

FEDERAL COMMUNICATIONS COMMISSION  
Washington, DC 20554

OFFICE OF COMMISSIONER  
JAMES H. QUELLO

April 2, 1992

The Honorable Barbara Hackman Franklin  
Secretary  
U.S. Department of Commerce  
14th St. and Constitution Ave., NW  
Washington, DC 20230

Dear Barbara Franklin,

First - Congratulations! I am delighted with your appointment as Secretary of Commerce and duly impressed by your qualifications, your prestigious former boards and by the glowing reports from two of our mutual friends, Margita White and Jim Bayless.

Also, I'm looking forward to a continuing close working relationship with two highly respected members of your staff who are personal friends of mine -- Greg Chapidos and Tom Sugrue of the NTIA.

At the suggestion of my former FCC colleague and longtime friend, Margita White, I am writing you to recommend an exceptionally well qualified Republican activist leader, Mrs. Terry Rakolta, for appointment to the Advisory Council for the new National Endowment for Children's TV. I understand that the Advisory Council will work through the NTIA branch of your secretariat.

She is nationally recognized as a foremost exponent of television quality programming as the founder and president of Americans for Responsible Television. This prestigious effective grass roots organization promotes quality family value programming through responsible citizen interaction with advertisers and TV stations. The group is particularly concerned with TV's negative impact on children and is a leading advocate of more educational and pro-social programs for children on TV. Co-ordinating with other groups, Mrs. Rakolta can now call on an estimated 5 million concerned citizens.

In keeping with Republican philosophy, Mrs. Rakolta seeks to accomplish her goals through citizen action rather than through intrusive government regulation or legislation.

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She is the mother of four children. She and her family are practical Mormons and universally respected for civic, religious and charitable leadership.


Your recommendation for her appointment would recognize her civic and broadcast leadership and her years of loyal service to the Republican party. Also, Mr. Rakolta is an Eagle and an active fundraiser for Republican candidates.

Both the public and the National Endowment for Children's Television would be well served by her appointment to the Advisory Council.

She is a superbly well-qualified candidate whose appointment would reflect credit on the Bush administration.

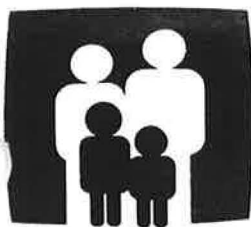
I'm enclosing her impressive resume.

Sincerely,

  
James H. Quello

Enclosure

Copy: Margita White  
Jim Bayless  
Nancy Miller  
Tom Sugrue



# Americans For Responsible Television

1990

TERRY LYNN RAKOLTA

1876 Rathmor  
Bloomfield Hills, MI 48304  
(313) 646-4245

Present Position: Founder and Director of AMERICANS FOR RESPONSIBLE TELEVISION.

Personal: Born, September 18, 1944  
Marital Status, 15 years to John Rakolta, Jr.  
Children - four children ages 10, 11, 12 & 20

Education: Michigan State University

Civic Activities: Board of Trustees, Michigan Cancer Foundation  
Board of Trustees, Children's Hospital of Michigan  
Past Board of Trustees, American Archives of Art  
Past Board of Trustees, Music Hall  
Past Board Member, Founders Junior Council of the  
Detroit Institute of Art

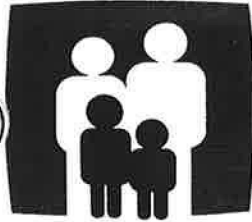
Chairman of: Grand Prix Ball for Music Hall  
Meadow Brook Christmas Walk  
Fash Bash for the Detroit Institute of Arts  
Lundi Gras for Archives of American Art

Political Activities: Numerous fund-raising events for George Bush  
(see attached sheet)  
Organized major fund-raiser for Governor John Engler  
in 1990 Governor's race.

Awards and Recognition: 1990 Kiwanis Club (9,000 Michigan members) voted to  
endorse AMERICAN'S FOR RESPONSIBLE TELEVISION.  
1990 Crain's Detroit Business, voted as one of  
the top people to watch in the 1990's.  
1990 Domino's Pizza Humanitarian of the Year Award.  
1989 The Robert G. Dalton Award for Outstanding Service.

Press and Television: See attached sheet for partial press and television  
appearances.

Public Speaking: Republican Women's Clubs                      Economic Clubs  
Rotary Clubs    and many other groups  
Kiwanis Clubs  
Women in Media Groups



# Americans For Responsible Television

TERRY RAKOLTA, FOUNDER & PRESIDENT

## APPEARANCES ON MAJOR NETWORK TELEVISION PROGRAMS:

- ABC NIGHTLINE
- GOOD MORNING AMERICA
- CBS THIS MORNING
- ENTERTAINMENT TONIGHT
- FOCUS, FINANCIAL NEWS NETWORK
- LARRY KING SHOW
- PHIL DONAHUE SHOW
- INSIDE EDITION
- NBC NIGHTLY NEWS
- CBS, NIGHTWATCH
- THE COMPTON REPORT
- STRAIGHT TALK
- PAT ROBINSON SHOW
- SALLY JESSE RAPHAEL
- NBC SUNDAY TODAY
- THE REPORTERS

## RADIO

Guest appearances on several hundred radio stations throughout the United States and Canada.

## NEWSPAPERS/MAGAZINES

Terry Rakolta representing Americans for Responsible Television (A.R.T.), has been featured in over two thousand articles including the following leading publications:

- NEW YORK TIMES
- WASHINGTON POST
- USA TODAY
- ADVERTISING AGE
- DETROIT NEWS
- NEW YORK POST
- NEW YORK CITY TRIBUNE
- WALL STREET JOURNAL
- L.A. SUN/STAR
- PEOPLE MAGAZINE
- LEAR'S
- THE 1990 WORLD BOOK YEAR BOOK (The Annual Supplement to the World Book Enclyclopedia)
- BOSTON GLOBE
- USA WEEKEND
- AMERICAN ADVERTISING MAGAZINE
- TV GUIDE
- DETROIT FREE PRESS
- NEW YORK NEWSDAY
- THE ORANGE COUNTY REGISTER
- THE CHICAGO TRIBUNE
- TAMPA TRIBUNE
- TIME MAGAZINE
- FAMILY CIRCLE

## ADDITIONAL ACCOMPLISHMENTS AND ACTIVITIES:

- Participant on the TV Critics Panel, Los Angeles
- Participant on the Center for Communications Panel on "Censorship and the Media: What's Too Much and Who Decides" New York City
- Panelist "Programming That Offends: Rights, Remedies and Defenses"-sponsored by Fed. Communications Bar Assn. and Communications Media Center of New York Law School.
- Speaker for numerous organizations i.e., League of Women Voters, Republican Women's Clubs, Kiwanis, etc.
- Has received The Robert Dalton Award and The Domino's Humanitarian of the Year Award