

GEORGIA ADVISORY COMMITTEE
TO THE
U.S. COMMISSION ON CIVIL RIGHTS

WOMEN AND MINORITIES IN THE MEDIA IN GEORGIA
A FACTFINDING MEETING ON AFFIRMATIVE ACTION
IN THE MEDIA

Hearing proceedings conducted by Mr. Clayton Sinclair, Jr., Chairman, presiding, taken before Sandra D. Steele, Certified Shorthand Reporter and Notary Public, at the Holiday Inn Downtown, Atlanta, Georgia, on the 29th day of June, 1984, commencing at the hour of 9:15 a.m.

Sandra D. Steele

CERTIFIED SHORTHAND REPORTER

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1 COMMISSION MEMBERS PRESENT:

2 Eugence C. Tillman
3 John H. Ruffin, Jr.
4 E. Alexander
5 C.M. Fried
6 B.D. Doctor
7 Clayton Sinclair, Jr.
8 Johnnie Hilbun
9 V. Hughley
10 E.T. Kehrer

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9 MR. SINCLAIR: Ladies and gentlemen,
10 this informal hearing on women and minori-
11 ties in the media conducted by the Georgia
12 Advisory Committee to the U.S. Commission
13 on Civil Rights will please come to order.

14 My name is Clayton Sinclair, Jr. I
15 am chairperson of the Georgia Advisory
16 Committee. Other members of the Advisory
17 Committee are Ms. Rose Strong, vice chair-
18 man; Elaine B. Alexander, Stephen L. Brazen,
19 Edward Elson, Carl Ware, Gary Holmes, and
20 Lyndon A. Wade of Atlanta; Johnnie Hilbun
21 and John H. Ruffin, Augusta; Eugence C.
22 Tillman, Brunswick; E.T. Kehrer, Austell;
23 Dennis Brittingham, Norcross; Vanessa
24 Hughley, Zebulon; Betty A. Jones, Marietta;
25 and Dorothy Burns, Gainesville.

1 The staff of the United States Commis-
2 sion on Civil Rights Southern Regional
3 Office in Atlanta who will assist the
4 Advisory Committee with the meeting are
5 regional director, Bobby Doctor; civil
6 rights analyst, Richard Doyle; Edith Hammond
7 and Courtney Sisloff; and regional attorney
8 Clinton Fried.

9 This meeting is held pursuant to rules
10 applicable to the state advisory committees
11 to federal agencies and administrative
12 policies established by the U.S. Commission
13 on Civil Rights.

14 The Commission is an independent,
15 bipartisan factfinding agency established
16 under the Civil Rights Commission Act of
17 1983.

18 The Commission has established state
19 advisory committees in each state and the
20 District of Columbia to assist in its fact-
21 finding, investigative and clearing house
22 work. The Georgia Advisory Committee is
23 composed of citizens who serve without
24 compensation and who are familiar with local
25 and state civil rights problems.

1 Among its mandates, the Georgia
2 Advisory Committee is authorized to study
3 legal developments constituting a denial of
4 equal protection of the laws under the
5 Constitution because of race, color, reli-
6 gion, sex, national origin, age or disa-
7 bility, or in the administration of justice.

8 The Georgia Advisory Committee in
9 February, 1983, voted to conduct a study
10 into the status of minorities and women in
11 the media in Atlanta with the assistance of
12 staff from the Southern Regional Office of
13 the U.S. Commission on Civil Rights.

14 The decision was based in part on a
15 number of complaints received by the
16 Advisory Committee members concerning alle-
17 gations of discriminatory hiring and promo-
18 tion practices in the media, and as a
19 natural adjunct to two previous studies on
20 the media by the U.S. Commission on Civil
21 Rights which included surveys of the Atlanta
22 market, Window Dressing on the Set, 1977,
23 and Window Dressing on the Set: An Update,
24 1979.

25 Let it be clearly understood that our

1 study is not to be viewed as an investiga-
2 tion of particular cases of alleged Title
3 VII wrongdoing. Rather the Committee's
4 focus will be upon the status of women and
5 minorities and the media, and the factors
6 which impact upon that status.

7 Further this informal hearing is being
8 conducted by the Georgia Advisory Committee
9 to the U.S. Commission on Civil Rights as
10 advisor to the U.S. Commission.

11 Information has been gathered and
12 interviews have been conducted with TV,
13 radio and newspaper officials, as well as
14 numerous civil rights groups and individ-
15 uals.

16 Based upon information already
17 gathered, together with the information
18 gathered during this informal hearing, we
19 will prepare a report containing findings
20 and recommendations which will be shared
21 with appropriate media officials, and the
22 U.S. Commission on Civil Rights, as well as
23 the general public.

24 I would like to emphasize, at this
25 time, that this is a factfinding meeting and

1 not an adversary-type proceeding.

2 Each person who will participate has
3 voluntarily agreed to talk with the Advisory
4 Committee. We are very concerned that we
5 get all of the information relating to the
6 matters under inquiry. We are, however,
7 concerned that no individual be the victim
8 of slander or libelous statements.

9 As a precaution against slander, each
10 person making a statement here today or
11 answering questions has been interviewed
12 prior to the meeting.

13 However, in the event that a situation
14 involving possible defamation should
15 develop, I will call this to the attention
16 of the person making the statement and
17 request that he or she desist in his or her
18 statements.

19 However, if the statement of that
20 person is of sufficient importance to this
21 inquiry, it may be necessary for the
22 Advisory Committee to hear the information
23 in a closed session.

24 The person against whom the allegations
25 are being made will have ample opportunity

1 to make a statement in a closed session
2 before the Advisory Committee submits its
3 report to the Commission.

4 Should anyone not presently scheduled
5 to speak at this meeting wish to do so that
6 person should talk with Richmond Doyle of
7 the Commission staff. Time has been set
8 aside beginning at 4:30 p.m. for such
9 speakers.

10 I must mention to you the United State
11 Commission on Civil Rights' policy regarding
12 tape recorders and cameras used by the media
13 and others during this meeting. It may be
14 necessary in the event we have someone
15 appearing before the Advisory Committee who
16 does not wish to be recorded or photo-
17 graphed, to request that you not record the
18 statement of that person or photograph that
19 person.

20 With those exceptions, these proceed-
21 ings are open in full to the public and, of
22 course, to the media.

23 The Georgia Advisory Committee is
24 grateful for the cooperation extended by the
25 media, citizens involved in this hearing.

1 Your views on the status of women and
2 minorities in the media will be valuable to
3 our study of this issue.

4 At this time will the panelists from
5 the TV media please come forward and be
6 seated at the panelists' table. Those
7 persons are Mr. Paul Raymond, President and
8 General Manager of WAGA-TV; Mr. Frederick R.
9 Barber, Vice-President and General Manager
10 of WSB-TV; Mr. James R. Jones, III, affirma-
11 tive action and recruiting, Gannett Corpora-
12 tion, WXIA-TV; and Mr. John Hughes, Station
13 Manager, WPBC-TV.

14 Of the panelists, do any of the
15 panelists have any opening statements that
16 they would like to make before they are
17 questioned by the Committee members?

18 MR. BARBER: Yes.

19 MR. SINCLAIR: Any other opening state-
20 ments?

21 MR. RAYMOND: Yes.

22 MR. SINCLAIR: We will hear first then
23 from Mr. Paul Raymond, President and General
24 Manager of WAGA-TV, and welcome to our
25 meeting this morning, Mr. Raymond.

1 MR. RAYMOND: Thank you very much, Mr.
2 Chairman. Ladies and gentlemen, other
3 panelists, ladies and gentlemen. First of
4 all to the record I appreciate the promotion
5 but I am not president and general manager,
6 although I think I should be. I am Vice-
7 President and General Manager of WAGA-TV.

8 I must tell you in driving down this
9 morning I was running some thoughts through
10 my mind and one thought was that I don't
11 know if it is by a coincidence or design
12 that this hearing is being held at approxi-
13 mately the twentieth anniversary of the
14 passing of the 1964 Civil Rights Act.

15 It was about that time or shortly
16 thereafter that Storer Broadcasting Company,
17 the forerunner of our current company which
18 is Storer Communications, Incorporated, the
19 licensee of WAGA-TV, developed an affirma-
20 tive action program for women and minori-
21 ties.

22 We feel over these many years the
23 program has been extremely successful. We
24 have evolved into Atlanta's number one local
25 news station in terms of total audience, and

1 so we feel that an affirmative action
2 program was not only morally correct, but
3 also very profitable and a very good
4 business decision.

5 If you will bear with me in an effort
6 to save time, I have written some remarks
7 which I would like to make for the record,
8 and then I would answer questions as the
9 panelists see fit.

10 At TV-5 we take equal opportunity for
11 women and minorities quite seriously. We
12 need to. We are literally and figuratively
13 one of the most visible institutions in
14 Atlanta.

15 We have to reflect the community around
16 us, both in our staff as well as our
17 programming, and I believe by having the
18 staff that reflects Atlanta helps us develop
19 the programming that serves Atlanta and that
20 is the business that we are in.

21 From a selfish point of view it is
22 simply good business to practice equal
23 opportunity in hiring and in promotions, and
24 we are hearing from our minorities because
25 they are in key managerial and professional

1 roles today.

2 Our editorial director is a woman
3 responsible for formulating and expressing
4 Channel 5's editorial opinions, although I
5 get most of the glory in doing the presenta-
6 tion, but she does most of the work.

7 Robert Young, who is one of our young
8 blacks in a managerial role, helps keep TV-5
9 in touch with the community as our public
10 service director. Robert originally joined
11 us in an intern situation which I will refer
12 to a little later.

13 In the news department our senior
14 assignment editor, the man who literally
15 runs the day-to-day news operation, is a
16 minority. He plays a key role in deciding
17 what stories we'll be covering each day and
18 in fact who will cover them.

19 Recently we hired a young black woman
20 who has a similar position on the weekend on
21 the assignment desk. In fact, three of the
22 five assignment positions are filled by
23 women.

24 Additionally, we recently hired another
25 young woman who produces our eleven o'clock

1 news. Just for the record, I should say
2 that the producer of a televisions news
3 program is very much like the general
4 manager of that news program. She or he has
5 the total responsibility for everything
6 involved in putting that newscast on the
7 air.

8 We have another black woman who has
9 been with us for a number of years and yet
10 another woman who performs similar duties on
11 the weekend.

12 In local programming we have been able
13 to have promoted one of our long-time
14 employees, a woman to the position of P.M.
15 Magazine. This is a script program which we
16 do Monday through Friday and we do this in
17 prime time at 7:30 and that is what is
18 referred to in the trade as prime time
19 access. This young woman is responsible for
20 all of those prime time programs Monday
21 through Friday.

22 In the area of sales, our local sales
23 manager for the past seven or eight years
24 has been a woman, which she has won a number
25 of awards and a good deal of proclaim, we

1 think desirely so, as our local salesman,
2 not only for her expertise in sales, but for
3 her involvement in the community as well.

4 In production it is yet another woman
5 who sets priorities on the use of our
6 facilities, and in promotion our publicity
7 and promotion director is a woman.

8 Of course, the role of minorities
9 continues to grow in the high profile on the
10 air positions. In this past year we hired
11 Joyce Morgan too, who is one of the P.M.
12 Magazines hosts for the program that I
13 referred to a moment ago.

14 Joyce Morgan happens to be a woman, a
15 very lovely woman, and she also happens to
16 be black, and when our news budget allowed
17 expansion this year we added another black
18 reporter.

19 Up front and behind the scenes WAGA-TV
20 continues to be on the move and to reflect
21 and serve our community. At TV-5 we are
22 justifiably proud of that affirmative action
23 record which I mentioned a moment ago, with
24 women and with blacks.

25 In every department at TV-5 women and

1 blacks hold responsible positions. There
2 are females, as I mentioned, black producers
3 and black administrators. I mentioned the
4 important positions of assignment they had
5 in the newsroom and throughout the station
6 we have a number of young blacks in their
7 twenties and thirties in middle management
8 positions moving steadily all about it
9 slowly towards senior management positions,
10 either here or in other markets.

11 How did all of this change come about?
12 Well, as you well know, it didn't happen
13 overnight. These things generally do not.
14 As a matter of fact, if they are going to be
15 lasting they almost cannot happen overnight,
16 but over a period of many years it has
17 happened because of the civil rights move-
18 ment certainly, because of the commitment by
19 Storer and WAGA-TV management here in
20 Atlanta that we would do everything in our
21 power to give women and blacks and other
22 minorities the opportunity to succeed in our
23 business, and we think we have been success-
24 ful at that thus far.

25 Another big factor in that success is a

1 fifteen-year-old intern program at Channel 5
2 which I alluded to a moment ago. From 1969
3 to 1973 we had a minority intern program
4 with West Fulton High School.

5 In 1973 we moved that program to Clark
6 College to support the then newly-developed
7 school of communications there.

8 We think the intern program has been an
9 outstanding success. Incidentally, we still
10 have two of those original high school
11 employees working in our operation. One
12 young woman is our general sales coordi-
13 nator, a most responsible position. The
14 other is in the promotion department.

15 Of our twenty-four officials and
16 managers, nine are females and/or black. Of
17 sixty-two professionals, twenty-seven are
18 black and/or female. Of seventy-five tech-
19 nicians, twenty-seven are black and/or
20 female.

21 I mentioned Joyce Staley a moment ago
22 when I mentioned our general sales coordi-
23 nator. She came to us in September of 1969
24 as a sixteen-year-old high school student at
25 West Fulton. In June of '71, after

1 graduation Joyce came to work full time in
2 the national sales department as a secre-
3 tary, then moved into traffic, as a traffic
4 assistant, and subsequently as the manager
5 of that department.

6 She now is in our sales department as
7 the general sales coordinator, which means
8 very simply that she is in charge of the
9 money. A very very important position,
10 because as you know, in a commercial tele-
11 vision station we must be a lot of things to
12 a lot of people, but first we must be a
13 profit-making organization or we won't be
14 anything at all.

15 I think some of you from Atlanta at
16 least remember Virginia Gunn. Virginia came
17 to work at TV-5 as a daytime receptionist.
18 She soon talked the program director into
19 hiring her as our first woman announcer.

20 She had had some previous radio
21 experience. Before long she was doing our
22 weekend weather and soon after that she won
23 the slot of our very first hostess of the
24 then fledgling P.M. Magazine program.

25 The rest, of course, is history.

1 Virginia went on to get married and moyed
2 away and then entered Joyce Morgan, who
3 replaced Virginia. Joyce won the job as a
4 result of a talent hunt which included some
5 four thousand young women.

6 Joyce is beautiful, brainy and black.
7 Joyce is one of the few black P.M. hostesses
8 in the country, and we are delighted that
9 she is working at TV-5.

10 Robert Young, whom I mentioned a moment
11 ago, came to us also as a Clark College
12 intern for one year as the intern program
13 runs. At the end of that year the job of
14 public service director was open and Robert
15 won it hands down over some very heavy
16 competition. He has proved to be a capable
17 and effective representative of TV-5 in our
18 communication department.

19 Diane Harnell, one of the first women
20 sales managers in television, came to TV-5
21 as an account executive with no previous
22 television experience. She was named local
23 sales manager some seven years ago.

24 Linda Wright, Robert Young, Ron
25 Jenkins, Karen Valentine all are graduates

1 of the A.U. system and all came to TV-5
2 through the same intern program.

3 In our newsroom our chief assignment
4 editor probably is the most sensitive job in
5 the newsroom and that is a black male. Half
6 of our senior producers are women and/or
7 black.

8 We have a continuing commitment to
9 equal opportunity in employment and I would
10 say this occasion, the twentieth anniversary
11 of the 1964 Civil Rights Act acts to reaf-
12 firm our commitment to that process of both
13 equal opportunity and upward mobility of
14 women and minorities. Thank you very much.

15 MR. SINCLAIR: Thank you, Mr. Raymond.
16 Mr. Barber.

17 MR. BARBER: First of all, I am not
18 going to sound like Paul Raymond. Paul
19 doesn't speak in words. He speaks in pear-
20 shaped balloons, and he has a trained voice,
21 and I feel inadequate following him. I
22 don't understand how I am following.

23 My name to start with is Frederick R.
24 Barber, Channel 2. He is 5.

25 MR. SINCLAIR: That is why we felt we

1 would reverse things.

2 MR. BARBER: The one thing that Paul
3 said that I would like to take exception to
4 is that Channel 5 is the number one station
5 in Atlanta.

6 MR. RAYMOND: I said in local news
7 delivery.

8 MR. BARBER: In one newscast in one
9 book.

10 MR. RAYMOND: Do you really care?

11 MR. BARBER: We couldn't get into that.
12 I am pleased. I have got a bad cold this
13 morning and I have got a sore throat but I
14 will try to get through this, but if I need
15 help I will call for it.

16 I am pleased to have been invited to
17 appear here today to discuss the status of
18 women and minorities in media operations in
19 our state, or as I understand it, the study
20 has not been reduced in scope in the City of
21 Atlanta.

22 We at WSB-TV are extremely proud of our
23 accomplishments in this area. Before
24 getting into my substantive remarks I would
25 like to express some degree of disappointment

1 with the factfinding methodology adopted by
2 the Georgia Advisory Committee. The agenda
3 for today's meeting has been set up so that
4 all of the media representatives are sche-
5 duled to talk first, and are then followed
6 by various community organizations.

7 This arrangement seems backwards. It
8 might have made more sense for us to hear
9 the concerns and comments of the community
10 organizations first, then afford us an
11 opportunity to respond to these comments.

12 In my opinion, because of this arrange-
13 ment, all of the facts may not be developed.
14 Moreover, my invitation to appear at this
15 meeting did not indicate what the concerns
16 of the Georgia Advisory Committee are with
17 respect to the status of women and minori-
18 ties in the media.

19 It also concerns me that in reading the
20 list of media organizations scheduled to
21 appear many organizations were either not
22 invited or declined to appear. There are no
23 independent television stations on the list,
24 for example, while four independent stations
25 are on the air in this market.

1 There are no cable organizations on
2 this list, with numerous cable companies
3 doing business here, and CNN and the weather
4 channel originating from here.

5 Twenty-something radio stations are not
6 included, and dozens of newspapers, periodicals
7 and magazines.

8 Because of the arrangement of the
9 meeting, and the absence of the majority of
10 the media organizations, any conclusions
11 reached by this committee may not be representative
12 or accurate.

13 Be that as it may, I would like to
14 reiterate how proud we are at WSB-TV of our
15 record with respect to minority and female
16 employment. Minorities and women play major
17 roles in station operations. 25.4 percent
18 of our employees are members of minority
19 groups, black, Asian, Hispanic or American
20 Indian.

21 35.3 percent of our employees are
22 women. In the top four categories as designated
23 by the Federal Communications Commission,
24 officials and managers, professionals,
25 technicians and sales workers, 23.4 percent

10/1/84
Twenty (20) %

1 of our employees are minorities, and twenty-
2 six percent are female.

3 There are nine department heads at
4 WSB-TV. Two of these are minorities, three
5 are women. Women and minorities are repre-
6 sented in all levels of management, and in
7 all departments in the station.

8 This representation is especially
9 significant in areas where decisions are
10 made concerning programming. Two women and
11 one minority are included among the four
12 supervisors in our news operation. Of the
13 six news producers, one is a minority and
14 four are women.

15 We have four minority and six female
16 reporters on a staff of twenty. Nine of our
17 photographers and editors are minorities,
18 and four are women.

19 Minorities and women appear in major
20 anchor roles on all of our weekday news
21 programs, morning, noon, early and late
22 evening.

23 We were the first station in Atlanta
24 with a black newscaster on a prime evening
25 newscast, and we are still the only station

1 with a black anchor at both six and eleven.

2 More than half of the employees in our
3 program department are women, and more than
4 half are minorities. The person in charge
5 of non-news local programming is a black
6 woman, as is the person in charge of public
7 service.

8 More than one third of our two hundred
9 and fifty public service announcements per
10 week are on behalf of organizations of
11 particular interest to women and minorities.

12 This representation is reflected in the
13 local programming on WSB-TV. The input and
14 participation is reflected in news coverage
15 presented during our most watched local
16 programs, our newscast.

17 It is represented in commentary with a
18 black commentator who chooses his own
19 subject matter and determines the point of
20 view he will take. It is represented in the
21 topics chosen for other local programming.

22 One of our three locally-produced
23 public affairs programs deals exclusively
24 with topics of particular interest to
25 minority viewers.

1 Among the topics treated on Special
2 Edition, Inside America and Sunday News
3 Conference in 1983 and 1984 were commen-
4 taries on Dr. Martin Luther King, Sr., and
5 Dr. Martin Luther King, Jr.; a special on
6 unemployment; a special on education in
7 Atlanta, with particular emphasis on
8 teachers; Operation PUSH; the black family;
9 the black church; the black politicians;
10 fair housing in Atlanta; the U.S. Civil
11 Rights Commission, two programs; legal
12 services for the poor; black teenagers;
13 minorities in the armed forces; the Urban
14 Leagues jobs program; the SCLC voter regis-
15 tration drive; the United Negro College
16 Fund; minority business; college desegre-
17 gation; pay raises for city employees; black
18 candidates for federal office; live coverage
19 and a documentary on the march on
20 Washington; voter registration; minority
21 contractors; the shortage of black doctors;
22 treatment of blacks in juvenile courts; the
23 West End development; KingFest, 1984; the
24 New Horizon Treatment Center for Women; and
25 many others.

1 Two of the hosts of these programs are
2 minorities. One is a woman.

3 We produce Atlanta's only regularly
4 scheduled local children's program. Two of
5 the four hosts are minorities, and two are
6 females. The producer is a woman.

7 We have also worked closely with inde-
8 pendent minority producers to get their
9 programs aired. We conducted focus groups
10 in Atlanta to help Essence Magazine launch
11 its syndicated program for black women, and
12 we will televise that program when it begins
13 in September.

14 Women and minorities are present on our
15 staff in key decision-making jobs. Our
16 general sales manager is a woman. Our
17 public affairs manager is a woman and is
18 black.

19 Our assistant news director is a woman.
20 Our personnel manager is a black woman. Our
21 news business manager is an Oriental woman.
22 Until recently our executive producer was a
23 black man.

24 We have women and minority producers
25 who determine the content of programs and

1 promotions, and are responsible for the
2 determination and execution of special
3 projects. Our special projects director is
4 a woman.

5 The person who supervises the operation
6 of our production study is black. A woman
7 and a black man are among three assignment
8 editors who help determine the content of
9 our newscast.

10 Our research director is a woman. Of
11 nine sales account executives, two are
12 minorities and three are women.

13 In employment it is WSB-TV's policy to
14 provide equal employment opportunity to all
15 qualified individuals without regard to
16 race, color, religion, national origin, age
17 or sex in all personnel actions including
18 recruitment, evaluation, selection, promo-
19 tion, compensation, training and termina-
20 tion.

21 It is also our policy to continue a
22 conscientious and affirmative effort on the
23 subject of nondiscrimination with specific
24 practices designed to insure the full
25 realization of equal employment opportunity.

1 I am responsible for the administration
2 and implementation of this program. Eleanor
3 Brown, our personnel manager, is also our
4 administrator for equal opportunity and
5 affirmative action.

6 This policy is mailed to each employee
7 annually; is posted throughout the building;
8 is reaffirmed regularly in department head
9 meetings; and a statement of our equal
10 opportunity commitment appears on our appli-
11 cation forms and in all employment adver-
12 tising.

13 The following actions are a part of our
14 equal opportunity/affirmative action prac-
15 tices; routine recruitment contact is made
16 through media women, Atlanta Association of
17 Black Journalists, and thirty other organi-
18 zations who get our job openings list each
19 month.

20 Advertising media being used for
21 recruitment include Daily World, Voice,
22 Still Here, published by Howard University
23 School of Communications, and the newsletter
24 of the Atlanta Association of Black Journa-
25 lists.

1 The statement we are an equal oppor-
2 tunity employer, M/F, is made clear in our
3 recruitment ads.

4 Minority employees are being used for
5 referrals of other minority applicants.
6 Recently thirteen minority employees have
7 referred applicants.

8 Letters have been sent informing
9 organizations of our commitment to EEO/AA
10 and requesting their help in our recruiting
11 efforts. Monthly notification is sent with
12 our job openings.

13 Ongoing contacts are made with place-
14 ment directors at Clark College, Atlanta
15 Area Tech, Devry, Spelman, Morris Brown, and
16 Morehouse to encourage minorities to apply
17 for jobs with the station.

18 Labor market surveys are conducted
19 periodically. New sources are included in
20 our monthly mailing of job openings.

21 Testing is only job related and is done
22 for typing and air-check auditions only.
23 Job descriptions are updated by both radio
24 and television as openings occur. They are
25 available for perusal in the personnel

1 office.

2 The procedure for update of the posi-
3 tion requires a manager and employee to
4 review it each time a performance review is
5 given and/or when the position is vacated.

6 Employees are encouraged to read the
7 job postings bulletin board, positions are
8 posted officially for a five-day period, and
9 review the openings book placed at each
10 receptionist's desk and in the personnel
11 office.

12 The employee, if interested, contacts
13 the personnel office, the hiring manager and
14 his or her supervisor for an interview.

15 All employees who wish to apply are
16 given an interview. Feedback is given
17 through the hiring manager to the personnel
18 manager and the employee of the status of
19 the interview.

20 Personal counseling sessions are con-
21 ducted by the personnel manager with
22 employees who are seeking transfers and
23 promotions.

24 A skills inventory is given to update
25 the employees' profile and qualifiable

1 abilities for promotion or transfer.

2 Special emphasis is given by me and by
3 the personnel manager in management meetings
4 to encourage transfer and promotion of
5 minorities.

6 An EEO review and profile is prepared
7 for each month. This report is also dis-
8 cussed with the department heads in the
9 managers' meetings. An annual report with
10 documentation of our EEO program is prepared
11 and kept in the personnel office and with
12 the FCC 395 profile which is placed in the
13 public file.

14 A six-month minority sales training
15 program has been implemented. So far two
16 minorities have participated. The first
17 trainee has been hired as an account execu-
18 tive at WAOK radio.

19 The most recent was hired in January,
20 1984, as an account executive at WSB radio.
21 Our next recruit is projected for training
22 starting in October.

23 These persons spend three months in TV
24 sales and three months in radio sales, and
25 are paid \$200 per week.

1 All interns and trainees at WSB-TV are
2 paid. A minimum of two and up to four tech-
3 nical trainees, all minorities, are on our
4 staff at all times for six-month training
5 programs in the engineering and news depart-
6 ments.

7 Editorial trainees in news must stay as
8 long as a year, and in recent years there
9 have been six minorities in this program.

10 Journalism internships are also pro-
11 vided each year for students at Clark, the
12 University of Georgia, and Georgia State.
13 Students in this program spend a quarter in
14 the station.

15 Additionally the station and Cox
16 Communications contribute financially to a
17 number of organizations involved in
18 training, teaching and job placement. In
19 1983-1984, contributions have been made to
20 Clark College, Howard University, Morris
21 Brown College, Spelman College, the United
22 Negro College Fund, AWRT, the National Black
23 Media Coalition, the Women's Chamber of
24 Commerce, the Atlanta Urban League, Cities
25 in Schools, a Better Chance, the NAACP,

1 League of United Latin American Citizens,
2 the Atlanta College of Art, the Mayor's Task
3 Force on Education, SCLC, and many others.

4 A tuition refund program is available
5 to all employees of the station, paying up
6 to four hundred fifty dollars per year or
7 seventy-five percent of the tuition for
8 further education.

9 Job training outside the station is
10 encouraged and made available to many
11 employees. Recently minority and female
12 employees have attended supervisory
13 seminars, computer workshops, a seminar on
14 women in selling, a TV B sales seminar, an
15 arts seminar, several industry conventions,
16 a seminar on interpersonal managing skills,
17 word processing seminars, a writing seminar,
18 a legal seminar, a talent seminar for on-air
19 performers, and clerical training classes,
20 in addition to college level courses for
21 which tuition was reimbursed.

22 To help managers and employees recog-
23 nize and deal with their prejudice, Dr.
24 Charles King of the Urban Crisis Center, has
25 conducted two two-day seminars for WSB radio

1 and television.

2 General managers and department
3 managers attended, as did supervisors,
4 producers, assignment editors and reporters.

5 As sessions are available all new
6 managers are required to attend. A followup
7 to the program in the form of an evening
8 workshop was conducted a few months after
9 the initial seminar.

10 WSB-TV has an employment complaint
11 committee to review any complaint concerning
12 promotion, transfer and disciplinary action.
13 I serve on that committee and the other two
14 members are both minorities. One is a
15 female.

16 Women and minorities have a good record
17 of promotion within WSB-TV. Within the past
18 year two women, one black, were promoted to
19 department head positions. A woman was
20 recently promoted to a supervisory position,
21 and a female reporter and a black male
22 reporter were recently promoted to news
23 anchor positions.

24 Department managers are judged on their
25 performance and a portion of their annual

1 bonus is based on that performance.

2 We don't have a quota system at WSB-TV,
3 but we do have goals and targets for each
4 department, and managers are rewarded for
5 achieving them, and penalized for failing to
6 do so.

7 Minority employment at WSB-TV exceeds
8 minority employment in the metropolitan
9 statistical area. Minority employment is
10 twice that found by our licensing agency,
11 the Federal Communications Commission, to be
12 within the zone of reasonableness.

13 Minority employment in the top four
14 categories almost doubles that FCC figure,
15 and female employment is more than fifty
16 percent higher than that figure.

17 Although the Equal Employment Oppor-
18 tunity Commission, the federal agency with
19 primary jurisdiction in the equal employ-
20 ment area, has reviewed WSB-TV's employment
21 practices, the EEOC has never, to my knowl-
22 edge, made any finding against WSB-TV of
23 discrimination of any kind, certainly not in
24 the four-and-a-half years I have been with
25 the station.

1 There are no pending cases or com-
2 plaints. No state or federal court has
3 found WSB-TV liable for discrimination. The
4 FCC reviews our employment practices
5 annually, and has never issued a complaint
6 or raised a question about these practices
7 and performance.

8 Finally, if there is a problem in
9 recruiting minorities and females in the
10 broadcasting industry, it is for the behind-
11 the-scenes jobs, many of which can lead to
12 management opportunities.

13 While we have good representation in
14 these areas at WSB-TV, fewer women and
15 minorities prepare themselves or show
16 interest, for example, in technical jobs,
17 and there are a lot of those in television.

18 The majority of graduates with degrees
19 in communications want to become producers
20 and on-air performers. These are crowded,
21 very competitive fields, and there are more
22 jobs for engineers than there are for
23 producers.

24 Training for engineers sufficient for
25 employment in television is available at

1 most community colleges, but in the industry
2 there are relatively few women and minori-
3 ties who apply for technical jobs.

4 WSB-TV's work force is representative
5 of the work force in the viewing area we
6 serve in terms of the numbers of minorities,
7 Caucasians, males and females.

8 Responsibilities, pay and treatment are
9 equitable. The station maintains an aggres-
10 sive affirmative action program. While we
11 are proud of the results achieved by that
12 program to date, we wish to reaffirm our
13 continuing commitment to the principle that
14 all employment decisions should be made
15 without any discrimination based on a
16 person's race, color, religion, national
17 origin, age or sex. Thank you very much.

18 MR. SINCLAIR: Thank you very much, Mr.
19 Barber. Do you have a statement that you
20 would like to make at this time, Mr. Jones?

21 MR. JONES: Yes. I would like to just
22 comment on my role here. I would like to
23 first say that I appreciate the opportunity
24 to come to speak with you this morning.

25 As it was already mentioned, I

1 represent the Gannett Company, which is the
2 largest communications, multi-communications
3 media communications in the country, and my
4 role is, one, that I am responsible for
5 Gannett programs on EEO and affirmative
6 action.

7 Gannett represents eighty-five news-
8 papers, fourteen radio stations, six tele-
9 vision stations, and we are in eleven major
10 markets for outdoor advertising.

11 Our chairman, Alan H. Newhart, has been
12 at least recognized as the premier leader in
13 the area of equal opportunity employment. I
14 believe that we are proud to say that we
15 reflect the community that we serve across
16 the country when we compare our statistical
17 data of the SMA's of our local market. On
18 an overall basis we hired in from the SMA.

19 My perspective this morning is to be
20 able to share with you those things that we
21 do across the board and I will forego the
22 individual comments that I could make about
23 WXIA because of the fact that we represent
24 equal employment opportunity at all of our
25 stations, newspapers and so forth, and with

1 that I think it probably would be appro-
2 priate for me to allow you to get into your
3 questioning.

4 MR. SINCLAIR: Thank you very much, Mr.
5 Jones. We are going to call upon two of our
6 committee members, Ms. Elaine Alexander and
7 Mr. John Ruffin to begin the questioning of
8 the panelists. Ms. Alexander.

9 MS. ALEXANDER: Mr. Raymond, to start
10 with, how long have you approximately been
11 employed with the media?

12 MR. RAYMOND: How long have I been
13 involved with the media?

14 MS. ALEXANDER: Yes.

15 MR. RAYMOND: That is not a fair ques-
16 tion to ask.

17 MS. ALEXANDER: Coming from me it is.

18 MR. RAYMOND: Since I was seventeen
19 years old, which has been a few summers. I
20 started when I was very young, as an
21 announcer in a radio station in Tuscaloosa,
22 Alabama.

23 MS. ALEXANDER: So really all of your
24 adult life?

25 MR. RAYMOND: All of my adult life,

1 yes.

2 MS. ALEXANDER: From that perspective
3 how would you assess the progress being made
4 by minorities in achieving equitable distri-
5 bution throughout all of the levels of
6 employment through television?

7 MR. RAYMOND: Well, I am not sure that
8 I would necessarily single out television in
9 the statement I am about to make, but I
10 think it's quite obvious that in the last
11 fifteen to twenty years it has been -- you
12 know -- far greater than in any previous
13 time in history that I know about, both in
14 television and in virtually any number of
15 industries.

16 Obviously we are all aware that there
17 was some discrimination against blacks and
18 indeed women for many, many years, and I
19 think probably in the last twenty years in
20 all industries, including broadcasting, that
21 the discrimination has been eroded to a
22 great extent.

23 MS. ALEXANDER: I may have missed this
24 in your opening remark, what are the total
25 number of persons employed by your station?

1 MR. RAYMOND: .What I am referring to
2 here is our latest document from the public
3 file, 395 form, which indicates a hundred
4 and eighty-nine full-time employees and nine
5 part-time employees. Of that number,
6 assuming your next question --

7 MS. ALEXANDER: Correctly.

8 MR. RAYMOND: Thirty-four percent are
9 female and twenty-four percent are minority
10 by my rough calculation.

11 MS. ALEXANDER: What is your under-
12 standing of your station's equal opportunity
13 responsibility in this area?

14 MR. RAYMOND: Well, as Fred Barber
15 referred to, there are FCC guidelines which
16 indicate, the guidelines indicate that you
17 should employ, you should have in your
18 employment roughly fifty percent of the
19 percentage in the work force. However, one
20 thing that society has forgotten is the fact
21 that a television, and indeed a radio
22 station having their entire coverage area is
23 the employment figure that is used. Not
24 just the City of Atlanta, and, for example,
25 the latest figure that I have from the SMA

1 figures for females is almost forty percent
2 in the work force in the community, and we
3 have, so according to FCC guidelines, we
4 should have twenty percent women employees
5 and we have thirty-four.

6 The minorities in our coverage area are
7 slightly more than nineteen percent, say
8 twenty. I can divide that easier, which
9 means that we should have ten percent and we
10 in fact have twenty-four percent. We
11 actually have more than the total in the
12 work force in our coverage area.

13 MS. ALEXANDER: My next question is
14 what have been some of the obstacles that
15 you have faced in recruitment, in advance-
16 ment of women and minorities within tele-
17 vision in your station particularly?

18 MR. RAYMOND: I think the major
19 obstacle within was alluded to by Fred, and
20 I concur one hundred percent, that is, in
21 the technical area.

22 As a matter of fact, it is not only an
23 obstacle for women and minorities, just an
24 obstacle period, and that is to get people,
25 anybody, regardless of age, color, the sex

1 or whatever, to get them interested in the
2 technical aspect of television. This is an
3 area that is the most difficult to recruit
4 anybody into because of lack of qualifica-
5 tions and currently today the need is enor-
6 mously great and will continue to grow, yet
7 most young people, and I can understand it
8 because I was the same way, are interested
9 in the performing aspect of television or
10 some area involved in the creative aspect;
11 either writing, producing, directing, et
12 cetera.

13 When you get into the technical aspect
14 the use of a screwdriver, pliers and so
15 forth, the romance seems to dissipate to
16 some extent, so I must admit the oppor-
17 tunities and the money are very much present
18 and I would say that that is the most diffi-
19 cult area of recruitment.

20 It also is -- is the most difficult,
21 one of the most difficult areas in terms of
22 advancement, because people, young people
23 who move into production and might logically
24 move into that technical area are not
25 interested enough to get the training, the

1 basic training, in order to be able to do
2 so.

3 Even though we provide that training,
4 we do have a tuition reimbursement program.
5 Ours is a hundred percent reimbursement for
6 any employee who has been in our employ at
7 least ninety days or longer, so I would say
8 that the qualification is most difficult.

9 MS. ALEXANDER: Does your station
10 utilize any other upward mobility programs
11 other than your minority intern program?

12 MR. RAYMOND: The minority intern
13 program is our primary source, not neces-
14 sarily for upward mobility, but for its
15 reduction of minorities and women into the
16 business. In terms of upward mobility we
17 offer a variety of seminars, educational
18 courses at any accredited school, even
19 vocational schools.

20 We have had a number of people, for
21 example, take advantage of computer training
22 at vocational-type schools, and that in fact
23 is encouraging and indeed adds qualifica-
24 tions to employees for that upward mobility.

25 MS. ALEXANDER: And in a word, are you

1 completely satisfied with your station's
2 programming as director to women and
3 minorities?

4 MR. RAYMOND: No, I am not completely
5 satisfied with anything about our station,
6 and I hope I never will be.

7 MS. ALEXANDER: Thank you.

8 MR. SINCLAIR: May I just interrupt you
9 for a second.

10 (Thereupon, a discussion was had off
11 the record.)

12 MR. SINCLAIR: Mr. Ruffin.

13 MR. RUFFIN: Thank you. Mr. Barber,
14 the questions will be the same ones that
15 were previously asked. Understanding that
16 you have been president of the station since
17 1979 --

18 MR. BARBER: Really? Really since
19 January, 1980, the last week, 1979.

20 MR. RUFFIN: How long have you been in
21 the broadcasting business?

22 MR. BARBER: I started as a newspaper
23 reporter and moved into broadcasting in
24 January of 1960, so that is twenty-four-and-
25 a-half years.

1 MR. RUFFIN: I assume by the manner in
2 which you made your presentation that you
3 are very proud of what your station has
4 accomplished?

5 MR. BARBER: I am proud of what we have
6 accomplished, yes.

7 MR. RUFFIN: In that light let me ask
8 you what obstacles that you might have in
9 trying to implement these policies and non-
10 discriminating policies?

11 MR. BARBER: I think in the -- the
12 problem, the biggest problem in hiring are
13 laziness on the part of the hiring managers,
14 because if you just, if you hire who walks
15 through the door, who is easiest to find in
16 business, you are likely to be a white male.

17 Another, another problem that I think
18 with hiring managers is that hiring managers
19 tend to -- tend to hire people who are like
20 themselves and there are still a lot of
21 white male managers.

22 I think those are probably two of the
23 biggest problems to overcome in our process.

24 I think in the other areas, as I said,
25 I don't have Paul Raymond's voice, it is a

1 matter of commitment and making certain that
2 commitment is there, and then discipline of
3 following up on what your procedures are,
4 and making certain that they are imple-
5 mented.

6 MR. RUFFIN: Were there any internal
7 obstacles? By that, I mean were there any
8 obstacles in terms of persons who are
9 already in your employ who did not meet, did
10 not greet this affirmative action, I use
11 that for lack of a better term, with the
12 kind of enthusiasm you have wanted?

13 MR. BARBER: I think that is -- I think
14 that is safe. I think it is safe for me to
15 say, yes, sir, that because people react
16 differently to different things, in some
17 people, I think -- I think any kind of
18 procedure that you are going to get would be
19 looked at as a nuisance, and I think just in
20 terms of motivation, some people are more
21 motivated to do what they are required to
22 do, the right thing to do.

23 MR. RUFFIN: How do you overcome that?

24 MR. BARBER: Excuse me.

25 MR. RUFFIN: I am sorry.

1 MR. BARBER: Well, part of what we do,
2 as I say with department heads, is that we
3 build in an incentive in our bonus program.
4 It is a goal that is set between me and
5 department managers based on where they are
6 in that department, and what, what I think
7 we need to accomplish in that department.

8 I try to get their commitment to do
9 that but it becomes a goal with dollars
10 attached in terms of whether they do accom-
11 plish it. That is one way of looking at it.

12 I went through listening. We did that
13 in terms of trying to really change people's
14 attitudes and I think that is more impor-
15 tant, but realistically they are committed
16 to those kinds of goals than others are.

17 MR. RUFFIN: Nothing changes attitude
18 like money.

19 MR. BARBER: Maybe it changes behavior,
20 even when it won't change attitudes.

21 MR. RUFFIN: How would you assess the
22 progress to be made by -- would you tell us
23 what it was -- I am sorry. I really lost my
24 train of thought.

25 My question is how would you assess the

1 progress that has been made by minorities?

2 MR. BARBER: Well, if we are going
3 to -- if we are going to do that as sort of
4 a root and say how have minorities improved
5 their positions and contributions within the
6 station, I think it is -- I think the
7 improvement has been significant.

8 Is that what you are after, generic
9 kind of qualitative --

10 MR. RUFFIN: Not really. I am really
11 trying to find out whether or not you have
12 made an assessment of the progress that has
13 been made, and if so, what that assessment
14 is in terms of your overall goals?

15 MR. BARBER: We have made progress. We
16 haven't reached any of our overall goals,
17 but -- but we have made progress and I
18 think, I think the progress has been made at
19 all levels.

20 I think particular emphasis has been
21 placed on -- on the important significant
22 decision-making roles and the roles that are
23 involved in determining what is put on the
24 air, and I think in those areas we have made
25 significant progress.

1 MR. RUFFIN: You indicated earlier one
2 problem and that was behind-the-scene jobs
3 which ultimately lead to management posi-
4 tions. What seems to be the difficulty
5 there? I missed that as you were speaking.

6 MR. BARBER: Well, what I was saying is
7 that -- now I am going to use your micro-
8 phone. You are coming into mine.

9 I think, I think the biggest problem is
10 just lack of interest among -- among -- I
11 think Paul is right in saying it is true
12 with everybody, but it is more true, I
13 think, of women and minorities, that the
14 interest tends to lie in other areas.

15 Now, most minorities and women appli-
16 cants are most likely to be interested as a
17 long-term career objective in becoming a
18 producer or in becoming an on-air performer,
19 and as he said, there just aren't that many
20 jobs in those two areas in the whole
21 industry.

22 It is an area that somebody walks in
23 and says -- you know -- a woman or a
24 minority walks in and says I want to be an
25 engineer; what I want to see is some

1 long-term career interest, someone telling
2 me where to go if I want to prepare myself
3 for a career in engineering, and you have a
4 percentage of television staff, technical
5 employees that make up a good percentage,
6 and I think it is just lack of interest and
7 I don't know how we can go motivating more
8 people to want to do that.

9 Now, that translates into a problem for
10 us, then really becomes difficult to find
11 people who are female or who are minority
12 who are either interested in that as a long-
13 term career objective or who have training
14 and preparation for that kind of job.

15 MR. RUFFIN: Is it safe for me to
16 assume that you are making some efforts in
17 that direction, however, just like you did
18 in other areas?

19 MR. BARBER: Yes, we are, and the
20 percentages there at our station are not as
21 good as they are overall, but -- but our --
22 in the -- I think in technical employees
23 with minority employees we are really better
24 off than we are with women.

25 Minority percentage is somewhere in the

1 twenties and the percentage with women is
2 somewhere in the mid-teens, so we -- but it
3 is tougher.

4 MR. RUFFIN: You gave a breakdown of
5 the percentages. What of the employees,
6 what is the total number of percentages that
7 you employ at your station?

8 MR. BARBER: Well, this changes every
9 day but we are somewhere in the neighborhood
10 of a hundred and eighty-two full time.

11 MR. RUFFIN: Somebody might be fired by
12 the time you get back?

13 MR. BARBER: They quit or we may have
14 hired somebody. Somewhere in the neighbor-
15 hood of a hundred and eighty-two full-time
16 employees, and about twenty part-time
17 employees.

18 MR. RUFFIN: And out of that number how
19 many are black?

20 MR. BARBER: Well, this is where I got
21 to go to the only form I brought with me, is
22 the 395, which has become our affirmative
23 action report, but at that time forty-three
24 of a hundred eighty-two full-time employees
25 were minority; nine of twenty-two part-time

1 employees; sixty-three were female, full
2 time, and eleven part time.

3 MR. RUFFIN: All right. In listening
4 to you make your presentation I got the
5 impression that these things have come about
6 possibly as a result of your commitment to
7 affirmative action and possibly as a result
8 of some kind of complaint or litigation.

9 You indicated, however, that you have
10 never -- that you have never been -- you
11 have never had a finding against you.

12 I am wondering whether or not any
13 complaint might have played any part in
14 achieving your progress that you have
15 achieved in affirmative action?

16 MR. BARBER: No. And if I indicated
17 that in what I said, I think you misinter-
18 preted what I said. No. I think I was
19 simply forming out that in addition to where
20 we are at the station in specific jobs, in
21 overall numbers, I simply wanted to put out
22 or point out that there had been no
23 findings, adverse findings by any of the
24 regulatory agencies involved in this field.

25 We have had -- we had individual

1 complaints scattered over a period of years,
2 as I am sure is true of many stations, but
3 none have resulted in factfinding adverse.

4 MR. RUFFIN: That was my understanding.
5 What kind of upward mobility program does
6 your station utilize?

7 Do you have an internship program, for
8 instance?

9 MR. BARBER: Yes, sir. I read all
10 through those, but I will go back and review
11 them, if you would like.

12 MR. RUFFIN: Well, not only for me.

13 MR. BARBER: Okay.

14 MR. RUFFIN: I am not asking you to go
15 through them.

16 MR. BARBER: Yes, we do.

17 MR. RUFFIN: I tried to take notes and
18 I was very much impressed with the fact that
19 the internship program that came about with
20 Channel 5, I believe, was the high school
21 students at Clark College, et cetera, and do
22 you have a similar program?

23 MR. BARBER: Yes, sir. We have three
24 different programs. Clark College is
25 involved in one and another journalism

1 program is a year-long training program in
2 the news department.

3 Students can come from anywhere, and
4 the third is specifically a technical
5 program that involves technical employees in
6 news and in engineering and a minimum of two
7 people are always on the staff in a six-
8 month program into that area.

9 MR. RUFFIN: Is that the extent of your
10 internship program?

11 MR. BARBER: Those three are the extent
12 of our internship programs.

13 MR. RUFFIN: Mr. Chairman.

14 MR. SINCLAIR: Ms. Alexander.

15 MS. ALEXANDER: I have got a question
16 about just the structure of the station.
17 You mentioned the three programs that you
18 have and a lot of other affirmative action
19 enthusiasms that are being carried out.

20 Is there one person in charge of all of
21 the affirmative action at the station?

22 MR. BARBER: Yes, in charge of affirma-
23 tive action.

24 MS. ALEXANDER: Is that the personnel
25 director that you mentioned?

1 MR. BARBER: Yes, Eleanor Brown, also
2 in charge of equal employment/affirmative
3 action. She is designated as the adminis-
4 trator of that.

5 MR. RUFFIN: Let me ask you one final
6 question.

7 MR. BARBER: Yes, sir.

8 MR. RUFFIN: You indicated that you
9 have an employment committee?

10 MR. BARBER: Yes.

11 MR. RUFFIN: You serve on it and it is
12 one minority?

13 MR. BARBER: Two.

14 MR. RUFFIN: One?

15 MR. BARBER: Two. There are three. In
16 fact we are in the process of changing that
17 member because one, it is a three-person
18 committee, and Lester Strong is a member of
19 the committee and he has just left us, so he
20 is being replaced.

21 We have already designated the person
22 to replace Lester and the person who
23 replaced Lester is also a minority and
24 female, so the configuration of that com-
25 mittee with Lester's replacement will be

1 three people, two female, black.

2 MR. RUFFIN: How long have you been
3 fact-finding, have you had it?

4 MR. BARBER: Three years. Has it been?
5 Yes, three years.

6 MR. RUFFIN: Thank you.

7 MS. ALEXANDER: All right. Now, Mr.
8 Jones, your turn. Mr. Jones, how many
9 people are employed by the Gannett Corpora-
10 tion in Atlanta?

11 MR. JONES: When you say Atlanta, you
12 have kind of got me on that part because we
13 have USA Today here and I am not sure
14 exactly what that number is.

15 MS. ALEXANDER: We prefer being given
16 national figures because we are trying to
17 get at a percentage by race and sex of the
18 employees.

19 MR. JONES: Well, I can give you a
20 little bit of statistical information on
21 WXIA.

22 MS. ALEXANDER: All right, sir. Fine.

23 MR. JONES: Also I can also talk on
24 national. Gannett employs about twenty-
25 seven thousand employees across the country,

1 through about a hundred and fifteen loca-
2 tions.

3 We have a hundred and seventy employees
4 here at WXIA. USA on a national basis
5 probably is running close to about seventeen
6 hundred employees.

7 On a national basis, if we look at the
8 MSA's where all our properties are located
9 for minorities nationally the MSA's are
10 around sixteen percent, and we are a little
11 over seventeen percent.

12 For women it is right around forty
13 percent, and I believe we are at about
14 forty-four percent.

15 Here in Atlanta our information indi-
16 cates that the work force for women in terms
17 of the MSA is 40.5 percent, and we are at
18 28.2 percent.

19 The information that I brought that I
20 thought would be important is that the black
21 MSA for Atlanta we have is 20.8 persons. Of
22 course, the minority percent is higher and
23 we have 23.5 percent black employment.

24 MS. ALEXANDER: Mr. Jones, how long
25 have you personally been involved in the

1 media?

2 MR. JONES: About four years.

3 MS. ALEXANDER: Previous to that --

4 MR. JONES: Well, I was a personnel
5 director for New Jersey Central Power Light
6 Company. I have been responsible for the
7 area of equal employment opportunity for
8 about thirteen years.

9 MS. ALEXANDER: What is your personal
10 involvement in the area of affirmative
11 action now?

12 MR. JONES: I am responsible for over-
13 seeing our national programming. To break
14 that down, what it means is that each indi-
15 vidual unit submits quarterly reports to
16 me. We have a performance called Partners
17 in Progress, and that outlines not only --
18 not only the statistical area where we have
19 goals and timetables that are established,
20 and they report quarterly on how they are
21 doing against those goals and timetables.

22 It also reports their community rela-
23 tions activities. There are paid and unpaid
24 internships.

25 There are minorities and female vendor

1 activities in several other areas, program-
2 ming. I am also responsible for the over-
3 sight of that information that is required
4 to be submitted to the FCC and, of course,
5 the EEO 1 report.

6 That responsibility results in a review
7 twice a year of each unit's progress towards
8 their total affirmative action commitment,
9 and numerical evaluation of that unit,
10 numerical running of all of the units on an
11 overall company basis, then by the various
12 groups we would rank each television station
13 against all television stations; radio
14 against radio, and then the broadcast group
15 as a whole, and then, of course, roll all
16 that up into the total company picture.

17 That evaluation of each of those unit's
18 progress is then submitted to the chairman
19 and his district reports, and the union
20 executive who is the person who is respon-
21 sible for the affirmative action, that is
22 your station manager, your publisher, their
23 bonus and their salaries are then taken into
24 effect as to how well they have met those
25 traditional goals as well as how well they

1 have done in the EEO area.

2 MS. ALEXANDER: Do you perceive any
3 difference in these figures between the dif-
4 ferent mediums that your corporation has?

5 MR. JONES: No. The difference has to
6 do with the market in terms of their SMSA,
7 and in Atlanta we have a sizable minority
8 community. Maybe slightly different than
9 some of the other metropolitan areas that we
10 are in, but in terms of what we see across
11 the country it is pretty even in terms of
12 our stations and profits.

13 MS. ALEXANDER: You think the affirma-
14 tive action effort is the same in the
15 electronic media as it is in the print
16 media?

17 MR. JONES: Yes.

18 MR. RUFFIN: Mr. Jones, how did you
19 become an affirmative action officer? I am
20 sure you didn't tell them you played for the
21 New York Jets and I want to be your affirma-
22 tive action officer?

23 MR. JONES: No. Actually what happened
24 was when I left professional football I was
25 offered an opportunity to work in my home

1 town with the utility company, and at that
2 time, which was in the early seventies, the
3 utility companies had been under quite a bit
4 of pressure to at least try to justify why
5 their statistical makeup was so poor, and
6 that those minorities who were employed with
7 the utility companies were in menial service
8 labor positions, and many of them janitors,
9 and so when you look back at the late
10 sixties and early seventies and recall that
11 utility companies were called to Washington
12 to testify to the EEOC as to why a class
13 action suit or a commission charge should
14 not be brought against them and that is
15 where the pressure resulted in the hiring of
16 a number of blacks into the area of EEO, and
17 my experiences back with the utility company
18 started with handling their corporate
19 program and being involved with the investi-
20 gation that the EEOC was making, which
21 culminated in the second or probably the
22 first conciliation agreement signed in the
23 country with the EEOC back in the Detroit
24 Edison case, so forth, so that is how I
25 actually started in the business and, of

1 course, then had that as part of my respon-
2 sibility ever since.

3 MR. RUFFIN: Am I to assume then that
4 if there had not been some kind of commit-
5 ment on the part of the company that you
6 would not have accepted the position?

7 MR. JONES: I am not sure that the
8 commitment was there on the part of the
9 company as much as the commitment that they
10 needed to have someone who could do that job
11 that, quote, was a black job at that partic-
12 ular time, and certainly I think that once
13 given that opportunity I proved that I was
14 able to make a contribution to the organiza-
15 tion, and have been reviewed in a different
16 respect for the most part since then.

17 MR. RUFFIN: What, are there any
18 particular problems that you have had in
19 your present position with regards to imple-
20 menting affirmative action programs?

21 MR. JONES: Sure. Coming into the
22 Gannett Company there is no question about
23 it. You had a chairman who has been com-
24 mitted to this whole area of equal employ-
25 ment opportunity, but having the top

1 commitment is only part of it.

2 The implementation of true affirmative
3 action means that there has been commitment
4 all the way down the line, and certainly
5 there is a tendency just with any communica-
6 tions process that -- you know -- once you
7 start with that communications process at
8 the top, that if you don't have the backup
9 and the support and continued putting this
10 on the front table rather than having it on
11 the back burner, that it is not going to
12 work, and that is the problem that I have
13 seen in Gannett, even though we are what I
14 believe to be the leader in this particular
15 area, we still have a lot of work to do as
16 it relates to making sure that that depart-
17 ment head who has that ultimate responsi-
18 bility for that hiring process is as
19 committed as we would like for those people
20 to be, and that commitment has to show
21 through the increased employment of minori-
22 ties and women into the top four job cate-
23 gories, which we are really concerned about
24 because those are the positions that pay the
25 most money, that have the decision-making

1 capabilities and ultimately will either make
2 or break an affirmative action program in
3 any organization.

4 MR. RUFFIN: To whom are you directly
5 responsible?

6 MR. JONES: I report to the senior
7 vice-president of personnel administration.
8 I report to the chairman.

9 MR. RUFFIN: How has your company
10 assessed your effectiveness? I will let you
11 take the Fifth on that.

12 MR. JONES: No. Traditionally I think
13 that it would be fair to say that most
14 companies would view the role of that person
15 who has the ultimate responsibility for the
16 enforcement, and that is what I really do
17 from a statistical point of view, to see
18 whether or not indeed statistically you have
19 made progress we have something to show
20 that.

21 Since I have come with the company we
22 continue to make progress. That is not the
23 issue, though. The issue is total involve-
24 ment. As far as I am concerned, statistics
25 are only -- are only one part of what we

1 need to do.

2 For example, in listening to some of
3 the other presentations, I think it is
4 important for us to understand that although
5 we perceive that the real opportunities for
6 women are those of news anchors we have
7 divorced ourselves from, both from an educa-
8 tional point of view, from a corporate point
9 of view, and our students who are up and
10 coming, we have divorced ourselves from the
11 thought process that eighty percent of the
12 opportunities in the broadcast properties
13 are not going to be in that newsroom, and
14 that the questions that we hear as to
15 whether or not individuals bring forth the
16 education, the ability to write, the ability
17 to speak, are questions that are certainly
18 new when it comes to looking at the fact
19 that we have always been in sales, we have
20 always had accounting degrees, and there are
21 opportunities there that we have not been
22 affirmative in and we have allowed our
23 students to direct their efforts towards
24 being on air rather than focusing where the
25 major opportunities are.

1 The competition is certainly heavy in
2 terms of those people who are on the air and
3 it is the same way for the newspaper side.
4 The newsrooms get all the attention but what
5 about the other eighty percent of all the
6 opportunities? That is what I have been
7 trying to do is refocus and redirect our
8 efforts towards those positions that don't
9 require, in many cases, that technical
10 experience in terms of being able to write
11 as a journalist and so forth.

12 MR. RUFFIN: Incidentally, do you have
13 an application form?

14 MR. JONES: I would like to make one
15 other comment while we are here talking. If
16 we look at the category of technicians, in
17 difference to some of the comments that you
18 have already heard, minorities are employed
19 in the technicians' category to a higher
20 degree than any other category, and so the
21 availability of technical people is there,
22 but when you look at your sales category, at
23 one point the sales category, especially on
24 the growth case side, was higher five years
25 ago than it is today in terms of that

1 percentage makeup.

2 More people are in the category but the
3 percentages are dropping, and in the
4 officials' and managers' category, of
5 course, those are the real positions that
6 make the decisions, I don't think we have
7 made any progress, and if we have made
8 progress it has been very slight over the
9 last ten years.

10 MR. RUFFIN: How do the minorities
11 assess your efforts?

12 MR. JONES: With mixed emotions. There
13 is always the role of a black person in the
14 position of heading up a corporate EEO
15 responsibility, is one that you have got to
16 be able to walk that fine line all the time.

17 It is a matter of being able to, one,
18 do your job, the one that you were hired or
19 responsible for, and there is certain
20 legalities that are involved with dealing
21 with the corporate side to make it able to
22 convince those that you are really trying to
23 help that indeed you are doing that with the
24 aggressiveness that they believe that you
25 should, and like I said, I have been in this

1 field for about thirteen years and find very
2 few people on either side of that fine line
3 who appreciate the difficulties that are
4 inherited with this particular position, and
5 I can talk about that for days, but I won't.

6 MR. RUFFIN: Thank you, Mr. Chairman.

7 MS. ALEXANDER: I have one more ques-
8 tion, please. What, if any, federal govern-
9 ment scrutiny has your organization been
10 aware they are under?

11 MR. JONES: Well, certainly on the
12 broadcast side there is no question that we
13 are well aware of the FCC in terms of
14 responsibilities and obligations that we
15 have there.

16 MS. ALEXANDER: How is that monitored?

17 MR. JONES: Through that quarterly
18 reporting process that I spoke about, and
19 the normal reporting that goes along with
20 that. That is generally how it is
21 monitored.

22 We find in our industry that -- excuse
23 me -- newspapers, broadcast, that the
24 charges that are filed against us are
25 minimal in terms of some of the other

1 industries, and the complaints that come
2 from agencies themselves are somewhat
3 minimal.

4 I am not exactly sure why, but because
5 in my opinion certainly there are reasons
6 why someone ought to be questioning the lack
7 of progress in the communications industry,
8 and it just so happens that the majority of
9 the testing that goes on in Gannett is on an
10 internal basis.

11 We have an advisory committee that is
12 made up of the top minorities in each of our
13 groups, radio, TV, newspaper, and that group
14 is charged with the responsibilities of
15 doing as a third party would do, and that is
16 with the tough questions of what are you
17 doing, how are you doing, why aren't you
18 doing, what do we need to do to do it
19 better.

20 MS. ALEXANDER: Have most of the com-
21 plaints from the agencies been related to
22 employment practices?

23 MR. JONES: Usually terminations. Very
24 few with respect to denial of promotion, not
25 as many as in terms of the hiring process,

1 but usually it is the termination or disci-
2 pline areas that causes concern. Some with
3 age discrimination, but generally speaking,
4 it is not with respect to the hiring or
5 promotion process.

6 MS. ALEXANDER: Is that something that
7 our other panelists would agree on?

8 MR. BARBER: Yes.

9 MS. ALEXANDER: We have neglected to
10 pursue that area.

11 MR. SINCLAIR: All right. Thank you,
12 Ms. Alexander, and, Mr. Ruffin.

13 With this time, remaining time, we are
14 going to open up the questioning to all the
15 committee members, and I would like to begin
16 by asking a question of Mr. Barber and Mr.
17 Raymond. As network affiliates, local
18 network affiliates, how has your affirmative
19 action programs and policies on a local
20 basis been affected or impacted or
21 influenced by the networks themselves; and
22 also whether or not it has been affected by
23 advertisers?

24 Do they in any way influence or in any
25 way impact upon your affirmative action

1 policies?

2 MR. RAYMOND: Well, first of all, as
3 far as WAGA is concerned, the responsibility
4 for the affirmative action program, and
5 indeed for hiring and firing, is my respon-
6 sibility. Any other department head or
7 supervisor can only make recommendations in
8 that area.

9 For example, when we have a position
10 available and we advertise it during the
11 usual channels when the final three or four
12 candidates have been selected, then I
13 personally interview them, even for jobs
14 that are considered entry level, and then
15 the final determination is made with my
16 approval.

17 The same is true of dismissals, when
18 and if that unhappy incident occurs. So
19 consequently, I stay very much involved in
20 both the hiring and termination processes as
21 they occur.

22 As far as the network is concerned, it
23 is an interesting question. I don't think
24 it has ever been posed before, but I can't
25 imagine how it can have any effect one way

1 or the other, either adverse or otherwise,
2 because we are simply affiliated with CBS --
3 excuse me -- as Channel 11 is affiliated
4 with NBC, and Channel 2 with ABC, and they
5 have no direct influence over the operations
6 of our television stations, other than the
7 programs that we choose to clear from the
8 network, and I know, for example, that CBS
9 has a very active affirmative action
10 program.

11 I am not qualified to speak for it,
12 even to evaluate it, but to answer your
13 question, I would say that it has no effect
14 whatsoever on our policies.

15 We have a corporate vice-president, a
16 gentleman who has a position very similar, I
17 guess, to Mr. Jones, and although our
18 company is considerably smaller totally
19 across the country, we are only involved in
20 television and in cable television, and we
21 have somewhere between four and five
22 thousand employees nationally, so that would
23 have -- excuse me -- more of an impact on
24 the operation of WAGA-TV because we are
25 responsible quarterly to the vice-president

1 in charge of that program as the Gannett
2 stations are responsible to Mr. Jones.

3 MR. SINCLAIR: Would that be just as
4 true of advertisers?

5 MR. RAYMOND: I know of no incidents
6 where there has been any kind of advertiser
7 impact pro or con regarding our employment.
8 For example, I mentioned earlier that our
9 program, PM Magazine, now has a co-host who
10 is black, and that the value business-wise,
11 the revenue production of PM Magazine is
12 higher than it has ever been, and I am not
13 sure that it has anything to do with the
14 fact that the co-host is or is not a
15 minority.

16 I think it is just a better program
17 and, consequently, Atlanta is a growing
18 community which we are all fortunate, and so
19 I really can't pin down any kind of
20 influence pro or con related to advertisers.

21 I know of no incident where an adver-
22 tiser has said I will or will not advertise
23 on a particular program because of any kind
24 of minority involvement.

25 MR. SINCLAIR: Would you respond that

1 same way, Mr. Barber?

2 MR. BARBER: Can you hear me? Does
3 this work? We have a contract with the
4 network which basically says that we will
5 carry -- we will be the network affiliate in
6 Atlanta. They order each program on an
7 individual basis and we make a determination
8 whether to carry them.

9 I think obviously the implication, we
10 do carry most of the network programs and
11 they in turn contract, in turn, stipulate
12 that the network will carry the program.

13 That is the extent of our arrangement
14 with the network. We are an affiliate and
15 it is a programming arrangement, and there
16 is no other connection, so the network
17 doesn't influence us in hiring or any kind
18 of employment practices.

19 The only thing I think is that at the
20 employment level as far as advertisers are
21 concerned, in the amount of time that I have
22 been involved with management that I know
23 of, that there have been cases when a
24 particular advertising agency, and I know of
25 a couple of cases, has complained about the

1 person handling their account -- you know --
2 they don't like them, they don't think they
3 are doing the job required, and account
4 changes may take place because of that, but
5 that doesn't mean terminate who the employee
6 is.

7 That may mean in some cases they could
8 contribute to the decision about which
9 individual sales person calls on a partic-
10 ular agency or account. We don't -- we
11 don't fire people because a particular
12 agency wants a different sales person
13 calling on them, but some account shifts
14 have occurred there.

15 There is never, and I am trying to
16 think of specific examples, I can't think of
17 any case where it was a problem with a
18 minority sales person. I think -- I think
19 maybe in one case that I can remember there
20 was a problem with a woman, but one replaced
21 that individual on the account and it was
22 another woman and everything was taken care
23 of and there was no problem, so it wasn't --
24 there was no sex or race involved in that
25 determination.

1 MR. SINCLAIR: Mr. Tillman, I think you
2 had a question that you wanted to direct?

3 MR. TILLMAN: I wanted to really ask
4 Mr. Barber, first of all I want to say that
5 all of these presentations have been out-
6 standing.

7 I want to raise this question with you.
8 We had some criticism concerning, at the
9 outset you mentioned one of them and I am
10 particularly concerned about and may have
11 some future planning having been on this
12 board here for about twenty years and nine
13 years with the same committee, in that we
14 have had difficult scheduling in planning
15 the program. If you put the organization
16 first would you come and sit through that
17 and be able to get the benefit of some of
18 the things mentioned? Would you honestly
19 come and be here?

20 MR. BARBER: I have other things that I
21 need to do this afternoon, but I am going to
22 stay here because I want to hear what ques-
23 tions are raised this afternoon and I want
24 to be available to respond to any, if they
25 are going to be with WSB-TV.

1 I think it is important that if there
2 are complaints, if there are suggestions, if
3 there are comments I think -- I think we
4 should hear those and I want to be available
5 to you to react to them.

6 MR. SINCLAIR: Having been, as you
7 said, a number of years involved in this
8 factfinding mission that kind of thing can
9 really get out of hand in time and people
10 are saying that we wanted to really hear
11 what was happening and they wanted the
12 history, wanted to know actually what
13 happened and what is happening, and, see, if
14 you have got that kind of thing early in the
15 day, see where we may not get very far down
16 the road with a charge and countercharge.

17 It is, as we say, a factfinding thing
18 and I am sure that we will get a report of
19 what is happening and criticisms, com-
20 plaints, all of that. I am sure we will.
21 They always send it to the -- made it
22 available, the report. Am I right, Mr.
23 Chairman?

24 MR. DOCTOR: You are certainly right.

25 MR. SINCLAIR: So we have an

1 opportunity, and we are trying to keep it
2 out of an adversary sort of a thing, and I
3 can tell you that they go on and on in these
4 things and one of the reasons why we
5 scheduled you in the morning is because of
6 business arrangements and this sort of
7 thing, but you will be given a report, and I
8 guess that is why they have the reporter
9 here, so that everything being said, you
10 will have an opportunity to.

11 After the many years that we have done
12 it we have found that this was really the
13 best way possible, and also too for the
14 record, and I think the staff contends that
15 they have done that, you may not see some of
16 the people, as you said, newscasters, I
17 mean, news and others here, and we have
18 had -- we have gone into some particular
19 situations where we have had governmental
20 officials, and during the time of civil
21 rights when we couldn't have these kinds of
22 reports that we are having now.

23 We have had many come and refuse to
24 talk along certain lines, even come.

25 We knew all of them wouldn't be here

1 but we are grateful that you are here, but I
2 am sure that pretty much all of the media
3 were invited, am I right, Mr. Chairman?

4 MR. DOCTOR: You are absolutely right.

5 MR. SINCLAIR: Everybody was invited,
6 and so it was not the fact, and we had the
7 feeling from the very outset that the
8 quality newspapers and quality television
9 stations and radio stations such as you
10 would come through for counseling.

11 MR. RAYMOND: I would just like to add
12 I concur wholeheartedly with what Mr. Barber
13 said, and while we all have other places to
14 be and other things to do, I plan to return
15 this afternoon knowing that it will not be
16 an adversarial, that is one thing Bobby
17 Doctor pointed out very clearly, that he did
18 not want to develop an adversarial relation-
19 ship and it was to simply hear, and I would
20 return simply to hear what these individuals
21 from the community have to say, although a
22 written report will be submitted, it isn't
23 quite the same as hearing it in person.

24 So I think there in future meetings of
25 this kind, either here or elsewhere, I think

1 it would be advantageous to have the com-
2 munity leaders in first, with the members of
3 the media, then perhaps having an oppor-
4 tunity to respond to the remarks that they
5 have made when they serve on the panel.

6 MR. KEHRER: I have a brief comment and
7 question to Mr. Barber and Mr. Raymond.
8 Both of you have described efforts that the
9 two companies have made to recruit minori-
10 ties and women, and both of you have said
11 that in certain areas of employment you are
12 continuing to have difficulty, both of you
13 mentioned technical, nonromantic kinds of
14 jobs, the uncareer jobs, and you have both
15 described that you are making efforts and
16 that you have an internship program,
17 et cetera.

18 Historically this sounds very similar
19 to what we went through. I am glad Lyndon
20 Wade has come in to verify about what I am
21 about to say, historically in certain kinds
22 of technical work, Mr. Jones went through it
23 in New Jersey in the fire company, the
24 contractors and the companies and the unions
25 involved said we are open; we will be glad

1 to take minorities and women; but they just
2 don't show up; there's just not any pool to
3 draw from, and so we are experiencing diffi-
4 culty placing people.

5 It wasn't until efforts were made on an
6 ongoing basis in departments day in and day
7 out to reach out into the community and
8 change the perception which the young people
9 had about the inability to get into those
10 jobs that we began to make changes and that
11 required recruiting and tutoring, and
12 putting pressure on through community-based
13 organizations, through the schools, through
14 the churches, through the civil rights
15 organization.

16 Finally we were able to break that
17 situation. Now, my question is this, if you
18 had in Atlanta an overall ongoing program
19 designed specifically to meet this challenge
20 of the gap between your wanting young people
21 in the technical trades and their coming
22 forward, would your company support that
23 kind of effort?

24 I am not talking about adversarial
25 situations at all. I am talking about some

1 kind of an apparatus by which we could move
2 past the kinds of problems that you
3 currently have.

4 MR. BARBER: The answer to that ques-
5 tion is yes. The technical area, and Mr.
6 Jones touched on this problem, is that
7 technicians' category defined by the FCC,
8 which includes operators, which includes
9 camera people, for example, the real concern
10 in terms of interest in people applying is
11 what I call the real technical area, which
12 is engineering jobs, learning how to fix the
13 equipment.

14 The training is available, greatly
15 available throughout the country. As I
16 said, most community colleges offer training
17 in electronics that is available to people.

18 The problem is one of interest.
19 Anything that would help encourage people to
20 become interested in those areas, I think we
21 would highly support that.

22 One other thing that I would like to
23 say about these categories, and the reason I
24 think the behind-the-scenes jobs are impor-
25 tant in terms of people who have ambitions

1 and who want to get ahead in the business,
2 and you don't decide, you don't go into a
3 television station saying I want to be an
4 official manager or if you do you are going
5 to be disappointed in your first job
6 because --

7 MR. KEHRER: There is already a manager
8 there, have an attitude about that.

9 MR. BARBER: Well, generally what
10 happens to the business, generally people
11 come into it in one area or another, come in
12 sales, programming or news, and then even-
13 tually become managers, and officials, and
14 so forth.

15 What I am saying is that it would -- I
16 think that just the interest of people based
17 on the universe of jobs available, that
18 interest in some of those behind-the-scene
19 jobs would help increase the representation
20 of minorities and women in the media.

21 MR. RAYMOND: That is essentially
22 correct. For example, I was just sitting
23 here thinking while Fred was talking, we
24 have an accounting and finance department
25 that consists of six people, three of whom

1 are black.

2 No one has ever asked me what is your
3 minority employment in your accounting or
4 finance department, as we call it. People
5 are more interested in who is on the air in
6 the first available position.

7 To answer your question regarding the
8 technical positions, we have two positions
9 open right now, but they are for qualified
10 people. The, again, as Fred pointed out, as
11 far as the FCC class files technical people,
12 it encompasses a large variety of positions
13 including editors, photographers.

14 The gentleman back there on the camera
15 is qualified as a technical person, but what
16 we are talking about is someone who is
17 competent and qualified to take a screw-
18 driver and a pair of pliers and I don't even
19 know enough about it to name any more tools,
20 much less try to use them, and to fix some-
21 thing and the technology of this business is
22 advancing so rapidly and consequently the --
23 for example, when we order equipment, all of
24 us, it is not unusual for that equipment to
25 be obsolete by the time it arrives, and

1 somebody has come up with yet another rendi-
2 tion of it that has involved into yet even
3 more complicated equipment.

4 So keeping up with that equipment tech-
5 nically is probably our single largest
6 problem, and believe me, if, if we could do
7 anything that would give us a larger field
8 to draw from of qualified people, I think
9 any television station in the country would
10 be happy to participate.

11 On the other hand, the training is
12 available. There are a number of schools
13 each year in Atlanta, vocational schools,
14 et cetera, where that kind of training is
15 available.

16 We generally will hire people with even
17 a minimum amount of ability and training,
18 and then we in turn will send them on to
19 more advanced training, but it is very
20 difficult to find people with at least that
21 minimum training, number one, and number
22 two, who have the desire to make a career.

23 They are missing a good bit, as Mr.
24 Jones pointed out, because there are a lot
25 more jobs available throughout the industry

1 in that category than there are as news
2 anchors.

3 MR. BARBER: One other thing, if I may
4 point out one other factor that does exist
5 is in hiring technical people, that is, the
6 group in high tech industry where, there-
7 fore, they are really, of course, IBM is
8 trying to hire the same people, hiring a lot
9 more than we are, than we are trying to
10 hire, so that the competition there is a
11 problem, regardless of race or sex of the
12 applicants.

13 It is a factor, however, for whatever
14 reason, I assume there are traditional
15 sociological types of reasons that women
16 have historically and are presently not
17 pursuing careers in that area the same as
18 males.

19 MR. SINCLAIR: Does anyone else have a
20 question from the panel here?

21 MS. HILBUN: I would like to know if
22 you are acquainted with any avenues by which
23 the corporations can let the technical
24 schools or the educational system know of
25 the needs that you have?

1 I am not sure with the knowledge I have
2 of the way the curriculum and training are
3 set up that those people are as well
4 acquainted as they should be with what the
5 needs in the community or the corporations
6 or industries are so that the two can work
7 together on seeing that our systems are set
8 up to train the people into what we actually
9 need today.

10 MR. RAYMOND: Well, I think the techni-
11 cal schools are well aware of it. For
12 example, in all the trade periodicals,
13 broadcasting magazines, et cetera, you can
14 look at the employment section and eighty
15 percent of the ads are for technical people.
16 The technical schools that exist place all
17 of their graduates who are qualified almost
18 immediately.

19 As a matter of fact, one of the sugges-
20 tions that I made at Clark College, I serve
21 on the advisory board there, is that somehow
22 or other we try to develop, and it is very
23 difficult to do, develop a department that
24 could in fact train people as part of the
25 college curriculum in that particular

1 specialty, and it is something that has been
2 discussed and worked around and, of course,
3 it would be a bonanza if that in fact could
4 ever be developed, but I think it is
5 certainly not a secret. People are, within
6 the industry and within the educational
7 process, are well aware of it.

8 MR. JONES: When you -- I am sorry --
9 when you talk about the kinds of things that
10 ought to be done to really improve this
11 whole area of equal opportunity and affirma-
12 tive action, you are talking about beyond
13 statistics, and that is one of the things
14 that I referred to before, is that when we
15 evaluate our units -- you know -- we are not
16 willing to accept that you don't have the
17 applicant flow, you can't find the people
18 who are qualified.

19 What we will accept is the efforts that
20 you have made to overcome the obstacles and
21 problems that we already know about that you
22 say you can't find when you can't find
23 people, when you don't have outreach.

24 Okay. If you are not willing to
25 support financially those institutions who

1 are going to help train those individuals
2 that you say that you need, it is just good
3 business to operate in that fashion, and so
4 that is part of what we want, is that
5 outreach and we are very active in our
6 communities with respect to the colleges and
7 universities, the high schools, junior high
8 school students.

9 MR. SINCLAIR: I'm sorry.

10 MR. BARBER: I am just going to say
11 that I think it is not a training problem,
12 recruiting problem, and the problem is
13 motivation of young people to enter the
14 field where the real opportunities exist,
15 and the truth is that most people want to
16 get into this business, want to be in show
17 business and be a producer or they want to
18 be a star and be on television, and that is
19 just a reality of motivation and the problem
20 is training and motivation. I think the
21 training is the answer.

22 MR. SINCLAIR: Mr. Jones, in terms
23 of -- you spoke of evaluating applicant flow
24 and I am assuming you, you are doing this on
25 a corporate level. Is this evaluation based

1 on quotas that have been established by, at
2 the corporate level, that the local opera-
3 tions, be it television, newspaper or other-
4 wise, are advised or encouraged to meet?
5 Did you understand my question?

6 MR. JONES: Yes. Okay. We look at the
7 area of -- equal employment opportunity
8 area, at traditional areas, not nontradi-
9 tional, and we say we expect the same effort
10 to be made to meet those sales goals.

11 Okay. Usually those same efforts to
12 meet those EEO goals, we don't -- from the
13 corporate point of view, dictate or mandate
14 things to the units, and sometimes they will
15 tell you, I guess, that we really did but we
16 don't.

17 What we say, it is your responsibility,
18 okay. Now, there are rewards and penalties
19 associated with meeting those responsi-
20 bilities or not meeting those responsi-
21 bilities, but we do give technical guidance
22 where a unit says that I am having diffi-
23 culty in finding candidates to even be con-
24 sidered.

25 Okay. That is where my staff would

1 come in and go to that unit and help them to
2 find those sources that they may not have
3 had in the past so that now that they have
4 that applicant flow.

5 We have taken a position in many cases
6 that says, look, find some people for this
7 job. If they are not qualified for this job
8 they may be qualified for another job or
9 they may even know other people that they
10 could recommend.

11 So it is that outreach that we are
12 trying to get at. Certainly we take a much
13 stronger position when we hear the rhetoric
14 that there is no one available, but they
15 haven't done any outreach to try to find
16 them.

17 Applicant flow is a way of testing what
18 the unit has been doing with respect to
19 trying to seek those people that they are
20 under utilized for to see whether or not
21 they have got the applicants coming in to
22 even be considered.

23 MR. SINCLAIR: Are you saying then
24 that -- does the word quota have any signi-
25 ficant bearing in terms of how you responded

1 to that question?

2 MR. JONES: We don't have quotas but we
3 are very critical. For example, if you have
4 got here in Atlanta WXIA has a hundred
5 seventy employees, what we are concerned
6 about, if they have the opportunity to
7 change their race, sex, makeup and that
8 means that they have vacancies, we look at
9 this internally.

10 We are very critical on how many oppor-
11 tunities they had to change, and more impor-
12 tantly, how many times they hired from the
13 outside. In many cases you don't have the
14 opportunity to change those that you are
15 choosing from in terms of your internal
16 pool, but when you are talking about hiring
17 from the outside, then there is no reason
18 that they shouldn't make the effort to
19 change that race, sex, makeup.

20 So we don't say quotas, but we say what
21 were your opportunities to change, and we
22 are very critical in our evaluation of the
23 opportunities and how they were used.

24 MR. SINCLAIR: In the remaining few
25 minutes before this session ends we would

1 like -- Mr. Doctor has requested that he be
2 allowed to ask a few questions as the
3 regional director.

4 MR. DOCTOR: Yes. First of all, let me
5 add my thanks. You certainly ought to be
6 commended for your cooperation with the
7 staff and the committee, and I think your
8 presence here today reflects the kind of
9 sensitivity that we want from you as part of
10 the corporate members here, but not only
11 media, but corporate members generally
12 speaking.

13 By the way, Mr. Barber, we did try to
14 involve a number of other stations, cable
15 stations and so on in this process and, of
16 course, we didn't get the kind of coopera-
17 tion which obviously has been displayed by
18 you gentlemen.

19 I would like to raise a quick question,
20 if I may, given the fact that we have only
21 five minutes left in this particular session
22 on this panel.

23 Recently a gentleman who happens to be
24 a businessman was quoted in USA Today as
25 saying that, in response to the recent

1 Supreme Court decision involving the Starks
2 case, this gentleman recently in responding
3 to that decision made a comment, and I
4 quote, the heat is now off, end quote.

5 I think many of you on the panel and
6 some of you in the audience probably are
7 aware of who I am referring to. Have you
8 all reached any conclusions as to whether or
9 not the heat is off on the question of
10 affirmative action; and to what extent has
11 the recent Supreme Court decision on the
12 Starks case affected your operation?

13 MR. RAYMOND: If hasn't affected us at
14 all. As a matter of fact, as I said in my
15 opening remarks, besides the fact that an
16 affirmative action program is morally
17 correct, it is also good business, and
18 regardless of what the Supreme Court may or
19 may not do, it will remain good business,
20 particularly in a market which has a high
21 percentage of minorities and a high
22 percentage of women in the working force as
23 does the Atlanta market.

24 The commitment to this affirmative
25 action program, if anything, continues to be

1 reinforced within our company from year to
2 year, and just to show you that it has no
3 effect, I am not even familiar with the case
4 that you are talking about.

5 MR. BARBER: I am not sure I can add
6 anything more to what Paul said. The truth
7 is day before yesterday there was a decision
8 from the FCC affecting commercial content in
9 programs. Basically the FCC says that it is
10 up to you guys to run all the commercials
11 that you want to and you don't have to tell
12 us any more. We are not going to set any
13 limitations on commercials, and they also
14 said you don't have to ask for things in the
15 community any more, and I got several phone
16 calls and I am sure Paul did yesterday from
17 media people saying what effect is this
18 going to have on television.

19 If broadcasters are smart, those kinds
20 of things don't have any effect on the way
21 they do business. We aren't going to run
22 any more commercials.

23 I am concerned about chasing viewers
24 away. I am concerned about the losing
25 effect of commercials. We have too many of

1 them and I am not about to have more com-
2 mercials on what we run.

3 I am not going to stop entertaining
4 comments from the community. That is when
5 we find out what people are thinking. It is
6 good for our managers to talk about the com-
7 munity, about what they think the problems
8 are, because they, then we know what we are
9 doing in programming in responding to it.

10 I don't care. We are -- we are not
11 going to change our method of operation,
12 hiring and programming, whatever kind of
13 decision occurs. I do have to say that by
14 the same token, I don't think that the
15 federal government should be telling tele-
16 vision stations uniquely what to program,
17 how many commercials to run, and so I am
18 glad that that regulation has been lifted
19 because I don't think it should have
20 existed.

21 That does not mean that we are going to
22 change our way that we operate, and the same
23 thing is true in other regulatory areas.

24 MR. JONES: It will have no effect on
25 Gannett in terms of its equal opportunity

1 program, and in fact, our chairman and our
2 senior vice-president, and I have stated on
3 many cases that white males don't have a
4 corner on intelligence, and on that basis if
5 we are going to remain -- you know -- the
6 number one multi-communications in the
7 country in terms of product and profit, then
8 we have got to deal, number one, with our
9 people.

10 MR. DOCTOR: That response sounds like
11 a good one on which to end, but I have one
12 other quick question that I would like to
13 raise with you all. Mr. Jones, I think you
14 alluded to the fact that obviously when we
15 talk about affirmative action you pretty
16 much treat it the same as you would treat
17 any other department responsibility.

18 You have certainly given expectations
19 with penalties and rewards for achievement,
20 and so what I guess I am raising here, given
21 the fact that there is quite a bit of com-
22 ment around the country these days which is
23 opposing the questions of goals and time-
24 tables, am I to understand that the three of
25 you gentlemen have in your respective

1 operations establishments of goals and time-
2 tables as it relates to affirmative action?

3 MR. BARBER: Yes. Yes.

4 MR. DOCTOR: Thank you very much.

5 MR. SINCLAIR: We want to thank you,
6 again, speaking on behalf of the committee
7 and staff of the United States Civil Rights
8 Commission, we want to thank Mr. Raymond,
9 Mr. Barber and Mr. Jones for taking up
10 their time, taking their time to come out
11 and speak with us today and answer our
12 questions, and I am sure that we have
13 gotten some very valuable information in
14 connection with their respective
15 operations and to a degree the whole
16 industry.

17 At this time we will be, Panel No. 1,
18 TV medium, is at an end and we will commence
19 in ten minutes with Panel No. 2, the printed
20 media.

21 At this time we will be having Mr.
22 David Easterly, publisher of the Atlanta
23 Journal and Atlanta Constitution; Mr. James
24 McJunkins, Journal coordinator, journalism
25 coordinator rather for Clark College; Derly

1 Leaming, Department of Journalism, Georgia
2 State University; and David Stanley, editor
3 of Atlanta Inquirer. Thank you again.

4 (Thereupon, a twenty-minute recess was
5 taken.)

6 MR. SINCLAIR: We want to welcome the
7 participants on the printed media panel, and
8 those persons participating on the printed
9 media panel will be Mr. Jim Minter, editor
10 of the Atlanta Journal/Constitution, and Mr.
11 James McJunkins, journalism coordinator for
12 Clark College.

13 Do either of you have any prepared
14 statement that you would like to make at the
15 outset of your remarks?

16 MR. MINTER: Yes, I have some views
17 that I would like to make, and first I will
18 say I am very glad to be here today and we
19 appreciate being asked. It seems to be my
20 fate that I am always sought out in TV and
21 radio when they say tear-shaped balloons,
22 and so that would be quite a contrast.
23 Frame my remarks.

24 I will point out that the Journal/
25 Constitution, we have a total of two

1 thousand and ninety-one full-time employees.
2 Of that two thousand and ninety-one 28.9
3 percent are minority employees, and 31.3
4 percent are female employees.

5 I will point most of my remarks towards
6 the news editorial staff of the Journal/
7 Constitution, and to put some of the things,
8 I will say in perspective, let me point out
9 that we, of course, are members of the
10 American Society of Newspaper Editors who
11 five years ago set a goal of matching the
12 minorities of counties in new employees.

13 I believe that is seventeen percent.
14 It has not been encouraging, and I am
15 reading to you from a report by ASNE of a
16 survey of -- made up of eight hundred fifty
17 general circulations of general newspapers
18 which is fifty percent of the nation's
19 total, and the survey was made in 1983. At
20 that time six percent of the nation's daily
21 newspapers employed no minority journalists.
22 The figure was unchanged from last year.

23 The total number of minority journa-
24 lists daily newspapers increased by one
25 hundred two to a hundred and eighty from

1 1982 to 1983, and according to projections
2 based on survey returns, the total number of
3 persons currently employed in newspaper
4 rooms is about fifty thousand.

5 The positions covered in the study are,
6 journalists, copy editors, photographers and
7 news executives.

8 Of that fifty thousand, of that, of all
9 the newspapers surveyed, 5.6, minorities
10 constituted 5.6 of the survey, and last year
11 that dropped to 5.5, and I believe this year
12 it is down to 5.2.

13 So the newspapers across the country
14 aren't making a great deal of progress. The
15 rate of increase and the number of minority
16 journalists continue the downward trend from
17 the fifth and second year.

18 Between 1958 and 1979 there was .5
19 percent increase in the percentage of
20 minorities in newspaper room work force from
21 .1 to 4.5.

22 In 1983 it increased less than ten
23 percent and, of course, last year was not
24 quite that good, so I -- I read that just
25 to -- just to point out to you that what I

1 think is sort of side problems.

2 The news editor staff of the Journal
3 and Constitution total three hundred and
4 eighty-seven full-time people. Of those
5 three hundred eighty-seven three hundred and
6 ten are professional journalists, meaning
7 people who write reports and edit; and
8 seventy-seven are members of our support
9 staff which includes artists, librarians and
10 interns, as well as clerical helpers.

11 Of the three hundred and ten profes-
12 sionals that we have, 11.3 percent are
13 minority. Of the support staff, 27.3
14 percent are minority. This includes our
15 summer interns for this summer.

16 We, of course, have an internship
17 program. We have thirteen summer interns,
18 six of those would be minorities, and so
19 this -- of this grand total of three hundred
20 eighty-seven people in our newsroom, 14.5
21 percent are minorities. That is in 1982,
22 that figure was 9.5, so a decrease of 4.5
23 percent.

24 I went to the universities. I am not
25 good in math. I believe that comes out at

1 better than fifty percent increase in
2 numbers over the last two years.

3 Now, I am not saying that our record of
4 minority employment is something that I
5 would like to brag about, and I am not
6 saying that it is necessarily bad, but I
7 must say that our record in the past, news-
8 paper journalists and our newspaper in
9 particular has not been good, but my point
10 is it has improved substantially over the
11 past two years and will improve in the
12 future.

13 If you -- I think over the next ten
14 years I see a dramatic improvement. I think
15 we have reached that certain level where you
16 take off and go ahead and do things and
17 despite the bad figures I have just read to
18 you from the ASNE survey, I don't feel like
19 the picture is by any means that bleak.

20 The ASNE survey includes a lot of very
21 small newspapers, includes newspapers in
22 cities and towns where there virtually are
23 no, no minority population, so I don't think
24 that is -- we should be quite so alarmed
25 about that, so elated about it.

1 We don't have a quota and like everyone
2 else, we do have goals. We are aware that
3 in the five-county Atlanta metropolitan
4 area, twenty-six percent of the adults are
5 minorities. We certainly would like to at
6 least match those figures to have you know
7 at least a quarter of our newsroom has
8 minority employees, and I would hate to say
9 that we have a goal or target of twenty-four
10 percent and stop there.

11 When I interview young minority jour-
12 nalists today one thing I notice a lot, not
13 a lot of times, but many of them tell me
14 that they write poetry. I think this means
15 that you are dealing with people who have a
16 lot to say, who are attracted to our
17 business of things that they want to do and
18 I would not be at all surprised that in the
19 long term, that that black journalist be-
20 comes very numerous in our newsroom.

21 For that reason it is not even close to
22 impossible to attract a quality minority
23 journalist, and in getting that, we are glad
24 that over a three-month period in 1983, we
25 hired five young minority journalists.

1 We had a pretty good year with adver-
2 tising sales. We had a little extra money
3 so we went out and we hired them. We got
4 them over a surprisingly short period and we
5 were able to find them and they are doing
6 their job and doing it very well, but the
7 truth is that it is more difficult to hire
8 competent minority journalists than it is to
9 hire competent white journalists, as you
10 have heard mentioned this morning, and I
11 would -- I would jot down three reasons for
12 that.

13 No doubt the majority pool is larger
14 simply because there are more white jour-
15 nalists in the job market, and it, in fact
16 there is really no quorum system for news-
17 papers of our size. We can do very well
18 going to Macon, Savannah, Tifton, Cordele to
19 bring minority journalists into our organi-
20 zation as we have through the years with
21 white journalists, and it also is true that
22 newspaper employment, while that minority
23 journalist is a buyers' market, where, for
24 example, this summer we plan to have more
25 interns than we have, we actually offered

1 eight minority internist jobs rather than
2 six, and they accepted.

3 Unfortunately, the New York Times came
4 along, made an offer, and one of our young
5 ladies decided to spend her time in New York
6 and I can't blame her a heck of a lot, so
7 the competition is keen.

8 The real problem, and I think Fred
9 Barber called it laborous, this morning, and
10 that may be not the exact word, but it just
11 is being practical, but say, for example, we
12 have an opening in the newspaper for a
13 reporter or a copy editor. We can go to the
14 personnel file and flip a few folders and we
15 can find five or six competent white journa-
16 lists waiting to be hired, and so it is very
17 easy to go ahead and hire them, and here's
18 where the problem comes in. We have for
19 example, say we need a trained copy editor
20 to fill a job, to be on the copy desk. My
21 copy desk chief wants a full staff and he is
22 anxious to fill that vacancy because they
23 are overworked and he wants all of these
24 positions filled, and he starts pushing to
25 get it filled because there is a vacancy and

1 he says we have got to do it in two weeks.
2 I go out and hire a white copy editor. To
3 find a good black copy editor might take a
4 month, might take two months, but if we do
5 make ourselves, if I can make myself, if I
6 can make that copy desk chief and we can
7 push that down and eventually I would say
8 Texaco and Woolworth and maybe more people
9 would do that, and we have learned to do
10 that.

11 You understand hiring minority
12 employees is a new thing for me and it was a
13 new thing for all of us, and obviously we
14 started late. Obviously we started too
15 slow, but it is also a long process for
16 those who do the hiring, and you truthfully
17 can't do it the same way that you -- that we
18 have hired all through the years.

19 It is a fact of life that when you --
20 when you hire minorities the job doesn't end
21 there, and it is a fact of life that minori-
22 ties require more care and attention than
23 the average white hire. We know that
24 minority journalists, after all, are rela-
25 tively new in our work force there and

1 certainly relatively new in our newsroom.

2 We at the Journal/Constitution found it
3 extremely helpful to have our managers, both
4 black and white, to attend the Charles King
5 seminars. We, I think, realize very well
6 now that minority employees need to know
7 what the opportunities are, what their
8 career route is, and what chances they have
9 for promotion, and these are concerns that
10 have to be addressed, and I honestly think
11 that the people who run this country will
12 learn to address those concerns.

13 For example, the best way to adjust the
14 problem of minority promotions is to promote
15 minorities. In promotions we have abso-
16 lutely got to do better.

17 At the Journal/Constitution we have
18 only two minority journalists in key news-
19 room managerial positions. That is a
20 problem that we must work on and we must
21 solve, and it must be done at a faster rate
22 of speed than we have in the past.

23 One thing that I am very proud of is
24 the visibility that we have been able to
25 give some very outstanding journalists at

1 Journal/Constitution. I think it is the --
2 the TV people certainly have visible role
3 models and I think it is important that we
4 have visible role models. We have two
5 minority members on the Journal editorial
6 board, two out of seven on the Atlanta
7 editorial board. Cynthia Tucker has just
8 won an award for writing the best personal
9 column in Georgia last year. Jeffrey
10 Dickerson is a young man who is very bright
11 and is basically seen on our editorial page
12 twice a week.

13 The Constitution has had minority
14 editorial board members for at least over a
15 decade, and today has Chet Fuller writing
16 editorials and a personal column.

17 If you will bear with me I will just
18 list a few of the programs that we insti-
19 tuted in the past few years to encourage
20 minorities. One is Michelle Clark's Summer
21 Journalism Workshop for professional journa-
22 lists, which includes the selection of one
23 minority journalist each year to improve
24 skills; and the loan of a black female to
25 teach half of the program.

1 In cooperation with the Dow Jones
2 Newspaper Fund the Journal/Constitution
3 sponsors a two-week workshop for black high
4 school juniors interested in pursuing a
5 newspaper career through college. The work-
6 shop is at Clark College and we provide the
7 majority of the guest lecturers for the
8 curriculum. We, the Journal/Constitution,
9 with Cox Enterprises and Cox Communications,
10 has funded at a cost of twenty-five thousand
11 dollars the Clark College cable television
12 project. This enables the Clark film and
13 television department to broadcast community
14 interest programming over prime cable.

15 I got my very proud in the wrong place
16 because we are very proud of that, and we
17 are most proud that the Atlanta Journal/
18 Constitution established a scholarship
19 program to increase the number of quality
20 minority journalists in our area.

21 Each year we give a full four-year
22 scholarship to a minority student who would
23 not otherwise be able to afford a college
24 education.

25 There are some very good things about

1 this scholarship and it is unique because
2 students also receive a full four-year paid
3 internship at our newspapers.

4 After graduation this student should
5 have a job at either the Journal/Consti-
6 tution or at another Constitution paper. It
7 is probably the best fellowship south of
8 West Point.

9 In the near future this program will be
10 duplicated in other Cox newspaper markets
11 which have a large minority concentration.

12 The Journal/Constitution also gives
13 active support to the Association of Black
14 Journalists. We also assist in the Ralph
15 McGill Scholarship set up by our former
16 publisher, Jack Tarver in honor of the
17 editor who was leading the southern voice
18 for civil rights in the nineteen fifties and
19 sixties.

20 I will address briefly women in journa-
21 lism. I am very comfortable with what is
22 happening in our news rooms, in our news-
23 papers as far as women are concerned.

24 Thirty-one percent of our news/edi-
25 torial staff is female. We have a number of

1 females in top newsroom positions. We have
2 a number on the way, and I don't have the
3 figures on how those have changed over the
4 past several years, but I assure you that
5 this is a dramatic improvement over the past
6 decade. *I am not as ancient, senior to
7 Paul Raymond. I don't mind saying that I
8 have been in the newspaper business here for
9 thirty-three years, which makes me a very
10 old man, but I can recall not too many years
11 ago when women journalists in our police
12 department were paid different rates than
13 people that were paid in the newsroom.

14 Now, the argument is that they did
15 different kinds of work and didn't do dead-
16 line work as some justification for that,
17 and at times few women were paid the same as
18 men in the newsroom, but all our women in
19 the newsroom today are on the same pay scale
20 as anybody else.

21 The main goal of women journalists, as
22 I see it, is to continue pushing more of
23 them into high editorial and management
24 positions.

25 While newspapers statistically remain

1 white male oriented, but I do think we are
2 doing a better job of covering news that is
3 not purely white male oriented, I think this
4 is important.

5 A sensitive reader of the Journal/
6 Constitution who has been reading the paper
7 for a long time, will notice over the past
8 several years a dramatic improvement in the
9 kinds of news we print about women and
10 minorities, and especially about minorities.

11 At one time I think when we presented
12 minority news coverage to our public, I
13 think we presented minority news that was
14 always a problem as far as housing projects,
15 somebody being dragged off to jail that give
16 certain feelings about the county and I
17 don't think it is entirely good.

18 We continue to be concerned about the
19 poor, about the poverty and about rights,
20 and I can name many other series that we, of
21 course, we deal on that subject, but I think
22 it is also important that we present
23 minority people in this city in this state
24 as ordinary upstanding industrious contri-
25 buting citizens, and there are so many of

1 you worked this morning. In the first
2 place, they deserve at least a chance to
3 take place in a portion of our industry.
4 The second reason is we need them in our
5 market.

6 We need them to report, interpret and
7 give their opinions on our editorial pages.

8 We have a long way to go. We did not
9 take this seriously until a few years ago.
10 I think our management history, I am sitting
11 here today, is very committed. It takes
12 commitment by the ownership and by your very
13 top man, and I think we have that, and in
14 our case I am confident that we will make
15 noticeable strides in the future, and I
16 think this will filter down to other news-
17 papers and smaller newspapers. Thank you.

18 MR. DOCTOR: Thank you very much, Mr.
19 Minter. Mr. McJunkins.

20 MR. McJUNKINS: Clark College is one of
21 our undergraduate schools at Atlanta Univer-
22 sity Center, and the Clark College mass
23 communications department is teaching stu-
24 dents from the other schools because there
25 is consortium arrangements where students

1 can enroll at one school, take courses at
2 another, therefore, our mass communications
3 department teaches students from the other
4 schools because there is a consortium
5 arrangement where the students can enroll at
6 one school, take courses at another. There-
7 fore, our mass communications department
8 teaches students from Morris Brown, Spelman
9 and Morehouse as well.

10 The mass communications department is
11 divided into five sequences; public rela-
12 tions, broadcast management, speech, drama
13 and journalism.

14 The greatest number of our majors are
15 concentrating in broadcast management. The
16 second to that is public relations, then
17 journalism, then speech and drama about
18 equal.

19 The public relations sequence was
20 started in 1978 and it drained off a number
21 of the journalism majors. Before the second
22 largest number of students were concen-
23 trating in journalism.

24 The mass communications department is
25 running neck and neck as the largest

1 department on campus, as we now have about
2 five hundred students that are majoring in
3 mass communications.

4 A couple of years ago there was about
5 seven hundred, but the present administra-
6 tion's economic policies causes a drop in
7 enrollment at many of the private colleges,
8 particularly black schools, and this
9 accounts for a sharp decline.

10 Last year we graduated approximately a
11 hundred and twenty-five mass communications
12 students. Of those only about fifteen were
13 journalism majors.

14 I think our peak was a few years ago,
15 maybe about thirty-five or so, just to give
16 you an idea of the number of students we are
17 graduating. About ninety percent of our
18 majors each year since have been there,
19 which I have been there eight years, have
20 always been females, so we are putting out a
21 number of competent minority female
22 graduates.

23 We, over the last couple of years, have
24 improved our relationship with the Atlanta
25 Journal/Constitution, specifically I think,

1 but there are a couple of things that I
2 would like to see. I would like to see a
3 direct recruiting from the Journal/Consti-
4 tution, because I take issue with Mr. Minter
5 about finding competent journalists.

6 Many of our students didn't, would not
7 apply to the Journal/Constitution because
8 they -- well, we require them to read the
9 paper for one thing and they may be turned
10 off by what they read or editorial policies
11 or that may be one reason, and I would also
12 like to see a regular minority internship
13 program. That is, we have had interns in
14 the past I think on an average of one a year
15 since I have been there, but I think if
16 there was a slot open specifically for
17 minorities, I think it would improve our
18 relationship and can make it better.

19 Now, we, for the past couple of years,
20 have been funded by the Journal/Consti-
21 tution for the Urban Journalism Workshop for
22 high school students, and I think it is
23 going to have some very positive long-range
24 effects that we have yet to see.

25 We are now getting an interest in

1 minorities in the newspaper business at an
2 early age and these are local students, and
3 many of them want to work in their own town.

4 We are also trying to attract Clark
5 College and, I think this is going to be
6 very good in the long run.

7 Also the Cox Newspaper Enterprises has
8 started a scholarship for high school stu-
9 dents, and I think this is going to be very
10 good in the long run, because they have to
11 either go to Georgia State or to the AUC,
12 center schools, and have the, at least a
13 minor in journalism.

14 Okay. Again we are attracting students
15 at an early age. Some come to Clark College
16 and all along this is going to improve our
17 working relationship with them. I can cite
18 statistic after statistic, fact after fact
19 for the need for minorities and women in the
20 newspaper industry. I don't think that is
21 necessary because they wouldn't be here if
22 that were not known, but I am glad to see
23 that you know we are working towards this
24 goal and basically that is it.

25 MR. SINCLAIR: Thank you very much, Mr.

1 McJunkins. At this point we will have ques-
2 tions from the Committee and posing those
3 questions will be two members, Johnnie
4 Hilbun from Augusta, and Reverend E.C.
5 Tillman from Brunswick.

6 MR. TILLMAN: David Easterly was due to
7 report. First of all, I want to congratu-
8 late you for being honored on the 13th at
9 Colony Square. You must be doing something
10 good.

11 MR. MINTER: I want to congratulate you
12 for the same honor.

13 MR. TILLMAN: For the record, and you
14 are being honored by a predominantly black
15 group, so that says something. For the
16 record, we began originally, it is -- well,
17 I know your name but I don't think you
18 stated it in the beginning.

19 MR. MINTER: Right.

20 MR. TILLMAN: And you are primarily
21 with the Atlanta Journal/Constitution?

22 MR. MINTER: Yes.

23 MR. TILLMAN: And you have been with
24 them how long you say?

25 MR. MINTER: Thirty-three years.

1 MR. TILLMAN: Thirty-three years. And
2 you have already given us many of the things
3 that I wanted to ask you, but I have some
4 other things.

5 What percentage of your reporters are
6 outside of Atlanta, Georgia? I mean, you
7 have reporters all over, your paper?

8 MR. MINTER: You mean that are
9 recruited from outside Atlanta, Georgia?

10 MR. TILLMAN: Well, no. Reporters that
11 you have on staff. You have a staff bureau
12 in certain cities?

13 MR. MINTER: It would be a small
14 percentage. We have a bureau in Macon,
15 Georgia, and one in Athens.

16 We have one in Savannah. We have a
17 bureau in Jackson, Mississippi, and one in
18 North Carolina, and one in Tennessee, and we
19 are holding one in Florida.

20 MR. TILLMAN: Do you have any -- well,
21 about how many? Do you have any feeling for
22 any minorities on any of those, in an of
23 those bureaus outside of the ones in
24 Atlanta; essentially Macon, Savannah,
25 Athens, Jackson, Mississippi?

1 MR. MINTER: I don't believe we do.

2 MR. TILLMAN: Who is that controlled
3 by? Who is responsible for hiring those
4 persons?

5 MR. MINTER: I would be.

6 MR. TILLMAN: Beg your pardon.

7 MR. MINTER: I would be and the
8 managing editor, Mr. Searce.

9 MR. TILLMAN: I am speaking as one who
10 reads the Constitution every morning right
11 before I get out of bed if I get up earlier,
12 so I have the Constitution, Jacksonville and
13 Savannah papers, and I read it daily and I
14 notice that I don't have criticism of the
15 paper per se. Maybe some people have.

16 Maybe because we don't have daily
17 papers throughout the area, other than
18 Florida, Miami Daily News. They are pretty
19 much a very fine paper, but what can be done
20 to improve this sort of thing that we are
21 talking about as far as bureaus?

22 Can you think of anything that we can
23 do to improve that image of hiring?

24 MR. MINTER: Oh, sure. I don't think
25 that our -- the bureaus will stay the way

1 that they are for a long period of time,
2 and -- you know -- it may change. I don't
3 want to maintain an all white bureau system.

4 It is -- it is sort of not set up that
5 way. Just the way it happened.

6 MR. TILLMAN: We understand that you
7 have a lot of good things going on with
8 minority people throughout the area and even
9 in almost any town you will find the Consti-
10 tution and Journal, and I think we have a
11 responsibility to see that the news that
12 affects the minorities and what have you, to
13 discover some of the good things that are
14 happening throughout the area, and I think
15 you can best do that with some minority
16 people working with those bureaus.

17 MR. MINTER: Well, to that point I
18 totally agree with you.

19 MR. TILLMAN: Let's see now. What is
20 the turnover? We talked about -- you
21 know -- you have a certain amount of people
22 on the staff and you can only have a certain
23 number.

24 You say you got some money and right
25 away you tried to hire some five blacks back

1 in 1982.

2 What is the normal turnover?

3 MR. MINTER: Well, let me point out one
4 thing. I said we hired five in 1983. That
5 was by no means the only five we hired.
6 That was just one --

7 MR. TILLMAN: Over and above?

8 MR. MINTER: I just pointed that out
9 because of the fact of how quickly we were
10 able to hire those.

11 MR. TILLMAN: I was saying turnover.

12 MR. MINTER: Turnover, I don't know. I
13 can't give you a percentage on turnover. I
14 guess it would be probably about normal for
15 any newsroom and probably less than we have
16 had in previous years.

17 It is, our turnover remains sufficient
18 that we have plenty of opportunity to make
19 hires and different kinds of hires.

20 MR. TILLMAN: Now, you have some out-
21 standing writers, Carl Rowan writes with
22 you?

23 MR. MINTER: He writes with the Consti-
24 tution syndicated column.

25 MR. TILLMAN: The Constitution, and I

1 want to say I think he is a good writer.
2 What about your cartoonist, what black
3 cartoonist do you have?

4 MR. MINTER: We have none.

5 MR. TILLMAN: You know we have a great
6 imagination. We talk. I honestly think
7 they are pretty good now and that is an area
8 that you are missing. If you want to get
9 some really good cartoons, you turn some
10 of these folks loose and they might really
11 be good. You might want to look at that
12 area, too.

13 I hear the TV people speak so much of
14 Clark and one or two other areas that they
15 were working with. I don't have that
16 written here. It is on another page, but I
17 heard you say you are working a little bit
18 more with Clark College and say for me again
19 what other areas that you are working in
20 besides Clark College.

21 MR. MINTER: Well -- well, if you are
22 speaking of financial support, most of that
23 is in the Atlanta area. That support is
24 good and necessary that the business which
25 is to work on this column, is to go out and

1 recruit and actually give jobs, and I think
2 we did a good job of searching out appli-
3 cants and graduates in any number of those
4 schools, and the best way to do that is to
5 have a minority editor on your staff,
6 because somehow they seem to do a much
7 better job of finding them than the white
8 ones do.

9 MR. TILLMAN: Then I am also thinking
10 about even people like Vernon Jordan,
11 Carter, those who from time to time have
12 been contributing to their papers. Do you
13 ever contact them and ask them? They travel
14 all over the country and they speak and all
15 on politics and so forth and they are very
16 concerned about jobs.

17 Do you ever keep contact with them and
18 ask them about helping you in this area
19 towards finding promising young blacks?

20 MR. MINTER: Oh, yes, that is a key
21 part of critics, have contact with the
22 individual and say who have you read, who
23 have you met; give them the name, give me
24 the name.

25 MR. TILLMAN: I heard you give a

1 figure, I believe, at the very beginning
2 concerning all of the news and, of course,
3 you have no control over all of those. What
4 newspapers pretty much compare to yours in
5 the statement in regards to policies for
6 minorities and what single newspapers hire?
7 Are you familiar enough with that?

8 MR. MINTER: Oh, I would say the
9 Charlotte Observer is, of course, somewhat
10 smaller than we are. I think Charlotte
11 would have figures not as big as ours, but
12 better than some.

13 The Miami Herald, with their minority
14 concern, would be somewhat broader than
15 ours.

16 MR. TILLMAN: Bigger, and Miami Herald
17 doesn't have the Miami Daily News, so they
18 are combined and it's only one paper?

19 MR. MINTER: No. Miami News belongs to
20 the Cox organization and the Miami Herald
21 belongs to them. It is a combined printing
22 operation for newspapers, et cetera,
23 combined business.

24 Oh, the papers on the outside, Houston
25 paper, Dallas and Denver, I don't know what

1 their figures are. I would hope that we --
2 I hope they are doing as good as we are. I
3 doubt they are.

4 We have sort of a happy situation that
5 people like to live in Atlanta, like to come
6 to Atlanta. We have -- the mayor is a per-
7 fect structure, of course, in sending ones
8 to us and we like to recruit blacks and that
9 is a big help to us.

10 MR. TILLMAN: Are you looking, what
11 about your junior colleges we have now
12 pretty much all over the state, four-year
13 colleges?

14 MR. MINTER: You bring up an interest-
15 ing problem for us. We, except in rare
16 cases in the five persons I mentioned last
17 year we are accepting, it is very difficult
18 for a newspaper our size to bring in our
19 newsroom and put to work reporters and copy
20 editors who have had no experience, work --
21 you know.

22 What we would like to do is bring them
23 in as interns and maybe let them go out to
24 some other newspapers and work for a year or
25 so and come back to us, but we simply can't,

1 we can't operate competitively in use of
2 outside -- by hiring a great number of
3 people throughout college and junior
4 college.

5 MR. TILLMAN: I meant for training or
6 letting them know of the opportunities and
7 so forth about hiring?

8 MR. MINTER: Yes. I really doubt that
9 is an appropriate market for the newsroom.
10 I think it is -- you know -- we have a
11 number of programs -- you know -- that we
12 encourage in journalism education in a
13 number of ways by people, by other people
14 going out and speaking to the classes and so
15 forth, but I really think, and even people
16 in our organization, I think that our job
17 mainly is -- my job is to give people jobs.

18 I think -- I think basically the
19 training is there and I think the people are
20 available, and I think if we hire them
21 everything will pretty much take care of
22 itself.

23 MR. DOCTOR: Thank you, gentlemen. Ms.
24 Hilbun.

25 MS. HILBUN: Mr. McJunkins, how long

1 have you been involved with the media and
2 how would you assess the progress made by
3 minorities in achieving equitable distri-
4 bution throughout all levels of the media
5 employment.

6 MR. McJUNKINS: Well, I have been at
7 Clark College for eight years and I worked
8 with two newspapers for eight years prior to
9 that one as a reporter, for instance, and
10 news assistant.

11 Insofar as assessing the progress, of
12 course, it has been very slow. I understand
13 it has been continuously rising, but there
14 are only 5.8 percent of minorities in the
15 newsroom today, and six years ago only four
16 persons and that is just a 1.8 percent
17 increase over a six-year period, which is
18 considerably slow.

19 A newspaper is supposed to be a reflec-
20 tion of the community which it serves, and
21 many of the larger cities in the country are
22 largely populated by minorities, and it is
23 difficult to see the reality reflective of
24 the community if staffs on larger metropoli-
25 tan newspapers are not -- you know --

1 parallel to. So it is interesting.

2 MS. HILBUN: Would you state the number
3 of persons employed and enrolled in your
4 department by race and sex?

5 MR. McJUNKINS: I don't have that
6 information with me. There are about twenty
7 faculty members, including part time, and
8 there is only one non-minority, a white, I
9 should say, in our department, and that is
10 in the area of circulations, and as far as
11 sex, maybe about half and half, maybe
12 slightly more. Maybe eleven females and
13 five males, something like that. I am not
14 sure.

15 MS. HILBUN: What is your understanding
16 of the media's responsibility in affirmative
17 action?

18 MR. McJUNKINS: Well, okay. Mr. Minter
19 in his statement said that his job is to
20 employ. I agree with that but since we
21 recognize there is a problem wherein there
22 are too few minorities, I think that the
23 newspapers can take an active role in
24 recruiting.

25 That is not to wait for the people to

1 apply, but to go out and actively seek
2 qualified minorities, termed qualified,
3 because that is the term that has been used
4 here, and I have, just out of a book here,
5 how to recruit minority journalists, and I
6 was looking at the several newspapers and
7 different programs that they are doing.

8 For instance, the Boston Globe has a
9 12-month training program to convert non-
10 journalists to reporters and copy editors.

11 The Philadelphia Inquirer has on-the-
12 job experience; the Courier-Journal and
13 Louisville Times has a senior editor whose
14 principal responsibility is to recruit
15 minority professionals.

16 Knight-Ridder group and some individ-
17 ual groups have funds to operate the
18 minority process, so I believe things like
19 this -- you know -- are what is necessary to
20 improve the rate or number of minorities at
21 a faster rate.

22 MR. MINTER: Could I add, it may be a
23 misconception to our statement, we do all
24 those things and hope we do them fairly
25 well. What I am saying, I am saying as far

1 as funding is concerned, we do that and we
2 should do that, and it is very helpful.

3 What I am saying is even if we have got
4 a good bit of money at the Journal/Consti-
5 tution, I don't have enough money to cover
6 that, so I think the best thing that we can
7 do is to do the hiring.

8 MS. HILBUN: While I have Mr.
9 Easterly's attention I would like --

10 MR. DOCTOR: Minter.

11 MS. HILBUN: -- I would like to say my
12 acquaintance with the Constitution and
13 Journal goes back a long, long period, and
14 you have had some super women on your staff
15 at various times, and I am sure there are a
16 lot of others. You still have some of them
17 but I think there are a lot of super women
18 still floating around out there, and I
19 wonder if you, when you have vacancies, are
20 you looking for them?

21 MR. MINTER: I think we got some super
22 women now.

23 MS. HILBUN: Yes, I see you have some
24 now, but when you have vacancies are you
25 looking for others?

1 MR. MINTER: Oh, absolutely.

2 MS. HILBUN: Mr. McJunkins, what are
3 some of the obstacles in recruitment and
4 advancement of minorities within the media,
5 and the general print in journalism, do you
6 think of in particular, the obstacles?

7 MR. McJUNKINS: I can't really think of
8 any obstacles. In other words, we deal with
9 the number of newspapers and newspaper
10 chains who come by regularly -- you know --
11 each year about the same time each year
12 actively seeking recruitment.

13 In some instances students have been
14 hired and others have not, and I know as we
15 are there and we also publish a book called
16 Mass Communications Outlook, which has the
17 brief resume of all our students and send
18 this to all the major newspapers and other
19 smaller papers across the country, and it is
20 known that we do exist, and what our
21 students are like, and I can't recall any
22 obstacles as such if a newspaper wanted to
23 actively recruit minorities.

24 MS. HILBUN: Are you aware of any
25 upward mobility programs in place within the

1 media; and if so, please describe and assess
2 their effectiveness as you see it?

3 MR. McJUNKINS: Well, the two I just
4 mentioned that Atlanta Journal/Constitution
5 is doing I think is very good. One of the
6 problems in attracting minorities to the
7 newspaper profession is that many of the
8 families don't subscribe to newspapers. A
9 survey done a few years ago showed only one
10 minority family out of twelve subscribed to
11 the newspapers. Therefore, I don't think
12 minorities are not looking to the newspaper
13 industry as a career, they don't see that
14 many stories that they read in the news-
15 papers that are written by black reporters.
16 The don't know that black reporters do
17 exist, so these high school programs that
18 the Journal/Constitution is doing are good
19 and have only been in place for a couple of
20 years and we will have to give it time to
21 see the effect of it and I think it is very
22 positive to do it at a younger age.

23 MS. HILBUN: Thank you very much.

24 MR. DOCTOR: Any questions from the
25 other members of the panel?

1 MS. ALEXANDER: Mr. Minter, you men-
2 tioned the editorial boards. How many
3 people serve?

4 MR. MINTER: Seven on each.

5 MS. ALEXANDER: Is there any overlap?
6 I mean, do the two boards meet together?

7 MR. MINTER: Seven.

8 MS. ALEXANDER: A person from the
9 Journal board could also serve on the
10 Constitution board?

11 MR. MINTER: They are entirely
12 separate.

13 MS. ALEXANDER: They are entirely
14 separate? You mentioned that there was one
15 black on one board, and two blacks on the
16 other board. Why is that? Certainly it
17 does not reflect the makeup of the city
18 papers served.

19 MR. MINTER: I don't know the percent-
20 ages. If you take fourteen people and
21 three --

22 MS. ALEXANDER: Atlanta is a majority
23 black city.

24 MR. MINTER: Well, you have to consider
25 our circulation area, which our circulation

1 area is twenty-four percent black.

2 MS. ALEXANDER: All right. Then that
3 is considered metro Atlanta. One out of
4 fourteen does not approach twenty-four
5 percent, nor does two. I just -- I don't
6 understand the philosophy that would main-
7 tain that kind of ratio?

8 MR. MINTER: We are not maintaining
9 that ratio. That is just the way it happens
10 to be right now.

11 A year ago the editorial board only had
12 one minority member. The Constitution
13 only has one minority member now -- you
14 know.

15 Now, that will change at some point and
16 I hope there is some sort of way this could
17 happen. You would think we could plan for
18 it if you were just placing people like
19 chess on a board, that the Constitution
20 being a more liberal paper traditionally has
21 been more accepted by the black community,
22 you would have your two minority board
23 members on the Constitution editorial board.

24 It so happens that we found somebody on
25 our staff who was very interested in doing

1 that kind of work, and happened to be a
2 conservative, and that is Jeff Dickerson, so
3 he could not fit into the Journal/Constitu-
4 tion board, so he has gone to the Journal
5 board, so there are many things that go into
6 that selection.

7 MS. ALEXANDER: Then if I understand
8 you correctly, each board member reflects
9 the same kind of philosophy?

10 MR. MINTER: Which they are on.

11 MS. ALEXANDER: -- which they are on
12 and the same philosophy among all seven
13 board members, and this is reportedly the
14 editorial philosophy and thrust of the
15 particular newspaper?

16 MR. MINTER: That is correct.

17 MS. ALEXANDER: Why do you need an
18 editorial board? I just don't understand.

19 MR. MINTER: Why we have an editorial
20 board?

21 MS. ALEXANDER: Yes.

22 MR. MINTER: Well, on certain days I
23 wonder about that myself.

24 MS. ALEXANDER: Is there any thought to
25 exposing divergent opinions on the editorial

1 board?

2 MR. MINTER: Certainly. We have a
3 thing called outlet page. We have -- we
4 have, just as a purely bedside manner of our
5 social responsibility, purely good conviction,
6 we hope all views are heard and the
7 Constitution has an outlet page. We have
8 such opinions on Sundays and we actually
9 pursue people who disagree with our -- our
10 editorial policy, which they are entitled to
11 disagree.

12 MS. ALEXANDER: Is the editor, are you
13 personally satisfied with the obvious philo-
14 sophy that this kind of structure reflects?

15 MR. DOCTOR: Could you speak into the
16 mike?

17 MR. MINTER: The -- what kinds of
18 structure do you mean?

19 MS. ALEXANDER: Having a single opinion
20 for the editorial board?

21 MR. MINTER: You know, it is not our
22 plan ever to have a single opinion for the
23 editorial Constitution board, and it just so
24 happens that is the way it is right now. We
25 don't like it and it is one thing that we

1 have learned we don't like, and my philo-
2 sophy is you shouldn't have one of anything.
3 That is the way we started out in this
4 business, we would get one.

5 For one thing, if you only have one
6 minority member on the editorial board,
7 besides the concerns you would have to put
8 on top of that one person it is all heat
9 from the audience, so -- you know -- no, I
10 am not satisfied with that and I am -- I
11 don't think --

12 MS. ALEXANDER: My concern, Mr. Minter,
13 came off of the color of the person's skin
14 and went on to the philosophy that that
15 person expressed in the editorial board
16 meeting, and I mean, I wonder what can be
17 served with the kind of structure when the
18 editorial board is of one thought and threw
19 off bad opinions, and both panels are
20 supposed to reflect another school of
21 thought as it were; what I am asking you now
22 is are you satisfied that the editorial
23 board of each of the newspapers, not -- I am
24 not talking about the color of the people
25 involved or the sex --

1 MR. MINTER: I am sorry. I am a little
2 confused about what we are talking about.

3 MS. ALEXANDER: I am trying to make
4 myself very clear. I am talking about the
5 philosophy of the editorial board, and it
6 seems to be the philosophy is a conservative
7 philosophy. They are more apt as a group to
8 be satisfied to hear their views echoed, and
9 coincidentally, very often those views will
10 be echoed by virtual clones.

11 I am asking you if you personally think
12 that that is the proper structure and
13 administrative chart for a metropolitan
14 urban newspaper to have?

15 MR. MINTER: Well, I am still confused
16 by your question but I am perfectly confi-
17 dent with traditional ways that the
18 editorial boards and newspapers across the
19 country and our newspaper is set up. The
20 newspaper has a certain philosophy. That
21 philosophy is set by the editorial page of
22 the newspaper.

23 People on newspapers usually hire some-
24 body who probably suits their philosophy,
25 and the case in Atlanta, we have the best of

1 both worlds. We have the Constitution
2 editorial page, which is quite liberal; we
3 have the Journal editorial page, which the
4 board is what I will term mildly conserva-
5 tive, and it is, the board is essentially in
6 agreement with him, although everybody on
7 that board is not that way.

8 We have some people who are liberal and
9 some who are conservative, but I think this
10 city and any city is really better off by
11 having, having two separate independent
12 editorial boards who have a different, both
13 opposite views. I think we get both sides.

14 MR. DOCTOR: I think, have you
15 finished?

16 MR. RUFFIN: Mr. McJunkins --

17 MR. McJUNKINS: Yes.

18 MR. RUFFIN: -- you indicated you have
19 a majority of your graduates that are
20 female?

21 MR. McJUNKINS: Yes.

22 MR. RUFFIN: What problems do you have
23 in placing your graduates, irrespective of
24 sex; and what percentage of them are placed?

25 MR. McJUNKINS: It is difficult for me

1 to say what percentage are placed. We tried
2 to do a survey a couple of years ago and we
3 write all persons who have graduated and ask
4 them to respond, and for the most part the
5 ones who did respond were those who work in
6 the media, so in this case some media did
7 not.

8 When I learned I was going to be on
9 this panel I sort of asked around about the
10 graduates who were in our city and I asked
11 what about the problems. One problem is
12 that no one wants to begin working with a
13 small paper. We try to get through to them
14 that you don't start with a large paper all
15 the time. However, we have had people leave
16 directly from our school and go to work.

17 The Miami Herald is rated as one of the
18 top ten papers in the country, and Time
19 Magazine, McGraw-Hill, so I am saying in all
20 cases it doesn't mean that they are not
21 qualified. Some of the reasons they give me
22 was simply they say that they could not
23 really say that they felt they were being
24 discriminated against, it was just the
25 routine that your resume will be placed on

1 file and when a position becomes available --
2 you know -- you will hear from us and you
3 never hear from them again, and in the mean-
4 while since I have graduated, I want to be
5 on my own and they're on going into some
6 other area, take some other type of job, get
7 caught in that, and they never get into the
8 media and that is a problem.

9 MS. ALEXANDER: Does Clark College
10 monitor where its graduates are?

11 MR. McJUNKINS: No, not very well. As
12 I said -- you know -- it was three years ago
13 that I sent these letters to all of our
14 graduates to their last known address to be
15 had, and we only heard from about a third of
16 them, so we really don't have a good record
17 of where they are.

18 I mean, there are some that we con-
19 stantly hear from. Some ask after they have
20 been to jobs.

21 One known job, a friend, former
22 student, called the other day and she had
23 just gotten out of the Peace Corps, and she
24 asked did I know of anywhere.

25 It just so happened that I had heard

1 from Macon Telegraph, their manager had
2 called there, called the other day and said
3 that they had a position open, so I called
4 her and let her know.

5 MR. RUFFIN: Some of the best journa-
6 lists are some of the worst speakers.

7 MR. MINTER: Thank you.

8 MR. DOCTOR: I am sure that was not
9 meant as a personal comment.

10 MR. RUFFIN: I was really thinking of
11 one of your predecessors. He is an excel-
12 lent journalist. I am sorry. I am not
13 saying anything that I wanted to hear.

14 What do you expect out of a young
15 journalist? What do you look for when a
16 young journalist applies?

17 Obviously a person's appearance and how
18 a person speaks, makes some kind of impres-
19 sion, but here again, some of the best jour-
20 nalists I know of don't speak well and if
21 you hire them based upon how they speak you
22 wouldn't hire them.

23 MR. MINTER: Well, obviously -- you
24 know -- we don't fortunately, we don't hire
25 and promote on how people speak. I guess I

1 would be somewhere else, but we, our hiring
2 process is pretty well thought out.

3 We -- you know -- once we have located
4 and found somebody to really get serious
5 about bringing down and talking to them
6 about the job, we will often, often we will
7 take, have the person work for the newspaper
8 for two or three days. We are not test
9 oriented like an initiation organization.
10 We don't have psychological testing. We
11 don't have IQ testing and all that, but we
12 have to see if a person can spell fairly
13 well and have some reporting skills.

14 We want somebody who -- who is fairly
15 serious about being a journalist for -- you
16 know -- a given period of years. We don't
17 like people who come to work for you and
18 want to be in a public relations job, and so
19 I would say a sincere interest in facts is
20 high on the list.

21 I get disturbed at some of my col-
22 leagues who go around to conventions and
23 complain that the young college graduates
24 can't spell, and particularly the job candi-
25 dates can't spell. I don't spell so well

1 myself.

2 I am not a great speller, so I think we
3 ought to be careful about judging people on
4 deficiency things. If you can't spell, if
5 you can't spell -- you know -- say, hey, if
6 you can't spell get your dictionary and talk
7 to people who can spell. You should be able
8 to spell, but what I am saying is we don't
9 want to put that hard nip-sip-picking test
10 on it.

11 One thing that has began to disturb me
12 a little bit about our hiring of minorities,
13 when you sit down and talk to somebody and
14 you find out all the information you can,
15 the people who look the best to you, you
16 talk to them and you find out that their
17 mother was an English teacher in high school
18 and maybe their father was a principal, and
19 what I am saying is we are doing a pretty
20 good job of finding those middle-class kids
21 who talk well, make impressions.

22 I worry some about the kids who come
23 along, first generation college graduates,
24 maybe the first in the family that graduated
25 from grammar school, and they don't talk so

1 well, and -- and then they will scribble
2 down specifications and they will say he is
3 not as well in appearance, and I think those
4 are the problems that we -- that can be
5 corrected and dug ahead and taught to
6 people, and I want to be careful in the
7 future that we do not eliminate people who
8 are maybe not as slick on the first inter-
9 view as other people are.

10 MR. DOCTOR: Reverend. Thank you.

11 MR. TILLMAN: Mr. McJunkins --

12 MR. McJUNKINS: Yes.

13 MR. TILLMAN: What is the background of
14 people you have teaching? I understand you
15 said you had one white, right?

16 MR. McJUNKINS: Yes.

17 MR. TILLMAN: So what about your back-
18 ground of those that you have teaching for
19 going into the kinds of media situations
20 that we have? What -- did it come out of a
21 so-called --

22 MR. McJUNKINS: Everyone who works.
23 That is, professors in the area, teachers,
24 professional teachers.

25 MR. TILLMAN: Everybody professional?

1 I am talking about background. Did it come
2 out along with the newspaper situation or TV
3 or did it just want to come straight out,
4 something more than just profession?

5 MR. McJUNKINS: Everyone has worked in
6 the industry which he is teaching, had some
7 type of education. We have journalism
8 courses and have worked as editors.

9 MR. TILLMAN: On what type of paper?

10 MR. McJUNKINS: I am hearing, see, the
11 qualification of students and so forth are
12 not there and we are not getting enough
13 people, and I am wondering why and trying to
14 find out the reason why and --

15 MR. TILLMAN: Okay. Well, I am saying
16 daily newspapers are some of the best news-
17 papers.

18 MR. McJUNKINS: Okay.

19 MR. TILLMAN: Okay.

20 MS. ALEXANDER: Okay. I am going back
21 to Jim. Well, not really to you. Maybe to
22 Mr. McJunkins. If you are out in the state
23 and you don't have the boards in many
24 instances, you have one person that says
25 something and that is conservative, he kind

1 of is like the board because all those
2 people on the board are not allied. They
3 make it in there.

4 I have seen philosophy change in time.

5 Brunswick, we met last week with
6 editors. Just being able to get to the
7 editors was a big thing, but he is now a
8 manager and one of the most liberal persons
9 out there.

10 In the course of time by just having a
11 board, ideas can come up and I would rather
12 see a board than to see one person make
13 decisions, and that is strictly conservative
14 all the way in most newspapers throughout
15 the area, so I think the best thing to do is
16 to stick with the board when they can and
17 sometimes recognize nutrition, that sort of
18 thing, the paper gets better so --

19 MR. MINTER: Of course, the board is
20 not cloned.

21 MS. ALEXANDER: I think the paper would
22 be better than having one person make deci-
23 sions.

24 MR. DOCTOR: I think we have a question
25 on this end of the table. I might make a

1 comment. As I understand Elaine's question
2 concerns to me seem to be composition, race,
3 sexual composition of the editorial board on
4 both papers, but there is a question I think
5 of Ms. Hilbun. Do you have a question?

6 MS. HILBUN: Well, I want to ask Mr.
7 Easterly, what, how the selection is made of
8 the editorial columnists who appear in the
9 paper?

10 MR. MINTER: The editorial page
11 columnist selection is made by the editorial
12 page editor.

13 MR. DOCTOR: Are there any other ques-
14 tions from the members of the committee
15 staff?

16 MR. TILLMAN: One thing that I want to
17 ask both of you, what is the possibility of
18 maybe the major groups like yourself, for
19 example, sort of on a part-time basis you
20 went to Clark and there you can discover. I
21 know you say you have little workshops, but
22 I am talking about on a general basis
23 since -- so you can discover some of the
24 talents in this area, even if the person has
25 to pay for it?

1 MR. MINTER: Well, I think we do that,
2 don't we?

3 MR. TILLMAN: I mean, that is going in
4 regularly and actually among the work out
5 there since that is a major source?

6 MR. McJUNKINS: We have had faculty
7 from the -- that is some of our faculty,
8 part-time faculty that have been on the
9 Journal/Constitution staff and, of course,
10 they put that experience into it as well as
11 it improves that relationship.

12 Then you are saying to the young
13 electorate, because consequently there are
14 electorates who come to my class who are
15 reporters from the Journal/Constitution, and
16 also from other newspapers and magazines.

17 MR. TILLMAN: Well, do they stay long
18 enough to discover talent, not come and give
19 out, but receive, stay long enough to
20 discover young, bright students?

21 MR. MINTER: That is a good question.

22 MR. McJUNKINS: One assistant editor
23 also editor taught a year and a half.

24 MR. DOCTOR: One final question, if I
25 may. I will pose this to Mr. Minter. Share

1 with us a breakdown of the top management of
2 both newspapers from a race standpoint?

3 MR. MINTER: You mean top management of
4 the newsroom?

5 MR. DOCTOR: Well, top management of
6 the operation overall.

7 MR. MINTER: Okay. Well, president is
8 David Easterly, who is a white man. We have
9 had over -- we have a general manager, Tom
10 Brauer, and next to him we have Thomas McRay
11 and Buddy Ward.

12 MR. DOCTOR: I am sorry. I didn't
13 catch that.

14 MR. MINTER: We have Tom McRay, we have
15 Buddy Ward, present, who has been with us
16 since high school. He has been around for
17 as long as I have and, of course, he is
18 white, and we have vice president of adver-
19 tising and sales is Plott Brice, and Plott
20 has been around a long time; and we have
21 vice-president for community relations who
22 is Ms. Ann Gilbert sitting right over there,
23 and she is a female obviously and a minority
24 female. That is the top management in the
25 newsroom.

1 Of course, I am the editor, a/k/a, the
2 manager; two editorial page managers are
3 white men; we have one female assistant
4 managing editor; we have one black female
5 who is -- who has been in the editing job
6 for a long time, Alexis Scott Reeves.

7 She is taking over a new project that
8 we are starting out doing in cable tele-
9 vision and her new job will be on the line.

10 We have an assistant managing editor;
11 we have a black female who is an assistant
12 business editor which is indicative, impera-
13 tive we have very few black females that
14 apply for jobs.

15 We have our -- we have a white female
16 who is a city editor in charge of city desk
17 in the daytime. We have a white female who
18 is in charge of the desk at night.

19 MR. DOCTOR: Thank you very much for
20 your input. To say the least it has been
21 and will be reflected in our report which
22 will be done by this Committee some months
23 in the future, and your contributions and
24 coopera-tion certainly has been commended.
25 Thank you.

1 MR. MINTER: Thank you.

2 MR. SINCLAIR: I wish to thank you on
3 behalf of the Committee, the speakers and
4 the participants and panelists.

5 At this time we will adjourn for lunch
6 and return to this room at 1:45 for the
7 audio, which means radio media. We are
8 adjourned.

9 (Thereupon, a luncheon recess was
10 taken.)

11 MR. SINCLAIR: Good afternoon. This is
12 the third panel session of the Georgia
13 Advisory Committee to the United States
14 Commission on Civil Rights factfinding
15 meeting on women and minorities in the
16 media.

17 This afternoon we want to welcome those
18 persons who were not here this morning, and
19 welcome those persons who were here this
20 morning back for the afternoon session.

21 This is our third panel and it is
22 dealing with the -- the audio media. That
23 is, we are fortunate to have as our panel
24 this afternoon station managers and general
25 managers of local stations. We will begin

1 the panel discussion or presentation this
2 afternoon by introducing those panelists who
3 are in attendance, since I don't know, I am
4 not sure whether you are sitting in our
5 order here, so I want each of you first off
6 to introduce yourself to the Committee and
7 to the audience, and we will start with the
8 gentleman here on the beginning to my right.

9 MR. LAUER: My name is John Lauer, WGST
10 AM and WPCH FM radio news service.

11 MR. BLUM: My name is Gerry Blum, vice-
12 president and general manager of WQXI AM and
13 WPLO FM radio.

14 MR. GREENER: My name is Richard
15 Greener and I am vice-president and general
16 manager of WAOK radio.

17 MR. FAHERTY: My name is Michael
18 Faherty and I am general manager of WSB
19 radio, 75 AM and 99 FM.

20 MR. SINCLAIR: I want to welcome each
21 of you to this panel discussion and I want
22 to offer each of you an opportunity at the
23 outset, if you have any prepared statements
24 that you would want to make, we would begin
25 by having you make those prepared statements

1 at this time.

2 Do any of you gentlemen have any pre-
3 pared statement that you would like to make
4 at this time?

5 MR. FAHERTY: Yes. I would like to
6 review the EEO obligations that are being
7 filled jointly by WSB radio and television
8 and specifically detail WSB radio's history
9 of minority and female employment. We have
10 an administrator of equal opportunity and
11 affirmative action. She is a black woman.
12 She is also the personnel manager and
13 manager of department heads and staff.

14 She reports to the vice president and
15 general manager of both WSB-TV and to me as
16 general manager of WSB radio.

17 Here is a review of the station's EEO
18 status; routine recruitment, contact is
19 being made by our stations through media
20 women, and Atlanta Association of Black
21 Journalists and thirty other organizations
22 who monthly get our job openings list.

23 Advertising media being used for
24 recruitment having high minority leadership
25 are the Daily World, the Voice, Still Here

1 published by Howard University School of
2 communications, and the newsletter of the
3 Atlanta Association of Black Journalists.

4 The statement, quote, we are an equal
5 opportunity employer male, female, is made
6 clear on all our recruitment ads.

7 Minority employees are being used for
8 referrals of other minority applicants. So
9 far thirteen minority employees at our
10 stations have referred applicants.

11 Letters were mailed in March, 1982,
12 informing organizations of our commitment to
13 EEO and affirmative action, and requesting
14 help in recruiting efforts. Ongoing
15 contacts are made with the placement
16 director at Clark College, Atlanta Area
17 Tech, Devry, Spelman, Morris Brown and
18 Morehouse to encourage minorities to apply
19 for jobs with the stations.

20 Visits to minority colleges were con-
21 ducted for this purpose also. Ongoing
22 contact is made with a formal visitation to
23 visit the station in the fall of 1984.

24 Labor market surveys are conducted
25 periodically. New sources included in --

1 our new sources are included in our monthly
2 mailing of job openings.

3 Testing at the stations is only job
4 related and is done for typing and air check
5 audiences only. Job descriptions are
6 updated by both radio and television as
7 openings occur. They are available for
8 perusal in the personnel office.

9 The procedure for updated position
10 descriptions is ongoing and requires a
11 manager and employee to review it each time
12 a performance review is given, and, oh, when
13 the position is vacated employees are
14 encouraged to read the job postings bulletin
15 board. Positions are posted officially for
16 a five-day period. When the job is filled,
17 where any job is filled at our station,
18 you can review the openings book which is
19 placed at each receptionist's desk and is in
20 the personnel office.

21 The employee, if interested, contacts
22 the personnel office, the hiring manager and
23 their supervisor for an interview.

24 All employees who wish to apply are
25 given an interview. Feedback is given to

1 the hiring manager, to the personnel
2 manager, and to the employee of the status
3 of the interview.

4 Personal counseling sessions are con-
5 ducted with employees who are seeking
6 transfers and promotions by the personnel
7 manager. A skills inventory is given to
8 update the profile and ability for the
9 promotion or transfer within the station.
10 Special emphasis is given by me and the
11 personnel manager in management meetings,
12 and we hold management meetings monthly in
13 radio, to encourage the transfer and promo-
14 tion of minorities, and that is done at
15 every monthly meeting.

16 Preparation of an EEO review and
17 profile is given monthly to the general
18 managers of both radio and television.

19 These reports are also discussed with
20 the department heads in the managers'
21 meetings and annual reports with the docu-
22 mentation of our EEO program is prepared and
23 kept in the personnel office along with the
24 FCC 395 profile, which is submitted to the
25 public file and, of course, the FCC.

1 A six-month minority sales training
2 program has been implemented at our station.
3 So far two minorities have participated.
4 The first trainee has successfully been
5 hired as an account executive at WAOK. Most
6 recent was hired in January, 1984, as an
7 account executive right here at WSB radio.

8 Our next recruit is projected for
9 training starting in October. These persons
10 will spend three months in television sales,
11 three months in radio sales, and are paid
12 \$200 per week.

13 In the last three years we have given a
14 \$500 scholarship grant to an Atlanta Univer-
15 sity student, which has been given annually
16 by WSB radio.

17 WSB radio has had three fellowship
18 students and five interns who all were paid
19 salaries.

20 We reviewed that. These are summer
21 employment jobs, a minimum of ten weeks,
22 maximum of fourteen if they can spend that
23 long with us over the summer.

24 We go to Atlanta University Center. We
25 hire one or two interns every summer. We

1 pay each intern a hundred and seventy-five
2 dollars a week minimum for ten weeks, and at
3 the end of the summer they are given a five
4 hundred dollar scholarship to go back to
5 college for that year.

6 If Atlanta University Center has a
7 professor who would like to spend the summer
8 with us also, he or she professor in com-
9 munications discipline, he or she is paid
10 two hundred dollars a week. It has to be a
11 minimum of ten weeks and it can be up to
12 fourteen if the professor can spend that
13 much time with us or teacher can spend that
14 much time with us.

15 Our tuition refund program pays up to
16 seventy-five percent of the cost up to a
17 maximum of four hundred fifty dollars
18 already per year in its course and it is, of
19 course, offered and used by minorities and
20 women at that station.

21 Dr. Charles King of the Urban Crisis
22 Center conducted two-day seminars for both
23 WSB radio and WSB-TV managers and company
24 personnel, both general managers of WSB-TV
25 and WSB radio employees, and all department

1 managers attended this seminar.

2 All new managers are being required to
3 attend a similar seminar. All programming
4 and news personnel are attending as sessions
5 become available.

6 Followup to the program in the form of
7 an evening workshop was conducted in June,
8 1983. A separate complaint committee for
9 each station, WSB radio and WSB television,
10 for each station dealing with promotions,
11 transfers and disciplinary actions has been
12 established.

13 To date no employee has made a formal
14 complaint with WSB radio committee.

15 I am about to finish up here. I would
16 like to review some five-year percentages.
17 I went back and pulled 1979's minority
18 percentages of employment at the station and
19 female percentages of employment, and then
20 compare them with our current percentages in
21 1984.

22 In 1979, I am reading this to the
23 nearest whole number, in 1979 WSB radio
24 employed seventeen percent. Seventeen
25 persons of its work force was minority. In

1 1984 it was twenty-eight percent.

2 In 1979 forty percent of our work force
3 were females. In 1984 fifty-one percent of
4 our work force are women.

5 Let me explain the FCC definition of
6 their requirement for radio stations. Radio
7 stations are five employees or more and that
8 is, I guess, all or most of them in the
9 United States. What they say to us is they
10 supply us with government figures that tell
11 us what percentage of the work force in our
12 community, in our MSA, metropolitan area,
13 are for minorities, and what percentage of
14 the work force are female, and then they
15 require that at least fifty percent of that
16 figure be employed by the station.

17 For example, in Atlanta the current
18 figures for 1984 that the government has
19 supplied us is that minorities represent
20 23.4 percent of the work force of the
21 Atlanta MSA. Therefore, radio stations are
22 required, and television stations are
23 required to employ as part of their work
24 force, at least twelve percent of the work
25 force must be minority.

1 Women represent 44.7 percent of the
2 work force in the Atlanta MSA, therefore,
3 radio stations must employ twenty-three
4 percent minimum. There the radio station's
5 work force must be at least twenty-three
6 percent at minimum female.

7 I remind you that not only did we meet
8 the fifty percent required, but we exceeded,
9 WSB radio, the total requirement. The
10 minority work force in this community is
11 23.4 percent and we employ twenty-eight
12 percent.

13 The female work force is 44.7 and we
14 employ fifty-one percent.

15 The FCC also divides the work force at
16 broadcast stations into really two sections.
17 One they call the top four category, which
18 includes officials and managers, which is
19 almost a self-explanatory description. It
20 is me and the department heads of my
21 station, professionals, which at the radio
22 station means on-air people.

23 Technical, which again is self-
24 explanatory, are the radio engineers. They
25 keep us on the air, and sales, these are

1 sales executives that go out on the street
2 and sell the advertising time that you hear
3 between the records, and then all other is
4 really the other category at broadcast
5 stations and all other at broadcast stations
6 is in reality clerical.

7 They ask us what our percentage of
8 minorities and females are in those cate-
9 gories also. WSB's minorities in the top
10 four category, minorities represent twenty
11 percent of our work force; females repre-
12 sent forty percent of our work force.

13 These are the highest figures in
14 station history, and we believe are the
15 highest of any general market radio station
16 in Atlanta. Thank you very much.

17 MR. SINCLAIR: Thank you, Mr. Faherty.
18 Are there any other persons on the panel who
19 wish to make opening remarks?

20 MR. LAUER: Yes. I did not bring a
21 formal presentation today. Mike has covered
22 pretty thoroughly what almost all of the
23 things we do. My comments are towards WGST
24 and WPCH radio. We brought it from Georgia
25 Tech about eight years ago, and it has

1 instituted two scholarships annually for
2 minorities beginning last year.

3 We also pay eighty percent of the
4 tuition for any schooling that anyone wants
5 to take when they are employees of WGST or
6 WPCH, assuming that the students will get a
7 B average rather than trail on, and we have
8 the same affirmative action program as WSB
9 has, but rather than deal on what we do,
10 Bobby Doctor came over to the station; I
11 told him the problem that we have is that we
12 send out twenty letters and always let
13 everyone know that the job is available. We
14 never have any applicants.

15 If we get one response from any kind of
16 affirmative action program it is unique, and
17 therein I think lies the problem that we
18 have.

19 Most, most of the minorities that we
20 get we find from referrals of people who
21 work for us or other people in the business,
22 intern programs. We train many blacks.
23 Many of them have gone on to better jobs
24 with other people, and other television
25 stations here in Atlanta, other radio and

1 television stations.

2 MR. SINCLAIR: Can you speak up a
3 little bit, Mr. Lauer.

4 MR. LAUER: I am sorry. I thought the
5 microphone was picking it up. I didn't want
6 to talk too loud. What I am saying is that
7 we have trained many blacks here in Atlanta,
8 some of whom have gone on to other tele-
9 vision and radio stations here for better
10 jobs and other tasks.

11 On the affirmative action program, this
12 is something that we work very hard at and
13 try very hard to get minorities and women,
14 females involved. The problem that we have
15 is that we are not getting the response from
16 the black community in this city to the
17 affirmative action program that we have,
18 and therein lies one of your problems, and
19 that is really all I have to say.

20 MR. SINCLAIR: Are there any other
21 opening remarks that any of the panelists
22 would like to make? If not, we will have
23 the questioning from the Committee members
24 with Committee member Kehrer.

25 MR. KEHRER: Yes, sir. Thank you, Mr.

1 Chairman. I would like to, since Mr.
2 Faherty has given us a prepared statement,
3 ask just a few follow-up questions, if I
4 might. Incidentally, I am always delighted
5 to see that voice in person. I listen to
6 your editorials from time to time. You are
7 the one from WSB who does most of those, I
8 believe?

9 MR. FAHERTY: Yes, I am.

10 MR. KEHRER: And it is nice to know
11 that that voice has a body connected with
12 it.

13 MR. FAHERTY: That voice also has a
14 very good writer whose name is Aubry Mars.

15 MR. KEHRER: You gave us, Mr. Faherty,
16 the percentages of minority and female
17 employment at your station. Can you give us
18 the numbers that match those?

19 MR. FAHERTY: In 1979 we had a total of
20 seventy-two employees. Twelve were
21 minorities and twenty-nine were females.

22 In 1984 we have a total of sixty-one
23 employees, seventeen were minorities and
24 thirty-one were female.

25 MR. KEHRER: Okay. Now, in the outline

1 of the percentages by category can you do
2 the same thing? You mentioned the office
3 managers, technical and on-air people, et
4 cetera?

5 MR. FAHERTY: No. I don't have the
6 percentages in front of me. Let me tell
7 you, of the twenty percent that are
8 minorities in the top four categories they
9 are in the professional, technical and
10 sales.

11 Of the forty percent that are females,
12 they are in all four categories, and while I
13 can't give you the percentages or I can't
14 give you percentages, I can tell you that
15 females represent department managers. We
16 have a female promotion manager, business
17 manager and program manager of 99 FM, and
18 local sales manager.

19 MR. KEHRER: You outlined for us your
20 understanding of your legal responsibilities
21 in the area of affirmative action. It is
22 said in the process that the FCC said that
23 there must be X percentage of females and X
24 percentage of minorities.

25 Is it your understanding that that is a

1 quota which you must fulfill or is it a goal
2 to be attempted?

3 MR. FAHERTY: I don't consider it
4 either one because it is only fifty percent
5 of the work force, and I am already over the
6 hundred percent figure that the -- that the
7 minorities and females represent of the
8 marketplace as part of the work force.

9 MR. KEHRER: So that would -- would you
10 say then that the affirmative action effort
11 at your station has been successful?

12 MR. FAHERTY: I think so, yes, very
13 much so.

14 MR. KEHRER: Any areas in which you
15 find that there might be weaknesses?

16 MR. FAHERTY: Yes. I have already men-
17 tioned it and that is that we don't yet have
18 minorities in management positions. They
19 are in the -- in the better paid profes-
20 sional and technical and sales executive
21 positions, but not in the management posi-
22 tions yet, and I think that is the way we
23 are headed and hope that is the way America
24 is headed.

25 MR. KEHRER: We will be pursuing this a

1 little further with some of the other
2 gentlemen. Mr. Lauer has said that they are
3 having difficulty getting responses from
4 members of the minority community. Do you
5 share that feeling or is it --

6 MR. FAHERTY: We have -- we have a
7 minority that is a woman as our personnel
8 manager, and she and I work together in
9 another company a few years back, and she
10 knows what I want and she is extremely
11 helpful in going out and finding it.

12 MR. KEHRER: Can you tell us briefly
13 what the going out process kind of means?

14 MR. FAHERTY: I thought I fairly well
15 outlined it in the recruitment advertising
16 that we do in minority publications, in
17 recruitment efforts that we make at Atlanta
18 University Center, the minority colleges
19 here in town. That is the way you have got
20 to do it and it is not easy, but you just
21 have to make it part of your effort.

22 MR. KEHRER: Thank you very much.

23 MR. FAHERTY: Mr. Kehrler, I would like
24 to add to that.* She and I both worked at a
25 company called Westinghouse Broadcasting.

1 I have only worked for two major
2 companies in my career of broadcasting,
3 three years here in Atlanta and nineteen
4 years prior to that for Westinghouse Broad-
5 casting Company, where we always spent a
6 good deal of time, for most of those
7 nineteen years with the chairman of the
8 company. His name was Don McGannon and he
9 just died last month.

10 As a matter of fact, Mr. McGannon was
11 the national chairman, was chairman of the
12 National Urban League. His radio stations
13 were located in primarily the northeast
14 quadrant of the country. He had television
15 stations too in Boston, New York,
16 Philadelphia, Pittsburgh, so on -- he
17 believed that -- he believed that the
18 continued viability of those metropolitan
19 areas depended upon the continued health of
20 the city.

21 He made it clear to all of us who
22 managed his stations that -- that we, there-
23 fore, had to have a commitment to EEO and
24 affirmative action as part of our managers'
25 responsibility, and it is just right.

1 MR. KEHRER: Thank you very much.

2 MR. SINCLAIR: Mr. Ruffin.

3 MR. RUFFIN: Thank you. Mr. Lauer, you
4 indicated that you send out responses and
5 the responses from the black community, that
6 is practically nil. Has there been any
7 followup or follow through to determine why
8 that response is virtually nil?

9 MR. LAUER: Some, to some extent. As I
10 said, the Meredith Corporation has had this
11 company for about eight years, and when we
12 first took over the station I wasn't there.
13 When I first came to the station about six-
14 and-a-half years ago the response was a lot
15 better than it is now, and I think we have
16 hired some people from responses, Clark
17 College, Spelman, in the past three years
18 perhaps.

19 As I said, if we get one response from
20 any of the things that we send out, whether
21 we advertise in Atlanta Daily World, adver-
22 tise in the Voice, advertising we do in the
23 Constitution, any of that including all of
24 the letters that we send out to Clark,
25 Spelman and all of the other twenty-seven or

1 twenty-six people that we send things to,
2 there is no response, and I am not sure why
3 that is, and has there been any follow
4 through on that. Not perhaps maybe like we
5 should have, but the jobs are there.

6 If you want them you have got to come
7 and get them because if you don't somebody
8 else will.

9 MR. RUFFIN: You also indicated that
10 you have trained many blacks who have gone
11 on to other stations.

12 MR. LAUER: True.

13 MR. RUFFIN: And I got the impression
14 from listening to you that your station
15 serves, to some extent anyway, as a training
16 ground for persons, and I am wondering
17 whether or not there is any relationship
18 between the fact that they have moved, the
19 ones that you have had have moved on and
20 lack of response from the -- lack of
21 response from the black community?

22 MR. LAUER: I would think that there
23 ought to be exactly the opposite. If you
24 know that you can come to WGST and get a job
25 and training there and go on to a better job

1 I would think you would want to go to WGST
2 to work.

3 MR. RUFFIN: Well, the question more
4 appropriately deals with the conditions
5 under which persons work. Apparently if
6 some persons are trained there they would
7 want to remain there if conditions are
8 conducive and that is really what the ques-
9 tion is.

10 MR. LAUER: That is not the reason.
11 What happens is they go places where they
12 make more money or they have more responsi-
13 bility. No, our turnover factor is not
14 great, particularly in management areas.

15 I think in the time that I have been
16 there we probably had in the last six-and-a-
17 half years two sales people leave in all
18 that time.

19 We added to the sales staff of WGST and
20 WPCH, but the turnover comes from more
21 money, television, larger markets. That is
22 what I mean by getting a better job or
23 getting ahead or moving up the ladder in the
24 broadcasting business so, no, it is not the
25 fact that the working conditions aren't

1 good. At least I hope it is not.

2 MR. RUFFIN: Approximately how many
3 persons do you have at each of these sta-
4 tions, WGST and WPCH?

5 MR. LAUER: Total number of people that
6 work at WGST and WPCH is about fifty-eight.
7 It fluctuates, varies, fifty-eight, sixty-
8 three, sixty-five. That is a calculated
9 number because we calculate the number of
10 full-time people, and then take part-time
11 people and they count as one fourth of a
12 person. I am not sure how they add that up,
13 but that is basically the number, give or
14 take a few.

15 MR. RUFFIN: What kind of affirmative
16 action program do you have at your station
17 to overcome some of these problems,
18 retaining persons that you trained and also
19 to do something about the lack of response
20 in the black community?

21 MR. LAUER: I don't think the lack of
22 response is our problem. I think the lack
23 of response is your problem.

24 We send out the information. We tell
25 you the jobs that are available. I would

1 think that if you want the jobs it is up to
2 you to come get them.

3 MR. RUFFIN: Thank you. That answers
4 my question.

5 MR. LAUER: Good.

6 MR. RUFFIN: Thank you, Mr. Chairman.

7 MR. KEHRER: Mr. Blum --

8 MR. BLUM: Yes.

9 MR. KEHRER: You are looking at me. I
10 didn't know which one was Gerry Blum.

11 MR. BLUM: I am Gerry Blum with WQXI.

12 MR. KEHRER: You are employed by WQXI?

13 MR. BLUM: That is correct.

14 MR. KEHRER: Could you tell us what you
15 do there?

16 MR. BLUM: I am vice-president and
17 general manager.

18 MR. KEHRER: Just in round numbers, how
19 long have you been involved with the media?

20 MR. BLUM: In round numbers?

21 MR. KEHRER: Yes.

22 MR. FAHERTY: That would give his age
23 away, Mr. Kehrer. He will never tell you.

24 MR. KEHRER: That is why I said that.

25 MR. BLUM: About around twenty-seven,

1 twenty-seven, twenty-eight years. I am only
2 thirty-two.

3 MR. KEHRER: If you were to assess the
4 progress being made by minorities in the
5 audio medium what would be your assessment?

6 MR. BLUM: Well, compared to where it
7 was fifteen years ago, let's use that as a
8 benchmark, I think it has just developed
9 tremendously.

10 The awareness on the part of broad-
11 casters to hire minorities is in front of
12 their eyes constantly, and what John had
13 indicated a little earlier, I may validate
14 that by saying that the problem isn't with
15 the willing to hire minorities, but with the
16 limited supply of qualified people, and when
17 you do find a qualified person there is
18 almost warfare between media on offering
19 higher, more incentives, and I might tell
20 you I am losing a black female traffic
21 director to a radio station at probably not
22 one third the successful billing that I am
23 enjoying, and offering her at least four or
24 five thousand dollars a year more just to
25 have a black female in their category, and

1 this, I think, is almost standard throughout
2 the industry. I would love to be a black
3 female today.

4 MR. KEHRER: I am not sure we can
5 promise you that.

6 MR. BLUM: The opportunity is there.
7 There just is no question about it. The
8 opportunity exists in every single radio and
9 television station.

10 MR. KEHRER: The recorder made a note
11 of that. You mentioned that against the
12 benchmark of fifteen years ago significant
13 progress has been made. Can you give us a
14 more detailed impression in that as, for
15 example, this morning the TV people were
16 here and said that very substantial progress
17 has been made within the last two or three
18 years.

19 Is that your impression in your field,
20 too, because it is accelerating progress?

21 MR. BLUM: It is accelerating very
22 evolutionary rather than revolutionary, yes.
23 When a qualified person is there that
24 qualified person is hired.

25 MR. KEHRER: In that connection, do you

1 have any kind of program to attempt to get
2 people qualified with training or upgrading?

3 MR. BLUM: We -- yes, we do. At the
4 corporate level in Charlotte, the parent
5 office, we do have an internship program for
6 training.

7 MR. LAUER: Mr. Sinclair, may I ask a
8 question?

9 MR. SINCLAIR: Certainly.

10 MR. LAUER: You have been through us
11 and we know who we are, and you know who we
12 are, but we don't know who you are.

13 MR. SINCLAIR: We will get it. I am
14 sorry. We did that this morning and
15 unfortunately you weren't here.

16 MR. LAUER: I wasn't here. I would
17 just like to know what everyone represents
18 because it isn't on the paper here. I tried
19 to find it there.

20 (Thereupon, a discussion was had off
21 the record.)

22 MR. SINCLAIR: Rather than trying to
23 get and interrupt, get too many things out
24 of context here for the court reporter
25 particularly in terms of dealing with what

1 we have to do, we will do that as soon as we
2 finish the questioning by our Committee
3 members. We will introduce everyone on the
4 panel.

5 MR. KEHRER: Mr. Chairman, inasmuch as
6 we are at a point where we are breaking, why
7 don't we do that now. It might give them a
8 better perception of a particular situation.

9 MR. SINCLAIR: All right, if that is
10 the will of the Committee. Off the record.

11 (Thereupon, a discussion was had off
12 the record.)

13 MR. SINCLAIR: Okay. Mr. Ruffin, I
14 think your turn is next and then we will
15 open up the questioning to all the panel
16 Committee members rather.

17 MR. RUFFIN: I didn't get Mr. Greener's
18 station.

19 MR. GREENER: WAOK radio.

20 MR. RUFFIN: Mr. Greener, I missed, I
21 was late and I missed your statement. Did
22 you have a statement?

23 MR. GREENER: Well, I didn't make a
24 statement. My statement, if I were to have
25 one, it would be that I seem a little out of

1 place here.

2 MR. RUFFIN: Welcome to the club.

3 MR. GREENER: We don't -- we don't
4 share the difficulties at WAOK that my col-
5 leagues have. We have been Atlanta's black
6 radio station for thirty-one years.

7 We are a much smaller operation without
8 the resources of some of these larger
9 companies. We have thirty-two employees.
10 Ninety-four percent of them are black.
11 Forty-one percent are women.

12 We have little difficulty at all in
13 finding applicants. In fact, when we have
14 an opening, which is rare, we usually get
15 applicants from all over the country.

16 Atlanta is a prime spot for people who
17 work in broadcasting and we seem to have our
18 pick of the best people for the jobs that we
19 have available.

20 We have no specific training programs
21 but we will be glad to continue to hire half
22 of WSB's trainees as we have in the past,
23 and as I hope I can make a contribution here,
24 but I certainly can't explain to you how
25 things can improve in the future because we

1 have seen things pretty well the same.

2 I have been in black radio for twenty-
3 two years and we have an employment picture
4 which I think is remarkably different than
5 most of the stations you will talk to today.

6 MR. RUFFIN: Am I to understand by your
7 remarks then that you normally or usually
8 recruit your personnel from other stations
9 and from applicants from around the country?

10 MR. GREENER: Well, we have a very
11 stable company, although it is small. We
12 have very little turnover.

13 Most of our employees have been with us
14 for many years, some as long as twenty-two
15 to twenty-five years, and we have a great
16 many employees in the company for ten to
17 fifteen years and longer, so we have very
18 little turnover.

19 The area where most of our turnover
20 comes obviously would be in sales and in
21 programming, and since there are, by format
22 restrictions there are very few places for
23 black air talent to work.

24 Obviously we don't have to advertise or
25 go on the air with openings. They pretty

1 well get known in advance and we are deluged
2 with applicants.

3 The same is true for sales, out of
4 having any openings, a great many people who
5 work in sales, who work in black radio sales
6 are principally black sales people who want
7 to come from a smaller market to a larger
8 market, so people who want to work in
9 Atlanta solicit us for openings.

10 So when we have sales openings we
11 usually have a great many applicants to
12 choose from.

13 MR. RUFFIN: Am I to understand that
14 you were inundated with black applicants
15 because you are a black radio station?

16 MR. GREENER: Yes, I think that is
17 true. In fact, I know that that is true.
18 We are a place that black people can work
19 and want to work, and as I said, I have
20 worked in black radio for twenty-two years.

21 There are black sales people. We have
22 seven people on our sales staff and most, if
23 not all of them, have not worked for and
24 will never work for stations other than
25 black program stations.

1 MR. RUFFIN: Mr. Chairman.

2 MR. DOCTOR: Why is that?

3 MR. GREENER: Well, I don't know why
4 that is. I could tell you that black
5 stations solicit business in the black com-
6 munity, and black sales people have always
7 been successful in doing that.

8 They make better money in most cases
9 than local sales people with other stations.
10 I can tell you why we hire sales people.

11 I really couldn't give you anything
12 more than a personal opinion as to why some
13 of our best people don't go elsewhere.
14 Hopefully they stay with us because they
15 like it.

16 We have considerably less turnover than
17 stations with other formats.

18 MR. SINCLAIR: Mr. Lauer, is that the
19 correct pronunciation? You ended your
20 remarks or your questioning, Mr. Lauer, with
21 the statement that this is your problem, not
22 our problem.

23 MR. LAUER: I didn't say that. I said
24 I think it is your problem. I didn't say it
25 wasn't our problem.

1 MR. SINCLAIR: Okay, okay.

2 MR. LAUER: I said the jobs are there
3 and you ought to come after them.

4 MS. HILBUN: You will share it with
5 them?

6 MR. SINCLAIR: You said it is your
7 problem and I am assuming --

8 MR. LAUER: That is a problem that you
9 have that you need to address. That is a
10 problem that this group has that it needs to
11 address. It needs to talk to the people who
12 are out there and say go after those jobs,
13 try for them. You can't get them if you
14 don't ask. Go make a sales pitch.

15 MR. SINCLAIR: That is what I am trying
16 to understand, your problem, being a problem
17 of black companies or a problem of the
18 United States Civil Rights Commission?

19 MR. LAUER: I think it is -- well, I
20 don't know that it is a problem with the
21 United States Civil Rights Commission.

22 MR. SINCLAIR: Well, this group here?

23 MR. LAUER: No.

24 MR. SINCLAIR: Then I assume that you
25 are referring to, it is in the manner then

1 that it is a problem of the black community?

2 MR. LAUER: Right. It is a minority
3 problem that minorities need to address.
4 People need to know that those jobs are
5 there. They need to go out and look for
6 those jobs.

7 As I started to say, you can't make a
8 sale if you don't go out and make a pitch.
9 It is absolutely impossible for somebody to
10 hire somebody if they don't know they are
11 there.

12 It is absolutely impossible for a
13 salesman to make a sale if he doesn't go
14 make a call, and if he doesn't ask for an
15 order.

16 MR. SINCLAIR: That is what I thought
17 at least from a personal standpoint was the
18 arguments that were made in 1950 and 1960 in
19 terms of facts. That is why we don't have
20 blacks employed in our various companies
21 around the country and that is one that I
22 have not heard here recently in the last --
23 you know -- ten years, though.

24 MR. LAUER: The difference is that in
25 those days we didn't go out looking for

1 people. Now we do. Now people know that
2 those jobs are available. At least they
3 certainly should.

4 I hired the first black sales person in
5 Chicago. I hired the first female person in
6 Chicago when I worked with WBBM.

7 I hired the second female sales person
8 in Atlanta when I came down here. Our sales
9 staff at WPCH right now is four women and
10 one man, and at WGST the sales staff is
11 three women and four men.

12 MR. SINCLAIR: How many of those are
13 minorities?

14 MR. LAUER: Pardon me?

15 MR. SINCLAIR: How many of those are
16 minorities?

17 MR. LAUER: None of those are minori-
18 ties, unless you consider women minorities,
19 but I don't want to deal in percentages.
20 Our percentages are fine.

21 If you want to look at the percentages
22 at WGST and WPCH, you are not going to find
23 any problems with that.

24 MR. SINCLAIR: Have you actively, in
25 making this my problem now at this point,

1 have you actively gone out and sought,
2 recognizing, of course, that you have no
3 minorities on any of your sales staff, have
4 you actively sought, other than to write a
5 letter to an organization and said whatever
6 you say in your letter, have you actively
7 gone out and recruited minorities, partic-
8 ularly for your sales staff?

9 MR. LAUER: In some instances we have.
10 In the six-and-a-half years that I have been
11 there I think we have had three sales appli-
12 cants.

13 MR. SINCLAIR: And were any of those
14 three hired?

15 MR. LAUER: No.

16 MR. SINCLAIR: Now, did you perceive --

17 MR. LAUER: As I said, we have only had
18 two sales people leave in six-and-a-half
19 years.

20 MR. SINCLAIR: Well, do you perceive
21 that the possibilities of why, then I don't
22 understand when you consider that as our
23 problem if in fact you are not going to hire
24 them anyway because you are already loaded
25 with talent, then what is -- well, where's

1 the problem?

2 You have had two people to leave in six
3 years. What is the point in -- what is the
4 point in applying for a job where you know
5 you are not going to get hired?

6 MR. LAUER: That is not true. I didn't
7 say I wouldn't hire somebody. Now, you have
8 taken one area and said that is a problem.
9 You are talking about the sales staff. I am
10 talking about overall situation.

11 The numbers of jobs that we have had,
12 the numbers of applicants that we have had.
13 Yes, we have gone out and looked for them
14 because we go to people on our staff and say
15 do you know anybody; where can I go to find
16 somebody; other things, like we have done
17 seminars at Clark College, done things like
18 that. Yes, we have gone to look for them.

19 MR. SINCLAIR: Then I am still failing
20 to understand how you perceive that as being
21 our problem when you have done all you could
22 and you said you have got openings and
23 nobody comes? There must be a problem
24 somewhere and I am not sure why you put the
25 burden here to say that it is our problem?

1 MR. LAUER: Well, you asked me if I
2 thought it was a problem of the Civil Rights
3 Commission and I said no.

4 MR. SINCLAIR: Well, I passed that. I
5 assumed you didn't think it was the Civil
6 Rights Commission. I said our from being --
7 from the point of being black.

8 Did I lose my question?

9 MR. LAUER: I lost it.

10 MR. SINCLAIR: I lost it, too. Why
11 don't we move on to the next person, then
12 those of you who have got words to be said
13 can say them. Any other questions?

14 MS. ALEXANDER: I am afraid you leveled
15 your chin on that one. You mentioned these
16 twenty-eight letters that go out and I am
17 not being facetious when I ask two ques-
18 tions; the first one, does that list of
19 twenty-eight remain constant despite lack of
20 response; and two, is Richard Greener of
21 WAOK on that list?

22 MR. LAUER: No.

23 MR. GREENER: I hope not.

24 MS. ALEXANDER: Is the list changed?
25 What input do you have in the makeup of that

1 list?

2 MR. LAUER: The list change, we send
3 out letters to people and get letters back
4 address unknown, moved, gone. Obviously we
5 take those people off the list and sure we
6 change the list and update it from time to
7 time.

8 We are an all-news radio station and we
9 are dealing with a community as a whole
10 probably more than any other radio station
11 in this city.

12 We know who is where. We know who
13 moves, who is not moving and, yes, the list
14 has been updated. We know who the leaders
15 are, certainly where the people we are
16 looking for are located.

17 MR. TILLMAN: Following through with
18 Mr. Greener, if I may, Mr. Chairman, you
19 mentioned about -- I am understanding about
20 the sales person, right, because what we are
21 running into may be going to some of the
22 black persons going to some of the white
23 businesses and that sort of thing.

24 What about technicians? Don't you
25 basically do the same sort of thing in other

1 departments that are done at some of these
2 so-called white stations?

3 MR. GREENER: Yes, we do exactly the
4 same thing.

5 MR. TILLMAN: Then why is it that --
6 you know -- the statement you made per-
7 taining to your people would not work for
8 other stations?

9 MR. GREENER: Well, you are asking me a
10 question that I can't answer.

11 MR. TILLMAN: Okay.

12 MR. GREENER: I can just give you my
13 observations over the years that black
14 stations have been open to hiring black
15 people to do all sorts of jobs, and it, I
16 guess simply my observation, again, it
17 appears that those job openings, or at least
18 those successful job openings, don't seem to
19 be available elsewhere.

20 That is in a strange way an advantage
21 to our particular kind of radio because most
22 of our best people are not in that competi-
23 tive demand among other stations. Most of
24 the Atlanta stations will compete for the
25 same sales people, and the same engineers,

1 and the same technicians, and the same
2 promotion director, and the same air per-
3 sonalities in some cases, and that simply
4 has not been true as far as black radio is
5 concerned.

6 MR. SINCLAIR: Mr. Greener, may I ask
7 you this question, by the comments that we
8 have heard it indicates that you have been
9 in black radio as a white person for a
10 number of years. What is the uniqueness
11 that keeps you in black radio as opposed to,
12 for lack of use of a better word, the term
13 white radio?

14 MR. FAHERTY: The term that is used is
15 general market radio versus black radio.

16 MR. SINCLAIR: Oh, general market
17 versus black radio.

18 MR. FAHERTY: I have employees who
19 would -- who would object very strongly to
20 you calling our station white radio.

21 MR. BLUM: So do I.

22 MR. FAHERTY: Including four on air.

23 MR. GREENER: We have a promotional
24 spot that plays after all of our news broad-
25 cast which says with a bright piece of

1 music, says serving black Atlanta for a
2 number of years. I would guess that if any
3 of my colleagues put a similar position on
4 the air about serving white Atlanta for many
5 years, there would be an awful lot of people
6 upset about that. Nobody is upset when
7 black radio does that. That is what black
8 radio does.

9 I really don't have an answer to your
10 question as to why I am still in it other
11 than I like it. I have had good jobs for
12 many years and I have been successful at it,
13 and I enjoy it.

14 MR. SINCLAIR: The question was really
15 I was just wondering whether or not there
16 was anything unique or there was any unique-
17 ness about going, quote, unquote, black
18 radio, and I meant no offense by using the
19 term white radio, so if you would like I
20 will strike that from the record.

21 MR. GREENER: I think all radio is
22 unique in itself. Why some people stay in
23 one format as opposed to another, it is
24 probably very personal and probably has not
25 much relevance.

1 MR. DOCTOR: Mr. Greener, let me ask
2 this question, if I may. You have clearly
3 suggested that there is, I guess, an abun-
4 dance of black talent as it relates to radio
5 work. Do you find or am I hearing some of
6 the other gentlemen indicating and in fact I
7 have heard it indicated by one of two of you
8 that in some instances you are having diffi-
9 culty finding this talent that Mr. Greener
10 is apparently having to turn away?

11 MR. BLUM: I wish he would send it to
12 me.

13 MR. DOCTOR: -- every time a vacancy
14 occurs at the station.

15 MR. RUFFIN: He didn't hear you. I
16 heard you.

17 MR. BLUM: I wish he -- I said I wish
18 he would send them to me.

19 MR. DOCTOR: The point that I am
20 making, apparently talent is there and not
21 getting to where the vacancies are, and I
22 guess the question that I want to raise with
23 all of you is what sort of innovative,
24 imaginative, creative kinds of efforts are
25 being made or employed to find that talent

1 which Mr. Greener suggests is there, and
2 which we know is there, to take to your
3 respective operations.

4 Mr. Lauer, would you begin by
5 responding to that?

6 MR. LAUER: What kind of creative?

7 MR. DOCTOR: Imaginative, innovative,
8 sensitive --

9 MR. SINCLAIR: Unsensitive.

10 MR. LAUER: Well, let's see. We have
11 done career advertisement at several of the
12 colleges talking about the jobs that are
13 available in broadcasting, and I have done
14 this as part of some of the organizations
15 that I belong to.

16 We have done it as part of those
17 organizations rather than as WGST or WPCH as
18 entities, but we have participated in career
19 days, talked about the things that are
20 available, jobs that you can get.

21 On the air we did a program called job
22 bank, which we run four, five times a day,
23 which indicates to people the kinds of jobs
24 that are available, not only in the broad-
25 casting business, but in other businesses.

1 I just finished a term as president of
2 the Georgia Association of Broadcasters. We
3 put out a publication every month that
4 has -- called Gap Case and this last year we
5 instituted in it people who were looking for
6 jobs regardless of whether they were minori-
7 ties of people, just any kind of people who
8 were looking for a job in different markets
9 for whatever reason.

10 That is circulated to all of the broad-
11 casters throughout the State of Georgia so
12 that when an opening occurs they at least
13 know four or five people that they can start
14 with. Those are some of the creative ways I
15 can think of.

16 MR. DOCTOR: Those are commendable and
17 I certainly didn't mean to minimize that,
18 but I think if Mr. Greener is saying to us
19 that the talent is there and he is aware of
20 the fact that the talent is there, and you
21 are saying that you are having some diffi-
22 culty identifying that talent, I guess what
23 I am talking about basically is a phone call
24 from you to Mr. Greener.

25 MR. LAUER: I wasn't aware --

1 MR. DOCTOR: Or from Mr. Greener to
2 you.

3 MR. LAUER: I wasn't aware that this
4 great talent was there, I must tell you.

5 MR. DOCTOR: Now we are sure that that
6 talent is there and Mr. Greener indicated he
7 is aware of that, do you see in the future
8 perhaps or a possibility to establish --

9 MR. LAUER: I just said the next time
10 there is a job I will call him.

11 MR. DOCTOR: Okay. Very good. Would
12 you other gentlemen, would you all care to
13 respond to it?

14 MR. BLUM: Well, you are really
15 covering essentially the same point I would
16 have.

17 MR. GREENER: You are going to turn me
18 into an employment agency.

19 MR. DOCTOR: If you are able to do it,
20 why aren't some other folks able.

21 MR. SINCLAIR: You had a question?

22 MR. KEHRER: I think part of it Bobby
23 has already touched on, but let me say that
24 I think this panel has been very useful to
25 us in terms of posing some of the problems

1 that we are grappling with generally, and I
2 think on behalf of the entire Committee we
3 want to thank you, but just as a footnote
4 and perhaps not to draw it out, but aren't
5 we also dealing with a bit of history and
6 format here.

7 The fact is that WAOK is a, has a long
8 and distinguished history of serving the
9 black community. WGST is all news rela-
10 tively recent. WPCH is what I shave by, but
11 I don't -- you know -- I don't dance to it.

12 MR. LAUER: The morning man on WPCH is
13 black. You may not know that.

14 MR. KEHRER: And there is also an
15 element here that has a bearing on the
16 employment picture.

17 MR. LAUER: Let me say to that it
18 shouldn't because one of the things that we
19 have to do by nature of the fact that WGST
20 has a very limited signal is if we are to
21 generate any ratings at all in this city we
22 have got to do a considerable amount of it
23 in the inner city and we have the mayor's
24 town meeting on the air once a month and we
25 have got Marvin Arrington on there more

1 often than I can count, Michael Lomax.

2 We have a girl named Barbara Dandridge
3 who does Great Georgia Getaways.

4 We have got several black reporters.
5 We have a black who is -- who is Terry
6 Cordell in the daytime and there is no
7 reason that anybody should think that the
8 opportunity for a black person to work at
9 WGST is not there.

10 That is why I can't understand why they
11 don't come to us. They go to him. Why
12 don't they come to us?

13 MR. SINCLAIR: I think one easy answer
14 to that is we have become so articulate at
15 this stage it is kind of hard to tell on
16 radio whether you are black or white, so
17 that there is a possibility that we don't
18 know that.

19 MR. LAUER: Like I said, *Jim Clark,
20 morning man on WPCH, is a black person.

21 MR. SINCLAIR: Maybe in the course of
22 your advertising you might put on one of
23 your billboards Mr. Clark's face and that
24 would indicate.

25 MR. LAUER: We don't use billboards.

1 MR. SINCLAIR: Whatever you do to
2 advertise then your other announcers, but I
3 think that probably has something to do with
4 the fact that it is difficult in many
5 instances to tell whether or not the voice
6 that is coming across the radio is black or
7 white.

8 MR. LAUER: You can tell Joe Walker on
9 the weekend is black. Joe is a blind black
10 sports announcer that works full time for
11 WAOK, works part time for us on the week-
12 ends.

13 MR. SINCLAIR: You also have another
14 black sports reporter?

15 MR. LAUER: John Michaels.

16 MR. SINCLAIR: Didn't you -- he come
17 from WAOK? That is why I was wondering why
18 you led with your chin so rapidly about this
19 problem situation, and I am not sure you
20 even have a problem because --

21 MR. LAUER: Because you are having a
22 panel and you want a bunch of bland
23 panelists sitting here, otherwise --

24 MR. SINCLAIR: Oh, you overheard me.

25 MR. LAUER: I do WGST.* I am not like

1 the mayor about editorials every morning.

2 MR. FAHERTY: You think it is tough to
3 dance to WPCH, try WGST.

4 MR. LAUER: If you want to get some-
5 where with this Commission play devil's
6 advocate and give more people some ideas to
7 go somewhere, to go in with, so my chin is
8 out there.

9 MS. ALEXANDER: I have a question for
10 Mr. Blum. You mentioned the parent offices
11 in Charlotte?

12 MR. BLUM: Yes.

13 MS. ALEXANDER: I think you might have
14 a perspective that I would be interested in
15 learning about. Is this difficulty in iden-
16 tifying what you call the limited supply of
17 qualified persons a regional difficulty or
18 is this something that you would expect to
19 see in other areas of the country?

20 MR. BLUM: I really don't have the
21 expertise to talk about other parts of the
22 country. I know what exists here and it
23 does as far as my perspective, it is a
24 problem for us to find qualified people,
25 qualified minorities.

1 MR. GREENER: Can I make a comment to
2 that?

3 MS. ALEXANDER: Please.

4 MR. GREENER: We own, by we, I mean the
5 corporation headquartered in Philadelphia,
6 we own eight radio stations, five which are
7 black programs, three of which are not, and
8 it is my understanding, although I can speak
9 for stations in Pittsburgh, California and
10 Cincinnati, it is my understanding that we
11 have a substantially higher percentage now
12 of black employees at all levels in those
13 stations than do other stations which are
14 general market, and that, I believe, that
15 that is a direct result of the commitment of
16 our corporate ownership, which happens to be
17 black, but I believe that that corporate
18 commitment would be there regardless of the
19 color of the owners of our company, so the
20 answer to your question is I think if you
21 look hard you will find people who can do
22 all kinds of jobs for all kinds of radio
23 stations.

24 MR. DOCTOR: Top management, Mr. Lauer,
25 could we get just a quick response from -- I

1 think Mr. Faherty has already indicated that
2 there is not very -- not a lot of top
3 management in terms of blacks and women over
4 at his station, but how about the other
5 stations' top management?

6 MR. LAUER: I think that is probably
7 true everywhere. We have several news
8 producers, some that we have trained, some
9 that have left.

10 We have a black assistant business
11 manager. My only answer to that would be
12 what Gerry said. He spent twenty-seven
13 years in the business and I have spent
14 thirty-one years in the business, so he --
15 some of us had a head start, and it takes
16 time to move up from this level to this
17 level to this level.

18 I think progression is coming. Mike
19 said it is evolving and I think those jobs
20 will, will turn over and there will be more
21 people in top management as time goes on.

22 MR. DOCTOR: Mr. Blum --

23 MR. BLUM: I hope I am not being bland.

24 MR. DOCTOR: No. No, I appreciate
25 that.

1 MR. BLUM: You know -- you are dealing
2 with us and we are probably the most complex
3 business in the world. We are the most
4 intangible of all businesses.

5 We essentially don't even have a
6 product. You can't touch it. You can't
7 wear it. You can't feel it. You can't see
8 it. You are lucky you might hear it and
9 that is all we are selling so, consequently,
10 we are obligated to find the best qualified
11 people for the jobs.

12 We give or take. In this market there
13 are thirty-eight companies doing exactly the
14 same thing. He is looking for my audience,
15 I am looking for his audience.

16 It is a competitive cutthroat business
17 and we are obligated by our board of
18 directors and stockholders, of course, to be
19 a profit-making company.

20 So consequently, we are obligated to
21 find the best qualified people for the job,
22 regardless of their color, regardless of
23 their shape, regardless of what other
24 extremes they have, you are just obligated
25 to hire them, and when that person happens

1 to be black or female she will be hired,
2 period, without question.

3 MR. DOCTOR: I can appreciate that but
4 there -- I don't know if I simply missed
5 this in your comment, the fact that you also
6 have an obligation to abide by Title VII of
7 the 1964 Civil Rights Act which by the way
8 will have a twenty-year anniversary I think
9 on Monday.

10 I didn't hear you say and place the
11 kind of priority that I guess I am looking
12 for, I think this Committee is certainly
13 looking for on that particular responsi-
14 bility.

15 MR. BLUM: The responsibility is split.

16 MR. DOCTOR: Realizing obviously that
17 you have a responsibility to make a profit
18 from your stockholders, for the persons who
19 own the operations you have a responsibility
20 to provide good management, to provide
21 access, to go out and find talented people,
22 but the point that I think that I missed in
23 your presentation was the obligation that
24 you have under the federal civil rights laws
25 and regulations that requires you to go out

1 and not only find good people, but find good
2 people that happen to be minorities and
3 women, as well as good people that would be
4 white males. Am I reading too much into
5 what you didn't say?

6 MR. BLUM: Probably.

7 MR. DOCTOR: Would you correct me then?

8 MR. BLUM: I will correct you. I have,
9 as John indicated to you, I have looked in
10 the black community. I am on the board of
11 directors of the Butler Street Y. I have
12 met with Tyrone Brooks and said to him if he
13 knew of any black people that just have
14 potential, to send them to me. I have yet
15 to find the first one.

16 MR. DOCTOR: You talked to Mr. Greener?

17 MR. BLUM: I have not talked to Mr.
18 Greener. I didn't know he was there,
19 although my son was a salesman for WAOK, so
20 the commitment is there.

21 MR. DOCTOR: Sorry about that, Mr.
22 Greener, by the way.

23 MR. GREENER: That is all right.

24 MR. RUFFIN: May I ask you a question?

25 MR. DOCTOR: I have one other question

1 if I may be quick, Mr. Chairman. I posed
2 this question earlier this morning with the
3 TV folks and I think it is perhaps in order
4 to pose it with you all. A businessman here
5 in Atlanta very recently in responding to
6 the Supreme Court decision as it relates to
7 the Starks case over in Memphis, Tennessee,
8 he responded in an article that appeared in
9 USA Today several days ago by saying
10 basically as it relates to that decision and
11 overall questions of affirmative action
12 that, quote, the heat is now off, unquote.

13 MR. LAUER: The what?

14 MR. DOCTOR: The heat is now off. The
15 clear inference is that he feels that with
16 the Supreme Court decision the federal
17 government is going to be pulling back in
18 terms of its demands and expectations as it
19 relates to implementation of Title VII of
20 the 1964 Civil Rights Act.

21 Do you all feel that the heat is off?

22 MR. LAUER: No.

23 MR. FAHERTY: And have you stopped
24 beating your wife?

25 MR. LAUER: The answer is no, no way.

1 MR. BLUM: The commitment is there.

2 MR. FAHERTY: You know it is a personal
3 commitment. You either make it or you don't.
4 You don't recognize either or neither.

5 We all know who got elected four years
6 ago, and that didn't change the growth in
7 the percentage of minorities and females at
8 my station, and I would wager if they went
9 back and did the same poll out at their
10 station, just by the natural evolution of
11 minorities and females in radio, that you
12 find the same things at the station that is
13 representative of this panel. It is called
14 a commitment to what is moral and ethical in
15 life. That is all.

16 MR. DOCTOR: Do you find a lot of your
17 colleagues in business outside of the media
18 share that same feeling?

19 MR. BLUM: Yes, sir.

20 MR. LAUER: I think so.

21 MR. DOCTOR: All of you don't find
22 that?

23 MR. FAHERTY: You mean outside the
24 media do I find businessmen saying the heat
25 is now off or something?

1 MR. DOCTOR: Well, this man was a
2 leading Atlanta businessman and I won't call
3 his name, but many of you probably know who
4 I am referring to if you read USA Today
5 several days ago. He is a leading business-
6 man here in Atlanta and I guess the question
7 here that I am posing is obviously he feels
8 that the heat is off and I would imagine that
9 there are a lot of other business people who
10 feel that the heat is also off on -- in
11 terms of their responsibilities to implement
12 affirmative, federal affirmative action laws
13 and regulations, and I guess what I am ask-
14 ing you all is do you find a feeling among
15 your colleagues in other areas outside the
16 media, for that matter, that there is a
17 feeling now that the heat is off in terms of
18 federal expectations as they relate to
19 implementation of affirmative action?

20 MR. FAHERTY: Inside the media the FCC
21 rules and regulations have not changed, and
22 outside I honestly don't recall specifically
23 discussing this with another businessman,
24 hiring of minorities.

25 MR. SINCLAIR: Mr. Ruffin, you had

1 another question? That will be our last
2 one.

3 MR. RUFFIN: Don't do that to me. I
4 know that there are different areas of
5 employment in the radio business and there
6 has been much talk about qualified appli-
7 cants, and I get the impression as I listen
8 to each of you that you want to hire quali-
9 fied persons in each of these areas. Some
10 of you obviously are having problems finding
11 qualified applicants.

12 MR. LAUER: Not even qualified, just
13 applicants.

14 MR. RUFFIN: Well, my question is what
15 is it that you are looking for in an appli-
16 cant?

17 MR. LAUER: His appearance, like show
18 up, be there. I am not talking about quali-
19 fied people. I am saying anybody.

20 MR. RUFFIN: Anybody is nobody but I
21 will accept your answer.

22 MR. SINCLAIR: Johnnie, you have a
23 question and this will be the last one?

24 MS. HILBUN: I seem to get a feeling
25 from some of you there that you have not

1 considered the fact that an awful lot of
2 brain power, an awful lot of talent is being
3 wasted among women and minorities, and
4 regardless of whether the heat is on or off,
5 do you not feel an obligation to some extent
6 in your community to help serve and save
7 that talent and brain power out there?

8 Just because they happen to be women or
9 just because they happen to be black you
10 have not met with them or something. I
11 could be wrong on that but I think as a
12 matter of heat or no heat, that is not the
13 problem. I mean, that is not what we
14 should -- that is not what should be the
15 criteria.

16 MR. SINCLAIR: If anyone has a
17 response, fine. If not we will --

18 MS. HILBUN: It is okay if they don't
19 want to respond.

20 MR. LAUER: I can respond. Like I said
21 to you before, four of our five sales people
22 are women. They are women because they
23 perform better and that is why we hired them
24 and that is why they are still there.

25 MR. FAHERTY: I think it is, I guess,

1 the greatest waste that we have in America
2 today. I had a wife at home who stayed home
3 and had six kids while I went out and built
4 a career, and she is much smarter than I am,
5 ha, and now at a very late age, she wouldn't
6 want me to tell you how late, she is going
7 back and has gotten in the last five years
8 her bachelor's and master's and next year a
9 Ph.D., and then will begin her career
10 because the kids are finally old enough to
11 start, then you multiply that by the members
12 of the black community that can't get a job
13 because they are black and you put your
14 finger right on it.

15 It is the greatest waste of brain power
16 in America, blacks and women.

17 MR. SINCLAIR: With that we will close
18 this session and this session is number
19 three of the minorities and women in the
20 media.

21 I want to thank the panelists, each of
22 you, for coming in today and sharing your
23 thoughts with us. We certainly appreciate
24 your candor and your presentations, and we
25 would like to have you remain now and we are

1 having the community people come in and
2 maybe you might be able to gather some
3 information or some more deliberate
4 responses to some of the comments that you
5 have made.

6 I hope that they will be as provocative
7 as some of you have been. Thank you very
8 much.

9 We will take a ten-minute break at this
10 time and please just ten minutes so that we
11 can get started on the community part.

12 (Thereupon, a ten-minute break was
13 taken.)

14 MR. SINCLAIR: Can we call the meeting
15 back to order. Welcome again to the fourth
16 and final session of the United States
17 Commission on Civil Rights women and minori-
18 ties in the media in Georgia.

19 The fourth panel this afternoon deals
20 with community organizations and their
21 understanding and opinions on the problems
22 of minorities in the media in Atlanta,
23 particularly in the Atlanta market and in
24 the State of Georgia.

25 We have as our guest panelist this

1 afternoon, would you identify, would you
2 please raise your hand so that we can make
3 sure that the -- particularly for the court
4 reporter that she can identify who you are.

5 Mr. Roy Patterson, vice-chairman of the
6 Atlanta Association of Black Journalists;
7 Mr. Steve Suitts, executive director of the
8 Southern Regional Council.

9 MR. TILLMAN: I would just like to say
10 that I just checked with his office and he
11 had called in from Washington Airport
12 several hours ago and he is waiting for his
13 plane to take off and he still hopes to get
14 here, but apparently he hasn't reached
15 Atlanta, so possibly he will be coming in
16 later. I hope so.

17 MR. SINCLAIR: Dr. Frank Johnson,
18 executive director of Atlanta Media Project.

19 Wendy Parker is present publicity
20 director for the National Organization for
21 Women, Atlanta Chapter. Ms. Jondelle
22 Johnson, executive director for the National
23 Association for the Advancement of Colored
24 People, Atlanta Chapter; Mr. Walt Elder,
25 director of Atlanta's Civic Center, former

1 community affairs director, WSB-TV; Mr. Gene
2 Guerrero, executive director, American Civil
3 Liberties Union of Georgia.

4 Those are our panelists who are in
5 attendance this afternoon and we were -- it
6 was brought to our attention in the last
7 panel discussion that the panelists would
8 like to know who the members of the
9 Committee are, so rather than interrupt it
10 we will introduce ourselves again so those
11 of you that were not here this morning and
12 during the last panel discussion can know
13 who we are.

14 (Thereupon, a discussion was had off
15 the record.)

16 MR. SINCLAIR: Okay. Now, we are in
17 our place. Do any of the panelists in this
18 particular panel discussion, do any of the
19 panel members have any prepared opening
20 remarks that they would like to make at the
21 outset?

22 MR. GUERRERO: Yes.

23 MR. SINCLAIR: Mr. Guerrero.

24 MR. GUERRERO: Thank you. I want to
25 commend the Commission for holding these

1 hearings. I think it is timely to be taking
2 a look at media sort of once again as I know
3 the Commission has been involved in the
4 past.

5 I want to just say a couple of things.
6 One is that groups like the ACLU are always
7 put in position of seeming to be critical
8 about everything and they never say anything
9 positive, and I think it is important to
10 recognize that real progress has been made
11 in much of the Atlanta electronic media, and
12 I think we should commend the broadcasters
13 for that progress and recognize the progress
14 that has been made.

15 There still remains society's problems
16 but there has been real progress.

17 That progress has come through the
18 concern of the Atlanta broadcasters who have
19 worked with a variety of groups. The ACLU,
20 as you know, played leadership roles in
21 these areas, and upon identifying these
22 areas the ACLU met periodically with
23 broadcasters and reviewed the progress that
24 has been made.

25 In some cases we see groups that are

1 not able to monitor the media in the same
2 sort of consistent fashion that groups have
3 done here in Atlanta.

4 That fact and what really is shocking
5 employment practices of some of the stations
6 in other areas of the city point out we feel
7 a real urgent need for the Commission to
8 closely examine practices in other areas of
9 the state.

10 I note that two of you all are from
11 Augusta and I am happy to have recent EEO
12 figures from the three stations in --

13 MR. DOCTOR: Gentlemen, could you use
14 that mike.

15 MR. GUERRERO: I have recent figures
16 from the three, the three television
17 stations in Augusta, and I would like to
18 just spend a moment going over those figures
19 because they surprised me in terms of how
20 little progress I think has been made in
21 this community. We have not reviewed the
22 other cities in the state, but I think
23 Augusta illustrates the problem.

24 With WAFD-TV 26, PBC, it is 8 in
25 Augusta, for technicians, for example, of

1 fourteen technicians at that station twelve
2 are white males and two are black males.

3 At WRTW, which is TV-12, CBS affiliate,
4 North Augusta Heights, South Carolina, for
5 the managers of eight total, six are white
6 male, two white female.

7 WJBF-TV 6, an ABC affiliate, of tech-
8 nicians, twenty-three, of the twenty-three
9 technicians, fourteen are white males, six
10 are black males, two are white females, and
11 there is one black female.

12 In sales at WJBF of seven persons in
13 the sales department three are male and are
14 white males, and four are white females.

15 Looking at the totals for all three of
16 the stations I can provide you all with
17 these figures for officials and managers at
18 all three stations and they are a total of
19 twenty-eight persons, twenty-three of whom
20 are male, five are female, twenty-seven are
21 white, one are black.

22 For professionals of the twenty-nine
23 staff at those stations, twenty are male,
24 nine are female, twenty-one are white, eight
25 are black.

1 Of the technicians, fifty-four all
2 together, fifty males, four females, forty-
3 two white, twelve black; and for sales,
4 which I understand is one of the places
5 where people make a good living, of eighteen
6 total staff ten are male, eight are female,
7 eighteen are white and zero are black.

8 So that that, I think, is kind of the
9 problem that we still continue to face
10 around the state and I think it is an urgent
11 problem, and because, as I mentioned before,
12 the advocacy groups where we can in some of
13 these communities, they don't have the staff
14 that groups up here in Atlanta do and there
15 is a need for the Commission to take a look
16 at those kinds of figures periodically.

17 I think it is important also for us to
18 kind of broaden our vision as we look at the
19 media. I think that we need to begin to
20 examine the practices of the media and take
21 a look at how they treat and how they deal
22 with other minority groups in the state.

23 There is a large and growing Hispanic
24 community in Georgia, in Atlanta in partic-
25 ular. If you are employed in the media

1 there is little attention at all given to
2 issues of particular concern to the Hispanic
3 community, and I hope that when you question
4 the media about their practices, you will
5 ask about, in particular about their prac-
6 tices regarding the Hispanic community, and
7 in the future when hearings like this are
8 held invite civic leaders of the Hispanic
9 community to testify at those kinds of
10 hearings.

11 Finally, I think it is important for us
12 to look beyond -- you know -- the simple
13 number on employment practices, and I think
14 that we need to continue, as I think we all
15 have, we will continue to focus some atten-
16 tion on media's responsibility to serve all
17 areas of the community in its news coverage
18 and as it addresses issues of the community
19 concerned.

20 There is an effort underway to try to
21 abolish the fairness doctrine. Last
22 November, for example, Dan Rather then
23 testified before a congressional committee
24 saying, quote, our government should not
25 have power to regulate the contents of any

1 speech, and I understand there is supposed
2 to be a constitutional amendment to do away
3 with the fairness doctrine.

4 In our view, the fairness doctrine does
5 not violate the First Amendment. The First
6 Amendment is an effort of our society to
7 insure that in our society it will be a free
8 flow of ideas and a debate about the issues
9 of our society, and the underlying premise,
10 of course, is that in that marketplace of of
11 ideas the truth ultimately will prevail.

12 The bases of the fairness doctrine is
13 that station owners act as trustees for the
14 public, and as public trustees they must act
15 in the public interest.

16 As you know, the fairness doctrine has
17 two basic elements to it that require broad-
18 casters to devote a reasonable amount of
19 time to the discussion of controversial
20 issues of public importance, and once a
21 broadcaster covers one side of the contro-
22 versial issue, the broadcaster must provide
23 a reasonable opportunity for contrasting
24 viewpoints to be heard.

25 We don't believe that the fairness

1 doctrine violates the First Amendment
2 because it doesn't require a station to take
3 a particular position on a particular issue.
4 It is no, no way to invade the stations'
5 newsrooms or dictate positions taken by news
6 staff. It simply requires an affirmative
7 way that the station addresses all of the
8 community, not just those segments of the
9 community which are of greatest interest to
10 the advertisers who buy time on the station.

11 Without the fairness doctrine we fear
12 that significant segments of the community
13 would be ignored by the media. This fear is
14 based on the fact that even with the
15 fairness doctrine minority groups, senior
16 citizens, rural residents are and continue
17 to be underserved by the electronic media in
18 favor of consistent focus on a younger urban
19 audience, so that I would urge the Committee
20 Commission to consider recommending to the
21 congress the fairness doctrine be pertained,
22 and that any efforts to relieve the fairness
23 doctrine be rejected. Thank you.

24 MR. SINCLAIR: Thank you, Mr. Guerrero.
25 Are there any other persons? Dr. Johnson.

1 DR. JOHNSON: Thank you. The statement
2 that I will be making will also be along the
3 lines of those made by Mr. Guerrero, and
4 basically are intended to assist the Commis-
5 sion in developing strategies and informa-
6 tion for increasing the employment and
7 training rules for minority individuals in
8 the media. I have a report here from Mr.
9 Steve Suitts' testimony who was executive
10 director of the Southeastern region office
11 on the hearing and factfinding session that
12 was held, and I would like to reflect it was
13 in 1977, and the title of the report is
14 Window Dressing on the Set: Women and
15 Minorities in Television, and a subsequent
16 report in 1979 by the U.S. Commission on
17 Civil Rights presented an historical review
18 of the major things associated with the
19 profile of minorities and women since tele-
20 vision's beginning.

21 While an attempt has been made to
22 inject appropriate redress to the absence of
23 meaningful opportunities and roles for
24 blacks and other minorities in the media, we
25 still have not done enough. I think,

1 however, that we are far more responsive
2 today in terms of being more sensitive to
3 what the problems are and in many instances
4 we are working to find solutions.

5 What we are dealing with is basically a
6 continuation of the success gained over the
7 last twenty years in the area of enhancing
8 the opportunities of minorities, and in
9 spite of the progress that has been made,
10 several reminders have to continually be put
11 in the picture that is being painted here
12 today.

13 Two years ago, for instance, the
14 Atlanta Association of Black Journalists
15 conducted a study of the employment of
16 minorities in the Atlanta media. Few of
17 those facts revealed that Atlanta Consti-
18 tution had approximately sixty news staff
19 members of which only four were blacks.

20 There were no black managers, and no
21 black columnists two years ago.

22 There at the Atlanta Constitution you
23 have a comparable staff at the Journal but
24 it had five black reporters, one assistant
25 city editor, one editor of In Town Extra,

1 and two photographers.

2 There is now a black vice-president of
3 community affairs, who is also female. By
4 comparison, in 1984, the report compiled by
5 the Association of the American Society of
6 Newspaper Editors revealed the following
7 figures of minority employment statistics of
8 general circulation daily in the U.S.
9 Blacks, Hispanics, Asians, and native
10 persons, which are maybe Indiana, repre-
11 sented only 5.8 percent of the professional
12 newsroom staff, though they were more than
13 twenty percent of the population.

14 Of the nation, one thousand six hundred
15 and ninety-three dailies, sixty-one did not
16 employ any minorities, and since 1968, the
17 industry drive towards reflecting minority
18 proportions of the general population by the
19 year 2000 has produced a gain of only 1.8
20 percent.

21 As far as newspapers are concerned, the
22 lack of programs and insensitivities for
23 increasing minority involvement is a concern
24 or at least a cause of concern.

25 The old remedy such as hiring those and

1 training programs should remain intact, and
2 any financial commitment should be encour-
3 aged.

4 When we look at the same employment
5 patterns researched by the Atlanta Associa-
6 tion of Black Journalists in nineteen, what
7 was it, '82, was it; WXIA had one hundred
8 thirty-four of its news team, representing
9 only one twentieth, one black. They also
10 had a black female who served as vice-
11 president of community affairs.

12 WSB hired sixty people for this, I
13 guess; seventeen black, two black managers,
14 one community affairs director, and they
15 also had paid internships for minorities and
16 incentives.

17 I could continue along these lines of
18 providing figures of employment situations,
19 but many of the figures have already been
20 provided by other panelists today, and it is
21 probably important, however, that I note
22 here that earlier this year Judge Kelly
23 wrote an opinion in the FCC case that said
24 substantial enhancement principles when
25 applied to a minority comparative hearing is

1 consistent with the administrative and
2 statutory laws, as well as with the consti-
3 tutional principles of equal protection of
4 the law, so basically what I am saying is
5 that stations should continue to be encou-
6 raged to provide hiring goals rather than
7 trying to get rid of those, and in closing I
8 simply would just like to add that the chal-
9 lenge of this Commission or this Committee
10 and its findings should reflect commitment
11 to an aggressive equal opportunity program
12 in the areas of programming and hiring
13 practices of the various media.

14 The telecommunications industry faces a
15 challenging decade with the development of
16 new and/or expanded technologies. Along
17 with these changes will come a greater
18 demand for programming and for expanded
19 distribution systems, and some consideration
20 should be given to the heightened competi-
21 tion in these areas and especially to insure
22 a place for minorities and women appro-
23 priately so that we can make sure that
24 fairness and equality is always maintained.
25 Thank you.

1 MR. ELDER: I would like to make a
2 statement.

3 MR. SINCLAIR: Thank you very much, Dr.
4 Johnson, and then we will hear from Mr.
5 Patterson.

6 (Thereupon, a discussion was had off
7 the record.)

8 MR. SINCLAIR: Mr. Patterson.

9 MR. PATTERSON: I, too, would like to
10 thank you, the Georgia Advisory Committee to
11 the U.S. Commission on Civil Rights, for
12 having the wherewithal to withstand the
13 interruptions, delays and other encumbrances
14 in terms of making this study possible.

15 Let me begin by simply saying that the
16 remarks that I am going to make are and
17 should be attributed to Roy Patterson. I am
18 baffled by Mr. Guerrero's point about
19 progress being made in media.

20 I have been in Atlanta eleven years. I
21 am a life-long Georgian and I don't see any
22 progress. Could be that my perspective is
23 different, and so the question that I would
24 raise, is the progress real or imagined.

25 You know, when we were in school we

1 would put this pencil in this glass and it
2 would look bent. We knew the pencil was
3 straight and it looked bent.

4 It looks like we are making progress
5 but we are in fact not making any progress.
6 The bottom line, when it comes to media in
7 Atlanta, Georgia, and the rest of this
8 country, is a question of two things. It is
9 a question of power and it is a question of
10 profits, and I think we need to stop dancing
11 around those two issues as it relates to
12 black people, red people, yellow people or
13 non-white people.

14 There is a history of racism in
15 America, and the media is part of that
16 racism, and in fact, in my lifetime it has
17 been in the forefront of racism and it goes
18 back to the whole question of power.

19 The media is dominated by white males
20 who now exercise control over the media
21 nationally and locally, and they want to
22 continue to dominate the media and exercise
23 that control.

24 There is absolutely no logical reason
25 in the world why black people and women make

1 up five percent of the media nationally, and
2 probably less locally.

3 The question, therefore, becomes a
4 question of numbers gained, but I think we
5 have to look beyond the numbers.

6 It also is a question of place.

7 It is not enough to say we have X
8 number or percentage of blacks and women.
9 Where are they in relationship to your
10 particular medium? When we look at Channel
11 5, and I am happy that the vice-president
12 and general manager is here to hear this
13 directly from me, there is no excuse for
14 having four anchor people at six and eleven
15 all white in 1984 Atlanta.

16 The question for us is a question of
17 mind control.

18 If we allow white people to continue to
19 define us as minorities we will think of
20 ourselves as minorities.

21 Roy Patterson is not a minority. I am
22 a majority. There are more people who look
23 like me in Atlanta than look like Paul
24 Raymond and so, therefore, there should be
25 some reflection of Roy Patterson on Channel

1 5 at six and eleven.

2 The question, therefore, becomes when
3 we challenge 5, 2, 11, 17, CNN, CBS and the
4 rest of them, they will begin to use the
5 types of faces that we expect to see in the
6 media.

7 There is no accident that when you see
8 black faces for the most part they are going
9 to be female faces, and in most instances
10 they will be paired with a white male. Look
11 at your television and you can make that
12 determination for yourself.

13 My final point, it is important to have
14 black and non-whites in the industry because
15 if in fact we are going to be what we say we
16 are, a free society -- we have never been,
17 by the way -- it is important to have dif-
18 ferent perspectives.

19 The Jesse Jackson/Milton Coleman Jaime
20 situation is a perfect example, because
21 white males, again, dominate the industry
22 they made an issue of something that really
23 was a non-issue.

24 When the U.S. invaded Grenada, another
25 example. If you look at your television,

1 read your newspaper for a month thereafter,
2 no black opinion makers were on CBS, NBC,
3 CNN talking about this country's invasion of
4 a black country in our own hemisphere.

5 It was as if thirty million black
6 people do not even exist. We cannot allow
7 that to continue, and so I say to you that
8 my commitment has been, is now and will
9 continue to be to rectify that situation.
10 Thank you.

11 MR. SINCLAIR: Thank you, Mr.
12 Patterson. Do we have any other opening
13 remarks from the panelists? Mr. Elder, I
14 recognize that you having just come in, we
15 are offering an opportunity to the panelists
16 to make opening statements before the
17 Committee commences individual questioning.

18 MR. ELDER: I will reserve my state-
19 ments until I get a better feel for what the
20 questions are.

21 MR. SINCLAIR: The panel will begin
22 their discussion of the questioning and I
23 would like to present this question to Mr.
24 Patterson. Although you have indicated by
25 your opening remarks that you are here

1 representing the -- representing Roy
2 Patterson primarily, however, what is the
3 Atlanta Black Journalists' Association and
4 what are the activities that they specific-
5 ally engage in?

6 MR. PATTERSON: It is a professional
7 media organization composed not only of
8 blacks, but others who are interested in the
9 goals of the organization which are four in
10 nature. First, we are interested in seeing
11 that more blacks enter the industry, com-
12 munications industry, across the board.

13 Secondly, we have a direct relationship
14 to black students who are majoring in com-
15 munication, because we want to make sure
16 that they have the tools and wherewithal to
17 move into the industry as smoothly as
18 possible.

19 Thirdly, we are interested in sensi-
20 tizing the communities to the media, under-
21 standing the power of the media, and under-
22 standing their power in relationship to the
23 media; and finally, of course, to monitor
24 the media itself to make sure that the kinds
25 of numbers that Dr. Johnson has already

1 expressed are made available to the public.

2 MR. SINCLAIR: Your opening remarks
3 indicated that you are not in agreement that
4 progress has been made in terms of --
5 particularly in terms of areas of employment
6 as well as in terms of programming as it
7 might relate to black persons and women in
8 this country or particularly in this area.

9 My question to you in this respect is
10 have you or your organization provided or
11 presented the arguments that you have
12 presented to us to the individuals or to any
13 association of the media persons in the
14 Atlanta market?

15 MR. PATTERSON: We had made the study
16 that we did in 1982 available to the general
17 public, including the representative medias
18 that I mentioned.

19 MR. SINCLAIR: Has there been any
20 response from those respective media?

21 MR. PATTERSON: Not directly to me and
22 I don't think the records of the Atlanta
23 Association of Black Journalists, I don't
24 think, directly. I think there may have
25 been some around about response in maybe

1 coloring their planning so that when you do
2 this study they will not look so bad,
3 because the media is very conscious of its
4 own image, and since its livelihood derives
5 from the paying public who buy the products
6 and services sold over the air waves, they
7 want to be sure that there is no interrup-
8 tion in that, and I understand that. I have
9 no problem with that, but I am suggesting to
10 you that it is a veneer.

11 I mean, there is no real progress in
12 Atlanta, Georgia. I defy anyone in this
13 room and on this panel to name me a single
14 black male or female who heads, manages one
15 of our broadcast properties in Atlanta,
16 Georgia, in 1984; and I say that in rela-
17 tionship to the fact that this city is run
18 by a black male, Andrew Young, and I under-
19 stand it is a billion dollar corporation.

20 The superintendent of our public
21 schools is a black male. The police commis-
22 sioner is black.

23 My position is if in fact we can work
24 at these levels, why can't we run some jive
25 TV station.

1 MR. SINCLAIR: The media has expressed
2 itself in some of the panels and they have
3 said that their market is not Atlanta, that
4 their market is further than the boundaries
5 that we consider Atlanta, therefore, on a
6 percentage basis that they are meeting the
7 criteria established by the FCC, partic-
8 ularly in the broadcast media. That is, the
9 newspapers -- I don't know what happened
10 with them quite frankly in that respect --
11 but so my question to you in that respect
12 then is are they mistaken in terms of their
13 market or are they fooling the public in
14 terms of saying that they are in compliance
15 basically because of the fact that their
16 market is not the black market of Atlanta,
17 but the overall white market of five
18 counties, I presume is what they are
19 referring to when they say outside of
20 Atlanta as well?

21 MR. PATTERSON: I think that that is a
22 two-edged question. On one hand we are
23 talking about broadcast properties in
24 particular who are licensed in the City of
25 Atlanta, Georgia. When they go and fill out

1 that application they do not put Lithonia on
2 that application. They put Atlanta,
3 Georgia.

4 They have a responsibility to their
5 primary license community and that is
6 Atlanta. I would even grant Fulton County,
7 part of DeKalb, but their primary respon-
8 sibility is in the City of Atlanta.

9 If you are talking about the ADI, which
10 is what the broadcasters decided to call it,
11 the area of dominant influence, and so
12 forth -- these are terms that they come up
13 with for their own convenience -- so the
14 point is likely germandering (sic) -- you
15 know -- but all black folks are in larger
16 districts, so we can't get elected.

17 I mean, it is a game that they are
18 playing and I think that we need to be aware
19 of it. They are not fooling anybody. Well,
20 somebody is but not many.

21 MR. SINCLAIR: Had me fooled until now.

22 MR. PATTERSON: Well, that is why I am
23 here, to help unfool you.

24 MR. SINCLAIR: True.

25 MR. GUERRERO: May I say something? I

1 think there are -- that perhaps Patterson
2 and I are not that far apart. I think if
3 you look at employment figures as we have
4 done at the Atlanta stations over a period
5 of years, you will find that there has been
6 much progress in many areas.

7 Mr. Patterson is quite correct, the
8 area where that progress is weakest is at
9 the top in officials and managers, and that
10 is a serious problem.

11 That is not to deny that progress
12 hasn't been made in other employment areas.
13 I think the larger point that I agree with
14 one hundred percent is that there are larger
15 questions involved behind the simple employ-
16 ment figures, and that is of what is greater
17 concern to us.

18 Just an example, I think the -- really
19 one of the underlying issues under all this
20 is the fact that there is no minority owner-
21 ship in media in the country, with the
22 exception of a few radio stations, a handful
23 of radio stations, and that is a bottom line
24 problem with the media; and another
25 problem -- you know -- that even perhaps is

1 deeper is the media is falling into fewer
2 and fewer and fewer hands in this country,
3 and there is less diversity.

4 There was probably a few years ago many
5 of us thought because of technology, revolu-
6 tion also we were going to see this specta-
7 cular explosion of different policies that
8 was going to help us free discussion and
9 help us be a more informed people, and that
10 in fact, that program has not really panned
11 out with the whole development of cable TV
12 and it has been much slower than people
13 thought, and it hasn't made necessarily that
14 much qualitative difference, at least yet,
15 in how we all receive our information, and
16 the problem is that I think the television
17 system is cutting back on its -- it is going
18 out and dealing with, in an exclusive way,
19 with issues that address different segments
20 of the community, be it a black community,
21 Hispanic community, whatever, and we don't
22 have a possibility of addressing those
23 issues through other vehicles and they are
24 just not there, so there are large, very
25 serious large issues that I think that all

1 of us should be concerned about.

2 MR. SINCLAIR: Mr. Elder.

3 MR. ELDER: You know, it is very
4 interesting when you talk about numbers. It
5 is not just a question of whether or not we
6 have our percentage.

7 I think it is also a question that we
8 are a melting pot country and a melting pot
9 community, and there is no way that you can
10 tell me that black people or a black person
11 cannot appeal to whatever the broader ADI
12 is, and so, therefore, should not be
13 considered.

14 We see that in some cases, especially
15 as it relates to black females. It is very
16 difficult to talk on the one hand about
17 trying to be considered and given the same
18 opportunity, especially when you have been
19 denied those kinds of opportunities pre-
20 viously, and maybe denied the opportunity to
21 learn various aspects of the business, even
22 if you are in the business.

23 When you look at the numbers also and
24 you look at the positions you need to deter-
25 mine how does that impact on day-to-day

1 operations. When you look at any of the
2 newspapers, radio stations or television
3 stations, there is very little input by
4 minorities, blacks or otherwise into what
5 actually is going to be that top lead story.

6 In some situations they may say, well,
7 we have assignment editors or we have that
8 or we have that. That is good, but in many
9 ways those people are having to fight for
10 whatever influence. First of all, they are
11 fighting to be accepted just as they are,
12 and then they have to fight for what kind of
13 influence they can have over the impact of
14 what they do.

15 It not only relates to news, but it
16 relates to many other areas. I think in
17 terms of window dressing, as Dr. Johnson
18 looked at it, when we look at media we
19 shouldn't just look at that aspect of the
20 media that we see by lens, that we see in
21 the newspapers or names of the reporters
22 that are doing the stories on the radio and
23 television.

24 We need to look at other aspects in
25 terms of maybe engineering or printing

1 aspect. There are many other jobs that
2 impact on this, and even from where I sit
3 the numbers look to be about the same, but
4 the impetus for correcting past injustices,
5 if you would, there seems to be a lack of
6 interest.

7 There is the attitude that we have done
8 what we are supposed to do; the attitude
9 that I think will best serve both parties,
10 that we need to do what is right from a
11 business standpoint as well as from a com-
12 munity standpoint.

13 You have a city like Atlanta and it is
14 very important that it is represented in all
15 of its media, not just by the personalities,
16 but by the news coverage.

17 When you look at the programming, if
18 you do not have a person within an organi-
19 zation that has the responsibility, the
20 budget and other resources to do certain
21 kinds of things, those kinds of things are
22 not going to happen.

23 That is why you are going to continue
24 to see the kinds of programs that you see,
25 not only within this market, but in many

1 other markets around the country, so I
2 think it is very important that you need to
3 look at it from a broader perspective and
4 not just from the window-dressing aspect.

5 MR. SINCLAIR: Thank you, Mr. Elder.
6 We have heard from all of the panel members
7 and before we open this up to Committee
8 questioning, Mr. Suitts. I don't see Mr.
9 Suitts.

10 Okay. But also I didn't want to allow
11 us to get into a long dialogue of ques-
12 tioning and answers without giving the
13 female member of that panel an opportunity
14 to be heard and get lost, so if you want to
15 now, Ms. Wendy --

16 MS. PARKER: Parker.

17 MR. SINCLAIR: Parker, why don't we
18 hear from you about women in the media?

19 MS. PARKER: A lot of what the gentle-
20 men before me have said, a lot of what the
21 gentlemen before me have said does apply to
22 women, whether they are minority women,
23 white women, Hispanic women.

24 While we have seen a lot of progress
25 in -- as far as the numbers of women

1 entering reporting positions they maybe have
2 one, in male dominated positions. Non-
3 women news positions, reporting positions,
4 to a large extent there are still no women
5 hardly at all in management positions.

6 At the Atlanta newspaper I believe
7 there are two women as editorial associates.
8 I think there is one or two for Atlanta
9 Journal, and women are absent from the
10 management positions of newspapers, of radio
11 and television stations, and I agree with
12 what they have said before me, that because
13 women are not involved in the day-to-day,
14 the backstage operations, that the types of
15 stories that have long stereotyped women are
16 still being put in in the media or being
17 broadcast to the people and are being read
18 and written in newspapers.

19 I also note too that I also believe too
20 that even though we have gotten into hard
21 news, criminal reporting and business
22 reporting, things that we were told that we
23 really didn't have the stamina or intelli-
24 gence as a man or that editors still kind
25 of shy away from assigning a woman reporter

1 to cover, say, a brutal murder or that kind
2 of a situation.

3 Women still too, for the large part,
4 seem to don't get the choice assignments,
5 whether they have been there for a while
6 longer than their male colleagues or not.

7 Window dressing is important in the
8 respect that if -- there's a particular
9 example that I note, speaking about the
10 issues that are important to Atlanta, the
11 Atlanta region; a Sunday night news coverage
12 that someone in -- on one of the local tele-
13 vision stations where there is a black male
14 who is the moderator and the guests are
15 three white males, now from time to time
16 there will be a woman to fill in as a
17 substitute. I think as long as women are
18 not there to talk about the things that are
19 important to them as women in this com-
20 munity, in this area, that our voices are
21 not going to be heard.

22 We have been under-represented in that
23 and I believe that it is imperative upon the
24 broadcasters, upon the newspaper editors in
25 that respect to make sure that we have the

1 opportunities to do so.

2 I don't believe that it has been done
3 for white women or black women or any other
4 types of women in this society, and in this
5 Atlanta metro area.

6 MR. SINCLAIR: Thank you, Ms. Parker.
7 Mr. Suitts, would you like an opportunity to
8 make any opening remarks?

9 MR. SUITTS: Yes. Mr. Chairman, I
10 would like to make a brief remark. I have a
11 prepared statement that I would like to
12 make. Let me summarize a couple of things.
13 I am not able to fill Gene Guerrero's shoes,
14 but I will fill his shoes for a moment.

15 I think that the inquiries that this
16 panel has made and surveys that we have
17 undertaken over the last two or three years
18 verify that there are no -- that there are
19 no radio stations, television stations,
20 cable companies or newspapers and magazines
21 in this state which in its top four cate-
22 gories of employment have blacks and women
23 in a percentage that reflects the local
24 labor force. I don't think there is such a
25 company in this state. The -- and I think

1 the difficulties of how blacks and women and
2 other ethnic groups, in Atlanta especially,
3 are portrayed remains to be a problem. I
4 think what I want to reiterate is not so
5 much that, but to offer a few thoughts I
6 have had about what are ways in which one
7 can begin to encourage the industry to
8 remedy these problems.

9 While I don't use it as a model in all
10 respects, I do want to call your attention
11 to a couple of things about the performance
12 of the local franchisee for cable television
13 in the city, Cable Atlanta, which is under
14 contract with the City of Atlanta has had an
15 employment record in the last four years,
16 overall employment record that had from
17 forty-eight percent to sixty-one percent
18 black employment.

19 In the top three levels of employment
20 during the last four years the company has
21 maintained from thirty-five percent to
22 forty-two percent black employment.

23 The fact is that they have done poor in
24 the traditional categories and they have
25 done poor in hiring women in those

1 categories, but in some respects they have
2 made some important achievements.

3 In addition, I think it is noteworthy
4 that the cable company and its contracts
5 with other businesses has given a substan-
6 tial portion of their business to minority
7 firms,

8 And over the past four years on a
9 metropolitan basis has ranged somewhere
10 from eighteen to thirty-five percent of its
11 nearly two million dollars' worth of busi-
12 ness each month.

13 It also, I think, is noteworthy that
14 on the public access channel of cable
15 company you can see more blacks, women,
16 Italians, Hispanics, Greeks and others on
17 one day probably than you would see in an
18 entire year on any broadcast station in the
19 state.

20 Now, I think that in those respects the
21 cable company in this city has established
22 and achieved a record which is probably
23 unmatched by any other player in the com-
24 munications business in the state.

25 I don't want to stand exactly there

1 because I want to talk about why I think
2 that is true, and I think it is true because
3 of the willing relationship the company and
4 city established, which was that the company
5 would set specific goals and specific time-
6 tables by which it would attempt to achieve
7 those goals, and the city has, and the
8 company has mechanisms by which it monitors
9 those goals to insure good faith are taken
10 to achieve them.

11 I think that without those timetables,
12 without those goals, without the mechanisms
13 to monitor them, I think the achievements of
14 cable company would probably be as
15 unremarkable as those of other cable com-
16 panies and other players in the communica-
17 tions industry in this respect.

18 Secondly, I think it is also important
19 to note that the more accessible a medium
20 is, the more reflective it is of our com-
21 munities. Broadcasters and newspaper people
22 especially have a very tight industry and
23 ability of extending to and being heard
24 either in newspapers or on the air is very
25 limited.

1 The more accessible the broadcasters
2 and the newspapers make themselves in
3 allowing a forum for citizens to speak
4 directly to other citizens or write directly
5 to other citizens, the more reflective that
6 industry is going to be, and broadcasters
7 could do that even though they don't have
8 public access channels, they could have
9 public access spots. They could have more
10 programs with more community representa-
11 tives.

12 A more accessible medium is more
13 reflective in its diversity. I think it is
14 true also that cable company has some
15 element of minority ownership and I think
16 the element of black-owned radio and tele-
17 vision shows that while they have not
18 succeeded very well in adhering to the
19 principles of equal employment for women,
20 they certainly have always done a better job
21 in employing blacks at all levels than
22 white-owned mediums.

23 Those three points, setting up goals
24 and timetables with city governmental units
25 and a company itself that are willing to

1 abide by and pursue with good faith; making
2 the medium more accessible to the community
3 and integrating the ownership seems to mean
4 that those are three lessons that we can get
5 from that example, and they are lessons that
6 I think apply to how we achieve a greater
7 integration and greater division itself in
8 the media throughout the city.

9 MR. SINCLAIR: Thank you, Mr. Suitts.
10 At this time we are going to open up the
11 questioning to all of the Committee members,
12 and if any Committee member has a question
13 that it would like to direct to any
14 panelist, please feel free to do so at this
15 time.

16 Do any of you panelists have any ques-
17 tions that you want to ask? Al.

18 MR. KEHRER: Mr. Guerrero, you gave us
19 certain statistics of Augusta. I am not
20 sure that you identified the source of
21 those, those records, and I want -- I think
22 it lends itself to the attention of this
23 Committee to do a more systemic study of
24 Savannah, Macon, Columbus and Albany, that
25 kind of thing, so I want to thank you for

1 calling our attention to the fact that our
2 concentration today has been largely
3 Atlanta, and that has diverted us somewhat
4 from the fact that there is a state problem
5 here to be dealt with in greater detail.

6 Would it be your judgment that a
7 similar study for Columbus or Savannah or
8 Macon would reveal essentially the same
9 pattern?

10 MR. GUERRERO: Yes, sir, it would.
11 Those figures, incidentally, are from the
12 report that the stations submit annually to
13 the FCC, so they are equally available or
14 readily available.

15 MR. SINCLAIR: Any other panel member?
16 Elaine?

17 MS. ALEXANDER: Yes. I would like to
18 direct a question to everybody on the panel.
19 Do you believe that it is necessary to have
20 affirmative action laws to assure equal
21 employment opportunities for minorities in
22 Atlanta?

23 MR. ELDER: I would like to start off
24 on that. That is sort of a catch word that
25 has negative connotations. I think there

1 needs to be pressure applied.

2 MS. ALEXANDER: To which one, affirma-
3 tive action or equal employment?

4 MR. ELDER: Affirmative action. I
5 think that there needs to be some pressure
6 applied. Basically I would think that most
7 of the broadcasters, most of the other
8 people in media, think they are doing the
9 right thing. I bet you, I haven't been here
10 during the day, but I know they probably
11 expressed to you -- you know -- very
12 convincing kinds of statements that they are
13 doing what they think is in the best
14 interest of the community and the ironic
15 thing about it is that they probably believe
16 what they are saying, and to a degree may be
17 true.

18 During the period of the sixties there
19 was pressure applied from various groups.
20 There was support by the government. We saw
21 a ground swell of change take place.

22 When the pressure started being
23 relieved everybody thought everything was
24 happening as they thought it should be hap-
25 pening, while things started to turning

1 back. I don't think it was so much because
2 people were saying we don't have to do it
3 any more because of the pressure, because of
4 the nature of the media, period. It is a
5 very -- it is very competitive, very high,
6 high kind of intensive kind of business, and
7 I think they have to apply themselves as to
8 how is the best way they think to make
9 money, so what I am getting at, Ms.
10 Alexander, whether you call it affirmative
11 action, goals or whatever it is, that I
12 think that some kind of pressure needs to be
13 maintained in terms of open pressure.

14 I mean, the communications should be
15 open, should not be adversarial so to speak,
16 but broadcasters and others need to know
17 that there is a concern and that concern is
18 not just with the Roy Pattersons or Walt
19 Elders or the Atlanta Association of Black
20 Journalists, but the entire community, so to
21 speak, and I think until such time we will
22 still be coming back and forth to meetings
23 like this.

24 MS. ALEXANDER: And you think the
25 pressure should take the form of law, legis-

1 lation?

2 MR. ELDER: Yes, as well as the good
3 will of people involved, because no matter
4 what laws you have, it is not going to work
5 if the good will is not there. It might be
6 adversarial because there is none.

7 MS. ALEXANDER: Is there any of you
8 that disagree?

9 MR. PATTERSON: I disagree. I think
10 the laws are fine and I would be the last
11 person to say we don't need them, but I
12 think we need to be honest and realistic
13 about it.

14 It is coincidental that this is the
15 thirtieth anniversary of the Supreme Court
16 ruling on the School Desegregation Act of
17 1954, but if you travel the length and
18 breadth of this country there really is not
19 genuine school integration in America today.
20 There are enough studies to validate that
21 point.

22 It is also the twentieth anniversary of
23 the '64 Civil Rights Act Bill, and we are
24 still fighting for civil rights twenty years
25 later, so the point that I am making is

1 while the laws are good, the laws in and of
2 themselves are not going to make people do
3 what they ought to do.

4 What will turn the communications
5 industry around is a coalition of concerned
6 and affected citizens using their financial
7 power, buying stock and whatever else is
8 necessary in these corporations, so that we
9 can go to the stockholders meetings and
10 raise some of these issues we are raising
11 today.

12 The pressure has to come from the
13 people, not from the government.

14 One final point on that is that when we
15 have a well-meaning administration in the
16 White House the Senate and Congress, we get
17 some progress. Some progress. As soon as
18 we get a non-well meaning president in the
19 White House all of that progress is lost and
20 then some.

21 So the next administration we have to
22 start all over again and start trying to go
23 back to where we were originally, and so we
24 constantly are in this yo-yo position, so I
25 think we probably need to spend less time on

1 the laws and more time on organizing people
2 to deal with very powerful entities in our
3 communities.

4 MR. SINCLAIR: Ms. Parker, would you
5 agree with him about the laws too, because
6 we have seen a lot of laws that have been
7 made to protect the civil rights and equal
8 opportunities to women and minorities, and
9 they are being dismantled, whether through
10 some kind of legislative override, through a
11 Supreme Court decision, so that we have to
12 start all over from the ground up again and
13 I would totally agree with what he said.

14 MS. PARKER: It is the same way for
15 women, too.

16 MS. HILBUN: Dr. Johnson, would you
17 please describe the aims and purposes of the
18 Atlanta Media Project and what specific
19 action has been undertaken by this project
20 to aid affirmative action in the media and
21 anything else you would like to add on this
22 particular point?

23 DR. JOHNSON: Okay. I would like to
24 answer that question, and I would also like
25 to include an answer in my response to an

1 earlier question by Ms. Alexander, if I may.

2 The Atlanta Media Project is a not-for-
3 profit community-based organization that was
4 established back in 1980 to find news ways
5 of improving employment opportunities and
6 training for minorities and women in the
7 media.

8 The reason I wanted to go back and
9 preface, at least give a statement on Ms.
10 Alexander's question, is had it not been for
11 the pressures, so to speak, that my col-
12 leagues on this panel made, we would not
13 have had an Atlanta Media Project. We would
14 not have had, I guess, you could say even
15 the employment of individuals such as Walt
16 Elder, a former colleague of mine at a local
17 television station here in Atlanta, had it
18 not been for those pressures, so I basically
19 wanted to add to Ms. Alexander's question
20 that I believe that the pressures need to be
21 applied.

22 Pressure in the form of petitions to
23 deny, pressures such as community respon-
24 siveness or community having a voice in the
25 way broadcasters operate; pressures such as

1 court cases; pressures such as congressional
2 legislation, they all are somewhere on the
3 books or in the records, but what is hap-
4 pening is every time we make some success it
5 appears as if -- I agree wholeheartedly --
6 it all tends to be dismantled.

7 What is happening every day and people
8 who are in communication, not in communica-
9 tion, I will get right back to your
10 response -- but what happens is people need
11 to perhaps read a textbook that a gentleman
12 who used to work at National Association of
13 Broadcasters wrote as general counsel,
14 wrote, and it has been revised continuously
15 and it is by Bruce Flower and he wrote a
16 book called The Politics of Broadcasting.
17 Individuals need to recognize that although
18 broadcasters are attempting to do what is
19 morally and is, I will say, what is right,
20 not necessarily do they always do what is
21 moral, what is right. They do their own
22 conscience because they have to make a
23 profit.

24 It is a business, a big business, and
25 unless we are cognizant -- take every day in

1 Washington, you have lobbies from practically
2 every communication outfit. It is just not
3 AT&T that lobbies in congress to make sure
4 that business stays as it is, but every day
5 in the country, in Washington or at the FCC
6 you will find people lobbying information
7 for this particular cause, so I basically
8 want to bring that back to the point by
9 saying that pressure needs to be applied on
10 a continuing basis.

11 Now, the Atlanta media project is
12 primarily a result of litigation that was
13 brought against local television outfits
14 here in Atlanta. Back in the sixties and
15 seventies there were charges against all of
16 the major radio and television stations of
17 hiring discrimination practices as well as
18 programming practices. As a result,
19 however, years and years went on and I guess
20 you could say it was almost a combination of
21 good faith and it was a combination also of
22 being pressured into, for example, to do
23 something, that a settlement was reached
24 whereby certain amounts of funds were com-
25 mitted to seeing that certain improvements

1 of training individuals through either an
2 apprenticeship, through internship, through
3 bringing programs to nonprofit groups in
4 town where applicable.

5 The Atlanta Media Project does public
6 service announcements for nonprofit groups
7 entirely. It is a result of, again, the
8 pressures that were put on by ACLU and the
9 NAACP earlier in this, not this decade, the
10 last decade that we were able to at least
11 get the broadcasters to recognize that they
12 were not doing the job that they thought
13 they were doing as far as allowing community
14 groups access to the air waves.

15 Today you see a dramatic difference or
16 improvement along those areas, but there is
17 still, as I indicated earlier, room for
18 improvement.

19 The PSAs that we are doing are being
20 accepted by all of the major television
21 stations in town, and we could probably see
22 some of those PSAs on Channel 2, Channel 5,
23 11.

24 Storer Communications, I might add, has
25 been accommodating enough to duplicate and

1 then circulate the PSAs that we have been
2 able to produce so far.

3 We also have a project called Challenge
4 or Change which is a project whereby the
5 community has an invitation of access to
6 utilizing the media and it is patterned
7 after the Gannon project developed by
8 Champion Filbert* back in the sixties that
9 would bring media to individuals, establish
10 a dialogue between the decision makers and
11 regular people.

12 We have conducted the Challengor Change
13 Project with the Atlanta Board of Education
14 in an attempt to bring community involvement
15 with some of the problems that exist in the
16 school system.

17 We have done programs already as far as
18 homeless and housing displacement of poor
19 blacks and whites in that particular area,
20 and we have done the Challengor Change
21 Project on the Reidsville Prison and the
22 Mail house* bust situation, and other types
23 of projects that would allow prisoners and
24 families to stay in touch, and to in a sense
25 reunite.

1 We do training for individuals who
2 attend the various colleges in communica-
3 tions across, I guess you would say the
4 metropolitan area, and I guess more specif-
5 ically we are working with Cable Atlanta
6 under the auspices of All Prime Cable in
7 developing what they are calling the
8 instruction line, special services network,
9 as well as they have local concepts for
10 Fulton County, so basically what the Atlanta
11 Media Project is attempting to do is to
12 provide expertise, attempt to provide incen-
13 tives to not only minorities, but to bring a
14 relateness or bring a familiarization
15 between the individuals who have been, so to
16 speak, left out of the ball game, along with
17 these individuals of the various established
18 media to in a sense establish a relationship
19 whereby the doors will not continually be
20 closed, and we do it through, I guess you
21 could say the same principles and practices
22 that the broadcasters practice.

23 We get minorities, women involved in
24 the actual work that we do, and as we
25 present this material to the stations or to

1 the cable companies, and nine times out of
2 ten because of the competence and, I guess,
3 you would say commitment and expertise that
4 go into the work that we did, it has never
5 been rejected by either a cable company or
6 broadcaster, so we attempt to find news ways
7 and avenues of finding opportunities for
8 minorities and women through the same busi-
9 nesses that broadcasters practice.

10 MS. HILBUN: Thank you, Dr. Johnson.

11 MR. SINCLAIR: Any other Committee
12 members who would like to address a question
13 to the panelists?

14 MS. ALEXANDER: I would like to hear
15 some comment from this panel on the effec-
16 tiveness of the FCC from your perspective.
17 Do you think the FCC has been monitoring the
18 electronic media in the manner said?

19 MR. GUERRERO: What the FCC process has
20 provided is something of a vehicle for
21 community groups to monitor and take action
22 through license real challenge, and that has
23 proven in the past to be effective encou-
24 ragement and total action by the television
25 stations. The FCC process I think requires

1 stations to check their progress at
2 different points through the reporting
3 mechanisms and then the fact that citizens
4 can use that process to submit a challenge,
5 like a fairness doctrine, for example, I
6 guess I am not an expert in this area, but
7 my understanding, the only way a station,
8 and history I think has established this,
9 that the only way fairness comes, to make
10 sure that the fairness doctrine is in effect
11 is to let the people say so, and it is not
12 going to lose its license tomorrow if it
13 stops covering the Hispanic community or
14 something, but the fact that the requirement
15 is there and the community groups can come
16 in and complain about it, challenge the
17 license means, this station is going to at
18 least pay some attention to that.

19 So I think what is of great concern to
20 us is that the FCC seems to be moving in the
21 direction to abandon what are fairly minimal
22 requirements on the behalf of the broad-
23 casters.

24 There is some change, I understand,
25 that would reduce some paperwork and so

1 forth, so I think -- I don't think we would
2 have a problem with that, but what is hap-
3 pening is beyond that and maybe that is
4 something we, we can concern ourselves with
5 and that is any incentive for the stations
6 to guarantee that they should fulfill their
7 public responsibility.

8 MR. JOHNSON: I would like to add that
9 the FCC, we should be reminded, is a
10 collegial body, so to speak, of individuals
11 who are appointed by the president with the
12 consent of congress, and what normally
13 happens is when you find a new administra-
14 tion coming into Washington the FCC chairman
15 is at the prerogative of the president, and
16 he is either removed or that chairman is
17 retained.

18 What happens also is that through the
19 appointment system of the FCC nine times out
20 of ten those commissioners are going to be
21 reflective or at least have a reflective
22 philosophy of what that current administra-
23 tion is.

24 They express the same sentiment con-
25 cerning philosophy, regulations. Basically

1 what you are seeing is a dismantling of all
2 of the requirements practically that would
3 keep intact some of the same things we are
4 discussing here today, and those are detri-
5 mental.

6 The deregulations primarily in great
7 part are in response to what the broad-
8 casters have in this sense lobbied in
9 congress against. If the FCC doesn't move
10 on certain things, so to speak, that the
11 broadcasters would think would be favorable
12 for broadcasters they are smart enough to go
13 to congress and have congress mandate, to
14 mandate the FCC Commission to do certain
15 things.

16 I understand that the FCC as a body of
17 commissioners get up and make decisions that
18 they think are the best and they just --
19 perhaps they are the best judgment on a
20 variety of types of things, but the FCC is
21 following the mandate of a greater body than
22 just themselves.

23 MR. ELDER: Also it would be nice to
24 think within the industry it would be effec-
25 tive enough to police itself, but if that

1 was the case in life we wouldn't have
2 policemen and I think that from the stand-
3 point of the industry, that there needs to
4 be some monitoring, there needs to be some
5 guidelines or regulations, because if there
6 are not, the community will have no way of
7 applying any leverage.

8 I mean, when you go to the negotiating
9 table if one party has something to nego-
10 tiate -- you know -- who is going to win,
11 and you know that the other party has to
12 have a little leverage to bring about what
13 they would like to bring about, and in most
14 cases we are having to accept less than what
15 we really think is justifiable, so from the
16 standpoint of the FCC, the FCC is also
17 limited, not only because of the political
18 ramifications, as Dr. Johnson said, it is
19 bureaucracy, limited staff, number of
20 stations there are. They cannot effectively
21 compete and keep up in knowing really what
22 is going on and that is why it takes so long
23 in many cases before a complaint goes
24 through, before there is any communication
25 of it at all.

1 MR. SUITTS: I think the importance of
2 government regulations cannot be challenged.
3 I think the record is fairly solid that
4 where it exists in whatever industries there
5 have been more rapid progress in fair
6 employment, but the -- I think recognizing
7 the importance of community groups involved
8 within the process, recognizing the impor-
9 tance of regulations, I still think that we
10 need to remind ourselves in the industry of
11 what we have said about equal opportunity in
12 the South for forty years or more, and that
13 is fair employment. Equal opportunity is
14 good business.

15 Unless we are willing to assume that
16 the best talent of the labor force is only
17 in one fourth of the labor force, unless we
18 are willing to assume that all we have
19 available for viewers is one half the
20 market, we have got to have the extra appre-
21 ciation of business interests and they have
22 got to appreciate the business interest of
23 equal opportunity.

24 It is there. We have seen it and on
25 occasions in the past we demanded it, and I

1 think while we want to uphold community
2 figures and regulations, we ought not to
3 forget or allow other industries to forget
4 the good business sense of integration.

5 MR. SINCLAIR: Mr. Patterson, and Mr.
6 Suitts, and I thought I recognized you
7 nodding affirmative when you spoke of Cable
8 Atlanta, and their what might be said goals
9 and timetables' approach to their affirma-
10 tive action employment aspect, would you
11 suggest that the -- would it be your posi-
12 tion -- I might add that the commercial or
13 broadcast companies established goals and
14 timetables to effectively solve the affir-
15 mative or employment practices in their
16 respective agencies --

17 MR. PATTERSON: Let me make one remark.
18 My nodding of affirmation too was to the
19 point of that you will see more either diver-
20 sification or diversity in one evening on
21 Channel 16 than in a year on other broadcast
22 mediums and that is what I was nodding to.

23 I am not as enthralled with their
24 employment picture as Mr. Suitts is, but I
25 will yield on that point because I don't

1 have the figures immediately in front of me.

2 In terms of goals and timetables, I am
3 not so sure that the broadcasters or those
4 in the media can or would establish and
5 adhere to them. I think if in fact some
6 goals and timetables are going to be estab-
7 lished, the community must do that and hold
8 them accountable for reaching those goals
9 and timetables.

10 I always come across as somewhat of an
11 adversarial. I don't mean to be always.
12 Ninety percent of the time, but -- but
13 someone has to say the things that I am
14 willing to say because in Atlanta we have
15 fooled ourselves for a number of years that
16 we are all right and that we are better than
17 Newark or Washington or Chicago, and we are
18 not.

19 Let me make a kind of a parting shot,
20 though. We have spent a good deal of our
21 time talking about broadcasts primarily
22 because more of us are familiar with it but
23 I don't want to let the print industry off
24 the hook.

25 A year ago Cascade United Methodist

1 Church asked one of its community committees
2 to do a fourteen-day study of the Journal/
3 Constitution, which it undertook. They
4 brought both papers, both days -- I mean,
5 every day, and established certain cate-
6 gories, and they did this in conjunction
7 with the age, we looked at the headlines, we
8 looked at the bylines, we looked at the
9 photographs, we looked at the context of the
10 stories.

11 We had a meeting with the president
12 of -- the publisher of the Journal/Consti-
13 tution, Mr. Easterly, and in beautiful black
14 and white, because it was his paper, we
15 pointed out to him how almost all of the
16 stories in a fourteen-day period about this
17 time last year dealing with black people
18 were negative, almost every single one.

19 When there was a positive story about
20 black people it was entertainment and
21 sports, both of which basically are enter-
22 tainment. Sports is nothing but entertain-
23 ment.

24 I submit to you that their record has
25 improved.

1 Mr. Easterly is an honorable man and I
2 will be the first to admit that one of a few
3 that I have met in this industry, who had
4 that kind of responsibility. He indicated
5 to that group that he would do something
6 about it and he did.

7 Not as much as I would like for him to
8 do, but he did. He is a man of his word.

9 I am suggesting to you, getting back to
10 the question of timetables and goals, that
11 we had that and when the community confronts
12 what my colleagues would say is a well-
13 meaning manager, then some progress can be
14 made, but if the manager is not well meaning
15 no progress is going to be made on the basis
16 of what he says he will or will not do.

17 I think that the conclusion about this
18 FCC, it is -- it is all right but when you
19 allow someone else to determine the agenda,
20 then you play by their rules.

21 I feel after forty years of American
22 citizenship partly that I cannot allow
23 myself as an equal to have someone else to
24 determine my destiny. The reason I speak
25 the way that I do is because I want to be

1 responsible for myself and I think that all
2 persons should have that same feeling.

3 We cannot allow the government to
4 determine that. We are the government. We
5 are the FCC. We always talk about the FCC
6 or the FTC, and all of these others as if
7 that is some objective third party. It is
8 not.

9 Someone is going to control the FCC.
10 It will either be the Reagan administration
11 or Carter administration or Mondale adminis-
12 tration or some other's administration or
13 congress or the senate or somebody. I
14 submit that we must begin to define what
15 that control is and the mechanism for it,
16 again, is to exercise the control over, and
17 I quote, our government.

18 MR. SINCLAIR: Committee members? Mr.
19 Al Kehrer?

20 MR. KEHRER: I think that was a good
21 closing statement. I will not take it so
22 further afield.

23 MR. SINCLAIR: Okay. Anyone else on
24 the Committee want to address a question to
25 any panelist in our program?

1 MR. DOCTOR: Let me just, not so much a
2 question, I guess I posed similar questions
3 to, made a comment of a similar question to
4 a couple of the other panelists and for some
5 reason or another I can't help but feel that
6 I ought to make the same comment and ques-
7 tion, and put it forth to you all.

8 But first of all, I would like to thank
9 you very much for coming in and sharing with
10 us your insight and your thoughts and your
11 opinions about what is going on here, in the
12 City of Atlanta particularly, with the util-
13 ization of minorities and women in the media.

14 The Supreme Court recently has handed
15 down a decision, as you probably know, which
16 deals with the fire fighters seniority ques-
17 tion in Memphis, Tennessee. That case was
18 brought by a fire fighter over in that city
19 by the name of Stark, and we recently had
20 here in the city a noted businessman who I
21 am inclined to believe he probably speaks
22 for a lot of people so similarly situated --
23 in other words, business persons, business-
24 men -- in responding to a Supreme Court
25 decision indicated that he thought that the

1 heat was off now as it relates to affirma-
2 tive action.

3 That clearly was the inference behind
4 the comment. What is your opinion? What is
5 your reaction to the Supreme Court decision?
6 What is your reaction to the comment that
7 the heat may well be off and the question of
8 affirmative action?

9 Is there any reaction to that?

10 MR. ELDER: I think basically what has
11 been said in terms of dismantling, that is
12 just a continuation of that dismantling, so
13 to speak.

14 Again, it would be nice to think that
15 the heat is off but the heat will never be
16 off until such time as people do what is
17 right. I mean, in terms of we cannot forget
18 that there have been years of injustice, so
19 we cannot -- fortunately it would be nice if
20 we could get off on the same foot at the
21 same time, but that is not the case.

22 I think that particular Supreme Court
23 decision is going to have far-reaching nega-
24 tive impact on the minorities in this
25 country.

1 As Dr. Johnson, I would like to also
2 reflect on it. I recall the statement that
3 was made at the last session and someone
4 made the reference to the discussions on the
5 radio stations that either had problems in
6 finding minority applicants, qualified
7 minority applicants in trying to determine
8 what was qualified, and another gentleman
9 from a radio station indicated that he
10 didn't have a problem in getting qualified
11 minority applicants, but I guess the thing
12 that I would like to do in closing is
13 perhaps submit to this particular Committee
14 is that it is interesting to note that the
15 majority of radio and TV stations, when they
16 so speak, plug themselves. They make it
17 appear that the door is open to anyone as
18 long as they are qualified to come in, but
19 they can never give you what that qualifica-
20 tion is, and I have never heard this,
21 gentlemen, on an occasion like this other
22 than today, but I guess I have gained a lot
23 of respect for them and that was Mike
24 Faherty from WSB when he closed in his
25 statement in saying -- he made the comparison

1 of his wife who had been home doing the
2 raising of his children and she decided to
3 go back in the market and pursue a
4 bachelor's degree, a master's degree, and
5 she will soon receive a Ph.D., and he was
6 saying, posed the question as to whether or
7 not the blacks who also attempted to do
8 that, whether or not that particular effort
9 to enter into the job market would reach the
10 same, I guess you could say, conclusions as
11 everybody seemed to be thinking that the
12 door is open for any black or minority to go
13 into the marketplace.

14 About a week and a half ago the vice-
15 president for CBS news was in town and he
16 made a similar statement to a response that
17 someone asked him, how and when would
18 minorities be able to enter into the higher
19 management or corporate structure at CBS,
20 and not -- you now -- your regular anchors
21 or your TV camera people.

22 Oftentimes those jobs are good but
23 those jobs are dead end. We are talking
24 about at least seeing a minority or black
25 becoming vice-president or perhaps even

1 president of one of those networks some
2 particular day, and his comment similarly
3 was that because blacks are in a minority it
4 is very difficult and almost hard to find a
5 well-qualified black minority who can do
6 that.

7 What I submitted at that particular
8 occasion is that perhaps just as the FCC,
9 what we are talking about, a collegial body
10 of individuals, and it is almost like a
11 buddy-buddy system, and unless you are on
12 the end, so to speak, in the hierarchy of
13 top management at the corporate level it
14 will be a long time to come, I believe,
15 before we will be able to see blacks enter
16 into a position of being a, quote, unquote,
17 vice-president in a decision-making posi-
18 tion; decision making as far as the direc-
19 tion that a company will take as far as its
20 financial matters and its managerial matters
21 are concerned.

22 I would like to perhaps just simply ask
23 the individuals in the media in here to give
24 some consideration and some thought to their
25 continuing statements that it is difficult

1 to find qualified minorities and women.

2 I say that they are there and we just
3 have to find out where they are and look for
4 them and give them a chance.

5 MR. SINCLAIR: Thank you, Mr. Elder.

6 MR. PATTERSON: And to affirmative
7 action, affirmative action dovetails this
8 point. The word qualified was a smoke
9 screen. When you look at this list of folks
10 who are running the media in Atlanta, not a
11 single person on this list jumped out of his
12 mother's womb and started running these
13 stations. Not a one.

14 They didn't even leave high school and
15 start running these stations or college and
16 start running these stations. Every single
17 person on this list had a period of training
18 under somebody, under some system.

19 The point that we are making is that
20 the system is closed to us. There is no
21 doubt that we can do the work if we get an
22 opportunity.

23 Nobody is asking to take some guy's job
24 who has been at the station twenty years and
25 give some kid out of college his job. That

1 is absurd. Nobody is asking that.

2 What we are saying is how did that guy
3 get the twenty years? Well, if he got into
4 the system, take that kid out of Clark
5 College or the University of Georgia and put
6 him into the system and in twenty years from
7 now he will be running the station and that
8 is what we are talking about.

9 MR. SINCLAIR: Thank you, Mr. Patterson.
10 And I want to thank all of you panelists,
11 because you have been very candid, articu-
12 late, and I think you have given us a great
13 deal of information.

14 Before you leave, however, from your
15 positions there at the table we had sche-
16 duled at this time what we referred to on
17 the agenda as unscheduled participants, and
18 that was questions to be brought from the
19 audience, but they had to be submitted in
20 advance and apparently there were no persons
21 who wanted to make any statements or ask any
22 questions, so we are going to scrap the
23 unscheduled participants' portion of our
24 program and open this up to any responses
25 that the media persons who are in

1 attendance.

2 Some of the media had indicated a
3 desire to be present at this session so that
4 they could hear the comments of the com-
5 munity organizations or the representatives
6 of the community organizations, and I note
7 that there are a number at least from the
8 television and the newspaper, and I think
9 those seem, though, all the radio folks have
10 cut out on us, but then again it is our
11 problem apparently with the radio people.

12 MS. ALEXANDER: They are out recruiting.

13 MR. SINCLAIR: So I can understand why
14 they wouldn't have any interest in hearing
15 from the community. However, I do seriously
16 want to invite at this time any of the other
17 media persons who want to make a response to
18 what they have heard from the community
19 organizations, if you want, a few minutes to
20 get their -- your thoughts in in this
21 respect and we will do so now. You can have
22 it, but I think there have been some chal-
23 lenging statements made by the participants
24 on the community organizations' panel and
25 hopefully we can hear some of the responses

1 or some dialogue that might be able to com-
2 mence at this particular conference, plus we
3 have got some more time.

4 MR. PATTERSON: It would worry them to
5 have too much time.

6 MR. SINCLAIR: That is why we got goals
7 and I will go right now to hear some
8 responses, and within the timetable.

9 MR. JOHNSON: I am just an observer of
10 this meeting today and I have listened to
11 both sides of this whole thing and I did
12 have a brief comment to make, if you could
13 hear me. If you can't do that, that is
14 fine, but I wanted to see if it would be
15 possible to make a statement.

16 MR. SINCLAIR: Well, if you can see
17 this individual who is standing up right
18 here and talk to him about what you want to
19 make a comment on, I think we might be able
20 to obtain it that way.

21 The problem with just coming off the
22 top of your head with comments in terms of
23 people who have not been recognized is that
24 we are making a record here and it is
25 important that we understand that the record

1 be clear in terms of what our guidelines and
2 mandate is about.

3 Yes, Mr. Raymond and Mr. Barber were
4 waiting for those particular hands to go up
5 and the newspaper lady over there, so why
6 don't we rather than to come -- why don't
7 you come up front here since we don't have
8 any microphones and this newspaper, this
9 newspaper man can move to this side a little
10 bit and we can put that microphone over here
11 on that table and all three of you can come
12 up and make your responses.

13 MS. GILBERT: My name is Ann Gilbert
14 and I have been referred to many times today
15 as the only black person, member of manage-
16 ment, executive level, at the Atlanta
17 Journal and Constitution, and I have been in
18 that position since June of 1982.

19 I just want to say that I don't have
20 anything really startling, creative or earth
21 shakingly revealing to say in contradiction
22 to some of the negative statements that have
23 been made about the concerns regarding the
24 electronic and print media, but I would like
25 to say that I think contrary to the

1 statement of Mr. Guerrero, and others, that
2 little progress has been made.

3 Mr. Patterson, I think some progress
4 has been made. That doesn't, however,
5 mitigate the necessity to reexamine the
6 priorities and look to the areas where there
7 are deficits.

8 My observations regarding my organiza-
9 tion and my peers, I think without having
10 statistics available to -- to cite specif-
11 ically that the areas of concern I see deal
12 with the positivity of minority represen-
13 tation, black representation specifically in
14 all of the levels or spheres of management
15 within organizations. I have to also add
16 that I think this is not peculiar to the
17 newspaper or TV or radio media. I do feel
18 that progress has lagged behind in this
19 industry.

20 Our organization has a number, many
21 members of management that were not talked
22 to today because the issue of the other
23 areas of our organization other than the
24 newsroom were not addressed.

25 Prior to assuming these responsibilities

1 as vice-president for community affairs I
2 held the position of director of human
3 resources for the Journal and Constitution,
4 and there has been much progress in many
5 other areas within our total organization.

6 With regards to the question that
7 Elaine Alexander posed regarding relaxation
8 of the laws and the point that Mr. Patterson
9 made with regards to continuing the pres-
10 sures, I feel that the laws should continue
11 to set the policy which corporations,
12 including our own, should take into their
13 own surroundings, and I feel the pressures
14 or the reexaminations of the interest groups
15 and the individuals should continue.

16 I feel the institutions who are respon-
17 sible for developing qualified effective
18 journalism and management personnel should
19 do a better job, a more thorough job of
20 developing mentors to be present on the
21 college campuses to help uncover some of the
22 talent that has previously been unexplored
23 and unemployed.

24 I feel we all have a personal respon-
25 sibility to this, to this end. I feel that

1 there is much work to be done on both sides,
2 from the corporate standpoint to develop
3 effective programs and programs to more or
4 less address the available minorities and
5 female talent. Thank you.

6 MR. SINCLAIR: Thank you. Mr. Raymond.

7 MR. RAYMOND: Thank you very much. I
8 feel like I should have gotten a room here
9 really rather than a chair. A couple of
10 things that I did want to say just off the
11 top of my head, I think this has been a very
12 valuable experience for all of us. It
13 certainly has been for me.

14 It is reminiscent really of the kinds
15 of community leadership meetings that we
16 have become familiar with over the years in
17 where we find out through a dialogue what
18 each of us thinks about subjects that are
19 maybe somewhat sensitive, but very meaning-
20 ful to all of us who live and work in a
21 community however big or small, however many
22 number of counties it may embrace, depending
23 on what your perspective is.

24 Mr. Patterson made a lot of interesting
25 statements, many of which I agree with. He

1 made reference to a -- some survey that was
2 done which I can't comment on because I have
3 never seen it, and if there is a copy of it
4 anywhere I would love to see it.

5 MR. PATTERSON: I sent you a copy.

6 MR. RAYMOND: I don't know who the
7 survey was made for, but I would assume it
8 was made for the electronic media in turn,
9 and I don't know of anyone who has seen a
10 copy of it, so I would like to see it and
11 would like to comment on it.

12 I would like to -- please excuse my
13 back. I don't know which way to sit or
14 turn. Mr. Suitts, who made some very compli-
15 mentary remarks about Cable Atlanta and
16 deservedly so, except for those of you who
17 were here in the morning when I made my
18 opening remarks I said that a television has
19 to be a lot of different things to a lot of
20 different people, and it does but it cannot
21 be anything unless it is, first of all, a
22 profit-making organization, because that is
23 how we exist and that is true, and I don't
24 know anyone in the room that would argue
25 that the same is true with the cable system.

1 While the things and policies that
2 Cable Atlanta agrees to in order to obtain
3 the franchise for the City of Atlanta were
4 essentially admirable, unfortunately they
5 went out of business. I don't know if you
6 are aware of that.

7 MR. SUITTS: You mean to suggest on the
8 point --

9 MR. RAYMOND: There is no correlation
10 between the two.

11 MR. SUITTS: The only point that I
12 raised is their performance, I think is the
13 part to note. You think that had anything
14 to do with their --

15 MR. RAYMOND: No, I did not. I was
16 referring to my statement, first before you
17 can do anything you must be a profit-making
18 organization. Now, Cable Atlanta, this has
19 happened with other cable franchises across
20 the country, made certain commitments, not
21 only in areas of hire but in a number of
22 other areas that they found economically
23 could not be fulfilled so, consequently,
24 Cable Atlanta is no longer an entity. They
25 are out of business.

1 Prime Cable came in. Adverse adjust-
2 ments were made in the franchise and I have
3 no idea whether it has anything to do with
4 the employment, I hope not. I don't think
5 it does but the point is that they must
6 first be a profit-making organization.

7 Now, Cable Atlanta is out of business.
8 Prime Cable is now -- just let me finish and
9 I will let you talk -- Prime Cable has now
10 taken over that position.

11 The other thing that I would like to
12 correct, someone mentioned -- excuse me --
13 that there were no -- that there is in fact
14 no black ownership of television stations
15 and I submit to you that there are several
16 entrepreneurs in television. One is -- I
17 don't want to put his name in the record
18 without this permission -- but is a very
19 prominent citizen of Atlanta who owns a
20 television station in Macon, Georgia, and is
21 the -- in the process of applying for at
22 least one other license that I know about,
23 and is a very extremely successful individ-
24 ual in a number of businesses, and I have no
25 doubt will be successful in television as

1 well; but I simply wanted to add that for
2 the record to make those corrections on
3 certain impressions that were left with this
4 panel, with this Committee, that are in fact
5 erroneous.

6 MR. SINCLAIR: Thank you, Mr. Raymond.

7 MR. PATTERSON: May I raise a question
8 with Mr. Raymond before he leaves?

9 MR. SINCLAIR: No. And I say that, not
10 in an attempt to cut anybody off, but we
11 specifically wanted to avoid an adversarial
12 or confrontational approach to this.

13 Our purpose here is factfinding rather
14 than to get into an individual dialogue
15 about who is doing what about what.

16 Mr. Barber.

17 MR. BARBER: Thank you. I would hope
18 that the members of this particular panel
19 would read, if there is an opportunity in
20 some way to read what was said by the
21 members and representatives of the media
22 here today, because I think what was said
23 was true certainly and what I said, that is
24 all I can speak for, was true, and one thing
25 that I would like to clarify. There were

1 only two people, two members of the repre-
2 sentatives today that I heard say they have
3 any problem recruiting people, finding
4 staff.

5 We certainly didn't have that problem.
6 We may all look alike, but we are not neces-
7 sarily the same.

8 The third thing that does concern me,
9 and I do think it needs to be said, is that
10 the three end members of this panel have
11 never talked to me and with Mr. Patterson in
12 particular, I have called him and expressed
13 my concern about that because he has
14 referred to me specifically on WSB-TV,
15 specifically as to what we do and don't do,
16 and I encouraged him to sit with me and talk
17 about what we are trying to do as a tele-
18 vision station.

19 I would welcome their input. I would
20 like to hear from Ms. Parker and talk to her
21 about things we are doing specifically at
22 WSB-TV and I think that kind of dialogue
23 between us is important, and the final thing
24 is, because I don't like to see colleagues
25 characterized incorrectly, I was concerned

1 this morning that none of the independent
2 stations were represented here.

3 I called one of the general managers of
4 an independent station during one of the
5 breaks who said he has never heard from this
6 Committee, was not invited to this meeting
7 and would certainly have been here had he
8 been invited, and unless you leave thinking
9 that a lot of people didn't show up, I would
10 challenge who was and who was not invited to
11 attend the session. Thank you.

12 MR. SINCLAIR: Thank you for those
13 comments, Mr. Barber. Well, I think we have
14 had a very good beginning on dialogue, not
15 to suggest by any means that the dialogue
16 has not been here before.

17 We did have a request from an unsche-
18 duled participant who has spoken to our
19 civil rights analyst and my understanding is
20 that Mr. Willie Johnson would like to make a
21 comment in connection with these
22 proceedings.

23 If you want to come forward, Mr.
24 Johnson, and, Mr. Johnson, state your name
25 and your association, if any?

1 MR. JOHNSON: Yes. My name is Willie
2 R. Johnson and I am an employee of the City
3 of Atlanta Department of Finance.

4 MR. DOCTOR: Your address, please?

5 MR. JOHNSON: 5250 Happy Valley Circle,
6 Atlanta. One of the things that I have been
7 watching all day is the different comments,
8 and I was born about a half a mile from here
9 and I grew up with the feeling that nobody
10 cared for me and the only time I found
11 anybody that cared for me was when I
12 received a draft notice to come to the
13 service to fight for the country, and no --
14 at no other time did I feel the country ever
15 needed me.

16 There are other kids out there that
17 feel the same way, and there is nobody
18 telling them that we need you, we want you,
19 we want to give you a job so that you can
20 have some of the things that are promised to
21 you by this country, by living in this
22 country, by your existence in this country;
23 you can have them if you want to work for
24 them.

25 See, there are a lot of kids out there

1 who don't believe that anybody wants them to
2 have anything, and the media has a great
3 opportunity to take the leadership in
4 helping all young people coming out now,
5 because they are in bad shape, everything
6 that can be thrown at kids now are being
7 thrown at them, and if nobody takes the lead
8 in trying to save them the whole country is
9 lost; the whole country is lost, and the
10 comments I have heard today, everybody is
11 saying that we have done this, everybody is
12 saying we have not done that; we need to
13 stop accusing and sit down and find out what
14 can we do, and that is the only thing that
15 can solve problems.

16 I hate to have a law to tell me what I
17 have got to do and I hate to have a law to
18 tell somebody what they have got to do, but
19 if we could sit down and say what we want,
20 what we don't want, then we can decide what
21 we do want.

22 Only until that can be done can a lot
23 of the problems be worked out and they are
24 not going to be worked out any other way.

25 See, by me having been overseas I have

1 seen how different people from different
2 countries view us. They think we are
3 foolish, absolutely foolish; people who
4 manipulate only to be manipulated, and you
5 can really see it if you are really
6 conscious of things that take place, and I
7 was amazed to find a lot of reference to the
8 word fairness.

9 Every time I made reference to the word
10 fairness where I work I have been laughed
11 at. Nobody wants to be fair. Everybody
12 wants to go in their own direction to do
13 whatever it is that they want to do however
14 they want to do it, and it will be okay.

15 But if there is fairness it means that
16 you take into consideration everyone and
17 their desires and hopes, and when you can't
18 do that, then it is not nothing that's going
19 to work. Nothing is going to work.

20 You are going to have indicators in
21 this general forum and this is what I am
22 seeing. See, I am getting older and older
23 but I am seeing no change.

24 I am seeing people at each other's
25 throats more and more, and nobody is after

1 fairness, not really, so the media has the
2 best opportunity to do something about this,
3 and it is up to the media to do what it can,
4 just as it is up to every individual to do
5 what they can, but if you can't be fair,
6 then everything else is a waste of time.
7 Thank you.

8 MR. SINCLAIR: Thank you very much, Mr.
9 Johnson. We are now drawing these panel
10 proceedings to a close and I would like to
11 give one last opportunity to any of the
12 Committee members, either to comment on
13 today's proceedings, and if there are no
14 such comments would any of the Committee
15 members have any --

16 MR. RUFFIN: One comment. I move we
17 adjourn.

18 MR. SINCLAIR: In view of Mr. Ruffin's
19 profound statement this meeting or these
20 proceedings are ended and this meeting
21 stands adjourned. Thank you everybody for
22 showing up today.

23 (Proceedings concluded.)
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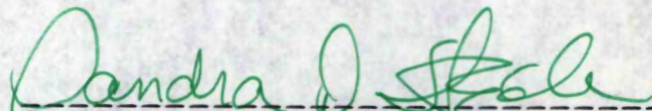
C E R T I F I C A T E

STATE OF GEORGIA:

COUNTY OF FULTON:

I hereby certify that the foregoing transcript was taken down, as stated in the caption, and the questions and answers thereto were reduced to typewriting under my direction; that the foregoing pages 1 through 300 represent a true, correct, and complete transcript of the evidence given upon said hearing.

This, the 7th day of September, 1984.


SANDRA D. STEELE, CSR-B-330
My commission expires the 12th day of April, 1986.