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TEMPLE UNIVERSITY
APRIL 30, 1976

I'D LIKE TO GIVE YOU SOME OF MY
VIEWS -- FROM THE PERSPECTIVE OF TWO YEARS
AS A FEDERAL COMMUNICATIONS COMMISSIONER --
OF THE CURRENT STATE OF THE NATION'S
COMMUNICATIONS SYSTEMS. OBVIOUSLY, THE TIME
AVAILABLE DOESN'T LEND ITSELF TO EXHAUSTIVE
TREATMENT OF THIS WIDE-RANGING SUBJECT
BUT I INTEND TO SHARE WITH YOU, IN CONDENSED
FORM, SOME OF THE CHALLENGES INVOLVED IN
SETTING COMMUNICATIONS POLICY IN AN ERA
WHEN DEMAND FOR SERVICES IS SOARING AND
AVAILABLE RESOURCES ARE RAPIDLY DWINDLING.
I DON'T CLAIM THAT THE FCC IS UNIQUE

65

IN THE SENSE THAT IT IS THE ONLY GOVERNMENT
AGENCY WHICH FINDS ITSELF UNDER TREMENDOUS
PRESSURES, THESE DAYS. ON THE CONTRARY,
I BELIEVE THAT OUR EXPERIENCE IS TYPICAL OF
MANY, ^{OTHER} AGENCIES OF GOVERNMENT, INCLUDING
THE CONGRESS AND THE EXECUTIVE.

THE PUBLIC UNDERSTANDS -- AND I
BELIEVE HAS A RIGHT TO EXPECT -- THAT
GOVERNMENT SHOULD BE RESPONSIVE TO ITS NEEDS
AND INTERESTS. AFTER ALL, THE GOVERNMENT
WAS ESTABLISHED FOR THAT PURPOSE AND IT
CONTINUES TO DRAW ITS STRENGTH FROM THAT
SOURCE. AS DEMANDS RISE AND RESOURCES
DWINDLE, HOWEVER, THE QUALITY OF THAT
RESPONSE OFTEN SUFFERS. WHEN GOVERNMENT

RESPONSE TO PERCEIVED NEEDS AND INTERESTS IS DELAYED -- AS IT QUITE OFTEN IS -- THEN FRUSTRATIONS TEND TO SET IN AND WE HEAR OF PUBLIC DISSATISFACTION AND DISILLUSIONMENT WITH GOVERNMENT.

IN THE AREA OF COMMUNICATIONS, ONE HERETOFORE RELATIVELY MINOR SERVICE SERVES AS A CASE IN POINT. THE CITIZENS RADIO SERVICE -- BETTER KNOWN AS CITIZENS BAND, OR SIMPLY CB -- TYPIFIES MANY OF THE PROBLEMS FACED BY THE FEDERAL COMMUNICATIONS COMMISSION AND, IN LARGE MEASURE, IS ILLUSTRATIVE OF MANY OF THE CURRENT DILEMMAS FACED BY ALL OF GOVERNMENT.

THE CITIZENS RADIO SERVICE WAS
CREATED BACK IN THE LATE 1940'S WITH THE
INTENT OF PROVIDING THE GENERAL PUBLIC
WITH A LOW-COST, SHORT-RANGE 2-WAY
COMMUNICATIONS SERVICE. THE ORIGINAL
FREQUENCY ALLOCATION WAS IN THE 460 TO 470
MEGAHERTZ BAND. AS ORIGINALLY ESTABLISHED,
THE SERVICE WAS VERY SLOW TO DEVELOP,
LARGELY BECAUSE EQUIPMENT FOR USE IN THE
460 MEGAHERTZ BAND WAS STILL TOO EXPENSIVE
FOR MOST OF THE PUBLIC. IN 1958, THE
COMMISSION ALLOCATED ADDITIONAL FREQUENCIES
IN THE 27 MEGAHERTZ BAND WHERE IT WAS FELT
THAT EQUIPMENT COULD BE PRODUCED AT A
MUCH LOWER COST. EVEN WITH THE LOWER-COST
EQUIPMENT, HOWEVER, THE SERVICE GREW AT

ONLY A MODERATE RATE. THE COMMISSION
ISSUED 38-THOUSAND, SIX-HUNDRED AND ELEVEN
LICENSES FOR THE SERVICE IN 1958. BY 1964,
AFTER SIX YEARS OF STEADY, UNSPECTACULAR
GROWTH, MORE THAN 82-THOUSAND LICENSES
WERE ISSUED IN A 12-MONTH PERIOD. THAT
STEADY GROWTH CONTINUED THROUGH 1974 WHEN
931-THOUSAND FIVE-HUNDRED AND FORTY-FIVE
NEW LICENSES WERE GRANTED. BUT, IN 1975,
THE STEADY, PREDICTABLE GROWTH PATTERN
ENDED. IN FISCAL 1975 ALONE, THE FCC ISSUED
MORE THAN A MILLION-AND-A-HALF CB LICENSES
AND, IN FISCAL 1976, THE DEMAND REALLY TOOK
OFF. IN RECENT MONTHS, LICENSE APPLICATIONS
ARE COMING IN AT THE RATE OF MORE THAN

600-THOUSAND PER MONTH -- NEARLY EQUAL
TO THE TOTAL NUMBER ISSUED IN THE CITIZENS
RADIO SERVICE IN ALL OF 1964!

THE COMMISSION--WITHIN A VERY SHORT
PERIOD OF TIME--FOUND ITSELF OVERWHELMED
WITH LICENSE APPLICATIONS AND UNABLE TO
RESPOND WITHIN AN ACCEPTABLE PERIOD OF TIME.
THE RESULTING DELAYS WORSENEED AN ALREADY
GROWING PROBLEM OF UNLICENSED OPERATION
WHEN NEW CB SET OWNERS SUCCUMBED TO
THE TEMPTATION TO GO ON THE AIR ILLEGALLY.
THE EXPLOSIVE GROWTH OF CB ALSO OVERWHELMED
OUR FIELD OPERATIONS BUREAU, THE ENFORCEMENT
ARM OF THE FCC AND ILLEGAL OPERATORS ONLY
RARELY WERE REQUIRED TO PAY THE CONSEQUENCES

OF THEIR ILLEGAL ACTS. ADD TO THESE
SNOWBALLING PROBLEMS THE FACT THAT MOST
OF THOSE CITIZENS FLOODING THE DEALERS WITH
ORDERS FOR NEW CB SETS WERE, AT BEST, ONLY
VAGUELY AWARE OF THE LICENSING PROCEDURES
AND, FOR THAT MATTER, OF THE FCC, AND YOU
HAVE A BASIC UNDERSTANDING OF WHY THE SERVICE
BECAME APLY DESCRIBED AS "CHAOTIC." AND,
TO FURTHER COMPLICATE AN ALREADY HIGHLY
COMPLEX SITUATION, THE PROLIFERATION OF CB
TRANSMITTERS GREATLY INCREASED THE LIKELIHOOD
THAT ONE WOULD INTERFERE WITH HOME ENTER-
TAINMENT EQUIPMENT --SUCH AS TELEVISION AND
STEREO SETS--WHICH WAS DESIGNED FOR USE IN AN
ENVIRONMENT THAT DID NOT INCLUDE A CITIZENS
BAND TRANSMITTER IN EVERY HOUSEHOLD.

THE COMMISSION IS MOVING IN SEVERAL AREAS IN AN EFFORT TO MORE EFFECTIVELY REGULATE THE CITIZENS RADIO SERVICE. WE HOPE TO EXPAND THE AVAILABLE FREQUENCY SPECTRUM, WE HAVE ALREADY TAKEN STEPS TO SIMPLIFY THE LICENSING PROCEDURE AND THE RULES OF OPERATION; WE HAVE STEPPED UP OUR ENFORCEMENT EFFORTS AND WE ARE TRYING TO EDUCATE THE PUBLIC OF THE NEED TO ABIDE BY THE RULES IN THE INTEREST OF MAINTAINING A VIABLE SERVICE TO ALL WHO WISH TO USE IT.

I HAVE RELATED THIS BRIEF HISTORY OF THE CITIZENS RADIO SERVICE ONLY TO POINT OUT THAT OUR LACK OF PREPARATION FOR THE UNEXPECTED CB "EXPLOSION" HAS COMPOUNDED

THE PROBLEM. FROM COMMENTS RECEIVED IN MY OFFICE, I NOTE FRUSTRATION BY MANY CB USERS WHO ARE DISMAYED BY THE LACK OF DISCIPLINE ON THE CB CHANNELS. I ALSO AM MADE AWARE OF THE DISCONTENT OF THOSE WHOSE HOME ENTERTAINMENT EQUIPMENT IS BEING INTERFERED WITH WHEN A NEIGHBOR JOINED THE CB EXPLOSION. TO THOSE WITH THOSE COMPLAINTS AND OTHERS, THEIR GOVERNMENT HAS SIMPLY FAILED TO RESPOND TO THEIR NEEDS AND INTERESTS IN A TIMELY FASHION.

CITIZENS AND BROADCASTERS ALIKE ARE ALSO RESTIVE IN ANOTHER COMMUNICATIONS SERVICE REGULATED BY THE FCC. SINCE 1964, WHEN THE COURT EXPANDED THE CONCEPT OF "STANDING"

IN BROADCAST LICENSE RENEWAL CASES, VARIOUS GROUPS AND INDIVIDUALS HAVE SEIZED UPON THE OPPORTUNITY PRESENTED TO USE THEIR NEWLY- DISCOVERED LEGAL STATUS TO ATTEMPT TO FORCE CERTAIN CHANGES IN THE BROADCASTING SYSTEM. THE COMMISSION HAS, AS A MATTER OF POLICY, EXPANDED UPON THE COURT RULING REGARDING STANDING AND NOW GRANTS STANDING TO VIRTUALLY ANY CITIZEN WHO RESIDES WITHIN THE COMMUNITY SERVED BY A BROADCASTER. IT CAN BE ARGUED THAT OUR CATHOLIC POLICY HAS ENCOURAGED CITIZEN PARTICIPATION IN BROADCASTING AND, THUS, BROADCASTERS ARE BECOMING MORE RESPONSIVE TO PUBLIC NEEDS AND INTERESTS. HOWEVER, IT CAN ALSO BE ARGUED THAT CERTAIN

GROUPS AND INDIVIDUALS HAVE TAKEN ADVANTAGE OF NEW OPPORTUNITIES FOR DISRUPTION IN ONLY THEIR OWN INTERESTS. THE COMMISSION HAS A LONG-STANDING POLICY OF ENCOURAGING LOCAL RESOLUTION OF LOCAL DISPUTES BETWEEN BROADCASTERS AND THE CITIZENS THEY ARE LICENSED TO SERVE. THIS POLICY--AT THE SAME TIME IDEALISTIC AND PRAGMATIC--ENCOURAGES LOCAL "DIALOGUE" BETWEEN BROADCAST LICENSEES AND LOCAL, REPRESENTATIVE GROUPS IN THE INTEREST OF RESOLVING THEIR DIFFERENCES OVER PROGRAMMING OR EMPLOYMENT POLICIES. IN RECENT YEARS, THIS OFFICIALLY-ENCOURAGED "DIALOGUE" HAS RESULTED IN NEGOTIATION BETWEEN LICENSEES AND LOCAL CITIZENS AND, IN MANY INSTANCES,

THESE NEGOTIATIONS HAVE RESULTED IN WRITTEN AGREEMENTS OR CONTRACTS BETWEEN THE PARTIES REPRESENTED. LAST YEAR, THE COMMISSION FINALLY CONCLUDED THAT A FEW LICENSEES WERE APPARENTLY SO ANXIOUS TO REACH LOCAL AGREEMENT AT LICENSE RENEWAL TIME THEY WERE DELEGATING SOME RESPONSIBILITIES TO DISSIDENT GROUPS WHICH THEY WERE REQUIRED BY THE TERMS OF THEIR LICENSES TO RETAIN FOR THEMSELVES. THE FCC NOW HAS A RELATIVELY CLEAR POLICY PROHIBITING ABROGATION OF LICENSEE RESPONSIBILITY IN THIS AREA.

I THINK IT'S CLEAR THAT THE COMMISSION MUST MAINTAIN ITS STATUTORY OVERSIGHT OF BROADCASTING WITH CITIZEN COOPERATION. THERE

IS NEED FOR CITIZEN PARTIPATION IN BROAD-
CASTING -- A NEED LONG RECOGNIZED BY RESPONSIBLE
BROADCASTERS. BUT, THERE IS ALSO A NEED FOR
ACCOUNTABILITY TO THE PUBLIC AT LARGE IN
EACH AREA SERVED BY THE BROADCASTER. THE
LICENSEEE IS HELD ACCOUNTABLE TO THAT PUBLIC
IN A NUMBER OF WAYS. FIRST, IN THE CASE OF
COMMERCIAL LICENSEES, HE MUST BE RESPONSIVE
TO THE PUBLIC IF HE HOPES TO SUCCEED IN
BUSINESS. SECOND, THE FCC ENFORCES THAT
ACCOUNTABILITY THROUGH ITS LICENSING AND
ENFORCEMENT PROCEDURES WHICH ARE, IN LARGE
MEASURE, BASED UPON AN UNDERSTANDING OF AND
RESPONSIVENESS TO LOCAL NEEDS AND INTERESTS.
THE COMMISSION'S ASCERTAINMENT REQUIREMENTS

MAKE IT NECESSARY FOR EACH LICENSEE TO EXPEND
CONSIDERABLE EFFORT IN DETERMINING -- FROM
INTERVIEWS WITH A BROAD CROSS-SECTION OF
THE PUBLIC AND RECOGNIZED LEADERS OF A WIDE
RANGE OF COMMUNITY GROUPS -- WHAT ARE PER-
CEIVED TO BE THAT COMMUNITY'S NEEDS AND
INTERESTS. THE BROADCASTER THEN MUST DEVELOP
PROGRAMMING TO MEET THOSE NEEDS AND INTERESTS.
OCCASIONALLY, SOME GROUP WITHIN THE COMMUNITY
FEELS AGGRIEVED AND PERCEIVES THAT THE LICENSEE
DID NOT ADEQUATELY CONSIDER ITS SPECIAL
PROBLEMS AND DESIRES. SUCH A GROUP HAS THE
RIGHT--AND, I BELIEVE, THE RESPONSIBILITY--TO
EMPHASIZE THOSE VIEWS TO THE BROADCASTER. IN
SO DOING, HOWEVER, I BELIEVE IT ALSO HAS THE
RESPONSIBILITY TO DEAL WITH FACTS. THE

COMMISSION IS ALL TOO OFTEN FACED WITH PETITIONS FOR DENIAL OF LICENSES WHICH CONTAIN UNSUPPORTED ALLEGATIONS, SUPPOSITIONS AND IRRELEVANT CHARGES. THESE COMPLAINTS REQUIRE CAREFUL PROCESSING TO ENSURE THAT NOTHING OF SUBSTANCE IS OVERLOOKED. THERE ARE INEVITABLE DELAYS WHICH CAN RESULT IN EXPENSE AND UNNECESSARY ALLOCATIONS OF RESOURCES FOR BOTH THE COMMISSION AND THE BROADCASTER. UNFORTUNATELY, I SUSPECT THAT, ALL TOO OFTEN, SUCH PETITIONS ARE FILED FOR THE PURPOSE OF HARASSMENT RATHER THAN CORRECTION OF SPECIFIC DEFICIENCIES. AND, ALL TOO OFTEN, SOME WHO INITIATE THOSE PETITIONS ARE SEEKING PRIVATE GOALS WHICH ARE ONLY INCIDENTALLY INVOLVED WITH THE PUBLIC INTEREST.

I HAVE OPPOSED REIMBURSEMENT OF PETITIONING GROUPS IN SOME INSTANCES WHERE I BELIEVED THAT THE VALUE OF THE GROUPS' INTERVENTION WAS NEGLIGIBLE OR WHERE THE AMOUNT OF THE REIMBURSEMENT SOUGHT SEEMED TO SIGNIFICANTLY OUTWEIGH THE CONTRIBUTION MADE BY THE GROUPS. I MAINTAIN THAT, IN CERTAIN INSTANCES, THE COMMISSION IS BEING USED BY SOME GROUPS OR INDIVIDUALS TO FURTHER THEIR OWN PRIVATE GOALS AND THAT THE OVERALL PUBLIC INTEREST IS NOT BEING WELL SERVED. THERE CAN BE LITTLE DOUBT THAT THE OPPORTUNITIES ARE THERE FOR ABUSE. ALL THAT REMAINS TO BE ARGUED IS WHETHER THERE ARE THOSE WHO WOULD TAKE ADVANTAGE OF SUCH OPPORTUNITIES.

MY POSITION HAS BEEN ATTACKED AS
UNREASONABLY SUPPORTIVE OF BROADCAST LICENSEES
AGAINST THE VERY CITIZENS THE LICENSEES ARE
PLEGGED TO SERVE. IF THAT WERE THE CASE, OF
COURSE, MY POSITION WOULD BE INDEFENSIBLE.
AGAIN, HOWEVER, I'D LIKE TO RETURN TO THE
QUESTION OF ACCOUNTABILITY. TO WHOM ARE
THESE GROUPS ACCOUNTABLE? THEY CERTAINLY
DO NOT ANSWER TO THE PUBLIC AT LARGE. THEY
DO NOT ANSWER TO THE GOVERNMENT. THEY ARE
NOT ACCOUNTABLE TO THE LICENSEE WHO HAS THE
ULTIMATE RESPONSIBILITY TO ACT IN THE PUBLIC
INTEREST. THE FACT IS THEY ARE RESPONSIBLE
ONLY TO THEMSELVES. THEY CAN --AND OFTEN DO--

MAKE THEIR OWN DETERMINATIONS OF WHAT IS IN
THE PUBLIC INTEREST BASED UPON THEIR OWN GOALS.

MY POSITION WITH REGARD TO BROAD-
CASTING IS EXACTLY THE SAME AS IT IS WITH
REGARD TO COMMON CARRIERS, THE SAFETY AND
SPECIAL RADIO SERVICES, CABLE AND THE REST.
I BELIEVE THE PUBLIC IS ENTITLED TO THE BEST
SERVICE AT THE LOWEST COST. EXCEPT IN THOSE
RELATIVELY RARE CASES OF TRUE MONOPOLY, I
WOULD PREFER TO MINIMIZE THE GOVERNMENT'S
ROLE AND LET THE COMPETITIVE MARKETPLACE
DETERMINE THE DIRECTION OF THESE SERVICES.

FOR EXAMPLE, THE COMMISSION IS
SEEKING COMMENT REGARDING ITS PROPER ROLE
IN THE MATTER OF FORMATS OF RADIO STATIONS.
WHILE I DON'T INTEND TO PREJUDGE THE OUTCOME
OF THAT INQUIRY, AT THE PRESENT TIME MY VIEW
IS THAT THE MARKETPLACE CAN MAKE A FAR BETTER
DETERMINATION OF WHAT THE PUBLIC WANTS AND
NEEDS THAN CAN THE COMMISSION OR THE COURTS.
I BELIEVE THAT THE THREAT TO A LICENSEE OF
BEING LOCKED INTO AN UNPROFITABLE FORMAT WILL
EFFECTIVELY PRECLUDE EXPERIMENTATION AND
WILL ENCOURAGE THE SAMENESS AND THE BLANDNESS
THAT HAS BEEN SO JUSTLY CRITICIZED. IT MAY WELL
BE THAT THE COMMENTS WE RECEIVE WILL ALTER
MY VIEWS. AT THIS TIME, HOWEVER, I MUST AGREE

WITH THE LANGUAGE OF THE NOTICE OF INQUIRY

(DOCKET 20682) AT PARAGRAPH 11 WHICH STATES:

"THE COMMISSION ACKNOWLEDGES THE FORCE OF THE COURT'S POINT, THAT IT WOULD BE FACTUALLY ERRONEOUS TO ASSERT THAT THE MARKET FORCES WHICH OPERATE ON RADIO STATIONS ARE IDENTICAL WITH THE FORCES WHICH PRODUCE THE PREFERENCE HIERARCHIES OF THE MEMBERS OF THE COMMUNITY OF LICENSE. BUT IMPLICIT IN THAT OBSERVATION IS THE NOTION THAT THE COMMISSION, IF IT TRIES HARD ENOUGH, CAN COME UP WITH A METER OF COLLECTIVE WELFARE WHICH IS SUPERIOR TO THE ADVERTISERS' MARKETPLACE. THERE ARE EXCELLENT REASONS FOR SUPPOSING, HOWEVER, THAT THE SEARCH FOR THE PUBLIC INTEREST IN ENTERTAINMENT FORMATS MAY BE A DIFFICULT AND ULTIMATELY FUTILE EXERCISE."

ANOTHER AREA OF CONCERN TO BOTH THE COMMISSION AND THE CONGRESS IN THIS ELECTION YEAR HAS BEEN THAT OF POLITICAL BROADCASTING, SPECIFICALLY

OUR REINTERPRETATION OF SECTION 315 OF THE COMMUNICATIONS ACT. THAT REINTERPRETATION-- WHICH WAS RECENTLY SUSTAINED BY THE COURT-- REVERSED EARLIER COMMISSION DECISIONS THAT POLITICAL DEBATES COULD NOT BE EXEMPT FROM THE EQUAL TIME PROVISIONS OF SECTION 315. THE PRESENT COMMISSION CONCLUDED--UPON THE BASIS OF THE LEGISLATIVE HISTORY AND COMMON SENSE-- THAT DEBATES AND NEWS CONFERENCES COULD, UNDER CERTAIN WELL-DEFINED CIRCUMSTANCES, REASONABLY BE EXCLUDED FROM THE EQUAL TIME REQUIREMENT. I DO NOT BELIEVE THAT OUR ACTION WAS PARTISAN IN ANY SENSE OF THE TERM. NEITHER I NOR MY COLLEAGUES ON THE COMMISSION SOUGHT TO PROVIDE ADVANTAGE FOR ANY POLITICAL CANDIDATE. WE MERELY SOUGHT TO CORRECT WHAT THE

MAJORITY FELT HAD BEEN AN INCORRECT INTER-
PRETATION OF THE STATUTE THAT WORKED AGAINST
FREE AND OPEN DISCUSSION OF POLITICAL ISSUES OF
INTEREST TO THE AMERICAN PEOPLE.

I WOULD LIKE TO SHARE WITH YOU SOME
OF MY VIEWS OF THE CURRENT CONTROVERSY OVER
THE SO-CALLED "FAMILY VIEWING" PERIOD BUT,
SINCE THE MATTER IS NOW BEFORE THE COURT, I
AM ADVISED THAT RELATIVE SILENCE MIGHT BE THE
PRUDENT COURSE. SUFFICE IT TO SAY THAT I
APPLAUD THE NETWORKS FOR VOLUNTARILY SETTING
ASIDE PRIME TIME EACH EVENING FOR PROGRAMMING
SUITABLE FOR THE ENTIRE FAMILY.

THERE IS ONE BROADCASTING MATTER
FOR WHICH I HAVE LONG HELD STRONG VIEWS AND

CONTINUE TO BELIEVE THAT IT GOES TO THE HEART OF OUR SYSTEM OF BROADCASTING. THAT IS THE PUBLIC SERVICE RESPONSIBILITY SHOULDERED BY EACH LICENSEE. ONE OF THE EFFECTIVE WAYS TO EXERCISE THIS RESPONSIBILITY IS THROUGH THE PUBLIC SERVICE ANNOUNCEMENT, --OR THE PSA AS IT'S POPULARLY REFERRED TO IN THE INDUSTRY. I BELIEVE THAT SUCH ANNOUNCEMENTS CAN EFFECTIVELY ENCOURAGE SUPPORT FOR VARIOUS WORTHWHILE COMMUNITY EFFORTS AND EDUCATE THE PUBLIC IN THE VIRTUES OF SUCH EFFORTS. IT CAN ALSO INFORM THOSE IN NEED THAT SERVICES TO MEET THEIR NEEDS ARE AVAILABLE IN THE COMMUNITY. THEIR EFFECTIVENESS IS DIRECTLY RELATED TO THE EFFORT WHICH THE BROADCASTER GIVES TO THE PREPARATION AND SCHEDULING OF SUCH

ANNOUNCEMENTS, HOWEVER, AND I AM SOMETIMES
DISMAYED TO SEE AND HEAR THEM RECEIVE ONLY
THE MOST PERFUNCTORY TREATMENT. IN THE
SOON-TO-BE RELEASED RADIO LICENSE RENEWAL
FORMS, THE COMMISSION IS EXPRESSING A CONCERN
THAT LICENSEES TAKE PUBLIC SERVICE ANNOUNCE-
MENTS SERIOUSLY IN BOTH PREPARATION AND
SCHEDULING. I, PERSONALLY, WOULD LIKE TO SEE
THE SAME EFFORT DIRECTED AT PSA'S AS IS
CURRENTLY DIRECTED TOWARD THE PREPARATION,
SCHEDULING AND BROADCAST OF COMMERCIAL
ANNOUNCEMENTS.

ANOTHER WAY THE BROADCASTER CAN
MEET HIS OBLIGATIONS TO THE COMMUNITY HE
SERVES IS THROUGH SERVICE ON VARIOUS BOARDS AND
COMMISSIONS REPRESENTING THE LEADERSHIP OF THE

COMMUNITY. THE TIME AND EFFORT REQUIRED TO PARTICIPATE IN SUCH ACTIVITIES IS USUALLY RETURNED MANY FOLD IN THE SATISFACTION OF LENDING YOUR TALENTS AND ENERGIES FOR THE GOOD OF THE COMMUNITY. THE BROADCASTER RECEIVES NO DIRECT CREDIT FOR PUBLIC SERVICE FROM THE FCC FOR SUCH PARTICIPATION. HOWEVER HE INEVITABLY FINDS THAT THE SAME PERSONS WITH WHOM HE SERVES IN COMMUNITY AFFAIRS WILL BE IN THE LEADERSHIP OF BUSINESS AND GOVERNMENT AFFAIRS. IN SHORT, COMMUNITY PARTICIPATION IS GOOD BUSINESS---BUT IT'S MUCH MORE THAN THAT AND BROADCASTERS SHOULD SEEK OUT OPPORTUNITIES TO CONTRIBUTE.

BECAUSE OF THE TIME AND EFFORT THE COMMISSION SPENDS ON BROADCASTING MATTERS, IT HAS BEEN SUGGESTED THAT PERHAPS THERE SHOULD BE TWO COMMISSIONS OR, AT LEAST, A SEPARATION OF THE PRESENT COMMISSION WITH ONE SIDE DEALING SOLELY WITH BROADCASTING AND THE OTHER DEALING WITH ALL OTHER COMMUNICATIONS MATTERS. THAT SUGGESTION HAS A CERTAIN APPEAL TO ME AS I SEE THE WIDELY DIVERSE AGENDA ITEMS COMING BEFORE THE COMMISSION EACH WEEK. COMMON CARRIER ISSUES ARE DEMANDING AN INCREASING AMOUNT OF ATTENTION FROM THE COMMISSION AND I BELIEVE THAT ATTENTION IS FULLY JUSTIFIED BY THE SIZE, COMPLEXITY AND IMPORTANCE OF THE COMMON CARRIER INDUSTRY. I THINK IT'S CLEAR THAT WE

SHOULD BE ABLE TO MOVE MORE RAPIDLY AND WITH GREATER ASSURANCE IN RATEMAKING AND OTHER MATTERS AFFECTING COMMON CARRIERS AND, ULTIMATELY, THE PUBLIC. I'VE ALREADY DISCUSSED THE BURGEONING DEMAND FOR SPECTRUM AND ENFORCEMENT IN THE CITIZENS RADIO SERVICE. THE BUSINESS AND INDUSTRIAL USERS OF THE SPECTRUM ALSO ARE FEELING THE PINCH OF RISING DEMAND AND LIMITED SUPPLY. THE CABLE INDUSTRY IS BEGINNING TO MOVE AHEAD AFTER UNDERGOING SOME PROBLEMS OF UNDER-FINANCING, OVER-REGULATING, OVER-PROMISING AND UNCERTAINTY. SATELLITES, COMPUTERS, FIBER OPTICS AND OTHER NEW APPROACHES TO COMMUNICATIONS ARE BEING INTEGRATED INTO OUR COMMUNICATIONS SYSTEMS

AT A RAPID RATE. AND, THERE WILL BE NEW
TECHNOLOGY, AS YET UNFORESEEN, IN THE
MONTHS AND YEARS AHEAD THAT WILL REQUIRE
TOUGH, KNOWLEDGEABLE POLICY DECISIONS. ALL
OF THIS SEEMS TO INDICATE--AT LEAST TO ME--
THAT THE PRESENT RESOURCES AVAILABLE FOR
FORMULATING AND ENFORCING COMMUNICATIONS
POLICY WILL NOT BE ADEQUATE IN THE FUTURE--
AND THE VERY NEAR FUTURE, AT THAT. WHETHER
A PROPER RESPONSE SHOULD INCLUDE A DIVISION
OF RESPONSIBILITIES WITHIN THE COMMISSION, OR
SOME OTHER APPROACH, REQUIRES A GREAT DEAL OF
STUDY. THE FACT THAT OUR COMMUNICATIONS
SYSTEMS ARE VITAL TO OUR WELL BEING AS A
NATION PROVIDES AMPLE INCENTIVE, I THINK, FOR
SUCH STUDIES TO BE UNDERTAKEN.

I HAVE ATTEMPTED TO SHARE WITH YOU SOME OF MY CONCERNS ABOUT THE NATION'S COMMUNICATIONS SERVICES AND TO PROVIDE SOME INSIGHT, FROM THE PERSPECTIVE OF A MEMBER OF THE FCC, INTO SOME OF THE PROBLEMS AND OPPORTUNITIES WITH WHICH WE MUST DEAL--NOW AND IN THE FUTURE. I WELCOME YOUR COMMENTS AND SUGGESTIONS FROM YOUR PERSPECTIVES AS BENEFICIARIES OF OUR COMMUNICATIONS SYSTEMS. AND, I'M CONFIDENT THAT ALL OF OUR EFFORTS WILL BE SUCCESSFUL IN MAINTAINING AND CONTINUING A RANGE OF COMMUNICATIONS SERVICES AVAILABLE TO MORE PEOPLE AT LESS COST THAN ANYWHERE ELSE IN THE WORLD.

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