

**REMARKS BY COMMISSIONER JAMES H. QUELLO**

**AT THE JOHN BAYLISS BROADCAST FOUNDATION ANNUAL BANQUET**

**NEW YORK, NY - OCTOBER 30, 1996**

Thank you, Paul Kagan, for that generous (humorous) introduction. It is always gratifying to be introduced by a respected industry leader. As you know, Paul is a noted research and management efficiency expert. He is frequently commissioned (fancy word for employed) by industries to authentically illustrate their superiority over competitors. He personifies an admirable research management characteristic -- strong loyalty to his employers. I suppose this could be interpreted as a reverse toast.

So you expected eminent communication leaders like tycoons Lowry Mays, Dick Wiley, Preston Padden, Frank Wood and the distinguished Commissioner Rachelle Chong?

Tough!

You got me.

Incidentally, I asked the Bayliss Foundation to take down the names and addresses of all regulated industries and communications lawyers who asked for their money back (long pause) -- naturally I was going to congratulate them on their good judgment. Now if you believe that -- no -- my senior legal advisor, Pete Belvin, insisted that I strike "Now if you believe that" from the record, so I'm not selling any bridges tonight.

Anyway, this was the week where I was so grateful to be toasted on Sunday (inducted into the Radio Hall of Fame) that I was willing to undergo a demeaning roasting on Wednesday for the Bayliss Foundation.

Imagine my dismay -- my staff accuses me of an Academy Award performance in registering dismay -- when I learned only last Friday that the Justice Department ordained me as non-roastable!

To my surprise (relief?), the Justice Department apparently ruled it is illegal to deliberately roast or criticize a government official in public -- of course, this in no way affects the many well-established subversive methods. Also, it certainly doesn't seem to apply to Congressional Oversight Committees or the press, the Courts or wives.

The late decision was particularly surprising because I thought the First Amendment specifically gave everyone the right to criticize the government or ridicule government officials, including regulators. In fact, even with my old legendary exchange with Howard Stern, I said he had a right to be wrong, a right to ridicule government officials, but, well, the rest is another story for another place.

But providence interceded on my behalf. Unlike you in the audience, I now have the best of all worlds. I can roast without being roasted. Oh, kind fate!

A leak from a friendly mole in the opposing camp warned me that the main roast attack would concentrate on my being branded as plaque-happy, seeking every award from every industry, association and university.

I admitted to an editor recently that I haven't missed an FCC meeting or an award in over 22 years as an FCC Commissioner.

But, I attribute my bumper crop of distinguished pre-posthumous awards to the venerability accorded advanced age. My standard quote is, "With venerability you get credit for virtues you never possessed -- and I'm grateful!"

I'm grateful too, that performing my duties in accordance with my reappointment slogan of, "Delusions of Adequacy and 75% of My Marbles -- A Good Norm in Washington!" has found such charitable widespread acceptance in the form of awards and commendations.

But being a fugitive from the actuarial law of averages isn't all beer and skittles or awards and commendations. Going from the Pepsi generation to the Pepcid generation, or -- even more disconcerting -- going from the golden years to the very senior platinum years, has its problems.

I now gracefully accept a well-meant saying with reservations. You may have heard that I'm now greeted like many in the advanced stage of life -- you know the three stages -- youth, age and "you look great!"

I feel reasonably great, but I don't take three-year subscriptions and I don't store green bananas. But I don't feel age is a problem for me. I like to think that everything I did years ago, I can still do today -- well, almost everything.

You may have heard an updated version of my old saying: "Anyone who says he can do at 80 what he could at 40 wasn't leading too exciting a life at 40." In fact, whenever I goof at home, my wife Mary threatens to turn me in for two 40s -- and when really annoyed, she warns, "You will never make our 60th, Jimbo." However, we did observe, or I would like to say celebrated, our 59th anniversary last September -- a rousing tribute to her sense of humor and a source of astonishment to my close friends.

Of course, I believe in marriage. If it weren't for marriage, some men might go through life thinking they had no faults at all.

One of the mixed blessings of advanced senior citizenship is you no longer have to avoid temptation. Temptation avoids you.

I recently regaled FCBA members at a luncheon confessing that with the involuntary celibacy of the golden years, I now read Playboy Magazine for the same reason I read National Geographic -- to see fascinating places I never get to visit.

As my tennis partner, Dick Wiley, will attest, I still play tennis every week. I call it my last desperate clutch at youth. Now when I miss a tough shot, I use psychology -- I yell, "When I was only 79, I would have killed that shot!"

I also want to mention that I have developed a much stronger ecumenical sense as I grow older. I now personally accept all religions because I don't want to blow an opportunity for some kind of merciful eternal salvation on a religious technicality.

But enough musings on the foibles of aging and groushings on a questionable ban on roasting.

Now comes the part you all have been waiting for -- the substantive speech. This substantive speech is being brought to you courtesy of the government ethics rules which stipulate that I must impart some words of wisdom to you to justify my presence here.

Now, if that doesn't convince you that government has no business regulating program content, nothing will.

So, I agonized over this speech, now it's your turn.

I cast about for something timely and found my stimulus from a source that's elicited response from me in the past -- namely, several opinions the FCC Chairman expressed recently. In his remarks to the International Radio and Television Society earlier this month, the Chairman teed off on several major current issues with perspectives that, I think, warrant some further comment from other Commission sources. Incidentally, I reminded Reed, like I used to remind former Chairman Mark Fowler, that I agree with him 95% of the time. Reed used the same rejoinder -- that the other 5% comprised the major issues! But as you will see, we are in substantial agreement with minor variations on some major issues.

So, here goes.

In the IRTS speech, Chairman Hundt criticized the recent partial stay on the Commission's interconnection rules imposed by the Eighth Circuit in Kansas City. As he has on previous occasions, Reed categorized the decision as a "grievous error" and an "astounding piece of judicial activism" that "has the potential of Balkanizing competitive policy by encouraging fifty different approaches to how we get competition." Tough timely statement, but I would recommend a more conciliatory approach.

When it comes to our interconnection rules, the states and the court are not the only bash-ees and Reed Hundt is not the only bash-er. With the imposition of the stay, we have also been criticized by some members of Congress, taking us to task for apparently missing the point in implementing these key provisions of the 1996 Telecom Act.

A couple of observations about this situation:

First and foremost, on major common carrier matters, the Chairman and I agree much, much more often than we disagree. And surely I -- and indeed a unanimous Commission -- agreed that the interconnection rules we adopted were not only consistent with the Telecom Act but also constituted a fair and effective roadmap to generating competition in the provision of local telephone service.

This Commission acted in good faith and to the best of its ability to implement the law. We tried to do what we believed was expected of us, and, to be fair, the parties aggrieved by our decision did no more than what was reasonably expected of them in vindicating their interests by filing their appeals.

I do not consider it a personal affront if the parties disagreeing with FCC decisions fully pursue the legal recourse open to them -- just as I would do.

But if, for at least some period of time, key provisions of our interconnection rules cannot be implemented, the common focus of all parties -- the Commission, the states, and the Congress -- should be on collaboration, not castigation. Rather than strewing blame on each other in the wake of the Eighth Circuit's decision, we should be working collaboratively on how we can proceed now, despite the stay, to create the competition in local telephone service that is such a critical element of the Telecommunications Act.

Needless to say, the court's stay also makes implementing universal service and access charge reform -- the other major policy initiatives in the common carrier area -- a lot more difficult, too.

So much for common carrier issues for the time being. Now, on to mass media issues, where Reed and I tend to agree, shall we say, a bit less frequently.



The Chairman's IRTS speech contained a number of statements on digital television that seem somewhat inconsistent. On the one hand, the Chairman argues against any Commission rules on such matters as, for example, the hours a station would be required to broadcast in high-definition format because, as he put it, "My fundamental assumption is that the last thing we need to do is adopt rules that will burden the digital businesses before the business even starts." Yet at the same time, in the same speech, he also calls for the set-aside of "a modest 5% of programming time on digital TV [for] educational TV, free time for political debate, and other public service programs."

So here's the riddle: If it's bad policy for government to prescribe the hours of programming a digital television broadcaster must present, why is it good policy for government to prescribe the content of programming a digital television broadcaster must present?

The answer that would probably be given is that educational TV and political debate are meritorious programming that should be presented to discharge the broadcaster's public interest obligations. But this answer assumes that EVERY broadcast medium -- digital and analog, terrestrial and satellite -- MUST present a stated quota of this programming in order for the broadcaster in question to fulfill its public interest obligation.

Needless to say, I don't share that belief. I share it even less in the context of a brand new, untried technology which has zero audience share and which can only find acceptance in the already highly-competitive video marketplace by presenting a mix of services that its potential audience will accept.

In this sense, I believe that, as broadcasters spend the tremendous amounts of capital that will be necessary to convert to this new service, the Commission ought to be more reluctant, not more eager, to burden these new channels with programming we as government regulators, as opposed to the audience as customers, want these channels to provide. If viewers of these channels want certain types and amount of programming, broadcasters who want to make a success of their big new investment will present it. And if these channels become widely viewed without this type of programming, I would find it perfectly appropriate to take the implications of that fact into account in making whatever further public policy judgments the Commission believes called for when, and if, it happens.

The Chairman defended his proposed program prescriptions by noting that the court has upheld the Congress' imposition of similar obligations on DBS providers. I suppose the short answer is to say that, even if the court's opinion could be construed to make it legal to do what the Chairman wants, the case says nothing whatever about whether it would be sensible to do it. Also, DBS is a relatively new distribution service,

unlike broadcasting that already has a longstanding requirement and tradition of serving the public interest.

In short, whatever one's views on either the advisability or the constitutionality of government prescribing the types and amount of certain types of programming that broadcasters must show on a new improved transmission system, I believe that the unique circumstances that will attend the inauguration of digital television service make it infinitely better policy to apply a less prescriptive approach to program regulation.

One final note on this subject: there is an unavoidable "cart-before-the-horse" problem in talking about regulating digital television channels before we've even created them. And this we have yet to do -- notwithstanding the fact that, after eight years of intensive inter-industry work by leading communications engineers and executives, the Advanced Television Advisory Committee made its recommendation on a digital television transmission standard to the Commission almost one year ago.

I have called for an item to be presented to the Commission at its December meeting that will enable us to finally settle this issue of selecting a digital TV transmission standard and thereby let digital television -- with or without program quotas -- to get started. The manufacturers, communications unions and broadcasters all need the certainty and stability of establishing a standard now.

Finally, let me touch on one more current issue that the Chairman raised in his IRTS speech: the subject of liquor advertising on television. On this he stated that, "it's hard to see how the public interest would be served by this new and alarming addition to the advertising sea that now washes over us."

I tend to agree that liquor advertising, particularly ads appealing to young people, could raise a public interest question, and I would even be interested in seeing the ads.

However, this is a very troublesome area for two very different reasons.

First of all, surely none of us would argue that alcoholism has always been, and remains, a profound societal problem -- indeed one that, in one way or another, has probably touched the lives of every single person in this room.

At the same time, however, distilled spirits are a legal product, and liquor advertising, like other forms of advertising, would be regulated in the first instance by the Federal Trade Commission, not the Federal Communications Commission.

So, I guess my question is, exactly where are we going with this and how do we plan to get there?

If we are talking about the FCC somehow trying to regulate televised liquor advertising, that strikes me as probably stretching our jurisdiction too far.

If, on the other hand, we are talking about some advisory or similarly constructive role in conjunction with action by either the FTC or Congress, then that's something else. But, in the meantime, to suggest that the FCC has some sort of independent authority itself to regulate liquor ads on television seems problematic.

Nevertheless, I find it hard to criticize the Chairman for perhaps trying to fire a warning shot across the bow. For, unless my memory fails me, I remember that I myself exhorted broadcasters on numerous occasions to voluntarily curtail the amount of gratuitous violence on broadcast TV. They didn't, and the V-Chip legislation was enacted.

Perhaps this time, at least, a word to the wise will prove superfluous.

My final observation on regulating either the program content of nonexistent digital television channels or liquor ads on TV is that the FCC would hardly have spare time on its hands if we just focused our limited resources either on issues that already exist or on issues that are clearly under our jurisdiction. There are plenty of these matters that are vying for our attention. For example, we will still have contentious and complex issues like television, radio and newspaper cross-ownership, cable television leased access rates, universal telephone service, access charge reform, making enough spectrum available for public safety radio uses, further spectrum auctions and literally hundreds of other problems. In every single area of telecommunications we regulate, there are resource-intensive issues that have to be resolved. There is an abundance of speech material in any one of these contentious issues, but for some future time and place.

Now for the piece de resistance. Surely even the grinch in the government ethics office wouldn't begrudge my taking a couple of shots at the distinguished folks on the dais.

Let's take tycoon Lowry Mays. I first met him 22 years ago, a nice Texas A&M country boy, when he had 2 radio stations and 2 Texas banks. Right from the start he never saw a radio conglomerate he didn't love or acquire. At last count he had an impressive (or overwhelming) 103 radio stations, 18 TV stations and he has now gone international. He doesn't claim he is a self-made man, he wouldn't deny God that privilege. I heard he now talks to God regularly, not in prayer, but on a one-to-one basis.

How about Dick Wiley, the Lowry Mays of communications law, with a semi-monopoly of legal clients and legal talent. As FCC Chairman, he believed that if you "Heard No Evil, Saw No Evil, and Spoke No Evil," you would be a defenseless Commissioner and a lousy lawyer. Dick recently started to publicize that he is a proud graduate of Northwestern -- something to do with their improved academic standing. Incidentally, Dick never played football for Northwestern -- back in those days, no one wanted to admit it. But he did play varsity baseball. I was told he was a good fielder but had only one weakness as a hitter -- a pitched ball. Anyway, Dick made a smooth transition going from a kissee (Commissioner) to kissor (lawyer-lobbyist).

Frank Wood -- They threw away the mold when they made Frank Wood -- and even with only one, the supply way exceeds the demand -- so say some of his employees under his "fire up" style of management who now may be "fired down" by the consolidation of acquisition. They say, "Hell hath no fury like Frank missing a radio buy in his market." I hope Frank believes in reincarnation because he deserves another opportunity to make amends and come back to earth as a low pressure, considerate, introspective individual.

Preston Padden is an earnest executive of many talents whose primary objective in life is serving the public interest and being a Creature of God, loved by his fellow man. I know. I heard it first hand because he told me so himself. With the Fox influence, I understand he is being nominated, not for an Emmy but for a distinctive novel award -- the "Hammy." He seemed spaced out, so Rupert put him in charge of the huge satellite service.

And, finally there's Commissioner Chong. I suffered an early and embarrassing defeat at her hands on a little fraternity-type hazing I tried when she was new to the Commission. The story will appear in my book, but it is not quite appropriate for a speech. When it was over, she bounced into my office, laughed and said, "Don't fool with me, I'm a mean Mongol!"

The Mean Mongol is no a poster kid for big government either. In a recent speech, she had some original interpretations for familiar FCC initials. She quipped "NPRM stands for, 'Nothing Proceeds Regardless of Merit'" and "NASA means 'No Available Spectrum Anywhere.'"

I liked it better than my initial definition of the FCC 22 years ago, even though it proved true -- FCC stands for "From Crisis to Crisis." I also used a phrase 21 years ago that has become a standard -- "The three greatest lies in the world are: (1) 'It's great to be poor, it builds character;' (2) 'The check is in the mail;' and (3) 'We are from the FCC and we are here to help you!'" During our deliberations on the first over-regulatory three-hour children's television proposals, I thought of replacing the No. 3 lie with "The era of big government is over." Fortunately, some reasonable flexibility at the 11th hour made it unnecessary.

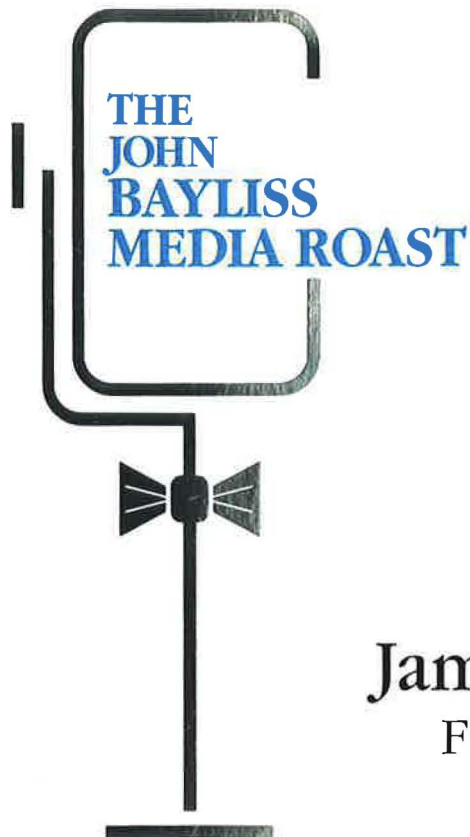
**I hope I remain good enough friends with all of you to get away with what I just said. You are an impressive, respected group of industry leaders and I was honored by your presence -- Lowry, Dick, Frank, Preston and Rachelle, thanks for being here. I sensed I ran the entire gamut of your emotions from A to B.**

**Thanks to the audience for the courtesy chuckles. May the Lord be with you, but not too soon!**

**###**



# *11<sup>th</sup> Annual*



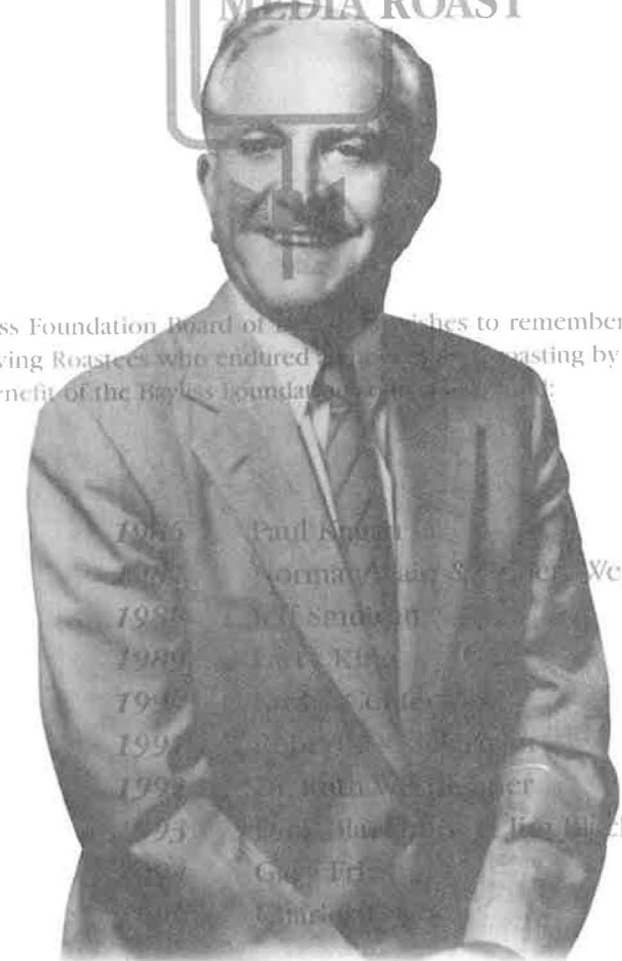
Roastee:  
**James H. Quello**  
FCC Commissioner



October 30, 1996  
The Waldorf-Astoria  
New York City

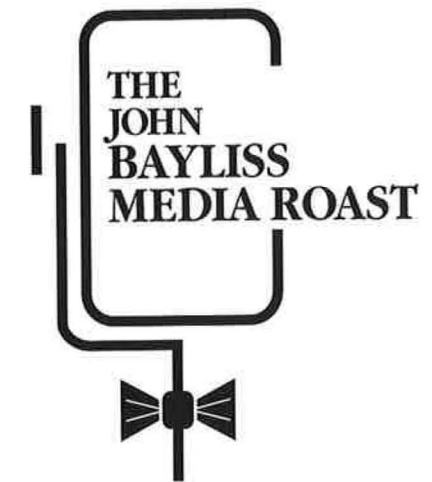
# THE JOHN BAYLISS MEDIA ROAST

The Bayliss Foundation Board of Trustees wishes to remember and thank the following Roastees who endured the roast by roasting by their peers for the benefit of the Bayliss Foundation:



- 1985 Paul Kagan
- 1987 Norman A. ... & ... Weiss
- 1988 ...
- 1989 ...
- 1990 ...
- 1991 ...
- 1992 ...
- 1993 ...
- 1994 ...
- 1995 ...

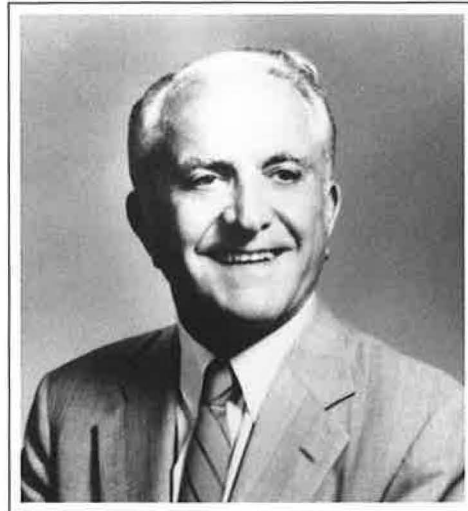
1996 James H. Quello



The Bayliss Foundation Board of Directors wishes to remember and thank the following Roastees who endured a good-natured roasting by their peers for the benefit of the Bayliss Foundation scholarship fund:

- |             |                                |
|-------------|--------------------------------|
| <b>1986</b> | Paul Kagan                     |
| <b>1987</b> | Norman Wain & Robert Weiss     |
| <b>1988</b> | Jeff Smulyan                   |
| <b>1989</b> | Larry King                     |
| <b>1990</b> | Kerby Confer                   |
| <b>1991</b> | Robert F.X. Sillerman          |
| <b>1992</b> | Dr. Ruth Westheimer            |
| <b>1993</b> | Dick Blackburn & Jim Blackburn |
| <b>1994</b> | Gary Fries                     |
| <b>1995</b> | Charles Osgood                 |

**1996** James H. Quello



1996  
BAYLISS ROASTEE:  
James H. Quello

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"Dean" of the Federal Communications Commission with over 20 years of service, senior FCC Commissioner James H. Quello has been appointed and confirmed to four different terms.

Commr. Quello, who distinguished himself as interim FCC chairman for 11 months, has received at last count 32 telecommunications awards and honors, which he humorously calls pre-posthumous awards. Claiming that age generates venerability, Commr. Quello said, "When you become venerable, you get credit for virtues you never possessed."

Prior to his work with the FCC, Commr. Quello was vice president and general manager of Station WJR in Detroit. As a broadcaster he was recognized for his leadership roles—too numerous to list—in civic and public service.

While managing Station WJR, Commr. Quello served as Detroit Housing and Urban Renewal Commissioner for 21 years. He also served as a trustee for the Michigan Veterans Trust Fund, appointed by both Democratic and Republican governors. He is a former president and Lifetime Achievement Award winner of the Michigan Association of Broadcasters.

At the 1994 National Association of Broadcasters convention, Commr. Quello was presented the Distinguished Service Award—the highest national honor. In October 1995, House Communications Chairman Jack Fields saluted Commr. Quello with a full page in the official Congressional Record.

Commr. Quello served in the U.S. Army during World War II for five years, spending 33 months in Africa, Sicily, Italy, France and Germany. He survived six amphibious landings, earned several decorations and campaign ribbons and rose in rank from lieutenant to lieutenant colonel.

Jim Quello resides in Alexandria, VA with his wife, Mary. They have two grown sons and a granddaughter.

## PROGRAM

Welcome and Introduction of Guests by

### MASTER OF CEREMONIES

**Paul Kagan**  
Paul Kagan Associates, Inc.

### OPENING REMARKS

**Chesley Maddox-Dorsey**  
Southcoast Capital Corp.

### SILENT AUCTION PROCLAMATIONS

**Tim Menowsky**  
Media Matrix, Inc.

### ROASTERS

**Rachelle Chong**  
Federal Communications Commission

**Lowry Mays**  
Clear Channel Communications, Inc.

**Preston Padden**  
American Sky Broadcasting, Inc.

**Richard Wiley**  
Wiley, Rein & Fielding

**Frank Wood**  
Secret Communications, Inc.

### RESPONSE

**James H. Quello**  
FCC Commissioner

### CLOSING REMARKS

**Paul Kagan**

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*Dessert Buffet Follows*



## JOHN BAYLISS

John Bayliss was well known throughout the broadcasting industry as an innovative and problem-solving leader. In his 25 years in radio management and sales, he established an enviable record of performance and profitability.

In November 1980, Mr. Bayliss was named President of Charter Broadcasting Company's eight-station group. In his first year as President, Mr. Bayliss initiated managerial, administrative and programming changes that enabled Charter to reduce its operating losses by \$4 million.

From March to December 1980 Mr. Bayliss headed the broadcast group of Charter Broadcasting communications division and was an equity partner in Charter Media Company. Simultaneously, he was owner-operator of Bayliss Broadcasting Company, which operated KSMA/KSNL, an AM-FM combo in Santa Maria, California.

From October 1976 to February 1980, Mr. Bayliss was President of Gannett Broadcasting Group's Communications Radio Division (formerly Combined Communications). Under his direction, the division acquired or sold 15 stations in transactions involving a total of \$58 million. He earned the Hall Radio Report nomination for Radio Executive of the Year and Group Executive of the Year in 1977 and 1978.

From October 1970 to March 1973, Mr. Bayliss served as a Vice President of Pacific & Southern Broadcasting Company, and General Manager of KIMN in Denver. During the company's sale to Combined Communications, Mr. Bayliss was named President and General Manager of the company's operations in Cincinnati, Ohio (WSAI-AM/FM). In both Denver and Cincinnati, he achieved record billings and top ratings and the stations enjoyed profit margins approaching 40 percent.

Prior to 1970, Mr. Bayliss served in a variety of increasingly responsible radio positions, including Executive V.P. and part-owner of Welcome Radio Group and G.M. of WSLR-AM Akron, Ohio, WONE-AM/FM Dayton, Ohio and KCVR-AM/FM Lodi, CA. He also served as Sales Manager/Sales Representative at KTOB (KAFP) Petaluma, CA and KNBA (KGYW) Vallejo, CA.

John Bayliss was introduced to radio while he served in the U.S. Air Force. He was a business major at the University of Maryland and spent three years playing semi-professional football in Washington, D.C. and Maryland.

John is survived by his wife, Alice, who continues as owner-operator of the Bayliss Broadcasting Company, and three sons, John, Jim and Joe.



With heartfelt gratitude, we thank the radio industry for remembering John and for supporting the Foundation scholarship endowment established in his memory.



For All That  
You've Achieved,  
We Salute You.

Fleet proudly joins  
The John Bayliss Broadcast Foundation  
in honoring James H. Quello.



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*The Katz Radio Group  
proudly salutes  
FCC Commissioner*

*James  
H. Quello*

*for his many years of dedicated  
service to broadcasting and  
the Bayliss Foundation  
Scholarship Fund.*



**The Katz Radio Group**

## BAYLISS BROADCASTERS

In order to be considered for a scholarship, students must be college juniors, seniors or at the graduate level majoring in the broadcast field who have maintained a 3.0 GPA or better. Although financial need is a consideration, those students of merit with an extensive history of radio-related activities are given preference. Applicants provide transcripts, three letters of recommendation evaluating their scholastic and personal strengths and a descriptive page outlining their future broadcasting goals.

More than 145 potential broadcasters received scholarships from The John Bayliss Broadcast Foundation since its inception in 1985. Young people from more than 30 colleges and universities nationwide were encouraged to further careers in the radio industry with these awards.



Recipients for 1996 represent a broad spectrum of career goals related to broadcasting:

A junior management/communications student at Syracuse University, **DANIEL AUSTIN** has served in a number of on-air and production positions. Most recently, his position as president and general manager of WJPZ Radio in Syracuse, NY, has given him a taste of radio management. Daniel feels his work in radio has taught him about teamwork, and that his experience, leadership skills and commitment to excellence will help him to achieve his future goals.



**JOYA DASS** is a master's degree candidate at Boston University College of Communication. Joya is a graduate with a concentration in medicine from Bucknell University. Her understanding of the Indian culture along with her linguistic knowledge of English, Hindi and Bengali, make Joya an ideal candidate for an international media market. She has interned with WABU-TV 68 in Boston, a CNN affiliate and the BBC Bureau in Washington, DC.



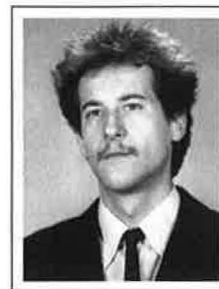
Planning to graduate with a bachelor of science degree in communication from Ohio University in June 1997, **MICHELLE ELLIS** has worked as a DJ for news/information and music segments at WOUB-AM (Ohio University) and as a DJ for a morning music show at WLHD (East Green Radio). Upon graduation, Michelle hopes to have her own on-air radio show and write ad copy.



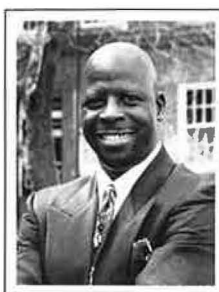
The first time **SHANNON FARNHAM** opened up a radio mic she fell in love with the immediate connection she had with an audience. A California Polytechnic State University junior, Shannon enjoys working as a disc jockey, producing newscasts, reporting for radio and developing promotional campaigns. Ultimately, she wants to produce a news-talk show rich with hard-hitting documentaries that impact the everyday lives of her listeners.



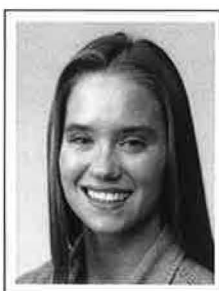
A junior at St. Cloud State University, **MELISSA HUSET** will earn a bachelor of science degree in mass communications, with a minor in business marketing. She lists becoming a general manager as her ideal career goal. Melissa has participated in all aspects of radio from disc jockey and programming to radio salesperson and traffic. This year Melissa hopes to enrich her broadcasting experience by interning at a commercial radio station in St. Cloud, MN.



A two-time recipient of the Bayliss scholarship, **ZARKO IVANOV** is an international student who is a senior at the University of Florida. There, he has written and produced several half-hour programs for WUFT-FM, Gainesville, FL's National Public Radio (NPR) affiliate. Zarko's long-term goal is to become a top-ranked broadcast producer of documentaries that will bring different people and cultures closer together.



A senior at The Brooklyn College of The City University of New York, **SILAS L.W. KELLY** sharpens his skills in the areas of research, editing, scriptwriting and announcing in his work as a public affairs producer. His goals after college include producing radio documentaries dealing with social and community issues and teaching broadcast journalism concepts to inner-city youth.



A junior at Ball State University (BSU), **NAOMI ELIZABETH LIVINGSTON** hopes to combine radio "sidekick" humor with consumer reporting to secure a morning personality position that will inform and entertain her listeners. Currently, Beth is the radio news service producer at BSU's station. Upon graduation, she hopes to intern at a large, commercial station gaining management skills.



Credibility is the key for any journalist and Syracuse University senior **MELISSA B. LONG** has acquired that credibility. She was selected by her peers to revamp *Focus*, a struggling news magazine show at WJPZ. The show is now rated one of the best in the nation by the National Association of College Broadcasters. As a reporter at the National Public Radio affiliate, Melissa recently gained valuable experience in live reporting from election headquarters.



**CARRIE LOSLEBEN'S** major goal in radio is to present the news through high-quality programming without outside bias. A junior at The American University, Carrie has worked as a news reporter and disc jockey. She also interned with Westwood One Radio Corp. and with WCCO TV (a CBS-affiliate). Now studying in London, Carrie is an intern with the Associated Press Radio Department.

## CONGRATULATIONS

FCC COMMISSIONER  
JAMES H. QUELLO

AND

BAYLISS FOUNDATION  
SCHOLARSHIP AWARD WINNERS

## SUSQUEHANNA RADIO CORP.

San Francisco/San Jose, CA; Dallas/Fort Worth, TX;  
Houston, TX; Atlanta, GA; Indianapolis, IN; Cincinnati, OH;  
Norfolk/Virginia Beach, VA; Wilkes-Barre/Scranton, PA;  
York, PA



To **ERIC SCHWARTZ**, graduating from California Polytechnic State University in December 1996 will mean the beginning of his career in the radio industry. Currently, Eric is news director at KCPR-FM, where he writes, reports and announces the news. Ultimately, Eric hopes to rescue radio news from tabloidism and aim it toward balanced journalism. He believes in the integrity of broadcast media.



A junior at the University of Maryland at College Park, **DANA SEARS** credits the broad radio experience she gained at the campus station WMUC as the factor leading her to choose work at a musically oriented station in on-air, programming or promotions as her future goal. While at WMUC radio, Dana has served as assistant news director, business manager, co-editor, news reporter and disc jockey.



While at Lindenwood College, **JENNIFER SIESS** has gained tremendous behind-the-scenes broadcast experience at KMOX Radio in St. Louis and at KCLC, the campus station in St. Charles, MO. This year Jennifer would like to gain hands-on experience in network management. Jennifer believes network management will be the area that helps radio move successfully into the Information Age.



Syracuse University junior, **DEBORAH STOLUSKY** is completing a dual major of psychology and writing for telecommunications. She works for a local NPR-affiliated radio station, assists psychology faculty, and maintains membership in three communications organizations. Deborah plans to study in London next year, comparing British and American broadcasting outlets for children. Later, she hopes to write and produce a children's radio program in lieu of a thesis.

every **voice**  
counts



your **message**  
is heard

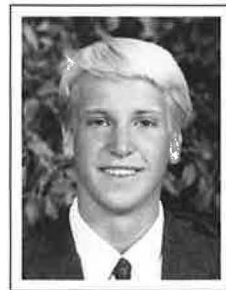
**abc ABC RADIO NETWORKS**



A junior at Emerson College, **YANICK THOMASSAINT** is the producer of Rockers, 88.9 at Night and Crosswinds on WERS 88.9 FM Boston. Yanick is a member of Emerson's Black Organization With Natural Interest (EBONI) and plays one of the lead characters in Emerson's television sitcom, The Brownstone. She interned at The Wang Center and The Interep Radio Store during the 1995-96 academic year.



**JILL R. WEITZNER** will be one step closer to her dream of becoming a professional radio journalist when she attends Columbia Graduate School of Journalism this fall. After her course of graduate work, Jill hopes to begin reporting immediately on domestic issues such as crime, welfare and foster care. Jill has interned at WBUR 90.9 (an NPR news station) and has served as arts writer for the Harvard Independent.



**SHAWN WEHAN** invested in a mixing board, CD players and a random collection of CDs and began to DJ at parties while in high school. Since attending college, Shawn has been the campus station's music director, general manager, and a promotions and sales intern at local Seattle stations. Now a junior at Seattle University, he is the current advisor to the university's new radio station, KSUB. Shawn ultimately hopes to become a station owner.

Akansas State University student **GREGORY TODD YEARACK** got a job at his hometown radio station beginning the very evening he was hired. Steps on his career ladder include an internship at a large-market station between his junior and senior years and, upon graduation, working for a commercial station as a sports commentator/analyst. Finally, he dreams of announcing play-by-play for ESPN Sports Radio.

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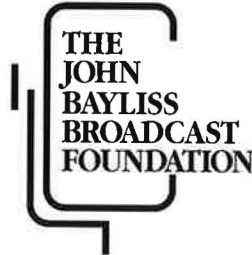
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Industry friends established the Foundation in 1985 to perpetuate the memory of John Bayliss and his many contributions to the radio business. The Foundation's underlying theme is the development of young talent for the radio industry, so that the broadcasting principles John Bayliss stood for live on in his name. Every year, proceeds from the Bayliss Media Roast fundraiser and individual donations increase the Foundation endowment, enabling outstanding young people who desire a radio career to receive financial aid while attending colleges nationwide. The Board of Directors of the Foundation seeks to enhance the education of radio students and expand their knowledge and interest in the medium. As the Foundation's funding builds, the number of Bayliss Broadcasters will continue to grow, spreading the legacy of John Bayliss.

Contributions to the Foundation are tax deductible.

*Thank You, John*

*...For Your Guidance,  
Humor & Friendship.*

...

Frank Kockritz & Kay Sterling



*The less you bet  
the more you lose  
when you win.*

*John Bayliss would have liked all this action.*

Frank Wood

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for a lifetime of  
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We salute Commissioner James H. Quello and his  
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