

FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

OFFICE OF COMMISSIONER
JAMES H. QUELLO

November 21, 1990

William H. Kling, President
Minnesota Public Radio
45 East Seventh St.
St. Paul, MN 55101

Dear Bill,

Your gracious note and generous offer of support are appreciated.

As mentioned in the favorable National Journal article, I plan to seek reappointment. I still have at least 70% of my marbles -- a good local norm in Washington. Also, I have delusions of adequacy and my physical exams are so unbelievably good, I'm afraid to repeat them. Often when someone in their 70s brags about normal blood pressure, heart, cholesterol, etc., it triggers some perverse and immediate terminal mechanism. I am not going to tempt that reaction -- it would interfere with my enjoyable twice weekly tennis.

I have been informed that now, and after the first of the year, would be a good time to send letters to President Bush with copies to Chief of Staff John Sununu and Director of Presidential Personnel Chase Untermeyer. Addresses are enclosed. Letters or copies to influential Senators and Congressmen might also help.

Fortunately, I have several influential friends who have volunteered to help.

I'm enclosing copies of a few initial letters from mutual friend Bruce Christensen and Stan Hubbard. Also Ward Quaal is a longtime Republican friend (fellow Upper Peninsula Hillbilly) who played a vital role in my initial appointment and who volunteered to oversee my reappointment. Ward is also an author of several communications books that have been widely used as college texts. He is a former President of the Tribune Broadcasting and Cable companies and a good friend of President Jerry Ford, President Ron Reagan and current President Bush. It appears that I'm blessed with substantial support from the FCBA, NAB, USTA, Broadcast Pioneers, INTV, and, as you know, PBS, public broadcasting where I started my career at Michigan State University.

William H. Kling
November 21, 1990
Page Two

Thanks again for your staunch support and particularly for
your longstanding friendship.

Best,

Jim
James H. Quello

Enclosures

October 30, 1990

Dear Jim,

Somewhere I read that you will probably seek reappointment to the FCC when your term ends.

I can't imagine the Commission without the wisdom of your experience. I urge you to do it if you still find it fulfilling.

Nov 5 4 47 PM '90

I'd be more than happy to send elaborate letters of support to whomever influences those decisions.

I hope you're ready to run!

all Best,
Bill Kling

The Honorable George Bush
The President of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

The Honorable John H. Sununu
The Chief of Staff to the President
of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Mr. Chase Untermeyer
Director of Presidential Personnel
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

FOR FCC'S QUELLO, 16 YEARS ISN'T ENOUGH

BY MARGARET E. KRIZ

In January 1974, James H. Quello was in the middle of a hornets' nest. Consumer groups were trying to stop his confirmation for a seat on the Federal Communications Commission (FCC), arguing that Quello, who was then general manager of a major Detroit radio station, should not be allowed to regulate his own industry.

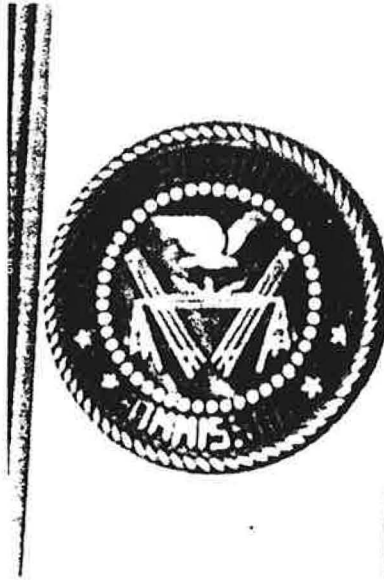
But Quello, a native of Laurium, Mich., and a graduate of Michigan State University, was backed by a number of congressional powerhouses from Michigan: the state's two Senators, Democrat Philip A. Hart and Republican Robert P. Griffin, the Minority Whip, and, in the House, Republican Gerald R. Ford, then the Minority Leader, and Democrat John D. Dingell, with whom Quello has continued to have a close relationship. After eight days of heated Senate hearings, Quello was approved; he's remained at the FCC ever since.

Now 76, Quello—who in July played a key role in mediating internal FCC disputes over a controversial cable report—said in an interview that he'd like to be reappointed to the commission when his current term expires next June. Communications industry executives say he has the backing of Dingell, whose Energy and Commerce Committee has jurisdiction over the FCC, and FCC chairman Alfred C. Sikes. Originally appointed by President Nixon, Quello, a Democrat, was twice reappointed by President Reagan.

In his 16 years on the FCC, the commission and the nation's telecommunications industries have undergone radical changes. "At the time, television and radio were responsible for, I'd say, 80 percent of the FCC controversy," he said. Today, issues surrounding the growth of the cable and telephone industries sometimes eclipse broadcast. (See this issue, p. 2068.)

Throughout the shift, Quello has been an advocate of free local television and radio broadcasting. "The big problem is how to reconcile the fact that broadcasters are supposed to serve local public interests with advanced technology like the fiber optics in the telephone industry or direct-broadcast satellites in the cable industry," he said.

Richard E. Wiley, who was the FCC's chairman when Quello was first appointed and is now a Washington tele-



communications lawyer, said Quello "was the person who was our compass on how things really worked in the broadcast industry."

Those ties to the industry also gave Quello "a built-in predisposition for the broadcast industry," according to Stephen R. Effros, president of the Community Antenna Television Association, a Fairfax (Va.) cable industry trade group. "If there was an issue on which the broadcasters wanted the commission to act with regard to cable, they could count on Jim Quello to argue their point of view."

But a former FCC staff member argued that Quello sides with the public, not with the broadcast companies. "Throughout all the years of deregulation and reregulation, Jim Quello has been the champion of the public-interest model for regulating broadcasting," said David L. Donovan, vice president of legal and legislative affairs for Washington's Association of Independent Television Stations, who served on Quello's staff for three years. "It goes down to his underlying belief that broadcasters are public trustees and hold a special responsibility."

Toward that end, Quello has championed regulations requiring cable companies to carry local broadcast television channels and has been a strong supporter of public television. Quello also supports allowing the seven regional Bell operating companies to be common carriers for cable television service, but not to be television programmers or packagers.

Despite his controversial entrance onto the commission, Quello has evolved into a consensus maker in many FCC decisions. "He has the ability to bring divergent points of view together at the FCC on difficult issues," National Association of Broadcasters president Edward O. Fritts said. "Quello has been the glue that's made the whole thing stick through the years on some really difficult issues."

Fritts said Quello "acted as a buffer between a recalcitrant Congress and an FCC that was under fire from the Congress," when Dingell and other key Members openly fought with Mark S. Fowler and Dennis R. Patrick, commission chairmen during the Reagan era.

Indeed, some credit Quello with persuading congressional leaders not to oppose a proposal developed by Patrick that changed the way the FCC regulates the American Telephone & Telegraph Co.'s long-distance telephone rates.

As the FCC's elder statesman, Quello has gained a reputation as a rambling storyteller. "One thing that age does for you," Quello said. "You can tell it the way it is. You don't have to hold back."

But Wiley said that the folksy demeanor should not be mistaken for a lack of substance. "Sometimes some people might underestimate him because he's not a lawyer or something like that," Wiley said. "They do that at their peril, because on the issues he's interested in, he's well versed, and if you go to the Hill, you find that he commands respect." ■



*Senior Republican
Energy and Commercial*

HOUSE OF REPRESENTATIVES
WASHINGTON, D. C. 20515

MATTHEW J. RINALDO
SEVENTH DISTRICT
NEW JERSEY

November 8, 1990

Dear Jim:

Thank you very much for your congratulations
on my re-election.

I appreciate your thoughtfulness and good
wishes. I look forward to working with you during
the next Congress on FCC issues.

Best personal regards.

Cordially,

MATTHEW J. RINALDO
Member of Congress

Honorable James Quello
Commissioner
Federal Communications Commission
Washington, D.C. 20554

Nov 14 10 27 AM '90

ALASKA

TED STEVENS
UNITED STATES SENATOR

November 14, 1990

The Honorable James H. Quello
Commissioner
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

Dear Jim:

Thanks for your note of congratulations.
Your support means a great deal to me.

As we look ahead to the next six years
and beyond, I am grateful to have friends
such as you on my side.

With best wishes,

Cordially,



TED STEVENS

POSTAGE AFFIXED

NOV 19 9 47 AM '90



Bruce L. Christen
President

September 12, 1990

Mr. John H. Sununu
Chief of Staff
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500

Dear Mr. Sununu:

FCC Commissioner James H. Quello recently stated that he would welcome reappointment when his term expires next June. I urge you to reappoint Commissioner Quello.

He has the complete and enthusiastic support of the public television community. He knows how important a non-commercial, education television service is to this nation. As chairman of the Congressional Task Force on Alternative Financing for Public Telecommunications, he has been a force for reform in a number of crucial areas in our industry.

Commissioner Quello's record of federal service, his capacity for bipartisan cooperation, and his commitment to public service more than qualify him for reappointment. He has the experience and the integrity that will reflect credit to the President in making this appointment.

A better choice simply could not be found.

Sincerely,

Bruce L. Christen

bcc: James H. Quello

The Ward L. Quaal Company

401 North Michigan Avenue

Suite 3140

Chicago, Illinois 60611

Ward L. Quaal
President

September 20, 1990
Dict. 9/19/90
New York City

Telephone
312/644-6066
Fax:
312/644-3733

The Honorable James H. Quello
Commissioner
Federal Communications Commission
1919 M Street, N.W.
Suite 802
Washington, D.C. 20554

My dear Jim:

In our recent phone conversations I have commented about the wonderful article about you in the National Journal, and above all, the hand-written note saluting you from our mutual dear friend, the great John Dingell.

Jim, yesterday I was at the opening of the fall/winter season of the International Radio/Television Executives Society as Al Sikes addressed the group. I cannot begin to tell you the number of persons, both those on the dais and those in the general audience, who remarked favorably about Al's talk but then, with added emphasis, recognized you for the great piece that appeared in the National Journal.

What was so very significant about these comments is that those who have the good fortune to know you and have more of an understanding of all you have contributed at the Commission made remarks such as "Believe me, he is the balance wheel at the Commission," or "Ward, he's got to be kept around," or "Never has there been a finer Commissioner than Jim Quello." Jim, I could express the opinions of many others, but I do want you to know of the esteem in which you are held and the fact that these same people are looking forward to your serving another full term and maybe beyond that point.

Los Angeles, California

213/277-9399

714/644-5500

The Honorable James H. Quello
September 20, 1990
Page two

As to the article, it spoke very effectively about a great American and an individual who has meant so much for so long to the agency that plays such a major role in all phases of the communications industry and its service to the people of our nation.

Jim, once again, our heartiest congratulations!

Dorothy sends her love, and from both of us to the marvelous Mary!

Very respectfully,

A handwritten signature in cursive script that reads "Ward L. Quaal". The signature is written in dark ink and is positioned above the typed name.

Ward L. Quaal

WLQ/rlc

W L Q

March 19, 1990
Dict. 3/17/90

RECEIVED

MAR 21 1990

W. H. QUINN

My dear Jim:

As you begin your sixteenth year as the finest Commissioner in the fifty-six year history of the Agency, I want to salute you for your masterful achievements, for your fine leadership qualities and for your dedication to that which you feel is in the public interest!

Over these past fifteen years there have been many times when but one voice of reason could be heard in that structure on M Street.

It is interesting to note, Jim, as each new Commissioner comes on line the first thing he or she does is seek out your guidance, while advising close friends and associates that the respect for you is so profound the individual needs your guidance and your counsel.

It is a treat to be on Capitol Hill and see leaders on both side of the political aisle speak in reverence about your service and their gratitude that you remain at the Commission to serve for years to come.

Jim, I could write many paragraphs here, and no matter what I said it would be inadequate to express my feelings regarding your profound contribution over the past decade and one-half. You are something special in every way, and all persons who know you and follow your course of action join in that long line of admirers.

The Honorable James H. Quello
March 19, 1990
Page two

As I write to congratulate you and to express my
gratitude for your ongoing distinguished service,
I want to serve notice once again that I want to
be your campaign manager for the "next term." --

Jim, Dorothy joins me in these thoughts of
admiration and respect and sends her love, with
both of us extending ours to the marvelous Mary.

Very sincerely,



The Honorable James H. Quello
Commissioner
Federal Communications Commission
1919 M Street, N.W.
Suite 802
Washington, D.C. 20554



WREGTV

803 Channel 3 Drive - Memphis, Tennessee 38103

OLIN F. MORRIS
President and General Manager



A New York Times Company

June 6, 1990

The Honorable James Quello
Commissioner
THE FEDERAL COMMUNICATIONS COMMISSION
1919 M Street, N. W. - Room 802
Washington, D. C. 20554

I want you to know, Commissioner Quello,

what a signal honor it was for me to have lunch with you, Bernie Koteen, Art Goodkind and Frank Roberts a couple of weeks ago in Washington. Thank You!

I have admired and appreciated you from afar for a period longer than your tenure at the Commission. After my close up meeting with you, the respect I have is even greater. I can not remember a more enjoyable luncheon.

I always enjoy the time I get to spend with Art and Bernie. I know I speak for Frank, too, when I tell you that your presence made a good day even better.

I wish you continued success in all that you do, and please know that we are appreciative of all your good work. May our GOD give you the wisdom of Solomon in your decision making processes.

Be well, and warmest personal regards.

Sincerely,

THE NEW YORK TIMES BROADCASTING SERVICE, INC.

Olin F. Morris



Hubbard Broadcasting, Inc.

3415 UNIVERSITY AVENUE • SAINT PAUL, MINNESOTA 55114

612-642-4200

STANLEY S. HUBBARD
President and Chief Executive Officer

September 13, 1990

The Honorable James H. Quello
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

Dear Jim:

I read the wonderful article in the *National Journal* from September 1. No amount of recognition, Jim, can do justice by way of recognizing your many contributions to our country both as a soldier during World War II, as a broadcaster, and as an FCC Commissioner. I only hope, Jim, that you will be willing to be reappointed for at least one more term. You are as sharp as the day I first met you, and it would be a great loss to our nation should you decide to step down. I remember what my dear dad used to say about keeping an active mind and continuing to participate in the important events of the day.

Congratulations and best wishes to you and Mrs. Quello.

Warm best regards,

Stanley S. Hubbard

cle

JACK VALENTI

March 16, 1990

MAR 19 1990

Dear Jim

You were so gracious, so kind in your introduction of me at Detroit Advertising Club, I must say "thanks."

I know it was an imposition on you to fly up to present me, but I was truly honored by that gift of friendship. It was a large and friendly crowd, due in good part to your endorsement of me.

I was impressed with the wealth of affection and respect the folks in Detroit heap on you. Any number of them weighed in with me saying warm and loving things about you. You can be justly proud.

Thanks, Jim.

A handwritten signature in black ink, appearing to read "Jack", with a long horizontal flourish extending to the right.



MAR 15 1990

House of Representatives
Washington, D.C. 20515

William S. Broomfield
15th District, Michigan

Foreign Affairs
Vice Chairman

March 14, 1990

Honorable James H. Quello
Commissioner
Federal Communications Commission
1919 M Street
Washington, D.C. 20554

Dear Jim:

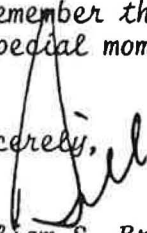
What a wonderful tribute!

You made a very special evening in my life even more memorable with your generous message.

I don't know what I have done to deserve all of the accolades that were bestowed last night but I certainly appreciate the friendships that they reflect.

I will never forget the Michigan Broadcasters' Award and I will always remember the special role you played in this special moment in my life.

Sincerely,


William S. Broomfield
Member of Congress

P.S. It was great seeing you
& Mary at the dinner. You're a great
person. Bill

Michigan Association of Broadcasters Outstanding Michigan Citizen Award



The 1989 Outstanding Michigan Citizen is Commissioner James H. Quello, the Senior Member of the Federal Communications Commission.

Jim has been described as being a cross between Damon Runyon and the Godfather.

Jim was appointed to the FCC in 1974 by President Nixon, was reappointed in 1981 by President Reagan for a short second term and, again, in 1984 for a full seven year term. When President Reagan asked if he was willing to serve another seven year term, Jim replied he was "willing if God was."

Quello was born in Laurium, Michigan in 1914 and holds a BA from Michigan State University. He is a decorated war veteran who saw combat with the Ninth

and 45th Infantry Division in the African and European Theaters.

Jim Quello joined the staff of WJR in 1947 and rose through the ranks to become Vice President and General Manager in 1960. From 1969 until his retirement in 1972, Jim also served as Vice President with Capital Cities.

Jim was active in civic affairs and served on numerous boards of directors and as an appointee of the Mayor and Governor to several prestigious study groups and committees.

The list of Jim's life-long credits go one and on. He has been distinguished by awards and honorary degrees from Michigan State University and Northern Michigan University. He received the NAPTE International President Award and the Silver Satellite Award from the AWRT.

Jim is former President and Director of the Michigan Association of Broadcasters and the originator of the Michigan Congressional Dinner. ✓

James H. Quello has distinguished himself through his life-long endeavors of excellence and in doing so has brought honor to his home state, Michigan.

| | | | |
|------|---|------|--|
| 1988 | Donald B. Canham Athletic Director University of Michigan | 1982 | Governor William D. Milliken |
| | | 1981 | John Fetzer WKZO |
| 1987 | Governor James J. Blanchard | 1980 | Congressman John D. Dingell |
| 1986 | G. Mennen Williams Chief Justice Michigan Supreme Court | 1979 | Coleman Young Mayor of Detroit |
| 1985 | Walter J. McCarthy, Jr. Chairman Chief Executive Officer Detroit Edison Company | 1978 | Martha Griffiths |
| | | 1977 | W. Michael Buementhal Secretary of the Treasury |
| 1984 | Philip Cadwell Chairman of the Board Ford Motor Company | 1976 | President Gerald Ford |
| 1983 | Fred Meijer Chairman of the Board Meijer, Inc. | | |

1990 Congressman Bill Broomfield
Dean of the Michigan delegation

BIOGRAPHICAL SKETCH
COMMISSIONER JAMES H. QUELLO

James H. Quello, a veteran Detroit broadcast executive, and the current "Dean" of the FCC, was initially sworn in as a member of the Federal Communications Commission in April 1974. He was reappointed by President Reagan in July 1981 for a short second term and again in May 1984 for a full seven-year term to expire June 30, 1991.

Quello was born in Laurium, Michigan, in 1914 and holds a B.A. degree from Michigan State University from which he graduated in 1935.

During World War II, he rose from the rank of Lieutenant to Lieutenant Colonel and saw combat with the Ninth and 45th Infantry Division in Africa and the European Theater. He was decorated with seven campaign stars, the Bronze Star with cluster and the Croix de Guerre.

Quello joined the staff of WJR, Detroit, in 1947 as promotion manager and subsequently served as program and public affairs manager, operations manager, and in 1960 was appointed Vice President and General Manager.

In late 1964, when the station was acquired by Capital Cities Broadcasting Corporation, Quello became station manager of the corporation's WJR Division. From 1969 until he became an active consultant in late 1974, he was also a Capital Cities vice president.

Long active in Detroit civic affairs, Quello was a member of the city's Housing and Urban Renewal Commission from 1951 to 1972 and served as its president for four different terms. From 1951 to 1974, he served on the Board of Trustees of the Michigan Veterans Trust Fund, having been appointed by four different Governors (two Republican, two Democrat).

Quello was also a member of the Governor's Special Commission on Urban Problems, Governor's Special Study Committee on Legislative Compensation, Mayor's Committee on Human Relations and National Public Relations Chairman for the VFW. He has served as TV-Radio Chairman of the Detroit United Way, executive board member of the Boy Scouts of America and a member of the Board of the American Negro Emancipation Centennial, among other organizations.

Quello is a lifetime member of the Detroit Adcraft Club and is also a 40 year member of the National Press Club. He was a member of the Greater Detroit Board of Commerce and the Michigan Chamber of Commerce and is a former president and director of the Michigan Association of Broadcasters. He was a member of the Broadcast Pioneers from 1954 to 1974 when he was appointed to the FCC.

From 1970 to 1972, while an executive at WJR, he taught courses in "broadcast management" and "practicalities of government regulations" at the University of Detroit.

In 1974, Commissioner Quello received the Distinguished Alumni Award from Michigan State University and in December, 1975, he received an Honorary Degree of Doctor of Public Service from Northern Michigan University.

In 1977, he received an Honorary Doctorate of Humanities from his alma mater, Michigan State University.

In January 1985, he received the NATPE International President's Award which is usually presented to outstanding members of the industry.

He received the prestigious Silver Satellite Award from the American Women in Radio and Television on June 9, 1988, at their national convention.

On April 25, 1989, the Michigan Association of Broadcasters presented Commissioner Quello with the 1989 Outstanding Michigan Citizen Award.

The Quellos now reside in Alexandria, Virginia.