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**AMERICAN BUSINESS MEDIA COUNCIL** 721 Second Street, N.E. Capitol Hill Washington, D.C. 20002 202-546-4088



1/15/83

A CALL TO ACTION ..........

"Broadcasters are required to present controversial issues that are of importance to the public"....and 'when a station presents one side of a controversial issue of public importance, it has an obligation to afford a reasonable opportunity for the presentation of contrasting points of view in its overall prgramming."

And just who decides whether an issue is of public importance and controversial? - - - The broadcaster!!!

This is the very reason such groups as the National Gay Task Force are active in their efforts to, "become more visible every day"...."we want the same amount of coverage the media gives to every other minority"...."and when we create 'positive news', it should be covered, and when we create 'negative news', we expect it not to be sensationalized and exploited."

The practice of signing and fullfilling "secret contract" between special interest groups and broadcast stations still continues, as reported in the enclosed Phyllis Schlafly Report of a year ago. Note the names of those organizations listed on the front page who comprise of a Coalition that makes specific demands upon radio and television stations that effect policy and program content.

The time has come for a gathering of equally concerned groups to join together and discuss the problem, investigate the possibilities of a need for a Coalition of Concerned Organizations for Better Broadcasting (C-cobb) to be formed for the purpose of restoring to the broadcast media many of the principles that our Founding Fathers envisioned and that join us together in a common bond and interest!

The AMERICAN BUSINESS MEDIA COUNCIL, acting in the capacity of host for such a unified gathering, takes pleasure in extending this invitation for your organization to send a representative to a meeting on TUESDAY, February 1st from 10:00a.m. til Noon at our offices for the purpose of discussion and action on this serious matter that has had an effect on each of our group's goals and objectives.

Please complete and return the enclosed form. And remember, WE, TOGETHER, can and will make the difference!

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# The Phyllis Schlafly Report

VOL. 15, NO. 7, SECTION 1 BOX 618, ALTON, ILLINOIS 62002 FEBRUARY, 1982


# Secret TV Station Contracts With Liberal Coalitions

In the post-Watergate era of full disclosure, it is very difficult to understand why the Federal Communications Commission has allowed television and radio stations to continue to sign and fulfill secret agreements with coalitions of special-interest groups organized for the sole purpose of exercising hidden editorial and management control over the stations. But it has.

Furthermore, it takes diligent detective work and uncommon perseverance to get the stations to divulge the existence and text of the secret contracts. At the very least, they should be a matter of public information readily available in the public file.

Because of the rule against newspapers owning television stations in the same area, there has been a great deal of buying, selling and exchanging of ownership of television and radio stations. The liberal groups that want to exert hidden influence on the media watch the trade journals for announcements of such impending transfers.

When a sale is under negotiation, the liberals and women's liberationists form a "Broadcast Coalition" under some innocuous name, draw up a contract, and demand that the targeted station sign it. The mailed fist in the velvet glove is that the coalition threatens to file a "petition to deny" the granting of a license to the new owner and thereby delay the sale for months or years. Since any delay is very costly, the station-victim signs up.

Now let's look at the far-reaching specifics of the editorial and management control which is delivered by the station under such a contract in to the hands of a tiny ad hoc committee of leftwing liberals and women's liberationists. The following examples are taken from a typical contract now in force against a leading television station in a major TV viewing area. The groups in the St. Louis Broadcast Coalition which forced the contract on the TV station include Common Cause, Gray Panthers, Women's International League for Peace and Freedom, Clergy and Laity Concerned, Coalition for the Environment, ACORN, Missouri Public Interest Research Group, National Alliance Against Racism and Political Repression, National Farm Workers Ministries, Women's Lawyers Association, Women's Self Help Center, American Friends Service Committee, Gateway New American Movement, and World Federalists Association.

First, the ad hoc liberals set up their formal structure, variously called "Citizens Advisory Council," or something similar. The station pledges to have its management meet at least four times a year with this council to discuss the station's programming and employment.

By the terms of the contract, the TV station agrees to produce and air a weekly half-hour prime-time program addressed to the needs and problems of minorities and women (such as the Equal Rights Amendment) --- not just a talk show, but an entertaining program including films and other diversions. That's only the start; the station agrees also to produce other programs which probe the problems of minorities, women, and the civil rights movement.

It is abundantly clear from the make-up of the coalition and the context of the contracts that the "concerns of women" are defined to mean the women of the women's liberationist movement (represented by the National Organization for Women) and to exclude the women of the traditional women's movement (represented by Eagle Forum).

The station pledges to buy for broadcast at least four half-hour programs per year which are independently produced by or on behalf of minorities and women, and for which the station will advance up to $20,000 for production costs. The station agrees to create a special community affairs programming unit to ensure the responsiveness of local public affairs programming to minorities and women.

Under the terms of the contract, the station must produce nine programs a year suggested by the council that involve the council's participation in conception, design and production.

The contract binds the station to create the post of "Minority Affairs Director" and to fill it with a person who "has demonstrated a sensitivity to equal rights for minorities and women." That's jargon which means that a black or a woman who does not support E.R.A. and affirmative action is barred from the job.

The contract requires the station to hire at least seven new blacks in the top four job categories of officials and managers, professionals, technicians and sales, plus eight additional fulltime women in those categories. No one person can be counted as both black and female.

Twice a year, the station is compelled to submit to the "Citizens Advisory Council" full data by race and sex on hirings, firings, promotions, resignations, employee training, and employee recruitment. The station must provide $35,000 in scholarships for minorities and women, plus summer internships.

And what does the TV or radio station get in return for surrendering all this editorial and personnel control to a self-serving special-interest group masquerading as the "public interest"? "In exchange for the making of these undertakings, the Coalition has agreed to withdraw its petition to deny" the granting of the license to the new owner. It's quite a racket.

# AMENDMENT TO APPLICATION OF THE TIMES MIRROR COMPANY FOR ASSIGNMENT OF LICENSE FOR STATION KTVI, ST. LOUIS (BAPLCT-790228KF)

The following Agreement between the Times Mirror Company ("Times Mirror") and the St. Louis Broadcast Coalition ("Coalition") has been negotiated pursuant to the Federal Communications Commission's *Report and Order* in *In re Agreements Between Broadcasting Licensees and the Public*, 57 F.C.C. 2d 42, 35 R.R. 2d 1177 (1975), and constitutes an Amendment to the Top-Fifty Market showing made by Times Mirror in conjunction with the pending applications for assignment to it of the five television stations now licensed to Newhouse Broadcast Corporation ("Newhouse"). As reflected in the original Memorandum Re: Top-Fifty Policy dated February 26, 1979, filed with the applications, and the previous Supplements filed on April 26, 1979 and September 21, 1979, because the proposed acquisition would result in Times Mirror's control over three VHF television stations in the Top-Fifty Markets, existing Commission policy requires a compelling public interest showing in order to warrant a grant of the applications.[1] Times Mirror submits this Amendment as part of the showing made by it in order to satisfy the Top-Fifty Market policy.

Set forth below are undertakings made by Times Mirror in the areas of programming (particularly that responsive to the needs and interests of minorities and women), equal employment opportunity, and related matters. These undertakings reflect the Agreement reached between Times Mirror and the Coalition, which has filed a petition to deny the application for assignment to Times Mirror of station KTVI, St. Louis ("the Station"). In exchange for the making of these undertakings, the Coalition has agreed to withdraw its petition to deny and to support the grant of the assignment application as being in the public interest and in compliance with the Top-Fifty Market policy.[2]

Times Mirror has determined in the exercise of its judgment as a present and prospective broadcast licensee that the undertakings set forth herein are particularly appropriate means of serving the public interest, convenience and necessity in the area served by the Station. Times Mirror makes these undertakings as representations to the Commission. Both Times Mirror and the Coalition understand and intend that these undertakings will be construed and enforced by the Commission in accordance with its policies governing licensee-citizens agreements. *See In re Agreements Between Broadcast Licensees and the Public*, 57 F.C.C. 2d 42, 35 R.R. 2d 1177 (1975). Accordingly, Times Mirror will endeavor in good faith to perform fully all undertakings set forth herein and will expect to be called upon to justify any substantial deviation therefrom.

[1] See *Multiple Ownership of Television Broadcast Stations*, 22 F.C.C. 2d 969, 12 R.R. 2d 1501 (1968); *Notice of Inquiry and Notice of Proposed Rule Making*, FCC 78-203, Mimeo No. 84567 (Mar. 16, 1978).

[2] The Coalition has also agreed to hold in abeyance all other litigation affecting the Station or the assignment and, if the assignment application is granted, to dismiss that litigation.

## I. CITIZENS ADVISORY COUNCIL

The Station will establish a Citizens Advisory Council ("the Advisory Council"). The members of the Advisory Council will consist of up to ten representatives of a cross-section of various minority, women's and other community organizations in the Station's service area with emphasis on organizations active within the City of St. Louis. Five of the members will be designated by the Coalition and five will be selected jointly by the Station and the Coalition.

The Station will meet with the Advisory Council four times each year, twice primarily to discuss programming and related matters, and twice to discuss the Station's equal employment opportunity program. The Station will be represented at these meetings by the General Manager or his designee, the Program Manager, Minority Affairs Director and such other Station personnel as may be appropriate. The program meetings will be designed to give the Advisory Council an opportunity to comment on the Station's progamming and to give suggestions for upcoming program endeavors. In advance of these meetings the Station will provide to the Advisory Council a proposed agenda, minutes of the last meeting and (as may be appropriate to the subject matter of the meeting) reports on:

1) Minority and women oriented programming carried during the previous six months as well as plans for such programming in the future.
2) Participation by minorities and women in Station programming.
3) Public service announcements.
4) Recruitment and hiring procedures including information showing the effectiveness of those procedures.
5) Local news and public affairs programming.

As soon as practicable after establishment of the initial Advisory Council, the Station and the Advisory Council members will agree on reasonable procedures for the conduct of meetings, the terms of service and manner of removal or replacement of Advisory Council members and other similar matters related to the conduct of the Advisory Council's business.

The Station will provide the secretarial and other support services necessary for sending notices and for other administrative requirements of the Advisory Council.

## II. EQUAL EMPLOYMENT OPPORTUNITY

### *A. E.E.O. Objectives*

To speak directly to the concern for jobs and upward mobility for minorities and women, during the first 36 months after Times Mirror becomes the licensee of the Station, the Station will use its best efforts to increase the number of Blacks employed full time at the Station in the "top four" job categories of officials and managers, professionals, technicians and sales, by adding seven Black employees in such categories, of which at least one will be in the officials and managers category and four in the professionals category. The Station will also use its best efforts to employ an additional eight full time women employees in such four categories of which at least one will be in the officials and managers category and two in the technical (non-engineering) category. These increases will be over the levels shown in the Station's license renewal application filed with the FCC in September, 1979. For the purpose of this paragraph, Times Mirror relied on the SMSA work force figures in Exhibit N to the assignment application which showed women representing approximately 41% of the work force and Blacks approximately 17%. If during the license term there should become available new figures that show significant increases in these levels, the Station will attempt in good faith to adjust its employment objectives to reflect the new work force figures. Similarly, if during the license term the overall number of employees at the Station is significantly increased (beyond any increases made in order to meet the foregoing commitments), the Station will endeavor to proportionately increase its above-described commitment to hiring additional Blacks and women in these job categories. Moreover, the Station will discuss with the Advisory Council what its employment objectives should be for periods beyond that covered by this Amendment. In determining whether the Station has achieved its objective of hiring seven additional Blacks and eight additional women over current levels, no person who is counted by the Station toward the objective for one category shall be counted toward the other.

The Station will make a special effort to seek out and qualify potential Black and women candidates for engineering positions and women candidates for non-engineering technical positions. Toward that end the Station will earmark at least $10,000 per year of the scholarship funds referred to in Section V for training of Blacks and women for employment as broadcast engineers. The persons so trained will be offered positions with the Station for which they are qualified if such positions are available, or if not the Station will assist them in their efforts to find employment elsewhere appropriate to their training.

*B. Reporting*

Twice a year, the Station will provide to the Advisory Concil a report on Station employment during the past six months that will include the following:

1) A job title by race and sex.
2) Applicant flow data (including hirings, firings, promotions and resignations) by race and sex.
3) Participation in employee training and career development programs by race and sex.
4) Entities and individuals contacted as affirmative action resources for job openings and the results of those contacts.
5) A utilization analysis of the Station's employment in relation to the SMSA labor force by race and sex and by job categories relevant to the broadcast industry and to the Station's specific organizational units.

*C. Employment Improvement*

In addition to the scholarship funds called for by Section V, the Station will pay tuition for minorities and women employed full time at the Station to take courses or training (e.g., night school), to improve skills directly related to current or prospective employment at the Station.

*D. Summer Interns*

The Station will maintain a summer internship program for the purpose of providing summer employment and training in such areas as sales, program production and news, for two minority persons or women annually. The Station will keep records of interns on file with a view toward notifying them of future job openings for which the Station believes them to be qualified.

## III. PROGRAMMING FOR MINORITIES AND WOMEN

*A. Minority Affairs Director*

The Station will establish the position of Minority Affairs Director to be filled by a person who is informed concerning and has demonstrated a sensitivity to equal rights for minorities and women. The Minority Affairs Director will be under the direct supervision of the Program Manager, and will have as one main responsibility the development and presentation of programming addressed to the concerns of minorities and women.

*B. Regular Program for Minorities and Women*

The Station will commence a weekly one-half hour program which addresses the needs and problems of minorities and women, such as discrimination against Blacks and women, the Equal Rights Amendment, and violence against women. The program will be broadcast on a fixed day of the week and at a fixed time between the hours of 6:30 p.m. and 11:00 p.m. This program will be produced by the Station, but some programs in the series will utilize program material obtained from other stations and other sources such as individual production companies. The program will not be limited to a panel discussion, roundtable or "talking heads" type of program, but rather will include films, slides, live performances or other audio and visual media forms.

*C. Sports Coverage*

The Station acknowledges the public's increased interest in the coverage of women and minority amateur and professional athletic events and therefore will increase coverage of such events to the extent deemed appropriate by the Station.

*D. Investigative Reporting*

The Station will regularly and continuously use the investigative report technique within the early and late evening local news shows to explore urban problems.

*E. Local Public Affairs Programming*

The Station will use affirmative efforts to increase the quantity and effectiveness of its local public affairs programming in meeting needs and interests of minorities and women, and participation of minorities and women in such programming. To that end the Station will produce programs which probe the problems of minorities and women, the civil rights movement and the status of minorities and women in our society. Pursuant thereto, the Station will create a special community affairs programming unit, with the primary goal of attempting to insure the responsiveness of the Station's local public affairs programming to the needs and interests of minorities and women. The unit will have the specific responsibility of producing programming for the regularly scheduled program outlined in III.(B) above, and will have such other duties as may be assigned to it by Station management.

In addition, the Station will regularly purchase for broadcast programs independently produced by or on behalf of local minorities or women. Subject to the availability of such programming and its consistency with normal broadcast standards, station policies and practices, the Station will purchase at least four one-half hour programs per year. At the request of women's or minority groups in the community, and upon being presented with reasonably acceptable program proposals, schedules and budgets, the Station will advance up to a total of $20,000 during the three-year period beginning with assignment to Times Mirror of the license for the Station to meet production costs of such programming, the amounts so advanced to be credited toward the purchase price for the programming when completed.

Nine times per year, the Station will produce programs suggested by community groups that involve participation by such groups in the conception and design of the program and, to the extent appropriate to the subject matter, participation by members of the group or other individuals (including on-camera participation) and use of production techniques sugested by the group. The Station's obligation to produce such programs will be subject to the availability of suitable program concepts and any necessary participation of groups and individuals involved.

*F. Free Speech Messages*

The Station will promote and broadcast free speech messages which are 30-second or 60-second appearances by persons wishing to express a point of view on matters of legitimate concern to the community. There will be up to two such messages per week, repeated three times each week and distributed throughout the broadcast day, including prime time. If demand merits, the number of messages per week will be increased. While the Station will inform the community as to the nature and availability of these messages, as more fully set forth in paragraph H below, the Station will rely on interested persons to initiate requests for the opportunity to appear. The Station will not limit the content of their statements, except that (1) the message must be directed to a non-frivolous matter of legitimate public concern; (2) the language must be within the normal bounds of decency and good taste and will not constitute personal attacks; (3) political candidates and their spokespersons will not be permitted to utilize the messages; and (4) the Station will at all times reserve the final good faith judgment regarding the use of its facilities in the public interest, including all questions relating to compliance with the fairness doctrine, other FCC rules and policies, and all other applicable legal requirements.

*G. News Reporters*

The Station will have on its news staff at least one full time reporter whose primary responsibility is coverage of matters relating to the needs and interests of minorities and at least one other full-time reporter whose primary responsibility is coverage of matters relating to the needs and interests of women. However, coverage of these issues will not be restricted to these reporters.

*H. Public Service Announcements*

The Station will increase the number of public service announcements proposed in its application for transfer of license by 10 percent to 165 per week. The Station will continue its in-house production capability of producing local public service announcements and free speech messages. The Station will use affirmative efforts to inform minority and women's groups and organizations of the availability of such announcements, including extending invitations to representatives of such groups and/or organizations to attend briefings at Station on the use, preparation, production and utilization of PSA's, free speech messages, and other public service and public affairs programming.

*I. Training Dealing With the Nature and Effects of Racism and Sexism*

The Station will provide training dealing with the nature and effects of racism and sexism on its staff. The Station will consult with local community groups in the planning and preparation of the training programs. In addition, the Station will look to the Coalition for suggestions for conducting the training as well as for sources to be used therewith.

## IV. TIMETABLE

Following assignment of the Station's license to Times Mirror, it is contemplated that the preceding provisions of this Amendment will be implemented on the following schedule: Within 60 days, the Citizens Advisory Council will be established. Within 90 days, that Council will hold its first meeting. Within 120 days, the position of Minority Affairs Director will be filled. Within 150 days, the provisions of Articles II (C) and (D); III; and V will commence to be fulfilled.

## V. SCHOLARSHIP FUND

During each of the first three years after Times Mirror becomes licensee of the Station, Times Mirror will provide not less than $35,000 annually to sponsor scholarships for minorities and women from the Station's service area for study and training in technical and other positions in the broadcast industry. The scholarship funds will be provided to an institution or institutions acceptable to the Advisory Council, but all other details of the program will be subject to the sole judgment of Times Mirror and the Station's management.

## VI. REIMBURSEMENT OF THE COALITION'S EXPENSES

Times Mirror will reimburse, by payment 30 days after issuance of a final order granting the assignment of the Station's license to Times Mirror, the Coalition's legitimate and prudent costs and expenses, including attorneys fees, in an amount not to exceed $38,500, to be listed in a schedule to be supplied.

THE TIMES MIRROR COMPANY

Date: November 13, 1979 By: William A. Niese

ST. LOUIS BROADCAST COALITION

Date: November 13, 1979 By: Nancy Schmidt

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# REGISTRATION FORM

TO: American Business Media Council
721 Second Street, Northeast
Washington, D.C. 20002

FROM: ______________________________
(ORGANIZATION)

______________________________
(STREET ADDRESS)

______________________________
(CITY) (STATE) (ZIP) (OFFICE TELEPHONE #)

* ______________________________
(REPRESENTATIVE WHO WILL BE ATTENDING)

* The above named individual will be attending the "investigative meeting" on February 1,1983 from 10:00a.m. til Noon. As this will be a brainstorming session, we plan to send our ideas along for consideration by the group.

## The Negative Image of Business in the Media is a Serious Concern

The electronic and print media are vital to the business community as a way to introduce and display its products and services to the American public. With business sponsorship the heart of commercial TV, it is difficult to understand why so many newscasts and entertainment programs present such a negative view of business people and the private enterprise system. Yet — that is the case!

According to a well-publicized study of television broadcasting, business people are being presented as "... foolish, greedy, or criminal ... almost one-half of all work activities by business involve illegal acts ... the majority of people who run big businesses are criminals ... business is nearly never a socially useful or economically productive activity."

## The American Business Media Council — A Positive Influence

The American Business Media Council was created to help correct the negative image of business being presented to the American public today. The Council acts as a positive and constructive influence, to help bring about a fair and accurate portrayal of business and the private enterprise system in all forms of the media, especially in television broadcasting, by serving as a catalyst between business and the media.

## The American Business Media Council Originated in the Grass-Roots of the Business Community

This concept arose out of the concern of a number of corporate executives that their advertising dollars were being used in a negative fashion. These businessmen fear that the billions of dollars paid yearly by American business to newspapers, networks, stations, and support of public broadcasting are funding the degradation of business' own image and the economic system that is the backbone of the nation. Their concern has been translated into action — by establishing the American Business Media Council in 1982, as the eyes and ears of business focused on the media. The Council is a non-profit national educational institute, solely supported by business firms of all sizes, foundations, and individuals who have a personal interest in preserving and promoting our nation's private enterprise system.

**For further information on how you can help bring about greater understanding of business in the media, contact:**


**Paul M. Lyons, President**

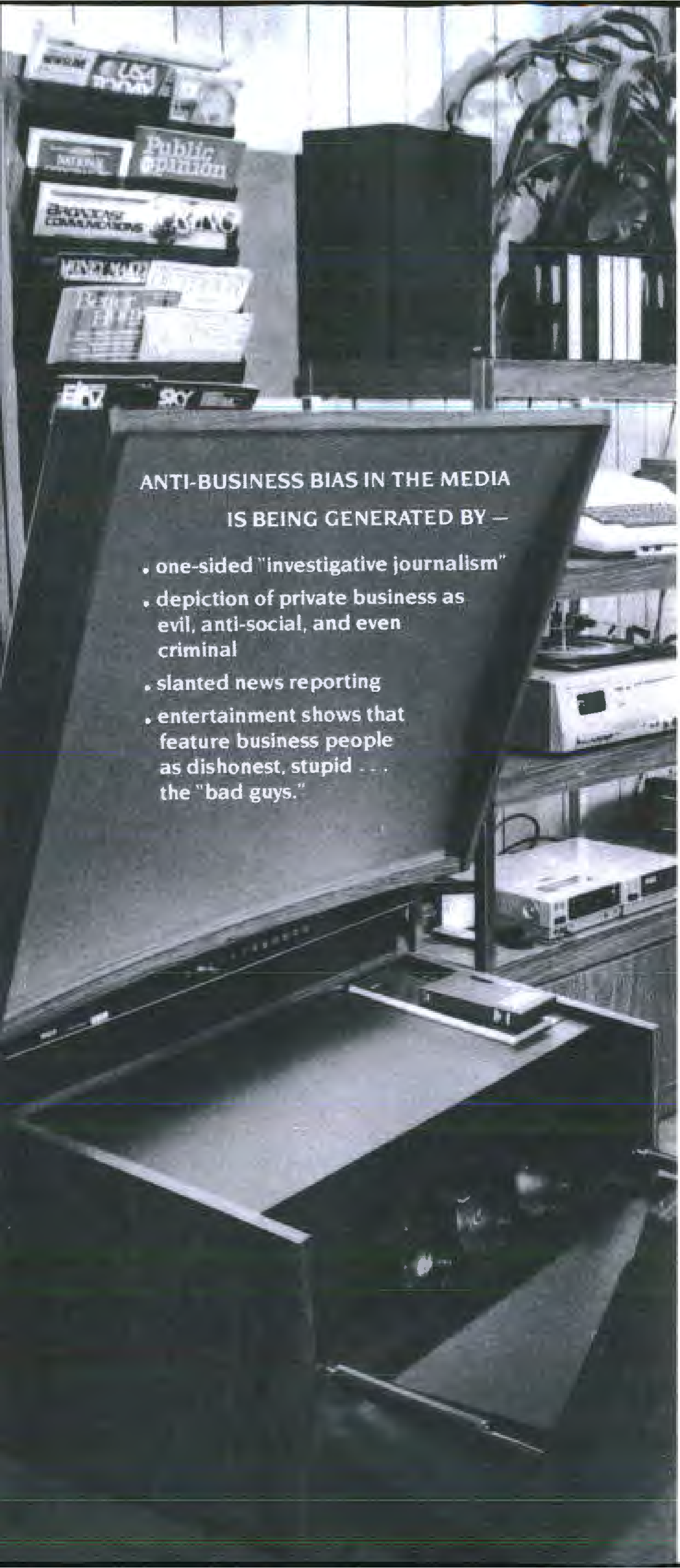
**AMERICAN BUSINESS MEDIA COUNCIL**
**721 Second Street, NE**
**Capitol Hill**
**Washington, D.C. 20002**
**202 — 546-4088**


An Introduction

to the

# AMERICAN BUSINESS MEDIA COUNCIL

The **"Eyes and Ears"**
of Business on the Media




## THE AMERICAN BUSINESS MEDIA COUNCIL builds greater public understanding and support for America's enterprise system — by acting as the "Eyes and Ears" of Business on the Media.

**The Council recognizes that a free press is vital to the integrity of American society, and that the various media have a right under the First Amendment to present any material they want; but likewise, the Council stresses that sponsors also have the right to choose the kind of presentations their advertising dollars support.**

The Council looks closely at media presentations, especially entertainment and news programming on TV. It makes sponsors aware of current and future programs that impact on the image of business, both good and bad, as an aid to their advertising planning. The Council also serves the media by making management, production, and creative personnel aware that sponsors will no longer tolerate continued unfair and inaccurate anti-business imagery presented to the public. To carry out its role in behalf of responsible media presentations, the Council —

- **Analyzes the media's portrayal** of business and the private enterprise system — by monitoring television programming and other media presentations.
- **Keeps business and the public aware** of the images and attitudes created by current and planned presentations.
- **Conducts workshops** with companies and associations to help target advertising dollars more responsibly.
- **Influences business support** of presentations that are accurate and unbiased.
- **Recognizes creators and sponsors** of presentations that present a fair and accurate image of business.
- **Sponsors and conducts meetings** between representatives of the business community and the media.
- **Brings to the attention** of producers and writers the desirability of accurate and unbiased presentations about business.
- **Develops guidelines** for placement of advertising dollars more responsibly.
- **Develops educational information** activities in support of business through newsletters and alerts.