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UNITED STATES COMMISSION ON CIVIL RIGHTS
MINNESOTA ADVISORY COMMITTEE

IN THE MATTER OF:

THE PUBLIC HEARING
OF THE MINNESOTA ADVISORY
COMMITTEE REGARDING MEDIA
STEREOTYPING of MINORITIES

REPORT OF PROCEEDINGS, taken in the
above-entitled cause, taken before MS. MARY E.
RYLAND, Chairperson of the Minnesota Advisory
Committee of the United States Commission on Civil
Rights, taken on the 30th day of July, A.D., 1992 at
425 South 7th Street, Minneapolis, Minnesota, at the
hour of 9:30 a.m.

APPEARANCES:

- | | |
|-------------------------------|---|
| CHAIRPERSON: | MS. MARY E. RYLAND |
| COMMITTEE MEMBERS: | MR. LEE RUIZ |
| | MS. LAR MUNDSTOCK |
| | MR. STEPHEN B. YOUNG |
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1 CHAIRMAN RYLAND: This meeting of the
2 Minnesota Advisory Committee to the U.S. Commission
3 on Civil Rights shall come to order.

4 For the benefit of those in the
5 audience, I shall introduce myself and my colleagues.
6 First, my name is Mary Ryland, I am from Duluth and
7 I'm the Chairperson of the Advisory Committee.
8 Members of the committee are, from my far right we
9 have Lee Ruiz, Lar Munstock, Lupe Lopez, Talmadge
10 Bartelle, Carol Nielsen and on my immediate left Thad
11 Wilderson, Karon Rogers, Alan Weinblatt and Cher
12 Vang. Three of our members are new at this time, so
13 we are not all that well-acquainted, but we've just
14 finished a briefing session, so we are a little
15 better acquainted than we were to start with.

16 Also present is Constance Davis, she's
17 Director of the Midwestern Regional Division and we
18 are here to conduct a fact-finding meeting for the
19 purpose of gathering information on stereotyping of
20 minorities by the news media. The jurisdiction of
21 the Committee, I would like to explain it, includes
22 discrimination or denial of equal protection of the
23 laws because of race, color, religion, sex, age,

1 handicap or national origin, or in the administration
2 of justice.

3 Information which relates to the topic
4 of the forum will be especially helpful to this
5 Advisory Committee. Proceedings of this meeting,
6 which are being recorded by a public stenographer,
7 will be sent to the Commission for its advice and
8 consideration. Information provided may also be used
9 by the Advisory Committee to plan future activities.

10 At the outset, I want to remind
11 everyone present of the ground rules. This is a
12 public meeting, open to the media and the general
13 public. We have a very full scheduling of people who
14 will be making presentations within the limited time
15 we have available. The time allotted for each
16 presentation must be rather strictly adhered to.
17 This will include a presentation by each participant,
18 followed by questions from committee members up here.
19 To accommodate persons who have not been invited, but
20 wish to make statements, we have scheduled an open
21 period today at 5:30 p.m.. Anyone wishing to make a
22 statement during that period should contact Peter
23 Minarik for that scheduling. Written statements may

1 be submitted to committee members or staff here today
2 or by mail to the U.S. Commission on Civil Rights,
3 and it should be addressed to 175 West Jackson
4 Street, Suite A 1332, Chicago, Illinois, 60604. The
5 record of this meeting will close on August 31st,
6 1992.

7 Though some of the statements made
8 today may be controversial, we want to ensure that
9 all invited guests do not defame or degrade any
10 person or any organization. In order to ensure that
11 all aspects of the issues are represented,
12 knowledgeable persons with a wide variety of
13 experience and viewpoints have been invited to share
14 information with us. Any person or any organization
15 that feels defamed or degraded by statements made in
16 these proceedings should contact our staff during the
17 meeting so that we can provide a chance for public
18 response. Alternately, such persons or organizations
19 can file written statements for inclusion in the
20 proceedings.

21 I urge all persons making presentations
22 to be judicious in their statements. The Advisory
23 Committee does appreciate the willingness of all

1 participants to share their views and experiences
2 with this committee.

3 Our first panel of guests this morning
4 are as follows, going from left to right we have
5 David Beaulieu who is Commissioner of the Minnesota
6 Department of Human Rights. And representing James
7 Scheibel, Mayor of the City of St. Paul, Josephier
8 Brown, Director of the St. Paul Department of Human
9 Rights. Mayor Donald M. Fraser, Mayor of the City of
10 Minneapolis and Sharon Sayles Belton, President of
11 the Minneapolis City Council. Welcome to all of you.
12 We shall then expect to hear a 2 to 3 minute
13 presentation by you and followed by questions from
14 this committee so that we may dialogue somewhat. And
15 as stated before, the timing of this particular panel
16 is for one hour, from 9:30 to 10:30. Thank you.

17 MR. DAVID BEAULIEU

18 Thank you very much. Its my pleasure
19 to be here. The topic at hand, media sterotyping of
20 minorities is very germane to my responsibility as
21 Commissioner of Human Rights. We have a large
22 responsibility in this state in investigating charges
23 of discrimination and find that our task is

1 constantly overwhelmed by public ignorance and views
2 of minorities in the area of racial discrimination.
3 Sterotyping of minorities in this society and in
4 Minnesota is very, very pervasive and very strong. I
5 used to be Director of Indian Education and for years
6 taught indian studies at the University of Minnesota.
7 When I was doing that work, I came upon a study of
8 suburban school children in the City of Bloomington.
9 It was a survey, the teachers had done a survey of
10 3rd, 4th and 5th graders in the City of Bloomington
11 in the school system there, and to assess their views
12 of what they thought the American Indians were. The
13 results of that survey were quite appalling. Young
14 children in that suburb, I would imagine in other
15 suburbs throughout that state, have an image of
16 American Indians which is really quite unreal, which
17 really doesn't reflect the humanity of Indian people;
18 and certainly doesn't reflect or bode well for the
19 relationship of those children with Indian citizens
20 as they grow up.

21 It's interesting how powerful our
22 common images of minorities are. Michael Doris, the
23 indian author was in Africa in an area where there

1 were no roads, really no paved roads, no electric
2 no t.v.s, no newspapers, and he came upon a stand of
3 a man selling items to tourist that happen to come
4 through that area, and the stand included stuffed
5 monkeys with head dresses, bows and arrows and
6 hatchets. The common image of American Indians of
7 this society exists in the middle of Africa where
8 there's no media really. It's interesting how
9 powerful those images are. I think sometimes we get
10 ourselves in a dilemma of trying to describe whether
11 or not the media reflects stereotypes or whether it
12 provides or promotes them. And I think to even seek
13 an answer to the question, it kind of misses the
14 point. It, in fact, is so it both reflects and
15 provide common images of minorities in this society.
16 These images are indeed very harmful, and if we are
17 to do a good job in trying to enforce our human
18 rights statute, we must think about the role of
19 public education. We must begin to do things which
20 are different. We must become very concerned about
21 the images our young people have and how those images
22 ultimately provide the basis for interaction in our
23 society. We have a responsibility, quite honestly,

1 to again, to think about how to get out ahead of
2 issues of discrimination and how to deal with the
3 images that exist within the media and within our
4 society at large. It's a big task. Quite honestly,
5 we see a rather growing and cooperative roll with
6 regard to the media in terms of how far we are
7 attempting to approach that. We think that we have a
8 responsibility to report our results of our cases in
9 the press and we have a good response in terms of
10 having the press cover cases that we resolve
11 successfully. We think that's important that they
12 continue to do that; to report the results of
13 discrimination cases in the press. I think we are
14 all challenged. Quite honestly, I don't think that
15 the media simply accepts the responsibility to know
16 exactly when they're stereotyping, when it's not, when
17 it's harmful and when it's not, unless we challenge
18 it, unless we constantly question and challenge those
19 images. I used to be on the Minnesota News Council
20 and from time to time we would have cases come before
21 us, specifically on this particular issue, and I'm
22 aware there's a very diverse opinion among the press
23 and among members within the council about whether or

1 not the press is, in fact, just reporting the news
2 whether or not its stereotyping minorities in such
3 reporting. And I think we need to continue to create
4 the dialogue that will allow us to explore that issue
5 more. I think at times the press reports on the
6 issue itself and I think that's very useful to do
7 that, and we need to do more of that. It's my view
8 that this particular issue is directly related to our
9 ability to create an environment in this state which
10 is healthy for human rights, and I think we need to
11 be very aggressive in continuing to explore the
12 issues with regard to media stereotyping of
13 minorities. Thank you.

14 CHAIRMAN RYLAND: Thank you very much. I
15 was in the process here of moving across in the order
16 which you're seated and I did not explore whether or
17 not any of you had other time commitments. I'm
18 hoping you could all stay for at least the hour of
19 your panel and beyond, depending upon your
20 scheduling.

21 MS. BELTON: The Mayor and I have a press
22 conference at 11:00 o'clock.

23 CHAIRMAN RYLAND: All right. Is it

1 agreeable with you, shall I proceed down the line?

2 MS. BELTON: Sure.

3 CHAIRMAN RYLAND: And I believe that we will
4 save questions, if it's agreeable with the committee,
5 or do you wish to pursue questions right now?

6 MS. LOPEZ: Yes, I would like to ask, as
7 Commissioner of the Department of Human Rights, I
8 would like to know if you have received any
9 complaints against news media regarding when people
10 feel they've being discriminated because of their
11 color, race?

12 MR. BEAULIEU: In terms of their coverage
13 in the story?

14 MS. LOPEZ: Yes.

15 MR. BEAULIEU: We receive complaints, but
16 it's not part of our jurisdiction.

17 MS. LOPEZ: Because you don't view, keep
18 any kind of records as to the number of cases for
19 complaints?

20 MR. BEAULIEU: We do keep statistics on the
21 nature of the complaints. We do receive, I'm not
22 aware of that statistic right now.

23 MS. LOPEZ: I think that would be possible,

1 although I know you don't, but I think it's important
2 that this committee have at least documentation of
3 statistics that you have, your Department has
4 received regarding this.

5 MR. BEAULIEU: Okay, fine.

6 MR. BARTELLE: I recognize fully that your
7 jurisdiction is limited and I think the question that
8 Mrs. Lopez related to the resources issue; whether or
9 not there have been employment discrimination against
10 newspapers through the employers or applicants?

11 MS. LOPEZ: No, my question --

12 MR. BARTELLE: That's my question.

13 MS. LOPEZ: No, my question is have the
14 people complained to the Department because sometimes
15 people don't know that they can or can't, which
16 doesn't mean that those aren't those coming through.
17 My question was specifically geared at if an
18 individual called and said the newspaper has harmed
19 me and I feel as if I'm being really crucified with
20 the state by such coverage, I think it's because I'm
21 Mexican or I'm Black. That's what I'm speaking
22 specifically to.

23 MR. BEAULIEU: We don't, of course, have

1 jurisdiction in that.

2 MS. LOPEZ: I realize that.

3 MR. BEAULIEU: There is, interestingly I
4 think, it's one of the only such councils in the
5 country which is the Minnesota News Council which
6 does receive such complaints. There is an agreement
7 not to sue each other, and there's sort of an airing
8 of the dispute. And as I'm aware, the news council
9 makes it or moves the issue forward by having the
10 press actually report the results of it's findings.
11 And so it's that kind of publication that makes it
12 successful in areas.

13 MR. BARTELLE: My question is regarding
14 allocation and composition of resources. Part of
15 this whole thing we're talking about, and my question
16 is whether or not you have had some idea as to the
17 number, if any, complaints of employment
18 discrimination, either race, sex and so forth and so
19 on against media; both electronic and print?

20 MR. BEAULIEU: I'm not certain of the
21 number. It's interesting, I would imagine
22 considering the number of complaints that we receive
23 each year, that it would be doubtful that we haven't

1 received such a complaint in the past.

2 MR. BARTELLE: Thank you.

3 MR. WEINBLATT: Is that data that you can
4 provide?

5 MR. BEAULIEU: Yes, of course.

6 CHAIRMAN RYLAND: Thank you very much.

7 We'll have a chance to refer back if time does allow.
8 So we will hear next from Josephiere Brown from the
9 Department of Human Rights.

10 JOSEPHIER BROWN

11 Good morning, Madam Chair, members of
12 the Committee. As you said I'm Josephier Brown and
13 I'm Director of the St. Paul Department of Human
14 Rights. I'm pleased to be here to represent the
15 Mayor of St. Paul, Jim Scheibel. Jim could not be
16 here this morning, he is currently testifying before
17 a senate sub committee on refugee issues in
18 Washington D.C.. I was not familiar with the format
19 that we were going to use today. My instructions
20 were to provide you welcome here to this Twin Cities
21 area and say some brief remarks. But I will say that
22 I will be pleased to stay and participate as much as
23 I can.

1 My remarks are thoughts that I had
2 initially do not fit this format, so I'll have to say
3 what -- to change to meet what we are doing here now.
4 In fact, I think I will say this, one of the things
5 that -- St. Paul has many things to be proud of --
6 one of the things we have to be proud of is something
7 that happened very recently here that William Corky
8 Finney was the appointed the police chief, making St.
9 Paul the first of our area to have an African
10 American police chief.

11 When Jim asked me to do this, I didn't
12 have a lot of time to do any research, so I called
13 people around that I knew and asked them the
14 question; what do you think about media stereotyping
15 of minorities. The information went all over the
16 area, but everyone had a real strong opinion about
17 those kinds of things. So I had no real direction as
18 to what I wanted to do with that. So I thought about
19 and thought about it and decided that well there are
20 two observations that I had recently, and I thought
21 that I would focus on those two issues. If you can
22 remember, St. Paul had a hate crime ordinance that
23 went to the Supreme Court and the Supreme Court

1 viewed it and their ruling said it was
2 unconstitutional. On the day of the decision, Mayor
3 Scheibel called the press conference in his office
4 and had members of the community testify about their
5 concerns with the issue about the Supreme Court
6 decision. Among the people that testified that
7 morning were, of course, Mayor Scheibel, the City
8 County Attorney also testified; the individual that
9 presented the case before the Supreme Court
10 testified. The President of the NAACP testified or
11 made comments. The Director of the Anti Defamation
12 League spoke. And I believe a female Rabbi from the
13 synagogue also spoke and they voiced their opinion
14 about their concern about the decision. The
15 following day the newspapers carried the story and
16 along with it it carried the picture of the President
17 of the NAACP, the only black person that spoke, and I
18 thought about that for awhile. And the NAACP
19 president was glad for publicity. Incidentally, he
20 works for me in the Human Rights Department, so we
21 had a lot of discussion about that. He was real glad
22 about that. As a matter of fact, the story was UPI'd
23 across the country and his picture also appeared in

1 some newspapers across the country. So he was glad.
2 But the thought struck me that there were 5 people
3 that testified here and Steve Visaki was the only one
4 that was black and it was his picture that carried.
5 To me that stereotyped hate crimes as a black issue.
6 That's the kind of stereotypes that you see in the
7 media, and this is across the board. Everyone else
8 had concerns and voiced their concerns, were equally
9 appalled at the decision. But the picture that was
10 carried in the newspapers was a black American again,
11 in my opinion, pegging hate crimes or those kinds of
12 issues as a black issue, and it is not.

13 One other observation that I made is
14 this weekend, this past weekend I took my son to the
15 Wisconsin Dells and most of you know the Wisconsin
16 Dells is a touristy kind of thing, theme park, water
17 park and we had a good time. We also went up to a
18 place called Neseka, Wisconsin to do some fishing on
19 the Wisconsin river. As we drove to Wisconsin we
20 stopped at various places to eat at restaurants and
21 so forth. I was surprised at the surprise that I saw
22 on the faces of individuals that saw us up there.
23 People there don't have contact with African

1 Americans or minorities, and they were surprised to
2 see me up there, very surprised. Of course you can
3 read different things into the reactions, but believe
4 me they were surprised that I was there. The thing
5 that struck me there was that those individuals get
6 their information about minorities from the media and
7 what do they see from the media here? They see crime
8 painted with a black face, they see drugs painted
9 with a black face or a minority face, and they make
10 their decisions about minorities based on that. No
11 one said anything to me while I was up there. They
12 were quite friendly to me. Those kinds of things.
13 But for me the media is a very powerful institution
14 and does affect, and I would argue that the people
15 that have no contact with them focuses their attitude
16 about minorities; and consequently, out of that comes
17 the behavior that they use. Those are two kinds of
18 striking things that came to mind as I sat here and
19 listening to what was going on in terms of
20 stereotyping of minorities in the media. I'm very
21 encouraged about this Commission into looking at that
22 and I hope some good things will come out of that.

23 The other thing that I had to say here

1 on behalf of St. Paul Twin Cities in the welcoming
 2 kind of way do not apply here, so I make my comments
 3 brief and stop at this point. And I'm willing to
 4 answer questions and participate within the hour that
 5 I'm supposed to help. Thank you.

6 MR. WILDERSON: You made reference to the
 7 press conference and the picture that showed in the
 8 paper that showed Steve Vesaka. And one of the
 9 thoughts was it an inaccurate portrayal of that.
 10 What would be some of the other things that would
 11 make that probably unacceptable is the fact that you
 12 know that it was showed only as a black issue than
 13 the other wider community would not pay much
 14 attention to this. What would be some of the other
 15 things?

16 MR. BROWN: The one salient thing that
 17 struck me was that when people read this, they
 18 stereotype hate crimes as a black issue. The real
 19 thing that hit me in the phase. They could have put
 20 the picture for the entire group because they had
 21 pictures of the entire group there. They could have
 22 took pictures of the entire group to know that hate
 23 crime crosses those lines. They could have added

1 pictures of the Mayor Scheibel or one of other
2 people. Particularly, he's had a lot of press here,
3 but particularly the City Attorney that argued the
4 case before the Supreme Court. But they only had the
5 picture of the African American and that was what I
6 was focused on. And people would not read it because
7 I thought they would -- because of the subject
8 matter. But that they would look at it and say a
9 hate crime is a black issues, and those people need
10 to take care of it. That was the point I was trying
11 to make.

12 MS. ROGERS: Is it your feeling that they
13 acted out of ignorance or malice or fill in the
14 blank?

15 MR. BROWN: I would like to think that they
16 acted out of ignorance.

17 MS. ROGERS: But what do you really think?

18 MR. BROWN: However there is, well maybe
19 that's ignorance too. There's a sense that, and they
20 get their information from the way they were raised
21 around these issues too. It's a black issue.

22 MS. LOPEZ: Has your department, have they
23 had any communication with any of the editors or

1 publishers of our paper here regarding sensitivity of
2 how minorities are portrayed in the news?

3 MR. BROWN: Yes, it's usually
4 issue-oriented. When some issue comes up, they will
5 talk to us.

6 MS. LOPEZ: Do you feel that it would be
7 something that your department could possibly start
8 the press to thinking about the kind of, like you
9 said how people are portrayed, especially the
10 minorities. Do you think that's--

11 MR. BROWN: It would be something we would
12 be interested in working with the media on, yes.

13 MS. LOPEZ: I think it would be
14 specifically those people that are concerned with
15 people's, especially the minority's, rights. I think
16 that would be good if some dialogue could be
17 initiated between your department and the powers that
18 be. Just a recommendation.

19 MR. BROWN: Thank you.

20 CHAIRMAN RYLAND: I think we'll move on to
21 Mayor Fraser and save other questions to come back to
22 if you wish.

23 MAYOR DONALD M. FRASER

1 Thank you-very much, Madam Chair,
2 members of the Commission. I'm going to talk this
3 morning on a subject that is related to the media,
4 but is directly the media, but I think it makes a
5 contribution, and that's the use of racial
6 classifications by government agencies. This has
7 been a matter of some interest to me for a number of
8 years. I, for example, was aware of the fact that
9 the Police Department maintained racial records on
10 their crime reporting with the racial identity noted
11 on the record. But, my assumption was that was for
12 purpose of identity. In other words, it became an
13 aid in visual identity of a particular party
14 involved. And I was surprised then to realize that
15 later on -- I should have known this earlier -- I
16 guess to find out later on that we were sending those
17 figures into the state, those racial figures, and
18 then they ultimately, of course, appeared within the
19 Department of Justice and the FBI. The problem, from
20 my perspective, was that the use of racial
21 classification purported to have some relevance to
22 crime rates. And to the best of my knowledge, and
23 I've been interested in this field now for over 30 o:

1 40 years, there is no relevance. But, the use of
2 race has become an approximate item to describe
3 difference in social and economic circumstances.
4 Social and economic circumstance I think would appear
5 to have more relevance. My first acute concern came
6 when I realized the state planning department had
7 made a projection on the likely jail population in
8 the state in order to determine how many prisons or
9 jails we needed. And I learned that the way they
10 made their projections for 10 or 20 years was to make
11 a demographic projection of the growth in the
12 breakdown of population by race, and then to look at
13 the crime rates for each racial group, and then
14 project that forward based on the demographic
15 projections. I communicated to the state planning
16 department several times in a very vigorous way my
17 total objection to that process. And as it turned
18 out, their projections were wrong, as I think one
19 might reasonably have understood it would be wrong
20 because poverty is growing much faster than any
21 particular demographic, and poverty is a much closer
22 relevant item than race. My interest in this
23 particularly was increased when I read in a

1 publication that Israel had decided some time ago
2 a matter of national policy not to maintain racial or
3 ethnic records at a government and I sought to find
4 out more about that. In the course of that, I've had
5 inquired of a number of countries as to what their
6 practices were and learned that in countries like
7 Denmark and Norway and some other, some misunderstood
8 my inquiry that they don't maintain records of this
9 kind by race or ethnicity. Just a coincidence, this
10 morning there's a report about Canada, our Director
11 of Human Rights yesterday gave me a memorandum
12 indicating that in Canada it had been a violent
13 objection of the notion of collection data by race
14 and so they were not doing that. Well, then I sought
15 to look at why we needed to do this. I wanted to
16 simply stop it and learned that there were state laws
17 that said that it was an obligation of our department
18 to provide information that might be useful in
19 relation to crime analysis. We're required to report
20 the number, nature of criminal offenses created
21 within our jurisdiction, and then provide such other
22 information as may be useful in the study of crime in
23 the administration of criminal justice. I have tried

1 this issue out on some of my sociologist friends and
2 come to realize that to cut off racial data from
3 sociologists would be like depriving them of oxygen,
4 they would soon wither and die since they live on
5 breakdowns.

6 The other area that has attracted my
7 attention is in the area of health. I've asked our
8 health department why they report by race and they
9 say well, because some racial or ethnic groups are
10 more predisposed to certain health problems than
11 others. The problem is that racial classification
12 now bear no relationship to genetics. That problem
13 is even more clearly demonstrated by the fact that
14 the census bureau now has adopted the position that
15 in identifying the race of a child they will use the
16 racial identity of the mother. And so it won't
17 matter what the father is. And, of course, it has
18 always been the question if you have a white mother
19 and black father, what is the child? Well, this is
20 purely a social phenomenon. It has nothing to do
21 with genetics. And its my view that the use of these
22 statistics is simply a perpetuation of mythology and
23 stereotypes and scientific value is at least minimal.

1 There have been some articles in health journals
2 questioning the use of racial data, noting that some
3 people are born of one race and die another, simply
4 because it depends upon who the informant is who is
5 supplying the information for the record. So, my
6 hope was that this Commission might take this issue
7 up. If you didn't catch the morning paper about
8 what's going on in Canada, I had that article here
9 somewhere, but anyhow, it's a very interesting
10 article. It's "Canada Is Color Blind On Crime", and
11 the quote from Wilson Held, a retired sociologist
12 professor who says that there is no need for crime
13 statistics by race. At the moment we think the
14 police is just going to use it to belittle or
15 criminalize the people they want to be, and right now
16 that seems to be the blacks.

17 My view of this, for whatever value it
18 may have, is that there is a basis for collecting
19 data by race or ethnicity where it's relevant to some
20 specific purpose that has been identified. For
21 example, the question of racial balance in the
22 schools or the enforcement of affirmative action, but
23 there needs to be a specific use. So, you know, why

1 you're collecting the data and then the data becomes
2 relevant to that outcome. This is now, I think, even
3 more problematic. The classifications that are used
4 by the Police Department currently is White, Black,
5 Indian, Hispanic, Asian, and unknown. Particularly
6 in the Asian we're dealing with a variety of cultures
7 that are almost totally unrelated to each other. A
8 variety of languages which are unrelated and cover a
9 large part of the world. And so to lump them
10 together obviously is of no value in my point of view
11 to anybody. The same argument could be made about
12 Native Americans. There are literally hundreds of
13 different tribes and Native American groups. So I
14 think this is an issue that needs to be taken up.
15 It's a mindless collection of data that is
16 inaccurate, imprecise and which only serves to
17 re-enforce stereotypes which have no value other than
18 to damage I think is a mindless perpetuation. And
19 it's just the kind of thing this Commission could be
20 well-designed to take on.

21 At some point I may -- the reason I
22 can't stop thinking the statistics, if the law said
23 if you don't supply statistics, they can cut off the

1 salary of our police chief, and since I regard him
2 a reasonably good guy, I would not want to subject
3 him to that particular sanction. But, I come close,
4 I edge closer to it, I think, every few months. So,
5 that's what I wanted to share with you. And this is
6 the basis for a lot of media reporting, that's why I
7 thought it was relevant to bring it to your attention
8 today.

9 CHAIRMAN RYLAND: Thank you.

10 MR. BARTELLE: Mayor Fraser, I have an
11 observation and a question. I agree with your
12 conclusion that these racial classifications are
13 stereotypical. I think they are too because they
14 also ignore the substantially high amount of genetic
15 amalgamation that's occurred in the United States for
16 the past 400 years. And my question to you is a
17 political one. You've had a lot of experience as a
18 politician. When a council representative, this is
19 an election year, and I have noticed a change in
20 television where it's not unusual now to see
21 candidates appearing on the Donahue Show and Larry
22 King to name just those two that is illustrative, to
23 face questions by a flower garden of people in an

1 audience, and even subject themselves to questions by
2 people that they don't see on the telephone. Do you
3 have any feeling about this insofar as this subject
4 is concerned; whether this is good, bad, will it
5 bring change?

6 MR. FRASER: I'm really not able to respond.
7 I almost never watch television, so --

8 MR. BARTELLE: For example, these audiences
9 are made up of all colors of people, people of
10 different educational background and so forth and so
11 on. And millions of people see and can certainly
12 draw conclusions that folks kind of do the same
13 thing. Everybody does the same things for the same
14 reasons, and you see that all people, some have a
15 degree of intelligence that others do not possess.
16 If a person happens to be pigmented, many times they
17 can see that this person uses perfect subject and
18 verb agreement, that's what I had in mind when I--

19 MR. FRASER: The way you describe it, it
20 sounds like a positive experience for viewers, which
21 is good, I think.

22 MS. LOPEZ: First of all, I'm understanding
23 that you feel that you're against the state law that

1 mandates that those kinds of statistics be taken,
2 I correct?

3 MR. FRASER: Yes. As now practiced.

4 MS. LOPEZ: Could you also provide the
5 committee with that state law so that we can review
6 it and familiarize ourselves with it?

7 MR. FRASER: Yes, I can give you the
8 statutory citations, I think, right now. Minnesota
9 Statutes 2990.05 apparently deal with Bureau of
10 Criminal Apprehension Division of Criminal
11 Statistics. And then there's Section 2990.06
12 requiring local chiefs of police to provide
13 information concerning these matters. So, those
14 would be the two.

15 MS. LOPEZ: Thank you.

16 CHAIRMAN RYLAND: Down here to Alan
17 Weinblatt.

18 MR. WEINBLATT: Mr. Mayor, just one little
19 detail. I'm going to go beyond that. Are those
20 statutes or are those state regulations?

21 MR. FRASER: Well, they don't sound like
22 statutory numbers, do they?

23 MR. WEINBLATT: They do not.

1 MR. FRASER: This was written by the chief
2 of our Minnesota State, 2990.05. I wonder if an
3 extra zero crept in there.

4 MR. WEINBLATT: It may have, but that
5 second zero gets the next question I would ask and
6 that is would the City of Minneapolis feel strong
7 enough on the subject to be able to provide the
8 Commission with additional statutory framework,
9 whether it's on the crime statistics or on any other
10 data that is kept by race that might be appropriate
11 for us to look at the appropriateness of keeping that
12 kind of data?

13 MR. FRASER: I would be glad to do whatever
14 I can to assist the Commission. I have most recently
15 thought about writing the Governor on the subject and
16 maybe what I should do is write you, send a copy to
17 the Governor.

18 MS. LOPEZ: That would be good.

19 MR. FRASER: But a little briefing that
20 that would pull some of these points. If I could say
21 if we are going to pursue this, I think what we might
22 want to do is to genuinely say we have a policy of
23 identification of ethnicity and we will go across the

1 board and be fairly specific so the information
2 conceivably could become relevant for some purpose.
3 I might say the State Planning Department, and this
4 is, I think, a very important point, they claimed
5 that they need the racial data, that it's helpful
6 sometimes they say because they can show that, for
7 example, outcomes for blacks is, and there is one of
8 starting May '91, the statistical analysis under the
9 state planning agency will be conducting a study on
10 disproportionate minority confinement. Now, I think
11 that's a fair inquiry and I think it would be quite
12 easy to walk around a jail or prison and ascertain
13 what you need to know because now you know what it is
14 that you're looking for and you can be sure that the
15 collection of the data is relevant and has some use.
16 I don't see that that requires that there be
17 reporting from, you know, all the different
18 jurisdictions about what went on back in those
19 jurisdictions. The other point I would make,
20 however, and that is of a more pessimistic outcome.
21 I've seen a number of studies that indicate this
22 disparate treatment. I have yet to see any
23 significant remedial action taken as a result of that

1 information. So, it makes it -- to do the studies,
2 but I don't see public policy responding.

3 MR. WEINBLATT: Mr. Mayor, if you could
4 just, in one last statement, you found the
5 information you shared about the decision made in
6 Canada, what did you find out with respect to Israel
7 in their decision to change their policy to not
8 report crime statistics?

9 MR. FRASER: Well, I had trouble pinning
10 down the specific law that, and it may be simply that
11 they never started that as a matter of policy, and as
12 one thought about it, you can understand why that
13 would be so because people have migrated from Israel
14 from a wide variety of cultures and backgrounds. And
15 in attempting to build a nation, the last thing you
16 want to do is try to create separateness. In fact, I
17 attended a conference sponsored by Mayor Ted Dicolic
18 in Jerusalem and the subject of integration versus
19 pluralism, how do you reconcile these two values?
20 And the end of it was, I think the conclusion at
21 least that he had, and I think most of the people
22 there shared was that is that you integrate -- I
23 don't want you to get the wrong idea, but in any

1 event, there was a reconciliation of these two
 2 outcomes. What was clear, they didn't need the kind
 3 of centrifugal forces by a re-emphasis. They already
 4 have some problems in Israel about different
 5 cultures. So, as far as I know, it continues to be
 6 true, they do not try to keep social or crime or
 7 health statistics based on these kinds of breakdowns
 8 in Israel. And that seems to be true in a number of
 9 other countries as well.

10 MR. RUIZ: Mayor Fraser, a two part
 11 question, at least. Correct me, does it have a media
 12 liaison division in there; and second part, is it a
 13 matter of practice of the unit to provide to the
 14 media based on race, or is it as a result of
 15 unacceptable requests about race by the media?

16 MR. FRASER: I don't believe that our
 17 Police Department provides any racial breakdowns in
 18 terms of reporting statistics. I think that stuff
 19 tends to come as a result of filling it out to the
 20 state and federal authority and they then put out
 21 aggregate reports. I believe our Police Department
 22 does not have a media person. The police chief has
 23 been the one for the last 4 years. I think our

1 Police Department, at the administrative level, is
2 quite sensitive to these issues and would not refer
3 to race except in cases where for some reason they
4 thought it really was relevant in providing the
5 information.

6 CHAIRMAN RYLAND: Thank you very much. And
7 Sharon Sayles Belton, President, Minneapolis City
8 Council.

9 SHARON SAYLES BELTON

10 Thank you very much, Madam Chairman. I
11 first say though that I have prepared remarks for the
12 Commission and I will give them to your clerk so it
13 can be included in the record and as well provide
14 some resource material that may be of benefit to the
15 Commission members, and as well some of those who are
16 in attendance at today's public hearing. I will try
17 to summarize the full content of my remarks so that
18 there is some time left for some questions.

19 Let me begin by first saying that as
20 all of you know from reading the paper yesterday,
21 that Hillary Clinton was in town and she spoke at the
22 Minneapolis Convention Center. And I just wanted to
23 share with you something that she said and then draw

1 a connection to the topic which we're discussing
2 today. Hillary Clinton said that people are trying
3 to pidgeon hole her. They said that, and I quote,
4 she's a lawyer therefore she must be a, fill in the
5 blank. She's a wife, therefore she must be a, fill
6 in the blank. She's a mother, therefore she must be,
7 et cetera. She's a community volunteer, therefore
8 she must be, fill in the blank. And what Hillary
9 said was that she's all of those things, but more
10 than that, she's more than just a sum of other parts,
11 she's herself. And she suggested to the audience
12 that she refused the kind of stereotyping that
13 stripped her from her individuality. Now, on one
14 hand I feel for Hillary because no one should ever
15 have to be stripped of their individuality. But on
16 the other hand, if she thinks that she's had it bad
17 being stereotyped as a lawyer, a mother, a wife, a
18 community volunteer, I think she needs to walk around
19 in some of our shoes. The big difference between
20 Hillary Clinton's situation and ours is that she
21 chooses to be all of those things. She wasn't born
22 any of them. Some of the people that we are talking
23 about today in the context of this discussion have

1 been pidgeon holed since they've arrived on the
2 planet because of one thing, the color of their skin,
3 and that it was different. Now, one way to pidgeon
4 hole people is to stick them with a label like
5 minority. We first have to stop thinking about
6 people who are different as minorities, but think of
7 them as people first. Just think about where the
8 word minority comes from. It comes from the word
9 minor which means lesser than important rank and
10 stature. Now, who among us wants to think of
11 themselves as lesser of importance? Minority is not
12 something that I personally choose to refer to myself
13 as and nor do I prefer to reference my community in
14 those terms.

15 The process of bridging cultural
16 difference is not an easy one. We have to begin
17 first by saying what we mean and meaning what we say.
18 We have to begin by acknowledging our differences and
19 by engaging in constructive dialogue to find the
20 common ground. And I'd like to just give you a
21 couple of examples of dialogue that have not been
22 constructive and they happen all too often. A public
23 affairs program on our local public television

1 station invites a panel of guests to speculate on
2 whether gays and lesbians will be given civil rights
3 in the upcoming legislative session. In addition to
4 the Executive Director of the Minnesota Family
5 Association, someone known to be opposed to
6 legislation, the guests include three straight upper
7 class white males. Ironically, gays and lesbians,
8 the very people most affected by the legislation, are
9 completely left out of the dialogue.

10 There's another extreme that I'd like
11 to share. We had a 17 year old African American girl
12 who was the subject of an 8 page story, and some of
13 you might remember that story. It was really called
14 "Meet Makella Scott", and it was about teenage
15 pregnancy. As the Star Tribune pointed out in its
16 1990 series of the issue of race, minorities rarely
17 receive so much attention from the local media unless
18 the story is negative. Now, in this case, let's
19 remember it, the girl, at least in my opinion and the
20 opinion of several others, was too young and too
21 vulnerable to understand what she was getting into
22 when she agreed to be interviewed and photographed.
23 She didn't realize when some people would see one

1 African American teen, they would see all of us. So
2 she didn't realize that when people saw her
3 photographs, it would re-enforce the stereotype that
4 African Americans are the reason that we are having
5 problems like teenage pregnancy. And if you watched
6 Mayor Fraser's discussion about teenage pregnancy,
7 you know that that really is not the case. All of
8 our teenagers in Minneapolis and across the country,
9 including white teenagers, are having problems with
10 this subject. Two years after the story ran, the
11 Star and Tribune, in my opinion, added insult to
12 injury by reporting that Makella Scott had dropped
13 out of school. And, again, if you were to go back
14 and read the stories and talk with, you know, the
15 community about it, part of it was the shame that she
16 had gotten through the public recognition of that
17 personal tragedy in her life. Unfortunately, it is
18 not unusual for these things to happen. The media is
19 quick to ask North High School students or members of
20 the North Side community to "provide" them quotes
21 about things like gang and drugs. When is the last
22 time or how frequently do we hear the North Side
23 being quoted on ordinary positive issues or issues of

1 academics. Clearly the people over there who are
2 smart and providing meaningful contributions to the
3 community. The implication is that the North Side,
4 the people that live over there have credibility only
5 when it comes to problems in the community. Now, in
6 the City of Minneapolis, we've been trying to address
7 the need for greater sensitivity and, in fact, we
8 developed what we called our directions, a framework,
9 a guide, a document that will help us plan priorities
10 for the city over the next five years. And we have
11 agreed in this direction framework that we want to
12 re-establish culture in Minneapolis where all of our
13 citizens, regardless of their race, are prepared for
14 and lead successful lives in an atmosphere of
15 fairness, equality and hope. Now, the ideal that
16 Minneapolis can actually succeed as a multi cultural
17 city appears throughout this vision statement. But,
18 clearly our goal only be achieved if we deal with
19 this question of have the people of our community and
20 people of color in our community reflected in the
21 media.

22 In addition to having an adverse impact
23 on individual self esteem, stereotypes can negatively

1 impact an entire community. No one knows this as
2 well, again, as some of the residents of the North
3 Side community. Some of you know that we are
4 involved in a process in Minneapolis called the
5 Neighborhood Revitalization Program and we are asking
6 members of our community to talk about developing a
7 plan of action about how they want to address the
8 challenges that they have in their community and how
9 they want to build on their strengths. One of our
10 neighborhoods that will be very soon completing their
11 plan included in their plan this statement, and it
12 speaks to the question and the issue that the North
13 Side neighborhoods are fed up with the negative image
14 that this media has perpetuated against them. And I
15 quote from that plan, "The negative stereotypes of
16 North Minneapolis make it difficult to sell houses to
17 homeowners. Consequently, when homes go up for sale,
18 they often become absentee owned rental properties.
19 Boarded and vacant homes are another result if the
20 homes cannot be sold." Now, clearly when the media
21 continues to describe the North Minneapolis in terms
22 of crime and violence and all these other negative
23 images, it has an impact on the viability and

1 stability of a community.

2 I want to share another quick example
3 with you as well. This pass year some of the senior
4 high school students over at North High got together
5 with one of their teachers and they really had
6 decided, the students, as young people, that they had
7 enough. They invited one of the offending reporters
8 to visit the school, and to his credit, he came. So,
9 they asked him at this meeting why he and his
10 colleagues kept mentioning the name of their school,
11 which is North High School, in stories that had
12 nothing to do with the school. And this is what he
13 said. He said that it was a central locator and t
14 people knew where it was. To which one of the
15 students raised his hand and said, Mister, I have a
16 suggestion for you. The next time you need a
17 locator, why not use the precinct station because
18 everybody knows where that is as well. I think this
19 is really right on time and right on target, and I'm
20 really glad that our young people in our community
21 really understand the impact that the media can also
22 have on them and their development; and in
23 particular, their self esteem and their regard for

1 their community.

2 Now, in Minneapolis we do have some
3 alternative sources of news and information, and some
4 of them are going to be on the panel later on today.
5 The Spokesman, Inside Move, LaPrensa, Native American
6 Press, the Asian Press just to name a few. And last
7 year we got another new magazine called Colors which
8 is offering new voices to the subjects that are
9 important for us to hear.

10 Now, let me just throw out a couple of
11 things I think need to happen because I think it
12 would be not good if I just criticized the press or
13 talked about the problem in negative terms. We
14 really need, as a community and as well as the media,
15 need to do this, to identify ways in which we can
16 find new voices that can speak to the news issues.
17 And that, by that I mean two things. I think the
18 media needs to find better ways of recruiting persons
19 of color to be a part of their work force so that the
20 news is both sensitive and is accurate. And I think
21 they also need to do a considerable amount of work
22 trying to ensure that their staffs are in a position
23 to understand who our experts are in the community,

1 not only about issues having to do with people of
2 color, but as well as folks in our community who are
3 of color and are capable of talking about issues that
4 are in the mainstream news. I'm personally tired of
5 only seeing colored faces when its issues about
6 problems or concerns in our own community. We are
7 capable of talking about meteorology, we are capable
8 of talking about solid waste collection, lime sludge
9 and just every other issue that you can imagine. And
10 I think that we have to ask them to assist us in
11 breaking the stereotypes, not only that the media
12 hold, but more importantly, those that are held by
13 the public at large.

14 I wanted to bring with me a copy of
15 some books that I think are designed to help the
16 media do that. "The American Indian and the Media".
17 This book talks to and ought to be a tool to help the
18 media professionals with references and accessing
19 folks on issues involving the American Indians. As
20 well as "Colors". This serves as the directory to
21 people who are knowledgeable about a variety of
22 subjects. Just recently the gay and lesbian
23 community even came up with their own book so that

1 the media doesn't have to pick the same person over
2 and over and over again to reflect the views of that
3 community..

4 I just want to share one other thing
5 that the group did that I think is really important
6 and just really helps to re-enforce the fact that
7 there are a lot of people that are tired of this.
8 Recently the National Conference on Christians and
9 Jews commissioned a poster, and in this poster it
10 featured those sports pennants, and on those sports
11 pennants it talked about some of the supports teams
12 that some hypothetical sports teams that try to help
13 people get in touch with their feelings about how it
14 could make them feel kind of differently about the
15 stereotyping. And it had things like the Pittsburg
16 Negroes, the Kansas City Jews, and the San Diego
17 Caucasians. And at the bottom of this poster it said
18 to them, now maybe you know how Native Americans
19 feel. It's a real powerful message that really says
20 that people are tired of the media pitting groups
21 against each other and building on the stereotypes.
22 Also, just to mention on other quick thing. In 1989
23 there's a local organization known as Inner Race that

1 has been working to improve racial sensitivity in
 2 media. It has a committee called Race in Media
 3 Committee, and there's about 30 members on that
 4 committee. And it's my understanding that they're
 5 meeting with local media representatives to critique
 6 their treatment of persons of color. And they are
 7 going to be putting together a resource book that
 8 offers suggestions on coverage of racial issues and
 9 as well provide some information about access to the
 10 media. Obviously these directories will serve as a
 11 vehicle to help the media find alternatives to
 12 caucasians and as well help us to meet our objective
 13 of emphasizing that all of us are contributing
 14 members of the community and all of us are equal and
 15 nobody wants to feel like they're second class in
 16 this Minneapolis or St. Paul community.

17 I commend you for holding this public
 18 hearing and I hope that it will serve as just a
 19 beginning of a number of initiatives that will
 20 facilitate real change in our community because
 21 that's what we need. We need real change, real
 22 change, and somebody with conviction standing behind
 23 the subject.

1 MR. WILDERSON: Thank you Sharon for your
2 comments. I just want to say the Chair stepped out.
3 It was because of the fact that she had already
4 pre-arranged to be on Minnesota public radio at this
5 time. It had nothing to do with your very timely
6 comments. And, again, we'd just like to thank the
7 entire panel for all of their comments and for
8 participating in this. And at this time I think we
9 will take a break and convene the next panel.

10 MS. LOPEZ: I have a question. I'm
11 interested in this Inner Race Committee that you're
12 speaking of. And as I was listening today I was
13 thinking that there should be such a group made up of
14 various community representatives and I'm wondering
15 if you could share with us who this individual--

16 MS. BELTON: The head of the Inner Race is
17 Vivian Jenkins Nelson and Inner Race's office over at
18 Oxburg College. I'm going to look quickly at my
19 resource sheet, yes on the resource sheet that I have
20 with me.

21 MS. LOPEZ: Is her address and telephone
22 number --

23 MS. BELTON: And as well addresses and

1 telephone numbers for the other directories that I
2 referenced in my remarks.

3 MS. LOPEZ: Thank you.

4 MR. WILDERSON: Thanks again.

5 (A brief recess was taken.)

6 MR. BARTELLE: Will the meeting come to
7 order. Would the following persons come forward?
8 Mr. Mahmoud El Kati, Macalester College, Al
9 McFarlane, President, Insight News, David Nimmer, St.
10 Thomas University.

11 (Pause.)

12 CHAIRMAN RYLAND: It is now time for our
13 second panel. We have just finished one with the
14 Mayor of Minneapolis, the President of the City
15 Council and the two Human Rights Commissioners from
16 Minneapolis and St. Paul. So now we are into some
17 academic insight, print insight or what have you. We
18 welcome the four of you and let's see if I can
19 pronounce names correctly. We have Mahmoud --

20 MR. EL KATI: Mahmoud.

21 CHAIRMAN RYLAND: Mahmoud El Kati, from
22 Macalester College. When it comes your turn, you can
23 tell a little more what your post there is, if you

1 wish. Al McFarlane is the President of Insight News.
2 Then we have Leola Johnson from the University of
3 Minnesota, and David Nimmer from St. Thomas
4 University. I believe that we will hear from you in
5 that order, and starting on my right.

6 MR. MAHMOUD EL KATI

7 In the interest of time, I won't tell
8 anything about myself, it's not that important. I'm
9 here as a citizen, I assume, and I want to try to
10 couch what I'm going to say in response to the
11 questioning of stereotyping of minorities in the
12 media, and I'm going to use African people as a
13 metaphor. I see it as all of a piece, as a matter of
14 degree of intensity. I use African people as a
15 metaphor in light of the fact that they are among the
16 oldest people in the republic since 1787. The very
17 beginning of this geo-political entity that we called
18 the United States of America. And they are the
19 oldest people in the republic, not in the land. The
20 Native Americans are. But the Africans are the
21 oldest most native born people in the American
22 republic, much more native born than Europeans; 99
23 percent native born. So, we begin with what I always

1 call original sins. Some people call it history.
2 And I see Africans, this business of stereotyping as
3 being the original stereotype, beginning from the
4 beginning. The normal savage to the happy darkie on
5 the plantation. We don't know quite how that
6 happened, but it just happened. And we have this
7 image of the black people in the 18th, 19th century
8 primarily as a background for humor and hate thoughts
9 in the literature, does not allow for the complexity
10 in the African experience. And so we have really
11 very early institutionalized stereotyping of
12 African-American people. One of the oldest
13 institutions is what we called the minstrels, the
14 black face minstrel, beginning 1830, 1840s, the
15 caricatures of the black people on the American stage
16 which lasted for over a hundred years. And I'm sure
17 most of you know what I'm talking about, as the happy
18 jolly for Forbes Magazines, Harper Magazines. These
19 stereotypes were commonplace in the 19th century.
20 The people we're talking about are the images, shall
21 we say messages, and symbols that came out of that
22 time were the childlike, happy go lucky, watermelon
23 eating, banjo picking, loyal, lovable, harmless, even

1 sexless -- black men didn't have sex in the 19th
2 century, which is very interesting. You don't find
3 that people feared them in the sexual reason. Most
4 people didn't ostensibly recognize that. And what is
5 incredible to me is how do we get from Uncle Remus,
6 and Sambo, and Coon, and Uncle Tom in the 19th
7 century to this villainous, criminal threat to the
8 republic character that we see today? That is
9 another kind of miracle. And I contend that
10 primarily Hollywood and popular press is responsible
11 for the new stereotyping of black people. We jumped
12 from Sambo to Stagger Lee. That statement of the
13 black male in the burbon community. You know, the
14 potential rapist, the sex crazed, violent, brazen,
15 fearless, mean, you know, mindless, criminally
16 inclined person. It's an image that we all share
17 today. And I think Hollywood did two things in this
18 century; one was the carry over of the minstrel on
19 the stream with the Stepin Fetchin, Willie Best,
20 Mantan Morlan, people who were scared of their own
21 shadows. We poked fun at these movies, and I guess
22 classic example of that would be a more sophisticated
23 version of Amos and Andy, the most popular radio show

1 in America. People used to cut off the movie to hear
2 the radio show. My dad -- it was so popular, Belaun
3 and so forth. And some of these things were
4 transferred to television later. But it's really,
5 Hollywood, when I talk about my image making process
6 and the criminal acts against black people, besides
7 government, my argument is with the educational
8 system and the popular media. This is what is
9 responsible for much of the ugliness in this society.
10 And this is strategic and intentional. This is not
11 an accident. This is intentional. How do you get
12 from the noble savage in Africa to happy darkie? The
13 media did that. The media then being what we call
14 the stage and the popular press and so forth, and
15 caricatures, and many examples of say in the
16 marketplace that the black people were the most
17 popular, almost as popular as blonds are now in terms
18 of selling merchandise throughout the country.
19 Whatever you want to sell, the legacy of that is
20 Uncle Ben and Aunt Jemima. But they were very
21 commonplace images of black people to sell stuff.
22 The most stereotyped people in America, and all
23 groups are stereotyped in some way, I know that

1 minorities. But I don't think anybody, it's enough
2 of a difference to make a difference when you talk
3 about African people. They are the kind of the
4 metaphor for what is thought about.

5 Now, we come to modern times, and this
6 has happened within the last generation when we leave
7 the guy who is scared of his own shadow, people in
8 literature never any human complexity. And now we're
9 faced with this criminal element, image which has
10 been created in my lifetime. See I'm old enough to
11 have seen Stepin Fetchin, Willie Best, Beulah and all
12 these scary people, mindless negroes. Now, we're
13 told within the last generation that the threat to
14 the republic is the African male; particularly if
15 he's under 16, something like that, and wears
16 sneakers and has a cap on his head. That's the new
17 image that's been created. So the black community,
18 the fundamental image of the black community is
19 simply this; it does not have a human face. And by
20 that I mean the two most publicized images of black
21 people right now In The Year Of Our Lord, 1992, is
22 the image of the criminal; somebody who is going to
23 rape, rob, steal, do some harm to the public or,

1 which does not follow, the entertainer/athlete
2 million dollar a second person. These are the two
3 images; it's either a no hitter or a shoot out, this
4 kind of image. There's no middle ground, there's no
5 humanity. And to me it's simple. What the press
6 needs to do when you say human beings, you mean
7 complexity. There is nothing simple about human
8 beings. There's no such thing as a simple human
9 being. That's a contradiction in terms. But black
10 people are projected as ameba, single cell animal, no
11 complexity in their lives. And that is a major thing
12 I think is the source of most of the problems in this
13 country right now are ostensibly, whatever way you
14 want to put it, South Central Los Angeles, has to do
15 with the popular press, with the media refusing to
16 deal with black people, African people as complex
17 people who fight to order for award, pays taxes, does
18 about as well as anybody else as far as I can tell.
19 But the images is -- so American people, we've got
20 the spooky stuff, you know what I mean, African
21 people are the internal Saddaim Hussein. And that's
22 who we are. So when politicians get ready to
23 discipline white people, that's who they use, the

1 so-called ghetto where all the sins of the flesh are.
2 All the good people on this line, the bad people on
3 this side of the line. When you say inner city,
4 everybody knows what that means, black. When you say
5 welfare, that means black. To a large extent, we
6 don't want to admit, so does crime. And the media
7 has done that to the image of African people. It's
8 not just Bush and the Republicans and so forth. They
9 set the stage. But I'm saying that the American
10 media pretty much propaganda ministry for the
11 American government.

12 CHAIRMAN RYLAND: Thank you very much. Al
13 McFarlane.

14 MR. AL MC FARLANE

15 Thank you. Good morning. I'm pleased
16 to be a part of this panel and to make a
17 presentation. I'm publisher of a community newspaper
18 in Minneapolis and St Paul and also organizer of a
19 couple of collaborative efforts that attempt to bring
20 Asian, African, Hispanic and Indian owned, Indian
21 oriented media together to collaborate for strength,
22 for business and for expanding our informational
23 opportunity and informational impact. The group in

1 Minnesota is called the Minnesota Minority Media
2 Coalition, and beyond that I've been instrumental in
3 putting together a regional similar association
4 called Midwest Black Publishers which consist of
5 publishers of newspapers, of black newspapers in ten
6 midwestern states. Our thrust in both areas has been
7 principally been around the area of economics of
8 business. And I guess my comments to you would have
9 to do with that. The business of media and the
10 business of racism in the media. I'm not hopeful
11 that the white press will ever change or can change
12 in it's relationship with people of color in this
13 country. I view the white press simply as an
14 instrument of white supremacy. I view the Star and
15 Tribune and the Pioneer Press, I view WCCO television
16 and radio and Care 11 and other white media as
17 instruments of white supremacy. I suggest that, and
18 I feel that even when they seek to be "fair", there
19 is a bias in the reporting and in their handling of
20 information and stories about our community. That
21 suggests that the problem is exotic, out there and
22 not in here. And that ultimately the position from
23 which they speak is one that is unassailable and one

1 that is ultimately correct because its eurocentric in
2 it's nature and it has the eurocentric world view.

3 I suggest the white media have a
4 position that they call objectivity in the news
5 reporting anyway that, in fact, is the propagation,
6 the propagandizing of a european world view. And
7 that the white media served to tell the world,
8 Africans in the United States, Asians in Asia,
9 Africans in Africa, that the european point of view
10 is right and will predominate and will prevail at the
11 end of the day. And that the european Euro American
12 model will be the model that will survive all of
13 humanity. And I think that that's a very weak
14 position and one that's being challenged all over the
15 world. And one, as we speak, continues to fray and
16 decompose as the world itself is changing.

17 I charge that our government and our
18 levels of government in Hampton County, Minneapolis,
19 St. Paul, Minnesota and those states are complicitors
20 in the effort to maintain white supremacy.
21 Government plays a role in the flourishing of media,
22 media plays a role in the flourishing and explanation
23 of government to the public. There is a symbiotic

1 relationship between government and media. I say
2 established media in particular that needs to be
3 examined. And there is a relationship that doesn't
4 exist between our media, meaning media owned by
5 people of color and government that should exist.
6 And if I have anything to say today, I will say that
7 I encourage you to raise the question about how our
8 tax dollars, our government spending can be used to
9 empower people of color by empowering our media.
10 What about the economics information? I always say
11 before there's anything built in the City of
12 Minneapolis, there's a picture, a sketch of a
13 particular skyscraper that appears on the front page
14 of the business page of the Star Tribune. So 5 years
15 later here it is a 70 or 60, 50 story building.
16 Before we saw the Mall of America, the idea was
17 created in our minds. Shortly the Mall of America
18 comes on line, a huge, fantastic, shopping and
19 spending and entertainment opportunity. But the
20 image that made it possible was created in our mind
21 in part through our media. With the media working
22 with the investment community, the business community
23 and with government that wanted to see this as an

1 opportunity to create jobs, et cetera. So there is a
2 role between economic development and media that's
3 very clear.

4 Now, let me personalize that. In our
5 business, our success in recent years in part has
6 been because we've been able to convince certain
7 levels of government, like the Metropolitan Airport
8 Commission, for example, to place ads in our
9 newspaper that traditionally they had placed in the
10 white press, and the white press exclusively. And I
11 discovered there is a wealth of money, public money,
12 taxpayer money that is intended to inform people that
13 generally goes to the white press. That makes their
14 job awfully easy. It makes their businesses very
15 successful. If the Metropolitan Airport Commission
16 is spending X millions of dollars a year on
17 advertising, if HUD at the Federal level and state by
18 state are spending X millions of dollars in
19 advertising, if the Veteran's Administration, the
20 Health Department, et cetera, if the non governmental
21 organizations that deal with cancer and education and
22 heart and problems in communities spend thousand and
23 millions of dollars to inform people about problems.

1 The history has been that the spending has been in
2 circle that has excluded the media that serves people
3 of color. Therefore, media that speaks to our
4 interest and portray us as full human beings, and are
5 user friendly to people of color have tended to die
6 on the vine and not have the resources, the
7 personnel, the financial resources to be competitive
8 and to prosper in this environment. If government
9 would be right and if citizens would examine the
10 spending and the empowerment of media and you would
11 discover the opportunity to break away some of the
12 juice or the power or the revenue that's taken for
13 granted by the white press, and the historic
14 relationship it has with government, and funnel those
15 resources that go for providing legitimate
16 information needs to the citizens through new media,
17 through media owned by people of color. It would
18 generate millions of dollars of revenue into the
19 black, the asian, hispanic, the other ethnic media in
20 our communities, create jobs and build news
21 organizations, informational organizations who have a
22 different view and the different mission from
23 existing white media. What is the mission of the

1 white media? Well it appears to me that it, in part,
2 is to protect white people from things that are
3 foreign to white people or things that white people
4 fear. It creates the fear in the first place by
5 projecting that what should be feared are people of
6 color. And then it keeps telling the public that you
7 have to have more policemen and more this and more
8 that. But those things all add up to usurping the
9 public budget to defend the people against an element
10 of the public, our people. Our newspapers don't see
11 our children, our sons and daughters, as a problem.
12 We see them as children, people that we love, people
13 that have a right to live, a right to exist, a right
14 to grow in community, in family, to be productive
15 citizens, to be contributors to the quality of life
16 of our community. That is what I think that
17 Professor El Kati was talking about when he talked
18 about exploring the full humanity, the complexity of
19 human beings.

20 White press, in my view, relegates the
21 consideration of people of color to the problem
22 category. We are presented as an appendage to
23 business as usual. And in our press, we are the

1 center of the universe and the center of our reali
2 So, I have no great hope that this white press will
3 change. I have great hope that people on our side of
4 the equation will demand that they themselves, that
5 we ourselves act in ways to empower our communities
6 and to empower them by telling our own story to our
7 own people. And to utilize, to access public and
8 private revenues to enable us to do a better job;
9 called marketing and salesmanship. If I can give you
10 a very particular example. The Veteran's
11 Administration here in Minneapolis, for example, runs
12 full page ads every week I think, or twice a month in
13 the Star Tribune, and the Pioneer Press. I'm sure
14 the price for those ads is around \$15,000 or \$16,000
15 per insertion. So that times 52 in 2 cities ends up
16 being a lot of money. The Veterans Administration
17 tells me, when I asked them to place the ads in my
18 paper because people in my community don't read the
19 Star Tribune; they don't like it, they don't want it,
20 they don't buy it. And if the Veteran's
21 Administration wants to provide those housing
22 opportunities to my people, then they should place
23 the ads in my paper or the Minneapolis Postman or the

1 Asian American Press or the Circle, okay? They
2 refused to do that. They say, well, you know we
3 don't think you people are really interested in what
4 we have here. So, I'm a veteran, I have served this
5 country. I feel I represent many more people who are
6 veterans, citizens who have housing needs who should
7 have the opportunity to know about and take advantage
8 of housing opportunities that the VA has. But, I'm
9 excluded by a bureaucrat who I say is a very racist
10 person, operating in a very racist agenda. That's
11 one case that is very, very pervasive and it is one
12 that damages our business community and our
13 businesses and I think our informational processes
14 because it diminishes our chances to growth. Another
15 example like that is, I think -- well I could name
16 many, but that's a good example of what is happened
17 here.

18 CHAIRMAN RYLAND: Just one moment. Save
19 some time for questions.

20 MR. MC FARLANE: Sure. One more idea.
21 Again, there is a need for media from our community
22 to, in a sense, take control of the defining who we
23 are and what we are. And that is that sense,

1 notwithstanding what the white press says about us.
 2 And I say this partly out of pride and partly out
 3 fear. The new and most powerful media in our
 4 community is rap music. And rap music is talking.
 5 Rap must is the new bible in the black community, and
 6 its talking very hard, very square, sometimes very
 7 offensively, very aggressively, antagonistically
 8 against white supremacy and white values; against
 9 Negro supremacy and Negro values, and against many
 10 things that we've all taken for granted. And I'm
 11 suggesting that a revolution still lies ahead. A
 12 revolution in one which our people will demand that
 13 what was intended for all Americans be extended to us
 14 and it is not one where we will finally ask the white
 15 people to give it to us, it is one that we will take.

16 CHAIRMAN RYLAND: Thank you very much. I
 17 want to repeat from before and maybe you all did not
 18 hear it. We invite you to submit additional written
 19 materials of any kind that you wish. You have until
 20 August 31st to get that in, and it would be included
 21 in the report. I believe that we will, instead of
 22 breaking for questions right now, please save those
 23 that you have and we'll ask them after. Let's go on

1 to Leola Johnson.

2 MS. LEOLA JOHNSON

3 My comments will be very brief. My
4 name is Leola Johnson and I'm an Assistant Professor
5 at the University of Minnesota in the School of
6 Journalism and Mass Communication. And I also got a
7 PhD from that school. I'm telling you all this
8 because this is important to the way in which I have
9 come to this topic of stereotyping and of the kind of
10 interest I bring to this topic. I worked in
11 sociology and journalism in the PhD program and what
12 I studied were caucuses of women and minorities in
13 newsrooms of metropolitan daily so that I could look
14 at issues of climate, newsroom climate and how those
15 affected the existence or non existence of
16 stereotypes on those papers. The second thing that I
17 bring to this task is a long career as a journalist,
18 as a copy editor in several big city newspapers;
19 including the Philadelphia Inquiry and I have also
20 done a little work on the copy desk at the Trib. And
21 finally, and most importantly, I bring to this my
22 concern of a mother of two black male children who
23 are at this moment 5 and 9, but who will soon be

1 teenagers and who will be the beneficiaries or the
2 beneficiaries is too positive a word, of the kind of
3 things that are being said about young black men at
4 this moment by our press, both nationally and also
5 locally. So I bring those concerns to this
6 discussion.

7 It seems to me as an academic, one of
8 the things that's interesting to me about the
9 stereotyping of young black men is, and I have to
10 disagree with Mahmoud a bit at this point is how
11 continuous it seems to be with several historical
12 kinds of patterns, and indeed how similar it is to
13 the kinds of things that have been said about other
14 groups of color; especially in their first
15 generations here. In the late 19 century, and here I
16 rely on a very wonderful book called: "The Black
17 Image in the White Mind" by George Frederickson,
18 which explores the period between 1817 and 1920 in
19 American racial thought; including in the mass media.
20 What's very interesting is that the image of the
21 compliant, sexless black man was most pervasive by
22 itself before the Civil War. After blacks were
23 freed, there emerged a new image which had been there

1 subterraneously all the time, but just emerged as
2 dominant and that was the image of zip coon or of the
3 urban black, of the knife toting, straight razor
4 carrying, dangerous black man. And it's interesting
5 to me to look at the early days of Chinese
6 immigration in this country because, of course, there
7 was, you know Fu Man Chu and those sort of white
8 slavery, young Chinese men carrying white women off.
9 And with this image of sort of young male violence,
10 there's always been also a hint of bestial
11 sexuality, especially, you know, sort of aimed at
12 white women. And the same is true of hispanic
13 people. The same kind of, you know, bestial,
14 criminal. I mean all we have to do here is think of
15 the Bandito image that's been in our culture for a
16 very long time. So, I think that this image has a
17 very long history. I think what's different about
18 it's application to African Americans is how enduring
19 it has been for us throughout the 20th century. And
20 every time there seems to be an economic crises, it
21 becomes even more dominant than it had been. I would
22 argue that our current image of young black male
23 criminality dates back to the Nixon administration

1 and the slogan of crime-in the streets. And, you
2 know, the whole sort of -- as now Nixon and his
3 southern strategy whipped people into a sort of a
4 frenzy about, you know crime in the streets. And a
5 lot of that was directed at young black men, not
6 coincidentally -- not uncoincidentally. It was no
7 coincidence that at the same time black males, young
8 black male's unemployment rose to double digit levels
9 and where it has remained for all these many years.
10 So, and one of the things that that says to me right
11 now, and it's something that other scholars are
12 talking about like Sue Jolly at the University of
13 Massachusetts is that there has emerged a class
14 difference in the way in which media stereotypes
15 African Americans and also Asians. You can see the
16 Asian class differences very clearly here. On the
17 one hand you have the Cosby's or in the case of
18 Asians, the model minority, you know, the computer
19 using Asian over achiever, and then in the other hand
20 you have Asian gangs and you have black gangs. But
21 the components of that image survived was clearly
22 demonstrated to me, not in Minnesota, but in a
23 magazine cover I saw in Philadelphia once describing

1 some young black men who had attacked a white man in
2 downtown Philadelphia and the cover just said " Wolf
3 Pack on Chestnut Street". The notion of bestiality
4 of that is just on the surface, it needs no
5 explanation.

6 Now, let me talk about some local
7 examples, and before I talk about these specifically,
8 let me say that one of the things that I studied in
9 my experience in the news room has showed me this is
10 a very complicated issue. We talk about the white
11 press, but as a matter of fact, there are more Black
12 and Asian, Hispanic people working in news rooms than
13 ever before. And it very interesting to be around
14 them and listen to them when people talk about the
15 white press, you know, because they're in there
16 slugging it out with people about how these images
17 ought to be portrayed, and sometimes they win,
18 sometimes they don't win. In any case, so I said
19 that to say that a lot of people in these news rooms,
20 not just these minority people, but also white people
21 who after all read the Kerner Commission Report and
22 see themselves as progressives, they're very well
23 intentioned with this. They don't mean to do it,

1 nevertheless they do it.

2 And I want to point to several examples
3 of, or just one really because I only have time for
4 one, but there are several examples of coverage of
5 local gangs in the twin cities. A couple of weeks
6 ago, a couple of Sundays ago the Pioneer Press ran
7 two huge pages of copy about gangs in the twin
8 cities. And it was on the occasion of McCutchins'
9 retirement. Now, McCutchins was very concerned about
10 gangs, especially in light of the convenience store
11 murder where Asian gangs killed two convenience store
12 clerks. And I looked at those articles, first of all
13 for sourcing, and the first thing I noticed is that
14 most of the sources were from the police department.
15 Now, you know, of course the police have an interest
16 in this and they have to be consulted by any good
17 journalist. But, as we have seen from Los Angeles to
18 New York, the police and people in the African
19 American and Asian working class community, poor
20 community, often have very different points of view
21 on how these kinds of things emerge. And at the very
22 least, you have to consult a good sample of people
23 from those communities. But, this was very, very

1 heavily weighted in favor of the police. And, of
2 course, one of the things it did was portrayed these
3 gangs as sort of, you know, bestial by nature, I
4 would argue, in the copy. Because -- and this is a
5 general criticism I have of this gang coverage, this
6 coverage, usually, especially when it comes from the
7 police; talks about the criminality and the
8 pervasiveness of the criminality, but does not talk
9 about the causes. And part of the reason is that
10 talking about causes in a conservative climate is
11 unpopular. Conservative says you always blame this
12 on the structure, you never blame it on the
13 individual. But, I would argue, and I would point to
14 examples that this only applies as individuals
15 responsible often only applies to black and other
16 criminals of color. When you have a white person who
17 is a criminal, you will often find all kinds of
18 explorations of the causes of their behavior that are
19 outside of their own personal responsibility. So,
20 you know, with that example, I'll pass the mike to
21 Dave Ninner and I'll be open for any questions you
22 might have.

23 CHAIRMAN RYLAND: Thank you.

1 MR. DAVID NIMMER

2 My name is David Nimmer, I have a
3 Doctor of Journalism from St. Thomas, and by way of
4 background, I spent 15 years at the Minneapolis Star,
5 11 as a reporter and the last 4 as a managing editor,
6 11 years at WCCO, which is the CBS television
7 affiliate; most as reporter and the last 5 years as
8 an Associate News Director. And I've come from the
9 majority of my working life, 26 years in the
10 mainstream of largely white media. And what I can
11 offer for you today is anecdotal observations. I
12 don't have hard evidence or figures or cursor, but
13 some observations of trying to think about and sort
14 out and leave here for your consideration.

15 I, looking back upon my experience, did
16 not detect any overt or obvious or planned or
17 promoted institutional bias from the major news
18 gathering organizations in this town. But, that
19 comes from a white male who grew up in a small town
20 in Wisconsin and came here full of hope and a set of
21 ideals that I suspect were engendered by my
22 upbringing. But also probably, more hopefully with a
23 set of decency and some obligations to look at the

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1 human condition. I have generally felt that the
2 media in this town have been aggressive enough to
3 investigate quickly complaints of brutality,
4 particularly police brutality. That they've talked
5 openly and meaningfully and often about the growing
6 gap in incomes and opportunities between the rich and
7 the poor. And that they have addressed community and
8 neighborhood issues involving minorities and people
9 of color when those people have found a way to
10 actively press their button, to come forward in some
11 kind of protest to say we want to be heard. That the
12 leaders of those news organizations have, in fact,
13 agreed to hear them out and to do stories. And
14 generally managers have actively tried to recruit and
15 to train minority reporters and have been less
16 successful in the effort to promote people to the
17 position of managers. But, there are some problems
18 that I have observed and I'd like to offer those for
19 your consideration. That there is not enough
20 positive day to day coverage of the communities in
21 Minneapolis and St. Paul where people who are poorer,
22 people who do without, live. And there are reasons
23 to celebrate the stuff of life. I assume Al

1 McFarlane was talking about and Leola was trying to
2 get at, and the victories that go not being noticed
3 by the mainstream press.

4 Nobody told me to cover anything like
5 Juneteenth Day on the North Side where people
6 gathered in the park in June and listened to the
7 blues and ate ribs and talked some shit and got down
8 to the stuff of life and welcomed most people who
9 came to come, even a little white boy from Wisconsin.
10 Nobody has that on the assignment sheet. Nobody has
11 it on the assignment sheet that the Waves Drum and
12 Bugle Corp is practicing on a Tuesday night. Come
13 on, somebody going to throw the rock through the
14 window, slash your tire? You watch 62 kids get out
15 there and bust butt, and maybe do a story about it.
16 And when we come to look at the issue now of the
17 Asian gangs, somebody better say well look at how
18 well the Mung people are doing in school, or the
19 Vietnamese. There are some real success stories out
20 there and some of those getting noticed. Reporters,
21 it used to be when I got in the business that
22 reporters went out in the street and they told
23 editors what was going on. Well, it's changed folks.

1 Editors now tell reporters, you go out here, you go
2 out here. You give me a little of this, you give me
3 a little of that. You go out here and you look
4 around. Well, that's a little different than it was
5 back in 1963, and I'd argue that the impact of that
6 street rather substantial. I still think there's a
7 tendency to seize and sensationalize the negative of
8 the black gangs, the Asian gangs. My friends at the
9 City say that what that does is miss the day to day
10 struggles and the stuff of the community.

11 If you were to walk into an average
12 news room and folks think of a city and say that's a
13 place we can go when we want to find a gang member.
14 Let me dial up there, can you get me a gang member?
15 I need a Crip and a Blood. But also going on there
16 every day is a day care center and they are a couple
17 of young women who are willing to battle. They're 14
18 and 15 years old and by God they're raising their
19 babies, and in some cases learning how to write. I
20 think we've been or they have now been showing the
21 real gap on a day to day basis between the rich and
22 the poor. I've seen a lot of stories about the
23 growing gap that Ronald Regan and his henchmen have

1 reeked on America, everybody else, too, I guess. But
2 not the stuff of what it means to be poor in these
3 communities. The wait for 5 hours in General
4 Hospital if the kid's got a bellyache. The idea of
5 believing that a \$4.25 hour job at Mc and D is going
6 to lead to being the CEO and that that kind of stuff
7 in the subtlety is missed in a lot of the reporting.
8 A belief that a minority on the staff represents all
9 views. Give me a black women and I've got a two for.
10 I've got a women and a black and we'll just have a
11 minority view. Well, there are Hispanics and there
12 are Asians and there are all sorts of parts of the
13 spectrum of the African American community. And
14 there's a kind of an attitude, and I was guilty of
15 it, saying we'll just meet a quota. We aren't
16 aggressive enough in reaching out to recruit would be
17 journalist at an age when it would make a difference.
18 And I would argue that is when you're talking about
19 12 and 13. To say let us, on an individual basis,
20 each individual news gathering organization invites
21 you down to participate in the fabric of this place
22 and we'll pay you, we'll pay you, we'll pay you.
23 Hell, they don't pay interns at college. Leola was

1 sending interns to go to work at television stations
2 for 20 hours a week and they pay to take the course,
3 they get to work and occasionally they have to get
4 coffee for anchor, I don't know.

5 MS. JOHNSON: That's right. I don't do it.

6 MR. NIMMER: There is too big a tendency in
7 the community to market the news as though it were a
8 product. We are delivering a message to
9 advertisers. My lord, think of what difference that
10 makes. We're delivering a product. I don't know
11 what the news was, McFarlane and I will disagree on a
12 daily, day to day basis. But I never thought of the
13 news as a product that we demographically massage and
14 we put a few bells and whistles on it and put it in a
15 big modular package and say here. Because once we
16 view it as a product, we're saying to the community
17 we're trying to provide a nice medium for our
18 advertisers and our advertisers ain't living in the
19 inside in the neighborhood at Franklin and 4th in
20 Minneapolis. The ones we want are out in Indian
21 Prairie. So we've got a lot of stories about day
22 care, we've got a lot of stories about day care and
23 not as many about the issues that chemical dependency

1 or about the useful jobs or about the impact of
2 having a 4th liquor store in an area as we do about
3 day care. The words will come, let's put on our
4 marketing hats. Well Jesus, the news ain't something
5 to be marketed and trotted around like it's a box of
6 Wheaties. And, finally, as much as I hate to do it,
7 McFarlane is right. There ought to be more
8 alternative voices in the community to be supported.
9 I'm not sure that I'm as pessimistic about the
10 influence in the white press, but by God if there
11 were more voices in these communities, then that
12 newspaper is going to come across the desk of white
13 editors and say, look at what the issue he's got
14 going and she's got going, and to have more and
15 lively and vital voices in the community is useful,
16 and I'm finished.

17 CHAIRMAN RYLAND: Thank you very much. Time
18 for questions, and specify if it's for one person.

19 MR. BARTELLE: This is for the academics,
20 everybody. It's my opinion that racism is not
21 something that a person is born with, it's acquired,
22 and it's taught. And you often hear public officials
23 say government cannot change things. It has to be

1 changed by some other outside source. I do not
2 believe that because the government, if you look at a
3 total history, government created a system that was
4 specifically designed to annihilate a certain aspect
5 of it's citizens of their personhood. And my
6 question is, would you be in agreement with the
7 proposition that government is require to do some
8 unlearning here, require curriculums about things
9 that should be included in our history? For example,
10 there was a culture here before Christopher Columbus
11 came. There was a culture before slavery, and it
12 seems to me that this is what people should be
13 taught. Would you favor a government requirement of
14 curriculum changes, and they do prescribe curriculums
15 right now. Do you think that would be useful?

16 MR. EL KATI: I think it would be. I wish
17 we could say that we wouldn't need the government to
18 do such things, that people's moral sensibility would
19 call for that.

20 I just want to say this as an aside.
21 It's a question that I whittled with along with many
22 other people in a kind of different way with racism.
23 I agree with you it's not natural the way people

1 behave. The fact is racism is a very vital commodity
2 with respect to political economic reality, and it's
3 not going anywhere. I think it's a myth. I think
4 what the greatest racist in the world have said,
5 Adolph Hittler, I know the point is, intellectuals at
6 the University of Minnesota, in the scientific sense,
7 there's no such thing as race. We need a conception
8 to recast the world. People believe it, I'm going to
9 use it. So politicians, many of them don't believe
10 this, but it's important. People are nourished
11 around this phony idea that they belong to races.
12 People believe this, black people believe they belong
13 to some kind of race; nonsense like that. But that's
14 going to be a hard one. That's going to be a very
15 hard one to defeat, I would argue. Again, people are
16 mindful of other people. People's reality. But my
17 argument is what Richard Wright's argument is about.
18 I think there's a common denominator for most things.
19 Richard Wright argued that the basic struggle in this
20 country between white and black people is around the
21 dynamics of race, and it's over the definition of
22 reality. That's what it's about. And so when I see
23 what's happening, I don't see anything that can

1 happen to black people that won't happen to other
2 people of color. So you just take shortcuts.

3 As for the changing the curriculum,
4 that's been what I've been doing most of my conscious
5 life. And I have people to thank, like pioneers like
6 Carter G. Woodson. This is what the challenge to the
7 America comes from where black scholars from Harvard
8 who is the inspiration, and the founder of what we
9 call African American History Month, by extension
10 Indian History Month. The contribution that black
11 people have made to everybody else. And this has
12 been going on since 1926, over 60 years. That's the
13 challenge that he started in '26 surfaced in the
14 1960s, the curriculum reform is what you're talking
15 about.

16 MR. BARTELLE: Required.

17 MR. EL KATI: Required, yes. I'm involved
18 in it. That's why I'm in the situation I'm in,
19 dragged there by the academic community because there
20 was nobody to teach that. During the late 1960s
21 there were no way to earn degrees.

22 CHAIRMAN RYLAND: I'm going to have to cut
23 you off but would one other of you like to respond to

1 this? We have other questions waiting and very
2 little time, I'm sorry to say.

3 MS. JOHNSON: I'm not opposed to mandating
4 curriculum revisions and have been involved in that,
5 too. I think that no one should consider themselves
6 educated in this country without knowing the history
7 of all of its people, or something about the history
8 of all of its people, which is not just their
9 history, it's everybody's history, everybody's
10 reality. I just don't, you know, I think that the
11 question of eradicating, of changing people's minds,
12 is much larger than changing the curriculum. I was
13 thinking, when you were talking about the power to
14 shift people's points of view, how powerful the media
15 is in this regard. And the example of that is, of
16 course, the media shift on the Soviet Union, not now,
17 but between World War II and the McCarthy period, you
18 know. What a dramatic change in popular thinking
19 about the Soviet Union went on. And you can see that
20 directly in terms of shift in media portrayals of the
21 Soviet Union; positive during World War II, very
22 nasty after World War II. I think the media, it's a
23 whole super structure of things that go into changing

1 people's minds and I think it can be done, but I
2 don't think we should invest too much hope in the
3 curriculum alone.

4 MR. BARTELLE: Well, of course the idea here
5 is to ultimately change behavior rather than you can
6 think what you please, but don't kill me.

7 CHAIRMAN RYLAND: Thank you. Steve Young?

8 MR. YOUNG: Thank you, Madam Chair. I'd
9 like to ask you some reflections from Professor El
10 Kati and Professor Johnson on two different points
11 From Professor El Kati. This Commission was
12 established, I believe in 1958 and 34 years,
13 somewhere in there, 35 years we have been pursuing
14 collectively in this country, an agenda of equality,
15 of equalization, let's say. What I have become
16 concerned about, thinking about it in recent years,
17 we hear more and more attention shifting to the
18 notion of multi culturalism and pluralism. The
19 problem is not equality, the real problem is
20 difference, and I would like some reflection. The
21 difference is a two edge sword, it seems to me. One,
22 there's differences; two, some people like
23 differences. Some people want to be different. They

1 don't want to be forced to adopt the values and
2 styles, whatever it is, of somebody else; whether
3 we're speaking of individual gender difference,
4 cultural difference, or religious difference. On the
5 other hand, everytime you have a difference, you have
6 the potential, which is good for some people, you
7 have the potential of creating something negative.
8 The negative stereotype of somebody else who doesn't
9 want to be linked up with that. So, what moral or
10 philosophical ways can we adopt in society to deal
11 with differences and yet not have the topic of this
12 inquiry, these devisive, negative stereotypes of
13 different minorities? And briefly, for Professor
14 Johnson, if you're comfortable, I'd like to hear your
15 personal reflection on the recent incident with
16 Carolyn Brookter and Barbara Carlson.

17 CHAIRMAN RYLAND: And I'm sorry to announce
18 we can allow only about three minutes to deal with
19 this.

20 MR. EL KATI: Very quickly. I think the
21 real challenge around this whole thing is for us to
22 learn how to live together and not necessarily how to
23 live a lie. I think differences are natural and they

1 aren't necessarily negative. Again, when you have an
2 independent ideology of racism, white supremacy and a
3 central relationship with other people revolving
4 around it. I think what we're talking about now is
5 not new about multi culturally, it's just a name.
6 Many people have stood for these values, many of the
7 voices, unheard voices, I fear multi culturalism
8 because I feel it's a sham. I don't think people who
9 are involved in it understand what they're doing
10 because it's not related to any political reality
11 that it grew out of. And that's the real danger of
12 multi cultural, it's a kind of diversion from dealing
13 with what you're talking about; which is grounded in
14 reality. I think that when the difference makes me
15 able to love in that many more ways, I think it's
16 good. I think some of us are mature enough to
17 understand that it's important, you're not heard the
18 differences are a good thing among people. We're
19 part of nature.

20 MS. JOHNSON: I guess that I would say that
21 I don't agree with your initial premise that
22 inequality is not the problem, that difference is. I
23 do not see the destruction in the image of young

1 black males as just a question of difference.
2 Because, well, of course, it's negative in the first
3 place. In the second place it has an impact on
4 people in society. I can tell you that I don't know
5 a single black male, not one, who has not been
6 hassled by the police; including black policemen,
7 okay? So that I don't think that's just a question
8 of difference. Now on the question of Barbara
9 Carlson, though, I think that, you know, I was asking
10 my students the other day, and this is related to
11 what they thought of the campaign, NAACP's campaign
12 against D.W Griffin, Birth of a Nation, which is a
13 sympathetic history of the Klu Klux Klan. They tried
14 to censor that movie. They tried to get government
15 to censor it. A lot of people said it violates the
16 First Amendment, and you're imposing PC, why don't
17 you just talk back, you don't have to close this
18 thing down. And D.W. Griffin was always very angry
19 about it and he made a movie; In Response of
20 Intolerance, where he accused the NAACP of being
21 bigoted and prejudice for attacking him for endorsing
22 the Klu Klux Klan. And the point that I tried to
23 show to students is that despite what they've heard

1 in this whole conversation about PC and imposing your
2 own point of view on other people and not letting
3 them joke and not having humor, that the situation of
4 D.W. Griffin a millionaire, Hollywood producer and
5 NAACP, at that time an organization are not
6 equivalent. In one hand D.W. Griffin is promoting
7 racism, on the other hand the NAACP is fighting it.
8 And though their tactics may seem to be the same to
9 some people, their situations are not equivalent.
10 Well, it seems to me that Barbara Carlson and Carolyn
11 Brookter's situation are not equivalent. Barbara
12 Carlson in that situation, especially in this market,
13 has more power than Carolyn Brookter does, and she
14 also brings to her, the audience brings to them, with
15 them, a very long history of sexual, racial baggage,
16 garbage, that even though she doesn't admit to,
17 Barbara Carlson may not admit to, she still has in
18 her head.

19 MR. YOUNG: In your judgment, was she
20 appropriately disciplined?

21 CHAIRMAN RYLAND: One sentence answer.

22 MS. JOHNSON: No. Which doesn't mean I
23 think she should lose her job. I don't think that

1 was enough.

2 CHAIRMAN RYLAND: I think you're going to
3 have to discuss that after. I want to thank the
4 panel so much.

5 MR. MC FARLANE: I want to make one final
6 comment, briefly. I think one of the newsmen's point
7 of view, one of the rules in the business is follow
8 the money, follow the money. That's what any good
9 newsman, a man or woman does. And I suggest that
10 this panel, if it explores the question of media race
11 stereotype should follow the money. You'll find the
12 answer.

13 CHAIRMAN RYLAND: We're most appreciative
14 for all of you for coming. I'm sorry we don't have
15 twice as much time at least, if not more to go on
16 because it becomes so interesting. Thank you ever so
17 much.

18 (A brief recess was taken.)

19 CHAIRMAN RYLAND: This Minnesota Advisory
20 Committee is reconvened.

21 The committee will again come to order.
22 Just to brief you a bit on what our pattern has been.
23 We have found it very hard to squeeze within our time

1 limit, and so if we count on one hour for this panel,
2 and considering that we would like by all means to
3 have a chance to ask each of the three of you
4 questions, so please keep your initial remarks brief
5 if you would, please, so that we can dialogue during
6 most of the time. So the pattern would then be that
7 I guess I would ask of the group if you want to go
8 back to taking questions immediately after each
9 presentation and then trying to time it accordingly
10 in fairness, or do you want to wait until all three
11 have said something and ask questions after? May I
12 have -- because we have been doing it both ways so
13 far.

14 MS. LOPEZ: Probably maybe we could leave
15 it at that because there are only three individuals
16 up there, Madam Chair.

17 CHAIRMAN RYLAND: To take the questions
18 right away?

19 MS. LOPEZ: Right.

20 CHAIRMAN RYLAND: And I'll try to allow for
21 time and I will try to be fair and divide it up and
22 hope that doesn't get interpreted as being at all
23 harsh on anyone. I know that you're all very fair

1 people because I see that we have representatives
2 here from the St. Paul Pioneer Press, Star Tribune
3 and Duluth News Tribune in the persons of Mindi
4 Kiernan, Tim McGuire, Mindi is from the St. Paul
5 Pioneer Press, Tim McGuire from Star Tribune and
6 Robert Jodon, Managing Editor of the Duluth News
7 Tribune. I believe we will take you in that order
8 since it appears that way on your agenda. You're
9 probably planning on that. And so without further
10 ado, Mindi Keirnan.

11 MS. MINDI KEIRNAN

12 Thank you very much for having us here
13 today and I'm very happy and honored to be here to
14 discuss the Pioneer Press and the media in general of
15 our coverage of minority issues.

16 I think it's really important that I
17 start out by saying something which is that we
18 believe that, and we're really happy to share lots of
19 information with you today, but I think it's really
20 important that we be on the record as saying that we
21 do not believe that the government has any role in
22 any way dictating coverage and in telling us how to
23 cover things or in making recommendations about

1 coverage. That coverage is very clearly covered by
2 the First Amendment. And so while I don't want to
3 come across as being hostile because I think I'm
4 going to share lots of good information with you and
5 a lot of interesting points, I want to be very clear
6 and on the record about that point to start with.
7 So, and then I'll kind of get into our coverage.

8 Our goal at the paper is to do
9 everything we can to mirror the coverage of our
10 entire community, all demographic groups; rich, poor,
11 black, white, native, hispanic and all kinds of
12 people; suburban and those who live in the city.
13 Increasingly, our coverage is directed outside the
14 confines of government buildings, and I think in some
15 way that is enabling us to reach in the parts of the
16 community that have been disenfranchised in the past
17 because I don't feel that inside government buildings
18 we too often find a complete mirror of our community.
19 In the last two years the Pioneer Press has added
20 more than a dozen new people covering subject areas
21 that fall under that category. And I'd say outside
22 the government buildings, some of those specific new
23 areas that we were covering include child care,

1 women's business, transportation, traffic,
2 environment, consumer affairs, women's health care,
3 and demographics.

4 For several years the paper has had
5 somewhat coverage specifically the beat assignment of
6 minority affairs. That job, so we're all clear on
7 the record, is currently open and we're actively
8 searching for a replacement. That person is
9 responsible for covering issues that are of special
10 interest to the minority community. Although, let me
11 make it very clear, it's the entire staff's
12 responsibility to cover all aspects of their
13 community. So if you have someone who covers
14 education, for example, that person obviously would
15 write about concerns that are of interests to
16 everyone, whatever their ethnicity.

17 Some of the things that the minority
18 affairs reporter often would cover would be the
19 Minnesota Human Rights Commission, bias stories,
20 whether they be in the courts or cops or police on
21 the job. Those kinds of things. To show you how the
22 other writers often I think venture out and cover the
23 issues that I think are of special concern to people

1 of color. Our demographic writer, for example, two
2 Sundays after the Rodney King story broke, we spent a
3 lot of time saying so what is life like for black
4 people in Minnesota? And to do that we asked our
5 demographic writer to go look at the census and to
6 put together a demographic profile of blacks in
7 Minnesota. The story was a shocking one for many
8 people who live here, and we got I would say probably
9 about 50 phone calls in response to that story
10 because it said that blacks in Minnesota, in fact,
11 are worse off than blacks on average nationwide. We
12 got phone calls from white people who told us that we
13 were going to start a riot and it was our fault
14 because we were telling black people how poor off
15 they are. I kind of say don't you think they
16 probably already know it? But, that's the kind of
17 story that, for example, a demographic writer might
18 have. Some other examples would be one other issue
19 that you specifically asked us to address this
20 morning is when we use racial identification in
21 stories. That is maybe the hardest, most difficult
22 issues that I think news rooms today are facing and
23 let me give you some examples of how I think that's

1 difficult. When we write about a specific program
2 that has been set up as a summer program that aimed
3 specifically at Hispanic children, we would often
4 mention that it's aimed specifically at Hispanic
5 children. And when we go cover that program in
6 action and all of the children there are hispanic and
7 it's been set up for hispanic children, we would
8 refer to that. If a program has been set up for
9 dozens of children of all ethnicity and not aimed at
10 a specific group, then we would never mention the
11 ethnicity. Where this really gets to be a tough
12 issue is whenever crime is involved, and I think it's
13 the most controversial one.

14 And let me give you a couple of our
15 policies, and then a couple of examples. Our policy
16 is not to use the race of someone unless it
17 contributes specifically to the description of the
18 suspect. For example, we would not say that police
19 are searching for a black male, medium height, medium
20 build, last seen wearing jeans, sneakers and a blue
21 jacket because that could obviously describe
22 hundreds, if not thousands of black men in the Twin
23 Cities. We would say that police are searching for a

1 white male, 6 foot 2, red hair with a gold heart
2 shaped earring wearing jeans, sneakers and a Madonna
3 tee shirt. And I hope that you can see the
4 difference. But, I can tell you this is a judgment
5 call that's made every day by an editor, and a
6 variety of editors can give you stories, and I will
7 give you a recent specific example that caused
8 questions within our own news room. There was a rape
9 in St. Paul. The person that police were seeking was
10 a black male who escaped through a screen window on
11 Grand Avenue between 3:00 and 5:00 a.m., and he was
12 wearing a brown suit, which is an unusual attire for
13 someone walking on Grand Avenue between 3:00 and 5:00
14 a.m.. We chose to identify the suspected rapist as
15 black in that story, but I'll tell you within our own
16 newsroom there was disagreement on the staff about
17 how to handle it. We, myself and the editor,
18 ultimately decided that we had made the right
19 decision. But, again, I would say that we, and we
20 get lots of calls any time there's a crime in the
21 Twin Cities and someone is on the loose, if you will,
22 if the description is very sketchy whatever their
23 race, people call, and I would say, and I probably

1 get the preponderance of these phone calls, it is
2 white people calling to tell us that they know the
3 suspects are black and that we are doing a disservice
4 to the community by not putting them on the alert for
5 black people. And I'll tell you I have worked in a
6 lot of cities in my life and I've never seen this
7 anywhere, except in Minnesota. And I find it
8 personally very troubling.

9 How do we handle complaints was another
10 issue we were asked. We take personal phone calls,
11 and I probably handle 4 or 5 a day myself, many
12 people on the staff take them. We meet frequently
13 with community groups who ask to meet with us. We
14 out into the community. We do probably between, I
15 don't know, 6 and a dozen a year of tours meeting
16 with different, you know, sometimes it's a
17 ministerial group who wants us to tour a specific
18 neighborhood or see how particular churches are
19 dealing with these issues. Sometimes it's a section
20 of the community, sometimes it's people from the
21 school or a particular school district who ask for us
22 to come meet with them. We do, and we do a lot of
23 that. We ask if we knew how many people complained,

1 I don't really have a clue. I will tell you that we
2 received more than 50 complaints when we published
3 the book A Divided Nation, by people, mostly white, a
4 few of color, who made it very clear that they were
5 people of color complaining that we were publishing
6 information that only divided the country, and that
7 we were stirring up black people is kind of the common
8 thread that I would say that ran through many of
9 those complaints.

10 We received a lot of complaints on the
11 Rodney King coverage, much of it. I think you've
12 heard I've told you about complaints we received on
13 crime stories. We received a lot of complaints about
14 the comments about a year and a half ago that the St.
15 Paul police chief made saying that when white people
16 see blacks on the skyway system their antenna should
17 go up. For those who called and said, you know, he
18 says he didn't say that. And I should be very clear
19 here, Chief McCutchin maintained he did not say
20 those, and our reporters heard it, and we know that
21 he did, but when we said that to those who called
22 they said well, he should have said it if he didn't.

23 Now, what is the Pioneer Press trying

1 to do to forge links to the minority community here
2 There are several things. First of all we have a
3 diversity committee within our own news room. Their
4 charge is to examine issues relating to content as
5 well as to hiring and promotion of members of our own
6 staff. And the diversity committee looks at issues,
7 including Women on Gay Rights, I mean a wide range of
8 human rights kinds of issues. In hiring we nearly
9 doubled the number of minorities working in our
10 newsroom in the last 18 months. We currently have 21
11 people of color out of a staff of about 169. We have
12 published a section in Spanish for the west side of
13 St. Paul for the hispanic community regarding Cinco
14 De Mayo. We had a big section on that, and we had
15 that in Spanish. Again, we will meet with anybody
16 who wants to meet with us. And I said as an example,
17 there was a church group in St. Paul that was holding
18 a public hearing on the police chief and felt it was
19 very important that the public have an opportunity to
20 question the potential applicants to the police chief
21 in St. Paul. They came to us, said that they felt it
22 was very important, in fact, asked us to be a partner
23 with them. And we felt that went too far, but

1 acknowledged they had a very good story and we would
2 be there. We wrote two stories, I believe, in
3 advance, giving people the information so they can
4 attend as well as covering it when it happened. We
5 have created a list of sources that we call a
6 diversity source list within our own newsroom. Every
7 staffer is expected to contribute at least three
8 names of experts who they cover; medical writer, for
9 example, would put in three names on there of doctors
10 or specialists of one form or the other who happen to
11 be people of color. And that is being made available
12 on the computer to everybody on the staff so nobody
13 has an excuse for why they can't find people of color
14 who are experts on the staff. Our chief librarian is
15 very active in this, in supplementing that with a
16 of additional information.

17 We have periodic discussions, both
18 among our top executive and members of the diversity
19 community, kind of on the bulletin board and every
20 form we can in our monthly staff meeting of coverage.
21 We count the number of people of color who are
22 portrayed in picture and have said repeatedly, and I
23 will still maintain we are not doing a good enough

1 job. We work with the Anti Defamation League,
2 something called the World of Difference, in which
3 they approached us and said we have this idea. To
4 make a long story short, we did weekly stories for
5 almost about 9 months profiling different ethnic
6 groups within the Twin Cities, and then having people
7 from those groups write opposite editorial pages for
8 us.

9 I think in conclusion I hope that you
10 conclude that we are struggling with this issue. We
11 are trying very hard. We make mistakes like all
12 humans do, and any time humans are involved, there
13 are mistakes to be made. We believe that this is t
14 only the right thing to do, kind of the right thing
15 to do morally. But, frankly, it's a good business
16 decision. We need all people to buy the newspaper,
17 to make -- this is a free market -- we need as many
18 customers as we can get, and we believe that sharing
19 the kind of information I shared with you today will
20 help make it a better newspaper.

21 CHAIRMAN RYLAND: Thank you. Questions?
22 May I just caution people to try to think ahead,
23 phrase your questions in a very brief manner so we

1 can move along.

2 MR. BARTELLE: I have a very brief comment.
3 On the six years that I've been on this committee, I
4 have never heard one word, either from our region or
5 from the National Commission that it would have a
6 purpose to impinge upon First Amendment Rights of any
7 person, including your newspaper. And everybody has
8 First Amendment Rights and this Commission will be
9 the first one to defend, hopefully, your right to
10 print what you think at your own risk. What I think
11 this is all about is to, as you ended up saying, is
12 to provide an opportunity to play a leadership role
13 in trying to make this a better place to live.

14 MS. KEIRNAN: We have the same goal.

15 CHAIRMAN RYLAND: Mr. Ruiz?

16 MR. RUIZ: Yes, Madam Chair. Does your
17 newspaper have a doctrine of fairness, a policy it
18 applies to balance news stories with regard to issues
19 on crime versus issues on human interest on both
20 sides of the community?

21 MS. KEIRNAN: Do we have like a written
22 down policy?

23 MR. RUIZ: Yes.

1 MS. KEIRNAN: No. There's not a written
2 down policy. I mean I think what you get into there
3 is a real definition of what is news. And one of the
4 things I mean we in the media are used to being asked
5 about human interest versus negative news, which I
6 think is the real crux of the issue. And what I
7 think that happens is people remember the negative a
8 lot more than they remember the positive, and
9 oftentimes when I'm going to speak about that issue
10 and I know it's going to come up I'll go through that
11 morning paper and kind of rip out the pile of good
12 news and rip out the pile of the negative. But news
13 is -- everybody has their own definition, and I
14 define it as stuff that is interesting, which is not
15 a very sophisticated definition. But, it's what is
16 news. It's what interests people. And in this
17 morning's paper I mean I think I'll give you an
18 example. There's a story about the guy who was shot
19 by the cops. The guy whose been accused of battering
20 his wife and that's in some ways very negative. But
21 on the other hand, we took a story, and it wasn't
22 meant to put a positive stint on it, it was meant to
23 put a broader look at it, and we took as a kind of

1 second approach, looked at the battering of women and
2 how people get out of that relationship, and how
3 there's a meeting going on in the Twin Cities today
4 about battered women and how you get out of it. And
5 I don't think that anybody would put that in a
6 positive news file, but I would put it in trying to
7 help offer solutions.

8 And so I think it's a matter of
9 perception. Nobody would probably hold up an Olympic
10 stories as news, but in the confines of the
11 newspapers they are news, and that's virtually the
12 whole section today that's devoted to positive
13 things.

14 CHAIRMAN RYLAND: Next is Karon Rogers.

15 MS. ROGERS: I'm very interested in the
16 demographics of your newsroom and your editorial
17 staff. And it sounds from your remarks that Pioneer
18 Press has taken some step to double the numbers as
19 you said, but I want to get beyond the numbers and
20 learn of the 21 of the 169 staff people that you
21 reported, what positions, what kinds of positions do
22 those people occupy?

23 MS. KEIRNAN: There's a wide range.

1 There's within the newsrooms, I'll try to do quick
2 there's kind of the editor, there's me and there's
3 another level that's kind of the first key level. Of
4 those I think there's about ten people, one of those
5 people is a person of color. At the next level,
6 which is the assistant editor level, there's probably
7 I'm guessing here, these are kind of raw numbers,
8 about 50 people in that group.

9 MS. ROGERS: Tell me a little bit about
10 functions.

11 MS. KEIRNAN: Those people basically assign
12 other people what to do. They are the gate keepers
13 of the news. They are assistant city editors who
14 a group of reporters who report to them. They work
15 with those reporters in deciding what to cover or
16 they decide on another -- in another department, for
17 example, they decide what pictures we're going to
18 take that day. They decide in another department
19 whether a story is going to be played very big on the
20 nation page or played very small on the nation page.
21 That kind of level. So, it's kind of first line. I
22 mean they are truly line level people. They have
23 kind of the most power in the newsroom in a lot of

1 ways. And out of that group, I'm guessing here, I
2 didn't look specifically at the numbers, but there
3 are about 4, I think 4 people, maybe 5 of color at
4 that level.

5 MS. ROGERS: Of?

6 MS. KEIRNAN: Of about 50. And then the
7 remaining are kind of all the reporters and
8 photographers and artists and the rest of the people
9 are in that group, I just want to add one other
10 thing. It is very hard to recruit people of color to
11 come here.

12 MS. ROGERS: Why?

13 MS. KEIRNAN: Well, I just want to say,
14 because when everybody -- we tried I'm not using it
15 as a cop out and I'm proud of the work we've done and
16 we've got more work to do and I'm not telling you as
17 an excuse. But I've just got to tell you convincing
18 people to move here because they don't know people in
19 Minnesota, they very a perception of what Minnesota
20 is like. And we spend a lot of time, I give you an
21 example, we spend a lot of time convincing people
22 that this is a great place. That all of the reasons
23 that us, the reason that I live here, that it's a

1 great place to have a family. That you can buy a
2 house. I mean, you can live off of one income if you
3 need to, et cetera. That those are valuable things,
4 and I'll give you an example of we convinced, but it
5 was a long slow process. We have a reporter who
6 works for us right now, who is in training to be an
7 editor. And he has never been an editor before. He
8 worked at the New York Daily News. He worked there
9 for 15 years. He grew up in Puerto Rico and
10 convincing him to leave New York City and come to
11 Minnesota was not a small feat. We worked very hard
12 at it. We brought him out here. We brought his
13 family out here. We had him meet with several
14 people, with several staff, and it was a long
15 process. And I'm very proud of that and he is on his
16 way to becoming an assistant editor. The first he
17 will get it. There's no doubt in my mind. I'm just
18 saying it's difficult. It's no excuse. It's an
19 obstacle to overcome.

20 CHAIRMAN RYLAND: We'll take one question.

21 MS. LOPEZ: Could you provide that our
22 office with the Advisory Committee make up so that we
23 know we can share that information throughout the

1 community? And the other question was will your
2 paper be having a camera coverage of these meeting?

3 MS. KEIRNAN: I don't know if we'll have
4 camera coverage. We may send a reporter. We talked
5 about it briefly this morning.

6 MS. LOPEZ: Just one more question. Was
7 there anything in your paper information regarding
8 our hearings?

9 MS. KEIRNAN: I don't believe so.

10 MS. LOPEZ: Thank you.

11 CHAIRMAN RYLAND: One other comment before
12 we go to the next speaker from the Star Tribune and
13 that would be if you think of things that you wish
14 you had said and didn't have a chance to, you may
15 submit them in writing and you have until August 31st
16 to get that in. So we do provide you with that. And
17 our next speaker then will be Tim McGuire, Executive
18 Director of the Star Tribune.

19 MR. TIM J. MC GUIRE

20 Good morning. I welcome the
21 opportunity to talk with you today. This hearing is
22 taking place in a very white community, in a very
23 white culture. It has been that way for years and

1 years. African Americans, Native Americans and al
2 people of color have had a very difficult time, not
3 only getting noticed in this community, but getting
4 by. If you read the July 24th issues of the Star
5 Tribune, you can see that the 80s were as we said in
6 our headline, a grim decade for the state's
7 minorities. In two and a half pages of coverage, we
8 detailed just how difficult the 80s were economically
9 for all people of color. The overall poverty rate
10 for black Minnesotans was 37 percent. It's 4 times
11 that of whites. For Native Americans it was even
12 worse. This is only one example of a very harsh
13 environment people of color face in this state. This
14 is not a friendly, kindly place to people of color.
15 People of color have every right to be frustrated and
16 upset and to feel that they've been not been dealt
17 from the top of the deck. Just as importantly this
18 is a community of change, rapid change. It's long
19 overdue, but we're finally getting more diversity.
20 Black population has grown 81 percent since 1980 to
21 1990, Hispanic population, 66 percent, the Asian
22 population 241 percent, and the Native American
23 population 36 percent.

1 The Star Tribune was the first media
2 outlet, mass media that talked candidly about that
3 dramatic change in that community. Two years ago, in
4 mid June of 1990 we did one of the most massive race
5 projects to ever appear in this country. We called
6 it Issues of Race and we took on the tough issues
7 regarding issues of race in education, in employment,
8 in housing in the fullness of community life, and
9 even in media coverage. We knew that there was an
10 incredible perception gap between whites and people
11 of color in our community. Our 12 day report and 64
12 page reprint explored subjects that people had never
13 before explored in our community. We used extensive
14 graphics and stories about real people, facing real
15 problems and crises. We talked about complaints of
16 bigotry and bias, we talked about people in the
17 workplace and how they had to change their lives to
18 fit. We looked at minority neighborhoods, and we
19 looked at home loans. We took a hard look at the
20 police force and how they treat people of color. We
21 addressed all of these issues straightforwardly and
22 with toughness and it had a major impact on the white
23 community. That series finished second in the

1 Pulitzer judging that year for the public service
2 award. The award was won by the Des Moines Register
3 for its project on rape. But our series is being
4 copied throughout the nation. It's viewed as the
5 model, the standard, that other newspapers use when
6 they are facing similar issues. And the fact is that
7 throughout this country the media is being criticized
8 by communities of color for their coverage.

9 The race series was a seminal moment
10 for us. We examined the community as no one had
11 before, and we examined ourselves and decided that we
12 had to change a lot of things, and we have. We've
13 broadened the number of sources we use. There are
14 more people of color on our source list. We're doing
15 far more enterprise stories on people of color.
16 We're doing more profiles of people of color. We do
17 more photos of people of color just doing ordinary
18 things rather than going out to the white suburbs or
19 a white community when we want to get the art of
20 people just doing things, we go all over this
21 community and get people of color. We had a
22 wonderful photo the other day of a black father
23 helping his son skate. Our fashion coverage has been

1 more careful to use a variety of models of all races.
2 In recent weeks we produced stories on black dolls, a
3 wonderful piece of black detective fiction, and a
4 profile of the 25th anniversary of the Pilot City
5 Regional Health Center in North Minneapolis. We've
6 also tried to bring a level of understanding and
7 analysis to controversial issues. The best example
8 is the story we did recently to the events leading to
9 the trouble of North Minneapolis neighborhood one
10 week after the L.A. riots. Our newspaper cut through
11 the speculation and hype and presented a responsible,
12 well-reported look at the underlying causes of the
13 disturbance. We've also been out front on stories
14 about wrongs perpetrated against people of color. A
15 local television station won a lot of awards for an
16 uncover story they did on blacks being targeted for
17 shoplifting. The Star Tribune first ran that story
18 in July of 1991 before that television series under a
19 headline, Many Minority Shoppers say They've
20 Encountered Racism in State Stores. And only
21 recently, several weeks ago one of our reporters
22 undercovered and reported a system of redlining by
23 Paragon Cable Television, the cable television

1 providers to the City of Minneapolis. We ferreted
2 out that story.

3 The fact is, figuring out exactly what
4 we've done on the subject of race is somewhat
5 difficult because our written policy on racial
6 identification calls for us to only identify the race
7 of a person in the news when it's relevant and
8 contributes to the reader's full understanding of the
9 article. It says, specifically use the racial
10 identification only if the news event itself, the
11 circumstances of the event, or the relationship of
12 the event to the broader context of current affairs,
13 indicates that the identification is relevant.
14 Frankly, I must tell you that we have encountered the
15 same kind of reaction that Mindi Keirnan reported.
16 There remain whites in our community who want race
17 identified in every kind of situation, and we have
18 refused to do that. The relevant standard is an
19 important one and it is one that will remain.
20 Certainly there's going to be criticism, and in this
21 white community, we also have a white newspaper,
22 there's just no denying it. The community of color
23 in the latest census are 7.9 percent. Unfortunately

1 our newsroom population is exactly 7.9 percent. We
2 are attempting to improve that. But, we also have a
3 newspaper that's very concerned about issues of race,
4 a newspaper that's working very hard to be a better
5 citizen, up to, and including making diversity in our
6 news columns a part of our managerial objectives.
7 Our managers can make more money if they introduce
8 more diversity into the newspaper. That's putting
9 our money where our mouth is. We're making a
10 concerted effort to bring diversity in to our day to
11 day coverage. We want all people of color to be
12 reflected in our coverage, not just dramatic stories
13 dealing with grave social issues. We think we have a
14 long way to go, there's no doubt about that, but
15 making progress in this area is a top priority. We
16 are also concerned about improving our relationships
17 with the African American and Native American
18 communities in particular. Many have the perception
19 the Star Tribune does not reflect issues important in
20 their lives. Some suggested we intentionally
21 perpetuate stereotypes. We want to change those
22 perceptions, we're working on improving the
23 communication. But I've got to tell you, this is

1 very hard-work. Culture change is very difficult.
2 The race series was only a start for us, recognizing
3 diversity is a stop priority in our newsroom. We're
4 not perfect and we certainly make decisions that can
5 be second guessed, but I want to make an important
6 point and that is we get second guessed on all the
7 stories we do.

8 I do want to, despite Mr. Bartelle's
9 caution, insert my own caution that agrees with Mindi
10 that newspapers must stimulate public debate, they
11 must be fair, they must be accurate, but they also
12 must not be controlled by the government or
13 influenced by the government. And I share Mindi's
14 opinions on that subject, and I want to stress that
15 while the issue is very, very important, the public
16 debate and the freedom that surrounds the news
17 business is crucial not only on this issue, but on
18 all issues. And the plain fact is that public
19 officials have complaints about the media, business
20 has complaints about the media, often white
21 businesses, that is businesses that many people of
22 color would be critical of for their behavior. They
23 do have -- they have problems with the media.

1 Let me conclude by saying, once again,
2 that this is a very white community, but it's a
3 changing community and the communities of color are
4 growing and our recognition of that issue is
5 improving. The media has to improve it's coverage of
6 people of color. The Star Tribune, beginning with
7 it's seminal service on issues of race in 1990 has
8 done that. We have made major changes. We have
9 worked hard to understand the needs of the community
10 of color. We will come to do so. It will continue
11 to remain a top priority in our newsroom.

12 CHAIRMAN RYLAND: Thank you. Time for
13 questions. Alan Weinblatt?

14 MR. WEINBLATT: As not a person of color,
15 the comments that most of you have made peturb me
16 greatly. If, Mr. McGuire, this is not a friendly,
17 kindly place for people of color to live; if, in
18 fact, this is a white community; if, in fact, this is
19 a white paper; if, in fact, that you're concerned
20 that persons who are donating their time as citizens
21 to view this issue are looking to in any manner
22 second guess your editorial decisions or your news
23 gathering decisions. I'm even more concerned, and

1 I'm left with only one question, do you, sir, and
2 you, ma'am, believe that you're not stereotyping
3 minority persons in the stories that you write?

4 MR. MC GUIRE: I think that there are
5 certainly stories in which stereotypes occur. What I
6 have attempted to say here, I apologize if I offended
7 you, is that that is an ongoing learning experience
8 that our society and our culture have been slow to
9 appreciate and understand, and that we as human
10 beings are products of that culture. And what we
11 have said in our newsroom is that, yes, we have not
12 always been as free of stereotypes as we need to be,
13 and we must dedicate our efforts to try to improve
14 that. And that's what we have attempted to do.

15 MR. WEINBLATT: Do you have standards of
16 ethics? Do you have standards of morality? Do you
17 have standards of decision which you try to live up
18 to? And if so, what are they?

19 MR. MC GUIRE: We absolutely do. We talk
20 frequently, for one, about the second great
21 commandment, and it's very important that we look at
22 our coverage in a way that says, would we be
23 comfortable if we were being treated this way? We

1 talk about those issues constantly.

2 CHAIRMAN RYLAND: I think we'll move on to
3 further questions on this. Mr. Talmadge Bartelle,
4 then Karon, then Lupe.

5 MR. BARTELLE: Mr. McGuire, I do want to
6 cite some examples to you in connection with your
7 statement of being accurate and relevant. I looked
8 in the paper one day and saw a picture of Ray
9 Charles. Adjacent to the story, which was captioned
10 that there was a lawsuit against Pepsi Co., Inc.
11 because of its using the "uh-huh" commercial which
12 allegedly violated the intellectual property rights
13 of another company. Now Ray Charles had absolutely
14 nothing to do with that commercial, done by ad
15 agencies. And, of course, if you read that, it puts
16 Ray Charles certainly into a humiliating posture of
17 having been accused that he stole somebody else's
18 intellectual property. Also, on the AIDS, when you
19 had the series on AIDS, I was shocked when I picked
20 up the Tribune and there was at least a 5 by 6 color
21 production of Magic Johnson, who does, incidentally,
22 does not have AIDS, and beneath that picture in the
23 corner there was a, perhaps a one inch square picture

1 of a white physician who did have AIDS who was doing
2 something certainly more scurrilous than any
3 promiscuity that might have caused Magic Johnson to
4 contract the virus. He had AIDS and was treating
5 patients. The third and last example is, you put a
6 story in the paper during the time of Mike Tyson's
7 trial, and I won't call the reporter's name, but the
8 reporter wrote an article that black women were
9 different from other women, from white women with
10 respect to reporting rape attempts. That black women
11 wanted or had a notion to want to protect black men.
12 And the crowning irony of this whole bit was
13 presented, it presented by the fact that Mike Tyson
14 was tried on trial for raping a person; a black
15 person, who did report the rape. And also included
16 in the story were references to Anita Hill and Mr.
17 Justice Clarence Thomas, who was never alleged to
18 have raped anyone. And somehow some other black
19 athlete's name got into a story which had absolutely
20 no relevant whatsoever with the presumption that
21 black women are different from any other women with
22 respect to how they would treat reporting a rape.

23 CHAIRMAN RYLAND: We're going to have to

1 watch our timing here. Did you want to answer?

2 MR. BARTELLE: And I guess those examples,
3 it seems to me, really does not project your paper
4 very well. And there are others.

5 CHAIRMAN RYLAND: We have two questions
6 waiting and about two minutes left. But, do you want
7 to respond to that?

8 MR. MC GUIRE: The Ray Charles situation is
9 an interesting learning experience for me. I'm
10 struck by your point. I find it an important one,
11 but I can tell you that I think what the editor would
12 have been thinking is that Ray Charles is completely
13 identified with that campaign, and that would draw a
14 reader into an article. It would make the
15 connection. I find your point a very good one, and
16 it's an example of the kind of dialogue that we have
17 encouraged, we are having constantly, and when we
18 hear things like that, we talk about them and try to
19 make it better tomorrow. That's a perfect example of
20 the kinds of things we have to do. I find your point
21 a very good one, and I understand it, but it's part
22 of the learning experience.

23 CHAIRMAN RYLAND: We move to Karon Rogers.

1 MS. ROGERS: My question leads into all of
2 this discussion. I earlier asked Mindi a question
3 about the composition of demographics of your staff
4 and the reason for that is you have, Tim, you
5 specifically just identified a need for resources and
6 I propose to you that you have a real need for
7 resources within your staff and beyond token measures
8 to get staff people in place to help you develop the
9 sensitivity and all of the things that are required
10 for covering stories about diverse groups of people.
11 But what is very disturbing about your remarks, and
12 if I put it with Mindi's and maybe it's not fair, but
13 it's what I'm hearing, Mindi said that there are some
14 difficulty recruiting journalists to this area and
15 you're talking about a white paper. So, are you not
16 trying to recruit people of color to come and work at
17 white papers instead of papers that educate and
18 inform and serve the needs of the public?

19 MR. MC GUIRE: We are working very hard and
20 our objectives for next year, we are attempting to
21 make half of our, any hires we make people of color.

22 MS. ROGERS: Well, I propose to all of you
23 that you will have to stop thinking of your papers as

1 white papers, if you're truly going to reflect the
2 society in which we live.

3 MR. MC GUIRE: What I'm trying to do is be
4 candid. I'm not trying to run from the fact that we
5 don't want a white paper, we want a diverse paper.
6 The fact is that the nature of this community, what
7 I'm attempting to say there is that this is a
8 community that suffers from much racisms in it's
9 banks, in it's industry, throughout this community.
10 And it's a community that has been slow to tumble to
11 that. And the frustrations that are felt by this
12 community are real. They are frustrations we are
13 attempting to respond to. There's no question in my
14 mind that the pace of that response is going to fall
15 behind the expectations of the community. We are
16 committed to doing that.

17 MS. ROGERS: Let me just say one other
18 thing. As a leader in your organization, if you came
19 to recruit me with a mindset that I would be coming
20 to work for a white paper; you said it, I'm left to
21 interpret it as I am, I wouldn't come. What role
22 would there really be for me there?

23 MR. MC GUIRE: And what I have attempted to

1 tell people is we are attempting to change that.

2 MS. ROGERS: And therefore, the need for
3 sensitivity in what you say, sir.

4 MR. MC GUIRE: I'm hearing that.

5 MS. ROGERS: An important choice of words.

6 MR. MC GUIRE: I was attempting to be
7 candid about the fact that we have not done as well
8 as we have done.

9 CHAIRMAN RYLAND: Thank you. Committee
10 members may feel inclined to write something further
11 yourselves to various panel members here, and I hope
12 that you might receive that. If you wish to pursue
13 further, as a greater Minnesota person.

14 We're moving on to a greater Minnesota
15 Newspaper also, and I can see that problems that are
16 within the Twin Cities might also extend there, and
17 we'll find out what we can in a few minutes from Bob
18 Jodon, editor of the Duluth News.

19 MR. ROBERT JODON

20 I also thank you very much for inviting
21 me to have a dialogue with you. And in the interest
22 of having a dialogue, I have chosen not to make a ten
23 minute or 20 minute statement as was requested, and I

1 would prefer to deal with some of the issues that
2 you've raised here this morning and answer some of
3 the questions that you might have of me.

4 I would first like to tell you, I also
5 agree with Mindi and with Tim that the First
6 Amendment is very important to journalists, and it's
7 something that would best be described by me as, we
8 welcome your thoughts, but we would be very upset
9 were you to try to tell us in some kind of bill or
10 legislation or any sort of that, any directive on
11 what we cover. We welcome your thoughts, I welcome
12 the thoughts of all people in my community; readers,
13 non readers, and the like. Our only objection would
14 be were you to issue a finding that we should do this
15 and be specific. If you tell us we ought to listen
16 to the people more in our community, we agree with
17 you, and we support that goal.

18 I want to talk just a minute about
19 recruiting. This is something that I've heard a lot
20 of laughter, a lot of groans, a lot of negative
21 feedback from behind me, and I will tell you that in
22 four years in Duluth I have been able to recruit only
23 four minorities to that City. In four years, only

1 four minorities, and that has been very, very
2 unsatisfactory to me. We have attempted, through
3 recruiting at minority job fairs, through
4 advertisements, through networking with various
5 professional organizations, to encourage persons of
6 color to move to Duluth. I never characterize my
7 newspaper as a white newspaper. I don't have to. A
8 minority walks in the newsroom and they can see that
9 it's a white newspaper. I don't characterize my
10 community as 97 percent white, but when people walk
11 around town, it's apparent to them that we live in a
12 white community and that sometimes puts people off.
13 They feel that they will come there and that they
14 will stand out, and yes, they will. And that turns
15 people off. I'm very pleased that we have done as
16 well as we have done. I am disappointed that we have
17 not done better.

18 On the staff that I have now, five
19 percent of the staff is minority, that's only three
20 people. In the community at large, the minority
21 population comprises under three percent. My goal at
22 the newspaper is to have five and hopefully six
23 minority staff members. I would hope that at least

1 two of those people would be Native Americans,
2 because our largest minorities in Duluth is Native
3 American, not black. At the present time, we have
4 one Native American supervisor on staff, an Asian
5 photographer and Hispanic copy editor. We are
6 currently recruiting minorities to fill a vacancy on
7 our reporting staff. We have been looking since
8 April of this year and have yet to fill the position.
9 It has been offered to four individuals, all of whom
10 have turned it down. I would welcome your questions.

11 CHAIRMAN RYLAND: Anyone that has not asked
12 a question so far, I want to give you a chance if you
13 had a question.

14 MR. BARTELLE: I just wanted to ask Tim
15 McGuire.

16 CHAIRMAN RYLAND: Very briefly.

17 MR. JODON: Mary, I would just like to open
18 it up for all questions to facilitate the dialogue,
19 if we were to do that.

20 MR. BARTELLE: I'm directing your attention
21 to an article in Law and Politics dated July, 1992 on
22 an article by the Tribune where you had made
23 statements like, "Newspapers are not going to tell

1 you the truth. You have your truths, I have my
2 truths." Were you correctly quoted in that article?

3 MR. MC GUIRE: I didn't hear that.

4 MR. BARTELLE: Let me read it to you. "I
5 don't mean this to sound rhetoric, but one thing I
6 think is often misunderstood about the paper is that
7 people look to newspapers and magazines for truth,
8 and they're not going to supply truth. There's no
9 such thing. Your truth is not the same as my truth.
10 What we really have to do is put the paper out and
11 let the people kick it around, debate it, criticize,
12 let them come to their own truth." Was that correct?

13 MR. MC GUIRE: Absolutely, and a perfect
14 example was the Ray Charles was that you looked at
15 that in a way tha I did not, and so what is truth
16 there? That's perception, that's how -- what you and
17 I brought to that. There's no truth.

18 MR. BARTELLE: The truth is nobody did their
19 homework before they put that picture and article and
20 choosing --

21 MR. MC GUIRE: We all bring our truth to
22 that.

23 MR. BARTELLE: That's my question.

1 CHAIRMAN RYLAND: Yes, Alan Weinblatt.

2 MR. WEINBLATT: Because you all have talked
3 about the difficulty of recruitment, and I do bring a
4 little special historical perspective to that
5 question, though I'm not a person of color. In your
6 looking have you gone, interviewed, have you gone one
7 step beyond, and that is to go into the youth of the
8 community or communities of color and otherwise. And
9 to begin your recruiting, not for today, not for a
10 job that's been vacant since and/or whenever. But,
11 for the future, have you given any plans to
12 developing among the community of color the
13 perception that the public newspapers, although
14 private, that is the community newspapers that you, I
15 think, all portray yourselves and being, are for them
16 too?

17 MR. KEIRNAN: Let me give you an example.
18 For 20 years the Star Tribune and the Pioneer Press
19 have participated in the program that was pioneered
20 in the Twin Cities, called Urban Journalism Workshop.
21 It's a program of ten to fifteen high school students
22 from the Twin Cities spend three weeks at the
23 University of Minnesota, working with members of our

1 staffs and the staffs of WCCO this summer, the
2 television station. One television station was
3 involved for the first time. Those students are
4 taught writing, they produce stories that run in our
5 papers, they've produced a PSA that's going to run on
6 CCO. They produced a story that's going to run on
7 CCO. That program's been going on for 20 years and
8 there are two people on the Pioneer Press staff right
9 now who are people of color who came out of that
10 program. We continue to support it. We not only
11 support it with money, we pay for the kids to live at
12 the dorm and pay to feed them, et cetera, et cetera.
13 But, we put our staff to work on it and give them
14 time off of work to do it. We also have a monitoring
15 program with the St. Paul School District and I think
16 District 196 where people from our staff mentor
17 particular students or go -- as well as go out and
18 talk to classes and try to get kids excited by the
19 career of journalism. Because, frankly, we know that
20 we're losing some of the best and brightest kids of
21 all colors to other industries that have been more
22 aggressive about recruiting. And so, and we think
23 there have been journalism workshop has been very

1 successful for us.

2 In addition, the Pioneer Press has had
3 a program with the University of Minnesota where
4 every quarter we have a student who is a person of
5 color, often in their freshman or sophomore year, who
6 is debating maybe going into journalism, but can't
7 quite decide, maybe they're going to do politics or
8 public relations or something, and they spent a terms
9 in our classroom. We pay them \$1,700 for working 20
10 hours a week for ten weeks, more than covers their
11 tuition and books. And they get the experience of
12 being in our newsroom, working side by side with the
13 journalists and get that experience, too. And we
14 have one of the people who come through that program
15 is also a member of our staff.

16 MR. MC GUIRE: As Mindi said, we have been
17 very involved in the urban journalist program. In
18 addition, our summer internship program is directed
19 towards minority students. We have, every summer,
20 five or six minority students from across the country
21 from colleges, both local and throughout the country,
22 who work in that program. We have hired six or eight
23 people out of that program over the years. In

1 addition, this is not really ready for prime time,
2 but we are currently working on a program that would
3 exactly fit your model. We are looking at whether or
4 not we can make a scholarship program work in which
5 we would get people of color from local high schools
6 and aid them in their college and have them work with
7 us summers. And we are currently working on the
8 details of such a program, exactly your model. We
9 also believe that that's an important thing to do to
10 get people from the Twin Cities who have a
11 committment here, who believe in the Twin Cities, and
12 who will provide us the kind of connections within
13 the community that we need. We endorse that conce

14 MR. JODON: We also have a similar program.
15 We have four interns each summer, two of them are
16 minority interns. We offer a cash scholarship award
17 each year to a high school senior with an interest in
18 journalism. It's a \$500 cash award. And we also
19 hire, each summer, a clerk to work at the Duluth News
20 Tribune at \$275 a week, which is our intern rate.
21 This person is someone right out of high school who
22 has an interest journalism.

23 CHAIRMAN RYLAND: Lar Mundstock.

1 MS. MUNSTOCK: I applaud your efforts among
2 minorities, but I believe that you said all of you,
3 it's hard to recruit minorities in your staff and you
4 intend to move people from there, but I don't believe
5 that the local people show the results in the local
6 community. And I know that maybe, you know, you're
7 unwelcome -- I expect that you welcome, but maybe
8 there is some lack in your desire among yourselves
9 because the color. But, in addition to that, maybe
10 the working environment, maybe the place that did not
11 welcome us as minorities, and I would invite you to
12 have a look in yourself. You have a different
13 perception of prejudice towards the minorities. So
14 that's just as a comment to add that to improve the
15 process of recruiting minorities in your staff.

16 CHAIRMAN RYLAND: Did you understand a
17 question?

18 MR. MC GUIRE: I didn't hear a question.

19 MS. MUNDSTOCK: Do you have a plan? Do you
20 have a plan to see the lack -- do you see the lack--

21 CHAIRMAN RYLAND: Lar, you asked within only
22 themselves or the others around?

23 MS. LOPEZ: The whole.

1 MS. MUNDSTOCK: - The whole.

2 CHAIRMAN RYLAND: Do they see a need? The
3 feelings that you have expressed as you see that, you
4 see that you're asking, do you have a plan to make
5 sure that others that are educated to this within--

6 MS. LOPEZ: Or even create the environment?

7 CHAIRMAN RYLAND: Do you have a comment on
8 that?

9 MR. JODON: I will make a comment on that
10 about a year and a half ago, invited representatives
11 from all of the in northeast Minnesota and northwest
12 Wisconsin to come in and sit down over a five week
13 period and talk to the news staff about American
14 Indian, Native American issues. We have also
15 conducted seminars on diversity for supervisors at
16 the newspaper and for staff members at the newspaper.
17 So, we are making efforts to train individuals at our
18 newspapers on the issue of diversity and deal with
19 that issue. I don't think the anything would work
20 better than to have more minorities on the staff;
21 however, and we're going about that aggressively.

22 CHAIRMAN RYLAND: Do you want comments on
23 any of other two? Okay.

1 MS. LOPEZ: Madam Chair, first of all, I
2 work in employment and where people said
3 organizations and agencies send job options, postings
4 to our organization and many times I have seen a
5 change in the position that is probably last year did
6 not require as much or as many qualifications. I've
7 seen a gradual increase for more experienced degrees,
8 which makes it very difficult for persons that I
9 would have been able to place the year before, now
10 there's additional barriers placed on levels of
11 education, levels of degrees, levels of skills. And
12 it appears to me that there's a -- and it sounds to
13 me that that may be one of the things you may look at
14 is that more barriers are being put that I consider
15 restrictions from having people be able to have very
16 level entry positions. Let me say where they can
17 come in and be a part of not just for two weeks or a
18 month, but be a regular level entry position. That
19 could help a person become educated and learn the
20 career field. I work with youth in the summertime
21 and it's only for a few months, and I realize that
22 there's no way that our agency is also going to
23 present and give those youths the training that we're

1 trying to give in two months.

2 I have been attempting to bring the
3 same youth back the second year, and even that isn't
4 long enough. So, we are talking about adults, we're
5 talking about putting people that can become
6 self-sufficient. I think you have the power to
7 maximize that possibly to help people become
8 qualified to, like she said, we have a lot of people
9 here. We don't have to go out of the state. We
10 don't have to go nationwide.

11 MS. KEIRNAN: The only comment I would like
12 to make is just to let you know kind of generally
13 about expectations on our part in terms of degrees
14 And all of that, I mean generally for reporting copy
15 editing, photography and editing levels, our job
16 postings always say a college degree is preferred,
17 but it is not required. And I can tell you would
18 guess probably 25, maybe 30 percent of our staff does
19 not have a college degree. And the thing that is
20 most required is some kind of previous experience.
21 The journalism field maybe unlike any other really
22 works on a system where people start at their college
23 paper or their high school paper, and they go from

1 that, and then they go to a small paper and then they
2 go to a slightly bigger paper. And I mean, it's kind
3 of a neverending weaving process. And I think all
4 three of us have been a part of that. That's the
5 kind of experience that people have to show, and they
6 usually get it, I mean that's the way. I mean, I
7 started on my high school paper and I went to my
8 college paper, and I kind of did the whole road. And
9 that's very typical kind of experience. It's not
10 that it's the only experience that's required. I
11 would say it's most typical. So, we're trying not to
12 do that. But, if you have somebody, and journalism
13 degrees are not necessarily required. My degree
14 happens to be in government. And so--

15 MS. LOPEZ: Just one quick question. Would
16 you be willing, the three newspapers, to say like in
17 our organization, if I were to get a group of
18 youngsters, we work with minority youths and that
19 have expressed a desire to write, would your
20 newspapers be willing to provide a staff that would
21 come and be a part of a training program?

22 MR. MC GUIRE: Yes.

23 MS. KEIRNAN: Absolutely.

1 CHAIRMAN RYLAND: One burning comment bes
2 me, she indicates.

3 MS. ROGERS: It relates to the employment
4 issue. I would just encourage you to look beyond the
5 traditional types of ways of recruiting staff because
6 when institutional racism is at work, a lot of times
7 people that would be very good staff people, very
8 good writers, very good reporters, very good editors,
9 do not have the opportunity to get the traditional
10 type of experience that their white counterparts
11 would because the door gets shut, and it doesn't open
12 in the way that it does for whites. And I think if
13 you talked to a lot of people out here in the work
14 force, and I'm one of them, so this is kind of a
15 personal issue with me, I've gained my success by
16 taking a non traditional course, and it's one that I
17 charted, but it was one that was forced on me because
18 the traditional doors did not open.

19 CHAIRMAN RYLAND: I want to thank you all
20 for coming. I just feel like adding that we have to
21 remind ourselves as the public that we don't shoot
22 the messenger when we don't like the message. When
23 you're all in the print business, I'm sure you have

1 lots of messages that aren't the best news. But, you
2 have been just more than generous to share with us
3 your time and your talents and thank you so much for
4 coming.

5 (A brief recess was taken.)

6 CHAIRMAN RYLAND: The meeting will come to
7 order. We're so pleased to welcome you as a panel to
8 our session on Media stereotyping of Minorities, and
9 we had a very informative morning and good exchange
10 and we expect that to continue this afternoon with
11 more of the same.

12 We do appreciate your taking time out
13 from the tight schedules which I'm sure you all have
14 in this business. I just would like to brief you
15 that our habit so far has been that each of you might
16 give a 2 to 4 minutes on things that you would like
17 to make known, and after each portion we will ask you
18 some questions and have some interchange. I will
19 indicate if more than the portion allotted to
20 equalize things, has been approached so that you will
21 know. Please don't feel insulted if I do that. I
22 have to make that clear in order to keep things on
23 schedule. We will allot an hour to this portion. We

1 have then with us today Penny Parrish, News Director
2 for KMSB, Susan Robeson, Public Affairs, KTCA, and
3 Steve Goodspeed, Executive Director of WDIO in
4 Duluth.

5 MR. SHELBY: Pardon me for being late. My
6 name is Don Shelby.

7 CHAIRMAN RYLAND: So we have Don Shelby,
8 News Anchor for WCCO.

9 I believe we will take your comments in
10 the order in which they are listed on our program, so
11 we will start with Susan Robeson and go from there.
12 Do you all have a copy of that program so you might
13 follow that?

14 MS. SUSAN ROBESON

15 Well, I will eliminate some things for
16 two to four minutes. I brought with me a report by
17 the United States Commission on Civil Rights from
18 1977, "Window Dressing on the Set, Women and
19 Minorities in Television", the Kerner Commission
20 Report from 1967, and there was just a study released
21 this year in 1992, "Big World Small Screen, Role of
22 Television in American Society." And unfortunately
23 it's like they all come to the same wonderful

1 conclusions in terms of the issue of stereotyping of
2 minorities in the media. And I just thought I'd add
3 that historical perspective to this gathering that
4 for 25 years we have very brilliantly, and with great
5 clarity, identified the issues. But, somehow the
6 institutions that read these reports and whatever
7 perpetuate themselves. So, I think that a lot of the
8 issues are very deeply-rooted institutions. I think
9 the question of institutional racism is something to
10 examine in how it works and how subtlety works and
11 how insidious it is. And it's just kind of scary,
12 you know, to have that historical perspective. And I
13 think that in part what I wanted to do was throw that
14 challenge back to the Commission that are you just
15 going to issue another report that is perhaps not ten
16 years later than the one in, you know, '91, but right
17 back to back. And I think that maybe as a society
18 and as a Commission and the media we need to figure
19 out another model than studying and issuing reports
20 that somehow it hasn't really worked.

21 Public television or the public
22 television station here in the Twin Cities, we have
23 the same problems as of everyone else. We are doing

1 some wonderful things that I'm very proud of. I'm
2 new, I'm here about a year and have made some
3 significant steps, but its not enough. I think the
4 basic issue of power and representation is really
5 never adequately addressed. Even, I am African
6 American and I'm the first management person of
7 color, I think, at the station, and I'm mid
8 management in a group of 30 or 40 mid managers, I'm
9 the only person of color if you exclude the
10 janitorial staff, which I tend to exclude because I
11 don't think that, all due respect, that they have an
12 impact on the quality of the program and production.

13 There is absolutely nobody at any
14 senior level of management, no person of color. And
15 I recently went to the annual PBS meeting in San
16 Francisco and that was quite an awesome experience in
17 that I walked in a room of 1200 people that
18 represented program directors and general managers
19 and station presidents from all across the country.
20 And I was in a room of probably 1,190 white males.
21 So that while there are many things that PBS does
22 that is wonderful and probably, you know, if you wind
23 it all up, we do a better job than anyone else, and

1 maybe we don't. But, if you look at it in terms of
2 power and representation and do people of color speak
3 for themselves, it all comes out, you know, pretty
4 much like where we were in 1967. So that's me
5 biggest concern. And I think also the issue of
6 training is never really adequately addressed. It's
7 certainly not addressed within PBS. How do you train
8 people? How do you create the pool so that managers,
9 when you have to hire right away, don't say, well I
10 don't know, there's no one qualified. I'd really
11 love to do it, there isn't anyone qualified around.
12 And is that really so? And if not, how do we address
13 that? I don't think those issues are every really
14 adequately dealt with. Those--

15 CHAIRMAN RYLAND: Yes. I think you might
16 generate some more ideas on your part, too, from
17 hearing our questions. So, comments?

18 MR. BARTELLE: For your information, you
19 may wish to consider writing for, and I think
20 Commission publications are free, there was another
21 update on Window Dressing, it's dated January of
22 1979. And, of course, the difference between this
23 study and what we're doing here is we're talking

1 about the media in general, including the print media
2 as well as the electronic media.

3 MR. WEINBLATT: The question I'm going to
4 ask you, Ms. Robeson, I will really ask the others of
5 you to respond to so I won't repeat it again and it's
6 based upon, at least my perception, that the media
7 that you represent is the most intimate, comes into
8 my home sometimes before it does, whether I want it
9 or not. And if you're an on camera personality,
10 you're part of my family. If you're a production
11 person, you're getting the extended family to me.
12 It's based on that, and it's based upon the line in
13 the play South Pacific, it goes: "You got to be
14 carefully taught, you got to be taught to hate and
15 fear. It's got to be drummed in your dear little
16 head. You've got to be careful and taught." So my
17 question is, given the recognition of good will among
18 persons, what is it the electronic media ought to be
19 doing and what should we as society should be
20 expecting from the electronic media to carefully
21 unteach us? To unteach us stereotypes? To unteach
22 us -- let's stop at that point -- unteach us the
23 stereotypes that the media has created and we have

1 created for ourselves?

2 MS. ROBESON: I think that it's for me very
3 simple. Give me the power to speak for myself and
4 give me the tools that will enable me to do that
5 effectively. And then it's not somebody else doing
6 something for me. I think that we've always had the
7 fox guarding the chicken coop. And it's no wonder
8 that the chickens don't make it through the day. And
9 I think that in addressing this issue, it's always
10 been the traditional gate keepers, those in the media
11 in power, which is basically been a white institution
12 deciding how, what, when, where, why, and how to
13 become inclusive and it's never quite effective
14 because -- so the issues of stereotyping never get
15 addressed because the institutions that historically
16 for centuries have done the stereotyping are now
17 defining how should they de-stereotype. Why not let
18 the victim of your stereotyping define how to do
19 that. And I think that that's an issue of power.
20 People have never been empowered and so nothing
21 really has ever changed.

22 MR. WEINBLATT: If I could just follow
23 through one second. I happen to become aware in the

1 last few weeks of a local independent producer, his
2 name is David Jones, that produces beginnings, I
3 don't know what stage he's on, and again, without
4 infringing on anybody's First Amendment free press
5 rights and responsibilities, is there room for
6 persons of the nature that you're describing in the
7 electronic media or are we just whistling in the
8 dark?

9 MS. ROBESON: Well, I'm working with David
10 at PBS, but only at PBS because of an individual like
11 me, institutionally at PBS, I think there's a lot of
12 fear. I think that Congress has held, you know, the
13 recent Congressional debate on funding has created
14 climate of self-censorship. So, that, you know,
15 there's a fear of voices like David Jones who is a
16 very outspoken person on these issues. So, I don't
17 know. One would hope that there would be, from an
18 institution point of view.

19 CHAIRMAN RYLAND: What are you referring to
20 in that regulation that would tighten up?

21 MS. ROBESON: Well, I think that because of
22 all the controversies about that that got generated
23 with particularly some PBS programs, one called

1 Tongues Untied. That was a black gay male
2 perspective. And it generated a lot of controversy
3 within the PBS system, and it became an issue. It
4 sort of became -- it was sort of like the Willie
5 Horton was to the last presidential election.
6 Tongues Untied came to the re-funding of PBS in the
7 allocations that went through. And, as a result, I
8 have seen it even at my station, no, let's not air
9 that because there might be this kind of reaction and
10 we don't want to go to the mat on that. We'll do it
11 on something else. So, there is a climate of fear
12 that if we go too far and alienate the mainstream,
13 we'll be in trouble, and we won't be able to get our
14 membership dollars; things like that. Now, no one
15 ever thinks of, even at our station, no one has
16 scientifically said, why don't we try getting black
17 members into PBS? Why don't we try reaching out to
18 the Latino community and bring them in as members?
19 So, it's a lot of things that never happen.

20 MS. LOPEZ: What I think that I often
21 notice when you have the membership drive going on
22 and I look for people of color then with that
23 membership and it's literally devoid of it.

1 MS. ROBESON: -Right, because the typical
2 PBS member who pays that annual membership fee, and
3 this is no secret, is an older, upper class women,
4 white women over the age of 55. That is the
5 membership base of PBS. So, when they get on the air
6 and, any station anywhere in America, and appeal to
7 their membership to send in that check again, they
8 put on Lawrence Welk and et cetera, et cetera,
9 because that's what appeals. And it has not been a
10 major attempt to address that issue.

11 CHAIRMAN RYLAND: Mr. Bartelle?

12 MR. BARTELLE: I have been a supporter,
13 financially, and currently do support PBS. I'm a
14 member and I'm not a female, an old female, but I
15 think what you're talking about now gets to the heart
16 of the problem that we will have for a long time to
17 come; t.v. is a commodity just like a loaf of bread,
18 and it seems to me, as mentioned in another forum
19 this morning, that we have the bottom line concern
20 that's in juxtaposition with what can we sell, and
21 that's in juxtaposition that should we -- is this in
22 the national interest? Just because it's
23 controversial, should we maybe change? I really

1 think that that's really the problem.

2 MS. ROBESON: Yes. And I'm not, I think
3 that, you know, I'm proud to be where I am and I'm
4 trying to, you know, deal with these issues. And I
5 do get a lot of support from within my station. And
6 there is -- so, I'm being extremely vocal and
7 critical, which I do on my job anyway. This is
8 nothing new. But, there are wonderful things that we
9 do and there are many members like you, but those are
10 only thrown up like smoke screens many ways to avoid
11 the real basic issue. So, I'm leaving all the good
12 things out because they become smoke screens for the
13 real hard to deal with problems. So, I'm sure if the
14 CEO was here he would come forward with those things,
15 but I don't think that they're really relevant to the
16 nature of this discussion.

17 CHAIRMAN RYLAND: I have a question. From
18 the attendance out at the Los Angeles where you
19 were--

20 MS. ROBESON: Yes, San Francisco.

21 CHAIRMAN RYLAND: Did you gather that there
22 haven't been any kind of programs going on in areas
23 somewhere that would have brought more women to this

1 place that not, let alone minorities, racial
2 minorities?

3 MS. ROBESON: Are there--I'm sorry?

4 CHAIRMAN RYLAND: Did you gather from
5 conversations that there was a great surprise that a
6 women was there and there were so few of them? What
7 was the matter with all of their recruiting programs
8 and affirmative action and so on?

9 MS. ROBESON: Well, I'm new to the system.
10 I've worked in film and television for 20 years and
11 I've only just recently come into the PBS system.
12 So, I'm just trying to figure that out myself and
13 address that. Figure out how to address that issu
14 in PBS.

15 I raised it and it was kind of like
16 dead silence. It's very hard for people to look in
17 the mirror and address something that they don't like
18 a reflection of. And it's very hard for PBS to put a
19 mirror up to it and say, I don't like what I'm
20 seeing, let's change it. So I don't know how that
21 would happen.

22 CHAIRMAN RYLAND: Are there any other
23 questions before we go on?

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Don Shelby, next from WCCO.

MR. DON SHELBY

Thank you. It's an honor to have an opportunity to talk about this, as Susan and Steve and Penny is, I'm sure. We probably see more wrong with what's going on in the media than the audience does, and it's nice to have an opportunity to be able to discuss that with some people who may be able to affect some change. Although there hasn't been a great deal of success at that over the years, that at least television has been in the business of trying to uphold its end of the public bargain. I'm troubled by one thing. To start with, it's a semantic thing, and I'd like to make sure that I'm talking about what you're talking about. And sometimes the word "media" gets confused when we talk about television because television actually is made up of a lot of different kinds of things. And for the purposes of just sort of chatting here today, I'd like to make sure that we understand, I don't represent the media, I represent a small portion of it; the journalistic community within that medium. And I do not speak for them, I'll speak for myself.

1 Like Susan, I'm a critic of the way
2 do business. I think largely the media, as it is
3 represented by it's entertainment arm, has not done a
4 terribly bad job of trying to overcome some of the
5 issues of sterotyping. I think it has probably done
6 some of the most signficiant work in that area. If
7 you can simply quantify the effect on the American
8 psyche, changes in attitudes it might derive from
9 Amos and Andy through All in the Family, the Bill
10 Cosby Show and on into the future, the changes that
11 are routed in each individual's consciousness; how
12 one thinks about women, blacks, hispanics, I think
13 has been shaped and in no insignificant way by the
14 entertainment arm of the media. But, I think the
15 reason that I've been invited here to speak is to
16 speak about the news media. The news arm, and I
17 think that experiment has largely failed. I'm not
18 convinced that commercial television can accomplish
19 what we're trying to accomplish. I'm not sure it
20 can. It requires morality, and I'm not certain that
21 commercial television has morality, an identifiable
22 morality, other than sort of the oh, unusual type of
23 morality, having to do with capitalism and making

1 money and being on one keeping people employed in
2 that regard, that there is a certain morality about
3 being successful in this country, being profitable.
4 And it is the profit motive that drives commercial
5 television. And it doesn't take a rocket scientist
6 to figure out that what then goes on television will
7 be that which is popular, not necessarily that which
8 is morale. Television news has a morality, but it's
9 largely driven by it's infrastructure. It's driven
10 by the journalist and the managers of those
11 journalists within an almost hermetically sealed
12 society within the larger business.

13 We like to stay away from upper management
14 people. We like to consider ourselves separate and
15 distinct. And so within then the news arm, which is
16 driven by a need to make a profit and to be popular,
17 and to have good ratings, there is a core of morality
18 made up of people who consider themselves as
19 journalists on a par with newspaper people whose
20 goal, by custom and tradition, is to do the work that
21 the constitution has asked us to do; and that is to
22 bring to an audience enough information so that that
23 audience may develop an informed opinion. That that

1 being the classical goal of our function. And a lot
2 of us believe that. That does not mean the person
3 who owns the television station will believe that
4 one. I can almost guarantee that that does not exist
5 to a noticeable degree anywhere in America in the
6 upper levels of management. News management, yes,
7 but station management, no. So, when addressing
8 issues such as mainstreaming, the overcoming of
9 stereotypes, what would be fair in terms of our
10 presentation as it relates to the perception that the
11 audience holds, and we have to make sure that that
12 would be sort of profitable to us.

13 The way journalists sell stories these
14 days is to make sure it would be something people
15 would really be interested in. And a lot of people
16 are prepared with research documents which would
17 argue that it's not very popular, the kinds of
18 stories that you would have us do, not very popular.
19 And that brings us to the chicken and egg argument.
20 And it's senseless to talk about it because I still
21 wonder whether we're supposed to be changing the way
22 television is to force the public to change or should
23 the public change to force television into serving

1 the public better? The argument carried further, is
2 it the role of education rather than television to
3 create an audience that demands commercial television
4 a better profit, can we attend to our duties a little
5 bit better, or is our job as a commercial entity to
6 train the public? If you tell us that our job is to
7 train the public, that's a fairly scary mandate
8 because then you've put somebody in charge of
9 deciding what the public should know. That scares
10 me. But right now no one is making the decision,
11 management nor the public. The public is pretty well
12 satisfied to take what it gets.

13 To take you back several years when in
14 entertainment there were, I think 30 or 40 cowboy
15 shows you could see on television at any time you
16 wanted to turn it on. Forget the stereotypes that
17 went on in there, just any old day you want to turn
18 on the television set, you could watch a cowboy show.
19 Now, was that because the public wanted a lot of
20 cowboy shows or was it because a couple of cowboy
21 shows were profitable so they just keep making more
22 of them? And did the public ever say, we only wanted
23 two cowboy shows, we would like more diversity? Or

1 did they just accept more cowboy shows and just keep
2 watching it because that was what was on television?
3 I think to the large extent that's the way people are
4 looking at news these days. They're taking what they
5 get on the belief that that's what it is, that's what
6 you're supposed to be hearing. Not understanding
7 that maybe they have some voice in shaping editorial
8 content. By saying I'd like to know more about these
9 subjects, saying it in this way, turning off the
10 television station that does not give it to you.
11 That's how you vote sort of in commercial television,
12 you vote with that remote control device or the
13 audio, the on/off switch.

14 But right now no one is making the
15 judgment. And that is also bothersome because
16 without question people in news understand how we
17 shape the perception of reality, perception of
18 reality which I am given to understand is the same
19 thing as reality.

20 CHAIRMAN RYLAND: Can we ask you some
21 questions now?

22 MR. SHELBY: Let me just finish this
23 sentence and you've got it. We shape the perception

1 of reality, but we're not under control because we're
2 driven by daily events. So, if we go out and cover
3 13 gang killings and those gangs, happen to be gangs
4 in black neighborhoods, and we are driven to cover
5 those because we are event-oriented. Should we ask
6 ourselves what has that done to the perception of the
7 public regarding black people, African Americans?
8 Should we be about that business, and then find
9 something nice to say about African Americans? See,
10 I don't know the answer to that. I'm wondering if
11 we're supposed to. If in the equation there has to
12 be a balancing force? If we create by event and by
13 choice what it is we're going to cover because
14 customarily crimes in neighborhoods is the subject
15 matter of news and we cover these 13 or 16 stories,
16 and we can't help but know that the public is now
17 developing an attitude. Do we trust the audience is
18 grown up enough to say, well, that's just one small
19 part of the African American experience or do we have
20 to keep telling them that that's one small part of
21 the African American experience? Or do we have to
22 make editorial judgments and then in essence invent
23 countervailing information to balance the books?

1 Right now there's no one asking those questions
2 because as soon as you sit down to have a discussion
3 like that, there's another fire or the vice president
4 is coming to town, and you're off on the next story.

5 CHAIRMAN RYLAND: Questions? Carol?

6 MS. NIELSEN: Don't you think that the
7 public is intelligent enough to decide these things?
8 You said that, would they understand? Well, I think
9 that the public as a whole is intelligent, at least I
10 am, and what do you have? Do you have any
11 suggestions as how to change -- not saying it's the
12 answer necessarily, but a suggestion?

13 MR. SHELBY: You might think that I'm being
14 flip, if I told you that I would put citizenship back
15 on report cards back in school.

16 MS. NIELSEN: I think it's good.

17 MR. WEINBLATT: Would you also put it in
18 the schools of journalism?

19 MR. SHELBY: No question. Let me tell you
20 this, and I want to be very clear about this. I've
21 been in the business 26 or 27 years and I can't
22 remember an immoral journalist that I ever met.
23 I've met some people with pencils and typewriters who

1 wrote stories in order to get ahead, but they didn't
2 stay in the business very long. We're in a business
3 that eventually can get pretty long on the tooth by
4 doing right. I don't know of any profession in the
5 world whose only function is to tell the truth. I
6 get fairly tired of getting beat up. There are some
7 right things to examine, to tear the media apart
8 about, but that core of integrity, I'm telling you
9 about people who are driven to tell the truth, to
10 find it and to give it to them so we can keep the
11 country, so you'd have an informed opinion, so you
12 could vote for the people who would do what you
13 really want about the country and the community and
14 we're driven to do that. Now, that does not speak of
15 programs like Inside Edition, Current Affair, and the
16 very popular shows that people are driven to watch
17 these days. People who are making choice to make
18 these tabloid forms of reporting very, very popular.
19 Please don't confuse us. Those people are in the
20 entertainment business. Some of us are sometimes in
21 the entertainment business as we struggle to maintain
22 ratings.

23 CHAIRMAN RYLAND: We have two more

1 indications of questions, brief ones. Talmadge, th
2 Carol.

3 MR. BARTELLE: I don't know, let's give it
4 a try. I'm clear on the fact that as I said before,
5 television is a commodity and the profit involved,
6 perfectly clear on that. And unlike newspapers,
7 you're subject to some regulation, and the public
8 interest. The protection of public interests is
9 really the achilles heel of the interest that the
10 regular agency has so succinctly have in posting
11 certain regulations. It's my opinion, and this was
12 discussed with this committee when we took on this
13 project, that the perpetuation of stereotypes is
14 counterproductive to the achievement of equal
15 opportunity because if you potentuate these
16 stereotypes, given they miss educate, and I think
17 that there's a morality involved with a television
18 business, miss educating, or a newspaper?

19 MR. SHELBY: Would that be intentionally or
20 unintentionally?

21 MR. BARTELLE: Does it matter?

22 MR. SHELBY: Well, it only matters insofar
23 as the solution is concerned.

1 MR. BARTELLE: Well, let me give you an
2 example. The stereotype of the poor of so called
3 African American being the welfare problem, the
4 entitlements problem, the drug problem. You turn on
5 television and you look at the news and nine times
6 out of ten there was drugs. Well, whenever it is
7 drugs, welfare, stealing, the video that's congruent
8 to the verbal message, you see people of color. I
9 think that is miss education, when it's not made
10 clear that most of the dope used in this country, for
11 example, is not used by the people of color. Every
12 race gets involved with this stealing. You have more
13 whites on welfare in raw numbers than you do blacks.

14 MR. SHELBY: That's a perfect example.

15 MR. BARTELLE: I think it's miss education
16 and their miss education really tells a person of
17 color that he is less than a white person. And it
18 hurts the white person because it gives him a
19 substantial false sense of superiority.

20 MR. SHELBY: I agree with you, but let me
21 ask you this question. If you were to ask and there
22 is a subject that we've talked about all the time to
23 say use these welfare figures as an example of

1 perpetuating stereotypes, that there are more white
2 people, in fact, are more white people on welfare
3 than African Americans. Is this a true statement?

4 MR. BARTELLE: Yes.

5 MR. SHELBY: Is it also a true statement
6 that per capita that there are more black people in
7 that race group on welfare than white people?

8 MR. BARTELLE: That is a fair statement.

9 MR. SHELBY: But that would be something
10 that we try not to say. We try not to say that on
11 the air because, you know--

12 MS. ROBESON: If you try to explain to
13 people, why you might get somewhere.

14 MR. SHELBY: Can you do that in a few
15 cases?

16 MS. ROBESON: Maybe your definition of news
17 is different.

18 MR. SHELBY: I agree. That's not my
19 decision, but what I'm saying, there are two people
20 at work, two attitudes at work; one is the heart of
21 the journalistic enterprise which wants to tell that
22 story, and the --

23 MS. LOPEZ: Station.

1 MR. SHELBY: The station, which says that
2 will not be popular enough.

3 MR. BARTELLE: Well, you know, I'm reminded
4 of the person who says well, I won't change because
5 incidentally we had a panelist this morning who is a
6 journalist who has a small newspapers say that he
7 does not see any change in the media approach to this
8 business of stereotyping, and I hope he's wrong, and
9 I forgot and I forgot the point I was going to make,
10 so.

11 MR. SHELBY: I see some change, especially
12 here because here prior to your visit there have been
13 a number of organizations which have contributed
14 people and ideas to the concept of reducing the sort
15 of institutionalized stereotyping. It's a race which
16 is a group, I'm certain you will be hearing from if
17 you have not already heard from, is about the
18 business of finding ways to mainstream. We've been
19 creating a, for your information, we've been creating
20 a source book. As an example, this source book is a
21 book of people who are minorities, but they also
22 happen to be soil conservationist and Department of
23 Natural Resource Officers and brain surgeons.

1 Because in the business of news what happens from
2 time to time is we get, we need a brain surgeon to
3 talk to and we run to the University of Minnesota and
4 we grab the first brain surgeon, whoever they point
5 to us. 99 out of a hundred times, a white person,
6 and just by virtue of the fact that there are more
7 white people doing these things. And the impression
8 is there are no other people doing these things. So,
9 we're developing a source book if when it's non
10 critical, non critical to the story that that
11 specific doctor is critical to the story. But you
12 only need information from a doctor or you only need
13 the information from a meteorologist, then we will
14 say, let's look in the book and see if we can use
15 this opportunity to mainstream some people in that
16 category. And so that source book is in preparation
17 and may, in fact, one day when you're just looking
18 for a brain surgeon to give you a comment on the
19 recent technology or the last thing that came out in
20 the New England Journal of Medicine, you may find for
21 no other reason than an effort to balance the books,
22 a black or hispanic.

23 CHAIRMAN RYLAND: Mr. Shelby, one more

1 quick question, and we're going to move on to another
2 speaker.

3 MS. ROGERS: I want to suggest to you that
4 maybe one strategy you might employ for balancing
5 that is to change your delivery system. And that is
6 to integrate the we, and I've said this during
7 earlier forums, panel discussions this morning, I'm
8 giving myself a headache because I feel I need to
9 keep repeating this. For instance, at WCCO we saw
10 the movement of Darian Ward. I watched you publicly
11 applaud her work and yet there was a viable African
12 American female reporter and sometimes anchor that
13 moved on. And another person that comes to mind is
14 Tony Saffo who seemed to be slotted to an anchor
15 position at noon time and never seemed to get any
16 other type of play and is no longer at the station.
17 Again, it just seems so important that some of the
18 decision making and some of the things that you say
19 you're saying, and we struggle with, might become
20 easier if you simply integrate who the we are. And I
21 mean beyond token measures where we can say we have.
22 I know that WCCO and the NAACP have an internship
23 program that's just started, but we need to get

1 beyond that. We need to say more than we've had a 9
2 month person in the position or we've given a person
3 a start and we sent them on their way.

4 MR. SHELBY: How about management programs,
5 how about NAACP programs for minority program on the
6 management track instead of on air track?

7 MS. ROGERS: Or how about a regular anchor?
8 That is a person of color that is regularly
9 delivering that news so when you report to me on a
10 negative deed that's been possibly committed by a
11 person of color, I also get the balance of a person
12 of color delivering that news. So I know that not
13 all people of color are committing these negative
14 deeds. See, that's the advantage that you have that
15 we don't have.

16 MR. SHELBY: I would love to be a part of
17 the scenario like that. I would like you to ask the
18 managers of the television stations who hire these
19 people and who look at research and make decisions
20 based on research whether they would do that.

21 CHAIRMAN RYLAND: Let me also interject at
22 this point that we invite you all, if you want to
23 have extra comments, put them in writing and submit

1 them to any of us later, or I can give you the
2 address here. But, you have until August 31st to get
3 it into the report to the Commission. We welcome you
4 to do that.

5 MS. LOPEZ: Madam Chair, could I make one
6 comment to Mr. Shelby. Because of his vast
7 experience in the field, and I know many times
8 management does not ask for the opinion or input from
9 the lower eschelon, if you please, I'm sure that I
10 would like for you to give to this committee some
11 recommendations, as you see it, that could help the
12 station. I know you don't have the power to do so,
13 but if you did, what would those changes be or
14 recommendations?

15 MR. SHELBY: The first thing I would do is
16 bring in a person of color. We're managing to bring
17 in some women now. Moreover, if I could orchestrate
18 it to put a person of color, first of all, in news
19 management level by the very presence, we know it
20 works. By the very presence of the person with
21 color, the nature of the discussion changes. Come in
22 in the morning and decide what ought to be covered
23 that day, the nature of the discussion changes. So

1 that would be, at minimum, the first change I would
2 make.

3 CHAIRMAN RYLAND: Thank you very much.
4 Penny Parrish.

5 MS. PENNY PARRISH

6 I would just focus on a couple of
7 points. I think another song from South Pacific is
8 Cockeyed Optomist. I think there have been some
9 changes. I think we have a long, long way to go, but
10 I do see some changes. I think our purpose is to
11 reflect our community and I think we're only going to
12 be able to do that in two ways; one is if we talk to
13 the community to find out who they are, what they
14 feel is important, and the other thing is to do more
15 to make our newsroom a mix of people with varied
16 interests in the community.

17 I will just site two things that KMPS
18 has been involved with as examples of this. We have
19 a group called the Public Voice Panel, and I will
20 leave you with a list of the members. It's about 24
21 members from various economic, social, ethnic, Native
22 American, League of Women Voters, representatives of
23 Gay and Lesbian Community, Hispanic, every group that

1 we possibly could get together. We have breakfast
2 once a month and we talk about news issues. We were
3 supposed to talk mostly about Channel 9, we don't.
4 We talk about t.v. news, and there's a lot of
5 frustration out there from people as to what they
6 see. But these people, for the past year, have
7 helped shape what we do and how we think about
8 stories because they've talked about us because
9 that's one point I would make. Another point is to a
10 certain extent the news you cover is going to be a
11 reflection of your newsrooms. See, my female
12 coanchor Robin Robinson, is the only prime time news
13 coanchor in the Twin Cities who is black. Is she
14 there because of that? No, I think it's just kind of
15 a news aspect to Robin being an excellent journalist,
16 that's why she's there. We believe in her
17 journalism, but she does bring a perspective. I have
18 26 full time people in my newsroom. I have the
19 smallest newsroom, but over 15 percent of those
20 people are Native American or black. There's a
21 conscious effort on my part as a manager to find
22 these people to help enrich our newsroom. It's not
23 easy to do, it can be very difficult, but I try

1 harder than I used to, and I talked to many news
2 directors. I'm on the national board of RTNDA and
3 the Radio and Television News Directors Association
4 topics like you're talking about are part of
5 conferences and seminars. There's concern about
6 diversity, see, so I think that progress is being
7 made, and it's still predominantly a white male
8 bastion, no doubt about that. But, not merely as
9 much as it was ten years ago. So we may not be
10 taking huge steps, but I think steps are being taken.

11 CHAIRMAN RYLAND: Are there questions?

12 MR. BARTELLE: Excuse me, in my blissful
13 ignorance. I'd like to ask you KMSP, is that Chan
14 9?

15 MS. PARRISH: Yes.

16 MS. LOPEZ: Just one question, Madam Chair.
17 I just want to know how often do you go back to your
18 resource list as you were saying you have a corp
19 group of people that assist. I think that's good for
20 me to know. I didn't know that before because
21 obviously there's no feedback coming as to what kind
22 of decisions are being made or what kind of input,
23 and I'm asking, I think I would like to know, and

1 perhaps you could provide that to the Chair of that
2 membership list. The community out there is also
3 aware who they can go to directly to have the input
4 at that particular group.

5 MS. PARRISH: We are also, in September,
6 going to do a brief show on this panel, who these
7 people are who have taken the time, so I will
8 certainly leave it with the Chair. We're also going
9 to be informing the community through our own
10 programming.

11 MS. LOPEZ: Thank you.

12 CHAIRMAN RYLAND: We have one more.

13 MR. WEINBLATT: Yes, just if you could
14 bring together some things that we've heard from Ms.
15 Robeson, and some things we heard from Mr. Shelby,
16 the question being how are additional ways that the
17 public might come to expect the electronic news
18 presentation to break it's own cycle rather than the
19 public forcing a break in the cycle? And one of the
20 ways that I heard Ms. Robeson suggest was additional
21 choices and options of, in her case, public
22 television. And I guess really my question is do you
23 view the potential increase in the number of media as

1 a way to bring some market pressure for commercial
2 television to become more responsive on this type of
3 issue? If we increase the number of stations,
4 increase the number of licenses?

5 MS. PARRISH: I don't think that that would
6 help at all. I think that the more media sources you
7 have, the more mediocrity you're going to have. I
8 think what to look for a kind of a brief answer to
9 your question, what has been talked about here is
10 context. I think one of our greatest weaknesses is
11 if we do a story on a gang shooting in a black
12 neighborhood, do we then the next day have to try and
13 do a neighborhood picnic where they put the new swing
14 set close by so that things are balanced? No, I
15 don't think that's our job. But what our job is is
16 to take any story we have and put it in context.
17 People are hungry for the whys and the wherefores
18 around the news and television news, partially
19 because of it's time, programs tend to give the story
20 and not give the context. And I think that there are
21 examples in time where this is certainly entwined.
22 Channel 4 has been mentioned is an attempt, every
23 night, an attempt to give a little bit more meat to a

1 story. Channel 11 has their Extra. I think that
2 that's what viewers wanted. I think that's probably
3 the best thing that would break stereotypes on
4 television news is context.

5 CHAIRMAN RYLAND: Mr. Bartelle?

6 MR. BARTELLE: You said gang shooting, what
7 does that mean?

8 CHAIRMAN RYLAND: Just a quick answer.

9 MS. ROBESON: In the context it was a
10 hypothetical statement. It didn't refer to an
11 incident.

12 MR. BARTELLE: It's a buzz word, that's why
13 I'm just trying to focus in on that statement.
14 That's one of the things you could do to a shooting,
15 say shooting, if it's a death, the person is dead.

16 MS. ROBESON: Yes. It was just meant to be
17 a brief answer.

18 CHAIRMAN RYLAND: Thank you. Steve
19 Goodspeed.

20 MR. STEVE GOODSPEED

21 Been in the business in both the Twin
22 Cities and in Duluth, presently in Duluth. I know
23 you're running late, I'll keep it short. I'm not all

1 that optimistic about any dramatic changes happening.
2 The perspective stories are important, but a station
3 does one perspective piece, we are still bombarded
4 with the daily news, which is minorities. But most
5 blacks in large market television are on because
6 they're criminal suspects or at least that's what the
7 white majority audience is bombarded with on a daily
8 basis. I don't see that changing dramatically in the
9 short term or long term. As long as the media
10 follows events, as long as we follow the cops around
11 and they choose to focus on crime areas in which
12 there are large black populations that are the images
13 that are going to go on television.

14 On the other end, as far as it's being
15 changed internally, the last three months I have
16 advertised for a weather person, a news producer and
17 a new reporter. I received over a hundred
18 applications, 60 of those on tape, so I know what
19 their race is. One, Asian American and 59 white
20 people. So, and I'm in a market, Duluth is the 125th
21 largest market in the country where beginning people
22 are going to get their foot in the door. So, if one
23 out of 60 is a minority and they are the future news

1 people, and when they get out of the business into
2 management, I'm not optimistic about a big change in
3 terms of how we deal with it internally. So, in
4 terms of being driven internally with minority input,
5 I don't see that coming as long as we follow the
6 events. I don't see the images of the public
7 changing much.

8 MR. RUIZ: Madam Chairman?

9 CHAIRMAN RYLAND: Yes?

10 MR. RUIZ: A couple of you referred to this
11 awhile ago. It was mentioned the public wants the
12 minority community is part of the public, okay, and
13 as an example, the other night I forget which
14 television station it was, typically if there's a
15 crime done by a non minority person, you may see that
16 person's appearance once. If it's a person of color,
17 you see it in the face several times over a period of
18 time. That's what people are taking issue to. As an
19 example, the other night someone breaking in
20 somewhere and you can tell from a distance apparently
21 this television station had no telephoto lens, you
22 can tell they were non minority, but you couldn't see
23 who they were. And yet it never fails that if it's a

1 minority person, it hones in just perfectly on the
2 face indicating, without question, that there is a
3 problem. So, it's the presentations that are
4 creating these type of things. So my question is, is
5 there an inherent fairness doctrine within television
6 stations, not necessarily to try to balance it, but
7 balance your presentations so that the perception of
8 minorities are not all bad?

9 MR. SHELBY: No. The answer is there's no
10 doctrine of fairness. But, there's a, we all as you
11 journalists operate under the code that story that
12 you're presenting must be fair, accurate, and
13 balanced. Those are the three guidelines of any good
14 journalist; fairness, accuracy, balance. What your
15 question goes to a story, that individual story of
16 the minority person whose picture was taken and the
17 story was told about the burglar, was that story
18 fair, accurate and balanced, and does it stand the
19 test? I didn't see it. I would presume it did
20 because usually they bother us if it doesn't, and we
21 get sued or something happens and somebody objects in
22 a very loud way if that story was not fair, accurate.
23 What you're saying, and I think it is fair to ask,

1 and that it's incumbent upon us to develop some way
2 of judging whether our newscast, taken as a whole, is
3 fair, is accurate, and balanced, and whether our year
4 of coverage has been fair and accurate and balanced.
5 But, may I tell you that there's no record by which
6 to judge except anecdotal memory that does not work
7 for any type of scientific approach to this. I've
8 argued that we keep actual track.

9 MS. LOPEZ: Right.

10 MR. SHELBY: Keep track. Hire somebody to
11 come in and say how many times did a black face
12 appear on our air in the context of American crime?
13 How many times did a white face appear in the context
14 of a crime? How many positive -- to give it a score,
15 so that we can at least for one year's period of time
16 analyze our conduct. But there's no way to analyze
17 our conduct. We just have to say well, I think we've
18 been fair because it's not in our nature to be
19 unfair.

20 I'm not in this business because
21 television was knocking the pants off overall. I sat
22 at home as a boy and watched that on television and I
23 saw the networks go in there and change an entire

1 nation because of it's approach to the Civil Right
2 problems that existed in the south. And I said
3 that's what I want to do. I want to do that. And so
4 nobody in this business is doing this on purpose.
5 So, that's the first good thing. If we find out
6 we're doing it poorly, we're not doing it on purpose.
7 The second thing, though, that is important is to
8 know exactly what it is we're doing that's offensive
9 and we don't even know that.

10 CHAIRMAN RYLAND: I want to ask Steve
11 Goodspeed, he's not getting a fair shake on this end
12 and he has come down here from Duluth. I know that
13 because I talked to him up there. I want to know
14 Steve, from what you've been hearing from others, are
15 problems the same in Duluth as in the Twin Cities?
16 Is there as much -- can you find, if you looked for
17 and are aware, opportunities to educate and to
18 provide role models and so on up there?

19 MR. GOODSPEED: I think the situations are
20 very similar. The first crime story we had when I
21 was up there was the, it's routine now in the cities,
22 but it's big news up there, a man with a gun robbing
23 someone at gun point. I was the only person around.

1 I went to cover it, and who came out in handcuffs,
2 but a black man. Here I am three hours away, Duluth
3 has 800 black people, my first encounter was one
4 coming out in handcuffs. And that, it frustrated me.
5 Do I decide not to put this black person on the air
6 because he's black and it will re-enforce negative
7 stereotypes? If he was white, I wouldn't ask myself
8 that question. The largest minority in northern
9 Minnesota is the Native American Indian community.
10 As far as I know, there are no Native Americans on
11 the county board or the City Council or the children.
12 So, a lot of the natural avenues where you would have
13 people, what you call a typical role model situation
14 aren't there. So, you know, should the media take it
15 upon itself to go and do positive stories? Maybe
16 that's what we have to do. But, traditionally we've
17 been taught not to worry about the race and just
18 follow the story. And so if -- and Don touch on this
19 earlier, if, you know, if society wants to give us a
20 mandate to go out and educate, that's a whole
21 different ballgame than we have traditionally had in
22 this country.

23 MR. WEINBLATT: I'm bothered by that

1 response because if society wants to give you that
2 mandate, if that's the criteria, two things bother
3 me; number one, that free press because society has
4 that authority to give you that mandate, then I'm
5 concerned about that imposition of that mandate
6 today, some other mandate tomorrow. And secondly,
7 isn't that the essence of what your craft, what your
8 profession is to decide, what it is that at least you
9 want to look into and then debate whether it's
10 newsworthy or not? Isn't that the core of what your
11 self responsibility and I don't know if there's even
12 a code of ethics in journalism or not, but isn't that
13 what pushes your professional being, that curiosi

14 MR. GOODSPEED: Yes, it is, but then so a
15 newspaper or a t.v. station goes out and does a
16 series on all the positive role model native
17 Americans, for example, they see that that series is
18 done. The ratings have ended, now you're into the
19 next 51 weeks out of the year and then the daily
20 grind of news and the events take over. And I think
21 on a daily basis that grind of daily news events
22 present minorities too often in a negative light and
23 there are not in the daily grind of events,

1 minorities showing up in a positive way.

2 MR. WEINBLATT: Really, truly --

3 MR. SHELBY: This is the practical delimma
4 in the business of television news, as it has been
5 customarily practiced, although there are a lot of
6 people breaking away from this tradition rights now
7 and they're putting on shows that pass as newscasts,
8 but are not really. They'd rather use nice stories
9 strung together with an occasional mention of a
10 headline, that's more and they're very popular, but
11 they're no more serving the public than a fly. But
12 good stories, positive stories about human beings;
13 black, white, yellow, Green, makes no difference,
14 don't usually are not considered, are not brought to
15 the table as news.

16 News traditionally has been considered
17 something else. So, you have to reach to develop a
18 feature angle. You have to say part of our job now
19 is to say positive things about people which has been
20 in the daily news grind, not something that's been
21 considered. There's always been a feature page in
22 the newspaper where you could go to a section to find
23 good stories. But television newscasts is not

1 divided in sections in that and you would have to sit
2 down consciously and say every night we are going to,
3 in this section of the newscast, we're going to
4 divert from traditional news judgment and we are
5 going to serve a public purpose.

6 Beyond the scope of the news, we are
7 going to use this section to balance the books.
8 We're going to say some nice thing about people in
9 this section or we will do what we're trying to do
10 through inner race, and that's mainstream where
11 you're not doing it in such an overt way. You're
12 simply using the method of inclusion, if you will,
13 inclusion which right now there is a prejudice. It's
14 not an overt prejudice, it's a prejudice of custom
15 that you don't look beyond what is right in front of
16 your face.

17 So back to the question of the brain
18 surgeon. If the brain surgeon you're presented with
19 is white, I do the story with the brain surgeon who
20 is white, and you don't look back. I think what
21 we're trying to do is put another step in the
22 editorial process and that is to say when possible in
23 order to rectify the wrongs of the past mainstream,

1 don't invent news though, don't go out and invent
2 people no, that's fraud.

3 MS. ROBESON: I would like to say one
4 quick thing. I, as a black person, I could report on
5 crime in the black community and make the black
6 community feel good and no one ever thinks about
7 that. There's a positive way to deal with the
8 negative and I don't know if anyone has ever
9 contemplated that.

10 MR. SHELBY: I would love to have that on
11 the air.

12 CHAIRMAN RYLAND: You may go with that
13 afterwards. Thank you very much for coming. We
14 invite you to stay for the next panel, which I'm sure
15 you'll find very interesting also. Thank you very
16 much, and I invite you to leave your materials if you
17 brought extra materials.

18 (A brief recess was taken.)

19 CHAIRMAN RYLAND: We wish to welcome 5
20 panelist for our next panel to continue our gathering
21 of information on media stereotyping of minorities.
22 We have several minority press members here and I
23 shall introduce them across and then perhaps we'll go

1 to the order of who is speaking, the order in which
2 you will appear on the program, if that's what you
3 were planning on. The procedure will be this, if you
4 will, the 5 of you, in an hour, I think you have 12
5 minutes to each speaker, but you're not to use all of
6 that full. Brief us in about 3 minutes or so or
7 less, if possible. That will turn on some questions
8 too from up here and at that point we can dialogue a
9 bit to complete your segment. In fairness to the
10 last person particularly, which seems to be the one
11 who always gets shorted, I'm going to be rather firm
12 in indicating to you when your time is about up.
13 I'll also be firm with our questioners from up here.
14 They sometimes extend it longer than I'd like to in
15 order to stick to our time schedule. So, with that,
16 I want to tell you that we have from the Native
17 American Press, Gary Blair, B-l-a-i-r, from the Asian
18 American Press we have Nghi Hynh, from LaPrensa we
19 have Mario Duarte, and from the Minneapolis
20 Spokesman, Mel Reeves, and from The Circle, Ruth
21 Denny.

22 So, in that order then we will be
23 listening to you and asking some questions, starting

1 with Gary Blair.

2

MR. GARY BLAIR

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Yes. My name is Gary Blair, and thank you for having me here. I am sitting in for Bill Lawrence who is my boss. He's up putting the pieces together. I am from the Wyatt Earth Reservation. I was born and raised over there, and I ended up in Minneapolis after different type of events in my life and never in my life did I ever think I'd be writing for a newspaper. I don't have the background training or anything. I guess I can put pen to the paper pretty good. But anyway, I recently did a story up in Wyatt Earth over the election. It was accusations, allegations, and some substantiation this far of election fraud up there and the headline read on the article, "Camp Justice Knocks White Media Coverage of Wyatt Earth Election." Being an indian being up there, I was able to get right in with the people who were at issue there with the other people. And, as a matter of fact, I had lunch with the people who stole the ballot boxes out of the two polling places in their attempts to try to expose the election fraud. And they told me right out that when

1 the media called up there and Erma Bisner is the
2 person I spoke with, and she has a Masters Degree
3 from Harvard or out east anyway, and she has been the
4 spokesman for the group. And they told me that, she
5 told me also that when she sent out notice that there
6 was going to be a press conference up there on the
7 reservation, all the papers, all the media, asked the
8 same question, is there going to be violence? Are we
9 going to restrain anybody from voting? And I wrote
10 that in my article because Indian people want to read
11 about that kind of stuff. This is the type of stuff
12 that goes on. I reads the paper, all the papers,
13 Pioneer Press, St. Paul, Star Minneapolis, read all
14 the indian papers, all the community papers, trying
15 to get a grip on, keep myself informed of what's
16 going on, who all the players are going on in the
17 city. Most of all the coverage is superficial. They
18 don't get down to the nitty gritty of what's really
19 going on. They talk about the good things in the
20 minority community, kind of paint over things and
21 then like if you take that video camera, I have a
22 video camera and I have a 35 millimeter camera and I
23 take pictures and I can take you over to the Phillip

1 community, over where the bulk of the indians live in
2 this city stay, where we have the largest
3 concentration of any city and county in Minneapolis.
4 And I show you what's really going on over there.
5 And they never come over there. Whether they're
6 scared or whatever. When the Star Tribune did do an
7 article, Peter Lyden, one of the writers, he wrote
8 about a problem getting people that are deceased
9 buried. Okay, that's the kind of stuff. So I said,
10 well people, there isn't an interest in that. Now I
11 have made some inroads over at the Star Tribune.
12 Hopefully they'll start changing their agenda as to
13 who they deal with in that community. But, there's
14 nothing about how they rip off the land at Wyatt
15 Earth, the violation of the treaty, the lack of
16 democracy, all that type of stuff. That's all I have
17 to say, thank you.

18 CHAIRMAN RYLAND: Questions from committee
19 members? Lupe, you can go first.

20 MS. LOPEZ: Yes. What kind of actions did
21 you take? You said you're making some inroads with
22 the Star, what kinds of things did you use?

23 MR. BLAIR: I got some promises out of them

1 over there. See, I've been dropping our paper off,
 2 five copies every week. We're a weekly paper, we're
 3 free we have become popular with the non indian
 4 community as well as the indian community. And I
 5 found out yesterday from talking with one of the
 6 reporters, I hope she's in the room, maybe we'll get
 7 to speak later, I've never met her, only over the
 8 phone. Her boss made some committments that they
 9 will come out and do something in the community. And
 10 later on they would follow up on a story over there.
 11 And they have. But, I've been assured that they are
 12 going to do more. But the City of Minneapolis, it's
 13 treatment of minorities has been covered up by the
 14 media. I wrote letters to Jack Kemp, to a guy by the
 15 name of Janis, I've been down to HUD office. You
 16 should see how the indians have to live over there.
 17 It's a goddamn crime, and nothing's being done about
 18 it.

19 CHAIRMAN RYLAND: Al Weinblatt?

20 MR. WEINBLATT: Mr. Blair, you said at the
 21 outset that you never thought you'd be writing for a
 22 newspaper because of your background.

23 MR. BLAIR: That's right. I never was

1 interested in that.

2 MR. WEINBLATT: Do you believe that you're
3 competent to write for any one of the other papers
4 that you described to us?

5 MR. BLAIR: I don't know, you have to ask
6 Bill Lawrence that.

7 MR. WEINBLATT: I've asked you right now,
8 do you think you're competent?

9 MR. BLAIR: Yes, but knowing me I'd
10 probably be fired the next day.

11 MR. WEINBLATT: Okay, thank you.

12 CHAIRMAN RYLAND: Going on to our next
13 speaker then is Nghi Huynh from the Asian American
14 Press.

15 MR. NGHI HUYNH

16 Thank you for the opportunity to come
17 here to share with you some ideas about minorities
18 stereotyping in mass media. I see that throughout
19 the years we've been in Minnesota, we read the paper
20 and listen to the radio and television. I not
21 particular criticize on any particular media agency
22 or paper, but in general I'd like to bring to you
23 some of the stereotypes in the Asian community from

1 the media. I think very general, not technical and
2 not neither any particular media organization, but
3 generally I think I will like to provide to you four
4 categories in stereotype; first in education, second
5 in advertisement, third, policy government and four,
6 social standard. Go back to the first category, the
7 mass media used to view us as the Asian as very good
8 in school. In generally I think that is a
9 misconception, its some of us very good, yes, but
10 what about a lot of other groups with the limited
11 English cannot do a good work at school. So, don't
12 start attack that any Asian is good in school, so
13 don't pay much attention, don't need much help.
14 I see throughout Minnesota media I always see that
15 oh, they say, well that problem take care, but it's
16 not. We have a lot of people who need help to
17 improve their study at school. That's one of the
18 things for education. For employment. The mass
19 media is an Asian, are hard working they work, are
20 workaholic. Well, that's true in some way, but I
21 think it's not always like that. So the care we
22 devote on the work is good, but not always like
23 everyone have decay of characteristic. Okay, then

1 the mass media say well, the Asian not good in
2 management because of their less English skill to
3 manage the work force, too soft to command the other.
4 Well, I think that is true, too, but there a lot of
5 Asians with second, third generation here, English is
6 like any other American citizen, so they can do a
7 very skilled management. So, the management position
8 like everyone, some is good, some is bad. But, not
9 say Asians are less skilled in management. Well,
10 politics and government say, a lot of people say, and
11 mass media say, well, the Asian not prepared for
12 that, they're not ready for the politics and
13 government. Well, there's some reason for that
14 because a lot of Asians, the newest immigrant in this
15 country. However, I think they are very active like
16 for this year more than 60 delegates from the
17 Republican party will be in Houston, and more than
18 100 Asian delegates in New York City. So I don't
19 think the Asian is not prepared for politics. Okay,
20 so in the 4th category, social standards. They say,
21 well, the Asian is very shy and not open and they try
22 to avoid an issue, and so on, and so forth. I think
23 that is some area true, but not the entire stereotype

1 that the Asian has. So, with 4 category, I'd like
2 share with you and any questions, I'd like to
3 discuss.

4 CHAIRMAN RYLAND: Mr. Vang?

5 MR. VANG: I'd just like to ask a question.
6 When you hear from the news media saying the Asians
7 are workaholics, but I hear a different story. If
8 Asians are workaholics, I think that's a good sign,
9 that's not stereotyping. When I hear Asians lazy
10 people, they stay home and collect AFDC, but to me
11 they not collecting AFDC. But, that's what I hear
12 from public radio or maybe newspapers or t.v.,
13 something like that.

14 MR. HUYNH: Well, the thing is we have a --
15 there are two kinds of people, as I said, the
16 immigrant and the refugee. Somehow the refugee
17 people are the newest comer with the limited English
18 skill, with everything is new to them. It's hard to
19 get to employment, so that they don't, cannot afford
20 to obtain a job, so they have to collect the welfare
21 for some time before they settle down. But, for the
22 other people, yes they don't need welfare. They work
23 very hard. But the teenagers, one might come on

1 here -- one way or the other we have one idea a group
2 do this and another group is that, but not
3 stereotyping Asian as a workaholic, that's my thing.

4 MR. VANG: Yes, but lack of skill to work
5 is not going to be stereotyped like you lazy because
6 I see that some Asian, they don't have the skill to
7 work and they're being classified or stereotyped as
8 being lazy in the media or newspapers, but that's not
9 true.

10 MR. HUYNH: Well, I think that's a good
11 thing, but that create not good result is that the
12 Asian to come here to try to take over the job of
13 American people for themselves. I don't feel, that
14 creates some problem. But I think workaholic is
15 fine. But the image behind that is, yes, the Asian
16 come over here to take the job from the other.

17 CHAIRMAN RYLAND: Other questions? Ms.
18 Lopez?

19 MS. LOPEZ: I know that you have a
20 newspaper and I'm familiar with it, and other than
21 perhaps what I'm assuming that you founded the
22 newspapers was to present news that the regular media
23 wasn't presenting to the community, am I correct?

1 MR. HUYNH: Yes, that's correct.

2 MS. LOPEZ: Well, could you tell me any
3 particular categories were power to your people that
4 you weren't getting anywhere else, and what effect
5 does it have now on the community -- in your
6 community; the types of news?

7 MR. HUYNH: Okay. I think the mass media,
8 they don't go very high in terms of cultural of the
9 heritage. So the positive from the Asian community
10 not much mentioned in mass media. So we have to come
11 up with an alternate media to say, yea, we not all
12 the way bad, we hear good, try to work, try to do,
13 try to pay taxes, try to do many things to build
14 the better community. So the positive from the Asian
15 community not much mentioned, so we have to fill up
16 that area.

17 MS. LOPEZ: You're providing the balance
18 that some of the newspapers are talking about that's
19 lacking?

20 MR. HUYNH: Yes.

21 MS. LOPEZ: Through your newspaper you feel
22 you're balancing out the news?

23 MR. HUYNH: Yes.

1 CHAIRMAN RYLAND: Lar?

2 MS. MUNDSTOCK: Okay. Pick up that you ha
3 the Asian news to branch out to mainstream, but you
4 see the minority, but now in Asian there are many
5 ethnics in Asian too, so, do you have the basis to
6 cover that every ethnicit among the Asian population

7 MR. HUYNH: Yes, thank you. My priority i
8 fairly covert among the Asian community. When I say
9 Asian, I don't mean Vietnamese alone. I'm a
10 Vietnamese, but the article I'm always telling among
11 the Asian Community. So, one we create in the
12 organization is we select Cambodian editor, the Mong
13 editor, Chinese, Vietnamese, everyone in their group
14 so I can get their concerns, their ideas from them.

15 CHAIRMAN RYLAND: Thank you. Mario Duarte.

16 MR. MARIO DUARTE

17 My name is Mario Duarte, I'm editor and
18 publisher of the Hispanic newspaper, LaPrensa, in S
19 Paul, and before I start my presentation, I would
20 like to ask the Chairperson if we're going to have
21 resolve of this discussion? Are we going to have
22 follow up? I would like to know that?

23 CHAIRMAN RYLAND: Actually, this is all

1 being filmed, beyond that and it's being taken down
2 by the Reporter. But it will be published and, y
3 it will be available within a few months, we hope.

4 MR. DUARTE: I think most of the community
5 of color we share the same problems. I heard that
6 education, employment, health. I think this is
7 common in our communities. But I think the hispanic
8 community have been kind of invisible in the State of
9 Minnesota. Given that the community, hispanic
10 community Mexican people have been here for years and
11 and years and years. Seems to me the media, the mass
12 media don't pay attention about those community
13 having contribute so much to this State of Minnesota
14 So, I have a couple of examples that I see, and I've
15 been living in Minnesota for the last ten years, and
16 last year there was the big t.v. show called: The
17 Role of the Media in t.v." It was sponsored by
18 Channel 11 and there was Tom Brokaw already to make
19 big show. And I didn't see one simple hispanic.
20 Why? And I said why, we are not here?

21 MS. LOPEZ: I'll let you know.

22 MR. DUARTE: And many hispanics were
23 disappointed. We saw the black people, Ruth was

1 there, and also he, but we didn't see one hispanic.
2 So it seems to me that something is wrong, something
3 was failing in the system. And I would like to
4 encourage you, all of these events take -- very big
5 word -- take account of the hispanic community. I
6 would like to see good articles about the migrant
7 people working hard in the field. Just remember
8 this, you don't see black people, you don't see
9 American Indian, you don't see Asian work people
10 working in the field. All the beans and everything,
11 all the rice and harvesting in the State of Minnesot
12 are by hispanic people. And I never see anything
13 about problems affecting the migrant worker, the har
14 working in St. James, Wilmer, I never see anything
15 like that, something positive. Whatever you see is
16 negative. So, I would like to demand the mass media
17 to do the good story, they're good stories in those
18 area. Even that poor people working so hard. So,
19 look for the good stories and by line that. We need
20 that. So, don't always show the negative side. Yes
21 we have some negative points in our life, too, but w
22 also have good, positive things in our life.

23 Another good example that I have is

1 that I would like to see more people of color in
2 radio station, like KFAI or KKUM. KFAI a hundred
3 percent of the staff are white people. I know that
4 because I'm on the board. And the reason why I'm on
5 the board is because I'm pushing to see people of
6 color -- it's not I don't have anything against any
7 race, okay, but this is my personal opinion. But I
8 would like to see hispanic, I would like to see black
9 people in the staff, you know, so they can start to
10 change the way the role that they're doing in our
11 community. They're talking in the community, but
12 it's only white people. I don't have anything
13 against about the white people, okay, but this is
14 just the way my concept about what I see in this
15 society. So, I can talk and talk for hours, but I,
16 again I would like to see more involvement in the
17 hispanic community in all the events, all the mass
18 media have to take care of us. If they want to know
19 about a community, come to us and ask about us. The
20 Lupe Lopez at the Center of Chicano (phonetic), I
21 know Lupe for years and she's a good source of
22 information for the mass media, or they can come to
23 me. I can say I don't know, I'll find out. If

1 they're looking for a good speaker for one particula
2 issue, I can find out, I can help it, but don't
3 ignore the hispanic community.

4 MS. LOPEZ: I was going to make a comment
5 to Mr. Duarte about when they had this gathering here
6 or whatever you want to call it that was put on by
7 Care 11. The same day that I got the news through
8 the mail that there was going to be such a gathering
9 I immediately picked up the phone because I wanted to
10 be there. I'm sorry, Mrs. Lopez, we're all filled
11 up. And I said, but I just got this in the mail
12 today. So, you know, I sometimes wonder if we're the
13 last to find out about such things and consequently,
14 we don't get the opportunity to have input --

15 MR. DUARTE: It's just like we're invisible
16 and we are not.

17 MS. LOPEZ: I did want to tell you that I
18 made a big stink about it. But I think that some of
19 us, especially like people like yourselves that have
20 a newspaper, that I think you're providing for many
21 of us the balance that we're looking for against all
22 this negative portrayal of many of our people. I
23 think this is the reason we're having the hearing

1 because the perception has really become reality.

2 CHAIRMAN RYLAND: Other questions? We'll
3 move on to the next speaker, Mel Reeves, from the
4 Minneapolis Spokesman.

5 MR. MEL REEVES

6 I'm Mel Reeves, I'm from the Minneapolis
7 Spokesman. We're also in conjunction with the St.
8 Paul Recorder in St. Paul. I'm a staff writer and
9 staff editor for the Spokesman. I was thinking as I
10 was sitting in the audience listening to the previous
11 panel, I was listening to what Don Shelby was saying
12 very carefully because he was mentioning the keys to
13 a good story. And I kept trying to figure out which
14 one of them that they were missing. You know, he
15 mentioned fairness, subjectivity and balance. You
16 all are aware that after the Rodney King verdict --
17 shouldn't say King verdict, but for lack of a better
18 term, L.A. basically went up in flames. And around
19 the country people held marches and rallies in
20 support. And here we had one of the largest, in
21 comparison to the population. In fact, I was one of
22 the people who helped organize it. I'm an activist
23 as well as a writer. And I rushed home after the

1 rally, we had 6,000 people; between 5,000 and 6,000
2 people that took to the street. And anybody who was
3 there or saw it, at least the best part of it on t.v.
4 saw that there was a rainbow of people, especially
5 when it comes to colors. Anyway, I rushed home to
6 see it -- no, I rushed to a restaurant because I
7 couldn't get home in time to see it. I think it was
8 Channel 4s news and we had tried very hard to
9 organize it, leave the police out so that we wouldn't
10 have a violent march in which people could say oh,
11 you know, they're not talking about anything, they
12 just want to tear something down. We're trying to
13 make a point, this wasn't right. And so as we came
14 into downtown, about 10 to 15 young men broke ranks.
15 In fact we were so -- some people were so intent on
16 providing security that some of the security people
17 ran after the kids who broke ranks. So, it really
18 looked wild for a second there. But the kids only got
19 so far they got into a store and I think they
20 basically ransacked one store. When I turned the
21 t.v. on, I remember in my mind it was 6,000 people
22 marching and chanting. When I turned the t.v. on,
23 take a wild guess as to what I saw first and foremost

1 on the television set? And I tell you, I could hav
2 thrown a brick through that t.v.. It was so
3 inaccurate. It was so unfair. It was garbage. It
4 was just total garbage. I kept thinking, how could
5 anybody have been at that march and lead off with
6 this story. It was impossible. So, I called around
7 to find out what the other stories were. So,
8 fortunately, the rest of the channels didn't give it
9 as much play. But, Channel 4 led off with this
10 story, and they even had the parade route drawn, the
11 march route drawn, and they showed the route that th
12 15 looters took. It was incredible, as if maybe one
13 of the camera people or reporters was one of them,
14 because I didn't get that accurate a reading on what
15 was happening, and I was right there. I thought tha
16 was a perfect example of one of the problems with th
17 stereotyping done in the media and that is they
18 really do sometimes go out of their way to show you
19 one perspective, the perspective that somehow they
20 have in their minds. I don't know where it comes
21 from.

22 Maybe -- I always say I don't believe
23 journalists are objective. I think anybody that say

1 that is not telling the truth because all journalist
2 come to every story, every situation with a bag.
3 They all do, we all do. And so I think we need to
4 stop telling that lie because basically that's what
5 it is at this point. Because nobody can come up with
6 why they keep doing the same thing over and over.
7 For example, the press here seem to take an
8 adversarial role when it comes to people of color.
9 If the police shoot a black person in the back, kill
10 him, the press will say, after they have get tired o
11 hearing black folks complain, why don't you all look
12 at your own neighborhood? They don't do that if
13 people were complaining about a white person was
14 shot. They don't say why don't you look at your own
15 neighborhood, see what the problems are in your
16 neighborhood. They'll run editorials, they'll run
17 two or three stories. In fact, it's happened twice
18 in my recent memory. When Tycell Nelson as you all
19 you locals know what I'm talking about, shot in the
20 back by the police, there were a lot of questions
21 about that. I don't think they were fully
22 investigated by the newspapers and I think partly wa
23 because the victim was black. And recently, and the

1 trotted out the black on black crime kind of agenda
2 But, recently, a young man was killed in his
3 apartment and it was a real muddy situation in which
4 he had threatened a woman, and so there were several
5 issues that were involved here, and one was the
6 battering issue, and the other was domestic abuse and
7 police, and should the police have used this kind of
8 force. Well not long before I think a few months
9 before, a year before, a woman had gotten killed
10 right downtown here, and it was a bad thing. I
11 remember the paper, you know, reported it, but
12 nothing else was said about it. I think a few months
13 later another woman was killed and another woman was
14 killed, and there was no special story. But, when
15 this young man was killed in this situation, there
16 was story after story, focusing only on the domestic
17 abuse, as to say we don't want to deal with this
18 possible police brutality. We think you all ought
19 to be dealing with this.

20 So, one of my main hang ups with the
21 press and their stereotyping is that they try to
22 direct the thinking of community. They say no, you
23 ought to think this way. For example, if they come

1 angle on this story. And as soon as they got it, it
2 was like we got it. And so that was reflected.

3 MR. REEVES: And they didn't have it.

4 MS. ROGERS: They didn't report accurately
5 what happened. They showed a small segment.

6 MR. BARTELLE: Mr. Reeves, there was a
7 meeting at City Hall, according to each newspaper,
8 after the Riverside incident of which you just spoke
9 of with 4 policemen shot this guy, I don't remember
10 his name. Are you aware that this meeting at City
11 Hall, the people who were in charge of the assembly
12 barred the Minneapolis Tribune from being -- from the
13 meeting of whatever government official?

14 MR. REEVES: I was there at that meeting.

15 MR. BARTELLE: My first reaction was that
16 there are times when a conspiracy of silence is very
17 appropriate because my experience as a lawyer and a
18 trial lawyers handling some higher profile cases, I
19 have yet to see a reporter report exactly what I
20 said. So, I don't know if you were a part of the--

21 MR. REEVES: I was there. In fact, I
22 thought that--

23 MR. BARTELLE: Was McGuire there?

1 to interview three of us and they find out well, my
2 position is radical, they're going to go talk to y
3 two because they don't want, for whatever reason,
4 they don't think that view ought to be represented.
5 I can go on and on, but those are the things that
6 really stand out in my mind is the fact that the
7 press almost takes an adversarial and a patronizing
8 role when it comes to the black community.

9 CHAIRMAN RYLAND: Questions?

10 MS. ROGERS: I'm right on with what you're
11 saying. I just want to point out, though, that I
12 think Don Shelby spoke of accuracy, and I don't think
13 he talked about having objectivity, and that may be
14 the missing component.

15 The other thing is we all know, and
16 certainly as a member of the media, and I play that
17 role sometimes, too, that the media gets involved in
18 sensationalizing stories. And I know that I as a
19 citizen of this community and someone who pays a lot
20 of attention to the media and what they do here, fel
21 that they were hungry for a local story after that
22 L.A. situation erupted. It was like, you know, a do
23 is waiting to be fed. It's like, give us the local

1 MR. REEVES: No. They'd have definitely
2 kicked him out. His representatives was there. I
3 thought it was kind of unfair for them to do that
4 because then you'd have to go and Channel 5 and
5 Channel 4 and I think they kind of picked on the
6 Tribune that day because there were other press
7 people that was still there, including myself. But
8 had on two hats. I was there, I think what they were
9 trying to say was correct, the way they did it wasn't
10 quite right. But they were trying to make a
11 statement.

12 CHAIRMAN RYLAND: Other questions?

13 MS. LOPEZ: Madam Chair, I just wanted to
14 ask Mr. Duarte about the Minnesota Minority Media
15 Coalition that's been formed. I think it's called
16 the Minnesota Minority Coalition.

17 MR. DUARTE: Yes. It's been in existence
18 for the last 4 years. Yes, we are part of this same
19 coalition. Under the coalition we work, all the
20 minority newspapers and magazines in the State of
21 Minnesota, that includes the Native, Asian, Black and
22 Hispanics.

23 MS. LOPEZ: Does that have -- do you have

1 any kind of relationship with like the Pioneer Press
2 the Star Tribune?

3 MR. DUARTE: No.

4 MS. LOPEZ: Was there ever an attempt?

5 MR. DUARTE: We have tried to have some
6 contacts, but so far we haven't gotten too far with
7 those people.

8 MS. LOPEZ: And I don't know how long you
9 are within your individuals as far as staffing
10 because I know I've heard before from some of the
11 newspapers that they were having problems with the
12 recruitment of minorities for journalists to become
13 journalists or whatever. Do they ever utilize your
14 newspapers for recruitment purposes?

15 MR. DUARTE: For a position within the
16 mainstream?

17 MS. LOPEZ: Yes.

18 MR. DUARTE: They just started. I see a
19 couple from the St. Paul Pioneer and Channel 2.
20 That's the only two so far. So the idea of the
21 coalition to pick for information and some business
22 too.

23 MS. LOPEZ: I could see that as a viable

21

1 speaker for minorities, whose paper like yours you
2 could provide the training group for some of our
3 young people.

4 MR. DUARTE: That's one of our goals, too.

5 MS. LOPEZ: Thank you.

6 MR. DUARTE: Sure.

7 CHAIRMAN RYLAND: Thank you very much. And
8 this has been quite an education for me because I'm
9 from Duluth and I've not seen your newspaper, I'm
10 sorry to say. And so it's been an interesting panel
11 for me, especially. Thank you very much for
12 coming -- excuse me, Ruth, how can I do that? She's
13 the only woman on that panel and I'm supposed to be
14 in line with that. The previous one was four people
15 maybe I have that one stuck in my head. Ruth, I'm
16 very sorry that I missed you and Ruth, in the time
17 that's remaining -- we have plenty of time for your
18 presentation, too. Ruth Denny and she's from The
19 Circle. And would you tell us what that is?

20 MS. RUTH DENNY

21 The Circle is a Native American newspaper.
22 It's the biggest indian newspaper in the State of
23 Minnesota. It's one of the biggest in the country.

1 I'd also like to say that we are all victims of
2 racism here, and it's one of the reasons why,
3 probably the main reason why The Circle started was
4 because the Pioneer Press and the media, Star Tribu
5 refused to tell many of our stories. And when they
6 tell our stories, they tell it wrong. They don't
7 have the cultural perspective. They don't have the
8 education, and they don't have the view of our
9 community. They, probably, none of them lives in
10 poverty. They don't understand what it is like to
11 poor. We have white middle class reporters coming
12 into our community and supposed to tell our story.
13 How can they tell our story when they have no
14 perspective of where we're coming from as people?
15 That's just one of the many, many problems that I
16 think our whole society is a victim of. And when I
17 was asked to be a part of this panel, the first thi
18 I noticed on the list was the minority press was
19 under the white press. And I was thinking, wow,
20 that's a statement. They're already telling us tha
21 we don't matter here, and they are the ones that ar
22 the important ones. And, of course, none of the
23 white press are probably back there listening to w

1 we have to say because it doesn't matter to them wh
2 we have to say. They're the ones making the news.
3 They're the ones telling us what's important in our
4 community. So, there's a lot of problems, even wit
5 this panel. I see there are no indians on your
6 panel. They're plenty of indian people that I know
7 that you can ask to be on this panel.

8 MS. LOPEZ: We do have, he's not here
9 today.

10 MS. DENNY: That's too bad. It's very
11 important to have people of all nationalities.

12 The other thing I wanted to say was
13 that the newspapers are businesses, they're
14 population driven. That was another reason why The
15 Circle was started was because we have a small
16 population. It's one of the biggest in the country,
17 but to them it's small. Many of our stories were no
18 told on the front page, not front page news. They
19 don't care. Our stories are in the metro section in
20 the back pages. It's not played up as an important
21 story. But, for us when our religious freedom righ
22 are being destroyed and dessimated everyday, that's
23 very, very big story for us. As indian people, whe

1 our treaty rights are dumped on everyday, that's a
2 big story for us. But, the Pioneer Press and the
3 Star Tribune don't think it's a big story because we
4 are such a small population. I think that idea of
5 smallness and the idea of running a news service and
6 in terms of population is wrong. And I think that
7 you're going to have a lot of problems when you start
8 saying this is important, this is important and this
9 is important because we have -- most readers, most of
10 our readers are whites, white middle class people.
11 They're going to pay for the paper. They're the ones
12 who pay for advertisers. How are we as people of
13 color who probably don't care to read the Star
14 Tribune or Pioneer Press because none of our stories
15 are in the paper in the first place, when they are,
16 they are wrong. They make us angry. Why would we
17 want to buy that paper?

18 So, there's a lot of problems here.
19 So, I think being a part of the media that some of
20 the white people are some of the most arrogant people
21 on the face of this earth. It's really a bad thing
22 that you have some of the best minority media people
23 here right on this panel in this town, but none of

1 these white people that come here and say that I'm
2 trying to recruit, we're trying to recruit, not one
3 time did they give me a call and say, well, we would
4 like to have a Native American reporter on our staff
5 do you have anyone? Not one time did any of those
6 white people come to me with anything like that.

7 MS. LOPEZ: That's why I asked that
8 question. Do they use you?

9 MS. DENNY: What they do, they don't even
10 ask us can they use our story? What they do, they
11 read our paper, they get ideas for their story, they
12 write their own version of it, put their by line on
13 it and don't even ask us if we want to be a part of
14 that. They don't even ask people in our community
15 whether or not we want to be a part of the newsmakin'
16 team. What they need to do is, with the minority
17 people all over these Twin Cities here, there's no
18 excuse, for me, as far as I'm concerned, for these
19 people to be so out of it. To sit up there and say
20 that this is a white paper and we're supposed to
21 accept that, no, I'm sorry, I don't accept it.
22 There's plenty of educated people of color in this
23 community, experts. I think that they should be

1 using them. I think that they should be calling us.
2 Our phone should be ringing everyday if they're
3 really trying to get some minority people on their
4 staff. That's a big problem and I'm tired of the
5 white middle class people coming to our community an
6 telling us what's important and who is important in
7 our community.

8 MS. LOPEZ: Madam Chair?

9 CHAIRMAN RYLAND: Yes, Lupe?

10 MS. LOPEZ: I know, that's one of the
11 reasons why the newspapers formed to get our news in
12 and are there. I think that this would, this panel
13 would be ideal for us to receive recommendations as
14 to what we can do as a community, what the community
15 can do to help create some change. I think you're
16 the very people that we need to hear from. And
17 because you've lived it, you're living it everyday,
18 you're experiencing the snobs, if you will, from the
19 what one gentleman called the white supremacists, I
20 think that this would be a good opportunity for ever
21 minority newspaper editor to present their
22 recommendations to this committee so that it can be
23 part of our findings.

1 CHAIRMAN RYLAND: Other questions?

2 MR. WEINBLATT: First, to comment on that
3 comment about the lack of contact for potential
4 employees, and the lack of contact for cross
5 fertilization on stories, did any of you have any
6 views of any experience with editors or reporters
7 from the print or electronic media calling for a
8 perspective; come read their story, come give me some
9 input, anything close to that?

10 MR. REEVES: I have worked with the Star
11 Tribune reporters and it's been a good experience for
12 me in that I've learned a lot about people's
13 perspectives and perceptions because for long I
14 couldn't figure out why things were happening the way
15 they were. I worked with two reporters on a, in
16 fact, the last shooting, the police shooting, I
17 worked with a reporter on and I got the Star Tribune
18 we got the story. But, I helped bring them in so
19 they could get it all. And we were kind of amazed at
20 kind of what they came up with, especially when we
21 took them to the horse's mouth and the whole nine
22 yards. When they got finished with it, a woman
23 almost got victimized. You understand there that

2
1 because they basically victimized her again and kin
2 of accused the community again. But, what happened
3 the Star Tribune really victimized her by not
4 reporting what they said. And they really made her
5 look like a fool is what they did.

6 MR. WEINBLATT: Would it be fair to say
7 they just don't get it?

8 MR. REEVES: Some people really don't want
9 to get it or, you know, you can't get it when you
10 think you have it. And you see, that's it. You just
11 can't. And I worked with two reporters and they
12 really think they have it and they think they're
13 doing -- no matter how many -- and you get tired of
14 telling people after awhile because you figure well,
15 you're going to make them look stupid. You said,
16 okay, you did better this time. We won't argue about
17 it. At least you made an effort. And you can't
18 figure out why they won't go further. It's just
19 ingrained in people, I think.

20 CHAIRMAN RYLAND: Next one, Karon Rogers.

21 MS. ROGERS: Mine is sort of a follow up
22 an earlier question and it's addressed to everybody
23 and in particular, you, Ruth, and then a particular

1 question for Gary. Have you ever tried to sell a
2 story to the Star Tribune or the Pioneer Press or
3 have you ever tried to knock on that door for
4 employment or recommend someone to them for
5 employment?

6 MS. DENNY: I have called a couple of
7 editors on a couple of occasions to give them story
8 ideas. They never bid on the stories. I got tired
9 of calling them up and trying to suggest stories for
10 them, so I stopped doing that.

11 MS. ROGERS: It's frustrating?

12 MR. DUARTE: It's frustrating.

13 MS. DENNY: I never thought that it was an
14 avenue for me to be employed by them. On the other
15 hand, I think that a perspective from a person of
16 color is very valuable. But how much power are you
17 going to have in a newsroom being the only minority
18 being there and they're thinking you're stupid, so
19 they won't give you a position of power. A position
20 of -- as far as I'm concern I have as much power as
21 need with The Circle. Why would I want to go to
22 where I have all white females telling me what to
23 report. I think on that, since it's very

1 discouraging for me to work, I wouldn't want to work
2 for those folks. And I think it's important to get
3 their concerns. I think it's a better attitude. I
4 don't think these white people really want to know
5 what our perspectives are.

6 MS. ROGERS: Gary, you were asked earlier
7 about if you felt you have the skills and capability
8 of writing for the Star Tribune, for example, and you
9 said yes. And then you said but you probably would
10 get fired the next day. That was not for lack of
11 skill. I just want to clarify that for the record.

12 MR. BLAIR: It was a lack of aggression.
13 I've been accused of being negative, too assertive,
14 too abrasive, any time you talk for people of color.
15 I've seen time after time after time over there in
16 neighborhood situations, that are just outrageous,
17 open sewers running in people's houses, all of that
18 kind of crap. I've begged them to come out there and
19 I just got mad and by the luck and grace of God I
20 guess I ended up here.

21 MS. ROGERS: I just wanted to clarify, for
22 the record, it was not lack of skill.

23 MR. BARTELLE: Madam Chair, I have one

1 question. Ruth, were you present in the room when
2 Mr. Shelby from WCCO was saying he was looking for
3 help?

4 MS. DENNY: I heard part of it, but I didn't
5 hear all of it.

6 MS. LOPEZ: He was looking for help in
7 helping him present the news about the minority
8 community in such a way that it adds some balance to
9 it. He asked one of the young ladies, one of the
10 presenters who was going to offer that assistance to
11 him. It might not be a bad idea for all of you to--

12 MS. DENNY: See her?

13 MS. LOPEZ: No, I would take him up on it,
14 though.

15 MR. REEVES: They say it all the time.

16 CHAIRMAN RYLAND: You all might find it
17 interesting to read the printed report that comes out
18 on it so you can really--

19 MR. REEVES: I concur with everything she
20 said. That's exactly how it is.

21 CHAIRMAN RYLAND: I notice that Ruth, did
22 you bring enough copies of that letter?

23 MS. DENNY: I have a few copies.

1 CHAIRMAN RYLAND: I would really appreciate
2 it.

3 MS. DENNY: There's one for you and I
4 really appreciate it.

5 CHAIRMAN RYLAND: Were there others? If I
6 could get that after, I'll appreciate it. That then
7 concludes this panel, and we certainly thank you for
8 coming. It's been most interesting. We invite you
9 to stay and again to present further testimony in
10 writing if you wish before August 31st.

11 (A brief recess was taken.)

12 CHAIRMAN RYLAND: At this time, we will
13 reconvene. And for this panel we have guests, Gary
14 Gilson from the Minnesota News Council, Yusef Mgeni
15 of the Urban Coalition, and Paul Sand, National
16 Conference of Christians and Jews. I believe we'll
17 take you like you see in the order in which you are
18 listed on the program and follow what you might tell
19 us in about 4 or 5 minutes. We'll follow each one of
20 you with questions from this panel. So with that,
21 Gary Gilson.

22 MR. GARY GILSON

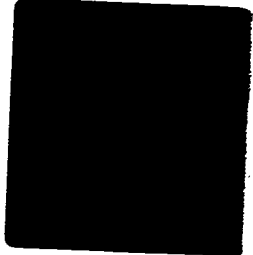
23 Thank you. I've been listening all day

1 and I heard somebody talk about the perceptions that
 2 the readers of the mass media get of the north side
 3 of Minneapolis. At the Minnesota News Council we ha
 4 a complaint against the Northeastern News which is
 5 published in Columbia Heights because the
 6 Northeastern News kept referring to the Bryn Mawr
 7 neighborhood as being part of North Minneapolis, and
 8 the people in Bryn Mawr were beside themselves. The
 9 said, no, we're not part of North Minneapolis, we're
 10 part of the Lakes area. And it just shows the power
 11 that the constant repetition of news about crime can
 12 have in the perception of people that they would be
 13 terrified to think that they would be part of that
 14 community. Whereas, the truth be, the north side of
 15 Minneapolis is that it contains all different kinds
 16 of people, and many of them doing wonderful things.
 17 And you don't seem to find them in the newspapers.
 18 don't think that things that we heard here earlier
 19 today about the difficulty of reporting positive new
 20 are difficult at all. It just takes a minor mental
 21 adjustment, and it doesn't have to be stories about
 22 the Little League or even the next level up from the
 23 Little League in terms of seriousness.

1 There are just great, important stories
 2 about how people live from day to day in terms of the
 3 economy, health care, jobs, stress, volunteerism
 4 caring and sharing of all types that really reflect
 5 the way people live today, and things that people are
 6 doing together. So, I think that whatever you report
 7 and help the media to reflect upon it will be good and
 8 try to persuade them that it isn't as hard as some of
 9 them would make it out to be to do good news.

10 I just want to tell you, because we
 11 have so little time, the best thing I've ever seen on
 12 television about race relations. It was produced by
 13 an outfit, not in Philadelphia, but in the late 60s
 14 and early 70s there was a radical alternative media
 15 group known as News Reel, and they produced material
 16 of subject matter that wouldn't get in on a network
 17 or a local television news network. And from a point
 18 of view that wouldn't get on. Very simply, from the
 19 point of view of real estate developers were block busting,
 20 they were chasing working class Irish Americans out
 21 by throwing the fear of the onrush of a black hoard
 22 of criminals at them, and then selling these houses
 23 that they bought cheap; selling them at a dear price

black people. And while this transition was in the middle, this camera crew went in and talked to this white guy who was leaning on a mop in the middle of his kitchen, and he was reflecting on what was happening. And he said, do you see those kids out on the corner? Those white kids? They're waiting for a black kid to come by so they can beat him up. The truth of the matter is, they don't want to beat him up, they are there and they're prepared to do it because they have learned that that's what they're expected to do. Somebody here talked about being carefully taught. And he said, I used to be just like those kids, but I'm not like them anymore. And I want to tell you why. He said, I'm a recovering alcoholic and I went to a treatment program and one of the activities in the treatment program was an anger counter group, and there are 7 or 8 of us in there and there was one black guy, and he and I looked at each other across the circle every time and we hated each other's guts, and we didn't know each other. And the next thing they did was put us on work assignments, in teams, and wouldn't you know it, he and I wound up on the same team. And he said



1 we continued to look daggers at each other. And we
2 hated each other's guts more than ever before. But,
3 you know, when you work with somebody everyday,
4 you've got talk to them eventually. And so we
5 started to talk and we discovered right off the bat
6 that although we didn't go to school together, we
7 graduated from high school in Philadelphia in the
8 same year. And then we began to talk about other
9 things, and other things, and we discovered that we
10 both had the same problems and wanted the same
11 things. And that's why I'm not like those kids out
12 on the corner anymore. Now, there's not a reason why
13 that can't be on regular commercial television news
14 in some form or another. That's the way people live
15 everyday. And if you hear a story about redlining or
16 about real estate blockbusting, you may hear it from
17 the point of view of steps of the capital where the
18 government commission that deals with that problem,
19 but you don't hear about it from the point of view of
20 the kids, the kitchen, the front stoops where people
21 live that issue everyday. And that's what I would
22 submit though is the real potential because we're not
23 talking about reform here, and not revolution, in

1 terms of helping the news media to perform better and
2 to serve the whole public. It will serve white
3 people's interests tremendously if minority group
4 people's lives are reflected better. And it will
5 also help them if white people's lives are reflected
6 better; whether they're not reflecting very well at
7 all. And that will be a tremendous service to help
8 news organizations. As the outfit I work for tries
9 to help them to see the potential for service.
10 That's why they all got into the business.

11 The commercial considerations,
12 especially in this economy, have driven them crazy
13 and they've gotten away often from their principals.
14 But they, as soon as -- some of them deserve a lot of
15 credit. They admit they have a lot to learn and I
16 think you can help them because a lot of valuable
17 things have been said here today. So, the only thing
18 that counts for me, and I worked in television since
19 1964, is the stuff that's on the tube that you can
20 remember the next day, the next year, and 20 years
21 later. And the powerful stories that I remember are
22 stories about social truth and social change. And
23 they were produced by skilled people whom put their

1 heart in it. And they didn't have to be magicians,
2 they had to make a choice that that story was
3 important, well worth putting on the air and equal
4 importance to any of the stories that the news people
5 here tell you that they have to deal with everyday
6 their stock and trade. It's a matter of choice and
7 allocation of resources. So, that's all I'll say
8 now. Thank you. Are there questions at this time?

9 CHAIRMAN RYLAND: Thank you. Mr.
10 Wilderson?

11 MR. WILDERSON: We have heard other
12 speakers today say that the reason they can't give
13 some of the human stories of the community the
14 positive things is because they are not news. Could
15 you just give me a brief definition as to what's your
16 definition of news?

17 MR. GILSON: Well, I think news is anything
18 that's interesting and important. I mean we can take
19 this from many different points of view. Let me tell
20 you quickly what the standard of news are in the news
21 business. It has to do with money, scandal, and that
22 includes government as well as individual misdoing,
23 and those kinds of things that drive the news

1 business through.

2 I think that the best examples I can
3 give you are stories, for example, the best thing I
4 can do is give you a specific example. I had a
5 reporter working for me one time who said there's a
6 school for handicapped children and mentally retarded
7 children that's going to close because they're
8 running out of money to support it. The parents are
9 going to be out there picketing tomorrow, why don't
10 you let me take a camera over and cover it? And I
11 said, no, you go today before the thing happens, meet
12 everyone there, find out what the dynamics are,
13 establish trust with the people. And when you go
14 back tomorrow, they'll welcome you with open arms and
15 you'll know whose worth talking to. He was very
16 skeptical. He went and he came back and he said I
17 think you may be right. Now you don't have to be a
18 genius to tell him what I had told him because I had
19 been through that experience. I had made the mistake
20 of going with a camera when people have every reason
21 to suspect your motives. But when he went back the
22 next day, he not only was welcomed as opposed to
23 other camera crews that showed up on the spur of the

1 moment, but he had found somebody to tell this story
2 Now, this goes back to 1972 and I can remember the
3 name of the boy who was featured in the story, his
4 name was Billy Hand, he was mentally retarded, and
5 what I remember is that Bill at the age of 15 wanted
6 to have a girlfriend. Now, that may seem very
7 simple, but it humanized the story about the need for
8 a school in which he could have a social setting in
9 which it was possible for him to have a girlfriend.
10 And that did more to convince the people who saw it
11 of the need to put up money for schools like this
12 than anything else. Now, that's news because it's
13 the way Billy and his parents and the school lived
14 everyday. And that type of story is too few and far
15 between in standard brand news. And there's no
16 reason that they should be.

17 CHAIRMAN RYLAND: Alan Weinblatt, you had
18 question?

19 MR. WIENBLATT: Right. I guess that was
20 the question that I was going to have. If the way
21 people live everyday is within your definition of
22 news, but from what we heard at least from the
23 electronic media that is not their method of thinking

1 is how can we then respond to the question that we
2 were asked by Susan Robeson; that is, what types of
3 recommendations can be made so that your definition
4 of news becomes the accepted or an accepted
5 definition within this electronic media community.
6 And tied to that is the difference in definition
7 comes from the economic driven nature of these media
8 or is it, in your opinion, or does it come from what
9 sounds to me like a lack of cross fertilization
10 within the journalistic community between the
11 minority papers and the larger media. In other
12 words, is it ignorance or is it simply coming from
13 two different direction entirely?

14 MR. GILSON: I think it's a combination of
15 market research driven journalism in which high paid
16 consultants are asked what they should -- the news
17 people say what should we do to generate the largest
18 possible audience. One of the popular answers to
19 that questions in recent years has been stories about
20 health care. Another one has been consumer
21 protection. So what you wind up with on a television
22 station one night in the name of consumer protection
23 is a 7 minute feature on what's the best brand of ice

1 cream in-town; 7 minutes out of 17 minutes that's
 2 devoted to the news because the rest is weather,
 3 sports and commercials. It doesn't have to be that
 4 way. I think the public can make demands for service
 5 and say we want more stories of such and such a kind.
 6 The other thing is ignorance is a harsh word, I think
 7 it's that the attention of many people is so much on
 8 surviving in their jobs and playing the game
 9 according to the rules that have been set is that
 10 there isn't very much fresh air that comes in the
 11 window.

12 The idea, you see, if you turn Shelby
 13 loose on a story, until do the story like the one I
 14 just described to you and the one I told you about
 15 this morning about the women in the Battle family in
 16 St. Paul, that's his first choice. He does not run
 17 the news room, but people need to be encouraged,
 18 especially managers need to be encouraged that this
 19 isn't something they should do like taking a pill or
 20 castor oil. This is a smart business decision. They
 21 are trying to generate more audience for themselves.
 22 And they don't even have to take on the roll of do
 23 gooders.

1 Obviously, from listening to them,
2 they're not comfortable with that. They think it's
3 like playing God. Aren't they playing God now by
4 making these choices? They just need all kinds of
5 encouragement to open up. And one of two things that
6 drive me crazy are the only time I ever see a Chinese
7 person on the television screen is when they drag
8 that dragon through the street once a year on Chinese
9 New Years. How come we never visit with a Chinese
10 family or the guys that run say a business during the
11 year? The other thing is on Martin Luther King's
12 Birthday, I don't know why they don't go up to a
13 white person and ask what they think, they only go to
14 black people. So, they ghettoize the people that
15 they're talking to and they ghettoize the whole idea
16 of what Martin Luther King stood for. That's where
17 they need help in opening up their own minds.

18 CHAIRMAN RYLAND: Any other questions?

19 MR. BARTELLE: I think I have a question.
20 I think that what we're concerned with also is not
21 whether something is positive or negative, I mean a
22 lot of things that are news and newsworthy and we are
23 reporting that are negative. The issue is one of

1 fairness, as I see it.

2 And as an example, I was talking to M

3 Flat, a reporter from the Reader and I recalled on

4 WCCO program had a classic case of defamation against

5 a black man, Eddie Murphy. And the story goes like

6 this. The announcer said, do you know how much money

7 Eddie Murphy's got to pay Art Buchwald for Coming to

8 America, \$250,000. Now this was before the appeal

9 indicating that the reason for that was that he had

10 stolen Buckwald's story, Art Buckwald. Now, the

11 fact of the matter is that Eddie Murphy was not then

12 or ever a party to that lawsuit. The fact is that

13 much time prior to that, a long time prior to that

14 Art Buckwald and his partner were negotiating with

15 Paramount about that story or a version of that

16 story. They did not make a deal, Paramount produced

17 the movie, made the movie. Eddie Murphy was just the

18 star in it. And apparently Buckwald and his partner

19 figured that they had intellectual property stolen;

20 that was the implication in that statement. Now,

21 Eddie Murphy was not a party to that litigation at

22 all. He was never sued, he had nothing to do with

23 the story, except as an actor. Now, how do you deal

1 with, I think that's basically unfair and I think it
2 defammatory.

3 MR. GILSON: Well, you have to complain
4 about it.

5 MR. BARTELLE: If I represented his
6 interests, I would. But, it's a fairness issue.

7 MR. GILSON: As a viewer you have a right
8 to complain, and people ought to do more of that, and
9 they'd get paid some addition to.

10 I just want to say one more thing
11 because I may not get another opportunity to. My
12 mind, with the experience that I've had as a producer
13 and consumer of news, the most valuable thing that
14 news organizations can do is to go out and watch what
15 happens all over town, and report it; whether it's
16 good or bad. And, as a by product of that, diversity
17 will be reflected. And one of the things that white
18 people will learn is that all white people aren't the
19 same, and all black people aren't the same, and all
20 black reporters don't want to cover the ghetto, et
21 cetera, et cetera. If anything, at the very least,
22 that will be progress. I mean, the whole idea, if
23 you remember the movie Deliverance, to think that all

1 white southerners are like those awful people who
2 raped the white hunters from the north, I mean,
3 that's as much of a terrible stereotype. But, it
4 lives in everybody's mind because it was so
5 traumatic. And that's what we're suffering from in
6 terms of the coverage of crime, et cetera. So, I
7 just say keep on going out there and looking in
8 places you haven't been looking, and whatever you
9 find, good or bad, put it on, in context. Thank you
10 very much.

11 CHAIRMAN RYLAND: Moving on to Yusef Mgeni.

12 MR. YUSEF MGENI

13 Thank you very much, Madam Chair. oc
14 afternoon. It's a pleasure to be here and share some
15 information with you this afternoon. I'd like to
16 begin by telling you a bit about myself. I worked
17 for 20 years as an award winning journalist in radio
18 television and newspaper, working here in the Twin
19 Cities and around the country. I also was one of th
20 founders of the National Black Media Coalition, a
21 black journalist group, the Twin Cities Chapter of
22 the National Association of Black Journalists,
23 Native American Press Association. Served as a

1 spokesperson for the Corporation for Public
2 Broadcasting, Task Force on Women and Minorities in
3 Public Broadcasting, and have worked with a number of
4 national media organizations; the Committee for Open
5 Media, et cetera.

6 The concerns of people of color
7 regarding the media are not new ones. Intensive
8 study of major newspapers was made by the history and
9 Rayford W. Logan throughout this country at the turn
10 of the century. And as you may suspect, the picture
11 drawn of people of color at that time was far from
12 desirable. Burley, negro, negroid, ruffian, African
13 animal, colored cannibal, were terms used in news
14 stories and in the jokes and cartoons. Words like
15 coon, darkie, picanny, nigger, were commonplace, not
16 ordinary, but even the leading literary journalists
17 of that day which were edited for police Harper's,
18 Century, Atlanta, New Jersey Times regularly used
19 devisive terms in their stories, cartoons, articles
20 and editorials about communities of color. The fact
21 the word "negro" was not capitalized by any newspaper
22 until the Boston Group and Transcript did it in 1900
23 in this had little influence on other major

1 publications of today. Then in 1920, Marcus Garvey
2 University Negro Improvement Association demanded a
3 campaigned that the word "negro" be spelled with a
4 capital N and the campaign began to take hold. In
5 1929, the New York State Board of Education ordered
6 New York schools to teach the spelling of the word
7 Negro with a capital N. The New York Times, the
8 country's most powerful newspaper, announced that it
9 too would capitalize the word and published a full
10 page editorial explanation for fear that their
11 advertisers would abandon the newspaper if they
12 spelled the word negro in upper case. It would have
13 been nice in this single waving of a printer we
14 have created, corrected the inhuman situation for all
15 people of color in this country. Unfortunately, with
16 respect to the media we are still in the lower case

17 When your television picture is out o
18 focus or if you're driving in your car and you're
19 losing the signal of the local radio station, you
20 simply press the accurate color control button on
21 your t.v. or the DX button on your car radio, it
22 quickly adjusts the color and bring the sounds in
23 nice and clear so you can enjoy what you're listen

1 to. However, when I had an image of people of color
2 projected by that same situation come through blurre
3 or distorted, the solution is not nearly so simply.
4 The media informs, influences, educates and
5 entertains, communicates at the same time does low
6 income persons and communities of color, the royal
7 American or bicentennial jobs. Now, this business
8 all began with Amos and Andy. Let's just take a
9 minute and talk about the impact and the power of
10 stereotypes in the media. The Amos and Andy show
11 actually spent 23 years on the radio before taking
12 its sickness to television. It was created in 1929
13 by two white men, Freeman Goodson and Charles
14 Porrell, and the original name of the radio was Sam
15 and Henry. Godson and Porrell claimed to have done
16 an indepth research study of negro life as the basis
17 for starting the show when in reality Goodson played
18 with a black orphan adopted with the family in
19 Richmond, Virginia, and that was the extent of his
20 background. After leaving one station with their
21 show, Sam and Henry, because of a dispute over money
22 Porrell and Goodson moved to another station in
23 Chicago, and the program under the name of Amos and

1 Andy.

2 Now, the station owners was afraid t
3 show might arouse hard feelings from blacks, so he
4 asked the Chicago Urban League to do a most 150
5 leading negroes after the first show, and the result
6 allegedly were 90 percent in favor of the program.
7 So the show went on the air. The Amos and Andy show
8 became so famous that theater owners would stop in
9 the middle of their feature films and bring a radio
10 out in front of the audience because people got up to
11 leave the theater to go and hear these two white
12 fellas on the radio pretending to be two African
13 American men. The telephone company claims that
14 phone calls dropped by as much as 50 percent during
15 the show's 15 minute slot. And this was always when
16 they would do major maintenance because there were
17 few people on the telephone lines.

18 Other examples were statements made by
19 notables like Charles Dawes who was vice president o
20 the United States. And upon being appointed
21 Ambassador to England and the one thing he would mis
22 most was the Amos and Andy show. George Bernard
23 Shaw, after visiting America said there were three

1 things, Rocky Mountains, Niagara Falls and, you
2 guessed, Amos and Andy. The Amos and Andy show was
3 finally brought to television in 1953, but this
4 presented a significant problem because the two
5 primary characters were caucasians, and it was only
6 after Goodsen and Porrell had done 500 personal
7 interviews and auditions on a network, had screened
8 some one thousand black actors and actresses that
9 they were prepared to go ahead with production. It
10 took two years to find African Americans who could
11 meet the stereotypical sick characteristics which
12 Goodsen and Porrell were looking for. Which should
13 tell us something about the power of stereotypical
14 images in media.

15 As unbelievable as it may seem, no less
16 than two presidents of the United States were
17 involved in the search for the actor who would enjoy
18 the privilege of playing Kingfish. Texas State
19 University of suggested by President Truman as an
20 ideal place because there were plenty of Kingfish
21 type characters down there. And President Eisenhowe
22 spent tens of thousands of hours going through old
23 army records to track down laymen who he thought

1 would portray Kingfish. It's interesting how stron
2 these two presidents had formed stereotypical ima
3 in, especially in view of the fact these were white
4 people doing a radio show portraying themselves as
5 black men.

6 The Amos and Andy show was essentially
7 a continuation of minstrel shows performed decades
8 earlier, and despite protests from the NAACP, the
9 numerous organizations, CBS paid two and a half
10 million dollars to Goodsen and Porrell for 20 years
11 television rights to the show. This was 1953. The
12 show was finally taken off the air in 1966, and now
13 enjoys a rebirth in video stores around the country.

14 The media fails to picture people of
15 color realistically, despite our history, accurately
16 report news and events of the interests in our lives
17 and cultures, honestly acknowledge serious leadersh
18 from within communities of color or to
19 proportionately allow people of color into
20 decision-making roles. In short, the media is not
21 constructively contributing to the past, present, o
22 future of people of color in America. They're not
23 even contributing to their own growth or that of

1 white people because they misinform themselves about
2 us as well as us about ourselves. As the
3 Congressional Black Caucus puts it, after their medi
4 hearings, nation's rulers are sometime busy building
5 a mass communication system to mold opinions, support
6 their actions and obscure the truth about racism,
7 poverty and injustice, and economic and political
8 pressure. Because of the preceding view, the image
9 of our leadership has recalled, been false sincere by
10 the media who identify any spokesperson at all,
11 usually because they accidentally heard of them or
12 because they've been referred by someone downtown.
13 And when what we get is referred to as the general
14 consensus of Black, Asian, Hispanic or Indian
15 community. The media as a rule hasn't used the same
16 criterion in adding leadership within communities of
17 color that they use for themselves or for white
18 folks. And this image, monopoly has imposed anything
19 negative, inferior, self images of people of color
20 and destructive superiority images on what people
21 results in a cumulative portrait of people of color;
22 lazy, shiftless, stupid, inferior, being who are
23 often dangerous and must be kept in their place.

1 Let me conclude with the following.
2 Two and a half decades, the national advisory or
3 Commission on Civil Disorders, the Kerner Commission
4 reported the damaging effects of low visibility and
5 stereotypes portraits of African Americans and other
6 people of color in the broadcast media. Following
7 that, the U.S. Commission on Civil Rights concluded
8 in a report entitled, "Window Dressing on the Set",
9 that stereotype portrayals of people of color and
10 women which have been part and parcel of successful
11 program format are perpetuated by the network in
12 their pursuit of higher ratings and higher profit.
13 It was the Kerner Commission report which led to the
14 establishment of public broadcasting system or
15 national public radio and PBS through the corporatio
16 for public broadcasting primarily as a counter
17 balance against racist stereotypes in the commercial
18 media.

19 I would encourage you not to leave
20 public broadcasting or cable television out of your
21 deliverations on stereotypical images in the media.
22 Furthermore, I hope that the advisory body will hav
23 the courage and the decency to ask the U.S. Civil

1 Rights Commission what has happened to all of the
2 well thought, carefully articulated, recommendations
3 contained in several earlier reports that this own
4 body has published. There's no need to reinvent the
5 wheel. The issues are the same. The outcomes are
6 the same, and the challenges and opportunities still
7 exist before us. The problems are more complex, more
8 deeply embedded. The game is the same, nothing has
9 changed. We have a long -- life's too short to dance
10 with an ugly man. Besides, the good don't that's that
11 well, and the portions are small to both. The Civil
12 Rights Commission also noted that diverse and
13 realistic portrayals of women and people of color in
14 the media are effectively precluded by a
15 pre-occupation with designing programs primarily for
16 the maximum audience draw. And broadcasters will
17 tell you we're not in the business of narrow casting
18 we are in the business of broadcasting. And we would
19 argue in return, the public interests are a
20 collection of special interests and, again, racism is
21 a double-edged sword. It hurts the majority culture
22 as well as communities of color. It misinforms and
23 miseducates them about us and us about ourselves;

1 doing neither service or providing balance for
2 accuracy.

3 The issues again have not changed, the
4 are the same in commercial broadcasting. They are
5 the same in public broadcasting. They are the same
6 in cable television. They are the same in film,
7 video, movie industry. They are in large part the
8 same in the print media across this country. The
9 evidence is thoroughly documented to debate. All yo
10 have to do is to pick up any newspaper, turn on any
11 radio or television station for ample documentation
12 of what I'm informing you about. And I hope you'll
13 provide Mr. Sand with the opportunity to share hi
14 thoughts, and perhaps after he's concluded, it would
15 be appropriate for me to entertain questions.

16 CHAIRMAN RYLAND: All right. I think we
17 will move right to Mr. Sand and questions after that

18 MR. PAUL SAND

19 Well, I'm overwhelmed by these two
20 gentlemen. I did give a briefing this morning. I'm
21 trying to find something different to say. It's ver
22 hard, but I would like to ask this Commission during
23 the planning session, did it occur to you to bring

1 a weekly publisher from Elbow Lake, Minnesota?
2 Someone who is out there in the rural area or a
3 religious editor from the Catholic Bulletin or the
4 Lutheran Scanner. I think it would have been very
5 good to have that kind of input. My concern that I
6 have dealing with rural and rural Minnesota and rural
7 North Dakota and South Dakota and going around
8 talking to a lot of those editors. And those weekly
9 newspapers, you'll find out that there is absolutely
10 no minority coverage because we don't have what,
11 minorities, right. Well, give me a break. Let's go
12 up to Barnesville, Minnesota where we have migrant
13 workers working out there in the sugar beet field and
14 there's a great deal of racial tension going out
15 there; no reporting that's going on, not from the
16 journal, anything. We'll let the mainstream paper,
17 the St. Paul Dispatch, which they're not going to
18 send a reporter out to Barnesville; you think so? How
19 about the Tribune. Maybe, oh my goodness, no, I
20 don't think so. But, any way, you have these weekly
21 newspapers doing nothing. They're not talking about
22 candles, sensationalism. They're talking about
23 crops, forecasts, sales of implements, social

1 activities, bowling league, honoring their local
2 athlete. Minorities are invisible; no comment.

3 South Dakota, a small weekly newspaper
4 going around out there, we're talking about issues,
5 editors in a town of 2,000 people might have 7,000
6 subscribers. We're sitting there talking and
7 suddenly he turned to me, you know, you want to hear
8 a joke? Sure. What do you call a white man
9 surrounded by Indians? I said, I don't know. A
10 bartender. And he laughed. Here's an editor of a
11 newspaper, you would think living close to a
12 reservation, Pine Ridge, you think he's going to
13 report fairly, objectively, balanced on minority
14 issues? Give me a break. No way.

15 MS. LOPEZ: I'd like to know what you told
16 him.

17 MR. SAND: I just got up and walked out.
18 You can't move a mountain. Sometimes you can. The
19 weekly newspapers provide an opportunity, I think, to
20 raise those racial questions out in my little home
21 town in Windem, Minnesota, Grant County. I'm talkin
22 about giants of the earth, salt of the earth people
23 out there. I talked to my relatives out there and

1 they tune in on Tulsa, Oklahoma Gerald Winrod,
2 Junior, son of Gerald Winrod, Anti Semitic from
3 Detroit, Michigan, still broadcasting the Jewish
4 conspiracy. And those folks out there hear this kind
5 of thing, they're not challenged, they're not
6 confronted. They hear and they take it as what, as
7 the gospel, as the gospel truth. And I keep on
8 saying hey, invite me out to the bible study class,
9 and my mother can only say one thing, offta
10 (phonetic), no way Ollie, you're not going to do that
11 and embarrass me. Religious press is very important.
12 Now, when you go out in rural America, many people
13 only subscribes to the weekly newspaper in that
14 county. Do you know that that town of 2,700 people
15 in my home town, five people subscribe to the Star
16 Tribune. Their major print news comes from the
17 weekly newspapers, and then from Andy Rooney. I call
18 him Andy Rooney, sorry, but you know, and then
19 someone by the name of Howard Cossell. My God,
20 there's the model and they get that click on, they
21 tune in on WCCO and see Don Shelby now and again.
22 You got my concern on that one religious newspaper
23 all across the nation.

1 And I just came from a staff confer
2 in Chicago, 68 regional offices around the United
3 States, and we share information, what's happening
4 out in Birmingham, Alabama, Baton Rouge, Louisiana.
5 What's happening in the media, what's going on. It'
6 horror stories, believe me. Minnesota looks great a
7 compared to the other states in the nation in terms
8 of media stereotyping of minorities. Minnesota is a
9 step up. But listening to the commentaries, sounds
10 pretty tough. We've got a long ways to go and we
11 will go that way. That's really essentially what I
12 want to say. I don't know how to address that
13 problem out there and how to address that problem
14 without going down the slippery slop to censorship.
15 As a mentor, as a member of the Minnesota Civil
16 Liberties Union Board, I can see some of that hate
17 literature that crosses my desk and say, my God, how
18 can anybody stupid enough believe this propaganda.
19 But, that's the price we have to pay when you get to
20 not see the thunderbolt and you watch every racial
21 minority get stomped upon. How do you do it? It's
22 education. Well, you go out to rural Minnesota, you
23 know, what causes racial tensions in the Twin Cities

1 multi cultural education. That's what is doing it.
2 We need a consensus in the land, not discensus,
3 homogeneous. My first language is Norwegian, good
4 old Norwegian Lutheran, white, blue eyes. But now
5 down in Norway there were some with dark eyes, too,
6 believe it or not.

7 I don't know what the answer is. I'd
8 like to share with my colleagues on my left and my
9 right. I wish we could get out there and educate,
10 but they set up little empires. Do you know that
11 when you look at those owners of those newspapers out
12 there, it's generally from one family generation to
13 another. And I'll stop with one other story. I got
14 a call from central Minnesota from a women. She
15 says, do you know she said that our weekly newspaper
16 in Grandpa's Corner is publishing the Protocol of
17 Elders of Zion from their Dearborn Press from Henry
18 Forth verbatim? And she says, it makes me mad and
19 they will not allow me to write a rebuttal because
20 Grandpa's corner, he used to own the newspaper and
21 everyone loves him. He's 90 years old. Finally she
22 did, finally she found out who the owner was, a
23 former Governor of Minnesota. They cancelled that

1 article. The next day her children were beat up,
2 they egged -- her house was egged, her tires slashed.
3 She called me up, the people in her church would not
4 speak to her. She said, I'm so sorry that I ever
5 raised my voice. I will never do it again.

6 There's problems not only in River
7 City, there's problems out there in rural America
8 with the media. It's a small part, but let me tell
9 you something, it has one tremendous impact on the
10 attitude of people towards racism, prejudice, et
11 cetera. That's maybe where we should start. Thank
12 you.

13 CHAIRMAN RYLAND: Yes, Mr. Ruiz?

14 MR. RUIZ: I'd like to ask this learned
15 panel if you're aware of the subliminal messages and
16 so forth that have been essentially prohibited. If
17 subliminal messages have been the rule, then why
18 can't we buy it? Why can't we classify perhaps a way
19 to do racism in the media? It's not subliminal, it
20 hits you like a truck?

21 MR. MGENI: I believe, Madam Chair, the
22 mind works just like the stomach. If you control
23 what goes in, you can control what comes out. In

1 terms of interpersonal relations, et cetera, and our
2 children spend more time in front of the television
3 sets before they enter kindergarten than the adults
4 will spend earning a 4 year college degree. In
5 today's society, that's a tremendous influence. If
6 you went to court in the State of Minnesota for the
7 crimes that the road runner commits against Willy
8 Coyote in the space of one cartoon, you'd probably
9 get 9 life sentences back to back. And we wonder why
10 our children go out and try and maim and kill.

11 Another look at the Ronnie Simona case.
12 The kid in Florida who saw an emulation on t.v., went
13 out and set an elderly citizen on fire. When
14 children look at television before they're 12 years
15 old, they've seen 30,000 commercials and what kind of
16 scientific information are we giving them? We teach
17 them how to buy coffee, by conducting the three spoon
18 test. They teach them how to buy toilet paper. We
19 all know how to do it, squeeze it. We know how to
20 buy Toilet Boy, by looking for the white boy in the
21 white suit, in a rowboat rolling around in the toilet
22 bowl. And these kids think that because they pass
23 products across the computer scanner in the

1 supermarket that they're computer literate, that
2 they're part of the computer generation. We do
3 phenomenal damage. We show 94 percent of the
4 reference to sexual intercourse, 12,000 references
5 are extramarital, unprotected intercourse. And we
6 wonder why kids behave the way they do and where they
7 get the ideas that they emulate on the weekend or
8 Friday night in the mall or wherever they happen to
9 be. Television also, and I don't want to just paint
10 with a brush that's negative. The media was the
11 major influence responsible for the success of the
12 Civil Rights Movement because it brought the tragedy
13 and reality of history in millions of living rooms
14 around this country. So, the media can play a
15 positive role in influence and bringing about
16 positive social change in our country. The media, by
17 its very nature, is liberal by virtue of the fact
18 that it's mission is to report on change. But when
19 you look at its other uses, look at the very first
20 commercial motion picture film created in the
21 country, Birth of a Nation by D.W. Griffin, heralded
22 as a classic in some communities, but look at the
23 negative stereotypical trends in Birth of a Nation

1 There are countless examples that go
2 24 hours a day, not just on television, but in radio
3 newspapers and cable television franchises as well.
4 Bob Johnson started Black Entertainment Television by
5 going to the public library and borrowing black films
6 that were free and putting them in four million homes
7 and four hundred markets around the country. The man
8 is a multi millionaire by providing black people with
9 programming unavailable on public or commercial t.v.
10 By providing the service that was desperately needed
11 that has been commercially successful, that people
12 are willing to pay for. It's the same thing is true
13 for the spanish channel on cable television. The
14 same thing is true for the Asian programming on
15 radio. So, television is listened to throughout
16 the community, and it's not simply by for and about
17 Hispanics, it's by and about Hispanics or Asians or
18 African Americans or Native Americans. It's for
19 anybody who is interested in learning from it and/or
20 participating in it. That's the crime that the
21 perception is that we are what advertisers refer to
22 as the undesirables. You want to know what reality
23 is, we may only comprise ten percent of the consumers

1 in a particular market, but that ten percent can make
2 a difference between 5 percent profit or 5 percent
3 loss. And all the businessmen want to be in the
4 black when it comes to opening up the cash register.
5 Them dead president in green suits all go in the same
6 drawer. They don't have one drawer for Asian money
7 and another one for Latino money, and one for Indian
8 money and one for African American money. They all
9 go in the same drawer. And it's very powerful.

10 CHAIRMAN RYLAND: Thank you very much.
11 We're out of time, but we will--

12 MR. GILSON: I was walking down Lake Street
13 a few months ago and two white guys were behind me
14 and I just overheard their conversation. One of them
15 was boiling at the entitlements that he saw black
16 people receiving what he considered handouts of his
17 tax money. They think they had it hard, and he
18 described in ten seconds a childhood that nobody
19 would want to have. And that he experienced, and I
20 know of the reality was tremendous tension, although
21 this was very polite society, people don't talk about
22 it very much, but the media have a responsibility to
23 help us examine ourselves so we can get along better.

1 together. Now that tension that this man represents
2 is there. Television people will tell you that they
3 don't want to put stories on the news where people
4 are talking. They want pictures, they want moving
5 images. The most successful public affairs
6 television program in the history of this country is
7 60 minutes. If you watch it every week, there are
8 very few pictures than talking heads. The stories
9 are competent, are very compelling. You have to
10 grant that those are very compelling stories, but
11 there are also compelling stories in this community.
12 And the pictures of those people's faces when they
13 talk about their joys and about their pay, those in
14 their lives and try to examine that and see who is
15 capable, whether it's their responsibility or not are
16 vital. And the great lack of any discussion that can
17 help that guy I saw on Lake Street to understand the
18 dynamics of the society that he's living in, and
19 maybe he won't pick up Shelby Style's book, The
20 Content of our Character. And whether you agree with
21 the analysis in the book or not, the ideals of what
22 black people are struggling with in terms of their
23 own self perception and is the whole question of

1 whether entitlements are good or bad. That's a
2 question that ought to be out there in the public
3 conversation so that people like the guy on Lake
4 Street can understand that life is more complicated
5 than his resentment.

6 CHAIRMAN RYLAND: And that's the
7 responsibility of the media. One more.

8 MR. BARTELLE: Let me dovetail. I think
9 the media has a responsibility, as you say, but they
10 also have a responsibility to educate. That man on
11 Lake Street is not the only person who talks about
12 objects to his tax dollars in entitlements. The
13 president has just asked the Congress to appropriate
14 \$43 billion to bail out the S and L mess that those
15 white collar criminals who created which amount of
16 money greatly exceeds welfare costs and social
17 security and Medicare. They have a responsibility to
18 educate. What welfare has a top and the bottom is
19 also.

20 MR. MGENI: I would take issue with that i
21 their responsibilities is to deliver their viewers
22 and their readers to their advertisers.

23 MR. BARTELLE: I realize the business, yes?

1 MR. MGENI: I would argue that the air
2 waves belong to the public, they're listening through
3 the Federal Communications Commission. And we have
4 every right to be protect from over
5 commercialization, from racial bigotry and business
6 as from unbalanced, inaccurate portrayals that creat
7 what Dr. King called little clouds of inferiority in
8 our children's mental psyche. That I have a 12 year
9 old daughter and I would challenge the media to
10 assume the responsibility for the image that she
11 views of herself, what does she have to look forward
12 to when she grows up? She can either be Aunt Ester
13 okay, she can be one of the negative cartoon
14 characters. She can be one of the stereotypical
15 images that she sees or she can grow up to become a
16 free, proud and contributing member of our community
17 And I argue that the latter is only possible by
18 monitoring her exposure to the media and providing
19 balancing images to counter the racism, the sexism,
20 the economic oppression and the other status quo use
21 of the media to manipulate public opinion and to
22 develop public policy in this country. We can not
23 abrogate that responsibility, and we have had major

1 run ins with public broadcasting, with commercial
2 broadcasting, with the print media, with radio, and
3 television stations, and countless occasions, until
4 after, until you have to go down and get right in
5 there fast and make them very uncomfortable, threate
6 litigation boyott and public embarassment. Even to
7 get them to acknowledge that you have a point of vie
8 that is worthy of respect and they don't have the
9 faintest clue why you're upset or concerned because
10 they have such good intentions.

11 Let me say this, to convey the
12 seriousness of the problem of stereotypical images,
13 if they're going to cover a story that relates to
14 farm or agricultural business. They at least find a
15 reporter who grew up near a farm, didn't have to be
16 farmer. At one point in their lives, if they're
17 doing a business story, they at least want somebody
18 whose father went out of business or somebody who ha
19 a couple of business classes in school, they would
20 not think of assigning a reporter over to the
21 legislature who did not have some understanding of
22 public policy and/or the legislative process. But,
23 when there's an issue that concerns a special

1 interest group, a community of color, or low income,
2 they send any old nincompoop who has no background,
3 no experience, not knowledge, no contacts, who will
4 talk to any fool and portray that as gospel. Who
5 uses derogatory stereotypical images. I was on a
6 program, a dinner meeting, a thousand people with Ch
7 Un Le (phonetic) who is a member of the St. Paul
8 Board of Education and she was referred to as a non
9 leader, a Mong, who's south east asian ethnic group
10 we're brought to have a number of refugees as our
11 newest American neighbor. She was referred to as a
12 Mong leader. And I said, I take issue and offense at
13 that. That's insulting. Well, what do you mean, she
14 is a Mong leader. I said look, which candidate
15 received the largest number of votes for the St. Pau
16 Board of Education? Chu Le. She was not elected by
17 the Mong community, she was elected to a city at
18 large. She's not only there to make a contribution
19 to public policy as it related to Mong children,
20 she's there to contribute to all of our children's
21 education. Chew Un Le is a community leader, and by
22 referring to her as a Mong leader, what you do is
23 marginalize and limit her contribution, okay? And w

1 need to understand that we each see the world through
2 our own spectacles. And it's unfair to define
3 someone else's history, their culture, and their
4 contributions to human kind through lenses that may
5 be distorted. It would be equally as incompetent and
6 insensitive on my part to try to do that for some
7 other culture as it is daily to have people do it
8 about our own.

9 So, this is a very serious matter, and
10 it's one that contributes to the division in our
11 society. It's one that increases and escalates the
12 tension. When we heard about the situation in Los
13 Angeles, nobody said that 60 percent of the 1,200
14 people who were arrested were not African Americans.
15 Nobody said that 20 percent of the businesses that
16 burned down still had all the windows intact and the
17 doors locked, that they were burned from the inside
18 for insurance purposes. Nobody said that the person
19 who rescued the truck driver, what was his name,
20 Reginald Denny, was an African American man who saw
21 this on CNN and wondered how the whole world could be
22 watching this incident and nobody would do anything
23 about it two blocks from a police precinct station?

1 Nobody talked about the role of the Los Angeles
2 Police Department in the escalation and the feeding
3 frenzie of the rebellion that took place. And these
4 are all relevant, important events that people need
5 in order to develop a well-informed public opinion.

6 Much of what we see on television is
7 not this news, they are events that are staged for
8 the news media that are -- that they simply take and
9 rebroadcast.

10 CHAIRMAN RYLAND: I'm afraid we're out of
11 time.

12 MR. MGENI: I was hoping you'd give us the
13 five minutes the previous panel took. Thank you very
14 much for the opportunity. Again, go back and ask the
15 people that you report to what happened to the
16 earlier report because 25 years I've been appearing
17 before panels like this and essentially giving the
18 same information, and we're still waiting to see the
19 implementation. We know what the problem is, we want
20 to see the solutions that have been identified and
21 get addressed.

22 CHAIRMAN RYLAND: I really thank you all
23 and thank you for sharing your expertise. It's been

1 most interesting. Thank you.

2 (A brief recess was taken.)

3 CHAIRMAN RYLAND: We'll reconvene again at
4 this time, and our final panel of the day on top now
5 and I'm sure it's last, but not least. And,
6 actually, there was an important thing following
7 that. But, before introducing the three panel
8 members who are here, I want to mention two
9 announcements. That following this panel, at about
10 5:30, there will be an open session when any of you
11 may stay and say anything else that you wish to
12 present; any kind of testimony or ask questions of
13 the panel here. And also, if you're going to do
14 that, would you kindly report such to Peter Minarik
15 who is standing in the back of the room. He would
16 like to get information on your name, address and so
17 on. That is, if you intend to speak at the 5:30 open
18 session. Thank you.

19 Let me also mention that beyond what
20 you say to the group, to the panel today, if you have
21 some additional written information that you wish to
22 present, I can provide that address for you after,
23 and you may submit it any time up until August 31st

1 when the matter will be closed for publication. We
2 hope within a few months that the total testimony
3 given here will be in print and will be available to
4 everyone.

5 On the panel then in front of us today
6 we have Ron Edwards on the right, my far right, of
7 KMOJ. We have Bob Metoxen of Minnesota News Network
8 MNN News--

9 MR. METOXEN: Minnesota News Network.

10 CHAIRMAN RYLAND: That's the total thing,
11 Minnesota News Network. And Laura Wittstock of
12 Migizi Communications. So, welcome to all of you.
13 We'll take what you wish to say in about 4 minutes
14 each and followed by questions from up here. And
15 we'll take you in the order in which your names
16 appear here. So, it will be Ron Edwards first.

17 MR. RON EDWARDS

18 Thank you, Madam Chairman, members of
19 the Commission. It's a pleasure to have been invite
20 here and be a part of this final session of this
21 particular day.

22 I, in making my presentation, gave
23 consideration specifically to what it was that would

4
1 be compelling to your group within the confines of
2 your authority and scope. Consequently, I felt it
3 important that we not generalize or give you any
4 specific long historical references, but give you as
5 current situation as possible so if the United States
6 Civil Rights Commission of Minnesota decides to ask
7 for a reflective response that you do not have to go
8 through a long delay of recollection.

9 Your specific agenda item has to do
10 with the stereotyping of minorities in the media,
11 does it exist, yes, it most certainly does exist at
12 every fundamental level of media within the State of
13 Minnesota. It is insidious, it is calculated, it is
14 with malice and with forethought. I heard a
15 statement earlier upon my arrival with respect to
16 some reference to camela, shangrela, those kinds of
17 references as it pertains to how the media conducts
18 itself with reference of color here in the State of
19 Minnesota as opposed to the rest of the nation. I
20 reject that and find that to be "a revision or
21 restriction" with respect to knowing what's going on
22 in the rest of the world.

23 The press here, I think, has waged a

1 long and calculating war against people of color and
2 I'll speak to the black community, not attempting to
3 cross any specific line.

4 I will give you three specific cases as
5 an illustration of the level of corruption as it
6 pertains to the important state's responsibility to
7 good journalism abrupt journalism, honest journalism
8 Three of the specific cases are rather disturbing in
9 that they had created significant damage to the
10 community of color. The first one had to do with an
11 incident in the shooting of a young man by the name
12 of Tycell Nelson about 2 years ago. And that
13 specific case the papers went to great lengths to
14 join with the police department in misconstruing and
15 suppressing the facts of the specific situation,
16 which started out as a situation portrayed as a young
17 black gang member -- every young black person who
18 dies in Minnesota now is a gang member or drug dealer
19 according to the white media -- an individual
20 allegedly involved in a shoot out with a police
21 officer, which later turned out, the situation was
22 the young man was later shot, in fact, in the back
23 and was not armed. A weapon was in the vicinity of

4

1 the deceased. That weapon never was identified as
2 being connected with him, nor did it have
3 fingerprints.

4 The media worked very hard to suppress
5 certain information pertaining to the prior history
6 of Officer Dan May in the police jurisdiction of San
7 Diego and prior conflicts in that city with persons
8 of color; specifically hispanics and blacks. That,
9 think, began to set the tone, that tone that I'm
10 talking about ultimately, I think, led to the events
11 of May 7th of this year when members of the 4th
12 Estate were set upon by citizens in the streets of
13 this city as an outgrowth of the unfortunate
14 situation that took place in the vicinity of north
15 Minneapolis. I don't think the majority media in
16 this state wants to recognize the level of bitterness
17 and anxiety that they have created by virtue of this
18 calculated plan of action and contest of war against
19 the black community.

20 The next two situations are as current
21 as the past couple of weeks. One deals with a
22 situation in which a television station, Channel 11
23 who initially was slated to be a part of these

1 deliberations, but begged out, as did the Star
2 Tribune, was to be a member of this panel, and also
3 absented itself. Channel 11 developed during the
4 course of a murder trial, very sensational murder
5 trial, a very tragic murder trial, developed a source
6 within the jury and that raised some serious
7 questions of impropriety. And you would assume that
8 intelligent and visionary people would understand
9 what that kind of relationship and tampering could do
10 to the decision of either guilt or innocence that
11 could be handed down. The reporter for, in fact, a
12 news anchor for Channel 11 by the name of Diane
13 Pierce, developed a relationship with a juror who
14 happened to be black. This relationship included
15 receiving daily information on the inside
16 deliberations and discussions of the jury as it
17 pertained to what was going on. The affidavit filed
18 by Ms. Pierce at Channel 11 indicated that the first
19 contact with the juror took place on June 10th, 1992.
20 That is, by the way, extremely erroneous. Our
21 investigation shows contact before that. But,
22 contact in the area of familiarizing themselves with
23 the situation as early as May 19th. What

1 specifically happened, though, is that on May 11th
2 the jury began it's deliberations and brought back a
3 verdict in a very short period of time. That verdict
4 was announced. And following that announcement,
5 which was a verdict of guilty against an individual
6 who was involved and had been involved in a very
7 serious race hate crime, in this case, murder
8 outright murder, a person who had strong affiliations
9 and ties with Neo Nazi organizations in the State of
10 Minnesota. That individual was found guilty of
11 murder in the first and second degree by a jury
12 sitting in Grand Junction County.

13 After the verdict, interestingly
14 enough, Ms. Pierce and in this case Care, Channel 11,
15 contacted the judge and to indicate this
16 relationship, which has done much, by the way to
17 tamper with the conviction as handed down. In fact,
18 there is a motion for a new trial. In my
19 professional observation is that the defense may very
20 well prevail with respect to that motion based on
21 what has specifically happened.

22 The other situation, as an example,
23 deals with getting back to the newspaper. And this

1 final situation, I'm raising these questions to
2 obviously strike some kind of questions from you, has
3 to do with also how the newspapers tend to suppress
4 reference to any actions other than from those who
5 are their favorites. And there are a couple of
6 members I know who sit on this Commission who clearly
7 know what I'm talking about. There's a serious issue
8 of constitutional nature going on in the State of
9 Minnesota, and not necessarily confined to Inubue
10 County, dealing with the rights of the indigent and
11 poor who are unfortunately caught up in the criminal
12 justice system of our state. The Public Defender's
13 Office for Hinderman County has not been funded by
14 the State. There are a disproportionate number of
15 African Americans, as an example, currently
16 incarcerated without legal counsel who fall under the
17 definition of indigent and poor. Consequently, they
18 must be dependent upon the public defender's
19 services; both the public public defender and the
20 private public defender corporation, which there are
21 one in the City of Minneapolis. What has happened is
22 that a significant battle has emerged and lines have
23 been drawn between the County Board of the

1 Commissioner on one hand who are 7 elected officials,
2 and as a rather interesting professional or
3 constitutional group of Minnesota leaders, including
4 the Minnesota Supreme Court, the Office of the
5 Governor and the Office of the State Public Defender.
6 My reference, though, has to do with the fact of how
7 an issue is reported and the involvement of the black
8 community.

9 Three weeks ago the black community
10 appeared along with other representatives and members
11 of the public defender's office to discuss the
12 adverse impact of the non funding. The fact that the
13 public defender's office, in Hinderman County would
14 possibly close their doors as of September 1, which
15 would raise some real serious constitutional
16 questions. And to indicate concern in a broad area;
17 public defender obviously, about the lay offs and et
18 cetera, because he was talking in terms of laying off
19 at least 37 people, and which, by the way, within
20 that 37 are 7 Africans Americans who represent 95
21 percent of the public "defenders" in the public
22 defender system in the State of Minnesota. I think
23 that would be newsworthy.

1 The black community spoke to the
2 proposition, based on the fact that some of us have
3 daily dealings with those who are at least fortunate.
4 The Star Tribune wrote the story without any
5 reference whatsoever to the participation and the
6 giving of testimony by representatives of the black
7 community. I took it upon myself to call the
8 omnibusman, and by the way, one thing that you may
9 want to do and reflect back on, you need to make sure
10 to find out how many people have come to testify have
11 actually taken up the issue and taken the opportunity
12 to file an action against either the newspapers or
13 the television stations or et cetera. Because I
14 think sitting here I'm probably the individual who
15 has filed the single most number of cases against the
16 Minneapolis Star and Tribune and some of the
17 television stations during the history of the
18 Minnesota Press Council. But, anyway, what happened?
19 We asked why there had been no reference in these
20 news articles with respect to the role of the black
21 community and the presentations that had been made,
22 the expression of concern as to what was happening,
23 et cetera? Their position was there wasn't enough

1 space and that they had --- the way they do it is to
2 work backwards from an article and that in working
3 backwards they cut out, working backwards, those
4 references. The only problem was in this particular
5 article, the example, and I'm closing on this
6 particular point, they extracted a series of
7 statements from a man by the name of Richard Sherman
8 who is the number two person in the Office of Public,
9 State Public Defense. That person was not even
10 present at the hearing, which was a public hearing;
11 had no remarks to offer either in writing, verbally,
12 et cetera, yet, his comments were present. And so we
13 asked the question again, how was it determined to
14 order, if you will, of reporting relevant to the
15 event? We were promised that there would be at least
16 a report by the omnibusman, Mr. Gayle Fan in his
17 column reflecting that colored people had called and
18 expressed a concern. That was not done either.

19 In closing, I would have to say that
20 much of the unfortunate animosity that was shown
21 towards the media on May 7th, as an example, is a
22 direct outgrowth of what at least this Commission has
23 been courageous enough to look at; and that is, the

1 role of the media in the State of Minnesota and their
2 continued march and commitment to mission to the
3 continued defaming of people of color.

4 CHAIRMAN RYLAND: Are there questions?

5 MR. BARTELLE: I'd like to ask, Ron, Mr.
6 Fan, is he an employee of the Star?

7 MR. EDWARDS: He is not an omnibusman in
8 the sense of Swedish concept of omnibusman. He's
9 merely someone there who is paid by the Star Tribune
10 and his real role is to basically suppress and keep
11 the lid on.

12 CHAIRMAN RYLAND: Other questions?

13 MR. RUIZ: Madam Chair?

14 CHAIRMAN RYLAND: Yes?

15 MR. RUIZ: Thank you, Mr. Edwards, for being
16 here. The purpose of this nearly overt tactic, not
17 representing minorities in a fair light. Would you
18 speculate the purpose is other than control?

19 MR. EDWARDS: Well, Mr. Ruiz, Madam Chair,
20 it's obviously a part of a continuum of control, a
21 consignment as it pertains to who speaks and that
22 those that speak will speak in a manner in which we
23 "feel most comfortable with" as the controlling

1 interest. There was a time during the tenure of the
2 late John Colt, Sr, founder of the Star Tribune when
3 I thought that the paper had a little bit of a
4 different relationship and sensitivity toward the
5 social issues and civil rights issues of the day.
6 With Roger Parkinson's coming, succeeding John Colt,
7 Jr., I found a man who, in fact, I'm aware of
8 statements he had made relevant to the fact that
9 consistent with his stewardship in Buffalo, New York,
10 that he was here to show how the community could be
11 controlled. It is interesting and ironic that as a
12 part of that, and given some of his political views
13 and et cetera, such as on the question of abortion
14 and et cetera, that you see that flavor of his
15 personal will. Even though he's now stepped aside as
16 publisher of the paper, his influence is still there.

17 I found that a lot of the, and I'll be
18 very candid, we're on the record, I don't care, they
19 can sue if they want to, it makes me no difference.
20 I think that the heart of the problem has to do with
21 three specific individuals at the particular time
22 representing the hierarchy, who I consider to be three
23 apcolypse of racism, Jim McGuire, Joe Kramer and

1 Roger Parks.

2 CHAIRMAN RYLAND: One more and I'll move on
3 to another speaker.

4 MS. ROGERS: You're talking about a
5 conspiracy that exists, okay. You've just identified
6 3 people in the Star Tribune, but we've been talking
7 today about print and we've been talking to and about
8 members of the print and electronic media. Can you
9 talk to us a little bit more about the conspiracy and
10 how it's coming about or how the thing played out?
11 Are you alleging that someone, that there's a meeting
12 where this stuff is, or is it the fact that these
13 people grow up prejudice or help us to understand for
14 the record?

15 MR. EDWARDS: Well, let me help you
16 understand, for the record this way. I have no idea
17 what's inside of their heads. I can reflect on
18 their actions and that's what we've just talked
19 about. I've given you some specific examples that I
20 think are very tangible that you can reach and grab
21 as it pertains to how they operate. To your
22 question, why certainly I think they meet. They have
23 any numbers of meetings. We've known that for a long

1 time. Certainly they meet. It's a part of their
2 professional procedure as running a newspaper,
3 running a television station, to meet and to discuss
4 aspects of the news, how the news will be developed,
5 whose interest it will serve, whose interest it will
6 hurt. And given that they are reflective of "the
7 much larger institution of racism in America", they
8 are merely a "mirror reflection" of their
9 counterparts; about The Washington Post, the New York
10 Times, the Time Magazine, USA Today, you know, et
11 cetera. I think that for every question that you
12 want to pose, I can give you, unfortunately, too
13 many, far too many scenarios where there has been
14 opportunity for balanced reporting, both in the
15 electronic media, the print media, the spoken media,
16 and different decisions are made.

17 Let me just give you a quick example,
18 Ms. Rogers, and I think you well know this from
19 living in our community. When certain segments of
20 the black community, in the early 1980s, begin to
21 talk about problems with gangs and drugs in the cause
22 of the emphasis that had been placed upon the
23 selection and bringing of Tony Booz here as Chief of

1 Police, and because of the general consensus that
 2 Mayor Don Fraser was "a liberal" as opposed to the
 3 mayor of the decade prior, Charles Stenbing, and
 4 because of the importance of enhancing the image of
 5 this city, for promotional purposes and for
 6 attracting "industry, technology" there were certain
 7 issues that were taboo to be spoken to. Now, you and
 8 I and all of us know that in 1977 this Civil Rights
 9 Commission took extensive testimony from citizens
 10 --I was one to testify about the relationship between
 11 police and minorities and et cetera. In fact, if you
 12 go back and take a look at that, both major papers
 13 really refused to cover those hearings, and just as
 14 they basically have not covered these hearings. So,
 15 in essence, what has happened, yes, they meet, yes
 16 they conspire, yes they are motivated by multiplicity
 17 of observations, feelings, prejudices and biases and
 18 et cetera.

19 Let me also say that it's not a
 20 situation where this is not been called to their
 21 attention. I see an interesting thing here that I'm
 22 just absolutely offended by with respect to the pres
 23 council, making reference to Makeba Scott. It's a

1 direct outgrowth of Makeba Scott, I was the person
2 that filed this third party complaint on behalf of
3 Makeba Scott that this press council was taking
4 credit for as some kind of issue that allowed them to
5 gain character and strength. The fact of the matter
6 is, an outgrowth of the resentment of the Star
7 Tribune the fact that Ron Edward was able to maneuver
8 a hearing which, by the way, the votes was along
9 racial lines; all white members voted to sustain the
10 Star Tribune, the one Native American and one black
11 member dissented. What the press council did though
12 was change the policy. No longer can a third party
13 person file a complaint on behalf of another citizen.
14 All right, you have to be directly involved, directly
15 identified in the story et cetera. Well, now no one
16 has ever asked the press council for a collective and
17 reflective philosophical reasoning on why they did
18 that. Someone, in fact, should at least take the
19 time to do that. But, to your specific question,
20 certainly this is calculated, this is measured and
21 there is a, the voluminous history documented,
22 documents and et cetera, of how this has been going
23 on for as long as I remember.

1 CHAIRMAN RYLAND: Thank you. Time to move
 2 on. I would make just a comment that I think that
 3 throughout today we've had press coverage from
 4 various papers, you know, of which you might not all
 5 be aware. But it has been here, and so don't assume
 6 that there's not been coverage.

7 MR. EDWARDS: Madam Chair, these are very
 8 serious times. The fact of the matter is in my
 9 community no one knew about this happening other than
 10 listening to KMOJ. We have monitored the Star
 11 Tribune, St. Paul Dispatch and every other major
 12 entity in this town, there has been no reporting of
 13 the gathering of this August body.

14 MS. LOPEZ: I asked one of the newspapers
 15 if our hearings are advertised, they said no. I
 16 asked them if they were going to have any cameras in
 17 here, they said no. So I guess that tells this panel
 18 member that they really don't want to hear or listen
 19 to the concerns of the community.

20 CHAIRMAN RYLAND: Perhaps we could use this
 21 too, as a question. I think I was just hearing from
 22 my side here that we all, I think, have some
 23 curiosity about spreading and we can clear that up.

1 So let's go on now to Bob Metoxen.

2 MR. BOB METOXEN

3 My name is Bob Metoxin. I am the
4 Managing News Editor for the Minnesota News Network
5 in St. Paul. We are the statewide radio network who
6 provides daily newscasts around the clock everyday of
7 the year to about 70 radio stations around the State
8 of Minnesota, also serve as a free lance reporter for
9 a major am-fm combo station here in town as well.

10 I guess all I can report to you is from
11 my personal perspective in terms of my employers, in
12 terms of the people that I have worked with through
13 my years of broadcasting is that I guess I've been
14 lucky. I've been lucky in that I've worked with
15 people who have afforded me a full range of
16 endorsement and backing to pursue story ideas that
17 benefit all. I've been fortunate in that I've worked
18 with people who have given me credit for being a
19 Native American on their staff. I've worked with
20 people who have not talked or joked about racial
21 minorities, and are, in my midst, at least. I've
22 worked with an outstanding staff of reporters now
23 that we are concerned about a wide range of issues in

1 Minnesota, not just affecting the rural parts of the
2 State, but issues of race and minority concerns and
3 African American issues and American Indian issues
4 concerning spear fishing and things of that sort.
5 And matters concerning the South East Asian
6 population in our state as well, and the hispanics,
7 in addition.

8 All I can report to you is that from my
9 personal perspective I've been very lucky to work
10 with people who have endorsed me as an American
11 Indian man to pursue those stories which are
12 hopefully beneficial to people in our state.

13 CHAIRMAN RYLAND: Questions here?

14 MS. ROGERS: Do you work alone? Are there
15 other people of color working beside you to help you
16 accomplish those same goals?

17 MR. METOXEN: No, I'm the only person of
18 color on our small staff. We are a small staff. We
19 have a total of 6 reporters to handle our daily news
20 load.

21 MS. ROGERS: Would you say that's okay with
22 you. Is there any reason why 4 of those 6 couldn't
23 be like you or you know other people of color

1 reporting on news? What I'm trying to get at is if
2 you understand the issues that we're discussing
3 today?

4 MR. METOXEN: Would I like to see more
5 minorities on my staff, sure, that would be great.

6 CHAIRMAN RYLAND: Any other questions?

7 MS. LOPEZ: Yes. I'm wondering how often
8 or do you seek out community people in reference to
9 the stories that you cover?

10 MR. METOXEN: As frequently as is possible.
11 That doesn't mean that I don't try to do that or as a
12 staff we don't try to do that.

13 MS. LOPEZ: I guess I'm asking are you
14 aware of the other staff, the other reporters, you
15 know, utilizing people in the community for the
16 stories beside yourself?

17 MR. METOXEN: Certainly, yes. I think on a
18 couple of occasions through the years I've worked
19 closely with my esteem colleague, Laura, on issues
20 and so forth. Yes, frequently we'll contact people
21 in the community for their perspective on matters
22 pertaining to people of color.

23 MS. LOPEZ: Thank you.

1 CHAIRMAN RYLAND: Other questions? Shall
2 we proceed to Laura Wittstock?

3 MS. LAURA WITTSTOCK

4 Thank you, Madam Chair and members of
5 the Minnesota Advisory Committee. I guess I have
6 the somewhat uncomfortable position of being one of
7 the elders in the group today. Looking over the
8 names, particularly those from the community of
9 color, and I should probably preface what I'm going
10 to say by letting you know that an indian press has a
11 very long life in Minnesota, having started sometime
12 after the Civil War. Press in general among American
13 Indians go back before the Civil War time
14 particularly the five civilized tribes in the
15 southeast United States prior to their removal to
16 Oklahoma. So, press reporting and writing both in
17 English and in native languages has a very
18 longstanding tradition.

19 I was fortunate to have been one of the
20 Directors of the American Indian Press Association in
21 Washington D.C. in the mid 70s and was a founder of
22 Migizi Communications which came as a direct result
23 of the recession that occurred about 20 years ago

1 from now, which resulted in the death of probably
2 half of the American Indian newspapers. As you
3 probably know, the industry of news and media is very
4 sensitive to recessionary times. And when we have
5 radio programs, stations and print publications that
6 are also dependent on not only a reading public, and
7 a purchasing public, but subsidization from
8 corporations and foundations, recessions play havoc
9 with those institutions. So, Migizi really came
10 about out of the ashes of the death of the American
11 Indian Press Association when several journalists
12 like myself decided that we needed to have regional
13 presences in the media.

14 Also, the U.S. Commission on Civil
15 Rights published the report called Window Dressing on
16 the Set,, with which you're probably familiar. It's
17 quite old; 20 years old. There were subsequent
18 reports talking about the way that media treats
19 people of color, but also how people of color are
20 represented as employees and producers and managers
21 and owners of the media. So part of the picture has
22 been, you know, laid out for you by Ron Edwards very
23 well.

1 The other part that I would like to
2 address is not so much the historic overview that
3 I've just given you, but what the climate is like now
4 for producers of media who are people of color.
5 Migizi chose radio as it's format, as it's medium
6 primarily because the cost of producing radio is
7 about half the cost of producing print. And coming
8 as we had out of a recession in 1977 -- some would
9 say we actually didn't come out of the recession --
10 it was our thought that rather than trying to finance
11 a magazine or a newspaper, we would go in the route
12 of radio and attempt -- our objective was simple and
13 clear, we wanted to have a presence. We wanted to
14 report news and information concerning American
15 Indians by American Indians. And the second thing
16 we wanted to do was to train other people into the
17 field of communication; and we still do that 15 year
18 later.

19 What I'd like to emphasize to you, and I'd
20 just want to make one aside. We have heard earlier
21 from Paul Sands of the National Conference of
22 Christians and Jews and the publication of the
23 American Indians and the Media. That little book had

1 somewhat of a controversy about it. I don't know if
2 you all are familiar with that. There was a sort of
3 corner on who was going to be consulted, who was
4 going to be included, and it became somewhat of a hot
5 potato. And so the result is probably less than Paul
6 would like to have -- and he mentioned to me earlier
7 that they'd like to do a further publication. And
8 that's sorts pf an indication of how things go.

9 First of all, people don't want to know
10 about us, us being people of color. Secondly, people
11 don't want people of color to be in charge of how
12 news is produced, where it goes, who hears it, how it
13 gets paid for, what the topics are. I've been ver
14 fortunate to just come on the board of the
15 Independent Television Service which has an annual
16 budget of about \$8 million. It's a very small amount
17 of money to produce independent television
18 programming that allows people of color to speak with
19 their own voices. If you turn on Channel 2 or if you
20 go to any City in the United States and turn on
21 public television, you're not likely to see many
22 productions about people of color, but they're not
23 likely to see any that are produced by people of

1 color. And so ITBS is a little voice in the
2 wilderness that tries to make that happen.

3 But up to now when we have these sort
4 of hearings, we generally come to you with our
5 separate concerns. That has been an advantage at
6 times because you do get to hear what the different
7 communities of color are concerned about, but there
8 also has been a sort of separation that has kept us
9 apart. I saw a copy of Colors Magazine in Sharon
10 Belton's hand this morning, I don't know if she
11 mentioned it to you, but that's an example of what
12 we're doing here in Minnesota is publishing a
13 magazine that brings together all of our communities
14 under two covers and let's other people know. It's
15 called the Journal of Opinion, lets other people know
16 what we're thinking.

17 So the speaking and separate voices has
18 an advantage in some ways, but is a disadvantage in
19 other ways. So, part of what we are trying to do, we
20 being several of us who work in the business, is to
21 make a more concerted effort so that other people out
22 there will listen to us, will hear us, will see us.

23 We have an angry population. You hear

1 the reflections of it, I'm sure that Mr. Edwards was
2 not the first person to tell you on a case by case
3 basis some of the horrible things that have happened
4 in terms of the misrepresentation of the depiction of
5 people of color in the press and on the media. the
6 answer in Migizi's quiet way, and quiet because we're
7 small and other organizations is to put out our own
8 news, put out our own story. And it's true that
9 we're not the Star Tribune, we don't get the
10 coverage. We cannot possibly take the place of the
11 negative images that go out there on some of those
12 powerful mediums that the world has ever seen;
13 particularly television. But we have to make a start
14 and we have to take a positive stance that we are
15 going to do something and insist that people hear us
16 in our own voices. That's extremely important.

17 I think the issues that we have seen
18 and talked about 20 years ago are still with us.
19 There was a major piece last Friday in the Star
20 Tribune which did not cover in any great depth, but
21 laid out with the typical bells and whistles, the pie
22 charts and the bar charts that the 1990 census over
23 the 1980 census showed the true picture of people of

1 color in this community. And I think that alone, if
2 you had no other evidence of how people of color are
3 treated in the media, then to just see that on an
4 economic basis, on an educational basis, we are not
5 doing well and we are, in fact, slipping. American
6 Indians fared the worse. Almost half, almost one out
7 of every two American Indian people is poor. And not
8 only that, it's below the national averages and ranks
9 down there with the bottom 6 or 8 states in this
10 country. So, what do we do? How do we fight back in
11 a way that is going to be effective? One is, of
12 course, government supports. I can probably spend
13 the entire hour telling you how the corporation for
14 public broadcasting does not, despite what it says,
15 support productions by people of color about people
16 of color. We have lots and lots of programming that
17 has the handle of cultural diversity or being
18 inclusive of people of color that, believe, me these
19 are not productions that are done by people of color.
20 So that, you know, that would be one of the places
21 that needs to have revision.

22 Time and time again we have testified
23 before the United State Senate on appropriations, on

1 authorizations. The CDP just had its
2 reauthorization, but until we have some real movement
3 in those millions and millions of dollars that gets
4 spent for public television and public radio, and the
5 dollars start to go towards communities of color so
6 that we can produce our own programming and have it
7 aired, there is not going to be a measurable change
8 in the images that we see on the screen and that we
9 hear on the radio, and that we see in the newspapers
10 about our people.

11 I am not confident that the major
12 papers and the networks are going to change
13 voluntarily. They've had plenty of opportunities
14 do that, and I have not seen significant movement in
15 the last 20 years.

16 So, the three pronged approach that we
17 recommend is; 1, do it yourself; 2, get the money
18 going in the right direction; that is, going to allow
19 people of color to have those messages and images
20 that are needed; and 3, keep at them, keep making the
21 accusations, keep pointing the fingers. Other people
22 can't do that for us, we have to do it ourselves.
23 Thank you.

1 CHAIRMAN RYLAND: Thank you ever so much.
2 Thad Wilderson?

3 MR. WILDERSON: Yes, I'd just like to pose
4 a question. I want to pose it to Ron Edwards. Ron,
5 you ecchoed something that a lot of other people have
6 said today about the lack of confidence in the fact
7 that the major press is going to change. Given that
8 kind of thing, what do you see as the role of the
9 black press in correcting the stereotypes that are
10 created if the white press is not willing to go do
11 something?

12 MR. EDWARDS: Well, first of all, Madam
13 Chairman, Mr. Wilderson, the black press, first of
14 all, has to maintain courage and that is difficult
15 for many within the media of color, and in this
16 specific case, the black press because 90 percent of
17 the "black media" are commercial, and for profit.
18 They must be dependent upon dollars from the various
19 both institutions, entities, communities that they
20 will have a tendency to critize. And so,
21 consequently, there's a question of independence.
22 It's difficult to maintain independence. It's a task
23 that becomes even more extremely difficult, when, as

1 my distinguished colleague pointed out, that
2 imperial data produced not by us, but by the
3 majority media shows that the decade was, in fact, a
4 disaster for us economically. And, so consequently,
5 the economic base of self support is not present.
6 And so entities understand that. We understand that
7 as a radio station. We have seen the dollars cut off
8 because we have been effective. It's amazing when
9 you're effective and are punished. So you can
10 consequently understand that the counter to that must
11 be that as long as you're ineffective on behalf of
12 your community, that you may be rewarded, which is a
13 sick premise in a society.

14 But, to your specific question, we must
15 continue to be courageous. Number 2, we must be
16 innovative, visionary. I usually give the example,
17 that there's nothing wrong with communities of color
18 reaching out to other parts of the world. The black
19 community, for example, we are concerned that we may
20 offend our Jewish brotheren if we make alliances with
21 the Muslim world for economic support and sustenance
22 as it pertains to our development. So, consequently,
23 you come under that kind of pressure and we are

1 discouraged from developing international enterprise.
2 As an example, I don't know what Mr. McFarlane said
3 as an example when he appeared here, but Mr.
4 McFarlane has been one of the, I think, few print
5 executives in the United States that has attempted to
6 develop an international profile and portfolio as it
7 pertains to reaching out and looking at investments
8 from abroad in order to maintain some semblance of
9 sovereignty as it pertains to his mission and
10 mandate. Others of us are prepared to do the same
11 thing. I think we cannot be governed by a
12 restrictive covenant that says we've only got to do
13 business with the United Foundation, the Minneapolis
14 Foundation, and "our great liberal friends". I think
15 that's something we have to understand and decide.
16 So we must have to talk in terms of an international
17 agenda. Once that is done, I think we must be
18 protected. I don't think there's nothing wrong with
19 protectionism because you're talking about survival
20 of the species. And I think that in that particular
21 contact that is also a 3 pronged plan that is at work
22 and a foot within the community of color.

23 CHAIRMAN RYLAND: It's time for our

1 closing, and then for the open session, unless
2 there's one more burning question. I thank you so
3 much for being here and --

4 MR. EDWARDS: Thank you.

5 (A brief recess was taken.)

6 CHAIRMAN RYLAND: We're pleased to have the
7 three of you here. You have signed up that you wish
8 to speak in this open session. We would like to, I
9 believe, limit you to five minutes each. That would
10 include our questions. So that we could expect to
11 complete our session today at 10:00 to 6:00, and to
12 remind you that tomorrow morning we'll start at 9:00
13 a.m. with presentations by three other panels. So
14 this will be in session again here tomorrow morning.

15 Our first speaker -- I guess I would
16 first say that will you tell us who you are and kind
17 of where you're coming from in a brief fashion, and
18 then tell us what messages you would like us to relay
19 to the U.S. Commission as well as absorb ourselves.
20 Elsie Adams.

21 MS. ELSIE ADAMS

22 My name is Elsie Adams, I am a resident
23 of the State of Minnesota, born and raised in Duluth,

1 Minnesota. I now live down near in the Maple Grove
2 area. I've been here since 1972, so I know all about
3 Minnesota and their problems. We have gone from bad
4 to worse in the last ten years when it comes to
5 racism in the news media and the newspapers. I've
6 experienced a great loss as of December 7th of last
7 year my son was shot down literally four times in the
8 back by 3 white racists boys in the City of St. Paul,
9 Minnesota. Nothing yet has been done. There was a
10 trial and it ended June 11th of 1992. There's not
11 been any satisfaction done and justifying the crime.
12 When, in fact, one boy gets to walk away, six other
13 boys don't get a day of crime, nothing else, and two
14 boys are the ones on first degree and one is on
15 second. And the one that is on first degree murder
16 that has been charged of that is now going to
17 possibly walk thanks to the media, which is Diane
18 Pierce and one of the jurors on the jury; and his
19 name was Dan Williams.

20 In my history of Minnesota, and when it
21 comes to the media, schools, it's gotten where you
22 cannot walk down the street without being called a
23 nigger. You cannot go to school without being called

1 a nigger. When your children can't play outside
2 without being attempted to be ran over by a car by
3 white boys, it's gotten that bad here.

4 What I want the Commission to know here
5 that something in Minnesota has got to be done and
6 your tactics and everything that you've done, I'm
7 going to say it like this, I haven't seen anything
8 that you've done positive. Maybe it's because I
9 don't know what you've done or, you know, it's not
10 printed. Because the only way we found out about
11 this meeting today is that Mr. Edwards announced it
12 on KMOJ and therefore, we went there. You know, I
13 wanted to come down to see what this is about.
14 Because without you hearing from us residents in this
15 state what it is actually about, then you can't --
16 there's nothing that you can do, right?

17 So, what I'd like to see this
18 Commission do is gather or ask a bunch of residents
19 like myself, of people that have had tradegey,
20 whatever it is that a minority, that goes for every
21 minority person that they got, and we compile this
22 together. And then you sit down and you look at this
23 and you tell us what the media has done to help us,

1 and what the media has done to hurt us. Because
2 there's no other way you can do it. The people that
3 you've already had investigate or sit and listen or
4 you talk to, they haven't done anything. So, this is
5 what I would like to see done. And the Star Tribune,
6 one of the reasons why they're probably angry at us
7 because the planting of a bomb that was found at the
8 Star Tribune last year. We never did get to the
9 bottom of that. I often wonder. They said the black
10 community is the one that did it. I've never gotten
11 to the bottom of this. This is why I figure the Star
12 Tribune, and McGuire, me and him have done everything
13 but come to actual blows. That was the next step
14 before I got here. And that's sad because he
15 character assassinated my family and myself for no
16 reason. Channel 11, 4, 5 and 9 did the same thing.
17 They don't know me from adam's housecat. You don't
18 know me either, so I cannot come to you and you
19 cannot come to me and say anything about Elsie no
20 more than I can say about you because we don't know
21 each other. And if you're going to print something
22 about me, you'd better make for sure you print the
23 right thing. Because if you don't I have the right

1 to go out in the streets and broadcast anything I
2 want in writing, that's right.

3 To me all my live I've never known the
4 white man to know anything other than what they put
5 on you, you put back on them. This is the only thing
6 I've ever known that the white man understands.
7 That's sad, and even though I was raised in a very
8 christian family, I didn't have to want for bread or
9 water, this is true, I had a very -- my mother was
10 very strict. But in all that her teachings that she
11 taught me, I don't see any of it working. Yes, I'm a
12 very bitter person, but I have a right to be, and I
13 will stay bitter because I'm about ready to put on
14 some long white robes and a cone hat and put BKKK a
15 cross the front of me and put a little doll around
16 the neck. And this is how far it's gotten with me
17 because I'm not getting any satisfaction. But, then
18 the legislature and all of them will run into their
19 meeting and say we can't burn crosses any more
20 because here is a black person, I'm indian too, now
21 I'm going to put back on them what they put on me.
22 So, we can't have that. So we can't have no more
23 cross burnings. And this is where it's got to in

1 Minnesota. And when I come you've got thousands that
2 are going to come with you and you've got some of
3 those lily whites that are going to come, too. And
4 this is what we're trying to prevent.

5 I've worked in housing, I've worked
6 with Asians, I drive a school bus, I drive a city
7 bus, I'm all around from one end of this town to
8 another, and I hear racism all over the place, and
9 it's really, really bad, and this is why I ask the
10 Commission to try to think of some kind of solution
11 that working with us laymen people, not the ones -- I
12 got a high school diploma, but I don't have college.
13 But that's not what it takes because there's college
14 that don't have a job. So, that has nothing do to
15 with it. Work with us and maybe you can find oput
16 where we're coming from. Thank you, Elsie.

17 CHAIRMAN RYLAND: We move on to Mary
18 Hamilton.

19 MS. MARY HAMILTON

20 My name is Mary Hamilton. I was born,
21 raised and educated in Duluth, Minnesota. I'm 46
22 years old. I have lived in Duluth all my entire
23 life. I came down to Minneapolis, I worked for MTC

1 and I worked for Medicine Lake Line. I have found
2 out -- and now I reside in Klokai, which is our
3 Indian reservation. I am indian, I am black and I am
4 white. I also would like to say that we have found
5 out by way of this meeting that Mr. Ron Edwards
6 communicated it through his people in the community.
7 My cousin, which happens to be Elsie Adams, is the
8 one that contacted me all the way in Duluth,
9 Minnesota. I got ahold of the NAACP, we did not get
10 any announcement about this meeting whatsoever
11 through the news media or anything else. In my being
12 born, raised and educated in Duluth, Minnesota I have
13 lived in Two Harbors for 5 years, I've lived in
14 Klokai for 5 years. I would like to note that I only
15 spent, of 46 years, I only spent ten years in
16 different communities around here in the State of
17 Minnesota.

18 I came from a very large family of ten.
19 My mother and father still reside in Minnesota, in
20 Duluth, Minnesota. The main reason why I came down
21 here is because of the media and the lack of
22 communication that we have here. I think it's a
23 crying shame that every one of you can sit up on a

1 panel and hear this, and I thought it was just a
2 day's hearing, but then when I hear Mr. Edwards talk
3 about that it was 20 years ago and also the other
4 gentleman that talked about that he had already put a
5 lot of these situations, circumstances, into this
6 Board 25 years ago, I feel it's very degrading to me
7 as a citizen of Minnesota. And nobody can deny me
8 the citizen that I am. I'm a very good person, I am
9 the mother of 6, I have 8 grandchildren, I have very
10 many nieces and nephews, and the thing about it is
11 -- and I just broke my glasses. I'd like to also put
12 that in the report. So I can't really go off my note
13 because I'm going sort of blindfolded.

14 What I would like to talk about is that
15 I would like to know why this committee doesn't come
16 up to Duluth? There is a lot of us that would love
17 to talk to you about the discrimination, the racism
18 through the media, through the housing, through
19 education. I've been through so many persecutions in
20 Minnesota when it comes to my own and others. I also
21 was a welfare advocate in Duluth, Minnesota in the
22 70s. I was -- the thing about it is all that I have
23 been through a great humiliation and a crucifixion in

1 Klokai. I have went through housing discriminatin
2 against me as far as actually asking me when I'm
3 going to leave, what time I'm going to leave. I have
4 gotten my gas turned off. I have gotten my telephone
5 disconnected. I have gotten harrassed tremendously.
6 I've even got out of the 6 children, I have two
7 children left at home, and the two children that are
8 left at home are 7 and 11 year old. The 7 year old
9 child has even been persecuted as far as being hit in
10 the educational part as a teacher hitting this child
11 in the educational part. My child was not even
12 allowed to go to the public school, which Minnesota
13 has an open school policy. He was not allowed to
14 to the public school. So, I, out of my fundings that
15 I had as far as support and Social Security, had to
16 send my child to a private school. Very degrading.
17 I had went through a lot of persecution in Duluth.

18 The main thing, the reason why I'm here
19 is that I want to know when this committee can come
20 up to Duluth, Minnesota? How long it's going to take
21 and who we can get in contact with so that the
22 communication is up as far as the newspapers, the
23 radio, telephone, t.v.? I think that this committee

1 should come up to Duluth, Klokai, Two Harbors or
2 wherever. But, I do want this committee to know that
3 I have went through a great persecution in the State
4 of Minnesota in my 46 years.

5 CHAIRMAN RYLAND: I think we'll just
6 postpone the answer for just a moment until we've
7 heard from Monica Larken, and we can provide some
8 answers to your questions, Mary. Monica Larken.

9 MS. MONICA LARKEN

10 My name is Monica Vandareo Larken. I
11 am perhaps the only bilingual bi cultural female in
12 broadcasting company. As I was saying, I work for a
13 satellite news gathering company which is a smaller
14 division of a major broadcasting company here in
15 Minneapolis and St. Paul of about 300 or 400
16 employees. I dare say I'm the only bilingual, bi
17 cultural hispanic female, and I just brought to you
18 some literature and some points to ponder. And I
19 will let you review the literature at your leisure as
20 you compile your information.

21 As I look at just the conference that
22 you had here for two days, I couldn't help but note,
23 these are on just observations, there's no judgment

1 being passed here, that there's very limited femal
2 representation on the panels, and I noted
3 specifically a lack of hispanic female
4 representation. That says something. And when I
5 look at just the situation in the news room
6 throughout the country or in the media in general,
7 I've been taught that in order to speak well or to
8 write well on a topic, it must come from direct
9 experience. How then can a non minority write about
10 that experience? In one of the analogies that I use
11 is, despite sincere empathy and a desire to
12 participate, how can a man really know what it is
13 like to have a baby, you know. And when we look a
14 of the 8 qualities of news they are timeliness, when
15 does it happen; proximity, where is it happening,
16 prominence, is it a celebrity or public figure, the
17 unusualness or oddity of an event, human interest,
18 conflict, which is very sadly the media favorite, and
19 the aspect of news that makes money. The newness and
20 freshness of an item, the good news, the bad news and
21 a possible night as a consequence. How many are
22 affected, and to what extent?

23 The above that I mentioned are all

1 anglo standards of judgments to use and it is their
2 world view. How can one challenge that world view
3 much less provide balancing in reporting when the
4 news rooms have minimal or no minority employees. I
5 think it's more that in order to affect change, the
6 media must diversify their work force and they have
7 to engage in nationwide searches of minority
8 employees. And they have to provide paid internships
9 to the minority interns.

10 The articles that I've provided are 8,
11 and I'll just name the topics because they are
12 basically self-explanatory. The first is: T.V.
13 Contributes to Nervous Society. And my comment on
14 that is if studies show that women's attitudes and
15 behaviors are formulated adversely by the depiction
16 of violence in the media, what does that say for the
17 depiction of minorities in the media? Bilingual
18 T.V., The Time Has Come. The third article, Black
19 Leaders in Houston Vow to Examine Media Hiring
20 Practices in Los Angeles, Men of Color Say They Are
21 Anchored out of the Mainstream, How T.V. News
22 Promotes Anti Black Stereotyping, History 101 by
23 Daniel Shore. Another article says that surveys

1 show little improvement in minority and women hiring.
2 Another article is Racial Tension in the Newsroom.
3 And the last article is Riot Coverage From The Air.
4 And this one, in the content that I noted as I read,
5 is how can the media predict where an event is going
6 to happen simply because they know where the hot
7 spots are? And when we talk about the riot coverage
8 or when we talk about the Rodney King verdict, I take
9 hombrage to that use of semantics, if you will.
10 Rodney King was not on trial. It was an issue of
11 police brutality involving the beating of Rodney King
12 or at minimum, excessive force by those police
13 officers. Rodney King, again, was not on trial.

14 I think in closing I'd like to share a
15 history lesson by Daniel Shore who happens to have
16 been writing about the poor people's march on
17 Washington in February of 1968 when the Reverend
18 Martin Luther King was desperately trying to maintain
19 his policy of non violence and was having difficulty
20 with his community that was sharply divided over
21 whether to engage in disruptive actions such as
22 unlicensed demonstrations, or blocking bridges or sit
23 ins in the middle of roadways. That sort of policy

1 of non violence and disruptive action.

2 This individual, in any event, was
3 desperately trying to find the most threatening sound
4 bite to provide for his news. And after a press
5 conference, the room was nearly empty and Martin
6 Luther King was sitting there looking very morose and
7 he was asked by Daniel Shore why he looked so
8 depressed. And he says, because of you and because
9 of your colleagues on television. You try to provoke
10 me to threaten violence, and if I don't, then you
11 will put on television those who do. And by putting
12 them on television, you will elect them our leaders.
13 If there is violence, will you think of your part in
14 bringing it about? This individual was very shaken
15 by those comments and dwelled on them, but not enough
16 so to keep in mind his news value in portraying the
17 most threatening sound bite. He later says: "The
18 Poor People's March went ahead in May and I covered
19 it. Without his leadership, it sank into a dismal
20 swamp of mud and intramural strife. The herd went
21 out of control altogether in June when Senator Robert
22 Kennedy was murdered. From time to time I thought
23 about King's complaint and the destructive role of

1 television, resisting metaphors for poverty and
2 seeking metaphors for conflict."

3 I basically leave you with those points
4 to ponder and I thank you for your time.

5 CHAIRMAN RYLAND: Thank you. We have one
6 addition to those who wish to testify, and Charlotte
7 Anderson has joined us. Charlotte, will you take five
8 minutes at the most and be as brief as possible.

9 MS. CHARLOTTE ANDERSON

10 I could probably do that in less than
11 that. Three of the areas that I'd like to speak to
12 are; number 1, subliminal messages and when I think
13 of subliminal messages, I don't know how many of y
14 have ever seen this commercial that advertises
15 vacationing in Minnesota. We see numerous majority
16 cultured people. We see one, specifically speaking
17 to my issue, African American, which is a very
18 prominent sports figure, Kerby Puckett. If this were
19 played in any other state, and someone wanted to
20 perhaps vacation in Minnesota, they would be non
21 aware that Minnesota indeed does have African
22 American citizenry.

23 I also want to move on to speak to the

1 issue of code and buzz words. We always have a war
2 on when it pertains to the African American
3 community. There's a war on drugs or there's a war
4 on this, that and the other. Another word that
5 peturbs me and sends red flags up each time it's
6 mentioned is the word "ghetto". You automatically
7 envision a mass of people clumped together. We
8 might, to the best of my knowledge, nationwide we
9 don't have ghettos. However anytime you have an area
10 where there are a large number of citizenry of one
11 culture or another it's because of grand design.

12 Next, I'd like to speak to balanced
13 reporting. I get a little peturbed when my people
14 are depicted on nationwide electronic media, and then
15 when it comes to incidents with the majority culture,
16 we never tend to see that portrayed. And I'm
17 speaking specifically of one person who I knew quite
18 well who was arrested and charged with child abuse.
19 Her picture was photoed from the moment they brought
20 her from her home. Yet and still any other parent
21 that's charged with this same offense, you never see
22 them, you don't see the picture of the adult.
23 Children are protected, but in this instance she was

1 haunted. She wasn't even allowed to cover her head
2 as she departed from her home.

3 And I'd like to just close with the
4 fact, well, those three incidents were prominent in
5 my mind as far as diversity of how African Americans
6 specifically are portrayed, and I do thank you for
7 your indulgence.

8 CHAIRMAN RYLAND: Thank you all so much. We
9 have yet to cover the two answers, I think, for Mary
10 Hamilton. We have not held a hearing for a couple of
11 years and because of funding really with the
12 Department. We're very limited on how many subjects
13 and how many hearings can be held. There's quite
14 some expense from it.

15 MS. HAMILTON: Is that for a year or just
16 for the State of Minnesota, or is that for nation
17 wide?

18 CHAIRMAN RYLAND: It's really nation wide;
19 that is every state now under the funding. Because
20 it has been cut back. If funding would expand at the
21 federal level, it would then afford more hearings,
22 more topics, you know, more publications. Every
23 hearing that is held does result in a publication and

1 so Mr. Jenkins is here from Kansas City. Did you
2 wish do add something to that, or Connie Davis is
3 here from Chicago. We have another Ascension
4 Hernandez is here from Kansas City. Lupe?

5 MS. LOPEZ: Madam Chair, I think that not
6 only is the community suffering because of the
7 racial climate here in the State, but nation wide.
8 But I think also the Commission on Civil Rights, all
9 of the Advisory Committees are also being put in a
10 position to become infective by cutting back on our
11 funding. We are lucky to have at least 1 or 2
12 meetings in a state now. And so I think there is not
13 only -- I think there's a nation wide movement to
14 limit our work through funding. So I think we're all
15 cognizant of that.

16 One of the things that I would like to
17 also mention, Madam Chair, is that the Commission
18 also bases the types of, how should I say, things
19 that we look at or start holding hearings based on
20 feedback that we get from the community as what they
21 perceive or know that the problem, what their
22 problems are. We welcome any kind of input because
23 we would like to present hearings based on what the

1 people in the State of Minnesota feel are really
2 affecting their lives. And it so happens that the
3 portrayal of minorities in the media became the basis
4 for our hearings today based on a lot of people that
5 have called us and felt that they were mistreated by
6 the press. And so, consequently, that's why we're
7 here today.

8 CHAIRMAN RYLAND: And so I guess coming to
9 Duluth might be, again, in the future. I can
10 remember some years ago when there was a meeting held
11 up there, but it would not be fair to stay in the
12 southern part of the state unless we make this kind
13 of central. But, your point is well-taken. It's
14 good question. Alan Weinblatt has been begging to
15 ask a question, so we'll take just this one.

16 MR. WEINBLATT: It's a very pointed one
17 directed towards Ms. Larken. To my ear you are a
18 competent, sensitive journalist. We were told today
19 that there has been a search by both print media and
20 electronic media nation wide for competent, sensitive
21 journalists who can bring a different perspective to
22 the newsrooms. Have you been contacted?

23 MS. LARKEN: No.

1 MS. WHITE: Could I also answer your
2 question to that? I think it's evident to the people
3 that are here in the audience and the three
4 individuals that have presented to you is strictly
5 because they heard it on KMOJ. And it's unfortunate
6 that KMOJ can't reach Duluth, and it had to happened
7 to be a cousin, which is Ms. Adams here in
8 Minneapolis. And I think that that is significant
9 because what I'd like to say as a resident of
10 Minnesota as well as a public official, that we need
11 to be writing our senators and our representatives to
12 talk about the blatant response as far as cutting the
13 monies back on a Commission that is terribly needed;
14 particularly in Minnesota, which is one of the six
15 states, the whitest states in the union. And for --
16 it's just obscene to think that there's not money to
17 at least give a report because we don't have anything
18 else and. There's no way of getting the kind of
19 media exposure than possibly through a Commission.

20 CHAIRMAN RYLAND: Would you mind putting
21 your name on the record for us please?

22 MS. WHITE: My name Carol Ann White and I
23 live in Minneapolis, Minnesota and I am a member of

1 the Minneapolis School Board, and I chose not to be
2 one of the witnesses because I wanted to give other
3 individuals the opportunity to speak.

4 MS. ADAMS: To you, Madam Chair, you live
5 in Duluth, Minnesota?

6 CHAIRMAN RYLAND: Yes.

7 MS. ADAMS: You being the Chairperson of
8 this, I sat here all day and wondered why you being
9 from there, you read the newspapers and you hear your
10 news, this did not or was not announced. You, as the
11 Chairperson of that, your community should know, and
12 why you do not know more about what happens up there
13 when it comes to racial things? That's the question
14 that you should sleep on and send us an answer to
15 that in the mail. You can answer it now if you want.

16 CHAIRMAN RYLAND: Your question is
17 well-taken. Can I refer the question as to where --
18 I think I'll see you after because I asked a question
19 about where it was going on, the press releases were
20 sent. Of course, at that point it's up to the
21 newspapers. I will speak to you after.

22 I thank you all for coming
23 and we will again meet again at 9:00 clock tomorrow

1 morning.

2 (The meeting was recessed for the evening at
3 6:00 o'clock p.m.).

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I, VERNITA HALSELL-POWELL, a Certified Shorthand Reporter and Notary Public within and for the County of Cook, State of Illinois, hereby state that I reported in shorthand the testimony given at the above entitled cause, and state that this is a true and accurate transcription of my shorthand notes so taken as aforesaid.

Vernita Halsell-Powell

VERNITA HALSELL-POWELL, CSR

1 UNITED STATES COMMISSION ON CIVIL RIGHTS
2 MINNESOTA ADVISORY COMMITTEE

3 IN THE MATTER OF:

4 THE PUBLIC HEARING HELD
5 BEFORE THE MINNESOTA
6 ADVISORY COMMITTEE
7 ON MEDIA STEREOTYPING OF
8 MINOIRITES
9 _____/

10 REPORT OF PROCEEDINGS, taken in the
11 above-entitled cause, taken before MS. MARY E.
12 RYLAND, Chairman of the Minnesota Advisory Committee,
13 of the U.S. Commission on Civil Rights, taken on the
14 31st day of July, A.D., 1992 at the Crown Sterling
15 Suites, 425 South 7th Street, Minneapolis, Minnesota.
16 taken at the hour of 9:00 o'clock a.m.

17 APPEARANCES:

18 CHAIRMAN:	MS. MARY E. RYLAND
19 COMMITTEE MEMBERS:	MR. LEE RUIZ
	MS. LAR MUNDSTOCK
	MS. LUPE LOPEZ
	MR. TALMADGE L. BARTELLE
	MS. CAROL NIELSEN
	MR. THAD W. WILDERSON
	MS. KARON JENESE ROGERS
	MR. ALAN W. WEINBLATT

21 Court Reporters:	HALSELL & HALSELL REPORTERS
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1 CHAIRMAN RYLAND: This hearing conducted by
2 the Minnesota Advisory Committee to the U.S.
3 Commission on Civil Rights will again come to order.

4 We finished a very informative day
5 yesterday with members of the spoken and printed
6 press. And today our panels are chiefly members of
7 community, minority community. We had learn a good
8 deal yesterday and I hope that participants also went
9 away feeling that they had learned a great deal. The
10 subject of the study is media stereotyping of
11 minorities. This Committee intend to gather facts on
12 whether this newspaper and television news media in
13 Minnesota unfairly and negatively stereotype
14 minorities.

15 I should like to introduce the members
16 of our panel. We have on my far right, Lar Munstock,
17 and then Lee Ruiz who is next, Talmadge Bartelle,
18 Carol Nielsen. I'm Mary Ryland, and we have Sharon
19 Rogers and Alan Weinblatt and finally on the end we
20 have Thad Wilderson.

21 We're very pleased to have this
22 audience in attendance and we hope that you will also
23 learn from it, but go forth to spread the word about

1 the importance of stereotyping of minorities if,
2 indeed, you see it does exist.

3 I would like to just inform you of a
4 few of our ground rules. I think we'll proceed as we
5 did yesterday. The time allotted for each panel will
6 be approximately one hour. And we shall try to
7 adhere to that closely so that we finish by noon.
8 Would you kindly tell a bit about yourself as you
9 begin and then state whatever you wish to inform us
10 of in about up to 4 minutes, followed by questions
11 from us of you so that we have some dialogue going.
12 I'll warn you if you tend to go a little too close to
13 your time limit so that we're sure to be fair in
14 allotting the time. And finally at the end of this
15 there's some questions for both of you or from you to
16 us, we'll be pleased to accommodate that.

17 So, to begin, we have Bill Davis I see
18 in front of us, the Director of Minneapolis community
19 Action, Gleason Glover from Minneapolis, and you will
20 tell at the time what you do. And we'll start with
21 Bill Davis.

22 PANEL 8

23 MR. BILL DAVIS

1 Thank you, Madam Chair and Members of
2 the Commission and ladies and gentlemen, my name is
3 Bill Davis and I currently serve as the Executive
4 Director of the Minneapolis Community Action Agency
5 and I also serve as the First Vice President of the
6 Minneapolis Branch of the National Association for
7 the Advancement of Colored People. I serve as the
8 Chair of their Political Action Committee, and I also
9 serve on the Executive Committee of the state wide
10 conference of the NAACP. Just to further share with
11 you, I served for ten years on the Minneapolis
12 Commission on Civil Rights, and I served half of that
13 term, five years, as the Chair of that Commission.
14 I've also served as the Executive Director of
15 Minnesota League of Human Rights Commissions. I have
16 served as a member of the Governor's Task Force on
17 Prejudice and Violence, and a number of other boards
18 and commissions that I feel are relevant and germane
19 to the subject matter that you have before us today.

20 I want to say that I'm pleased to have
21 the opportunity to speak to you today. I think its
22 an excellent opportunity and an excellent subject
23 matter to give the community an opportunity to

1 express some of its frustrations around. I want to
2 say that historically African Americans, Latinos,
3 American Indians, Asians, have all been portrayed in
4 a very negative light in our media. These negative
5 images have gone a long way in terms of molding
6 people's impressions or images about people of color.
7 We have seen historically that Asians were often
8 relegated to roles of house boys or laundry
9 attendants. And ultimately they were elevated to the
10 level of the detective due to the form of Charlie
11 Chan. He was allowed to serve as a detective in some
12 movies in the media early on.

13 We saw Latinos who were given or
14 relegated to roles of playing gang members in West
15 Side Story and other kinds of movies. We saw that
16 American Indians were given the role of faithful
17 companion, Tonto, in most cases, or they were allowed
18 to serve as scout for the calvery, directing them
19 towards where other members of the indian community
20 resided.

21 All these images lead towards a very
22 negative projections of people of color in the media,
23 and ultimately in people's minds because that was

1 often their only contact with, their only point of
2 reference when it came to people of color. Today we
3 still see similar kinds of negative images being
4 projected, both in the printed media and the written
5 media. Oh, I should have mentioned, I'm sorry that
6 African Americans during that same period of time
7 were projected as the roles of Amos and Andy, Stepin
8 Fetchin, Aunt Jemima, and these other ones, again
9 very narrow, very limited kinds of roles for white
10 Europeans to view.

11 Today we now see some progress, but not
12 very much. We still see the negative images. We see
13 often that Asians are now rarely seen on t.v. other
14 than there's a few opportunities when they are viewed
15 either as a news anchor or some other limited roles.
16 Latinos are still relegated to minor roles or images
17 of gang members. And as well as American Indians and
18 African Americans. We still do not see very much
19 headway in terms of the positive images that need to
20 be projected we feel. There is, I guess I would ask
21 the rhetorical question, what would you think the
22 white european would look like if the only images
23 that they had portrayed on the media was a Marty

1 Feldman or Roseanne Arnold or Gomer Pile, and those
2 were the only images that were allowed to be let out
3 in terms of what white european looked like or
4 portrayed themselves or characteristics that they
5 manifest? It would be very, very similar to what the
6 people of color have experienced.

7 Today, the same type of negative images
8 are still prevalent in the media. As I mentioned
9 earlier that there has not been much headway gained.
10 As a result, the L.A. riots. When we start talking
11 about that whole media event that you would walk away
12 after, if you only allowed the media to be your only
13 source of reference, that there were largely African
14 Americans involved in that disturbance when, in fact,
15 the statistics point out there were a number of
16 individuals. And, in fact, African Americans were
17 not the predominant group engaging in the outbreak in
18 L.A.. But, if you were to rely on the media, that
19 would be the conclusion that you would draw. I guess
20 the question that you posed to the panel here is does
21 the Minnesota media engage in stereotyping, and I
22 guess I would say unequivocally, yes. That they,
23 too, continue to project people of color in a very

1 negative light.

2 I had an associate of mine who
3 graduated from the University of Minnesota with a
4 degree in journalism, an African American male who
5 stated to me that during his graduate thesis he began
6 to look through the St. Paul and the Minneapolis Star
7 Tribune to ascertain exactly how many positive
8 stories were written about people of color. And he
9 reported to me that it was less than one percent of
10 the stories were of that -- were of a positive nature
11 of African Americans over a ten year period. I think
12 that I had a similar experience when I had an
13 opportunity to be invited to the Star Tribune and go
14 through their assessment where they take you to each
15 and every department to have you an opportunity to
16 speak to their editors. And when I came to the
17 editor in charge of the variety section, I mentioned
18 to her, I said, you know, out of all of the areas in
19 the paper this is an area where positive stories
20 often emanate. That here's an opportunity for you
21 and your writers to do something positive for people
22 of color. And her response to me was that certainly
23 that was a good observation a good suggestion;

1 however she pointed out that the writer generally
2 choose the subjects that they write on. And she
3 pointed out to me that she had a number of women that
4 worked there and, as a result, they wrote a number of
5 stories related to women's issues. I pointed out to
6 her again that if she were to have people of color,
7 perhaps we would see more writings and more stories
8 of a positive nature about people of color.

9 My understanding, and to the best of my
10 knowledge, they still don't have a person of color
11 that works in that department, and this was over five
12 years ago that we had this conversation. So, I guess
13 I'm pointing out that there's a lot of work to be
14 done. Some of the things that need to be done
15 clearly is to begin to look in the community and to
16 identify the positive things that are going on and to
17 hire people of color to work for the local news
18 media. That will begin to sensitize those
19 individuals in the media about the importance of
20 having good human nature stories about people of
21 color. It seems to me that there are a number of
22 qualified people of color throughout this country who
23 are looking for an opportunity to work in a market

1 such as the Minneapolis Twin Cities area or the State
2 of Minnesota could, would make a meaningful
3 contribution if afforded an opportunity.

4 It also seems to me that there needs to
5 be an effort on the part of the local media to reach
6 out to people of color, to make them feel that they
7 are welcome, that there is an opportunity for them to
8 succeed in this marketplace.

9 I question the level of recruitment
10 effort. But once you recruit, you also have to have
11 a retention plan. You can't simply recruit people
12 into a job and not have a retention plan by which you
13 would encourage people or support people or help them
14 move up through their career in the organization.

15 Again I just wanted to share with you
16 this morning just a brief overview of some of the
17 things that I've encountered personally and through
18 my workings through the civil rights organizations.
19 And again, just pointing out that there is an
20 apparent omission of positive stories and positive
21 images on the part of the local media in the State of
22 Minnesota. And just to further illustrate that there
23 was an event held at the Humphrey Institute and I

1 think it was alluded to earlier where Dr. Benjamin
2 Hooks was in town. We had the dedication of the Roy
3 Wilkin's Chair? The first one in the country. And
4 I, maybe someone else can correct me, did not see any
5 coverage in the local media of that positive event
6 that took place here in our community, just less than
7 48 hours ago.

8 So, again, I say that unless they begin
9 to hire people who are sensitive, knowledgeable and
10 informed about what's going on in our community,
11 particularly the community of color, we're going to
12 continue to have these kinds of meetings and have
13 this kind of negative portrayal of people of color in
14 our community. Unless we begin to put pressure where
15 pressure needs to be placed, squarely at the
16 doorsteps of our media outlets to encourage them to
17 address this deficiency in the way that they report
18 stories in the community of color.

19 So, at this point, Madam Chair, I'll
20 conclude my remarks and prepare to respond to any
21 questions you may have.

22 CHAIRMAN RYLAND: Yes, I think we'll start
23 down here with Thad Wilderson.

1 MR. WILDERSON: Thanks for your comments.
2 To the question, is there stereotyping in the news
3 media in Minneapolis, you said unequivocally, yes.
4 In your opinion, has that been on the rise in recent
5 years, has it remained the same, or has it decreased,
6 even though it still exists?

7 MR. DAVIS: Madam Chair, Committee Members,
8 I think, in my own opinion, that there has been some
9 attempts on the part of the media when pressure has
10 been brought to bear. When there has been some
11 clamor from organizations like yours or others who
12 have pointed this out, and then it dips off. So, it
13 would seem to me that as long as there's pressure
14 brought to bear, that there is some response.

15 We need to get a media community here
16 that's responsive to other than pressure, that's
17 responsive as it is the right thing to do, it's the
18 corect thing to do. And it's important that they do
19 not perpetuate negative stereotypes about people of
20 color.

21 CHAIRMAN RYLAND: Thank you. Karon Rogers.
22 And incidentally, I think I believe I mentioned she
23 was Sharon before, she's Karon.

1 MS. ROGERS: Bill, and Gleason, when your
2 talk concludes maybe you can answer the same
3 question. Because of your experience in the
4 community and the different roles and hats that
5 you've worn and played, I'm wondering if you can
6 speak to how the negative images that are portrayed
7 by the media hurt people of color? Can you give us
8 some idea of what the repercussions are for people of
9 color?

10 MR. GLOVER: If I could, I could give my
11 presentation and I could answer.

12 MR. GLEASON GLOVER

13 My name is Gleason Glover. For the
14 past 25 years I have been the President and CEO of
15 the Minneapolis Urban League. And during that tenure
16 I served on various commissions and boards, both
17 appointed as government and private boards. And I've
18 been active a lot with the media in various roles.
19 The Urban League has the t.v. program on the ABC
20 affiliate here every other Sunday called On The Other
21 Hand, which we present views in a different way than
22 you find in most cases.

23 I started off as a youngster with the

1 NAACP as a student leader in the city movement in
2 Norfolk, Virginia. And I graduated to the Urban
3 League later on in life. I'm currently associated
4 with the Minneapolis Spokesman, the oldest and most
5 prestigious African American newspaper in the City of
6 Minneapolis. It's 58 years old. And I'm currently
7 in a role there. The official role to be designated
8 sometime in August. But I've had ongoing contact
9 with the media, both the print media as well as the
10 radio and television media. And telephone, one
11 consistent pattern that has existed over the past 25
12 years that I've been here is that there seems to be a
13 feeling that black life does not have the value of
14 white life. We are never portrayed in our holistic
15 sense. We have death, we have crime, we have
16 marriages, we have days of celebration, but very
17 rarely do you see that appear on the t.v. screen.
18 You see that for white Americans quite a bit. All
19 the big holidays, the Swedish, Scandinavian are
20 portrayed on the television screens. Until recently
21 our holidays have not appeared.

22 A good example of how the stereotypes
23 run and how the misinformation is shared, if I were

1 just to look at the t.v. coverage of drugs in
2 Minneapolis, I would think that the greatest
3 proponent of drug dealings in this city were African
4 Americans. Just looking at footage on television.
5 But the statistics point out the bigger the
6 difference that whites tends to use drugs and have a
7 high use of drugs than African Americans. You don't
8 see that, and you ask a question of how is that
9 impacting us? How often do I walk down this street
10 when some little old white lady will take her bag and
11 hide it from me thinking that I'm going to take it
12 from her? How many times have I gone down the
13 elevators and seen fear in the sights of many white
14 people? And that's the kind of impact that the media
15 creates for us. We talk about crime. You would not
16 think that most of the homicides in this city are
17 black on black crimes. You would think they're white
18 and black crimes because the way it's portrayed and
19 the feeling from the community is that blacks are
20 murderers, they're criminals. And we never highlight
21 the hideous crimes that are done by whites; killing
22 their families and this type of thing. And even when
23 it happens, the portrayal of that white person is

1 done in such a way you look at his life and you say,
2 oh, I didn't think he would do that. I'm surprised.
3 I mean, you get the whole person. I have very rarely
4 seen that done when it comes to black.

5 The most recent occurrences is an
6 exception with the Gross. I understand he's a black
7 person. For the first time I saw some coverage of a
8 people that say let's look at this person. We're not
9 looked at -- we're looked at as criminals as expected
10 of us. Not only that, even when they show snapshots
11 of you in the newspapers, we tend to get the worse
12 looking photos. I mean, if you look at the photo, I
13 had 50 photos, the one they show of me is going to be
14 the worse one they can find. I'm not saying that
15 it's intentional, but it darn sure seems that way.

16 I can also say that there has been some
17 progress, but it's not been to the extent that it
18 ought to be. We cannot excuse the idea that the
19 white media doesn't know because the 25 years I've
20 been here and there's records that attest to this,
21 I've been down to every editor, t.v., radio and
22 voiced the same thing I'm voicing to you representing
23 the urban league. So, it's not the absence of

1 knowledge, it's the desire to do right. And because
2 things are so sensationalized when you have the high
3 crime, the black crime, that is portrayed in a
4 different way.

5 The most other thing I want to point
6 out to you is the other damage that it does. I'm not
7 going to call the specific name because I don't want
8 this to be a public denunciation of a person. But
9 recently the Star Tribune and I shared this with the
10 editor and the people at the Star Tribune, so it's
11 not news to them. They wrote an article about this
12 outstanding white educator who resigned claiming he
13 was the savior and had a good human rights, civil
14 rights record, and affirmative rights record. And
15 little did they know that that man had the worse
16 record of any white person in this hiring blacks; the
17 way he's mistreated them. But in the way they
18 portrayed him in the editorial and the follow up
19 story that he was great. And one of our black
20 leaders made the mistake and read the newspaper and
21 wanted to proclaim this person the head of an
22 investigative unit that he was talking about. If you
23 look at that man's record, I know of 13 cases he's

1 destroyed the lives of minorities and women by
2 discharging them and having settlements of course.
3 But, destroying their lives because of his inability
4 to deal with people. But he was yet lauded in the
5 newspapers as a person who was a leader in
6 affirmative action. And I guess this is the damage
7 that's done. Now, the damage is that they don't do
8 the kind of intensive investigative reporting for
9 whites that they do on blacks. So, if you say
10 something about a white person and it is good,
11 they'll write it. But for us they delve and delve
12 and find out all the bad things.

13 There are some good things that have
14 happened, and I think we ought to be honest about. A
15 World of Difference, I think was done by Channel 5.
16 It was an good effort to try to portray the
17 differences of adversity. I think one of the most
18 exciting things ever done by t.v. since I've been
19 here was done by Channel 5 in Whose Minding the Store
20 in which they undercovered the way African Americans
21 and others were being targeted. It won them the
22 Peabody Award. But the whole idea is the first time,
23 the things we've been saying for years and years

1 didn't make good sense until Channel 5 brought it
2 out. Every black person in town knew it was going
3 on. But, all of a sudden, Channel 5 brought and all
4 of a sudden it became a reality. And this is part of
5 the problem we face with dealing with the media. The
6 stereotyping still goes on. We still portray blacks
7 as not being as smart, as intelligent, as right, as
8 white people. We very rarely get the idea of seeing
9 our bright young people portrayed in the news media.
10 Boy if you talk about a gang, you can get a newspaper
11 guy to follow a gang member around for a whole week
12 and write about this gang member. But you'll never
13 see that happen to one of those bright young black
14 kids who don't get in trouble, who go to school, who
15 don't get caught up in crime and prostitution and
16 trying to make it the best he can in the same
17 environment. That is never portrayed. And I think
18 that is where part of the stereotyping continues.

19 The other thing that I want to point
20 out, and some of you might disagree with me, but
21 nevertheless I'm going to give you my opinion on two
22 things. I'm sort of tired of the white press
23 continuing to just select our black leaders for us

1 because they never check with the black community to
2 find out who these people are leading. And I'm sure
3 this is true in hispanic and Native American
4 communities and Asian communities, too. I've seen
5 pictures and stories written on people about how
6 great they are and what they're doing for the black
7 community. And if they were to check, half the black
8 community they would tell them that person is the
9 worse person in town. So there is a problem that
10 they have to deal with it. And I'm sick and tired of
11 seeing that because it sends off a message to the
12 broader community that there's the good leadership,
13 the responsible leadership ain't doing nothing out
14 there. How often have I had black reporters said to
15 me, you know, what is the middle class doing? You've
16 turned your back on your brothers and sisters in the
17 neighborhood. I can tell you for a fact that most
18 African Americans that I know that are graduates of
19 black colleges and are out there working everyday
20 give a heck of a lot back to the African American
21 community. Give more than most whites give. It's
22 not publicized. Take them into their homes, doing
23 things for them, tutorial things, helping their

1 families. The hours they put in volunteer work, I
2 mean, this is never played up. I might -- and you
3 see some guys I'm dealing with kids that nobody wants
4 to deal with. They don't even have the facts right.
5 I guess I get so angry in this city when I look at
6 this whole gang thing. They talk about there are
7 some agencies that are not dealing with gangs.
8 Everybody dealing with youth are dealing with gang
9 members. It's not an agency in this City of
10 Minneapolis that are dealing with youth that don't
11 have some gang members. There's not any one agency
12 dealing with gangs, every agency is. At our street
13 academy for the first time we had to get some guards
14 because of the gang problem. So, the honesty isn't
15 there, the integrity isn't there. Some white guy
16 decides he's going to be a leader. They write about
17 him, and you write about him and you profile this
18 person off, and you ask the question, how do you
19 think about him? And all of a sudden you've got to
20 be in a position of criticizing your own. If you
21 tell the truth, you might get your head blown off.
22 If you back off you say, he's all right, he's a
23 brother, all that kind of stuff. But the reality of

1 it is it's the same person who does the reporting
2 ought to do it right. And so one hand, they do it
3 negatively, on the other hand they try to do things
4 what they think is right, and I guess out of guilt
5 they don't go far enough. And I'm saying that's a
6 very serious problem in the city.

7 Now the other thing I want to be
8 allowed to say that riot that supposedly took place
9 here in Minneapolis and being on the other end of the
10 news, I decided to send my team of people to cover
11 the same story that the white men covered.

12 Ironically it wasn't as serious as the white paper
13 portrayed it to be. Now, I'm not saying that it
14 wasn't a white news person that got beat up over
15 there, but a riot stemming out of hunger, despair and
16 joblessness just was not the case.

17 The history goes back on this. It's a
18 little differently. But, the way you saw it on
19 television, we had our Los Angeles right here. A 24
20 hour coverage of something that happened in North
21 Minneapolis. All the leaders coming out, he was
22 there to stop the riot and save Minneapolis. Believe
23 me, if that were to save Minneapolis, boy we're in

1 some deep trouble. But, I'm saying that I say that
2 it's sort of comical, but it's very serious because
3 we get the portrayal that -- I'm not saying -- the
4 conditions here are bad, and they are as bad as they
5 are in any other part of the country when you look at
6 unemployment, when you look at our crime rate, you
7 look at everything else. So, it's no question about
8 the depth of the problem. But, believe me what
9 happened in North Minneapolis was not a Los Angeles.
10 It didn't come anywhere close to it. But, the way it
11 was portrayed, you would have thought the town was
12 going to blow up overnight. It might have been some
13 elements there, but after reviewing it, it didn't
14 come out that way.

15 And to make a long story short, our
16 newspaper and media is just like America, racist, and
17 has stereotypes of blacks. And it's unfortunate you
18 can't take that out of people who are brought up in a
19 certain way. I mean, if you're a white newspapers
20 person who don't understand blacks, and you haven't
21 had much contact with them, you know, how can you not
22 write that way. So, the media has to have some
23 sensitivity counter on a hundred in terms of better

1 understanding the African American community.

2 Now, I want to respond to the issue
3 that Bill Davis raised earlier. He said that
4 Benjamin Hooks was in town. He was in town, I was
5 right there with him Thursday at the President of the
6 University of Minnesota's house. And it was a
7 positive occasion for the City of Minneapolis. The
8 Roy Wilkins' chair filled, Mr. Ben Hooks was in town
9 and the most amazing things that the President and
10 Publisher of the Star Tribune talked for about 15
11 minutes, he was there. And to make it even worse,
12 the Spokesman got a press release a week ago
13 announcing that it was going to happen because we
14 changed our outlay to be sure it got in there. So it
15 was in the media. It came through the press release
16 to all the media a week ago that this was going to
17 happen. So, no one can say that it wasn't, the
18 information wasn't there. Somebody decided that it
19 wasn't important enough to write about, and that
20 that's where the judgment comes in. That's where the
21 racism comes in.

22 I hate to give examples of Urban
23 League, but Thad can attest to this because he's been

1 on my Board for many years. We have an occasion we
2 call the annual Urban League Dinner and we try to
3 give recognition to black scholars, young kids who
4 finish school, give them scholarships, recognize the
5 black family of the year, accentuate the positive
6 aspects of black life in Minneapolis. I can say that
7 25 years I've been here, I have not been more than
8 twice have there been a major articles in the white
9 press about the Minneapolis Urban League's Annual
10 dinner, and we have upwards of 700 to a thousand
11 people at our dinner every year. So, it's a major
12 civil rights activity of the year. And most of the
13 companies and the Star Tribune has a table there, at
14 somewhere or another this doesn't rank with the kind
15 of activities that a white, when you've got 50 people
16 there, they have a big showing.

17 And I got to be real honest, personally
18 they've been good to me. They wrote an editorial
19 about me in the paper that I was real surprised they
20 wrote. They covered my retirement thing very well.
21 But that was unusual, and I would not want you to
22 think that that was an example of how things were run
23 in Minneapolis because it's a contrary. And I think

1 what happens, it sends out a message of
2 misinformation to whites who become frightened
3 because they see us as criminals. They see us as
4 animals, and they become frightened. It does very
5 little to bring good race relations in a city that
6 needs it.

7 We give false impressions about
8 companies and what they do in terms of employment. I
9 really don't know what an equal opportunity employer
10 is. I really don't. I tried to figure that one out
11 because I'm an equal opportunity employer and I go in
12 their factories and their companies I don't see
13 anybody black that has any power. Instead of a glass
14 ceiling, it's a brick wall, it's a brick ceiling. And
15 most blacks that I know and African Americans or
16 other minorities are working in hostile work
17 environments, you know, where hate mail is coming
18 everyday, comments being made about their lives and
19 threats are made on their lives. And you know, but
20 you never see that investigative reporting coming out
21 in the paper. And, the thing that bothers me is that
22 they got to know about it because in the former
23 network where we find that information, this stuff

1 flows, cousins and uncles and people tell people
2 stuff. You've got to know these things are
3 happening, so not to report it is just like saying I
4 don't want to do anything.

5 Now, I'll give you an example of how
6 serious this is and it's changed a lot since this
7 occurrence happened. But, it happened back in 1972
8 when the Urban League and the NAACP were having a
9 selected big campaign against General Mills. Mr.
10 Talmadge Bartelle's old company. It was before
11 Talmadge, so he cannot be held responsible for this.
12 But, anyway, at that time we had initiated a nation
13 wide boycott against General Mills. The irony of it
14 all was that a senior vice president received a
15 letter from Bob White, not the editor Bob White, but
16 another Bob White at the Star Tribune actually
17 apologizing to him for having to write these negative
18 things about the General Mills situation. So, what
19 you've got is a old boy's network that's supplemented
20 by ads and finances that kept the newspapers and
21 media away from some selective individual and
22 company. You've got to remember that. It's not all
23 social. A lot of it is economics. And because the

1 reason I speak so highly of Channel 5 was because at
2 the time they were running the article, the series on
3 Who's Minding the Store, a couple of companies,
4 including the company they looked at, seriously
5 threatened to pull their ads from their t.v. station
6 because they were going to run that story. So, don't
7 fool yourself and think it's only a social issue.
8 It's combined with a lot of economic issues that
9 pressure is applied to cover up and not present the
10 proper picture. So, as civil rights organizations
11 and persons who have interest in that don't forget
12 that one point because we tend to dwell on social
13 sides so much and think the matter is social and
14 people don't know that the lack of education, the
15 lack of knowledge is the green bucks that also
16 contribute a lot to the kind of coverage you get and
17 whose favorite, who isn't favored and those types of
18 things. And I will close my remarks. I have a lot
19 of other stuff I could talk about.

20 CHAIRMAN RYLAND: We need to ask you some
21 questions, too.

22 MR. GLOVER: But, I think I've highlighted
23 the major points.

1 CHAIRMAN RYLAND: Did you want to come wi
2 that one more? It would come out in our questions.

3 MR. GLOVER: I'll give you a chance to shoot
4 the stuff at me for a change because I've given you a
5 lot of stuff here.

6 CHAIRMAN RYLAND: You may specify for either
7 Mr. Davis or Mr. Glover, if you wish. We have
8 Talmadge Bartelle waiting.

9 MR. BARTELLE: I think he was first.

10 CHAIRMAN RYLAND: All right. Alan
11 Weinblatt.

12 MR. WEINBLATT: I have one question for each
13 of you. Mr. Davis, my question to you pertains to
14 the individual that you mentioned that was a friend
15 of yours in journalism, really it's two parts to it.
16 Now, first where is he now, and secondly, did he make
17 efforts and if so, do you know what efforts he made
18 to catch onto employment after journalism school with
19 the local media here?

20 MR. DAVIS: Madam Chair, Committee Member
21 Weinblatt, the individual now is, unfortunately, not
22 working in the field of journalism. He's doing some
23 freelance work writing and he did attempt to work

1 and, in fact, he was employed briefly with the Star
2 and Tribune for a brief period of time and he was so
3 disillusioned with the whole process and the fact
4 that he was not allowed the opportunity to report on
5 stories that he thought were very essential stories
6 that out of his sense of frustration, he moved on and
7 landed a series of other jobs and ultimately started
8 consulting work. So, he met a great deal of
9 resistance for what he thought was important news to
10 convey. And as has been pointed out often, the
11 media, particularly the white media in town, feels as
12 though those human interest stories are best dealt
13 with through the local black media, which is a
14 disservice to the general population.

15 MR. WEINBLATT: Thank you, and for Mr.
16 Glover, we recognize you for decades of service, not
17 only to the minority community, but to all of us. We
18 appreciate you. One other follow up on Ms. Rogers'
19 questions I had, can you comment about your vision of
20 the effect on this kind of media portrayal of blacks
21 and other -- the youth of colored kids?

22 MR. GLOVER: I think it's very important
23 that we address this issue because we get our images

1 and our heroes from the media. So, if the druggie
2 the guy you see on television, you see the most
3 glamorous guys who does the things that is most man
4 like. The kid begins to emulate that. That's one
5 side of it. The other side is fear that is instilled
6 in white people who don't have contact in Minneapolis
7 with blacks to the extent they ought to have. Like
8 you have in some other urban cities. And they see
9 stereotypes and they get nervous. So, all the
10 stereotypes they see are assigned to you and me, to
11 Thad and I or to Bill. If we were on the elevator,
12 the lady doesn't know I'm Gleason Glover of the Urban
13 League, she saw a black guy on the elevator. I might
14 steal her purse and beat her on the head. It conjures
15 this type of experience. And that's where the real
16 danger comes in.

17 Now, in all fairness I must admit that
18 I have seen some improvement in the media in some
19 instances they have begun to carry good stories on
20 blacks, in some instances. But, it's atypical rather
21 than typical. It hasn't reached a point where it
22 becomes a common thing. But, periodically they will
23 do feature stories on African Americans or people of

1 other origins, you know, in the media. But, it hasn't
2 reached a point that it has become a commonplace
3 thing. But, the danger they do in terms of creating
4 images for us because if you were to look at the
5 media, if I were -- let me cite you an example. Most
6 media portray college educated blacks as weak, stupid
7 people who don't have any concern about their own
8 people. Who, you know, who aren't men. Who hide
9 behind their academic credentials. And this is
10 portrayed in the movies, it's portrayed when you see
11 it on television, it's portrayed when you read about
12 things in the paper. It looks like black America is
13 only a street person who is a drug pusher, who comes
14 up, you know, out of the drugs and kills somebody,
15 goes to jail, comes back and reforms. Then he's a
16 black person So, throughout our life kids are seeing
17 images of not of blacks who are educated blacks who
18 are just as tough and rough and masculine as anybody
19 else in the world because when those guys came out of
20 the ghetto, they had to fight their way out. I
21 didn't come from a rich family. I had to fight my
22 way out everytime I leave. Because I've got on a
23 shirt and tie don't mean I can't curse and go to war

1 when I have to. But, according to the media, I'm a
2 little pup, he can come to me. No, sir, don't get
3 me. I don't know how to win a woman either. I've
4 got to go to some street guy to tell me how to win a
5 girlfriend. Really, these are the kinds of images
6 that the media portrays and you end up with a young
7 kid coming up saying, well, god, I mean, college
8 educated people, they don't care about it. If you go
9 to college, you ain't no man. It takes away your
10 masculinity. Unless you're an athlete or somebody.
11 So, it does irreparable harm to images and to our
12 youth coming up. And when they want to be like that,
13 and that is greatest harm that I see that it does.

14 CHAIRMAN RYLAND: May we move on down here
15 to Talmadge Bartelle?

16 MR. BARTELLE: Yes, I think Ill make a
17 comment, first of all. Gleason, yesterday we had Tim
18 McGuire here from the Star Tribune who gave a very
19 forthright, albeit controversial presentation. And I
20 did want to point out that I thought,
21 notwithstanding, I thought it was the deserved great
22 credit and the substantial tribute that that paper
23 put on it's editorial page indicated the very high

1 respect that you're held in this entire community
2 over the past 25 years.

3 The other thing I want to talk about
4 too is a question I want to raise is the -- can you
5 give me some examples of the impact of imaging of
6 minorities insofar as their interaction with
7 government employees, government officials, police,
8 so forth, and so on?

9 CHAIRMAN RYLAND: Can we do that in just a
10 couple of minutes?

11 MR. GLOVER: In a couple of minutes.

12 CHAIRMAN RYLAND: And we have just one more
13 question.

14 MR. GLOVER: What happens, because we are
15 basically excluded from the decision-making
16 processes, and when the flow of money comes in, we're
17 not those people making decisions. We find out about
18 it. So, we have to take an adversarial role to get
19 into the pot. And so we end up always being like
20 we're attacking the process because we're excluded
21 from it. And the newspaper picks up on that. I'm
22 always identified as an activist because I go down
23 and raise some questions about the city hall, about

1 money that should come to us that we didn't get
2 because they don't include us in the process. So, we
3 end up having to fight to get in.

4 MR. DAVIS: I was just going to piggyback on
5 it and just say in terms of the police response,
6 quite often they also proceed in that same kind of
7 adversarial role because of the negative images when
8 they come into the community or referring to them on
9 patrol as the wild, wild west, based on a rap song or
10 video that they've seen. And the images that they
11 project to blacks in the community, and that's the
12 way they perceive us. And the way the apprehend
13 people often is a little bit different in the African
14 American community and communities of color than it
15 is in the white community. And that has a lot to do
16 with their own predisposition and their own
17 stereotypical view of looking at people of color and
18 as predicated on their images that they have seen in
19 the media.

20 CHAIRMAN RYLAND: One last question.

21 MR. RUIZ: Mr. Glover, Mr. Davis, thank you
22 for coming down. Yesterday it was touted by the
23 media representatives, and I want this in the record,

1 that's why I specifically spoke to it, that they are
2 all apparently developing a source list or a bunch of
3 lists of people in the community that they can
4 communicate with to affirm things. Has that become
5 the norm? Do you get calls normally, as a matter of
6 fact, when there's a story, do they call you on just
7 a negative story or positive?

8 MR. GLOVER: Sometimes they call us on it,
9 but a list, there is what they call the new
10 leadership list. They figure some of the old people
11 been saying too much, they want a new list of people.
12 So, what happened is it has material listed somewhat,
13 but they still are picking the people, you know, and
14 that's why it works out real bad.

15 And I want to close my comments on
16 thing, is that I talked about the social and economic
17 sides. There are also relationships that reporters
18 have with policemen and with government officials
19 that they're not going to destroy their opportunity
20 to get inside story by writing something bad about
21 those people. And a lot of that takes place with the
22 police department where you have reporters who can
23 get inside scoops from the police and if the police

1 say no longer you can get it, they won't write
2 anything that's going to show a negative light on the
3 police. So, if the governor say you can't come over
4 for a news release because you wrote a bad article
5 about me, that person will stay away from writing bad
6 things. So, you've got a lot of factors that create
7 this climate, other than just social things. We see
8 the personal stuff, the entree, the good stories and
9 economics.

10 MR. DAVIS: Can I just make one closing
11 also, to touch on with what Mr. Glover talked about?
12 The whole notion that the African American community
13 and communities of color are monolithic. There's
14 this perception and hope that you're right, Mr. Ruiz,
15 that they are going to start adding more names
16 because just like the white community, you don't call
17 the same people when you want information on banking,
18 on education or labor. Whereas, in our community,
19 we're supposed to be multi faceted and monolithic and
20 one person speaks for everyone. And that's a
21 misnomer, and it's a very dangerous kind of way of
22 gathering information.

23 MR. GLOVER: If it's one thing they do, they

1 want to find that one black leader and if I ask you
2 today who is the white leader of America, could you
3 tell me?

4 CHAIRMAN RYLAND: I want to thank you both
5 for coming and we're keeping the record for testimony
6 on this open until August 31st. If you have other
7 comments you wish to put in writing, I can give you
8 the address to submit them to the U.S. Commission on
9 Civil Rights.

10 MR. DAVIS: I appreciate the opportunity.

11 CHAIRMAN RYLAND: We invite you to stay on
12 and listen to the next two panels if you wish to do
13 that. Thank you so much.

14 (A brief recess was taken.)

15 CHAIRMAN RYLAND: We wish to welcome our
16 next panel to this presentation on media stereotyping
17 of minorities. Our procedure here is to will you
18 please try to limit your initial remarks to about 4
19 minutes apiece so that we have some time for
20 questions of you, and it's the situation that we seen
21 to prefer from our pattern of yesterday was that,
22 after your four minutes we ask that person questions.
23 Then we go to another and to another. And finally at

1 the end we can just ask them all the way across the
2 board. That timing we've discovered becomes a little
3 difficult to adhere to, so I would caution the
4 committee members here to try to keep to that pattern
5 and to our distinguished panel members also out
6 there, if you would please.

7 Our guests then in front of the
8 committee this morning are Tom Beaver from the
9 University of Minnesota -- I'm reading them in the
10 order in which they appear on our presentation list.
11 Vernon Bellecourt from Peace Makers, Andy Marlow from
12 KUOM Radio. And we have an additional replacement
13 here in Clyde Bellecourt. Would you add your name

14 MR. CLYDE BELLECOURT: I'm with the News
15 Center. My brother represents the Peace Makers. I
16 represent the National Coalition on Racism on Sports
17 and Media as well as the American Indian Movement.

18 CHAIRMAN RYLAND: I think I'll ask as you
19 make your presentation, could you restate that, for
20 the record then, too, and I guess the order of
21 speaking is that for the third one here, we'll have
22 Clyde Bellecourt and finally at the end of number
23 four, Andy Marlow from KUOM.

1 Would you like to introduce yourself
2 with some explanation as to what group that you
3 represent and then what you wish to present us
4 testimony on this topic of media stereotyping,
5 starting then with Mr. Tom Beaver.

6 MR. TOM BEAVERS

7 Thank you , Madam Chair and Commission
8 members. My name is Tom Beavers, I'm with the
9 University of Minnesota. I'm with the Office of the
10 Associate Vice President for Academic Affairs. Our
11 office deals with diversity issues at the University
12 of Minnesota. But, before that, a little history
13 about myself. I have been the reporter, producer,
14 sometimes anchor and public service director for WCCC
15 T.V. here in the Twin Cities. I was there for 12
16 years. I have also worked in the federal government
17 as a press secretary for the Assistant Secretary of
18 Interior for Indian Affairs and presently I'm also
19 host of First Americans Update, and that is an indian
20 news and information program.

21 I'm here today to discuss the current
22 lack of news for and about indian people here in the
23 Twin Cities and in Minnesota. Our program, First

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1 Americans Update was created to provide indian people
2 with the news and information that they need and that
3 they are demanding and that they are not receiving
4 from mainstream media. On a daily basis we are
5 invisible to the news organizations and the only time
6 that curtain of invisibility is raised is when they
7 decide to give us what some indian people are calling
8 beads of feathered coverage. Very simply, it's a
9 face, an easy way of covering indian affairs and
10 making indian people happy. But, what they mostly
11 cover is our cultural and our events. But, what we
12 are lacking and what we are demanding from the media
13 is our coverage of bread and butter issues, which
14 don't get stories on the important issues facing
15 indian people today. We don't see any coverage of
16 the destruction of our freedom to worship in our
17 traditional ways and the destruction of our sacred
18 sites here in Minnesota and other places. We do not
19 get coverage on any of our economic development
20 projects. We do not get coverage about our
21 government and our government leaders. As an example
22 of things that should be covered, the Cheyenne River
23 sought to have us approve eight major amendments to

1 their constitution. It's such a major event when any
2 government amends their constitution for one
3 amendment, but to do it eight amendments at one time
4 is a significant event. We've not heard one word of
5 that coverage in Minneapolis.

6 Part of the reason for lack of coverage
7 is lack of indian people in the media as reporters,
8 indian people in the media, in the management areas
9 as decision makers, the gate keepers there. And this
10 causes a great deal of problems for indian people.
11 You know, one of the major differences between Native
12 Americans and other people of color is our unique
13 relationship with the United States government. We
14 are a political entity. We are a sovereign nation
15 and most non indian reporters are unable to consider
16 indian nations as sovereign nations, developing third
17 world nations, if you will. And most of all, and
18 what hurts indian people most, is that non indian
19 reporters are ignorant of treaties and what they were
20 for and what they mean to indian people and what they
21 promise. We see and hear and read about reports
22 about problems indian people have with the schools.
23 What we don't see happening is the stories about the

1 reasoning of the schools. And, we don't see stories
2 about the schools that were promised to indian people
3 when they signed treaties. There are treaties
4 existing today where indian people gave up land to
5 what is now Minnesotans. They were promised one
6 school for every five hundred children to be taught
7 in their language. Those schools don't exist. That
8 would be a good story, good materials for
9 investigative reporters to find out what happened,
10 why were those treaties not abided to.

11 Mainstream media refused to give this
12 indian audience news and information which are
13 important to them. It would be great to see a
14 section in the newspaper about indian stories from
15 around all the country, and everywhere, and to
16 Canada, to Alaska, down in the south here. But, what
17 would be better for all concerned is to see to hear
18 and read stories about indian people on a daily basis
19 and not in special sections and not on just special
20 days.

21 For now I guess it would be good to
22 have non indian reporters to begin to cover indian
23 affairs in a professional manner. In that effort

1 indian people have published a manual for non indian
2 reporters and it's called the "American Indian and
3 the Media". It's a small manual or handbooks here.
4 It would be -- I'd suggest that it become a document
5 that is on every reporter's desk and that every
6 reporter read it so that they can understand a little
7 bit more about indian people.

8 I'd like to conclude right now and just
9 keep it short, but I want to thank you for the honor
10 of appearing before your committee here today and
11 talk to you about the lack of coverage by the
12 mainstream media. It's my hope that the mainstream
13 media will hear what has been said here and at the
14 last two days, and that they will begin to provide
15 proper and professional coverage on indian affairs.

16 CHAIRMAN RYLAND: Thank you very much. Are
17 there questions of Mr Beaver? Alan Weinblatt?

18 MR. WEINBLATT: Yes. Mr. Beaver, based upon
19 your experience and your knowledge of the American
20 Indian community, are there young Tom Beavers around;
21 that is, persons in the community who are interested
22 in careers in journalism and persons who might either
23 now or at sometime soon be, in your opinion,

1 qualified to serve as journalists in either print
2 media or television and radio?

3 MR. BEAVER: Yes, there's a great number of
4 young students that are interested in the media,
5 interested in film making, interested in writing, but
6 those are the real visible areas of the media. There
7 are other areas where students need to be informed
8 about in the media; graphic artists is for one. We
9 have a lot of artists in our community, graphic
10 artists that can be used. Photographers are needed.
11 We need people in the management areas, in the
12 financial areas. People to sell ads. We have people
13 that are in business that know how to sell ads, know
14 how to become accountants. All those areas within
15 the media, whether it's radio or television or
16 newspaper, we have people ready today to go into
17 those areas and to work and be competent, to be
18 efficient, and to turn out excellent products. The
19 problem is that mainstream media refuses to look for
20 us. They refuse and they say the pool is too narrow.
21 We can't find anybody. The only people that say that
22 the pool is very shallow are the ones that's never
23 been to the pool to find out how deep and how wide

1 that pool is. So, they can no longer use that
2 excuse.

3 CHAIRMAN RYLAND: Karon Rogers.

4 MS. ROGERS: Can you talk to us at all about
5 your experience at WCCO? The reason I ask the
6 question is that we had members of the media come and
7 testify for us yesterday and say that there's not a
8 pool of applicants that are available to them, that
9 they are really trying to recruit, that they cannot
10 find people of color in the media. Can you, as a
11 person who was there for 12 years, can you speak to
12 this? I know it was sometime ago, Tom, but what do
13 you know about the recruitment forms and what do you
14 know about t.v.'s, for example, ability to retain
15 people of color because of an environment that
16 welcomes them?

17 MR. BEAVER: Well, you mentioned environment
18 and for reporters of color, people of color working
19 in the mainstream media here, especially at CCO where
20 I worked, the environment was not conducive to make
21 one feel comfortable to do a good quality type job.
22 And because of a poor environment, many reporters of
23 color left. Sometimes not because they wanted to,

1 but because they were kind of forced out. And so
2 right now there are very few people of color. And
3 when you do see people of color in the media, they're
4 mostly in front of the cameras. And the Civil Rights
5 Commission's report, "Window Dressing on the Set",
6 years ago mentioned that problem quite good, covered
7 it very well. But, there are people behind the
8 scenes that we can go into that, we can work into
9 that very good in radio and television; engineering
10 area, electronics. We've got people there.

11 MS. ROGERS: Is it a poor environment
12 because there's a brick ceiling or is this because
13 there are people that are harassing people? Can y
14 talk a little bit more about it?

15 MR. BEAVER: It's a poor environment that
16 there's a ceiling that you can only go so far as just
17 do certain types of stories. And then there are
18 people within the other employees that all the time
19 will make comments or negative things to you about
20 your people and so it's not a good working
21 relationship.

22 CHAIRMAN RYLAND: At this time we'll take
23 just one more question and I think there was an

1 indication from Thad Wilderson.

2 MR. WILDERSON: Tom, thanks for your
3 information, talking on the lack of news on indian
4 people. That was very informative and helpful as
5 well as some of the things about the environment.
6 But, could you expand just a little on whatever news
7 coverage there is? What are some of the major
8 stereotypes that are portrayed about indian people
9 when they do show them on the news?

10 MR. BEAVER: When they show them on the
11 news, it's probably like you all have heard, one is
12 that it's a bad coverage, people that are dealing
13 with the police, some sort of criminal activity.
14 That gives us stereotypes, that's all of the people
15 that we have in our community. When our community is
16 very diverse, very wide. We have people doing good
17 things, people giving of themselves to their
18 community and doing it on a daily basis. We never see
19 or hear stories about those people. And it's not
20 right because our community is so wide, we have so
21 much to offer. Nobody even bothers to check with us.

22 CHAIRMAN RYLAND: Thank you very much.
23 We're going to move on for the time being to Vernon

1 Bellecourt, please.

2 MR. VERNON BELLECOURT

3 Thank you, Madam Chair and members of
4 the committee. I'm going to be very brief. First of
5 all, I represent the National Coalition on Racism in
6 Sports and Media. And, of course, this movement was
7 formed out of an effort over the past five or six
8 decades to cleanse organized professional sports and
9 amateur athletics of their continued denegrating
10 depiction of indian culture, spiritual and cultural
11 symbols from mascots. And I think that goes right to
12 the heart of my brief testimony.

13 Oftentimes the media will shop around
14 for issues that are more palatable or safe issues,
15 such as that issue of racism. And I have to say that
16 in that particular case, of course, the media locally
17 and nation wide, we felt had to be congratulated on
18 the way that they had reported the story. And, of
19 course, we know again, and just to repeat that, it
20 was a very safe issue and was not too controversial,
21 other than those rabid sports fans who continued
22 wanting to use us as mascots for America's fun and
23 games.

1 So, setting that aside, I would like to
2 go to another issue of the whole issue of five
3 hundred years, quintcentennial celebration of the
4 coming of a person that we characterize as a colonial
5 pirate who really began the American holocaust, not
6 only against the original and natural peoples of this
7 land called indians, but as well African Americans
8 who, once they destroyed millions of our people, they
9 had to bring in Africans to enslave in the America.
10 So, this has been a very devastating holocaust
11 against indigenous people. During the opening of
12 what was characterized as First Encounters which was
13 a Columbus exhibit that was created by the
14 University of Florida in Gainesville, and really was
15 the center piece of the whole Quintcentennial
16 Jubilee's Commission's efforts to glorify Christopher
17 Columbus. This show opened up at the Science Museum
18 in St. Paul, Minnesota and, of course, on May 29th at
19 7:00 p.m. we staged a demonstration at the replica of
20 the Nina which is 2/3rds the original size of the
21 ship. And, of course, a replica of Christopher
22 Columbus who obviously is also 2/3rds replica of the
23 original Christopher Columbus. Just to read from the

1 statement that which kind of goes right to the heart
2 of my testimony. We said in the statement, among
3 other things, how we support the declaration of
4 Quito, Ecuador on July, 1990 where indians from all
5 over the Americas to come together to plan a strategy
6 of how to deal with this quintcentennial of hoping to
7 turn around how history has been portrayed. And, of
8 course, the fact is that continuing today the
9 holocaust continues against indigenous people.
10 People think this happened hundreds of years ago, and
11 we point out here, the fact is that after five
12 hundred years, we, the indian people, continue to be
13 the innocent victims of america's longest war. From
14 the Mowhawk Nation, we are under attack by the
15 immigrant settler regime of Canada and Quebec, to the
16 srtruggle of the Lac du Flambeau Chippewa of
17 Wisconsin, over the fishing rights issue, to the
18 forced removal of the Navaho/Hopi people at Big
19 Mountain in Arizona, to the struggle of the
20 Lakota/Dakota people to recover their sacret Paha
21 Sapa, the Black Hills, to the holocaust being
22 perpetrated against the Indian people of Guatemala by
23 the U.S./Israeli supported brutal regimes, and their

1 death squads with more than 70,000 indian people
2 being murdered in the past decade, I'm talking about
3 this past ten years. I'm not talking about when
4 Columbus was here. What we're saying is the Columbus
5 legacy continues.

6 Now, we had hoped that that's what the
7 media would have reported. But obviously the whole
8 issue got lost in the media event because in the fact
9 to dramatize this I drew my own blood on the sail of
10 Christopher Columbus. The next day the paper said
11 Indians denounce Christopher Columbus. None of them
12 were willing to go right into the meat of the press
13 statement and the purpose to hold the press
14 conference to begin with. We realize because of the
15 media lack of coverage, of indian issues that we
16 would have to create a media event in order to whet
17 their appetite, or to attract their attention.
18 That's just the way it goes. They don't want to
19 cover the fact that the Peace Maker Center, although
20 we did get some pretty good press in the last week.
21 But what the indian community is doing in the
22 community to help youth, to get youth out of the
23 drugs and out of the gangs. They never report those

1 kinds of stories. They always want to glamorize t
2 issue. The whole issue then became, Don't Cancel
3 Exhibit About Columbus. Why Let Bellecourt Vandalize
4 Exhibit? Museum Won't Press Charges Over Blood on
5 Columbus Exhibit. Blood to Remain on Columbus
6 Exhibit. Columbus Deserves Nation's Praise Not
7 Latter Day Lynching. So, that's the point we want to
8 make is that the media, for the most part, will often
9 cover what they feel to be glamorous stories or that
10 catch the attention of their readers or their
11 viewers, but they will always, for the most part,
12 ignore the tremendous programs that are going on in
13 our community, which are helping people on an
14 everyday basis. I think that's one of the main
15 criticisms I would like to make. And, of course, we
16 continue with the efforts to turn around this
17 quintcentennial. We continue to purge and cleanse
18 organized athletics and amateur athletics of
19 ingrained racism. And, of course, as we are
20 attempting to do this we see G. Heilemann Brewery
21 Company putting out a malt liquor targeting the
22 indian community called Crazy Horse Malt Liquor. The
23 same way they had St. Ives and they've had other malt

1 liquors that are targeting the black community. So,
2 we have to deal with these issues and I don't think
3 the media has really reported these issues the way
4 that they should. Thank you very much.

5 CHAIRMAN RYLAND: Thank you. Are there
6 questions? Mr. Bartelle?

7 MR. BARTELLE: Yes. You mentioned history.
8 When I came along in school, I studied required
9 history and nothing was available which certainly
10 which was available which leaves many, many gaps in
11 real history development of our country about the
12 heritage that was before Christopher Columbus and was
13 required to have to study western european history.
14 Do you know whether or not -- what do you think about
15 them establishing required courses to fill these gaps
16 in history? Are these studies, indian studies
17 programs that to you, for example, are they electives
18 or are they required courses?

19 MR. BEAVER: They're mostly elective
20 courses. However, the University of Minnesota has a
21 pure list of requirements where all students are
22 required to take subjects dealing with people of
23 color. The problem in education, however, is not the

1 requirement or the elective of the courses about
2 people of color designed specifically around the
3 ethnic group. The problem is that we need to be
4 included in the history books. We need to be
5 included in all the other areas of English where we
6 can show and professors can tell everyone about the
7 achievements, the accomplishments of people of color.
8 Because what students are getting now is only half an
9 education because they're not being told the full
10 story. And those kids, and you as parents are paying
11 full price for a full education. And we're passing
12 it off, in the education field, as a full education
13 when, in fact, it's not. Because the professors,
14 teachers in the public schools, in the post secondary
15 schools, the pre schools, do not include information
16 about people of color. And until that happens, we're
17 going to be having the problem we're facing now.
18 That's why we have problems in the media. The
19 reporters come out of a poor educational background.
20 There are some reporters and some editors that are
21 taking their steps and learning about people of
22 color, and taking what I consider courageous steps in
23 their field. Portland, Oregonian is one that refuses

1 now to print and talk about and use such terms as
2 Redskins in their sports pages and Indians when, in
3 fact, teams are not indians. They are taking
4 courageous steps. There are radio stations, WASH fm
5 in Washington D.C. refuses to put those names on the
6 air. They are very few, but they are there, and they
7 have taken the first steps towards making things a
8 lot better.

9 CHAIRMAN RYLAND: May we give Mr. Bellecourt
10 a chance on the question?

11 MR. VERNON BELLECOURT: I just kind of
12 support what Tom is saying. I think the biggest
13 problem which breeds racial intolerance is the fact
14 that Americans in general have been shortchanged in
15 the education system. They don't know anything about
16 really the history of Africans. They don't know
17 anything about the indigenous people of this land.
18 And for the most part, the American history books are
19 not going to write that story until we write it.
20 It's naive to expect that Aparteid in South Africa is
21 going to have in their books to teach their children
22 all of the great history of Africans, great chiefs,
23 great leaders, great women. The people who occupy

1 Palestine are not going to teach their children about
2 the contributions that the Palestinians have made,
3 Americans, Canada, other colonial republics in
4 central and South America are not going to teach
5 their people about the contributions that indigenous
6 people. That's just the fact. And so, consequently,
7 what happened is we see people that generally are
8 ignorant about indian people, and many of them can't
9 understand why we have objection to being used as
10 mascots because they don't understand that these
11 symbols and the dyes that are put on the face are put
12 on at a time of a birth or a young man or a woman
13 reaches adulthood similar to a bar mitzva or a
14 wedding or a time in life when someone returns to the
15 bosom of mother earth. They don't understand. They
16 call it war paint because of the Hollywood images.
17 And the eagle headress was reserved for our most
18 respected greatest leaders to a lifetime of service,
19 to their people. They have to earn every feather.
20 The drum is the heartbeat of our nation. And all of
21 our cultural, our spirtual, social songs are done on
22 the drum. And they reduced this to cheap Hollywood
23 chants, tom tom, tomahawks, a bottle of beer in one

1 have the cultural diversity and training to begin
2 along with the fact that in Minnesota we have close
3 to 78,000 Asian Pacific.

4 For the past ten years, many of the
5 members of our community have dropped the word island
6 or islands. It has colonial mentality that we feel
7 like we're an island for some reason, we are
8 communities. And so this is the thing that people
9 have the statutes of the State of Minnesota mentions,
10 Asian Pacific. And because of reason affections and
11 something that they would like to do, they included
12 Minnesota in our council because of the fact that
13 there's so many refugees, the numbers that we have,
14 we have close to about 48,000 Southeast Asian
15 refugees from the Laotian, Vietnamese and the
16 Cambodian. So, later on we have other members of our
17 community who will speak for the Mong and the Laotian
18 because they come from the same country, but the Mong
19 would like to be distinguished as an ethnic separate
20 community. So, we have people from Tibet for
21 instance, who came originally from China, but would
22 like to be recognized as Tibetan. So we have people
23 who are from Taiwan who succeeded from the Mainland

1 Pakistan and you have sections of Tibet. Then you
2 come down a little bit lower, then you have Thailand,
3 you would have Singapore, Malaysia. And then you move
4 to my right and then you would have Laos, Cambodia,
5 Viet Nam. And then you have the mainland China and
6 then you have Makow and Hong Kong. And then you have
7 the South Asian islands and communities. And if you
8 go farther south, then you would have Australia and
9 New Zealand. So, that's the breadth.

10 The reason why I gave you a brief
11 description of geography is that Americans have a
12 passion, an obsession for geography. They like
13 geography so much. In fact it's statutes in the
14 State of Minnesota that it's one of the mandatory
15 requirements in terms of knowing where a community is
16 from and where they are from. And so the media, I
17 believe, should start by educating their CEOs and
18 their publishers. I mean, many of the media
19 reporters, in my contact with the community, but I
20 wouldn't have the breadth and depth of the knowledge
21 and the sensitivity of the publisher, and the editors
22 and also the managers and supervisors. And I think
23 it's important for the Commission to encourage to

1 take you in the order in which you appeared on the
2 program so that we can follow that and that has
3 worked. Prior to that, I just want to tell you, if
4 you feel you wanted to present some more written
5 information which you did not have a chance to tell
6 us today, but you want entered in the report, I can
7 give you that address following and you have until
8 August 31st to submit that to be included also in the
9 testimony. So, going to our program then to Dr.
10 Albert de Leon. Would you kindly introduce yourself?

11 DR. ALBERT V. DE LEON

12 Thank you, Madam Chair, members of the
13 Commission for inviting us for this session regarding
14 the media. I serve as the Executive Director of the
15 State Council on Asian and Pacific Minnesotans. And
16 this term of geographical diversity I will cover very
17 briefly in terms of community ethnic representation
18 of the community. See if you can follow me and
19 visualize the Asian map where you would have Japan
20 and Korea, then we have Taiwan, then you would have
21 the Philippines, you would have Indonesia. On the
22 other side of the map you would have Shurlanka, you
23 have India, Afganistan, we have Bangledesh and

1 the four of you wish to make before we close?

2 We want to thank you so much for
3 coming. We invite you to stay to hear the one more
4 panel that we have scheduled yet this morning.

5 (A brief recess was taken.)

6 CHAIRMAN RYLAND: Well, welcome to our next
7 panel to the subject of media stereotyping of
8 minorities. We have seated at the table before us as
9 panel members, Mr. Richard Koy, and what I have on my
10 program states, Refugee and Immigrant Resource
11 Center. I'll tell you to give us a bit of
12 instructions about your presentation in just a minute
13 more. We next have Edwardo Wolle, Spanish Speaking
14 Affairs Council. We have Dr. Albert V. deLeon, Asian
15 Pacific Council. And Juan Lopez, Hennepin County
16 Personnel.

17 Following the pattern that we have been in,
18 so far we have about an hour for presentations and
19 our questions. We would ask that you use about four
20 minutes of that, if you are comfortable with that, so
21 then the remaining part of that, about fifteen
22 minutes for each of you, we might ask you some
23 questions and have brief dialogue. I believe we will.

1 find that yes they could consult an indian person or
2 a black person or others for a variety of things to
3 get people more visible on television about a variety
4 of things, be it medicine, be it whatever, instead of
5 just going to that, just that one that they seem to
6 have.

7 CHAIRMAN RYLAND: Are there other questions?
8 Lupe?

9 MS. LOPEZ: Yes, I also wanted to let the
10 members know that this committee has asked for those
11 lists that they have. Some of us weren't aware that
12 statistics existed other than -- such lists existed
13 other than you see the same people being called upon
14 to give opinions or, and perhaps when we get that
15 list, one of the things that I would like to see is
16 you, you personally level names in the indian
17 community that would fit into other areas of such as
18 the economics, education and perhaps these might be
19 lists that we could also ask from Hispanics, from
20 the Asian community to present to those mainstream
21 newspapers.

22 CHAIRMAN RYLAND: Are there other questions
23 by committee members? Were there other comments that

1 same as I asked of Mr. Beaver earlier. Based upon
2 your experience and your knowledge of the community,
3 are there persons in the American Indian community
4 that are or about to become competent to work in
5 these areas whether on camera, not on camera,
6 management, photo journalist, whatever?

7 MR. MARLOW: Yes, there are. I say that
8 unequivocally. It's not that the pools aren't there,
9 is that people don't know, they don't go to the pool.
10 As Tom suggested, and they really do not make the
11 effort to look. The people who succeed are people
12 who are more aggressive than the average person who
13 need to be, were their skin color white instead of
14 red or any other color, and the one person who came
15 out of the University of Minnesota is Hedi Kauffman
16 who works for CBS This Morning is an indian person.

17 In addition, I'm just wanting to add
18 that when they were telling about the list, they were
19 drawing up a list, one of them said that they did
20 realize that such a list needed to go further than
21 just the one main office of that person. But, to
22 because of vast experience, cite some other things or
23 the list. So, that in calling upon them, they would

1 going on, no matter what it is. If it's a minority,
2 if it's something going on in the African American
3 people, there's a list of usual suspects that they
4 will round up. If there's something going on in the
5 economy, there's another list of usual suspects that
6 they round up. And everyone of them is a white man.
7 If you look at the Board of Economists for the Star
8 Tribune, and occasionally a woman might pop up in
9 there, but are there any economists of color under
10 you? When they go and round up the usual political
11 suspects on the local scene, are any of those people
12 of color under you? They need to have more lists
13 than just one having to do with the minority
14 community. They need to have lists on economics, on
15 politics, on business. That includes not just white
16 people, but people of color as well.

17 So, that's what I have to say. Thank
18 you for listening.

19 CHAIRMAN RYLAND: Are there any questions by
20 any committee member?

21 MR. WEINBLATT: Madam Chairman?

22 CHAIRMAN RYLAND: Alan Weinblatt?

23 MR. WEINBLATT: My question would be the

1 direct questions about things they don't or can't --
2 they'll say can't -- they don't take the time to know
3 about issues and they don't have any connections to
4 the indian community whatsoever. If someone sends
5 them a press release stating that's going to be a
6 demonstration, they're going to trot down there
7 because it's easy to cover it, it's easy to label
8 someone an indian activist. The easy things are what
9 media people like to do. They're no difficult than
10 the rest of us, and this is something they have to
11 learn to work at. And, in order to make them work at
12 it to help them learn, you have to have Indian
13 managers and editors and African American managers
14 editors and Hispanic editors and managers, and Asian,
15 and they're not there. And the majority of the press
16 is never going to work at it until you get some
17 direction from higher up in the organization.

18 The other thing I wanted to say, it
19 would have been interesting to be here when Tim
20 McGuire talked about his list of people. He was
21 going to run things by an added list because another
22 element of the laziness of people in the newsroom is
23 to round up the usual suspects when something is

1 activist in the paper? A black activist, hispanic
2 activist, Asian activist, but when you identify white
3 activist, they're the norm, and somehow we're people
4 who are different, that we have to be labeled as
5 being different. And just that kind of use of
6 language is extremely important.

7 The latest thing that has gotten under
8 my skin is political correctness, which seems to have
9 been grabbed up by the news media as a way to
10 diminish what I consider to be some correction of
11 history that somehow the European white male
12 perspective, which has always been politically
13 correct, is the truth, is the way things really are.
14 And any revision of that is somehow different and
15 gets labeled with this PC business to diminish and
16 demean it. And that's gone on all over the place. It
17 isn't just in right wing publications. You see it
18 just about anywhere. Having been in this business for
19 a long time, I'll say that for the most part, and
20 it's not completely true that the problem is
21 ignorance on the part of the media. Not malice, but
22 people who work for the news and radio stations don't
23 know any indian people, would be afraid to ask them

1 absolutely zero impact on what they did. One story
2 the next day might leave off the word "millitant",
3 but that's about it. And you'd think that over the
4 course of time, almost 20 years now that that would
5 change.

6 Last fall when the Atlanta Braves were
7 involved in the World Series with the Minnesota Twins
8 and Indian people tried to make known their
9 displeasure with the nickname of that Atlanta
10 baseball team, the Associated Press in one of their
11 audio news reports, lead with the words, "Indians in
12 Minneapolis St. Paul area are on the warpath over the
13 nickname of the Atlanta Braves." Not a thing that
14 changed. And you would hope that something would
15 happen in the course of time.

16 The one thing that did change is I
17 wrote a very strong letter and I called and talked to
18 two or three different people at the Associated Press
19 and it wasn't repeated as it was in 1973. I was
20 interested to look at, Vernon held up the picture
21 from the Star Tribune. The cutline on the picture
22 said, Indian Activist Vernon Bellecourt, very first
23 word. When was the last time you saw a white

1 In fact, I suggested that the anacronym be changed to
2 Maim rather than Aim because it was there every
3 single time that American Indian Movement was printed
4 or read. We cut it out. I went to the folks who
5 read the news and said, cross that word out, it's the
6 American Indian Movement, not Maim, it's Aim. I
7 don't think that anyone else in the country, one or
8 two places might have taken that step. And that has
9 affected people from that day forward.

10 Clyde gave you the sheet of all the
11 accomplishments of the American Indian Movement, and
12 if you go out and ask someone on the street who is
13 not an indian person what the American Indian
14 Movement is, well, they're a bunch of millitants and
15 they just go around causing problems. And they don't
16 know about the Indian Health Board, about the Heart
17 of the Earth Survival School, and this whole long
18 list of things that have been accomplished about this
19 organization. That's in the mind of most people,
20 just a bunch of millitants running around making
21 trouble. And you think that over the course of
22 time -- and I wrote letters to the AP and I called
23 people and I, you know, did all sorts of things, had

1 Thank you, Madam Chair and members of
2 the committee. I decided not to shave this morning
3 so I could break a few visual stereotypes of indian
4 people. I'm a member of the Sisseton-Wahpeton Dakota
5 nation and I'm also the station manager of KUOM Radio
6 at the Univeristy of Minnesota. I've been in the
7 radio business mostly as a journalist, but lately as
8 a manager for 25 years now. So, I've sort of the
9 male inside of the journalism regime and one of the
10 disadvantages of being the last presenter is
11 everybody said most everything you wanted to say. And
12 I do subscribe to everything that's been said before
13 me. And I want to talk a little bit about language.
14 And because I think that Colors is so much of what
15 happens and affects people for a long ways down the
16 line. When I first came to KUOM in 1972, it wasn't
17 too long about that that the occupation of Wounded
18 Knee took place and reading the stories on our
19 Associated Press news service which everyone gets all
20 over the country and it shows up in your newspapers,
21 it shows up on your radio station, your television
22 station. You couldn't read the word American Indian
23 Movement without the word Millitant in front of it.

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1 innocent man serving time in prison. We have been
2 dealing with that type of frontier mentality on a
3 daily basis here. There isn't a day that goes by
4 when I don't get a call from somebody to try to
5 correct some type of a report about indian people.
6 Thank you.

7 CHAIRMAN RYLAND: May we take a couple of
8 questions on that down here? Lee Ruiz.

9 MR. RUIZ: Thank you. Mr. Bellecourt, I
10 generally find that people do things based on their
11 values. Given that, do you think that we view
12 values, people of color less than the majority?

13 MR. CLYDE BELLECOURT: I think it's been
14 talked about here, the University and what the
15 lacking in the media and I think that the media is
16 totally scholastically retarded about indian culture
17 and tradition. And the real history here in America
18 and that's our problem. The problem started a long
19 time ago at the school and the only thing they learn
20 about indian was turkey and squash at Thanksgiving.

21 CHAIRMAN RYLAND: We'll move on now to hear
22 from Andy Marlow.

23 MR. ANDY MARLOW

1 they want to focus in on the American Indian movement
2 and the so-called militancy and say we're trying to
3 overthrow the government, and they had the Detroit
4 Free Press writing all these stories. We had
5 received millions and millions of dollars in federal
6 funds for the military purposes of American Indians.
7 We went to court and proved that no more than \$15,000
8 was ever given to us through a hundred year survival
9 course. We had to go through a whole federal court,
10 paid lawyers and everything to win that case. And
11 turning that around, not once did they talk about
12 poverty stricken conditions among the poor in
13 America. The Pin Ridge Reservation, not once did they
14 show the housing condition of people. Not once did
15 they talk about over 70 unsolved murders that took
16 place on that reservation. And here we are 17 years
17 later this movie's coming out called Thunder Heart.
18 It's a movie put up to premier at the Uptown Theater
19 tonight, 5:00 o'clock. Every newspaper in town, City
20 Pages devoted seven pages on that, and they are
21 paying tribute, front page story, the St. Paul
22 Pioneer Press. Because 2 FBI agents were murdered on
23 the reservation, we get all that coverage and an

1 University Law School in Madison, Wisconsin and they
2 finally point out that Indian people at any given
3 year have never taken in the history that they know
4 of have never taken more than 40,000 wall-eyes out of
5 the lakes of northern Wisconsin. The white sports
6 fisherman took 1.5 million wall-eye out a year. They
7 put enough wall-eye on their walls, they put wall-eye
8 on their walls and stuff them than Indian people take
9 and eat in a given year. And it took three years to
10 turn the media around to tell that story, and tell
11 the truth that the real issue behind the racism in
12 Wisconsin had nothing to do with the wall-eye, it had
13 to do with the mineral resources on northern
14 Wisconsin reservations. One of the largest copper
15 veins on history lying on the Mole Lake in
16 reservation. When we give that information to the
17 media, they didn't want to investigate it, didn't
18 want to report it. They want to sensationalized,
19 talk about the militancy and the demonstrations that
20 were taking place on the boatland.

21 Those are some of the kinds of issues
22 and some of the kinds of conditions that brought out
23 the Wounded Knee in 1973. In Wounded Knee in 1983

1 would not have happened -the way it did happen had
2 not been for people getting on the street and it
3 would not have happened unless we were able to turn
4 the media around as we did a few years ago with the
5 situation in Wisconsin. In Wisconsin when we went
6 out to the boat land, the media was reporting that
7 indian people were depleting the wildlife. You
8 remember that they carried signs in Wisconsin that
9 that boat landers were 800 or 900 people were
10 standing stoning indian people out in the water.
11 They'd have four or five hundred, sometimes law
12 enforcement people in the area. Every car that went
13 in there had bumper stickers that said, 'spear
14 pregnant indian women, save two wall-eye. They
15 carried signs called us timber niggers -- that's what
16 they called us. The media never reported that. They
17 said indian people were wrecking the tourist industry
18 in Wisconsin. It took us three years in non violent
19 efforts. It's been over four hundred people arrested
20 in Wisconsin, only two indian people during that
21 period of time. They never reported. We kept trying
22 to get the point out. Finally they had to bring in a
23 senate subcommittee investigation through the

1 much happened; kind of fell by the wayside. They
2 quit investigating and finally, they found an indian
3 woman in the same fashion, her throat slit, murdered,
4 bludgeoned and with a piece of wood shoved up inside,
5 found right behind the American Indian Center on
6 Franklin Avenue. And all kinds of media attention,
7 media things started to develop. And again, when
8 they would come down, they would not look at the
9 other 50 programs in this community, job training,
10 housing, indian centers programs dealing with alcohol
11 and drug abuse, indian health problems. All these
12 positive things that are going on in the community.
13 And there was no focus, no attention placed on that.
14 They came down and they, once again, started showing
15 where these young ladies hang out because they were
16 poor and unemployed and hung out in the bars and
17 started interviewing and find out about their
18 background. They had been in some detoxification
19 almost like they were justifying the murder. And, of
20 course, eventually the man by the name Billy Glaze
21 was caught and it turned out to be one of the most
22 expensive investigations in criminal history here in
23 the City of Minneapolis. But, we are saying that

1 drinking problem, a sickness caled alcoholism, then
2 they wouldn't be raped or murdered. They were almost
3 justifying this. And we started to hold major
4 demonstrations in demanding -- there was no
5 investigation taking place. They were going to
6 forget about it and we started holding demonstrations
7 trying to get media attention. In order to get media
8 attention, we've found a long time ago, 24 years ago,
9 we had to get out in the streets and create that.
10 That media attention, when we went down and started
11 demonstrating, none of the media showed up. A few
12 months went by, they found another young indian lady
13 brutally murdered on her back. The same signs were
14 there with a piece of a 2 by 4 shoved up inside of
15 her. We started to complain before we started to
16 contact media begging them to put their
17 investigators, get down and investigate this case.
18 They wouldn't do it. We went down and we practically
19 occupied City Hall, the Mayor's Office and the County
20 Attorney's Office and the Police Department. And
21 finally they assigned a couple of investigators to
22 the case. We were sure at that point there was a
23 serial killer loose in our community. But, not too

1 statement was changed. And I asked him what does
2 this statement mean? Does this mean indian people
3 are a bunch of thieves? Does this mean that indian
4 people are driving over in the limosines and
5 kidnapping racetrack bettors, driving them over and
6 dumping them off to Mystic Lake Casino. And they had
7 to go back and look at their report. They apologized.
8 They admitted a mistake and it would be corrected
9 later that night.

10 About six years ago we had a very
11 serious situation here in our community. We had a
12 young indian woman that was found with her throat
13 slit. She had been raped, brutally murdered, and they
14 found a branch of a tree stuck up inside her vagina.
15 They found her down by the bus depo, down there where
16 a lot of people drink, and a lot of alcoholism, et
17 cetera. When the media came out to report on the
18 story, they went down to a place called Art's Bar in
19 Minneapolis. It's a place where indian people hang
20 out and a couple of other bars and they showed
21 pictures of indian women staggering out of bars late
22 at night. What the media was kind of saying to the
23 community here that if you women didn't have a

1 is about.

2 I came home about two weeks ago.
3 There's quite a controversy going on in the
4 relationship to Canterbury Downs Racetrack that has
5 lost millions and millions of dollars. I'm sure some
6 of you have read about the negotiations that have
7 been taking place recently where they want to now
8 dump this Canterbury Downs on the Milwaukee Sou
9 community and Chotia, and hopefully put some slot
10 machines someplace; jobs and some offtrack betting
11 and multi buildings and have a racetrack here in the
12 State of Minnesota. I was notified by my wife when I
13 came home that she had just heard on WCCO news th
14 one of the reporters on there which was reporting
15 this story and negotiations that was taking place
16 reported that the people at Canterbury Downs were
17 accusing the indian people of stealing their clients.
18 They stole all of our clients and this is why we're
19 going broke. That racetrack went broke a long time
20 before that casino was built a mile down the road.
21 So, I called the reporter up. I don't let these
22 things fly by. I get on the phone immediately and
23 before the 10:00 o'clock news that night and that

1 a break between the brothers. My name is
2 Nee-Gon-Nway-Wee-dung, and I've introduced myself on
3 almost every presentation I make today, whether it be
4 the media and all the University School, but I have
5 not even print that yet or ask questions what it
6 means, and it means the Thunder Before the Storm.
7 I'm one of the founders and serve as the National
8 Director of the American Indian Movement. The sheet
9 that I handed you is the chronology of what we have
10 been doing over the past 24 years and what I've been
11 really doing here is dealing with what I refer to as
12 a John Wayne Frontier mentality about indian people
13 by the media, now by the sports editors and writers
14 across this country. About a week ago -- I'm also
15 involved very much in the areas of education. We
16 started the first indian studies program in America
17 in 1971 when we created the Heart of Earth Survival
18 School right here in Minneapolis. We have a very
19 diverse program. A long the time before America even
20 knew how to spell that word "diversity", we have been
21 doing that, teaching our children about other
22 cultures and other people, and bringing in speakers
23 so they can have a vast understanding of what America

1 hand, a pot belly sitting out with some pseudo
 2 Hollywood attire, slapping themselves in the mouth
 3 like morons and hollering ho ho ho. You can imagine
 4 the kind of impact it has on our children and
 5 children in general in America who are being
 6 victimized by it. So, this is really the problem
 7 we're faced with then. You see the inconsistency in
 8 media. You see the U.S. Today editorialize in their
 9 lead editorial, support for our issues; telling Jack
 10 Kemp Cook in Washington to change their name. YOU'll
 11 turn to the sports page and you'll see them using the
 12 term Redskins. You'll see the Tribune editorializing
 13 support for our cause. You will see the television
 14 station, but then the sports announcer will come and
 15 they'll keep using these derogatory names. So,
 16 they've got to be consistent. They can't, on one
 17 hand say they support us on the other than continue
 18 to perpetuate the problem. And I think this is the
 19 message that really has to go to the media.

20 CHAIRMAN RYLAND: I believe we'll move along
 21 to the presentation by Clyde Bellecourt at this time.

22 MR. CLYDE BELLECOURT

23 At least I thought you'd have at least

1 China when Mainland China became communist, but would
2 like to be classified as Chinese, but Taiwanese.
3 People from Hong Kong, who will be reverted by that
4 change in 1997 would like to be identified at the
5 present time as China. Hong Kong is just part of the
6 British government and part and Makow will return to
7 China in 1998 is under Portugal. So, I think the
8 history would show that stereotyping happens very
9 easily in our community. And sometimes if we had
10 Chinese, Japanese, Koreans in one room and other
11 groups and they would say simply that they're all
12 Japanese or Chinese, not knowing the ethnic
13 background.

14 We have a large number of immigrants, I
15 think, in this population that I spoke about. And
16 one of the things that we should highlight in terms
17 of our recognition of heritage and recognition of the
18 accomplishments that they have, would be good, I
19 think, to identify what is the ethnic community. And
20 the media should make an extra effort. For instance,
21 the person from the college or the student did very
22 well, either as a Mong or from India, they should
23 make an effort to identify this for the esteem, the

1 respect and honor for that community. And likewise
2 too, if we run into a problem in a community that I
3 think is negative, and we simply say Asian Pacific.
4 It creates a negative impression of the rest of the
5 community.

6 I'll just stop at that. I'll be glad
7 to come back and give some more remarks and I know
8 that we have limited time, so I thank you.

9 CHAIRMAN RYLAND: Thank you.

10 MS. LOPEZ: Madam Chair?

11 CHAIRMAN RYLAND: Lupe?

12 MS. LOPEZ: I would like to know does your
13 office compile any statistics regarding complaints of
14 people of how, especially within your council, of
15 people being portrayed unjustly through the media, be
16 it t.v., radio?

17 DR. DE LEON: Yes, we do. Does that answer
18 your question?

19 MS. LOPEZ: Could you tell me about how
20 many?

21 DR. DE LEON: I would say in a given year
22 we have about 80 to 90. And I'll tell you that the
23 problem we are facing right now is with the adopted

1 children. We have over 8,000 adopted children in
2 Minnesota coming from Korea, India and Philippines.
3 And many of these adopted children are facing very
4 serious problems and some of them are even -- don't
5 want to take the bus anymore because when they take
6 the bus, they would say, why don't you go back where
7 you came from? So, we would just bring them to
8 school in our own cars. The sensitivity is not
9 there. So, we have compiled a number of these
10 issues. We have problems, for instance wiht
11 intermarriages, blended marriages. We have close to
12 over 3,000 Ameriasians. For instances, Ameriasians,
13 their father by law is American serviceman coming
14 from either Viet Nam or either Korea or the
15 Philippines. And the Ameriasian kids suffer double
16 discrimination because they probably look very much
17 like you, blond, Brunette, blue eyes, and don't speak
18 English very well. And when they are featured in the
19 media, sometimes it looks like it's a downgrading to
20 them; your mother is a prostitute, why are you here,
21 and why don't you go back to where you're from?
22 There's really no place for them anymore. But when
23 they come here, it's a double discrimination that

1 they suffer. And we have what we call the
2 unaccompanied minors. The unaccompanied minors are
3 those whose parents are either missing or they're
4 still in the camp, but they cannot come here and so
5 they lost their own mother, and they, too, are lost
6 in our community. So, these are the things I would
7 think the media should really be much more
8 appreciative in terms of understanding these
9 cultures.

10 MR. BARTELLE: Another question.

11 CHAIRMAN RYLAND: Another question over
12 here.

13 MR. BARTELLE: Is there any reason to expect
14 an increase in immigration to this country of people
15 from Hong Kong when the lease is up and the control
16 of it reverts back to China, which is a communist
17 country, of course? I believe that more than 45 to
18 50 percent of China's foreign exchange is generated
19 in Hong Kong, which is a free market economy. Do you
20 see that this possibility that we'll have a number of
21 immigrants coming to this country after the lease
22 gets back?

23 DR. DE LEON: The current law with respect to

1 refugee is still one of political asylum. You cannot
2 use economic asylum, it must be strictly political
3 asylum. If they feel they will be oppressed by the
4 new government if they return back to China, that's a
5 possibility we would see an increase. Right now, and
6 that's something we need to watch very carefully in
7 terms of simply what is happening right now where
8 they have boat people from Haiti that I think that we
9 should instead of just returning them, find out first
10 whether they are political asylum people or economic
11 asylum. But, there's a lot of concern for Hong Kong
12 residents now between now and 1997, what exactly
13 would be their status and I think its something to
14 watch carefully.

15 MR. BARTELLE: Well, we hope that China
16 won't bit the hand that feeds them.

17 DR. DE LEON: I agree with you.

18 CHAIRMAN RYLAND: Another question?

19 MR. WEINBLATT: Yes. Dr. de Leon, what can
20 you tell us about your own observations and views as
21 to the manner in which Minnesota media portrays Asian
22 Pacific persons?

23 DR. DE LEON: Well, number one, I think its

1 very important to identify the specific ethnic
2 community of that person. When we had Vincent Chen
3 for instance, you remember he was killed because
4 people mistook him for being Japanese? That happens
5 also in the media. The stereotyping wouldn't have
6 happened. I have a spanish surname, my last name is
7 de Leon, you know, and most of some times I get
8 Edwardo's mail in my office, and I'm sure they think
9 I'm part of the Spanish Council in my office. That's
10 part of our heritage. We were on Spain for over 400
11 years and the new guys took over for 40 years. So,
12 they had Alberto de Leon, and then when the Americans
13 came, it became Albert de Leon, and then the Japanese
14 came in 1941 and I got a Japanese name too.
15 And at the end of the war they came here to the U.S.
16 I became Alden, and if I stay here for another ten
17 years it could just be Au, you know, reducing
18 gradually our identity, so to speak. But, this is
19 important you raise this question because I think
20 it's important for the media -- for a growing kid in
21 our society, I think if you say you are from Tibet,
22 you're from Bangladesh or you are from Pakistan, I
23 think it restores a lot of pride to do that, you

1 know. And I think that's something we would like to
2 promote. The melting pot theory doesn't exist
3 anymore. It's said we were put in the pot and we
4 melted. And I think that's what happened to many of
5 us.

6 CHAIRMAN RYLAND: Thank you very much.
7 We'll move on to Edwardo Wolle.

8 MR. EDUARDO WOLLE

9 Madam Chair, members, thank you very
10 much for this opportunity to present to you. Let me
11 start briefly with an overview of our population.
12 The census says that there are roughly about 54,000
13 Hispanics in the State of Minnesota. We have taken
14 exception to that figure and say there's closer to
15 70,000 in the state. The breakdown basically at this
16 point is 64 percent are Mexican Chicano, 29 percent
17 are other, 5 percent are Puerto Rican and 3 percent
18 are Cuban.

19 Now, when we get into the issues that you
20 want to hear about, what's happening with the media
21 regarding hispanics, well, let me break it into two
22 parts. One is greater Minnesota and the other part
23 is Metro. With greater Minnesota I find, since our

1 office is statewide, as is Al's as well, we have a
2 large number of hispanics throughout the state. We
3 find that some of the issues that the media tends to
4 distort are the issues of social services;
5 specifically I look at areas like Clay County where
6 we have an influx of migrants during the summer. The
7 media tends to blow some of the things out of
8 proportion. And there's some battles going on right
9 now on perceptions of the community and the media
10 regarding the migrant population in Clay County; that
11 they are there only to draw benefits and that some of
12 them aren't even there to work. Those are some of
13 the types of things we're dealing with that come
14 of the media.

15 It's not just Clay County, but I've
16 seen that also in other parts of the state. Mancato,
17 a paper there had an article regarding hispanic
18 problems, "problems in Medalia", which happened about
19 two years ago. The portrayal of the hispanic in
20 greater Minnesota is not the best. It's looked at,
21 as I said earlier, people who are coming in to take
22 advantage of the benefits. That, to me, is a great
23 injustice because working in the field is hard work.

1 It's not something that you relish doing, but it's
2 very hard work.

3 With the Metro area, I think we
4 basically have been invisible here. It's been a
5 black/white issue. When the reporting comes out for
6 the Minneapolis Star and Tribune and sometimes from
7 the Pioneer Press, I find that two terms are
8 interchangeable, minority and African-American.
9 Sometimes we are not included in the mix, as well as
10 sometimes Al's population. I see when we're
11 discussing media, are not in there when it comes down
12 to the discussion of "minority". That, I think, has
13 been, for our population, has made us very invisible
14 in media presentations.

15 The other part that comes into play
16 here in the Twin Cities sometimes is in documented
17 issues. The media has kind of, back and forth on
18 that, hasn't really done a lot of that. There was
19 one report that I remember reading in the Minneapolis
20 Star and Tribune which focused on one undocumented or
21 a couple of undocumented people, but there hasn't
22 been much talked about undocumented and there plight.
23 I think that's something that needs to be reported on

1 by the media.

2 With that I'd like to stop and answer
3 any questions that you or the Commission may have.

4 CHAIRMAN RYLAND: Questions?

5 MS. ROGERS: You express minorities,
6 "minorities", do you take some objection to that
7 word?

8 MR. WOLLE: Yes, but also that when, as I
9 said, when it's portrayed as minority its portrayed
10 as black mainly or African-American. We aren't --
11 we're grouped for specifically enough, but we're not
12 taken out and dealt with individually. It's Asian,
13 American Indian or Hispanic. And that, to our
14 population, has been some of the most frustration
15 that they've felt in dealing with the terms. Also,
16 there's within that I should probably back up and
17 also say even within our own population, the
18 definition of Hispanic is an issue whether it's
19 Hispanic, or whether it should be Mexicano, Chicano,
20 Latino, there are a lot of differences within our own
21 population and getting to the word that defines us
22 the best.

23 MS. LOPEZ: Madam Chair. Same question I'd

1 like to pose to you also. Within your council, have
2 you received and are you documenting any complaints
3 from the community regarding their portrayal of how
4 the media covers them? And if so, has the council
5 addressed them?

6 MR. WOLLE: It's very sporadic what we get
7 in from people. Specifically we have to rely on
8 looking through the newspaper a lot of times
9 ourselves, cutting out articles. Our council members
10 also getting back to us and saying there's an article
11 in such and such a paper, can you take a look at it?
12 So, it's very sporadic as far as we get also some
13 things that come in from other people that we know of
14 around the state that sends us clippings of articles
15 that come in.

16 MS. LOPEZ: I would speak also to Mr.
17 deLeon, would that be an issue that the councils
18 could look at?

19 DR. DE LEON: Definitely. I think in the
20 coming legislative session, Madam Chair and Senority
21 Lopez, it's an issue that we're going to look at very
22 carefully because I really think what will happen,
23 even the word "minority" nowadays we may have to look

1 at that in terms of what would be an impact. One
2 member of the community once said all these
3 minorities we are just minors who will never grow up.
4 They were using the word disadvantaged because then
5 when you use the word minority, it creates a division
6 of a minority and disadvantaged population of white
7 people who are also disadvantaged in terms of income
8 and standards. So, you draw the line. So I think
9 we're looking at economic disadvantaged in terms of
10 whether it's income or maybe education or
11 opportunity. So, we'll look at that, yes.

12 MS. LOPEZ: I see that it will be an issue
13 because of one of the mandates I understand for the
14 council is to address issues that affect and have an
15 impact on these communities. And so I was wondering
16 if you were going to be doing it? That would be an
17 issue that you could take on because certainly it
18 would have some effects on the councils, you know,
19 doing that.

20 MR. WOLLE: Ms. Lopez, that's something that
21 again amongst the many issues that we have is one
22 that we as a council haven't really discussed more
23 fully. We do have a lot of issues that come to us

1 and this one, just one issue that we do need to
2 address amongst ourselves, and we should probably
3 follow up with discussion. I believe we're having a
4 meeting on Monday amongst the council directors to
5 discuss other issues which we could certainly bring
6 up that point as well.

7 MS. LOPEZ: Thank you.

8 CHAIRMAN RYLAND: Were there other
9 questions? If not, we'll move along to hearing from
10 Richard Koy. You might not need the microphone if
11 you know that you have a full voice.

12 MR. RICHARD KOY

13 Thank you. My name full is Richard
14 Chanka Koy, I'm a Cambodian Refugee. While I'm
15 speaking here today is on behalf of the Cambodian
16 Community, even though I work with the Laotians and
17 the Vietnamese and the Mong, but yet my community I
18 have the best knowledge of it, so.

19 I'd like to tell you about the
20 population of Cambodian population. In the Twin
21 Cities, it's around 3,000. But the total population
22 in Minnesota is about 7,000 Cambodians, but yet the
23 census has showed only about 3,000 total, which is

1 unreasonable, that count. Yet, we are very invisible
2 comparing to this other South East Asians such as
3 Mong is more appearing, whatever it is. So, that is
4 one thing we feel unfairly treated by the media.
5 There's a lot of things going on, a lot of
6 educational things going on with the Mong community
7 and the Vietnamese communities are more visible than
8 us. That's one thing that we feel very bad and feel
9 like we are being treated unfairly and rejected from
10 the community.

11 Another complaint that I got from our
12 community is that, for example, two incidents. The
13 incident it was a year ago about the shooting and
14 robbery and the newspaper and the t.v. just said that
15 it was a Southeast Asian was arrested and so on and
16 the newspapers said Cambodian kid was arrested and
17 doesn't say that, well, the Mong was involved in
18 that. And then we try to find out what is Southeast
19 Asian, well, first they say Southeast Asian and then
20 later on they said a Cambodian, but, in fact, there
21 was a Mong involved in that shooting, too. So, we
22 feel like while they got to be better, the media
23 should be better before they jump to conclusions of

1 who is doing what and what. We'd like to know if
2 there's Cambodian, if it's a plain Cambodian and just
3 say Cambodian plain. And it's so easy for community
4 to deal with and to work with the problems. And
5 that's one of the things, because we're proud of our
6 community, but also we're not ashamed, we're not a
7 perfect community, but we'd also like to know exactly
8 truthfully, oh this is Cambodian involved and we've
9 got to do something about Cambodian gangs and stuff.

10 Another incident about the robbery at
11 the convenience store, the shooting. They also say
12 Cambodian, but yes there's a lot of things behind in
13 the gang group itself, the Mong, the Vietnamese and
14 the African-American leadership behind those, too.
15 But, the media have no knowledge about that. We
16 think that that's unfair.

17 Another thing that the community
18 complain is about they've been focused, the extreme,
19 very high extreme successful Cambodian are the bad
20 one, the worse one, and the best one, but leave the
21 middle uncovered, which is what's going on with the
22 ordinary people. And we all been suffer, but yet
23 we'd like to have the media coverage also on that.

1 CHAIRMAN RYLAND: Are there questions?

2 MR. BARTELLE: I have an observation. Now,
3 with respect to the convenience store robbery, you,
4 of course, know when you come to this country, we are
5 obsessed with race and we have to label and pidgeon
6 hole. I just don't respond to anybody calling me
7 anything but my name. But the media has done one
8 good thing about that incident. The videotape of
9 that will show a clear and active footage of police
10 brutality against a person who had handcuffs on, and
11 that can be good in case there is a possibility of
12 someone seeking redress. That's a footnote.

13 MR. KOY: Yes, there is a lot of things
14 behind those stories that I can't really say because
15 I work with the court system and sooner or later we
16 will see what's going on with that, yes.

17 CHAIRMAN RYLAND: Other questions? We can
18 come back to others later. Let's proceed to our
19 final speaker, Juan Lopez.

20 MR. JUAN LOPEZ

21 Thank you, Madam Chair. I'm here to
22 put in my two cents. I guess you waited for the
23 last and the best.

1 Basically, I stopped by yesterday to
2 hear some of the comments by the speakers and then I
3 think you got probably plenty or more than enough
4 input of how the community feels. And I'm pleased
5 that there's a good responsive participation by the
6 community because there's clearly an opinion that we
7 as a community of color have about the media. And
8 you listened to other speakers. I was trying to
9 figure out what might be something to tell you that
10 might be new and different. And I guess it relates
11 to the business that I'm in. I work for the county.
12 I'm the Minority Recruitment Coordinator. So, in my
13 business, the last five, six years I've been
14 influencing that organization, which is rather large,
15 we have 11,000 employees, to hire more people of
16 color. And I've been doing it with strategies that I
17 have to use because I myself just cannot hire anyone
18 And I think that we've had a very good degree of
19 success with the model that I've been developing
20 there. But, while I'm influencing my organization to
21 diversify and work on the issue of diversity a lot,
22 I, always looking for opportunities to influence
23 others. And some of the others that I've working

1 trying to influence, along with other people from
2 community of color is, for example, Channel 11 who a
3 friend of mine became their personnel director and
4 wanted to get together with the community and get
5 input on how to hire more minorities. And we looked
6 at their numbers. We gave them a lot of input. I
7 think we gave them a lot of free advice and they
8 promised that, you know, we'll meet again and we'll
9 discuss this. And I kind of tried to implement that
10 we would set up some type of monitoring system to see
11 if, in fact, they were making progress. I'd refer a
12 few people over there. They did get hired, one of my
13 candidates. But my feeling is that they're really
14 not moving fast enough to diversify and that, of
15 course, has the impact on how our community is
16 portrayed. They don't have that relationship or that
17 close relationship of the community.

18 On Channel 5, my significant other was
19 here yesterday talking about some media and just some
20 personal discussions about what happens in the
21 workplace. And I know the different levels of
22 diversity and culture awareness that organizations
23 have. I can tell you that in the Channel 5 business,

1 this is my opinion, that they're ethnocentric, white,
2 and that they are far behind in awareness of cultural
3 diversity. And it's kind of interesting because
4 sometimes they feature stories that look at other
5 organizations that show cultural diversity and the
6 value of that society. Seems like they can report it
7 on others, but inside their own organization, I don't
8 see it. I feel the same way about the Star and
9 Tribune. I've met with their personnel department on
10 past occasions and they got a bunch of people from
11 the hispanic community. Again, we gave them a lot of
12 free advice on how they could do more and do things
13 better and diversify in the workforce. And again, it
14 was a one shot meeting a year or so ago. And we
15 never heard from them again. It was like they became
16 the vice president of the United States.

17 I think that, you know, Lloyd Benstein
18 said the ultimate civil rights is an economic
19 opportunity. In our community, we have twice the
20 unemployment rate as non minorities and yet those
21 barriers still exist today in the 90s, whether it's
22 in the media or other institutions, other
23 organizations. And I think if the media wants to be

1 successful, they need to diversify. I think that
2 that diversification will address some of the issues
3 that have been raised by many of the speakers here.
4 And they need to taylor their product to the
5 community, many organizations, not only the media.
6 But they need to have a prodcut that is different
7 than the old one size fit all approach. And that's
8 what we've been getting forever. And, you know, they
9 accuse us of being ethnocentric, but in my world
10 view, there's nobody more ethnocentric than those
11 people, especially when you consider we may be a very
12 small minority in Minnesota. They can keep saying the
13 world is getting smaller and the reality is that the
14 whites in the world are the minorities. That's the
15 reality. And we're heading in that direction. That
16 will be a reality in this country as well.

17 So, with that, I'll just close and if
18 there's any questions, I'll be happy to answer them.

19 CHAIRMAN RYLAND: Yes, over here. Alan
20 Weinblatt?

21 MR. WEINBLATT: Mr. Lopez, thank you for
22 your statement. I'd like to follow up on some detail
23 with respect to the strategies that you described.

1 If you were here yesterday and then again today you
2 heard what appears to me from all of the testimony,
3 to be the two ships passing in different directions
4 in the night. On one hand what I will assume to be
5 well-meaning, well-intentioned media supervisors
6 saying we are doing our darrest to find the people of
7 color for all levels from cub reporter up through
8 management. We also hear on the other hand, but
9 they're not available, simply not available. On the
10 other hand, we hear time and time again from people
11 that I've asked about the qualifications and
12 abilities, yes, within our very own community there
13 are persons available. So, my question to you, Mr.
14 Lopez, is in the scope of your strategies, do you
15 believe there's merit in the concept of putting
16 together an, even on an informal basis, an
17 organization of persons of color who can promote
18 persons in to the media that's to eliminate that as a
19 potential issue; unavailability, to say as you're
20 doing here, we're hearing now here are people, here
21 are students, here are people who have lived in these
22 communities all of their lives. Are you short on
23 folks to fill the void; here's a list. Do you think

1 that will work?

2 MR. LOPEZ: Well, I think that it's a false
3 allegation on their part to say that the availability
4 isn't there. I mean, I've been working five years
5 and all I talk to is people that are in the job
6 market, people of color, people with credentials and
7 I think that it's the resistance of those
8 organizations because when there's an opportunity, a
9 lot of times in the private sector, favoritism plays
10 the role, cronnism, nepotism. And we don't have
11 those connections in those institutions because
12 historically we've been excluded. So, I think that
13 those organizations need to go beyond saying we're
14 committed to diversify because committment alone
15 doesn't do it, committment and a quarter will get a
16 phone call, locally. I think that committment
17 requires resources. And in my organization, that's
18 what's making a difference is that. Not only do they
19 say we want to do this and we're in the most advanced
20 in trying to pursue diversifying our organization,
21 there's organizations that are doing more. But, they
22 made a committment and they put resources to that.
23 So, Channel 5 or Channel 11 or the Star Tribune are

1 not going to accomplish their goal when they say
2 we're committed to diversify, that along will not do
3 it because it's going to take resources that will
4 produce things. And the bottom line is that you look
5 at the numbers and you monitor the numbers and what
6 you need to be seeing is a pattern of increase in
7 diversity that's significant. An increase in
8 diversity, if it continues not responding and sharing
9 some of that economic opportunity with us, we're
10 growing as a larger population, yes, that promotes a
11 racial tension that is existing. That may promote
12 situations like Los Angeles.

13 CHAIRMAN RYLAND: Ms. Lopez?

14 MS. MOPEZ: Madam Chair, I know that Mr.
15 Lopez is Chair and co chair of ECHO, which is an
16 employment organization, an employment coalition
17 which is made up of hispanic agencies that work in
18 the areas of employment. I see this as a perfect
19 vehicle for these organizations to identify the
20 potential candidates for the very newspapers that
21 you're talking to and in somehow use that vehicle to
22 provide what the media is claiming is a lack of
23 candidates. And perhaps now collectively I'm sure

1 there are other organizations that may have a similar
2 organization as such it could also possibly band
3 together and either, what is that old saying, put up
4 or shut up, something like that, with the so called
5 mainstream newspapers that claim no candidates. A
6 suggestion.

7 CHAIRMAN RYLAND: Did you have a response to
8 that or --

9 MR. LOPEZ: Just a comment that we do those
10 career fairs. I think that they have several
11 different values, one of them is that it does expose
12 the organizations that have the hiring authority to
13 the skills in the community instead of having that
14 across a rearview point of us that oh, yes, a
15 minority, yea, right, they don't have this skill or
16 that skill. And making assumptions when we get them
17 together, companies and communities, they have an
18 opportunity to see across the table right there what
19 kind of skills exist in the community. And that goes
20 for everything.

21 MS. LOPEZ: Just one comment. Maybe a
22 special letter can go out to those newspapers from
23 all the organizations about, you know, calling

1 specific, make sure that they attend your job fairs
2 and perhaps maybe we can see if they really mean
3 business.

4 CHAIRMAN RYLAND: Edwardo, did you wish
5 to --

6 MR. WOLLE: Yes, I just wanted to comment on
7 your point and also Ms. Lopez's point. I used to
8 live in California and one of the things that I saw
9 in California was exactly what you're talking about.
10 There was a Chicano media associations which did put
11 pressure on the publications, the major publications
12 throughout the state, both written, oral and visual
13 medial, and however, within the Minnesota, when
14 you're just talking about the written press, you're
15 talking about maybe within the hispanic community,
16 you can count them on maybe one hand who are in
17 possession of either reporting or in the higher
18 positions. So, it's rather limited in that way. And
19 the same with radio and the same with the other
20 media. It's kind of difficult within our situation,
21 but I would echo, again, what's been said that there
22 are people that I'm aware of who constantly call our
23 office who say I have media background, I'm looking

1 for a job. Then they go and apply for those jobs and
2 they don't get hired. There's a producer for one
3 that I know who has been looking for well over two
4 years who has the credentials from California as
5 well, and I can't find anything at this point. So,
6 it's people are there.

7 DR. DE LEON: Madam Chair, I think I would
8 also encourage especially for the t.v., encourage
9 internships in their programs when they're on t.v.
10 from 5:00 to 7:00 or 9:00 to 11:00, I haven't
11 recognized any Asian Pacific faces at all. I try to
12 reach Connie Chung, but it was beyond my range of my
13 t.v.. But, I would hope that they have a good
14 internship and monitoring program.

15 The issue of availability probably will
16 not even be there because they would have to provide
17 a good program for students and communications and
18 journalists and to be part of the team. And I think
19 that it would be good for our community when we see
20 the diversity of anchor persons and news reporters in
21 the media to be very inspiring.

22 CHAIRMAN RYLAND: I have just a brief
23 question. Has diversity pretty much replaced the

1 term affirmative action?

2 DR. DE LEON: I hope not because I get
3 invitations for organizations. We would say we would
4 like to have a cultural diversity and they will ask
5 me to provide dances and food and songs. And they
6 think that the subject is for a luncheon. It's not.
7 And that's where we should draw the line that
8 affirmative action, besides really refers to the
9 opportunity for men and women and gender and disabled
10 and all of those groups that we have to be in the
11 workplace. And the opportunity to be on employment
12 and contracts and loans and credit, and eating my
13 food and entertaining my music is not affirmative
14 action.

15 MR. LOPEZ: I just want to add a comment
16 that the distinction that is made often between
17 cultural diversity and affirmative action is that
18 affirmative action is government mandated reporting
19 and you have to do that pretty much; whereas cultural
20 diversity is what I'd say is smart companies are
21 doing to prepare for the future on a voluntary basis.

22 CHAIRMAN RYLAND: Lee Ruiz?

23 MR. RUIZ: Mr. Lopez, thank you. Just a

1 caveat of the comments that were made yesterday.
2 I recall correctly, one of the media representatives
3 indicated that a candidate need not have a degree or
4 whatever. That they're willing to look at
5 experience. Unfortunately, you can't get experience
6 if you can't get beyond the door. My caution is, and
7 I've been on this road before, is would you try --
8 what you're trying to do is hit a moving target. The
9 rules, to continue to change, you give them a list.
10 I don't want to build up anybody's hopes, but the
11 rules keep changing and they're being changed by
12 those in power. I wish you every success in trying
13 to get people of color into the media, but it's not
14 going to be occurring without continuous pressure,
15 pressure, pressure, pressure. And if you provide
16 them with people that have experience and aren't
17 degreed, it closes one loophole and you provide them
18 with people that are degreed in journalism. I'd like
19 to see then perhaps they may not have experience, so
20 I'd like to see which ones, in fact, they are going
21 to hire eventually. But, I think you'll find that
22 the only way to cure it is continuing pressure.

23 MS. LOPEZ: And I think that if you can

1 respond, just a comment, the media alleges that
 2 there's not availability -- a low availability or no
 3 availability and we get Colors Magazine comes out and
 4 they feature articles written by minority writers.
 5 And they don't seem to be having a shortage of
 6 finding people to write articles; commentary.

7 The minority media coalition which now
 8 provides for several minority newspapers and found
 9 people to work in their business and they have to
 10 produce a paper. And I, just like I said from seeing
 11 the people in the job market, I think the employer's
 12 are that because we've historically been included, we
 13 don't have the connections into those institutions.
 14 We don't have the ability to utilize nepotism or
 15 cronnism. And there's also resistance in those
 16 institutions. Our awareness of why it is important
 17 to do that and like I said, that ultimately produces
 18 the stories that make hearings like this possible.

19 CHAIRMAN RYLAND: Were there other
 20 questions? Thad Wilderson?

21 MR. WILDERSON: I'd just like to add one
 22 thing. We're going to be doing a report on the
 23 proceedings that have taken place over the last two

1 days. If this report is going to have any
2 credibility, I'd like to hear from each of you. What
3 are the one thing that you think should be included
4 in that as relates to media stereotyping of minority.

5 MR. WILDERSON: I don't want to go on. I
6 just want to hear your top priority. That's all I
7 want to hear what would be your top thing that you
8 would say, listen, this is what it should be.

9 MR. WOLLE: I guess I'll take the bait. I
10 would say for us it would be the job opportunities in
11 media to be able to present people within that
12 organization. I think it's been reflected by what
13 Mr. Ruiz said, what Mr. Lopez and Mrs. Lopez said
14 that when you get inside the organization, you can
15 start making those changes from within. For us,
16 we're throwing rocks from the outside.

17 MR. WILDERSON: That's what I wanted to
18 hear. And yourself, Mr. Koy?

19 MR. KOY: I believe if you could not provide
20 job opportunities, I agree with Dr. de Leon about
21 internships that should be established and at least
22 get a student or some input from each individual
23 community. Again, the job opportunity I would say

1 that probably Cambodian or Mong or Laotian have the
2 lowest knowledge, they could not compete with the
3 Spanish or other ethnic groups that have more quality
4 of speaking English. So, I'd like to--

5 MR. DE LEON: You can include my picture in
6 the report.

7 MR. LOPEZ: Well, I think that I've been
8 commenting about getting diversity, getting
9 opportunities, people of color in institutions. And
10 when I was freshman in college three years ago, maybe
11 20 years ago, one of the questions that a professor
12 raised that was philosophical and I didn't get the
13 answer until 18 years later I think was if you want
14 to change an institution, what do you change first,
15 the people or the institution? And I pondered
16 about that question and I think the answer is that in
17 order to change the institution, change the people,
18 because institutions are made up of people and I
19 think that that's what I would like to see in the
20 report.

21 MR. WILDERSON: Thank you.

22 CHAIRMAN RYLAND: Thank you. Other
23 questions?

1 MR. LOPEZ: Madam Chair, there was a good
2 question raised by Alan Weinblatt as to what you know
3 what would be their recommendation or
4 recommendations. I think what was most important if
5 we're going to pursue that, I would like to make sure
6 that the other people that spoke, that had concerns,
7 if they were to also be given that opportunity and
8 perhaps we could compile it so that everything might
9 be the same. But, also give that opportunity. Thank
10 you.

11 CHAIRMAN RYLAND: Any other comments? Thank
12 you ever so much for coming.

13 The committee will be meeting shortly.
14 The public hearing is adjourned.

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16 (The hearing was adjourned at 12:00 o'clock p.m.)

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C E R T I F I C A T I O N

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I, VERNITA HALSELL-POWELL, a Certified Shorthand Reporter and Notary Public within and for the County of Cook, State of Illinois, hereby certify that I reported in shorthand the testimony given at the above-entitled cause, and state that this is a true and accurate transcription of my shorthand notes as aforesaid.

VERNITA HALSELL-POWELL, CSR