committed to enforcing indecency and obscenity laws. We try to do so without risking court reversal which could be used to continually undermine our ongoing efforts.

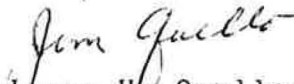
After a frustrating court reversal some ten years ago, I urged individual citizens and citizen groups to register their strong objections directly to the stations and to advertisers. The citizen objections and the renewed FCC enforcement emphasis has reduced some of the objectionable program subjects. More has to be accomplished.

Apparently Mrs. Lynda Beam of Fort Worth is taking up the good cause. A good friend of mine from my home town area, Mrs. Terry Rakolta, has been very effective in registering the public outcry against objectionable programming. Mrs. Beam or you may want to contact Terry at Americans for Responsible Television, P.O. Box 627, Bloomfield Hills, MI 48303, (313/646-4248).

Dave Roever, Evangelist (Chairman)
April 24, 1990
Page Two

I enjoyed hearing from you. Keep up your good work so that Americans, and particularly young Americans, don't become completely de-sensitized to good taste and decent moral values in everyday life.

Cordially,


James H. Quello

Copy: Mrs. Terry Rakolta
Patrick J. Reilly, Jr., Morality in Media
Barbara Hattemer, National Decency Forum
Brad Curl, National Decency Forum
Dr. Brandt Gustavson, National Religious Broadcasters
David Levy, The Caucus



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APR 23 1990

JAMES H. QUELLO
(817) 237-8491

P.O. BOX 136130

FORT WORTH, TEXAS 76136

April 17, 1990

Mr. James H. Quello
Federal Communications Commission:
1919 "M" Street N.W.
Washington, DC 20554

Dear Commissioner Quello:

How are you doing? I will never forget our meeting at the National Religious Broadcasters convention in Washington, D.C. in 1989. Thank you for the time you gave me personally. I trust that you are in good health.

My reason for writing is to seek your assistance. Mrs. Lynda Beam of Fort Worth, whom I interviewed today for our television program, has taken upon herself a monumental cause, that is, to cause the "Geraldo" show to be moved to a late night time slot due to the constant repetition of sexually oriented programming.

First, could the F.C.C. assist in urging the program director for Geraldo to clean up their act or move to late night? I'm sure you have your limits! I will trust your judgment.

Secondly, do you have any advice for me on other steps I could take to assist in this cause?

Thank you for your time. God bless you and keep you.

Sincerely,

Dave Roevers

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Enclosure

GERALDO TRANSCRIPTS

Unlocking the Doors of Great Sex
Women Who Can't Say "No"
Satanic Breeders: Babies for Sacrifice
What Do Men Want From Women in Bed?
Innocence Lost: Erosion of American
Childhood
Sons of Scarface: The New Mafia
Coke and Marriage
Love Obsession
Male Prostitutes and Married Men
Witches and Witchcraft
Amazing Mind Readers
Phone Sex
Office Affairs
Male and Female Strippers
Incest: Punishing the Last Taboo
Couch Dancing
Lesbian Parenting
Your Cheating Heart
Breast Obsession
Parents Getting Away with Murder
Safe Sex
Satanic Cults and Children
All Male National Danceathon
Exsativa, Male Impotency, Female Orgasm
Catching Cheaters in the Act
Sex and Jealousy
Male Prostitutes and Married Men
Prisoners of Psychotherapy
Life-Long Sex with the Same Partner
Macho, Macho Men
Dr. Ruth Westheimer
Sexual Milestones
Crimes of Passion
Sexual Etiquette
School Violence
Infiltrating and Living with the Mob
Do Most Men Prefer Dumb Women?
Cheating Without Sex
People Who Have Survived X-Rated Pasts
Chippendale Fantasy (male strippers)
Pornography Addiction
G-Rated Women in X-Rated Jobs
Victims of Hate
Getting Husbands To Clean Up Their Act
Female Impersonators
The Secrets of Voodoo
Hot Men, Cold Feet
Threesomes
Jailhouse Romance
When Women Don't Want Sex
Kids Who Kill

Kept Men
Scandalous Ladies
Transsexuals and Their Wives
Pornography: The Sexual Abuse
of Women
Are Men Saying No to Monogamy?
How To Have Better Sex
Deborah Murphrey: Sexual
Voyeurism
Women and AIDS
Male Virgins
Corporate Call Girls
Can Families Survive Incest?
Women Who Love Abusive Men
Teenage Sex Offenders
Housewife Hooker
Mothers Who Kill Their Babies
Scandalous Women
Eligible Bachelors
Transsexuals and Their Families
Emotional Addiction
Passion Over 60
The Younger Woman Threat
Doctor's Sex Abuse
Sexual Outlaws and Their Pasts
Multiple Personalities
Male Egos
Suicide Solutions
Sexual Addiction
Teens Who Trade Dope for Sex
Casanovas
Divorcing: Rip-Offs, Rage and
Rape
Teenage Satanism
Incest: Punishing the Last
Taboo
Therapy Sex Abuse
When Is It Rape?
The Jailhouse Romance
Sex for Survival
The Molesters Next Door
The Saga Continues: Sex, Sin
Scandal
Lovers Rights
X-Rated Past?
Teen Satanic Killers
Marriage Without Sex
Transsexuals Imprisoned
Male Sexual Harrassment
Gays in Uniform
Teen Prostitutes
Living Out Your Sexual Fantasy

A. M.

Taking over: Idaho's Kermit Davis is A&M's new basket

Football coach

Sports

Final

Fort Worth Star-Telegram

N

Thursday, March 29, 1990

Fort Worth, Texas ☆ Where The West Begins

Price 25¢

Change in time slot may be next on

BY JIM JONES
Fort Worth Star-Telegram

FORT WORTH — KDFW/Channel 4 has said it plans to move *Geraldo*, under nationwide attack by a Fort Worth woman offended by its sometimes provocative topics, from the show's after-school time slot if the program's contract is renewed in August.

Station manager Jeff Rosser said yesterday that the decision — which, he said, could be reversed if *Geraldo's* ratings improve — is based on inadequate audience ratings and not on the campaign led by Lynda Beams, a Meadowbrook housewife who has bombarded

sponsors with complaints.

Beams has received support from Texas Congress of Parents and Teachers and other groups for her contention that tabloid-type talk shows should not be broadcast during afternoon hours when many children are left alone.

"I'm thrilled about this," Beams said. "I think it's a victory for the children of Texas. This is all I've ever asked. I never asked that the show be canceled."

However, Rosser said the announcement of a time change is a "for now" decision based on February ratings. He said the decision could be reversed if the popular talk show, whose host is

Geraldo Rivera, draws larger audiences during the May ratings period.

"We are making our decisions on *Geraldo* as we do in making a decision on any other program — basically its ratings performance," Rosser said.

Beams began her petition and letter-writing campaign to sponsors in January 1989 after *Geraldo* aired a series of sensational programs dealing with sex and violence.

"Some of his topics were *Unlocking the Doors to Great Sex*, *Women Who Can't Say No*, *Lesbian Parenting* and *Men Who Want to Become Women*," Beams said.

'Geraldo'

Beams, a member of East Meadows Baptist Church, said she expects the decision for a time-slot change to stand. Also, she feels that negative response from advertisers might eventually cause Channel 4 to cancel the program.

Despite denials from Channel 4 officials, Beams believes her campaign had a significant effect on the decision to change the time slot.

"More than 100 sponsors have spoken by withdrawing advertising from *Geraldo*," she said. Beams distributes a list of sponsors she says have withdrawn advertising from the

(More on GERALDO on Page 16)



Fort Worth Star-Telegram / RON JENKINS

Lynda Beams calls the plan a victory for kids

Geraldo

From Page 1

show.

Rosser said Beams' campaign — while not the main factor in his qualified decision to move the *Geraldo* program to a new time slot — nevertheless has had a tremendous effect on advertisers and has influenced Rivera to choose less sensational topics for the afternoon talk show.

"Yes, there is a long list of advertisers who don't want to be on *Geraldo*," Rosser said, "but a longer list wants to be on *Geraldo*, because audience is the name of the game."

Rivera, who was in Dallas on Friday to meet with Channel 4 officials and several local advertising agents, said that he made the decision earlier to choose less sensational topics on his own judgment and that he was not influenced by critics such as Beams.

"I'm not changing because of advertiser pressure or because of right-wing nuts," Rivera has said. "I'm changing because I came on the air years ago to make the world a better place."

Rosser said he is happy that the content of the *Geraldo* program is less sensational.

"For some reason they don't want to claim that as a victory," Rosser said. "I think it's a tremendous victory for them in influencing the subject matter. But she [Beams] hasn't given *Geraldo* any credit whatsoever for improving the program."

Rosser said Beams' mission still seems to be to move the program or have it taken off the air. "I believe any effort like that is a form of censorship," Rosser said.

Television viewers will see no change immediately, because Channel 4 plans to continue airing the program in the afternoon time slot until late August, when the current contract expires, Rosser said.

"As long as *Geraldo* continues to show us he's working very hard and not making some of the same mistakes he's made in the past, we don't feel an urgent need to move him out of the 4 p.m. time period," Rosser said.

Rivera, notorious for his attention-grabbing investigative efforts, is carried on 199 television stations, up from 162 stations last year, and ranks 12th among 111 syndicated shows, according to ratings services, said his spokesman, Jeff Erdel.

Erdel said *Geraldo* is increasing in ratings nationwide and has plenty of sponsors. He said Beams refuses to rec-

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Erdel said *Geraldo* is increasing in ratings nationwide and has plenty of sponsors. He said Beams refuses to recognize that the show has made major changes in subject matter.

"This woman is on a hate crusade," Erdel said. "She's not aware that *Geraldo* is now the cleanest talk show on TV."

Erdel said, however, that Beams' campaign had had "zero impact" on changing the subject matter of *Geraldo*.

"*Geraldo* made this decision himself," Erdel said. "He felt his shows had become too sensational and there were too many shows on relationships."

The decision about the possible time change is not disturbing, Erdel said, because television stations often move shows to different time slots.

"The only thing disturbing about this whole story is the self-appointed Texas censor, Lynda Beams, who, by her own words, is trying to punish *Geraldo*," Erdel said. "If she's successful, she says she will campaign against *Oprah* and other television shows she doesn't like."