

COPY

UNITED STATES COMMISSION ON CIVIL RIGHTS

FACT-FINDING HEARINGS
ON RACIAL AND ETHNIC TENSIONS
IN AMERICAN COMMUNITIES:
POVERTY, INEQUALITY AND DISCRIMINATION

TRANSCRIPT OF PROCEEDINGS

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DATE: JUNE 17, 1993

EGGLI, MESA & ORONA

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FACT-FINDING HEARINGS
ON RACIAL AND ETHNIC TENSIONS
IN AMERICAN COMMUNITIES:
POVERTY, INEQUALITY AND DISCRIMINATION

TRANSCRIPT OF PROCEEDINGS

DATE: THURSDAY, JUNE 17, 1993
PLACE: SHERATON GRANDE HOTEL
LOS ANGELES, CALIFORNIA
BEFORE: ARTHUR A. FLETCHER
CHAIRMAN OF THE U.S. COMMISSION
ON CIVIL RIGHTS

COMMISSION MEMBERS IN ATTENDANCE:

- MR. CARL A. ANDERSON
- MR. BOBBY D. DOCTOR
- MR. ROBERT P. GEORGE
- MR. RUSSELL G. REDENBAUGH
- MR. CRUZ REYNOSO
- MR. CHARLES PEI WANG

ALSO IN ATTENDANCE:

- MS. BARBARA BROOKS, PUBLIC AFFAIRS SPECIALIST
- MR. LAWRENCE GLICK, STAFF ATTORNEY
- MS. SUSAN MUSKETT, STAFF ATTORNEY
- MR. CHARLES RIVERA, CHIEF PUBLIC AFFAIRS UNIT

REPORTED BY: SHARON HONG MORTEN, CSR NO. 7003
ELIZABETH EGGLI, CSR NO. 6241

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1 P R O C E E D I N G S

2 MR. FLETCHER: CALL THIS HEARING BACK
3 INTO SESSION.

4 WOULD YOU CALL THE WITNESSES TO THE
5 PANEL, MR. GLICK?

6 MR. GLICK: I WILL, MR. CHAIRMAN.

7 OUR FIRST WITNESSES FOR THIS MORNING
8 ARE MR. ROBERT TAYLOR -- HE IS A PRINCIPAL OF
9 MCKINSEY AND COMPANY, MANAGEMENT CONSULTANTS --
10 AND MR. ERROL SMITH, CHAIRMAN OF THE NEW VISION
11 BUSINESS COUNCIL OF SOUTHERN CALIFORNIA. .

12 GENTLEMEN, WILL YOU COME FORWARD,
13 PLEASE.

14 MR. FLETCHER: SINCE WE HAVE MADE IT A
15 PRACTICE TO START EACH OF THESE SESSIONS WITH A
16 PRAYER, I AM GOING TO ASK THAT WE STAND AND PRAY
17 SILENTLY TO OURSELVES AND THEN PROCEED WITH THE
18 MEETING, PLEASE.

19 (SILENT PRAYER.)

20 MR. FLETCHER: WILL YOU REMAIN
21 STANDING, MY FRIENDS, AND RAISE YOUR RIGHT HAND,
22 PLEASE, AND RESPOND IN THE AFFIRMATIVE.

23 I DO SWEAR OR AFFIRM THAT I WILL
24 TRUTHFULLY TESTIFY TO THE BEST OF MY ABILITY.

25 (ALL PANELISTS RESPONDED IN THE

1 AFFIRMATIVE.)

2 MR. FLETCHER: THANK YOU.

3 COUNSEL, PLEASE PROCEED.

4 MR. GLICK: THANK YOU, MR. CHAIRMAN. I
5 WOULD LIKE TO START WITH MR. TAYLOR.

6 MR. TAYLOR, I KNOW THAT YOU HAVE BEEN
7 INVOLVED IN ECONOMIC PLANNING AND ADVISING OUR
8 L.A. WITH RESPECT TO THE CENTRAL CITY. YESTERDAY
9 WE HEARD TESTIMONY FROM TWO ACADEMICIANS, BOTH
10 WELL-RESPECTED AND BOTH FROM UCLA, AND THEY HAD
11 DIFFERENT CONCEPTS OF WHAT WAS NEEDED FOR
12 REDEVELOPMENT, REGROWTH, REBUILDING IN THE CENTRAL
13 CITY OF LOS ANGELES.

14 ONE'S CONCEPT WAS THAT THERE NEEDED TO
15 BE A LARGE ECONOMIC UNIT LOCATED FIRST THAT WOULD
16 BE THE SUN AROUND WHICH THE PLANETS OR THE SMALL
17 BUSINESSES WOULD DEVELOP. THEY WOULD ACCRETE INTO
18 AN ECONOMIC VIABLE CENTRAL JOB-CREATING
19 CIRCUMSTANCE. AND THE OTHER GENTLEMAN'S VIEWS
20 WERE THAT WHAT WAS NEEDED WAS TO PROMOTE LOCAL
21 SMALL BUSINESSES IN BOTH THE RETAIL AND SERVICE
22 VARIETY BUT SMALL INDUSTRIAL OPERATIONS, AND THAT
23 WAS THE WAY TO CREATE A VIABLE ECONOMY.

24 I WOULD BE VERY INTERESTED IN HEARING
25 YOUR VIEW ON THOSE TWO DIFFERENT PROSPECTS AND

1 WHATEVER YOUR OWN VIEWS WOULD BE ON WHAT THE BEST
2 APPROACH WOULD BE.

3 MR. TAYLOR: LET ME BEGIN BY SAYING
4 FIRST IT IS AN HONOR TO HAVE AN OPPORTUNITY TO
5 TESTIFY BEFORE THE COMMISSION ON ECONOMIC
6 DEVELOPMENT. I THINK THE INSIGHTS THAT CAN BE
7 DRAWN FROM THE PERSPECTIVE OF THE CIVIL RIGHTS
8 COMMISSION WILL BE AN IMPORTANT CONTRIBUTION TO
9 OUR COLLECTIVE UNDERSTANDING OF WHAT IS REQUIRED.
10 WITH THAT IN MIND, LET ME EXPLAIN THE BASIS FOR MY
11 COMMENTS THIS MORNING.

12 GENERAL COUNSEL GLICK HAS EXPLAINED
13 THAT WE AS A FIRM, MCKINSEY AND COMPANY, HAVE BEEN
14 ASSISTING OUR L.A. WITH STRATEGIC PLANNING OVER
15 THE COURSE OF THE LAST YEAR. FOR A BACKGROUND,
16 MCKINSEY AND COMPANY PRIMARILY DEALS IN THE
17 PRIVATE SECTOR WITH FORTUNE 500 BLACK CLIENTS
18 AROUND THE WORLD DEALING WITH GENERAL ISSUES OF
19 STRATEGY, OPERATIONS, ORGANIZATIONS, PRIMARILY
20 WORKING WITH CEO'S AND CEO'S DIRECT REPORTS.

21 FROM TIME TO TIME IN THE CITIES THAT WE
22 WORK, WE ALSO DO PRO BONO WORK, WHEN THERE IS AN
23 OPPORTUNITY TO APPLY THE SAME SET OF SKILLS THAT
24 WE USE IN THE PRIVATE SECTOR IN A PUBLIC SETTING
25 FOR CHARITABLE ORGANIZATIONS, PHILANTHROPIC

1 ORGANIZATIONS, OR THE GOVERNMENT. AND THIS IS THE
2 BASIS UPON WHICH WE WORK WITH OUR L.A.

3 IT HAS GIVEN US A CHANCE NOT ONLY TO
4 LOOK HERE IN LOS ANGELES, BUT ALSO TO GO AROUND
5 THE COUNTRY IN SEVERAL OTHER CITIES AND TAKE A
6 LOOK AT SUCCESSFUL ECONOMIC DEVELOPMENT PROGRAMS.
7 AND FROM THAT, WE HAVE DRAWN A PERSPECTIVE ON WHAT
8 IS REQUIRED TO DO ECONOMIC DEVELOPMENT. IN
9 ADDITION, GROWING OUT OF THOSE EFFORTS, I
10 PERSONALLY HAVE BEEN INVOLVED IN SEVERAL COMMUNITY
11 EFFORTS TO DO ECONOMIC DEVELOPMENT IN THE INNER
12 CITY AS AN OUTGROWTH OF LAST YEAR'S RIOTS. WITH
13 THAT IN MIND, I WILL TRY TO BE CLEAR WHEN I AM
14 SPEAKING FROM THE PERSPECTIVE OF THIS FACT BASE
15 THAT WE HAVE DEVELOPED FOR OUR L.A. VERSUS THINGS
16 THAT COME FROM MY PERSONAL EXPERIENCE.

17 LET ME NOW RESPOND DIRECTLY TO THE
18 QUESTION BASED PRIMARILY ON THIS RESEARCH THAT WE
19 HAVE DONE FOR OUR L.A. I THINK BOTH OF YOUR
20 SPEAKERS ARE CORRECT. I THINK THE WORK THAT WE
21 HAVE CONDUCTED SUGGESTS THAT THERE IS NO SINGLE
22 ANSWER. THERE IS NO MAGIC BULLET. AT THE SAME
23 TIME, I DON'T THINK EITHER PROPOSAL GOES FAR
24 ENOUGH, IF YOUR OBJECTIVE IS TO REVITALIZE URBAN
25 AREAS PARTICULARLY TARGETED AT HELPING TO UPLIFT

1 THE ECONOMIC STATUS OF MINORITY PEOPLE WHO LIVE IN
2 THOSE AREAS.

3 OVERALL, OUR PERSPECTIVE IS THAT IT
4 REQUIRES ACTION OF FOUR DIFFERENT STRATEGIC
5 THRUSTS, IF IN FACT YOU ARE GOING TO ACCOMPLISH
6 THE BROAD MODE OF ECONOMIC DEVELOPMENT IN THE WAY
7 THAT I HAVE JUST DESCRIBED. ONE IS JOB CREATION,
8 AND THIS IS THE ELEMENT THAT IS SPOKEN TO BY BOTH
9 OF THOSE PROPOSALS, EITHER ENHANCING SMALL
10 BUSINESS OR CREATING WHAT I REFER TO AS A
11 "CLUSTER," THIS NOTION OF HAVING A LARGE SORT OF
12 SUN WITH SATELLITES GROWING OUT OF THAT -- BOTH OF
13 THOSE ARE VIABLE ECONOMIC THEORIES. AND THERE ARE
14 ADDITIONAL WAYS THAT ONE CAN THINK ABOUT CREATING
15 JOBS. BUT THERE ARE THREE OTHER ELEMENTS THAT ARE
16 IMPORTANT IF YOU ARE GOING TO HAVE A COMPREHENSIVE
17 PROGRAM.

18 THE SECOND IS WORK FORCE DEVELOPMENT.
19 THERE ARE TWO ELEMENTS TO THAT. LET ME ENUMERATE
20 THEM AND THEN COME BACK.

21 THE THIRD IS THE BUSINESS CLIMATE
22 GENERALLY. NONE OF THIS HAPPENS IN A VACUUM.

23 AND, FINALLY, THE POINT THAT ONE OF
24 YOUR SPEAKERS MADE YESTERDAY, THE NOTION OF LOCAL
25 OWNERSHIP, IS ALSO A CRITICAL POINT.

1 IN JOB CREATION, AGAIN, THIS USE OF
2 CLUSTER-TYPE ARRANGEMENTS HAS BEEN SUCCESSFUL AND
3 IS A WAY A NUMBER OF CITIES AROUND THE COUNTRY
4 HAVE STIMULATED JOBS. IF YOU ARE GOING TO BE
5 SUCCESSFUL AT CREATING ONE OF THOSE CLUSTERS, IT
6 IS IMPORTANT THAT YOU THINK ABOUT HOW THAT IS
7 DESIGNED SUCH THAT IT TAKES ADVANTAGE OF THE
8 STRENGTHS THAT THE PARTICULAR LOCATION HAS,
9 STRENGTHS IN TERMS OF INHERENT CAPABILITIES.

10 FOR EXAMPLE, HERE WE MIGHT TAKE
11 ADVANTAGE OF THE KNOWLEDGE AND THE SKILLS THAT
12 HAVE EVOLVED OUT OF THE AEROSPACE INDUSTRY.
13 SECONDLY, THERE ARE OTHER ASPECTS OF STRENGTH SUCH
14 AS LOCATION, THE FACT THAT WE HAVE THE LARGEST
15 PORT AREA IN THE COUNTRY AND THAT THERE IS SO MUCH
16 IMPORT/EXPORT SUGGESTS THAT THAT IS ANOTHER AREA
17 TO CREATE INDUSTRY CLUSTERS. BUT, THIRDLY, TO GET
18 MORE DIRECTLY TO THE POINT, IF YOU ARE TRYING TO
19 TARGET THE SORT OF REVITALIZATION EFFORTS TO A
20 CERTAIN POPULATION, YOU HAVE TO THINK ABOUT
21 CREATING THESE CLUSTERS SUCH THAT THEY TAKE
22 ADVANTAGE OF THE CURRENT LABOR FORCE SKILLS AND
23 BUILD THOSE LABOR FORCE SKILLS OVER TIME,
24 PARTICULARLY IN LIGHT OF THE GROWING GLOBAL
25 COMPETITION IN THE LABOR MARKET, WHICH TAKES ME

1 THEN TO THE SECOND POINT, THE WORK FORCE
2 DEVELOPMENT.

3 IT IS CRITICAL IN THINKING ABOUT EITHER
4 OF THESE APPROACHES, WHETHER IT BE SUPPORTING THE
5 EXISTENCE OF SMALL BUSINESSES OR CREATING CLUSTERS
6 OR THE COMBINATION OF THOSE APPROACHES, THAT WE
7 THINK ABOUT THE WORK FORCE'S SKILLS. AGAIN, IN A
8 GLOBAL LABOR MARKET, ONE THAT WE ARE IN FACT GOING
9 TO, JOBS WILL MOVE AROUND THE WORLD DEPENDING ON
10 WHO HAS THE LOWEST COSTS FOR THE REQUIRED SKILLS.
11 AND IF THE TARGETED POPULATIONS AREN'T SKILLED
12 ENOUGH TO TAKE ADVANTAGE OF THE OPPORTUNITIES THAT
13 ARE BEING PRESENTED, YOU MAY CREATE A CLUSTER AND
14 HAVE A WORK FORCE THAT IS SORT OF COMMUTING TO
15 THAT CLUSTER.

16 THE SECOND ELEMENT, THOUGH, OF WORK
17 FORCE DEVELOPMENT IS NOT SIMPLY MAKING SURE THAT
18 THE WORK FORCE HAS THE SKILLS TO BE GLOBALLY
19 COMPETITIVE, BUT ALSO MAKING SURE THAT THEY IN
20 FACT HAVE ACCESS TO THE OPPORTUNITIES. AND THIS
21 HAS IMPACTS ON ISSUES SUCH AS TRANSPORTATION
22 POLICY, DAY CARE ISSUES, AND THINGS LIKE THAT.

23 ONE OF THE THINGS WE HAVE SEEN HERE IN
24 LOS ANGELES IS THAT IN AREAS WHICH ARE
25 TRADITIONALLY POPULATED BY MINORITIES OVER THE

1 LAST 20 YEARS, WE HAVE SEEN A FLIGHT OF WHAT ARE
2 TYPICALLY REFERRED TO AS "GOOD JOBS" OUT TO
3 SUBURBAN AREAS. IN FACT, IF YOU TAKE A LOOK AT
4 SORT OF MANUFACTURING IN THE LOS ANGELES GENERAL
5 AREA, YOU WILL FIND THAT WE HAVE LOST A LOT OF IT.
6 BUT IF YOU LOOK SPECIFICALLY AT THE INNER CITIES,
7 THEY HAVE LOST A TREMENDOUS PORTION OF THAT.

8 AND AS WE THINK ABOUT THE INVESTMENT WE
9 ARE MAKING IN THE TRANSPORTATION INFRASTRUCTURE,
10 WE HAVE TO THINK ABOUT NOT ONLY CREATING JOBS VIA
11 SUPPORTING SMALL BUSINESSES OR CLUSTERS BUT ALSO
12 TO THE EXTENT THAT IF WE CAN'T BRING JOBS TO THE
13 PEOPLE, WE HAVE TO MOVE PEOPLE TO THE JOBS. SO
14 THAT MUST BE CONSIDERED IN OUR TRANSPORTATION
15 POLICIES.

16 THE THIRD ELEMENT THAT I MENTIONED WAS
17 THE BUSINESS CLIMATE. AGAIN, THE KEY FACTOR IN
18 ECONOMIC DEVELOPMENT FOR ANY REGION -- BE THAT AN
19 INNER CITY, A CITY, A STATE, OR A SUBPORTION OF A
20 STATE -- IS THAT THAT REGION BE COMPETITIVE, THAT
21 IS, IS ABLE TO COMPETE FOR ECONOMIC ACTIVITY.

22 WHEN THE PRIVATE SECTOR -- WHEN A
23 COMPANY IS THINKING ABOUT MAKING AN INVESTMENT, IT
24 LOOKS AT A NUMBER OF FACTORS, A COUPLE THAT WE
25 TALKED ABOUT -- WE TALKED ABOUT THE WORK FORCE,

1 FOR EXAMPLE -- BUT ALSO THE REGULATORY
2 ENVIRONMENT. HOW EASY IS IT TO DO BUSINESS, WHAT
3 IS THE QUALITY IN THE INFRASTRUCTURE, ET CETERA?

4 SO IT IS IMPORTANT IN THINKING ABOUT
5 ECONOMIC DEVELOPMENT NOT SIMPLY TO LAND A LARGE
6 PLANT OR NOT SIMPLY TO FOCUS ON MANUFACTURING OR
7 NOT SIMPLY TO BUILD A WORK FORCE, BUT ALSO TO
8 THINK COMPREHENSIVELY ABOUT THE BUSINESS CLIMATE
9 AND MAKE THE PROPER TRADE-OFFS BETWEEN WHAT IS
10 VERY IMPORTANT VALUED REGULATION AND REGULATION
11 THAT CAN'T SORT OF BE CREATED FROM MARKET FORCES,
12 AND THE IMPORTANCE OF HAVING A BASELINE LEVEL OF
13 ECONOMIC ACTIVITY.

14 AND, FINALLY, LOCAL OWNERSHIP IS KEY TO
15 A STRATEGY WHICH IS INTENDED TO UPLIFT THE
16 ECONOMIC STATUS OF TARGETED POPULATIONS,
17 SPECIFICALLY WHEN WE ARE TALKING ABOUT MINORITY
18 PEOPLE. THE SIMPLE FACTS ARE THAT MINORITY
19 EMPLOYERS, MINORITY BUSINESS OWNERS EMPLOY MORE
20 MINORITIES BY A VERY WIDE MARGIN.

21 MR. GLICK: IN PREVIOUS DISCUSSIONS
22 WITH MYSELF AND OTHER STAFF MEMBERS, YOU HAVE
23 INDICATED THAT YOU THOUGHT THERE HAD TO BE A
24 TWO-STAGE JOB DEVELOPMENT. AND I THINK YOU
25 INDICATED THAT THE FIRST STAGE WOULD HAVE TO BE

1 THE LOWER SKILLED AND CONCOMITANTLY LOWER PAYING
2 JOBS TO PREPARE PEOPLE, AND THEN A SECOND PHASE OF
3 HIGHER SKILLED, AND, OF COURSE, HIGHER PAYING JOBS
4 DEVELOPED INTO THE AREA IN ORDER TO UTILIZE THE
5 LABOR FORCE AND TO DEVELOP THE LABOR FORCE.

6 MR. TAYLOR: YES, THAT IS CORRECT.

7 AGAIN, IF YOU THINK ABOUT ECONOMIC
8 DEVELOPMENT, THE TWO STRATEGIES OF JOB CREATION
9 AND WORK FORCE SKILLS NEED TO BE MARRIED SORT OF
10 HAND AND GLOVE. IF YOU ARE TRYING TO HELP A
11 TARGETED POPULATION, THEN YOU WANT TO BRING IN
12 JOBS THAT THE POPULATION CAN TAKE ADVANTAGE OF.
13 THE WORD "PHASE" MAY BE A LITTLE MISLEADING, SO
14 DON'T THINK THAT IT NECESSARILY -- "PHASE" SEEMS
15 TO SUGGEST AN EXTENDED PERIOD OF TIME.

16 AN IDEAL SORT OF MODEL SITUATION IS ONE
17 WHERE YOU ARE ABLE TO EMPLOY PEOPLE WITH THE
18 CURRENT SKILLS THAT THEY HAVE TODAY AND OVER TIME
19 BUILD THOSE SKILLS TO BE GLOBALLY COMPETITIVE. AN
20 ILLUSTRATION WOULD BE INITIALLY STARTING WITH A
21 MANUFACTURING CONCERN BUT DOING SORT OF ASSEMBLY
22 WORK, AND THEN WORKING FROM ASSEMBLY WORK TO THE
23 MORE TECHNICAL ASPECTS OF THAT, TO THE COMPONENT
24 MANUFACTURER, FOR EXAMPLE, AND OVER TIME MOVING
25 THE WORK FORCE FROM BEING ASSEMBLERS TO BEING

1 TECHNICIANS INVOLVED IN THE COMPONENT DESIGN.

2 AS YOU THINK ABOUT THAT MODEL, IT HAS
3 IMPLICATIONS FOR HOW YOU THINK ABOUT INCENTIVE
4 PROGRAMS THAT YOU SET UP FOR THE PRIVATE SECTOR
5 UNDER HEADINGS SUCH AS ENTERPRISE ZONES OR OTHERS.
6 BUT THE NOTION IS MOVING THE WORK FORCE TO BEING
7 GLOBALLY COMPETITIVE AS QUICKLY AS POSSIBLE, BUT
8 NOT STARTING AT SO HIGH A LEVEL THAT YOU HAVE
9 EXCLUDED IT FROM PARTICIPATING IN THE ECONOMIC
10 DEVELOPMENT.

11 AND, AGAIN, WE SEE EXAMPLES OF THIS
12 TAKING PLACE AROUND THE COUNTRY. THIS IS WHAT IN
13 FACT IS GOING ON IN SOUTH CAROLINA WHEN YOU LOOK
14 AT THE INVESTMENT THAT IS TAKING PLACE. THEREBY,
15 IN CERTAIN FIRMS, THE STATE IS PROVIDING IMMEDIATE
16 UPSCALING OF A WORK FORCE THROUGH ITS COMMUNITY
17 COLLEGE SYSTEM.

18 SO IT DOESN'T SAY THAT YOU ARE CREATING
19 LOW SKILL JOBS ONLY AND THEN IT IS EXPECTING THE
20 NEXT YEAR TO CREATE MANUFACTURING JOBS. BUT, IN
21 FACT, YOU ARE BEGINNING WITH SOME NOTION OF THE
22 HIGHER VALUE-ADDED WORK BEING THE END PRODUCT AND
23 THINKING ABOUT WHAT CAN BE ACCOMPLISHED FOR THAT
24 WORK FORCE TODAY, TRAINING THEM IN PARALLEL TO
25 ACCOMPLISH SOMETHING MORE COMPLEX IN THE LONGER

1 TERM.

2 MR. GLICK: THERE IS ONE THING THAT I
3 HAVE BEEN THINKING ABOUT IN THE LAST FEW DAYS,
4 MR. TAYLOR, WHILE WE HAVE BEEN HEARING ABOUT
5 ECONOMIC DEVELOPMENT, AND IT IS SOMETHING THAT
6 CONCERNS ME. AND, THAT IS, IF THE HOPES FOR
7 ECONOMIC DEVELOPMENT IN THE CENTRAL CITY ARE
8 REALIZED, THERE IS GOING TO BE A SUCCESSFUL
9 ENTREPRENEURIAL CLASS DEVELOPED, AND THERE IS
10 GOING TO BE A SUCCESSFUL SKILLED WORKER CLASS
11 DEVELOPED.

12 AND THOSE PEOPLE WHO ARE GOING TO BE
13 SUCCESSFUL AND TAKE ADVANTAGE OF THE ECONOMIC
14 DEVELOPMENT ARE NOT GOING TO STAY IN THOSE
15 COMMUNITIES UNLESS THE QUALITY OF LIFE FOR
16 THEMSELVES AND THEIR FAMILIES MEETS THEIR
17 EXPECTATIONS, AND I AM THINKING IN TERMS OF THE
18 QUALITY OF EDUCATION, CULTURAL ESTABLISHMENTS,
19 PARKS, ALL THE AMENITIES OF URBAN LIFE. THE
20 PEOPLE WHO ARE SUCCESSFUL ARE GOING TO LEAVE, AND
21 YOU ARE AGAIN GOING TO WIND UP WITH A POPULATION
22 LESS SUCCESSFUL AND LESS ABLE TO COPE.

23 WOULD YOU HAVE ANY VIEW ON WHAT WOULD
24 HAVE TO BE DONE IN ORDER TO MAKE THAT AN
25 ATTRACTIVE PLACE FOR SUCCESSFUL PEOPLE TO STAY IN?

1 MR. TAYLOR: LET ME PUT SORT OF MY
2 PERSONAL HAT ON TO RESPOND TO THIS QUESTION. IT
3 IS INFORMED BY THE WORK THAT WE HAVE DONE. IF
4 YOU TAKE A LOOK AT SORT OF A BUSINESS DYNAMIC OF
5 WHAT IS TAKING PLACE IN THE INNER CITIES, YOU HAVE
6 A SORT OF VICIOUS CYCLE, JOB LOSS TO REDUCTION IN
7 TAX BASE, REDUCTION IN INVESTMENT INFRASTRUCTURE,
8 BECOMING A LESS ATTRACTIVE ENVIRONMENT FOR
9 BUSINESSES TO CONDUCT THEMSELVES IN, CAUSING
10 FLIGHT OF THE ABLE -- WHICH IS THE POINT THAT YOU
11 ARE MAKING -- WHICH TAKES US BACK TO JOB LOSS.

12 IT IS NOT CLEAR WHERE IN THAT CYCLE YOU
13 INTERVENE. IN OTHER WORDS, IT IS NOT CLEAR WHAT
14 IS DRIVING WHAT. I GUESS THE BASELINE NOTION --
15 AGAIN, FROM SPECULATING HERE -- THE BASELINE
16 NOTION IS THAT IF YOU CAN IN SOME WAY INTERVENE IN
17 A LARGE ENOUGH WAY SUCH THAT YOU CAN EITHER CREATE
18 AN ECONOMIC BASE THAT CREATES THE TAX BASE THAT
19 ALLOWS FOR INVESTMENT IN PARKS, RECS, THE PUBLIC
20 SCHOOLS, THE REST OF THE CYCLE WILL -- THE
21 LINKAGES WILL TURN THE OTHER WAY, SUCH THAT YOU
22 HAVE AN ATTRACTIVE ENVIRONMENT, YOU HAVE CONTINUED
23 BUSINESS, IN FACT, INVESTMENTS, YOU HAVE SORT OF
24 AN INFUSION OF THE ABLE SO THE CYCLE TURNS THE
25 OTHER WAY. BUT, AGAIN, THAT IS A CONCEPTUAL

1 MODEL.

2 MR. GLICK: THANK YOU.

3 MR. CHAIR, I HAVE NO QUESTIONS AT THIS
4 MOMENT.

5 MR. FLETCHER: ALL RIGHT. THANK YOU
6 VERY MUCH. I AM GOING TO YIELD TO OTHER MEMBERS
7 OF THE PANEL FOR A MOMENT AND SEE IF YOU HAVE SOME
8 QUESTIONS.

9 MR. REDENBAUGH: I HAVE ONE.

10 MR. TAYLOR, IN THIS CYCLE OF URBAN
11 DOWNWARD SPIRAL, WHICH WE KNOW ALL TOO WELL,
12 PARTICULARLY THOSE OF US WHO LIVE IN MIDDLES OF
13 CITIES, WHAT ROLE DO CHANGES IN TAX RATES PLAY?
14 YOU DIDN'T MENTION THAT IN YOUR CYCLE.

15 IN MY CITY IN PHILADELPHIA, EACH
16 MOVEMENT OUT IS ALWAYS PRECEDED BY AND THEN
17 FOLLOWED BY AN INCREASE IN THE MARGINAL TAX RATES.

18 MR. TAYLOR: YES, I THINK THAT IS
19 RIGHT. I DIDN'T ELABORATE ON THIS LOSS TO THE TAX
20 BASE. ONE OF THE IMPLICATIONS IS YOU HAVE A CITY
21 THAT HAS A CERTAIN APPETITE, SHALL WE SAY, FOR
22 PUBLIC CONSUMPTION, AND ONCE THE TAX BASE SHRINKS,
23 IT MUST INCREASE THE MARGINAL TAX OR INCREASE USER
24 FEES OR WHAT HAVE YOU. THAT CONTRIBUTES TO A LESS
25 ATTRACTIVE BUSINESS CLIMATE.

1 SO, AGAIN, IT IS NOT CLEAR WHICH OF
2 THOSE FACTORS IN FACT BY ITSELF IS A MAGIC BULLET.
3 AND BASED ON WHAT WE HAVE OTHERWISE STUDIED, WE
4 WOULD SUGGEST THAT NONE WOULD BE A SINGLE MAGIC
5 BULLET. YOU HAVE GOT TO GET THE WHOLE THING
6 TURNED AROUND.

7 I THINK THE IMPORTANT NOTION THOUGH IN
8 THINKING ABOUT THE MARGINAL TAX RATE AND THINKING
9 ABOUT USING THOSE TYPES OF THINGS AS INCENTIVES IS
10 THAT THEY ARE DESIGNED TO REINFORCE SOME ECONOMIC
11 DEVELOPMENT STRATEGY THAT TAKES ADVANTAGE OF THE
12 FOUR LEVERS THAT WE TALKED ABOUT EARLIER; AND,
13 SECONDARILY, THAT THEY ARE LARGE ENOUGH SO THAT
14 THEY INFLUENCE BUSINESS DECISION MAKING. THE
15 THIRD POINT THEN WOULD BE THAT THEY ALSO CONNECT
16 SPECIFICALLY TO THE TARGETED POPULATIONS OR AREAS
17 THAT YOU ARE TRYING TO IMPROVE.

18 MR. REDENBAUGH: AGAIN, ARE YOU AWARE
19 OF ANY INSTANCES WHERE THOSE HAVE EITHER BEEN VERY
20 SUCCESSFUL OR THE CLEAR ABSENCE OF THOSE HAS
21 CONTRIBUTED UNQUESTIONABLY TO A FAILURE?

22 MR. TAYLOR: I AM NOT AWARE OF EITHER
23 SITUATION EXISTING. AGAIN, THE PERSPECTIVE THAT
24 WE HAVE IS THAT THERE IS A NEED FOR A NUMBER OF
25 ACTIONS TO TAKE PLACE SORT OF SIMULTANEOUSLY IN

1 ORDER TO CREATE ENOUGH DEVELOPMENT. TAX
2 INCENTIVES ALONE ARE NOT ENOUGH. IN CERTAIN WAYS,
3 IF WE LOOK AT ENTERPRISE ZONES AS THEY HAVE BEEN
4 CONDUCTED AND TAX INCENTIVES AS THEY HAVE BEEN
5 PROVIDED AT THE STATE LEVEL, THEY HAVE HAD LIMITED
6 IMPACT, PARTICULARLY ON DISTRESSED AREAS.

7 MR. REDENBAUGH: AND IS IT YOUR OPINION
8 THAT IN THOSE STATES WHERE THEY HAVE IN FACT BEEN
9 TRIED, BECAUSE THE FEDERAL COMPONENT OF TAXATION
10 IS SO LARGE, THE STATE INCENTIVE FOR AN ENTERPRISE
11 ZONE IS VERY MODEST?

12 MR. TAYLOR: THAT IS RIGHT. AND THIS
13 IS THE POINT, THAT IT HAS TO BE LARGE ENOUGH TO
14 SWING BUSINESSES' DECISION MAKING. AND THE SORT
15 OF RELIEF THAT A STATE LEVEL CAN PROVIDE IS RATHER
16 SMALL RELATIVE TO OTHER BUSINESS COSTS, SO THERE
17 ARE OTHER FACTORS THAT ULTIMATELY -- AT LEAST,
18 BASED ON EVERYTHING WE HAVE CONDUCTED AND THE
19 LITERATURE WE READ -- THERE ARE OTHER FACTORS THAT
20 ARE IN FACT DRIVING THE LOCATION DECISION.

21 MR. REDENBAUGH: WE HAVE HAD A LOT OF
22 TESTIMONY IN THE LAST TWO DAYS FROM BUSINESS
23 PEOPLE -- BOTH SMALL BUSINESSES, A BAKERY, AND
24 LARGER BUSINESSES -- AND NONE OF THEM SEEM TO FEEL
25 THAT THEIR BUSINESS ENVIRONMENT FOR THEIR

1 PARTICULAR BUSINESS WOULD BE IMPROVED BY RAISING
2 TAXES.

3 HAVE YOU FOUND ANY INSTANCES OF ANY
4 COMMUNITIES WHERE RAISING TAXES, IN YOUR OPINION,
5 CONTRIBUTED TO THE BUSINESS CLIMATE?

6 MR. TAYLOR: WE HAVE NOT TAKEN A LOOK
7 AT THAT SPECIFIC QUESTION, SO I AM NOT AWARE OF
8 ANY SITUATIONS LIKE THAT.

9 MR. REDENBAUGH: DO YOU HAVE ANY
10 SPECIFIC POLICY RECOMMENDATIONS FOR US WITH
11 RESPECT TO ECONOMIC DEVELOPMENT IN L.A. COUNTY
12 WITH RESPECT TO WHAT THIS COMMISSION MIGHT
13 RECOMMEND?

14 MR. TAYLOR: AS A MATTER OF POLICY, I
15 THINK THAT IT IS IMPORTANT THAT WHEN WE THINK
16 ABOUT ECONOMIC DEVELOPMENT WE ARE SURE THAT
17 ACTIONS WE ARE TAKING AT THE SORT OF TAXABLE
18 LEVEL, LIKE SETTING TAX RATES, ET CETERA, ARE
19 REINFORCING A SPECIFIC STRATEGY THAT AFFECTS ONE
20 OF THE FOUR LEVERS. I THINK, SECOND, AT THE
21 POLICY LEVEL, WE SHOULD BE FOCUSING ON FULL
22 ECONOMIC PARTICIPATION.

23 TO THE EARLIER QUESTION ABOUT THE
24 FLIGHT OF THE ABLE, THE --

25 MR. REDENBAUGH: YES. YOU MEAN THE

1 FLIGHT OF THE MOBILE?

2 MR. TAYLOR: WELL, I WOULD PREFER TO
3 CHARACTERIZE IT AS THE "FLIGHT OF THE ABLE."
4 THERE ARE LOTS OF FOLKS WHO LIVE, FOR EXAMPLE, IN
5 SOUTH CENTRAL WHO ARE MOBILE AND CHOOSE TO STAY
6 THERE AND CERTAINLY ARE ACCOMPLISHED, ECONOMICALLY
7 SPEAKING. SO I PREFER TO CALL IT THE "FLIGHT OF
8 THE ABLE," IF THAT'S ALL RIGHT.

9 MR. REDENBAUGH: IT IS YOUR CHOICE, OF
10 COURSE. IT HAS A DIFFERENT MEANING FOR ME, BUT AS
11 YOU WISH.

12 MR. TAYLOR: BUT WITH THAT IN MIND,
13 THOUGH --

14 MR. REDENBAUGH: ACTUALLY, LET ME MAKE
15 A POINT, BECAUSE I THINK THAT THERE ARE MANY
16 PEOPLE IN DEPRESSED URBAN AREAS THAT ARE VERY
17 ABLE.

18 MR. TAYLOR: I AGREE WITH THAT.

19 MR. REDENBAUGH: THAT ARE NOT WORKING,
20 BUT ARE NOT WORKING NOT BECAUSE OF AN INABILITY OR
21 A DISABILITY FOR WORKING, BUT BECAUSE WE HAVEN'T
22 GIVEN THEM THE OPPORTUNITY. IN FACT, MAYBE WE
23 HAVE POLICIES THAT DENY THEM OPPORTUNITIES.

24 MR. TAYLOR: I THINK THAT IS CORRECT.
25 I AM NOT SURE HOW ONE WANTS TO DEAL WITH THE

1 SEMANTICS. AS I THINK ABOUT "ABLE," IT IS A
2 COMBINATION OF SKILLS, OPPORTUNITY, AND MOBILITY.
3 AND SOME OF THAT IS AS YOU DESCRIBED, THESE PEOPLE
4 THAT WE BOTH RECOGNIZE. SOME OF THOSE FACTORS ARE
5 MISSING THAT PREVENT THEM FROM --

6 MR. REDENBAUGH: PLEASE CARRY ON.

7 MR. TAYLOR: I THINK THAT THE POINT
8 THAT WE ARE BOTH GETTING TO, THOUGH, IS THAT THERE
9 IS A NOTION OF FULL ECONOMIC PARTICIPATION THAT AS
10 A POLICY WE NEED TO HAVE IN MIND.

11 AND THAT, AGAIN, ROLLS DOWN TO THE MORE
12 STRATEGIC INITIATIVE. AS WE ARE THINKING, FOR
13 EXAMPLE, ABOUT TRANSPORTATION POLICIES HERE IN
14 LOS ANGELES TO YOUR POINT WHERE WE HAVE LOSS OF
15 ECONOMIC OPPORTUNITIES IN THE AREAS OUTSIDE OF
16 SOUTH CENTRAL, FOR EXAMPLE, WE SHOULD BE ENSURING
17 THAT TRANSPORTATION POLICY DECISIONS -- WE ARE
18 LAYING ALL THIS RAIL AND CONSTRUCTING ALL OF THESE
19 FACILITIES -- ARE ENABLING PEOPLE TO MOVE TO JOBS
20 IF WE CANNOT BRING THE JOBS TO THE PEOPLE.

21 I GUESS, THIRDLY, I WOULD REINFORCE, I
22 GUESS, A POLICY NOTION THAT I THINK IS LISTED IN
23 THE CURRENT ADMINISTRATION, AND THAT IS THE NOTION
24 OF UPSCALING THE WORK FORCE. WE HAVE HAD
25 GLOBAL -- A CAPITAL MARKET FOR SOME TIME. WE ARE

1 RIGHT NOW REALLY GETTING TO THE POINT WHERE WE ARE
2 HAVING GLOBAL LABOR MARKETS, AND WE ARE NOT JUST
3 TALKING ABOUT LOW SKILLED JOBS. THE GLOBAL LABOR
4 MARKETS ARE ALSO AFFECTING HIGHER SKILLED JOBS AND
5 JOBS THAT WE, IN FACT, SHOULD BE ABLE TO COMPETE
6 FOR AND PEOPLE WITHIN WHAT SOME FOLKS HERE CALL
7 THE "NEGLECTED AREAS" SHOULD BE ABLE TO COMPETE
8 FOR, BUT IT REQUIRES AN INVESTMENT IN SKILLS AND A
9 CONTINUOUS INVESTMENT IN SKILLS TO CREATE THIS
10 GLOBALLY COMPETITIVE LABOR FORCE.

11 MR. REDENBAUGH: LET ME PURSUE A LITTLE
12 DIFFERENT QUESTION, THEN. THERE ARE BASICALLY
13 PROBABLY TWO DEVELOPMENT MODELS THAT ONE READS
14 ABOUT. ONE IS A DEVELOPMENT MODEL OF "BUILD THE
15 INFRASTRUCTURE," SORT OF THE FIELD OF DREAMS
16 MODEL. "IF YOU BUILD THE INFRASTRUCTURE, THEY
17 WILL COME."

18 AND THE OTHER ONE IS THE MODEL THAT IF
19 YOU REMOVE SUFFICIENT OBSTACLES TO INITIATIVE AND
20 COMMERCE, REMOVE OBSTACLES TO WORK AND REWARD,
21 ECONOMIC ACTIVITY WILL HAPPEN. AND THEN FROM THAT
22 SURPLUS, PEOPLE WILL IN FACT BUILD THE
23 INFRASTRUCTURE THAT THEY NEED -- SOME OF IT WILL
24 BE PUBLIC AND SOME PRIVATE -- AND THAT IS A MIXED
25 DECISION. IT CAN BEST BE SORTED OUT AT THE END.

1 WHICH OF THESE DEVELOPMENT MODELS OR
2 NEITHER DO YOU PREFER FOR LOS ANGELES?

3 MR. TAYLOR: I THINK BOTH ARE REQUIRED.
4 I THINK THAT THERE IS CLEARLY A NEED FOR CONTINUED
5 INVESTMENT IN INFRASTRUCTURE. WE CAN CITE MANY
6 EXAMPLES WHERE NEED FOR INFRASTRUCTURE DEVELOPMENT
7 HAS LED TO --

8 MR. REDENBAUGH: AGAIN, YOU ARE TALKING
9 ABOUT THE INDUSTRIAL INFRASTRUCTURE THAT BECAUSE
10 OF EXTERNALITIES ARE BEST PROVIDED -- LIKE PUBLIC
11 TRANSPORTATION?

12 MR. TAYLOR: WE ARE TALKING ABOUT THOSE
13 THINGS THAT DEVELOP THE PUBLIC GOODS. WE SHOULD
14 BE TALKING ABOUT THINGS LIKE THIS NOTION OF THE
15 INFORMATION HIGHWAY.

16 IF YOU TAKE A LOOK AT WHAT HAPPENED
17 OVER IN DUBLIN, THEY IN FACT CREATED SORT OF AN
18 INFORMATION CLUSTER, IF YOU WILL, WHERE THEY NOW
19 PROCESS MOST OF THE U.S. HEALTH CARE CLAIMS OVER
20 IN IRELAND. WITH TECHNOLOGY AND
21 TELECOMMUNICATIONS, THEY ARE ABLE TO DO THAT.
22 THEY INVESTED IN ADVANCED TELECOMMUNICATIONS THAT
23 WOULD ALLOW THEM TO TAKE ADVANTAGE OF THE SKILL
24 THAT HAPPENED TO BE RESIDENT TO THEIR POPULATION.
25 SO NOT JUST HIGHWAYS, BUT I WOULD THINK BROADLY

1 ABOUT THE INFRASTRUCTURE. BUT, AGAIN, I THINK
2 BOTH ARE REQUIRED.

3 THE BEST EXAMPLE I THINK THAT WE CAN
4 ALL RESONATE WITH IS THIS NOTION OF PUTTING A MAN
5 ON THE MOON. THAT IS AN INVESTMENT THAT THE
6 PRIVATE SECTOR COULD NOT MAKE. NO MATTER HOW YOU
7 SYNDICATE THAT KIND OF RISK, YOU ARE NOT GOING TO
8 GET ENOUGH MONEY TO FUND THAT. BUT, ULTIMATELY,
9 THAT HAS SPUN OFF A LOT OF WHAT HAS DRIVEN THIS
10 PARTICULAR ECONOMY OVER A COUPLE OF DECADES. I
11 THINK ABOUT IT AS NEED, INFRASTRUCTURE INVESTMENT
12 IN THOSE BROAD TERMS.

13 SECONDLY, BECAUSE OF THE SCALE OF THE
14 PROBLEM AND BECAUSE I DON'T THINK THERE IS ANYONE
15 WHO HAS A CLEAR UNDERSTANDING OF HOW THIS CYCLE
16 LINKS TOGETHER, I THINK BOTH OF THOSE PARTICULAR
17 ACTIONS ARE REQUIRED, THE LEAD DEVELOPMENT AS WELL
18 AS THE REMOVAL OF OBSTACLES.

19 MR. REDENBAUGH: I UNDERSTAND AND
20 ACCEPT WHAT YOU SAY. I WANT TO COME BACK TO ONE
21 THING YOU SAID, THOUGH. ARE YOU SUGGESTING THAT
22 THE ELECTRONIC SUPERHIGHWAY IS OF SUCH A SCALE
23 THAT THAT CANNOT BE DONE BY THE PRIVATE SECTOR AND
24 SHOULD BE DONE BY THE FEDERAL GOVERNMENT? IT IS
25 IN THE LEAGUE WITH THE APOLLO PROGRAM?

1 MR. TAYLOR: I PERSONALLY DON'T HAVE
2 THE FACTS ON THAT. I THINK OF IT BY ANALOGY, BUT
3 I GUESS THE POINT IS THE GOVERNMENT IN IRELAND DID
4 DO THAT, YES, TO SOME EXTENT. SINCE I HAVE NOT
5 STUDIED IT, I DON'T KNOW WHAT THE SCALE IS HERE IN
6 THE U.S. THERE SEEM TO BE INCENTIVES TO DO THAT.
7 YOU SEE IN THE PRESS OVER THE LAST COUPLE OF WEEKS
8 THE SORT OF AFFILIATIONS BETWEEN THE
9 TELECOMMUNICATION COMPANIES AND SOME OF THE --

10 MR. REDENBAUGH: YES. IT DOES APPEAR
11 THAT IT IS HAPPENING WITHOUT ANY GOVERNMENT
12 INVOLVEMENT.

13 MR. TAYLOR: RIGHT. ONE OF THE THINGS,
14 IF YOU WANT TO THINK ABOUT THE QUESTION, THOUGH,
15 IS HOW FAR THAT GOES AND WHETHER THAT IN FACT WILL
16 BE OF SUFFICIENT SCALE TO DO THE SAME TYPE OF
17 THING AS THE APOLLO PROGRAM DID IN TERMS OF
18 ECONOMIC DEVELOPMENT.

19 THE SECOND ASPECT OF THAT THAT I WANT
20 TO RAISE FOR CONSIDERATION IS IF YOU THINK
21 SPECIFICALLY ABOUT THE STRESSED AREAS OF CITIES,
22 IMPROVEMENTS IN THE GENERAL ECONOMY DON'T
23 NECESSARILY TRANSLATE TO THE IMPROVEMENT OF THE
24 FOLKS WHO LIVE IN THOSE AREAS. SO I THINK IT IS
25 NECESSARY TO MAKE SURE THAT HAPPENS, AND THAT IS

1 AN IMPORTANT ROLE THAT CAN BE PLAYED BY THE
2 GOVERNMENT.

3 MR. REDENBAUGH: YOU WERE THINKING OF
4 TARGETED PROGRAMS, TARGETED INCENTIVES, BOTH?

5 MR. TAYLOR: IF THE GOVERNMENT TAKES A
6 LEAD ROLE IN SOME FORM OF INFRASTRUCTURE
7 DEVELOPMENT LIKE AN INFORMATION HIGHWAY ENSURING
8 THAT THERE IS SORT OF ACCESS TO OR STATION
9 OUTPUTS, OR WHATEVER YOU DESCRIBE IT AS, THAT ARE
10 ACCESSIBLE IN AN ECONOMIC DEVELOPMENT SENSE TO
11 PEOPLE WHO LIVE IN THE INNER CITIES, IT WOULD BE
12 AN IMPORTANT CONTRIBUTION AND IT WOULD BE IN GREAT
13 DEMAND FOR UPLIFTING THE CITIES.

14 MR. REDENBAUGH: THANK YOU VERY MUCH.

15 MR. FLETCHER: CRUZ?

16 MR. REYNOSO: I HAVE A QUESTION HAVING
17 TO DO WITH THE ROLE OF GOVERNMENT IN A BROADER
18 SENSE. IT USED TO BE SAID THAT ONE OF THE REASONS
19 THAT AEROSPACE AND OTHER HIGH-TECH INDUSTRIES CAME
20 TO CALIFORNIA WAS BECAUSE CALIFORNIA HAD A GOOD
21 EDUCATIONAL SYSTEM THAT HAD ALREADY THE WORKERS
22 PREPARED, IF YOU WILL, FOR THAT. AND INDEED MY
23 RECOLLECTION IS THAT WHEN I WAS GROWING UP, WE
24 WERE OFTEN NUMBER ONE IN TERMS OF EXPENDITURE FOR
25 EDUCATION, ET CETERA, ET CETERA.

1 IT MAY BE COINCIDENCE, BUT THE
2 SUFFERING OF CALIFORNIA ECONOMICALLY THE LAST FOUR
3 YEARS SEEMS TO BE CONCOMITANT WITH THE PASSAGE OF
4 PROP. 13 AND LESS MONEY GOING INTO EDUCATION, WITH
5 THE SERVICES GOING TO PARKS AND SO ON GOING DOWN,
6 SO THAT THE TRADITIONAL ROLE OF GOVERNMENT IN
7 CALIFORNIA HAS BEEN IGNORED OR DIMINISHED, LET'S
8 PUT IT THAT WAY, THE LAST FEW YEARS.

9 AND I JUST WONDER WHAT THE RELATIONSHIP
10 OF THAT IS TO ECONOMIC DEVELOPMENT. WE NORMALLY
11 TALK ABOUT ECONOMIC DEVELOPMENT IN A NARROWER
12 SENSE, HOW YOU GET MONEY INTO COMMUNITIES. BUT I
13 WONDER IF YOU WOULD COMMENT ON THAT PART OF IT.
14 WHEN YOU HEAR ABOUT PEOPLE LEAVING CALIFORNIA
15 COMPANIES OR COMING TO CALIFORNIA, THEY WILL TALK
16 NOT JUST ABOUT THOSE MATTERS, BUT THEY WILL TALK
17 ABOUT OTHER THINGS, THE POOR SCHOOLS, HIGH HOUSING
18 COSTS IN LOS ANGELES.

19 I WORK WITH THE UNIVERSITY OF
20 CALIFORNIA AT LOS ANGELES. ONE OF THE HARDEST
21 ELEMENTS OF RECRUITING PROFESSORS OF NOTE IS OUR
22 HIGH HOUSING COST. AND AT THE SAME TIME WHEN THE
23 HOUSING COSTS WERE GOING UP, EVERYBODY REFERRED TO
24 THAT AS A GOOD THING ECONOMICALLY. THEN TEN YEARS
25 LATER IT BECOMES A BAD THING.

1 SO I JUST WONDER IF YOU WOULD COMMENT
2 ON WHAT SOME FOLKS CONSIDER NONECONOMIC MATTERS OF
3 A COMMUNITY HERE, ALL OF CALIFORNIA OR THE
4 LOS ANGELES AREA, AS IT RELATES TO ECONOMIC
5 DEVELOPMENT.

6 MR. TAYLOR: THAT IS A VERY GOOD
7 QUESTION, AND I HOPE MY COMMENTS HAVE NOT BEEN
8 TAKEN IN THAT NARROW VEIN. IT IS VERY CLEAR THE
9 GOVERNMENT PLAYS AN IMPORTANT ROLE IN ECONOMIC
10 DEVELOPMENT. AND THE CASE THAT YOU JUST MADE, THE
11 CONNECTION BETWEEN THE EDUCATIONAL SYSTEM IN
12 CALIFORNIA AND CALIFORNIA'S ECONOMIC GROWTH, I
13 THINK, IS ONE THAT IS WELL ACCEPTED.

14 AND, IN FACT, WE MAY BE EVEN A BIT
15 SHORT SIGHTED IN THE DECISIONS THAT WE ARE MAKING
16 CURRENTLY RELATIVE TO OUR FUNDING OF SCHOOLS.
17 WELL, IF THE GOVERNMENT PLAYS AN IMPORTANT ROLE IN
18 ECONOMIC DEVELOPMENT, THIS NOTION OF HAVING
19 ECONOMIC DEVELOPMENT SORT OF GROUNDED IN THE
20 MARKET IS AN IMPORTANT ONE, AND, I THINK, A
21 CENTRAL DESIGN FEATURE. AT THE SAME TIME, THIS
22 SORT OF INVISIBLE HAND DOES NOT OPERATE IN A
23 VACUUM.

24 THE GOVERNMENT AFFECTS EVERYTHING FROM
25 OUR TRADE POLICIES NOW AND THEREFORE WHAT WE ARE

1 COMPETING WITH NATIONALLY, GLOBALLY, AS WELL AS
2 THE SKILLS OF OUR WORK FORCE, AS I HAVE DISCUSSED
3 EARLIER. WORK FORCE SKILL IS A KEY ELEMENT TO HOW
4 BUSINESSES THINK ABOUT MAKING THEIR DECISIONS, AND
5 THE PRIMARY SOURCE OF SKILLING IS THE PUBLIC
6 SCHOOL SYSTEM AND OUR INVESTMENTS IN PUBLIC
7 SCHOOLS.

8 SIMILARLY, THE INFRASTRUCTURE, THE
9 POINT THAT WE WERE DISCUSSING JUST A MOMENT AGO,
10 FALLS IN THIS CATEGORY OF PUBLIC GOODS THAT ONLY
11 GOVERNMENT CAN MAKE A DECISION ABOUT. I THINK,
12 THOUGH, IT IS IMPORTANT TO RECOGNIZE, FOR ALL OF
13 US TO RECOGNIZE, THAT THE GOVERNMENT IS US.

14 THE CALIFORNIA VOTERS PASSED
15 PROPOSITION 13. AND, ACTUALLY, IF I CAN PUT MY
16 PERSONAL SPECULATION HAT ON, IT REPRESENTS A BIT
17 OF INTERGENERATIONAL WARFARE, HOUSING PRICES GOING
18 UP IN PART DRIVEN BY THE FACT THAT PROPERTY TAXES
19 WEREN'T INCREASING AT SUCH A RAPID RATE, DRIVEN BY
20 THE FACT THAT WE WERE HAVING A PRETTY NICE
21 ECONOMIC TIME AND THE PEOPLE WHO WERE PLEASED BY
22 THAT WERE PEOPLE IN HOMES AND PEOPLE WHO DID NOT
23 HAVE TO WORRY ABOUT THE LULL OF PUBLIC SERVICES
24 BECAUSE, FOR EXAMPLE, THEY NO LONGER HAD CHILDREN
25 IN SCHOOL.

1 PROPOSITION 13 MAY HAVE MADE A LOT OF
2 SENSE AT THE TIME IT WAS PASSED IN 1978 BECAUSE
3 THE GOVERNMENT'S BUDGET WAS BASICALLY IN BALANCE
4 WITH THE PUBLIC SPENDING. BUT IF YOU HAVE
5 BASICALLY PRICE GROWTH IN EXCESS OF THE CAP THAT
6 PROPOSITION 13 ALLOWS YOU TO GROW PROPERTY TAXES,
7 YOU COME UP WITH THIS HUGE GAP IN FUNDS AVAILABLE
8 TO THE GOVERNMENT TO INVEST IN AREAS THAT
9 STIMULATE ECONOMIC DEVELOPMENT.

10 YOU CAN TRY TO CLOSE THAT A NUMBER OF
11 WAYS INCREASING THE MARGINAL TAX RATES AS WE
12 DISCUSSED, BUT THAT INCREASES THE COST OF DOING
13 BUSINESS. YOU CAN INCREASE USER FEES. AND THOSE
14 ARE TWO THINGS THAT WE HAVE DONE HERE IN L.A. AND
15 TWO THINGS YOU WILL HEAR THE BUSINESS COMMUNITY
16 CITE AS REASONS FOR NOT WANTING TO DO BUSINESS
17 HERE. YOU CAN CUT BACK ON INVESTMENT IN PUBLIC
18 SCHOOLS, A THIRD REASON BUSINESSES WILL CITE AND
19 INDIVIDUALS WILL CITE FOR NOT COMING HERE.

20 SO THE GOVERNMENT PLAYS AN IMPORTANT
21 ROLE IN KIND OF DECIDING WHAT THE BUSINESS
22 CLIMATE -- THAT WAS THAT THIRD FACTOR I TALKED
23 ABOUT -- WHAT THE BUSINESS CLIMATE WILL LOOK LIKE
24 HERE IN CALIFORNIA OR ANYWHERE, AN IMPORTANT ROLE
25 IN DECIDING WHAT THE WORK FORCE SKILLS WILL BE.

1 AGAIN, THE POINT IS THE GOVERNMENT IS
2 US, AND WE ARE MAKING SHORT TERM DECISIONS THAT
3 ARE GOING TO AFFECT OUR COLLECTIVE STANDARD OF
4 LIVING IN THE VERY NEAR FUTURE.

5 MR. REYNOSO: I JUST WONDER WHETHER
6 SOMETIMES THE SHORT TERM SOLUTIONS DON'T LOOK
7 TOWARD THE LONG TERM ECONOMIC HEALTH OF THE STATE,
8 IF WE ARE CUTTING DOWN ON SOME OF THOSE ESSENTIAL
9 SERVICES THAT PROVIDE FOR A BETTER ECONOMIC
10 ATMOSPHERE, IF YOU WILL. SO THAT IS WHY I HAVE
11 ASKED THE QUESTION.

12 I HAVE A SOMEWHAT DIFFERENT QUESTION.
13 WE HAVE HEARD, I WOULD DESCRIBE IT AS,
14 CATEGORICALLY DIFFERENT CONCLUSIONS ON SOME
15 MATTERS, AND I WANT TO SEE HOW YOU COME OUT ON IT.
16 WE HAVE THE PHENOMENON IN LOS ANGELES IN THE AREAS
17 THAT HAVE APPARENTLY 20 PERCENT AND ABOVE POVERTY
18 LEVELS IN FAMILIES A DIFFERENT PHENOMENON IN THE
19 AFRICAN AMERICAN COMMUNITY AND THE LATINO
20 COMMUNITY IN THIS WAY.

21 THE AFRICAN AMERICAN COMMUNITY HAS A
22 LARGE PERCENTAGE OF UNEMPLOYMENT, PLAIN
23 UNEMPLOYMENT. THEY JUST DON'T HAVE THE JOBS
24 THERE. IN THE LATINO COMMUNITY, APPARENTLY THE
25 PARTICIPATION IN THE WORK FORCE IS IN THE HIGH

1 90'S, AND THE PROBLEM THERE IS UNDEREMPLOYMENT.
2 THESE ARE FOLK WHO GET UP AND GO TO WORK AT 7:00
3 OR 8:00 IN THE MORNING, WORK UNTIL 5:00 OR 6:00 AT
4 NIGHT, BUT STILL AT THE END OF THE YEAR HAVE AN
5 AVERAGE INCOME PER FAMILY ACTUALLY LESS THAN
6 AFRICAN AMERICANS EVEN THOUGH THE DISPARITY IN
7 EMPLOYMENT PATTERNS ARE THOSE.

8 WE HAVE HAD TESTIMONY SUGGESTING -- FOR
9 EXAMPLE, THE MINIMUM WAGE, I THINK WAS
10 CHARACTERIZED AS THE "UNEMPLOYMENT STATUTE OF
11 AMERICA FOR YOUNG BLACK MALES" -- I.E., IT FORCES
12 UNEMPLOYMENT BECAUSE EMPLOYERS CAN'T HIRE
13 PARTICULARLY THE YOUTH. THAT SEEMS TO BE ONE
14 VIEW, AND I MAY BE MISCHARACTERIZING IT.

15 THE OTHER VIEW BY ANOTHER ECONOMIST WAS
16 THAT WHAT IS NEEDED IS AN ELEVATED MINIMUM WAGE,
17 PARTICULARLY FOR THE LATINOS WHO ARE EMPLOYED BUT
18 UNDEREMPLOYED, AND THAT THAT WOULD BE ONE OF THE
19 FACTORS THAT WOULD HELP THE ECONOMY OF SOUTHERN
20 CALIFORNIA. AND THE SECOND ECONOMIST SUGGESTED,
21 TOO, THAT UNIONIZATION, GOVERNMENTAL POLICIES
22 PROVIDING FOR UNIONIZATION, WOULD ALSO INCREASE
23 THE LEVEL OF EARNINGS OF THOSE FOLKS WHO ARE
24 ALREADY EARNING.

25 I CAN'T HELP BUT SHARE WITH YOU A

1 NONURBAN EXAMPLE: THE FARM WORKERS. I HAPPENED
2 TO GROW UP AS A FARM WORKER. THE ECONOMY OF
3 CALIFORNIA HAS GONE UP AND DOWN. WE HAVE PROFITED
4 OR NOT PROFITED, BUT THE FARM WORKERS HAVE NEVER
5 PROFITED.

6 ONE OF THE ECONOMISTS SAID, "DURING THE
7 1980'S WE ALL PROFITED, POOR OR RICH." NOT TRUE
8 OF THE FARM WORKERS. 50 YEARS I HAVE WATCHED THE
9 ROLE OF THE FARM WORKERS. THEY HAVE ALWAYS
10 SUFFERED. SUFFERED, I THINK, BECAUSE SOMEHOW
11 ECONOMIC AND GOVERNMENTAL POLICIES HAVEN'T BEEN
12 PUT TOGETHER IN SUCH A WAY AS TO HELP THE FARM
13 WORKERS.

14 ALL THE SURVEYS INDICATE THE AMERICAN
15 PUBLIC IS WILLING TO PAY AN EXTRA HALF CENT A HEAD
16 OF LETTUCE OR WHATEVER IT WOULD TAKE TO HAVE FARM
17 WORKERS LIVE DECENTLY. BUT WE HAVE NEVER HAD THE
18 WILL, THE POLITICAL WILL IN THIS STATE TO DO
19 SOMETHING ABOUT THAT.

20 HOW DOES ALL OF THAT RELATE NOW TO THE
21 INNER CITY AND ECONOMIC DEVELOPMENT?

22 MR. TAYLOR: LET ME BEGIN WITH YOUR
23 LAST POINT. I THINK THAT THE LAST POINT, THE FARM
24 WORKERS NOT BENEFITING FROM THIS ECONOMIC UPLIFT
25 THAT WE EXPERIENCED IN THE '80S, I THINK WE COULD

1 SAY THE SAME ABOUT INNER CITIES.

2 AGAIN, PROGRAMS WOULD NEED TO BE
3 TARGETED. ALL THE BOATS DON'T RISE AT THE SAME
4 RATE AS SOME WOULD HAVE US BELIEVE. SO THERE ARE
5 EXACT PARALLELS THERE. THIS IS ONE OF THE REASONS
6 WHY WE COME DOWN PRETTY STRONGLY ON THE NOTION
7 THAT A LOT OF THE ECONOMIC DEVELOPMENT NEEDS TO BE
8 MARKET BASED IN THINKING FUNDAMENTALLY ABOUT WHAT
9 IT TAKES TO BE COMPETITIVE AND MAKING SURE THAT
10 THE FOLKS THAT WE ARE TRYING TO HELP DO THAT ARE
11 IN FACT COMPETITIVE.

12 BECAUSE TO RELY ON THE POLITICAL
13 PROCESS, YOU ARE SUBJECT TO THE VICISSITUDES OF
14 THE POLITICAL PROCESS. IF FOLKS WANT TO INVEST IN
15 A JOB TRAINING PROGRAM, THEN THAT IS FINE. IF
16 THEY WANT TO INVEST IN A SUMMER YOUTH EMPLOYMENT
17 PROGRAM, THAT IS GREAT. BUT AS WE HAVE SEEN JUST
18 IN THE LAST FEW WEEKS, THAT IS NOT WHAT FOLKS WANT
19 TO DO. SO WE ARE STUCK. IN THE POLITICAL ARENA,
20 THERE ARE STILL -- AGAIN, I GUESS, THIS REINFORCES
21 THIS NOTION OF THINKING ABOUT IT FROM A MARKET
22 BASE PERSPECTIVE.

23 WE DID NOT STUDY THIS ISSUE OF MINIMUM
24 WAGE OR UNIONIZATION, SO I CANNOT COMMENT FROM A
25 RIGOROUS PERSPECTIVE ON THE IMPACT OF THAT. WE

1 DID DO ENOUGH OF A DEMOGRAPHIC ANALYSIS TO
2 UNDERSTAND THAT THERE IS A DIFFERENCE IN THE SORT
3 OF NATURE OF POVERTY IN THE BLACK COMMUNITY VERSUS
4 THE LATINO COMMUNITY, WHERE YOU HAVE A WORKING
5 POOR VERSUS HARD CORE UNEMPLOYED, AND THOSE
6 REQUIRE DIFFERENT POLICY ACTIONS TO ADDRESS.
7 IT IS NOT CLEAR, THOUGH, FOR EXAMPLE, THAT A
8 MINIMUM WAGE IS NECESSARILY AN UNEMPLOYMENT ACT
9 FOR BLACK YOUTH.

10 I GUESS A MAJOR POINT I WOULD LIKE TO
11 MAKE HERE IS THAT THIS IS SORT OF AN APPLE AND
12 ORANGE COMPARISON. I WILL ANSWER THE QUESTION I
13 THINK IN THE SPIRIT IT WAS INTENDED, BUT SOMETIMES
14 THESE DISCUSSIONS CAN BECOME COUNTERPRODUCTIVE IN
15 TERMS OF TALKING ABOUT DIFFERENT ETHNIC GROUPS,
16 PARTICULARLY IN THIS CITY, LATINOS AND BLACKS KIND
17 OF SIDE BY SIDE, BECAUSE THEIR SITUATIONS ARE
18 DIFFERENT. AND THE FACT THAT THEIR FACTUAL
19 SITUATIONS ARE DIFFERENT, THE POLICY ACTIONS
20 REQUIRED WOULD BE DIFFERENT.

21 BUT LET ME JUST ILLUSTRATE THIS NOTION.
22 A FELLOW BY THE NAME OF JACK MILES WROTE AN
23 ARTICLE IN THE ATLANTIC MONTHLY CALLED "BLACK
24 VERSUS BROWN." I AM NOT SURE IF YOU ALL HAD A
25 CHANCE TO SEE THAT. BUT IN THERE HE ACKNOWLEDGES,

1 "THAT AT LEAST TO ANGLOS, LATINOS EVEN WHEN THEY
2 ARE FOREIGN SEEM NATIVE AND SAFE; WHILE BLACKS WHO
3 ARE NATIVES SEEM FOREIGN AND DANGEROUS," AND
4 THEREFORE THEY ARE NOT EMPLOYED IN A VARIETY OF
5 WAYS THAT WE ARE QUITE COMFORTABLE WITH EMPLOYING
6 LATINOS.

7 THAT MAY BE IN FACT WHY YOU SEE A
8 HIGHER LABOR PARTICIPATION RATE. THE JOBS THAT WE
9 ARE TALKING ABOUT THAT HE IS QUOTING IN HIS
10 PASSAGE ARE SORT OF DOMESTIC WORK, PROBABLY A LOT
11 OF PEOPLE NOT GETTING SOCIAL SECURITY INSURANCE.
12 THESE ARE NOT GREAT JOBS. BUT THE NOTION IS
13 PEOPLE -- THIS HAPPENS TO BE PASADENA -- PEOPLE IN
14 PASADENA ARE FAR MORE COMFORTABLE ALLOWING SORT OF
15 THIS INFLUX OF DAY WORKERS WHO ARE BROWN RATHER
16 THAN BLACK.

17 SO IT IS NOT CLEAR -- AGAIN, WITH MY
18 PERSONAL HAT ON -- THAT THE MINIMUM WAGE IN FACT
19 DRIVES HARD CORE EMPLOYMENT OR A FACT THAT WE AS
20 BLACK PEOPLE ARE STILL EXPERIENCING THE HISTORY OF
21 THIS COUNTRY AND THE STEREOTYPING THAT HAS
22 RESULTED.

23 IT IS A VERY DIFFERENT CHALLENGE FOR
24 THE LATINO COMMUNITY, PARTICULARLY THE IMMIGRANT
25 POPULATION.

1 MR. REYNOSO: THANK YOU.

2 MR. FLETCHER: NEXT? CHARLES? ROBERT?

3 MR. GEORGE: NO.

4 MR. FLETCHER: I HAVE TO DO THIS, AND I
5 HOPE IT IS NOT EMBARRASSING, BUT I WANT TO TELL
6 YOU, YOUNG MAN, IF MARTIN WAS HERE THIS MORNING,
7 MARY MCLEOD BETHUNE, A. PHILIP RANDOLPH, AND THE
8 OTHERS THAT PUT THE CIVIL RIGHTS LEGISLATION IN
9 PLACE, THEY WOULD BE SO PROUD OF YOU THEY WOULDN'T
10 KNOW WHAT TO DO.

11 MR. TAYLOR: THANK YOU.

12 MR. FLETCHER: YOU ARE EXACTLY WHAT WE
13 BATTLED TO GET THIS LEGISLATION IN PLACE FOR.

14 MR. REYNOSO: LET THE RECORD SHOW THAT
15 THE WITNESS IS BLUSHING.

16 MR. TAYLOR: AS BEST I CAN.

17 MR. FLETCHER: MOST OF US WHO HAVE BEEN
18 IN THIS STRUGGLE FOR A WHILE BELIEVED YOU COULD DO
19 THAT. WE BELIEVED THAT YOU COULD SIT HERE AND
20 MAKE THE CASE WITHOUT A LOT OF EMOTIONAL RAGE AND
21 DISCONNECTED THOUGHTS AND BITTERNESS. WE BELIEVED
22 THAT IN TIME WE WOULD RAISE A GENERATION THAT
23 COULD MAKE THE CASE JUST THE WAY YOU DID THIS
24 MORNING. AND I CANNOT EVEN TELL YOU WHAT THAT
25 DOES FOR ME. YOU MADE THE STRUGGLE WORTHWHILE.

1 AND I AM SURE THERE ARE MORE OF YOU, BUT YOU MADE
2 IT WORTHWHILE.

3 I WANT TO ASK YOU ONE QUESTION. IF YOU
4 HAD A CHANCE NOW TO SIT DOWN BEFORE THE CONGRESS
5 AND THEY ASKED YOU TO TELL THEM YOUR VISION OF THE
6 YEAR 2010 -- IT TAKES A WHILE TO PUT ANYTHING IN
7 PLACE -- WHAT WOULD AMERICA LOOK LIKE WITH RESPECT
8 TO THE ECONOMIC DEVELOPMENT OF WHAT I CALL THIRD
9 WORLD NEIGHBORHOODS -- USING YOUR PROSPECTS OF JOB
10 CREATION, WORK FORCE, ECONOMIC DEVELOPMENT, AND
11 LOCAL OWNERSHIP? WHAT WOULD IT LOOK LIKE?

12 MR. TAYLOR: WELL, I THINK OUR THIRD
13 WORLD NEIGHBORHOODS WOULD LOOK LIKE EVERYWHERE
14 ELSE. YOU WOULD BE ABLE TO DRIVE THROUGH SOUTH
15 CENTRAL AND BELIEVE YOU WERE IN CHATSWORTH. IT
16 WOULD BE REFLECTED MOST IN THE QUALITY OF THE
17 GOODS AND SERVICES THAT ARE IMMEDIATELY AVAILABLE
18 THAT CURRENTLY AREN'T. IT WOULD BE REFLECTED IN
19 BROADER ECONOMIC PARTICIPATION. IT WOULD BE
20 REFLECTED IN THE ABSENCE OF SORT OF THE TENSIONS
21 THAT CURRENTLY EXIST BETWEEN THE DIFFERENT
22 ETHNICITIES WHO OCCUPY SOUTH CENTRAL. IT WOULD BE
23 REFLECTED IN THE ABSENCE OF THIS NOTION OF THE
24 INTERGENERATIONAL WARFARE. WE WOULD BE MAKING THE
25 SORT OF RIGHT INVESTMENTS IN PUBLIC GOODS THAT

1 BENEFIT US ALL.

2 WE WOULD RECOGNIZE THAT THERE IS THIS
3 NOTION OF PROVIDING FOR THE COMMON GOOD, AND THAT
4 IT IS NOT AN ISSUE OF SUPPLICANTS VERSUS VALUE
5 ADDING PARTICIPANTS IN THE MARKET, BUT, IN FACT,
6 WE ARE MAKING INVESTMENTS IN OURSELVES.

7 I THINK THAT THE FOUR ITEMS THAT WE
8 TALKED ABOUT -- THE JOB CREATION, THE BUSINESS
9 CLIMATE, THE SKILLS, AND THE LOCAL OWNERSHIP --
10 THEY WOULD NOT BE THOUGHT OF AS STRATEGIES THAT
11 WERE SPECIFICALLY DESIGNED TO ASSIST THE THIRD
12 WORLD COMMUNITIES, BUT, IN FACT, THINGS THAT AS
13 CITIES WE THOUGHT, AS STATES WE THOUGHT, AND AS A
14 COUNTRY WE THOUGHT WERE THINGS WE HAD TO KEEP AT
15 THE TOP OF OUR MINDS WHEN THINKING ABOUT POLICY
16 DECISIONS.

17 MR. FLETCHER: THERE IS THIS
18 ASSUMPTION -- WITH RESPECT TO ECONOMIC
19 DEVELOPMENT, THERE IS THE ASSUMPTION THAT IF
20 AFRICAN AMERICANS AND HISPANIC AMERICANS WERE TO
21 OWN THE BUSINESS ENTERPRISES IN DEPRESSED
22 NEIGHBORHOODS, THE MINUTE THEY COULD KEEP THE
23 PAYMENT UP ON THEIR LINE OF PAYMENT, THEY WOULD
24 MOVE TO THE SUBURBS AND LEAVE THE AREAS WHERE
25 THEIR BUSINESSES ARE TO FEND FOR THEMSELVES. I

1 HAVE PROBLEMS WITH THAT.

2 I HAVE BEEN A BUSINESSMAN MYSELF, AND
3 YOUR INTEREST IS WHERE YOUR SECURITY IS, AND YOUR
4 SECURITY IS IN KEEPING THE DOORS OPEN IN THAT
5 BUSINESS. SO IT SEEMS TO ME THAT EVEN THOUGH THE
6 BUSINESS PERSON MAY OR MAY NOT LIVE IN THAT
7 NEIGHBORHOOD BECAUSE HE GENERATES OR SHE GENERATES
8 A LIVING FROM THERE, WHEN IT IS TIME TO GO BEFORE
9 THE CITY COUNCIL, TO GO BEFORE THE SCHOOL BOARD
10 AND ANY OTHER ENTITY THAT IS DISBURSING PUBLIC
11 SERVICES, IT SEEMS TO ME THAT THE OWNERSHIP OF
12 THOSE BUSINESSES WOULD BE INTERESTED IN THOSE
13 NEIGHBORHOODS WHETHER THEY LIVED THERE OR NOT.

14 COULD YOU RESPOND TO THAT?

15 MR. TAYLOR: I THINK IT IS A VERY
16 IMPORTANT POINT OF VIEW. THEY, IN FACT, WOULD BE
17 INTERESTED IN THOSE NEIGHBORHOODS WHETHER THEY
18 LIVED THERE OR NOT BECAUSE THEIR EMPLOYEES LIVE
19 THERE AND THEIR CUSTOMERS LIVE THERE, AND THOSE
20 ARE THE TWO ELEMENTS THAT THEY ARE VITALLY
21 DEPENDENT ON.

22 I GUESS TO THE FIRST HALF OF YOUR
23 STATEMENT, I GUESS I HAVE A LITTLE TROUBLE WITH
24 PEOPLE WHO FIND THAT CONCERNING, PARTICULARLY WHEN
25 THEY FOCUS ON BLACK PEOPLE AND LATINO PEOPLE WHO

1 ARE SIMPLY DOING WHAT ALL PEOPLE DO WHEN THEY SORT
2 OF GET AHEAD. THEY BUY A NICER HOUSE. AND I
3 GUESS THE PROBLEM I HAVE WITH THAT IS, "WHY SHOULD
4 THAT BE ANY DIFFERENT FROM ANYONE ELSE? WHY
5 SHOULD THEY NOT ENJOY THE FRUITS OF THEIR LABOR?"

6 IT DOES NOT MEAN THAT THEY ARE LESS
7 COMMITTED TO THOSE AREAS THAN THEY WERE
8 PREVIOUSLY. AND, IN FACT, AGAIN, WE SEE HERE IN
9 L.A. A NUMBER OF PEOPLE WHO REMAIN KIND OF WHERE
10 THEY STARTED.

11 SO I GUESS THE THIRD POINT I WOULD MAKE
12 THERE IS THAT IT IS ALSO A BIT DISTRESSING THAT
13 PEOPLE IN THINKING ABOUT THIS COMPLEX CYCLE OF
14 EVENTS THAT LEAD TO ECONOMIC NEGLECT THINK THAT ON
15 THE BACKS OF A FEW SUCCESSFUL, WHETHER IT BE
16 BLACKS OR LATINOS, SHOULD RESIDE THE
17 RESPONSIBILITY FOR AMELIORATING THE ENTIRE
18 CONDITION, WHEN IN FACT THE FACTORS THAT CREATED
19 THAT CONDITION ARE BROADER THAN THOSE FOLKS, AND,
20 IN THINKING SPECIFICALLY ABOUT THE BLACK
21 COMMUNITY, I THINK THAT THE CASE IS BLOWN OUT OF
22 THE PROPORTION.

23 WHEN YOU LOOK AT THE RESOURCES THAT ARE
24 IN FACT AVAILABLE TO THE HIGHLY TOUTED BLACK
25 MIDDLE CLASS AND YOU LOOK AT ACTUALLY THE FIGURES

1 OF THE NET WORTH OF THAT GROUP, THE NET WORTH OF
2 THAT GROUP IN TERMS OF FINANCIAL NET WORTH IS
3 ZERO. SO IN FACT THE LARGER POPULATION IS TRYING
4 TO SHIFT ONTO THE SHOULDERS OF FOLKS WHO DON'T
5 HAVE THE RESOURCES THE RESPONSIBILITY FOR THIS
6 HUGE SOCIAL PROBLEM WHICH HAS A LOT OF ITS ROOTS
7 IN THAT LARGER POPULATION.

8 MR. FLETCHER: I AGREE WITH THAT A
9 HUNDRED PERCENT. IN FACT, I USUALLY SAY THE
10 DEFINITION OF MIDDLE CLASS IS THREE PAY DAYS AWAY
11 FROM BANKRUPTCY. THANK YOU VERY MUCH.

12 MR. TAYLOR: THANK YOU.

13 MR. FLETCHER: COUNSELOR?

14 MR. GLICK: I WOULD LIKE, THEN, TO ASK
15 MR. SMITH, CHAIRMAN OF THE NEW VISION BUSINESS
16 COUNCIL OF SOUTHERN CALIFORNIA.

17 COULD YOU EXPLAIN TO US, MR. SMITH,
18 WHAT THE NEW VISION COUNCIL IS ATTEMPTING TO DO
19 AND WHAT IS ITS GOAL?

20 MR. SMITH: YES. FIRST OF ALL, LET ME
21 SAY GOOD MORNING TO ALL OF YOU AND THANK YOU FOR
22 HAVING ME, GIVING ME THE OPPORTUNITY TO SHARE MY
23 IDEAS WITH YOU.

24 THE NEW VISION BUSINESS COUNCIL IS AN
25 ORGANIZATION OF CONCERNED BUSINESS PEOPLE HERE IN

1 THIS CITY. IT IS A VERY MULTI-ETHNIC GROUP
2 COMPRISED OF HISPANICS, ASIANS, ANGLOS, AFRICAN
3 AMERICANS, ET CETERA. AND THE COMMON DEMONINATOR
4 IS THAT WE BELIEVE THAT THE FOCUS THAT WE HAVE
5 SEEN ON THE RETRENCHMENT TAKING PLACE IN THE
6 AEROSPACE INDUSTRY IS EXAGGERATED, IS TO A DEGREE
7 MISGUIDED, AND THAT AS OPPOSED TO THIS REGION
8 BEING IN A STEEP DECLINE THAT SHOULD CAUSE MOST OF
9 US TO FEEL HOPELESS, THAT, IN FACT, WHAT WE ARE
10 REALLY SEEING IS A MAJOR TRANSITION TAKING PLACE,
11 A SHIFT IN THE ECONOMY AWAY FROM LARGE DINOSAURS
12 AND MORE TOWARDS FLEXIBLE FIRMS, SMALL AND MEDIUM
13 SIZED BUSINESSES.

14 WE BELIEVE THAT THOSE BUSINESSES ARE
15 PREDOMINANT OR ARE IN A LARGE WAY EVOLVING TO BE
16 ETHNIC BUSINESSES -- ASIAN, AGAIN, HISPANIC,
17 AFRICAN AMERICAN -- AND THAT A TREMENDOUS AMOUNT
18 OF OPPORTUNITY IS BEING MISSED BECAUSE OF THE
19 VULCANIZED NATURE OF THIS CITY.

20 SO A COUPLE OF THINGS WE ARE LOOKING TO
21 DO: (A), IS TO EDUCATE THE GENERAL PUBLIC, POLICY
22 MAKERS, TO THE FACT THAT THERE IS A NEW ECONOMY
23 EMERGING HERE, THAT THIS IS A REASON FOR OPTIMISM;
24 SECONDLY, IT IS TO TARGET AND IDENTIFY, CONTRARY
25 TO POPULAR BELIEF, THAT THIS NEW ECONOMY IS

1 COMPRISED OF SMALL AND MEDIUM SIZED ETHNIC
2 BUSINESSES WHO HAVE THE CAPACITY TO DO QUITE WELL
3 AND TO PROVIDE A VERY SOLID INDUSTRIAL BASE FOR
4 THE REGION; AND, THEN, FINALLY, TO TRY TO
5 FACILITATE AND PROMOTE MORE INTERETHNIC BUSINESS,
6 MORE CROSS POLLINATION OF IDEAS INTO MARKETS THAT
7 ARE NOT BEING TAPPED.

8 I THINK, FOR INSTANCE, OF THE REALITY
9 THAT MOST MINORITIES TEND TO DO BUSINESS WITHIN
10 THEIR MINORITIES -- BLACKS DO BUSINESS WITH
11 BLACKS, HISPANICS DO BUSINESS WITH HISPANICS,
12 ET CETERA, ET CETERA.

13 I WILL ONLY REFERENCE MY OWN EXPERIENCE
14 AND SAY THAT AS A BUSINESS OWNER I CAN TELL YOU
15 THAT HAD I LIMITED MY BUSINESS DEALINGS TO JUST
16 THE AFRICAN AMERICAN COMMUNITY, THAT THERE IS NO
17 WAY THAT WE WOULD HAVE ACHIEVED WHAT WE HAVE
18 MANAGED TO ACHIEVE IN TEN YEARS. CURRENTLY, OUR
19 CLIENT BASE IS BROADLY REPRESENTED -- MAYBE 40
20 PERCENT HISPANIC, ANOTHER 30 OR 40 PERCENT ASIAN,
21 AND THEN THE REST DIVIDED BETWEEN THE OTHER
22 VARIOUS ETHNIC GROUPS. SO WE THINK THAT THAT IS A
23 VITAL IDEAL THAT NEEDS TO BE COMMUNICATED,
24 FOSTERED, AND DEVELOPED.

25 WE ALSO FEEL THAT BECAUSE OF OUR

1 PROXIMITY TO THE PACIFIC RIM, THAT THERE ARE
2 UNIQUE ADVANTAGES THAT WE HAVE. AND IN ORDER TO
3 TAP THOSE UNIQUE ADVANTAGES, AGAIN WE NEED TO BE
4 ABLE TO BREAK DOWN SOME OF THE BARRIERS TO TRADE
5 THAT SEEM TO EXIST BETWEEN VARIOUS ETHNIC GROUPS
6 RIGHT HERE IN THIS CITY. SO TO THOSE ENDS,
7 NEW VISION WAS CREATED AND IS WORKING ON A DAILY
8 BASIS.

9 MR. GLICK: DO YOU SEE ANY ROLE FOR
10 GOVERNMENT, FEDERAL ON DOWN THROUGH STATE AND
11 LOCAL, IN FOSTERING THE DEVELOPMENT OF THESE
12 SMALL, MEDIUM SIZED BUSINESSES IN CHANGING THE
13 BUSINESS CLIMATE THAT WOULD OPEN UP NEW AVENUES
14 FOR THEM? HOW WOULD YOU SEE GOVERNMENT
15 INTERACTING?

16 MR. SMITH: LET ME APPROACH YOUR
17 QUESTION THIS WAY, IF I MAY. I THINK THAT ONE OF
18 THE VERY FIRST THINGS THAT WE HAVE TO ASK ANYONE
19 WHO IS GENERALLY CONCERNED WITH ECONOMIC
20 DEVELOPMENT IN THE INNER CITIES IS, "WHAT CAN THE
21 GOVERNMENT DO FOR PEOPLE IN BUSINESSES IN THE
22 INNER CITIES, AND, CONVERSELY, WHAT MUST WE EXPECT
23 PEOPLE IN THE INNER CITIES TO DO FOR OURSELVES?"
24 I THINK THAT IS A VITAL QUESTION.

25 SO LET ME APPROACH IT THAT WAY. IN

1 TERMS OF THINGS THAT GOVERNMENT CAN DO, I HAVE
2 ITEMIZED AT LEAST THREE OR FOUR THINGS THAT I
3 THINK ARE VERY IMPORTANT. THE FIRST HAS TO DO
4 WITH A PARADIGM SHIFT. AND WHAT I MEAN BY THAT
5 SIMPLY IS THAT I THINK IT IS IMPORTANT FOR
6 GOVERNMENT TO CHANGE THE WAY -- LEGISLATORS AND
7 POLICY MAKERS AND URBAN THINKERS -- TO CHANGE THE
8 WAY THAT THEY LOOK AT PEOPLE WHO LIVE IN THE URBAN
9 ENVIRONMENT.

10 THERE HAS BEEN A SUPPOSITION THAT
11 PEOPLE IN THE INNER CITIES ARE NECESSARILY NOT
12 TALENTED OR HAVE NO RESOURCES, ARE NOT
13 RESOURCEFUL, ARE NOT CAPABLE OF DOING FRANKLY A
14 LOT THAT WE IN THE INNER CITIES ARE QUITE CAPABLE
15 OF DOING. I THINK BECAUSE OF THE OLD PARADIGM,
16 THE EXISTING PARADIGM, THAT WHAT WE HAVE
17 ENCOUNTERED IS AN ENTIRE GENERATION NOW THAT HAS
18 BEEN CONDITIONED TO BELIEVE THAT IT IS NOT CAPABLE
19 OF DOING FOR ITSELF, IT IS NOT CAPABLE OF SOLVING
20 CERTAIN PROBLEMS THAT EXIST WITHIN THE INNER
21 CITIES.

22 SO I THINK THAT ONE OF THE FIRST THINGS
23 THAT MUST BE DONE IS THAT WE HAVE TO BEGIN TO LOOK
24 AT PEOPLE IN THE INNER CITIES DIFFERENTLY. BY
25 DOING THAT, I THINK THAT THERE ARE A COUPLE OF

1 QUESTIONS THAT SHOULD BE POSED, ALMOST A LITMUS
2 TEST I WOULD SAY, OF ANY POLICIES THAT ARE
3 DIRECTED AT THE INNER CITIES. ONE SHOULD BE,
4 "DOES THIS POLICY PROMOTE SELF RELIANCE?" THE
5 SECOND SHOULD BE, "DOES THIS POLICY PREPARE AND
6 ENCOURAGE PEOPLE IN THE INNER CITY TO BE EQUIPPED
7 TO COMPETE IN A GLOBAL ECONOMY?" I THINK THOSE
8 ARE TWO KEY QUESTIONS.

9 ONCE THAT IS DONE, I THINK THEN THAT WE
10 MOVE ON TO MORE SUBSTANTIVE AND MORE TANGIBLE
11 STEPS THE GOVERNMENT CAN TAKE, AMONG THOSE, ACCESS
12 TO MARKETS. I THINK THAT THE SECOND MOST
13 IMPORTANT CIVIL RIGHT THAT WE AS AMERICANS HAVE IS
14 THE RIGHT TO ACCESS TO THE MARKET, TO GET INTO THE
15 MARKETPLACE AND COMPETE.

16 WHAT HAS BECOME VERY CLEAR TO ME AS A
17 BUSINESS PERSON AND AS A PERSON WHO REPRESENTS AND
18 WORKS WITH OVER 300 BUSINESS PEOPLE ON A REGULAR
19 BASIS, I FIND THAT ACCESS TO THE MARKET HAS BEEN
20 LIMITED BY REGULATIONS THAT IN MANY WAYS ARE
21 MONOPOLISTIC, THAT IN MANY WAYS ARE REPRESSIVE TO
22 SMALL BUSINESS ACTIVITY.

23 I GIVE YOU OR CITE WHAT I CONSIDER TO
24 BE THE MOST EGREGIOUS EXAMPLE. IN NEW YORK CITY,
25 FOR INSTANCE, IN ORDER TO DRIVE A TAXI CAB, TO OWN

1 A TAXI CAB AND TO BE SELF-EMPLOYED IN THAT ARENA,
2 ONE HAS TO HAVE SOMEWHERE IN THE AREA OF \$140,000
3 TO BUY A LITTLE METALLIC MEDALLION TO PUT ON YOUR
4 CAR. I DON'T UNDERSTAND HOW THESE METALLIC
5 MEDALLIONS COULD BE QUITE SO EXPENSIVE, BUT
6 EVIDENTLY THERE IS SOME MAGIC GOING ON IN NEW YORK
7 CITY THAT MOST OF US DON'T UNDERSTAND.

8 SO WHAT WE END UP WITH THEN IS A
9 VEHICLE FOR UPWARD MOBILITY THAT SHOULD BE EASILY
10 ACCESSIBLE TO ANYONE. ALL YOU SHOULD HAVE TO BE
11 ABLE TO DO IS GET A CAR, GET SOME INSURANCE, AND
12 YOU SHOULD BE ABLE TO GET INTO THE MARKETPLACE AND
13 COMPETE. BUT THAT OPPORTUNITY IS FORECLOSED
14 BECAUSE OF THAT RESTRICTIVE POLICY.

15 I GIVE YOU A LOCAL EXAMPLE. RECENTLY
16 BECAUSE OF WHAT HAS BEEN GOING ON WITH THE
17 WORKERS' COMPENSATION QUAGMIRE HERE IN THE CITY,
18 IN ORDER TO PARTICIPATE IN BUSINESS HERE, YOU NOW
19 HAVE TO HAVE WORKERS' COMP. WORKERS' COMP HAS
20 ALWAYS BEEN THE LAW, BUT YOU HAVE TO PROVIDE A
21 CERTIFICATE OF WORKERS' COMPENSATION, AND IT
22 REQUIRES \$2,500 TO GET THIS CERTIFICATE. NOW,
23 FINE, FAIR ENOUGH.

24 THE PROBLEM IS BECAUSE THERE IS SO MUCH
25 FEAR OF EMPLOYEES WORKING WITH BUSINESSES THAT DO

1 NOT HAVE WORKERS' COMPENSATION, EVEN BUSINESSES
2 THAT DO NOT HAVE EMPLOYEES NOW HAVE TO GO AND GET
3 CERTIFICATES OF WORKERS' COMPENSATION JUST SO THAT
4 THEY CAN BE ACCEPTABLE, JUST SO THAT THEY CAN GET
5 INTO THE MARKET AND COMPETE.

6 AGAIN, WE ARE SEEING A RESTRICTIVE
7 COVENANT THAT RESTRICTS ACCESS TO THE MARKETPLACE.
8 BASED ON MY STUDY, I HAVE DISCOVERED THAT SOME
9 90 CITIES ACROSS THE NATION HAVE RESTRICTIVE
10 COVENANTS OF ONE SORT OR ANOTHER. SO I THINK THAT
11 ONE OF THE MOST IMMEDIATE THINGS THAT GOVERNMENT
12 CAN DO WHERE GOVERNMENT CAN BE EXTREMELY EFFECTIVE
13 IS IN CLEARING THE WAY SO THAT PEOPLE WHO WANT TO
14 HAVE HOT DOG STANDS AND SHOESHINE PARLORS AND ALL
15 OF THESE ENTRY LEVEL KINDS OF ENTREPRENEURIAL
16 ACTIVITIES CAN GET INTO THEM AND ENGAGE AND USE
17 THEM AS THE TRADITIONAL STEPPING STONES THEY HAD
18 BEEN.

19 NEXT I MOVE ON TO THE IDEA OF STEMMING
20 BLACK FLIGHT. I HAVE HEARD A NUMBER OF PEOPLE
21 MENTION THAT SO FAR THIS MORNING. AND I THINK
22 THAT IT IS A VERY VITAL AND CRITICAL ISSUE.
23 ACCORDING TO MY RESEARCH, SOME 90,000 AFRICAN
24 AMERICANS HAVE FLED THE INNER CITY OF LOS ANGELES
25 OVER THE LAST TEN YEARS. MOST OF THEM HAVE LEFT

1 FOR THE SAME REASONS THAT OTHER PEOPLE, WHITES,
2 ET CETERA, HAVE LEFT -- CRIME, GANG VIOLENCE,
3 DRUGS, AFFORDABLE HOUSING, EDUCATION.

4 BY THE WAY, WHEN THEY LEAVE, AS
5 MR. TAYLOR, I THINK, VERY ACCURATELY POINTED OUT,
6 IT IS AN INCREDIBLE BRAIN DRAIN. SOME OF THE MOST
7 TALENTED, RESOURCEFUL, AND AFFLUENT PEOPLE WITHIN
8 THE COMMUNITY ARE LEAVING, TAKING ROLE MODELS,
9 WATCHING INSTITUTIONS BREAK DOWN BECAUSE OF THEIR
10 FLIGHT.

11 SO I THINK THAT ONE OF THE MOST
12 IMPORTANT THINGS THAT CAN BE DONE IS THAT
13 GOVERNMENT CAN GET INVOLVED THERE WITH EFFECTIVE
14 COMMUNITY POLICING, BY OVERHAULING THE EDUCATIONAL
15 SYSTEM, AND BY DOING WHAT IT CAN TO ENSURE ACCESS
16 TO AFFORDABLE HOUSING. AGAIN, THOSE ARE THE AREAS
17 WHERE I FEEL THE GOVERNMENT CAN BE MOST EFFECTIVE.

18 NOW, MOVING ON TO WHAT PEOPLE IN THE
19 INNER CITIES MUST BE EXPECTED TO DO FOR SELF, I
20 THINK MOST PEOPLE ARE AWARE OF THE FACT THAT
21 DURING THE '80S, SOME 3.5 MILLION JOBS WERE CUT BY
22 FORTUNE 500 COMPANIES. AND, OF COURSE, THE
23 18 MILLION PLUS JOBS THAT WERE CREATED WERE BY AND
24 LARGE CREATED BY SMALL AND MEDIUM SIZED
25 BUSINESSES.

1 WHAT MANY PEOPLE MAY NOT BE AWARE OF,
2 THOUGH, WHICH I THINK IS AN INTERESTING
3 PHENOMENON, IS THAT AS FAR BACK AS 1969, CARIBBEAN
4 AMERICANS WHO LIVED IN THIS COUNTRY HAD A FAMILY
5 MEDIAN INCOME THAT WAS 94 PERCENT THAT OF WHITES.
6 AT THE SAME TIME THAT THAT WAS TAKING PLACE,
7 NATIVE BLACK AMERICANS HAD A MEDIAN INCOME THAT
8 WAS 62 PERCENT THAT OF WHITES.

9 WHEN I FIRST DISCOVERED THAT, I WAS
10 FASCINATED. WHAT WAS GOING ON THERE? THIS IS
11 GENERALLY PRE-CIVIL RIGHTS. CERTAINLY THE KINDS
12 OF BARRIERS THAT EXISTED THEN ARE SIGNIFICANTLY
13 HIGHER THAN THE BARRIERS THAT EXIST TODAY. WHAT
14 MADE THE DIFFERENCE? AND I SPENT A CONSIDERABLE
15 AMOUNT OF TIME TRYING TO UNDERSTAND IT.

16 WHAT BECAME CLEAR IS THAT THERE ARE
17 SIGNIFICANT CULTURAL DIFFERENCES BETWEEN CARIBBEAN
18 BLACKS AND NATIVE AMERICAN BLACKS. NOW I THINK IT
19 IS REALLY IMPORTANT -- AND I WANT TO MAKE SURE
20 THAT I QUALIFY THIS POINT BECAUSE AT TIMES WHEN I
21 HAVE BROUGHT THIS POINT UP THERE HAVE BEEN PEOPLE
22 WHO HAVE ATTEMPTED TO INTERPRET THAT AS SAYING
23 THAT ONE GROUP IS BETTER THAN THE OTHER. IT HAS
24 NOTHING TO DO WITH THAT WHATSOEVER. THE POINT IS
25 IS THAT IT BECOMES CLEAR THAT CULTURAL DIFFERENCES

1 RELATE TO THE ISSUE OR QUESTION OF ECONOMIC
2 DEVELOPMENT.

3 I THINK THAT, MR. GLICK, YOU WERE
4 RAISING THAT QUESTION EARLIER. I THINK ALSO THE
5 GENTLEMAN SECOND FROM THE RIGHT THERE, WHEN HE WAS
6 TALKING ABOUT THE HISPANIC COMMUNITY AND THE BLACK
7 COMMUNITY AND THE DIFFERENCES THERE, WHAT YOU BOTH
8 WERE ACTUALLY HITTING ON IS THE RELATIONSHIP
9 BETWEEN CULTURE AND ECONOMICS. IT IS A VITAL
10 QUESTION.

11 THE REALITY IS THAT LESS THAN 4 PERCENT
12 OF AFRICAN AMERICANS TODAY ARE IN BUSINESS FOR
13 THEMSELVES. IT HAPPENS TO BE THE LOWEST OF ANY
14 OTHER MINORITY GROUP IN THIS COUNTRY. THERE IS A
15 DIRECT RELATIONSHIP BETWEEN THAT AND THE
16 BUSINESSES THAT ARE DEVELOPED IN THE INNER CITIES
17 AND THE JOBS THAT CAN BE PROVIDED BY MINORITY
18 BUSINESSES TO OTHER MINORITIES IN THE INNER CITY.

19 THEREFORE, I THINK THAT WE SEE THAT A
20 PARADIGM SHIFT IS ALSO NECESSARY FROM THE INSIDE,
21 WITHIN AND AMONG THE GROUP OF PEOPLE WHO ARE IN
22 THE INNER CITIES LOOKING TO DO SOMETHING ABOUT
23 IT -- A FOCUS ON ENTERPRENEURSHIP, A FOCUS ON
24 POOLING RESOURCES.

25 I WOULD LIKE TO CITE ANOTHER RATHER

1 FASCINATING STATISTIC. IN THE WALL STREET
2 JOURNAL, THEY HAVE AN ANNUAL REPORT DONE THAT THEY
3 DO OF BLACK ENTREPRENEURSHIP, AND IN CONJUNCTION
4 WITH THE ROPER POLL, THEY DISCOVERED THAT A SURVEY
5 OF 500 BUSINESSES, ESTABLISHED BLACK ENTREPRENEURS
6 THAT THEY SURVEYED, INDICATED THAT -- 59 PERCENT
7 INDICATED THAT THEY BELIEVED THAT THERE ARE
8 ECONOMIC OPPORTUNITIES THAT EXIST IN THE INNER
9 CITIES THAT ARE NOT CURRENTLY BEING EXPLORED BY
10 BLACK BUSINESSES, THAT BY AND LARGE THOSE
11 OPPORTUNITIES ARE BEING LEFT TO OTHERS.

12 THE QUESTION OF COURSE THEN BECOMES,
13 "WHY?" WHAT WE HAVE OFTEN HEARD IS THAT THE
14 REASON WHY THIS OCCURS IS BECAUSE OF THE LACK OF
15 ACCESS TO CAPITAL. CERTAINLY ON ITS FACE IT
16 SOUNDS LIKE A RELATIVELY REASONABLE ARGUMENT.

17 BUT IT BEGINS TO BREAK DOWN WHEN ONE
18 BEGINS TO DO A LITTLE STUDY AND DISCOVERS THAT
19 PRIOR TO, AGAIN, THE CIVIL RIGHTS MOVEMENT, IN
20 FACT, AS FAR BACK AT 1910, WE SEE THAT BLACK
21 BUSINESSES WERE THRIVING IN A PLACE CALLED TULSA,
22 OKLAHOMA. THEY HAD HOTELS AND RESTAURANTS -- AND
23 THERE WERE DOCTORS AND ATTORNEYS -- AND THEATERS
24 AND YOU NAME IT. THE WHOLE PANORAMA OF BUSINESS
25 ENTERPRISE WAS REPRESENTED IN TULSA.

1 I THINK IT IS SIGNIFICANT TO NOTE THAT
2 THIS KIND OF ROBUST BUSINESS ACTIVITY WAS TAKING
3 PLACE PRIOR TO BLACKS HAVING ACCESS TO WHITE
4 CAPITAL. SO WHEN YOU LOOK AT THAT, AGAIN, IT
5 SEEMS TO ME LIKE THE ARGUMENT BECOMES A BIT
6 UNTENABLE.

7 I THINK THAT A GENTLEMAN BY THE NAME
8 OF -- LET ME QUOTE HIM PROPERLY HERE FOR THE
9 RECORD -- I DON'T HAVE HIS NAME AVAILABLE, SO I
10 WILL HAVE TO SKIP THAT -- BUT HE RAISED AN
11 INTERESTING POINT IN AN OPINION PIECE THAT HE WAS
12 WRITING FOR THE HOUSTON POST. HE SAID THAT WHAT
13 HAS REALLY OCCURRED IS THAT WE HAVE FAILED IN OUR
14 COMMUNITY TO ACKNOWLEDGE THE FACT THAT WE DON'T
15 TRUST EACH OTHER, AND THAT BECAUSE WE DO NOT TRUST
16 EACH OTHER, WE HAVE NOT BEEN ABLE TO POOL OUR
17 RESOURCES IN AN EFFECTIVE WAY TO CREATE ECONOMIC
18 DEVELOPMENT.

19 I THINK THAT THAT FACT IS DEMONSTRATED
20 OR SUPPORTED BY SOME OF THE DATA THAT CAME OUT OF
21 THE WALL STREET JOURNAL REPORT THAT I MENTIONED
22 EARLIER. ACCORDING TO THAT REPORT, IT WAS
23 EVIDENCED THAT 95 PERCENT OF BLACK BUSINESSES
24 ARE SOLE PROPRIETORSHIPS. IT ALSO INDICATED THAT
25 LESS THAN 2 PERCENT RAISED CAPITAL FROM

1 PARTNERSHIPS OR FROM GETTING MONEY OR -- ARE IN
2 PARTNERSHIPS OR GETTING MONEY FROM FRIENDS OR
3 RELATIVES. WHAT I SAW, HOW I INTERPRETED THAT
4 STATISTIC, IS THAT THE TREMENDOUS LACK OF
5 COLLABORATION AND TRUST HAS TREMENDOUSLY IMPACTED
6 UPON ECONOMIC DEVELOPMENT.

7 AND, AGAIN, I DON'T THINK THAT THAT IS
8 SOMETHING THE GOVERNMENT CAN DO ANYTHING ABOUT. I
9 THINK THAT THAT IS SOMETHING THAT HAS TO OCCUR
10 FROM THE INSIDE OUT. AND I THINK THAT UNLESS WE
11 BEGIN TO SPEAK MORE ABOUT THAT AND UNLESS THIS
12 CONCEPT AND THIS REALITY IS PRESENTED AND PROMOTED
13 WITHIN THE COMMUNITY, THEN WITHOUT REGARD TO
14 WHETHER WE SPEND ANOTHER THREE OR FOUR TRILLION
15 DOLLARS ON ATTEMPTING TO ABATE POVERTY IN THE
16 INNER CITIES, WE ARE STILL GOING TO FIND OURSELVES
17 IN THE YEAR 2010 SITTING IN THE SAME BOAT.

18 MR. FLETCHER: COUNSEL? DO YOU HAVE
19 ANY QUESTIONS?

20 MR. GLICK: I HAVE NO FURTHER
21 QUESTIONS, MR. FLETCHER.

22 MR. FLETCHER: MY REMARKS WITH
23 REFERENCE TO YOUR COLLEAGUE APPLY TO YOU, TOO,
24 YOUNG MAN. I APPRECIATE WHAT YOU HAVE DONE.

25 MR. SMITH: THANK YOU, SIR.

1 MR. FLETCHER: LET ME MAKE A COUPLE OF
2 OBSERVATIONS. IN STUDYING THE COMPARISON BETWEEN
3 CARIBBEANS OF AFRICAN DESCENT AND BLACK AMERICANS
4 OF AFRICAN DESCENT, LET ME SUGGEST THAT YOU TAKE A
5 LOOK AT THE STATES OF OKLAHOMA -- YOU NAMED
6 TULSA -- KANSAS, NEBRASKA, IOWA, AND INDIANA, AND
7 TO EVEN A DEGREE, ILLINOIS, AND COMPARE THE
8 ACHIEVEMENTS OF BLACK AMERICANS WHO WERE BORN AND
9 RAISED IN THOSE AREAS AND THEIR CULTURAL VALUES
10 ALONGSIDE THOSE FROM THE CARIBBEAN. AND WHAT YOU
11 WILL FIND IS THAT THEIR WAGE EARNING CAPACITY,
12 THEIR PROFESSIONAL ACHIEVEMENTS, ET CETERA, EASILY
13 COMPARE WITH THE CARIBBEAN AS WELL AS WHITES. I
14 CAN SPEAK WITH SOME AUTHORITY ON IT BECAUSE THAT
15 IS WHERE I WAS BORN AND RAISED.

16 AND I KNOW ABOUT TULSA. I MIGHT ADD
17 THAT THE WHOLE TULSA DOWNTOWN AREA WAS BURNED OUT
18 OVER AN ALLEGED RAPE. BUT AT ANY RATE THEY
19 DESTROYED WHAT WAS ONE OF THE MOST ECONOMICALLY
20 VIABLE SEVERAL BLOCK AREAS OF THE WHOLE CITY OF
21 TULSA. TULSA WAS WRITTEN ABOUT BECAUSE OF THAT
22 INCIDENT BUT THE SAME APPLIED TO OKLAHOMA CITY,
23 LIKewise KANSAS CITY, LIKewise OMAHA, NEBRASKA,
24 AND VARIOUS OTHER PLACES.

25 THEY ARE BEGINNING TO TELL THE WHOLE

1 HISTORY OF BLACK AMERICA IN THIS COUNTRY. AND AS
2 THEY DO, THEY ARE FINDING OUT, AS YOU SEE THE
3 COWBOY PICTURE THAT IS COMING ALONG NOW, WE WENT
4 OUT HERE, TOO, OWNED FARMS, OWNED HUGE PRODUCTIVE
5 FARMS AND VARIOUS OTHER THINGS.

6 I GUESS THE POINT I WANT TO MAKE IS
7 THAT EVEN AS THE SLAVES ESCAPED FROM THE SOUTH, IT
8 IS BEGINNING TO BECOME VERY EVIDENT NOW THAT WE
9 WERE INVOLVED IN THE BUILDING OF THE WEST, AND WE
10 WERE INVOLVED IN IT NOT ONLY AS EMPLOYEES BUT AS
11 EMPLOYERS. AND I URGE THAT YOU GET A LOOK AT
12 THAT, AND YOU WILL GET A BETTER PICTURE. IT
13 DOESN'T REFUTE WHAT YOU ARE SAYING WITH REFERENCE
14 TO FAMILY VALUES. THE FAMILY VALUES WERE THERE.

15 I CAN'T THINK OF THE NUMBER, BUT I KNOW
16 WE HAVE AT LEAST FOUR MEMBERS OF CONGRESS FROM
17 THIS AREA WHO ARE AFRICAN AMERICANS AND A
18 SIGNIFICANT NUMBER WHO ARE HISPANICS. I AM
19 CURIOUS, THOUGH. HAVE ANY OF THOSE INDIVIDUALS
20 ASKED YOU TO TALK WITH THEM ABOUT WHAT YOU ARE
21 BOTH DOING?

22 MR. SMITH: DO YOU WANT ME TO BE
23 HONEST?

24 MR. FLETCHER: PLEASE, PLEASE.

25 MR. SMITH: LET'S SAY THAT I AM NOT

1 VERY POLITICALLY CORRECT.

2 MR. FLETCHER: NO, I HEAR YOU.

3 MR. SMITH: THE VIEWPOINT -- WHICH,
4 FRANKLY, I THINK IS VERY SAD. BECAUSE WHAT I HAVE
5 FOUND IS THAT BEHIND CLOSED DOORS, MOST OF THE
6 VERY SUCCESSFUL, ACCOMPLISHED AFRICAN AMERICAN
7 BUSINESS PEOPLE THAT I KNOW WILL ATTEST TO MANY OF
8 THE IDEAS THAT I SHARED HERE TODAY.

9 HOWEVER, IT IS NOT SAFE. IT IS NOT
10 ACCEPTABLE. IT IS NOT ENCOURAGED TO EXPRESS THESE
11 IDEAS IN MOST PUBLIC, ESPECIALLY AFRICAN AMERICAN,
12 FORUMS. SO YOU DON'T HEAR THIS. CONSEQUENTLY,
13 NO, I HAVE NOT ROUTINELY BEEN INVITED BY THE VOCAL
14 POLITICAL ESTABLISHMENT TO SHARE MY IDEAS.

15 MR. FLETCHER: DOES THE SAME APPLY TO
16 YOU, YOUNG MAN?

17 MR. TAYLOR: AS OF YET, THAT IS
18 CORRECT. I HAVE BEEN ASKED TO PREPARE A PAPER FOR
19 A COUPLE --

20 MR. FLETCHER: YOU HAVE BEEN ASKED TO
21 PREPARE A PAPER?

22 MR. TAYLOR: JUST RECENTLY, YES. NOT
23 BY THE CONGRESS, BY ACTUALLY THE SECRETARY OF
24 COMMERCE.

25 MR. FLETCHER: THE REASON I AM ASKING

1 THAT IS BECAUSE WE ELECTED THEM, PUT THEM IN
2 CONGRESS, AND WE HAVE THEM ON THE RIGHT COMMITTEES
3 TO BE ABLE TO INFLUENCE THE LEGISLATION THAT COMES
4 OUT OF THERE.

5 I HAVE HAD AN OPPORTUNITY TO APPEAR
6 BEFORE THE CONGRESS ON TWO OR THREE OCCASIONS, AND
7 AT ONE OF THEM A MEMBER OF THE BLACK CAUCUS WAS
8 JUST IN FRONT OF ME AND ONE WAS JUST BEHIND ME.
9 WE WERE SITTING BEFORE A COMMITTEE THAT COULD MAKE
10 ECONOMIC POLICY, NOT SOCIAL POLICY, ECONOMIC
11 POLICY. AND IN BOTH CASES, THEY HAD A GREAT
12 SOCIAL AGENDA, BUT THEY WERE TALKING TO THE WRONG
13 COMMITTEE.

14 AND YET WHEN I GET OUT INTO THE FIELD,
15 I FIND YOUNG PEOPLE LIKE YOURSELVES WHO ARE RIGHT
16 ON TOP OF THE ECONOMIC ISSUES, ARE PRACTICING
17 ECONOMIC DEVELOPMENT, AND HAVE SOME SOLID IDEAS.
18 BUT YOUR THOUGHTS AND YOUR EXPERIENCES DON'T END
19 UP IN THE TRANSCRIPTS OF THE INFORMATION PUT
20 BEFORE THOSE COMMITTEES TO FASHION LEGISLATION
21 WHICH WOULD LEAD MANY OF THE MEMBERS OF THE
22 CONGRESS AND MANY OF MY RIGHT WING FRIENDS TO
23 ASSUME THAT ALL WE WANT IS HANDOUTS. THAT'S ALL
24 YOU HEAR. WHEN YOU KEEP GETTING THAT KIND OF
25 TESTIMONY INTO THE RECORD, IT KIND OF VALIDATES

1 THE SUGGESTION THAT WE ARE DEPENDING ON SOCIAL
2 PROGRAMS TO SOLVE AN ECONOMIC PROBLEM.

3 AND HERE BOTH OF YOU THIS MORNING MAKE
4 IT VERY CLEAR THAT YOU HAVE A HANDLE ON HOW TO GO
5 ABOUT SOLVING THE ECONOMIC PROBLEM OR AT LEAST
6 MANAGING IT TO THE POINT THAT YOU LESSEN ITS
7 IMPACT FROM A SIGNIFICANT POINT OF VIEW. AND I AM
8 JUST WONDERING WHY HASN'T THE BLACK CAUCUS, THE
9 HISPANIC CAUCUS, AND THE WOMEN'S CAUCUS WITH ALL
10 OF THESE VOTES -- THEY HAVE GOT 90 SOME OF THEM
11 NOW -- CALLED UPON YOU TO TELL YOU, "COME AND TELL
12 US WHAT IS GOING ON SO WE CAN MAKE SURE WE ARE
13 GETTING THE RIGHT STUFF INTO THE LEGISLATION"? --
14 WHAT YOU HAVE SAID HERE THIS MORNING.

15 MY OTHER COLLEAGUES HAVE ASKED ALL THE
16 QUESTIONS I WAS GOING TO ASK, SO I AM JUST
17 FASCINATED AND CONCERNED ABOUT THE LACK OF
18 OPPORTUNITY. I KNOW A LITTLE BIT ABOUT MCKINSEY.
19 I RAN INTO HIM IN EUROPE A COUPLE OF TIMES WHEN I
20 WAS DOING SOME CONSULTING WORK OVER THERE. AND,
21 ALSO, I JUST CAME BACK FROM JAPAN, FOR YOUR
22 INFORMATION, AND I RAN INTO A KINSEY PERSON OVER
23 THERE. SO I KNOW ABOUT THEIR AROUND-THE-WORLD
24 ACTIVITIES.

25 BUT I HAVE NEVER YET KNOWN WHETHER ANY

1 OF THESE COMMITTEES WHO ARE MAKING ALL OF THESE
2 POLICIES ARE TALKING TO YOU PEOPLE WHO ARE DOING
3 IT WHERE THE RUBBER MEETS THE ROAD. SO ONE OF THE
4 THINGS I AM GOING TO DO, I MIGHT TELL YOU, IS
5 SUGGEST THAT SOMEBODY GET AHOLD OF YOU BEFORE THEY
6 WRITE ANOTHER SENTENCE OF LEGISLATION TO FIND OUT
7 WHAT YOU HAVE TO SAY.

8 MR. SMITH: IF I MAY, SIR, I WOULD LIKE
9 TO ADD TO THAT THAT ONE OF THE THINGS THAT I FIND
10 MOST ENCOURAGING IS THE FACT THAT THERE IS A NEW
11 GENERATION OF YOUNG BLACK AMERICANS COMING UP
12 TODAY WHO GREW UP IN AN AGE OF POSSIBILITIES.
13 THEY GREW UP SEEING BLACK MAYORS, THEY GREW UP
14 SEEING BLACK POLICE CHIEFS, THEY GREW UP SEEING
15 THE TOP TELEVISION TALK SHOW HOST BEING A BLACK
16 WOMAN, THEY GREW UP SEEING, AGAIN, A FIELD OF
17 POSSIBILITIES.

18 AND I THINK ONE OF THE REASONS WHY WE
19 FIND THAT MANY IN OUR COMMUNITY ARE DISENCHANTED
20 WITH POLITICS IS BECAUSE THEY IN MANY WAYS ARE
21 AHEAD. THEY ARE AT THE VANGUARD. THEY ARE AHEAD
22 OF THE SHIFT THAT WE NEED TO MOVE TOWARD. AND
23 THAT IS THAT THEY ARE SEEING THAT ECONOMIC
24 DEVELOPMENT IS, IN FACT, THE VEHICLE FOR UPWARD
25 MOBILITY, AND THEY ARE JUST JUMPING IN. I MEET

1 18 YEARS OLDS, 22 YEAR OLDS, 25 YEAR OLDS, AND I
2 AM AMAZED BY THE KIND OF BUSINESS SAVVY THAT THEY
3 HAVE AND HOW THEY ARE APPLYING IT. SO THAT IS
4 VERY ENCOURAGING. AND I THINK THAT ONCE WE AS A
5 COMMUNITY AND AS A NATION BEGIN TO SHIFT AND
6 ACKNOWLEDGE THEIR CONTRIBUTIONS AND ACKNOWLEDGE
7 WHAT THEY ARE DOING, WE ARE GOING TO SEE THAT WE
8 ALREADY HAVE A NEW ENTREPRENEURIAL CLASS, A
9 MERCHANT CLASS OF YOUNG BLACK MEN AND WOMEN WHO
10 ARE COMING UP, AND THEY ARE VERY DYNAMIC PEOPLE.

11 MR. FLETCHER: I APPRECIATE THAT. BUT
12 DON'T ASSUME NOW THAT YOU DON'T NEED TO HAVE THAT
13 IMPACT ON THE POLITICAL ARENA. THE THINGS YOU ARE
14 DOING NOW IS BECAUSE MY GENERATION SAID, "WE ARE
15 GOING TO CHANGE THE POLITICAL" --

16 MR. SMITH: I CONCEDE.

17 MR. FLETCHER: I YIELD TO ANYONE ELSE.

18 MR. REDENBAUGH: MR. SMITH, LET ME ASK
19 THEN A QUESTION WHOSE ANSWER I CAN ALREADY
20 ANTICIPATE.

21 MR. REYNOSO: IT IS A RHETORICAL
22 QUESTION?

23 MR. REDENBAUGH: I DON'T KNOW THAT.

24 LET ME BEGIN WITH A STATEMENT FIRST.
25 THERE WERE A GROUP OF US WHO TRIED, OBVIOUSLY

1 WITHOUT SUCCESS, TO HAVE THE CAPITAL GAINS TAX AND
2 TAXES ON LABOR REDUCED IN THE POOREST
3 NEIGHBORHOODS IN THE COUNTRY. WE WANTED TO HAVE
4 THE CAPITAL GAINS TAX COMPLETELY ELIMINATED FOR
5 ANYBODY WHO WOULD INVEST THERE AND TAXES ON LABOR
6 REDUCED.

7 AND THAT INITIATIVE WAS NOT WELL
8 RECEIVED ANYWHERE IN WASHINGTON. AND WE WERE TOLD
9 THAT THERE WOULD BE A REAL PROBLEM WITH
10 ELIMINATING THE CAPITAL GAINS TAX IN THESE AREAS
11 BECAUSE OF THE LOSS OF REVENUES. I WASN'T AWARE
12 THAT A LOT OF CAPITAL GAINS WERE BEING RECOGNIZED
13 IN THESE POOREST OF NEIGHBORHOODS.

14 WOULD YOU SUPPORT SUCH AN INITIATIVE,
15 DOES IT MAKE SENSE, AND WHY IN YOUR OPINION HAVE
16 THE POLITICAL ESTABLISHMENTS OF BOTH PARTIES BEEN
17 SO OPPOSED TO DOING THAT?

18 MR. SMITH: A COMPLEX QUESTION. I WILL
19 NOT CLAIM TO BE AN AUTHORITY IN THAT AREA, BUT I
20 WILL TAKE MY BEST INFORMED STAB AT THAT: (A), I
21 WOULD AND DID SUPPORT THE IDEA. I DO, HOWEVER,
22 THINK THAT IT HAS TO BE PART OF A COMPREHENSIVE
23 STRATEGY TOWARDS DEALING WITH TRYING TO FACILITATE
24 BUSINESS DEVELOPMENT IN THE INNER CITIES. I AGREE
25 WITH ROBERT TAYLOR IN THAT REGARD.

1 I DON'T THINK IT IS EITHER THIS OR
2 THAT. I THINK IT IS THIS AND THAT AND SOME OF
3 THIS AND SOME OF THE OTHER THING AS WELL. FROM MY
4 PERSPECTIVE, A SHEER CAPITAL GAINS REDUCTION OR
5 REDUCING THE TAXES OF ANYONE OPERATING IN THE
6 INNER CITIES -- THAT IS NOT A SUFFICIENT INCENTIVE
7 TO ATTRACT MOST BUSINESS PEOPLE TO THE INNER
8 CITIES.

9 I THINK THAT WHEN ONE BEGINS TO LOOK AT
10 THE CONSIDERATIONS REGARDING CRIME AND ALL OF THE
11 IMPLICATIONS ATTACHED TO THAT, THAT THERE IS A
12 MUCH GREATER DISINCENTIVE TO NOT INVEST THERE AND
13 INSTEAD TO SEARCH FOR A MORE SAFE AND SUPPORTIVE
14 ENVIRONMENT FOR BUSINESS. SO I JUST DON'T THINK
15 THAT THAT KIND OF LEGISLATION IN AND OF ITSELF IS
16 GOING TO BE SUFFICIENT. BUT IN CONJUNCTION WITH A
17 MORE COMPREHENSIVE STRATEGY, I CAN SUPPORT IT,
18 YES.

19 MR. REDENBAUGH: ANY SPECULATION AS TO
20 WHY IT IS A RATHER UNPOPULAR IDEA?

21 MR. SMITH: WELL, I THINK WE HAVE A
22 COUPLE OF THINGS WORKING HERE. I THINK, ONE,
23 THERE IS AT LEAST THE ALLEGED ISSUE OF FAIRNESS,
24 AND WHY SHOULD PEOPLE WITHIN THIS ZONE DERIVE
25 BENEFITS THAT OTHERS WILL NOT?

1 I THINK THERE IS ALSO THE QUESTION OF
2 WHETHER OR NOT YOU WILL SIMPLY FIND SAVVY BUSINESS
3 PEOPLE WHO WILL FIND A WAY TO TAKE ADVANTAGE OF
4 IT, GO INTO THE INNER CITIES, TAKE ADVANTAGES OF
5 THE TAX BREAKS BUT NOT REALLY EITHER KEEP THE
6 INVESTMENT OR THE CAPITAL OR SOMETHING THERE, THAT
7 THEY WILL BASICALLY BLEED THE RESOURCES OF THE
8 INNER CITIES AND THEN GET A BENEFIT FOR DOING SO.

9 THAT IS MY SUSPICION AND SPECULATION AS
10 TO WHY THERE IS A LOT OF RESISTANCE TO THAT OR HAS
11 BEEN RESISTANCE TO THAT.

12 MR. REDENBAUGH: THANK YOU. I DON'T
13 HAVE ANY MORE QUESTIONS.

14 I WOULD COMMENT AS TO THE CHAIR THAT I
15 HAVE VERY BEEN IMPRESSED WITH YOUR PRESENTATION
16 AND WITH THE FRESHNESS -- IT IS NOT QUITE WHAT YOU
17 SAID, ART -- WITH THE FRESHNESS OF YOUR THINKING
18 AND THE LIGHT WHICH BOTH OF YOU HAVE SHED ON WHAT
19 ADMITTEDLY IS A VERY COMPLEX AND SERIOUS PROBLEM.
20 SO I THANK YOU, AND I YIELD TO MY COLLEAGUES.

21 MR. SMITH: THANK YOU, SIR.

22 MR. FLETCHER: ANY OTHER MEMBERS OF THE
23 PANEL?

24 MR. GEORGE: MR. SMITH, I DO JOIN MY
25 COLLEAGUE, RUSS REDENBAUGH, IN STATING MY

1 ADMIRATION FOR THE FRESHNESS OF YOUR THINKING, AND
2 I WANT TO ASK YOU ABOUT THE PROBLEM OF POLITICAL
3 INCORRECTNESS. I ALSO ADMIRE YOUR COURAGE OF
4 SPEAKING OUT IN AN ENVIRONMENT, IN A MILIEU WHERE
5 IT IS NOT ALWAYS COMFORTABLE TO DO SO FOR IDEAS
6 THAT RUN AGAINST PREVAILING ORTHODOXES OR WHAT YOU
7 CALL PARADIGMS.

8 BUT ONE OF MY COLLEAGUES ON THE
9 COMMISSION MADE A POINT TO ME THAT STRUCK ME AS
10 VERY SOUND. AND I WONDER IF YOU COULD COMMENT ON
11 IT BECAUSE I DON'T KNOW COMPLETELY WHAT THE
12 EXPLANATION FOR IT IS. AND I AM GOING TO MAKE
13 SOME ASSUMPTIONS THAT NOT ALL OF MY COLLEAGUES
14 WILL SHARE, BUT IF YOU DO SHARE THEM, CAN YOU HELP
15 TO TELL ME WHY THIS IS THE CASE?

16 MY COLLEAGUE SAID, "PEOPLE WITH
17 PROGRESSIVE CONSERVATIVE ANSWERS TO SOCIAL
18 PROBLEMS HAVE VERY LITTLE OR NO CREDIBILITY TO THE
19 PEOPLE WHO ARE THE VICTIMS OF THESE PROBLEMS.
20 PEOPLE WHO HAVE A GREAT DEAL OF CREDIBILITY WITH
21 THE VICTIMS OF THE PROBLEMS HAVE VERY LITTLE IN
22 THE WAY OF PROGRESSIVE ANSWERS, CONSERVATIVE
23 ANSWERS TO THESE THINGS."

24 WHY IS THERE SO MUCH RESISTANCE TO THE
25 KIND OF THINKING THAT YOU REPRESENT WITHIN THE

1 COMMUNITIES THAT REGULARLY SEND TO CONGRESS PEOPLE
2 WHO ARE OPPOSED TO YOUR WAY OF THINKING?

3 MR. SMITH: WELL, LET ME APPROACH THE
4 QUESTION THIS WAY. I HOST A RADIO TALK SHOW HERE
5 IN LOS ANGELES FIVE DAYS A WEEK. AND ON TUESDAY
6 WE DEDICATE THE SHOW TO THE DIVERSITY OF AFRICAN
7 AMERICAN THOUGHT. WE STARTED OUR FIRST ISSUE OR
8 EDITION OF THAT PROGRAM THIS TUESDAY.

9 AND I HAD ON THE PROGRAM BERNARD KINSEY
10 FROM REBUILD L.A. I HAD FORESCEE HOGAN-ROWLES WHO
11 I UNDERSTAND WAS HERE. I ALSO HAD A MAN BY THE
12 NAME OF ASADULLAH SAMAD. HE IS A JOURNALIST. HE
13 WRITES FOR A NUMBER OF AFRICAN AMERICAN PAPERS
14 AROUND THE COUNTRY. HE IS A MEMBER OF THE NATION
15 OF ISLAM. AND WHAT I BASICALLY ATTEMPTED TO DO
16 WAS TO GET A BROAD CROSS SECTION OF THE DIVERSITY
17 OF THOUGHT WITHIN OUR COMMUNITY, AND WE ADDRESSED
18 THIS VERY QUESTION.

19 AND PART OF WHAT CAME OUT OF THAT
20 DISCUSSION WAS CONFIRMATION OF A REALITY THAT HAS
21 BEEN VERY REAL OR APPEARED TO BE. AND THAT IS
22 THAT THERE IS A VERY HIGH LEVEL OF INTOLERANCE
23 WITHIN OUR COMMUNITY FOR OPPOSING VIEWS. IF I
24 WERE TO TRY TO SUPPOSE WHY THAT IS, I WOULD SAY IT
25 HAS A LOT TO DO WITH THE FACT THAT WE HAVE HAD A

1 GENERATION OF AFRICAN AMERICANS WHO HAVE BEEN
2 TAUGHT AND CONDITIONED TO BELIEVE THAT THE IDEAL
3 OF UNITY IS MORE IMPORTANT AND SUPERIOR TO THE
4 IDEAL OF TRUTH AND WHAT IS EFFECTIVE AND WHAT IS
5 RIGHT.

6 THEREFORE, THERE HAVE BEEN THOSE WHO
7 HAVE BEEN WILLING TO SUBORDINATE WHAT WAS CLEARLY
8 RIGHT, WHAT WAS CLEARLY TRUE, WHAT WAS CLEARLY
9 ACCURATE, FOR THE SAKE OF PROVIDING A UNIFIED
10 FRONT. I WOULD SUBMIT THAT AS MY EXPLANATION FOR
11 THE REASON WHY SO MANY PEOPLE WERE SHOCKED TO FIND
12 THAT THE BLACK COMMUNITY WAS NOT MONOLITHIC DURING
13 THE CLARENCE THOMAS HEARINGS. PEOPLE WERE
14 SURPRISED.

15 I WAS SURPRISED THAT PEOPLE WERE
16 SURPRISED THAT ALL BLACK PEOPLE DON'T THINK ALIKE.
17 THAT I WOULD THINK WOULD BE OBVIOUS. BUT, AGAIN,
18 I BELIEVE THAT THE REASON IT WAS NOT SO OBVIOUS IS
19 BECAUSE WE HAVE WORKED VERY HARD AT PRESENTING
20 THAT UNIFIED FRONT. AND ANYONE WHO HAS VENTURED
21 BEYOND THAT HAS NORMALLY DONE SO AT THEIR OWN
22 RISK.

23 THERE IS AN OLD ASIAN PROVERB, I AM
24 TOLD, THAT SAYS, "SECURE AN INDEPENDENT INCOME,
25 AND THEN PRACTICE VIRTUE." AND I WISH I COULD SAY

1 THAT I AM EXTRAORDINARILY COURAGEOUS. THE TRUTH
2 OF THE MATTER IS I HAVE HAD THE WISDOM TO BUILD MY
3 BUSINESS IN A VERY MAINSTREAM WAY.

4 AGAIN, I HAVE EXPLAINED TO YOU THAT MY
5 CLIENTS ARE ASIAN, HISPANIC, INDIAN, KOREAN -- IT
6 GOES ON AND ON. SO I AM REALLY NOT SUBJECT TO ANY
7 SINGLE GROUP OF PEOPLE SAYING, "I DON'T LIKE WHAT
8 YOU ARE SAYING, SO I AM GOING TO TAKE AWAY YOUR
9 PAYCHECK." BUT A LOT OF PEOPLE ARE.

10 MANY PEOPLE -- IN FACT, THE VAST
11 MAJORITY, AGAIN, OF BLACK BUSINESSES -- RELY
12 HEAVILY ON BEING ABLE TO DO BUSINESS EXCLUSIVELY
13 WITHIN THE BLACK COMMUNITY. IF THAT ABILITY IS
14 COMPROMISED, THEN THEIR LIVELIHOOD IS COMPROMISED,
15 AND I THINK THAT THIS MORE THAN ANYTHING ELSE
16 SPEAKS TO WHY WE HAVE SEEN THIS SORT OF APPARENT
17 MONOLITH WITHIN THE COMMUNITY.

18 MR. GEORGE: I WANT TO MOVE ON TO THE
19 VERY INTERESTING ISSUE OF CULTURE AND THE
20 RELATIONSHIP OF CULTURE TO ECONOMY THAT YOU
21 RAISED. AND I WONDER TO WHAT EXTENT YOU CAN SPEAK
22 FROM PERSONAL EXPERIENCE ABOUT THE PROBLEM I WANT
23 TO TALK ABOUT.

24 DO YOU OR MR. TAYLOR HAPPEN TO HAVE
25 CHILDREN?

1 MR. SMITH: I DO NOT.

2 MR. GEORGE: MR. TAYLOR?

3 MR. TAYLOR: NO, I DO NOT.

4 MR. GEORGE: WELL, I AM SURE YOU KNOW
5 MANY YOUNG PEOPLE. WHAT IS YOUR PRINCIPAL
6 CONCERN? WHAT ARE THE PRINCIPAL DANGERS? I AM A
7 PARENT, AND I KNOW WHAT MINE ARE FOR THE CHILDREN
8 THAT I HAVE IN THE MILIEU IN WHICH THEY LIVE, IN
9 WHICH I LIVE.

10 IN THE MILIEU IN WHICH BOTH OF YOU
11 LIVE -- I WOULD LIKE TO HEAR FROM BOTH OF YOU ON
12 THIS -- WHAT ARE THE PARTICULAR DANGERS THAT IF
13 YOU HAD CHILDREN WOULD KEEP YOU FROM SLEEPING AT
14 NIGHT THE WAY I DON'T SLEEP AT NIGHT?

15 MR. SMITH: LET ME BEGIN BY SAYING
16 THAT, AS MOST PEOPLE PROBABLY KNOW, WE ARE LIVING
17 IN AN AGE NOW WHERE I UNDERSTAND SOME 60 PERCENT
18 OF CHILDREN THAT ARE BORN IN THE BLACK COMMUNITY
19 ARE BORN TO SINGLE MOTHERS.

20 I RECALL BEING 18 AND GETTING MARRIED.
21 I GOT MARRIED FOR THE FIRST TIME AT AGE 18.
22 AGAIN, I WAS BORN IN NEW YORK. I WAS BORN IN
23 HARLEM. I WAS RAISED IN SOME OF THE MOST
24 NOTORIOUS CENTERS OF POVERTY IN THAT CITY. I
25 LIVED IN BEDFORD STUYVESANT. I LIVED IN THE SOUTH

1 BRONX.

2 WHEN I WAS COMING UP, HOWEVER, I COULD
3 NOT WAIT TO GET MARRIED. AND THE REASON I
4 COULDN'T WAIT TO GET MARRIED IS BECAUSE I HAD BEEN
5 TAUGHT TO BELIEVE THAT THAT WAS THE ULTIMATE RITE
6 OF PASSAGE. YOU ARE NOW A MAN WHEN YOU HAVE TAKEN
7 A WIFE. AND I RECALL COMING HOME ON THE AFTERNOON
8 OF OUR WEDDING LAYING ON THE BED AND LOOKING AT
9 THAT MARRIAGE LICENSE AND THINKING TO MYSELF, "I
10 AM A MAN NOW," AND I FELT GOOD ABOUT THAT.

11 I DON'T NECESSARILY SEE IN A
12 BROAD-BASED WAY THAT VALUE INCULCATED IN MANY OF
13 TODAY'S YOUNG MEN. IT SEEMS TO BE MORE AN
14 INTEREST IN NOTCHES ON A BELT IN CONQUEST. I
15 THINK IT IS REFLECTED IN A LOT OF THE MUSIC THAT
16 REFERS IN VERY DEROGATORY WAYS TO WOMEN. I KNOW
17 THAT THERE ARE A LOT OF PEOPLE WHO PROBABLY THINK
18 THIS IS NOT REALLY SIGNIFICANT, BUT I DISAGREE,
19 BECAUSE I WORK WITH AND TALK WITH A LOT OF THESE
20 YOUNG MEN, AND IT IS VERY CLEAR IT IS IN A LARGE
21 WAY BECAUSE WE IN THE BLACK MAINSTREAM HAVE FAILED
22 TO PUT VIABLE SOLUTIONS IN FRONT OF THEM FOR THEIR
23 FUTURE.

24 THEY HAVE EMBARKED UPON A QUEST TO
25 DERIVE THEIR OWN. AND I DON'T NECESSARILY KNOW

1 THAT I LIKE WHAT THEY ARE COMING UP WITH.
2 THEREFORE, THEY ARE TAKING A LOT OF THEIR CUES AND
3 THEIR VALUES FROM POPULAR CULTURE. ALL YOU HAVE
4 TO DO TO UNDERSTAND THE PROFOUND IMPACT OF THAT IS
5 TO GO INTO THE INNER CITY AND LOOK AT THAT NARROW
6 SEGMENT OF THE INNER CITY THAT IS BEING DOMINATED
7 BY THE VALUES OF THAT COUNTERCULTURE TO KNOW THAT
8 IT IS EXTREMELY DESTRUCTIVE.

9 THAT WOULD BE MY GREATEST CONCERN. HOW
10 WOULD I BALANCE ALLOWING MY CHILD THE FREEDOM TO
11 EXPLORE AND TO DEVELOP HIS OR HER OWN SENSE OF
12 VALUES AND AT THE SAME TIME AVOID THEM BEING
13 CAUGHT UP IN WHAT TO ME ARE CLEARLY A SET OF
14 COUNTERPRODUCTIVE AND UNDERMINING VALUES?

15 MR. GEORGE: MR. TAYLOR, WOULD YOU LIKE
16 TO COMMENT?

17 MR. TAYLOR: YES. LET ME RESPOND ON
18 TWO LEVELS. FIRST, I GUESS, FOR MY OWN CHILDREN,
19 I WOULD BE CONCERNED ABOUT, FRANKLY, VIOLENCE MOST
20 OF ALL. MY COMMITMENT PERSONALLY IS TO REMAIN A
21 PART OF THE COMMUNITIES THAT I CAME FROM. AND I
22 THINK THAT THE NOTIONS OF RANDOM VIOLENCE ARE
23 QUITE FRIGHTENING AND THE FACT THAT HOMICIDE IS
24 THE LEADING CAUSE OF DEATH FOR BLACK MALES UNDER
25 32, 35, WHATEVER THE STATISTIC IS, IS FRIGHTENING

1 TO ME PERSONALLY AND WOULD BE FRIGHTENING, LIKE I
2 SAID, FOR MY CHILDREN.

3 MY SECOND CONCERN, IN FACT, WOULD BE
4 THE ONE OF CULTURAL CONFUSION OR SURPRISE. I HAVE
5 A SENSE OF CONFIDENCE IN MY OWN SET OF FAMILY
6 VALUES. I THINK WE CAN, MY WIFE AND I, PROVIDE
7 THE GROUNDING THAT WILL ALLOW THEM TO EXPLORE AND
8 SORT OF COME OUT IN THE RIGHT DIRECTION IN AN
9 ECLECTIC FASHION.

10 BUT I DO THINK THAT THERE IS STILL
11 RACISM IN THIS NATION THAT THEY WILL INADVERTENTLY
12 OR UNDOUBTEDLY RUN INTO. MY CHILDREN WILL BELIEVE
13 THAT THEY CAN ACHIEVE ANYTHING. AND, IN FACT,
14 THEY WILL HAVE THE CAPABILITY TO ACHIEVE ANYTHING.
15 BUT HAVING HAD MY OWN EXPERIENCES COMING THROUGH
16 SORT OF THE PRIVATE SECTOR AND PARTICIPATING IN
17 BOARD MEETINGS OF FORTUNE 500 COMPANIES WHERE I AM
18 THE ONLY BLACK PERSON THERE, LOOKING AT IT 20
19 YEARS FROM NOW, I DON'T SEE MUCH DIFFERENCE IN
20 THAT.

21 I REMEMBER WHEN I STARTED TO HIT THAT
22 WALL PERSONALLY AND WHAT AN EXPERIENCE THAT WAS
23 FOR ME PERSONALLY. BROADLY SPEAKING THOUGH, I
24 THINK THEY WILL BE OKAY. I WORRY BROADLY THOUGH
25 ABOUT CHILDREN GENERALLY IN THE SAME FASHION THAT

1 MR. SMITH DOES. I WORRY ABOUT THEM IN THIS SENSE.

2 I THINK, IN FACT, THESE NOTIONS OF WHAT
3 SEEM TO BE THE PREVAILING MEDIA CULTURE, WHETHER
4 THAT IS GENERATED OUT OF OUR COMMUNITY OR THE ONE
5 THAT IS PROPAGATED NIGHTLY ON THE NEWS PROFILE,
6 MENACING BLACK FIGURES ON TV, IS VERY FRIGHTENING,
7 AND IT CREATES AN ENVIRONMENT IN WHICH OUR
8 CHILDREN, QUALITY SPEAKING, ARE AT RISK.

9 I GUESS THE LAST THING IS IN TERMS OF
10 THINKING BROADLY ABOUT CHILDREN. I AM CONCERNED
11 THAT THIS IS OUR LAST CHANCE. THIS GENERATION
12 REPRESENTS OUR LAST CHANCE TO TURN US AROUND. AND
13 I SAY THAT FROM AN ECONOMIC POINT OF VIEW, BECAUSE
14 WE SEE A RAPIDLY ACCELERATING DIVIDE BETWEEN THE
15 HAVE AND HAVE-NOTS.

16 WE SEE A RAPIDLY GLOBALIZING ECONOMY,
17 AND THE WORLD DOES NOT CARE ABOUT OUR SOCIAL
18 PROBLEMS -- THE COMMERCIAL WORLD. THEY ARE
19 CONCERNED WITH THE HIGHEST QUALITY, THE MOST
20 FEATURES AT THE LOWEST COST. AND "YOU FIX YOUR
21 SOCIETY."

22 THIS IS OUR LAST OPPORTUNITY TO DO
23 THAT. IT IS ESPECIALLY CRUCIAL FOR US IN THE
24 BLACK COMMUNITY TO RECOGNIZE THAT. AND TO
25 MR. SMITH'S EARLIER POINT, I THINK THAT IS WHY WE

1 SEE A SORT OF PARADIGM SHIFT WHERE FOLKS IN OUR
2 GENERATION ARE FOCUSED ON ECONOMIC DEVELOPMENT.

3 AND TO THE CHAIRMAN'S POINT -- I
4 SUPPORT WHOLEHEARTEDLY -- WE ARE DEEPLY INDEBTED
5 TO THOSE WHO HAVE GONE BEFORE US. AND, IN FACT, I
6 WOULD NOT SUGGEST PULLING BACK FROM THE OLD
7 PARADIGM BECAUSE THAT WOULD BE SORT OF LIKE
8 UNILATERAL DISARMAMENT.

9 AT THE SAME TIME, THE VALUE ADDED GOING
10 FORWARD AND HOW WE CAN SORT OF SAVE THIS
11 GENERATION AT THIS WHAT I THINK IS OUR LAST
12 OPPORTUNITY IS BY BECOMING OWNERS, IF YOU WILL, AS
13 OPPOSED TO EMPLOYEES, AND FULL PARTICIPANTS IN THE
14 BROADER ECONOMY, NOT SIMPLY ACROSS ETHNIC LINES
15 HERE IN LOS ANGELES BUT IN THAT GLOBAL ECONOMY.

16 WE NEED TO BE ABLE TO COMPETE IN THAT
17 GLOBAL ECONOMY. THAT IS THE KIND OF MIND SET THAT
18 MY CHILDREN WILL HAVE, AND I AM CONCERNED, BROADLY
19 SPEAKING, IN THE BLACK COMMUNITY WHETHER THAT MIND
20 SET IS THERE. AND CERTAINLY ALL THE CULTURAL
21 POINTS MADE BY MR. SMITH AFFECT THE STRENGTH OF
22 THAT MIND SET BUT ARE NOT THE ONLY FACTORS.

23 AND TO THE CHAIRMAN'S EARLIER POINT, I
24 THINK THERE IS ACTUALLY A VERY STRONG UNDERLYING
25 SET OF FAMILY VALUES THAT EXIST IN THE BLACK

1 COMMUNITY. I AM VERY FAMILIAR WITH THAT AREA, AS
2 WELL. BUT, IN FACT, IT IS THREATENED BY THIS
3 NOTION OF SINGLE-HEADED HOUSEHOLDS, TEENAGE
4 PREGNANCIES, THE LOW HIGH SCHOOL COMPLETION RATE,
5 THE DECLINING ENROLLMENT OF BLACK MALES IN
6 COLLEGE, ET CETERA, ET CETERA.

7 AS A GROUP, AGAIN, I BELIEVE IT IS OUR
8 LAST CHANCE, AND I BELIEVE WE HAVE TO GET ABOUT
9 THE BUSINESS OF ECONOMIC DEVELOPMENT IF WE ARE
10 GOING TO BE SUCCESSFUL AT THIS LAST CHANCE.

11 MR. GEORGE: THANK YOU VERY MUCH.

12 MR. CHAIRMAN?

13 MR. FLETCHER: KEN?

14 MR. ANDERSON: MR. CHAIRMAN, I HAD A
15 NUMBER OF QUESTIONS BUT MANY OF THEM HAVE BEEN
16 ASKED.

17 SO I WOULD JUST LIKE TO MAKE A
18 STATEMENT, AND PERHAPS YOU WOULD LIKE TO COMMENT
19 ON IT. I SHARE WHAT A NUMBER OF THE OTHER MEMBERS
20 OF THE PANEL HAVE SAID ABOUT HOW APPRECIATIVE THEY
21 ARE OF YOUR TESTIMONY. TO ME, WHAT I FOUND TO BE
22 BENEFICIAL TO MYSELF IS THE FACT THAT, AS I
23 RECALL, YOU ARE THE FIRST PANEL WHO HAVE TALKED
24 ABOUT THE LINKAGE BETWEEN VALUES AND ECONOMIC
25 SUCCESS. YOU ARE THE FIRST ONES WHO HAVE RAISED

1 THE QUESTION OF POPULAR CULTURE, MORALITY, HAVE
2 RAISED THE IMPACT OF CRIME ON BUSINESS, AND
3 PARTICULARLY THE QUESTION ABOUT THE ISSUE OF
4 CONSIDERING ANY PARTICULAR RACIAL OR ETHNIC
5 COMMUNITY AS MONOLITHIC.

6 THE COMMISSION RECENTLY HAS PUBLISHED A
7 REPORT ON THE CIVIL RIGHTS PROBLEMS OF ASIAN
8 AMERICANS. AND I THINK ONE OF OUR MOST HELPFUL
9 FINDINGS AND RECOMMENDATIONS IN THAT REPORT WAS
10 THE FACT THAT IT IS WRONG TO LOOK AT THE ASIAN
11 AMERICAN COMMUNITY AS A MONOLITHIC COMMUNITY.
12 THERE IS TREMENDOUS DIVERSITY THERE.

13 SO I THINK WHAT YOU SAID ABOUT THE
14 AFRICAN AMERICAN COMMUNITY IS VERY HELPFUL TO US.
15 I THINK WHAT IMPRESSED ME THE MOST, AND PERHAPS IT
16 IS THE FACT THAT YOU ARE TESTIFYING AT THE END OF
17 OUR LONG TESTIMONY ON ECONOMIC DEVELOPMENT, IS THE
18 FACT THAT -- AND THIS IS PART OF THE DESIGN, I
19 GUESS, OF OUR HEARING -- WE HAVE SO MANY WITNESSES
20 AND SO MANY PUBLIC COMMENTATORS ON THESE QUESTIONS
21 COME IN AND LOOK AT ONE NARROW ASPECT -- THE
22 PROBLEM IS RACISM; THE PROBLEM IS GOVERNMENT
23 REGULATION; THE PROBLEM IS CRIME; THE PROBLEM IS
24 FAMILY VALUES -- WHAT I FOUND MOST IMPRESSIVE
25 ABOUT WHAT YOU HAVE SAID THIS MORNING IS THE FACT

1 THAT YOU HAVE IN A SENSE TOUCHED ON SO MANY OF
2 THESE. YOU HAVE PROVIDED A SYNTHESIS FOR US IN A
3 LOT OF WAYS. AND SO I THINK THAT PERHAPS THIS IS
4 ONE OF THE MOST VALUABLE PANELS WE HAVE HAD. SO I
5 WOULD LIKE TO THANK YOU FOR THAT.

6 MR. FLETCHER: MR. WANG?

7 MR. WANG: I CAN'T HELP BUT TO ADD A
8 COUPLE OF WORDS OF MY ADMIRATION FOR BOTH OF YOU.

9 PARTICULARLY, MR. SMITH, WHEN I TOOK ON
10 MY FIRST JOB AS A SOCIAL WORKER, I TRAVELED MANY
11 MILES OF WHERE YOU HAVE BEEN, FROM HARLEM TO THOSE
12 OTHER NEIGHBORHOODS.

13 WHEN YOU USED THE PROVERB, THAT REALLY
14 INTRIGUED ME. I KNOW OUR CHAIR WOULD HAVE
15 RESPONDED BECAUSE OUR CHAIR, IF YOU DON'T KNOW, IS
16 A LONG-TIME STUDENT OF CHINESE PHILOSOPHY. HE IS
17 REALLY AN EGREGIOUS SORT OF MAN. THE PROVERB I
18 WOULD USE IS DIFFERENT FROM YOUR VERSION IN TERMS
19 OF THE WAY YOU PUT IT.

20 I THINK CONFUCIUS ONE TIME SAID, "ONE
21 WOULD ONLY KNOW -- FROM HONOR TO DISGRACE IS WHEN
22 ONE HAS ENOUGH FOOD AND CLOTHING FOR ONE'S BODY."
23 I THINK IT IS VERY CLOSE TO WHAT YOU ARE SAYING,
24 AND IT GETS THE GIST OF IT. THANK YOU.

25 MR. SMITH: THANK YOU.

1 MR. FLETCHER: WELL, IF THERE ARE NO
2 FURTHER COMMENTS OR OBSERVATIONS OR QUESTIONS FROM
3 THE PANEL, LET ME SAY AGAIN, AND IT HAS BEEN SAID
4 BY MY COLLEAGUES, THAT YOU HAVE MADE A VALUABLE
5 CONTRIBUTION HERE THIS MORNING. AND AS FAR AS I
6 AM CONCERNED, YOU HAVE FULFILLED MY SPIRITUAL
7 TANK. I CAN RUN ANOTHER MILE NOW.

8 IN TERMS OF THE PROVERBS, THE OTHER
9 PART OF IT IS, "WHEN YOU ARE NOT GOING TO BE
10 WEALTHY AND YOU ARE AWARE OF IT, THEN YOU PUT ON A
11 CLERGYMAN'S COLLAR AND DO IT ANYWAY. BE
12 COMFORTABLE IN YOUR POVERTY, AND DO IT ANYWAY."

13 THANK YOU SO MUCH.

14 MR. SMITH: THANK YOU.

15 MR. TAYLOR: THANK YOU.

16 MR. FLETCHER: CALL THE NEXT PANEL.

17 MR. GLICK: MR. CHAIRMAN, OUR NEXT
18 WITNESS IS MR. TERREE BOWERS, WHO IS THE UNITED
19 STATES ATTORNEY FOR THE CENTRAL DISTRICT OF
20 CALIFORNIA.

21 MR. FLETCHER: IS THAT ALL?

22 MR. GLICK: YES. MR. BOWERS APPEARS BY
23 HIMSELF, AND STAFF ATTORNEY SUSAN MUSKETT WILL
24 CARRY ON THE QUESTIONING OF THE WITNESS.

25 MR. FLETCHER: WILL YOU STAND FOR A

1 MOMENT, PLEASE, AND LET ME ASK YOU TO RAISE YOUR
2 RIGHT HAND. ANSWER IN THE AFFIRMATIVE, PLEASE.

3 DO YOU SWEAR OR AFFIRM THAT YOU WILL
4 TRUTHFULLY TESTIFY TO THE BEST OF YOUR ABILITY?

5 MR. BOWERS: I DO.

6 MR. FLETCHER: THANK YOU VERY MUCH.

7 PROCEED, COUNSEL.

8 MS. MUSKETT: MR. BOWERS, WOULD YOU
9 PLEASE STATE FOR THE RECORD YOUR POSITION AND HOW
10 LONG YOU HAVE HELD THAT POSITION?

11 MR. BOWERS: YES. I AM CURRENTLY
12 SERVING AS THE UNITED STATES ATTORNEY IN THE
13 CENTRAL DISTRICT OF CALIFORNIA. I AM A COURT
14 APPOINTED UNITED STATES ATTORNEY SERVING IN AN
15 INTERIM CAPACITY. I ASSUMED MY INITIAL POSITION
16 AS THE INTERIM U.S. ATTORNEY IN SEPTEMBER OF LAST
17 YEAR. AND BEFORE THAT, I SERVED AS THE FIRST
18 ASSISTING UNITED STATES ATTORNEY IN THE OFFICE,
19 AND BEFORE THAT I HEADED THE MAJOR FRAUD SECTION.

20 MS. MUSKETT: HOW LONG HAVE YOU BEEN
21 WITH THE U.S. ATTORNEY'S OFFICE FOR THE CENTRAL
22 DISTRICT OF CALIFORNIA?

23 MR. BOWERS: I HAVE BEEN WITH THE
24 OFFICE SINCE APRIL OF 1982.

25 MS. MUSKETT: HOW MANY POLICE

1 DEPARTMENTS ARE UNDER THE JURISDICTION OF THE U.S.
2 ATTORNEY'S OFFICE FOR THE CENTRAL DISTRICT OF
3 CALIFORNIA?

4 MR. BOWERS: I DON'T HAVE THAT FIGURE
5 OFF THE TOP OF MY HEAD, BUT I CAN PUT IT INTO
6 CONTEXT. THE CENTRAL DISTRICT OF CALIFORNIA IS
7 THE LARGEST FEDERAL DISTRICT IN THE UNITED STATES.
8 IT ENCOMPASSES SEVEN DIFFERENT COUNTIES STRETCHING
9 FROM SAN LUIS OBISPO COUNTY DOWN TO RIVERSIDE,
10 ORANGE, AND THE SAN BERNARDINO COUNTY.

11 IN THOSE COUNTIES, WE HAVE
12 APPROXIMATELY 16 MILLION PEOPLE. WE PROBABLY HAVE
13 CLOSE TO 70 OR 80 DIFFERENT LOCAL LAW ENFORCEMENT
14 AGENCIES. AND, OF COURSE, WE HAVE A DISTRICT
15 ATTORNEY'S OFFICE AND POLICE DEPARTMENT IN EACH OF
16 THE COUNTIES AS WELL. SO IT IS A VERY DIVERSE
17 FEDERAL DISTRICT, AND, AS I SAID, IT IS ABSOLUTELY
18 THE MOST POPULOUS IN THE UNITED STATES AND
19 INCLUDES SOME OF THE FASTEST GROWING COUNTIES IN
20 THE UNITED STATES.

21 MS. MUSKETT: MR. BOWERS, THE
22 COMMISSION HEARD TESTIMONY ON TUESDAY TO THE
23 EFFECT THAT THERE WAS A LACK OF A FEDERAL PRESENCE
24 IN LOS ANGELES WITH RESPECT TO POLICE MISCONDUCT
25 IN THE YEARS PRIOR TO THE RODNEY KING BEATING.

1 WOULD YOU PLEASE RESPOND TO THIS
2 ASSERTION AS WELL AS THE FACT THAT THERE HAD BEEN
3 NO FEDERAL PROSECUTIONS FOR POLICE MISCONDUCT BY
4 THE U.S. ATTORNEY'S OFFICE FOR THE CENTRAL
5 DISTRICT OF CALIFORNIA BETWEEN THE YEARS OF 1985
6 AND 1991?

7 MR. BOWERS: THAT IS SORT OF A RATHER
8 BROAD QUESTION. I WILL RESPOND TO IT ON A NUMBER
9 OF LEVELS. FIRST OF ALL, YOU HAVE TO UNDERSTAND
10 THAT I HAD NOT REALLY BECOME INTIMATELY INVOLVED
11 WITH THESE ISSUES AND THESE TYPES OF PROSECUTIONS
12 UNTIL REALLY I BECAME THE FIRST ASSISTANT.

13 IT IS AN AREA THAT HAS ALWAYS
14 INTERESTED ME, AND I TOOK ON A CERTAIN AMOUNT OF
15 RESPONSIBILITY FROM THE TIME I BECAME FIRST
16 ASSISTANT IN LOOKING AT THESE CASES AND ANALYZING
17 HOW THEY ARE HANDLED AND THAT SORT OF THING. AND,
18 THEN, OF COURSE, I HAD THE PRIVILEGE TO SERVE AS A
19 UNITED STATES ATTORNEY DURING THE RODNEY KING
20 TRIAL ITSELF.

21 SO I HAVE GARNERED SOME INFORMATION,
22 BUT I DO HAVE LIMITATIONS BECAUSE BEFORE I BECAME
23 FIRST ASSISTANT, MY FOCUS WAS EXCLUSIVELY IN THE
24 WHITE COLLAR CRIME AREA.

25 MS. MUSKETT: AND WHAT YEAR WAS THAT

1 THAT YOU BECAME THE FIRST ASSISTANT?

2 MR. BOWERS: THAT WOULD HAVE BEEN 1991,
3 I BELIEVE, LATE '91.

4 BUT I KNOW THAT OUR OFFICE HAS ALWAYS
5 VIEWED THESE TYPES OF CASES AS VERY IMPORTANT,
6 HIGH PRIORITY CASES. IN FACT, ONE OF THE CASES I
7 RECALL AS A YOUNG ASSISTANT BEING TRIED IN THE
8 OFFICE WAS THE GWALTNEY CASE, WHICH INVOLVED A CHP
9 OFFICER WHO HAD ASSAULTED AND THEN MURDERED A
10 WOMAN ON THE WAY TO LAS VEGAS. AND THAT
11 PARTICULAR CASE HAD BEEN TRIED TWICE IN A DISTRICT
12 ATTORNEY'S OFFICE TO HUNG JURIES, AND THEN WE
13 BROUGHT IT OVER TO OUR OFFICE.

14 AND I REMEMBER AS A YOUNG ASSISTANT
15 LOOKING AT THAT AS A VERY IMPORTANT CASE. I KNOW
16 THE PROSECUTOR IN THE CASE WENT ON AND OBTAINED
17 THE PROSECUTION AND RECEIVED A MARSHAL AWARD FROM
18 THE DEPARTMENT OF JUSTICE, SO I THINK IT HAS
19 ALWAYS BEEN THE TYPE OF CASE THAT PEOPLE IN THE
20 OFFICE ARE INTERESTED IN. THEY FEEL THAT THESE
21 CASES ARE PRIORITY CASES.

22 AND ONE OF THE THINGS THAT I CAN POINT
23 YOU TO IN THIS PERIOD THAT YOU POINT OUT, AND
24 REALLY IT STRETCHES BACK TO 1979, IS OCCASIONALLY
25 WE HAVE HAD TO CONTEND WITH HIRING PHASES AND

1 CUTBACKS IN OUR RESOURCES. AND FROM A PAROCHIAL
2 VIEW, THIS REALLY HURTS US.

3 HISTORICALLY, OUR DISTRICT HAS KIND OF
4 LAGGED BEHIND IN STAFFING, AND OUR STAFFING HAS
5 NOT KEPT PACE WITH THE BOOM IN THE POPULATION AND
6 THE INCREASING DEMANDS ON OUR TIME ON A VARIETY OF
7 FRONTS. OUR DISTRICT PROBABLY HAS THE GREATEST
8 VARIETY OF PROSECUTIONS IN CIVIL ACTIVITY OF ANY
9 OTHER DISTRICT IN THE UNITED STATES. YOU NAME THE
10 LAW ENFORCEMENT PRIORITY AREA, AND WE HAVE IT IN
11 ABUNDANCE IN THIS PARTICULAR DISTRICT.

12 SO WE ARE ALWAYS FACING A STRUGGLE TO
13 ALLOCATE OUR RESOURCES SO THAT WE CAN PROJECT
14 FEDERAL PRESENCE INTO ALL OF THESE DIFFERENT
15 AREAS, FROM VIOLENCE TO WHITE COLLAR CRIME, TO
16 DEFENSE CONTRACTING -- JUST A WHOLE MYRIAD OF
17 AREAS. SO THAT HAS BEEN A STRUGGLE OVER THE YEARS
18 WHENEVER WE ARE FACED WITH BUDGET CUTS. AND, OF
19 COURSE, NOW WE ARE IN AN 18-MONTH HIRING FREEZE
20 WITH A MANDATED 9 PERCENT STAFF REDUCTION. AND
21 THAT MAKES IT VERY DIFFICULT TO SERVICE ALL THE
22 VARIOUS AREAS THAT WE ARE CHARGED TO MEET.

23 I CAN TELL YOU THAT ONE THING I HAVE
24 DONE SINCE I BECAME THE UNITED STATES ATTORNEY TO
25 TRY AND GET A BETTER HANDLE ON THE INVENTORIES OF

1 OUR CIVIL RIGHTS CASES AND TO REALLY AT LEAST PUT
2 IN AN INSTITUTIONAL METHODOLOGY SO WE CAN KEEP
3 TRACK OF THESE CASES IN A MORE EXPEDIENT FASHION
4 IS I MANDATED THAT OUR ENTIRE INVENTORY BE
5 COMPUTERIZED SO THAT WE COULD COMPARE IT VIS-A-VIS
6 THE FILES WITH THE FBI AND THE FILES WITH THE
7 CIVIL RIGHTS DIVISION.

8 AND I WOULD JUST POINT OUT TO YOU THAT
9 IN ANALYZING ANY SPECIFIC STATISTICS FROM OUR
10 OFFICE, YOU HAVE TO REMEMBER WE OCCUPY KIND OF A
11 UNIQUE NICHE BETWEEN THE DISTRICT ATTORNEY'S
12 OFFICE AND THE CIVIL RIGHTS DIVISION AT THE
13 DEPARTMENT OF JUSTICE. SO AT ANY GIVEN TIME, YOU
14 ARE NOT GOING TO SEE ALL OF THE CIVIL RIGHTS
15 PROSECUTIONS COMING OUT OF OUR OFFICE.

16 IDEALLY, YOU SHOULD SEE A GOOD MIX OF
17 CASES COMING BOTH FROM THE LOCAL DISTRICT
18 ATTORNEY'S OFFICE AND FROM OUR OFFICE; AND,
19 HOPEFULLY, IN THE LARGER DISTRICTS, COLLABORATIVE
20 EFFORTS WITH THE CIVIL RIGHTS DIVISION FROM THE
21 DEPARTMENT OF JUSTICE ITSELF.

22 MS. MUSKETT: NOW, THE GWALTNEY CASE,
23 THAT WAS IN 1984; IS THAT RIGHT?

24 MR. BOWERS: LET'S SEE. THE INDICTMENT
25 WAS IN NOVEMBER OF '83, SO THE CASE WOULD HAVE

1 BEEN TRIED IN '84.

2 MS. MUSKETT: AND THEN SUBSEQUENT TO
3 THAT UNTIL 1991, WERE THERE ANY PROSECUTIONS IN
4 THAT TIME PERIOD?

5 MR. BOWERS: IN GOING BACK THROUGH THE
6 COMPUTER RUN THAT I ASKED OUR PEOPLE TO RUN, I SEE
7 BETWEEN '79 AND '88 SEVEN OTHER DEFENDANTS
8 CHARGED, AND THEN, OF COURSE, I THINK LINDA DAVIS
9 IN HER TESTIMONY BEFORE THE COMMISSION MENTIONED
10 THE SIX DEFENDANTS IN THE MILLER CASE IN 1990 AND
11 IN THE HANSEN CASE IN 1991.

12 MS. MUSKETT: SO BETWEEN WALTNEY AND
13 THE MILLER CASE, THERE WERE HOW MANY?

14 MR. BOWERS: I BELIEVE SIX ADDITIONAL
15 OTHERS, NOT INCLUDING THE MILLER CASE AND THE
16 HANSEN CASE THAT LINDA DAVIS HAS PREVIOUSLY
17 TESTIFIED TO. IT WOULD PROBABLY BE A TOTAL,
18 INCLUDING GWALTNEY, OF APPROXIMATELY 14.

19 NOW, THAT DOES NOT INCLUDE OTHER TYPES
20 OF CIVIL RIGHTS CASES THAT WE DO WHICH I WOULD
21 ALSO LIKE TO EMPHASIZE JUST TO KEEP THIS IN
22 CONTEXT. WE DO HATE CRIMES, CROSS BURNINGS,
23 INTERFERENCE WITH HOUSING BOTH ON A CRIMINAL AND
24 CIVIL LEVEL, AND WE HAVE BEEN VERY INNOVATIVE IN
25 THE CASES THAT WE HAVE BROUGHT.

1 FOR EXAMPLE, WE ARE THE FIRST DISTRICT
2 TO EVER USE THE RACKETEERING STATUTE IN CONNECTION
3 WITH A CIVIL RIGHTS PROSECUTION. WE HAD A
4 SITUATION WHERE IN A FLOWER RANCH UP NORTH OF
5 HERE, INDIANS FROM MEXICO HAD BEEN BROUGHT IN AND
6 REALLY KEPT IN WHAT AMOUNTED TO THE FACT OF
7 SERVITUDE. AND WE WERE ABLE TO PUT THAT CASE
8 TOGETHER WITH THE COOPERATION OF THE MEXICAN
9 GOVERNMENT AND OBTAIN CONVICTIONS. AND THAT IS
10 THE FIRST TIME WE HAVE EVER BEEN ABLE TO USE
11 RACKETEERING CHARGES AGAINST INDIVIDUALS AND
12 CORPORATIONS TO PURSUE WHAT ARE, IN ESSENCE, CIVIL
13 RIGHTS VIOLATIONS. SO I THINK THAT MAY BE A TREND
14 FOR THE FUTURE IN THESE TYPES OF CASES.

15 MS. MUSKETT: SO YOU ARE SAYING YOU DID
16 BRING INDICTMENTS SUBSEQUENT TO THE GWALTNEY CASE
17 AND BEFORE THE MILLER CASE?

18 MR. BOWERS: YES. I HAVE A COMPUTER
19 PRINTOUT, AND I CAN PROVIDE YOU WITH THAT. I HAVE
20 NOT HAD AN OPPORTUNITY TO GO THROUGH THESE CASES
21 IN DETAIL. I WAS IN WASHINGTON, D.C., FOR THE
22 PAST THREE DAYS, AND I JUST RECENTLY GOT THIS
23 PRINTOUT.

24 MS. MUSKETT: AND THESE ARE POLICE
25 MISCONDUCT CASES?

1 MR. BOWERS: THEY ARE LISTED AS SECTION
2 241 AND 242 VIOLATIONS, SO I WOULD ASSUME THEY
3 WOULD BE POLICE VIOLATION CASES. BUT I CAN SIT
4 DOWN WITH YOU AFTER THE SESSION AND TRACK DOWN THE
5 DETAILED INFORMATION ON EACH OF THESE.

6 MS. MUSKETT: DOES YOUR OFFICE HAVE A
7 CIVIL RIGHTS ENFORCEMENT UNIT, AND, IF NOT, WHY
8 NOT?

9 MR. BOWERS: OUR OFFICE IS SET UP TO
10 HANDLE CIVIL RIGHTS CASES THROUGH WHAT IS KNOWN AS
11 OUR COMPLAINT SECTION, WHICH IS A SECTION COMPOSED
12 OF ATTORNEYS THAT HAVE JUST FINISHED THEIR INITIAL
13 TRAINING AND THEIR INITIAL WORK ON THE TRIAL LINE
14 AND ARE TRAINED TO HANDLE REACTIONARY CASES AND
15 INTAKE CASES.

16 THE DEPUTY CHIEF OF THAT SECTION ACTS
17 AS THE PERSON WHO IS THE FOCAL POINT AND IS THE
18 CLEARINGHOUSE FOR ALL OF THE CASES THAT COME INTO
19 THE OFFICE. SHE MAKES SURE THAT THEY ARE
20 COMPUTERIZED, THAT SHE MEETS UP WITH THE FBI AND
21 WITH THE CIVIL RIGHTS DIVISION TO MAKE SURE THAT
22 EVERYONE IS ON THE SAME PAGE AND NOTHING FALLS
23 THROUGH THE CRACKS.

24 WHEN OUR OFFICE IS GOING TO UNDERTAKE
25 AN INVESTIGATION WITH THE FBI, THEN THE CASE IS

1 ASSIGNED TO EITHER AN ATTORNEY IN OUR PUBLIC
2 CORRUPTION GOVERNMENT FRAUD UNIT OR OUR MAJOR
3 CRIME SECTION. AND THE REASON WE USE THOSE TWO
4 SECTIONS IS THE PUBLIC CORRUPTION SECTION IS USED
5 TO HANDLING CASES WITH PUBLIC OFFICIALS, AND SO
6 THEIR EXPERTISE IN THAT AREA IS VERY VALUABLE IN
7 ANALYZING AND DEVELOPING ANY TYPE OF POLICE
8 BRUTALITY CASES.

9 THE MAJOR CRIME SECTION IS RESPONSIBLE
10 FOR THE MORE COMPLICATED VIOLENT CRIMES IN THE
11 DISTRICT. AND THEIR EXPERTISE WITH HANDLING THOSE
12 TYPES OF ASSAULTS AND HOMICIDES ON MILITARY
13 RESERVATIONS AND THE ACCOMPANYING ISSUES GIVES
14 THEM EXPERTISE TO WORK ON THESE CASES AS WELL.

15 WE ALSO HAVE THE ABILITY IN A
16 PARTICULARLY COMPLEX CASE TO COMBINE ASSISTANCE
17 FROM EACH OF THESE SECTIONS. BUT WE DO NOT HAVE A
18 SINGLE CIVIL RIGHTS DIVISION.

19 MS. MUSKETT: CAN YOU GIVE ME ANY KIND
20 OF DESCRIPTION OF THE CASES THAT WERE BROUGHT
21 SUBSEQUENT TO THE GWALTNEY CASE IN THE YEARS PRIOR
22 TO THE KING BEATING?

23 MR. BOWERS: NOT OFF THE TOP OF MY
24 HEAD. WE COULD SIT DOWN AND GO THROUGH A MORE
25 DETAILED ANALYSIS GOING THROUGH OUR RECORDS, IF

1 YOU WOULD LIKE, BUT THERE IS A WIDE VARIETY OF
2 DIFFERENT TYPES OF CASES.

3 MS. MUSKETT: I MEANT IN TERMS OF
4 POLICE MISCONDUCT.

5 MR. BOWERS: AGAIN, I WOULDN'T WANT TO
6 DO THIS OFF THE TOP OF MY HEAD. IF YOU ARE
7 LOOKING FOR ANY GENERAL CATEGORIES, THEN I THINK
8 WE WOULD WANT TO APPROACH THAT IN A SYSTEMATIC
9 FASHION AND MARSHAL THE TYPES OF COMPLAINTS THAT
10 WE HAVE RECEIVED AND THE CASES OPENED, AND THEN
11 EVALUATE THEM ACCORDING TO CATEGORY, IF, IN FACT,
12 ANY SPECIFIC TYPES OF CATEGORIES EXIST.

13 MS. MUSKETT: RIGHT. MY QUESTION IS
14 ADDRESSING THE CASES THAT WERE ACTUALLY PROSECUTED
15 DURING THOSE YEARS. LET ME EXPLAIN MY CONCERN. I
16 KNOW THE JUSTICE DEPARTMENT CONSIDERS ITSELF A
17 BACKSTOP TO THE DISCIPLINE IMPOSED BY THE LOCAL
18 AUTHORITIES.

19 AND THE CHRISTOPHER AND KOLTS REPORTS
20 DOCUMENT THE LACK AND THE INADEQUATE DISCIPLINE
21 WHICH WAS IMPOSED BY THE LAPD AND THE
22 LOS ANGELES COUNTY SHERIFF'S DEPARTMENT. SO IN
23 THAT LIGHT AND IN LIGHT OF THE FACT THAT ACCORDING
24 TO THE KOLTS REPORT, THE DISTRICT ATTORNEY'S
25 OFFICE HAD ONLY PROSECUTED ONE SHOOTING IN A

1 DECADE OUT OF 382 REFERRALS FOR POSSIBLE
2 PROSECUTION, WE ARE TRYING TO DETERMINE WHETHER
3 FROM THE U.S. ATTORNEY'S OFFICE THERE MIGHT HAVE
4 BEEN, BASED UPON THE CHRISTOPHER AND KOLTS
5 REPORTS, SUGGESTION TO YOUR OFFICE THAT THERE HAD
6 BEEN INADEQUATE LOCAL PROSECUTION AND INADEQUATE
7 DISCIPLINE IMPOSED BY THE LOCAL AUTHORITIES, AND
8 PERHAPS THE FEDERAL GOVERNMENT COULD HAVE PLAYED A
9 GREATER ROLE IN THAT RESPECT.

10 MR. BOWERS: SINCE I WASN'T REALLY
11 INVOLVED AT THAT PERIOD OF TIME, I DON'T REALLY
12 THINK I AM THE PERSON TO SPEAK TO THAT. I AM
13 CERTAINLY NOT QUALIFIED TO COMMENT ON THE INTERNAL
14 PROCEDURES OF THE DISTRICT ATTORNEY'S OFFICE OR
15 THE POLICE DEPARTMENT.

16 AS FAR AS THE FUTURE, I CAN REASSURE
17 YOU THAT I KNOW THE NEW DISTRICT ATTORNEY HAS
18 EXPRESSED A WILLINGNESS AND DESIRE TO WORK IN
19 CLOSE COOPERATION WITH THE UNITED STATES
20 ATTORNEY'S OFFICE, NOT ONLY IN THESE TYPES OF
21 CASES BUT ACROSS THE BOARD. AND I THINK THAT IS
22 WHAT IS ABSOLUTELY CRITICAL, SO THAT AT ANY GIVEN
23 TIME, YOU HAVE A COMPREHENSIVE OVERVIEW OF THE
24 CASES THAT ARE IN THE SYSTEM, HOW THEY ARE BEING
25 HANDLED ON BOTH THE ADMINISTRATIVE DISCIPLINARY

1 LEVEL, THE LOCAL PROSECUTION LEVEL, AND THE
2 FEDERAL LEVEL, BOTH AT THE UNITED STATES
3 ATTORNEY'S OFFICE AND THE DEPARTMENT OF JUSTICE,
4 BECAUSE I THINK WHAT NEEDS TO BE DONE IS A MORE
5 COORDINATED APPROACH TO DECIDE WHERE THESE CASES
6 ARE BEST BROUGHT, IF THERE IS A DETERMINATION MADE
7 TO PURSUE THEM. AND, TRADITIONALLY, WE DO DEFER
8 TO THE LOCAL AUTHORITIES.

9 AND IN CALIFORNIA WE DO THAT FOR A
10 NUMBER OF REASONS. ONE, IT IS USUALLY EASIER TO
11 PURSUE THESE TYPES OF CASES USING ASSAULT STATUTES
12 OR MANSLAUGHTER STATUTES AS OPPOSED TO THE CIVIL
13 RIGHTS STATUTES. THE OTHER PROBLEM IN CALIFORNIA
14 IS THERE IS WHAT IS KNOWN AS A "STATUTORY DOUBLE
15 JEOPARDY BAR" WHICH AS PART OF THE PENAL CODE
16 PRECLUDES THE STATE FROM GOING BACK IN AND
17 PURSUING A PROSECUTION IF ANOTHER SOVEREIGN OR
18 ENTITY HAS PURSUED THAT SAME SITUATION OR SET OF
19 FACTS IN A PARALLEL OR ADDITIONAL PROCEEDING.

20 SO IN THE CIVIL RIGHTS AREA, IF WE WENT
21 FIRST AND WE WERE SOMEHOW UNABLE TO OBTAIN THE
22 VERDICT IN ANY GIVEN CASE, THE STATE WOULD NOT BE
23 ABLE TO COME IN AND PICK IT UP AND ANALYZE WHAT
24 WENT WRONG AND COME BACK IN WITH A PROSECUTION.
25 HOWEVER, AS YOU KNOW FROM THE RODNEY KING CASE, IT

1 DOES NOT WORK THAT WAY WHEN THE STATE RECEIVES IT
2 INITIALLY AND THEN THE FEDERAL GOVERNMENT COMES
3 IN.

4 ALSO, THE THIRD THING IS I THINK THERE
5 IS A GREAT DEAL TO BE GAINED FROM HAVING LOCAL
6 DISTRICT ATTORNEY OFFICES OR STATE ATTORNEY
7 GENERALS PARTICIPATE IN THIS PROCESS. IT
8 GENERATES CONFIDENCE IN THOSE ENTITIES FROM THE
9 CITIZENRY. IT GETS THEM USED TO HANDLING THESE
10 CASES.

11 FACE IT. WE ARE ALL UNDERGOING SEVERE
12 BUDGET CUTBACKS, AND ON ALL FRONTS WE HAVE TO BE
13 ABLE TO MARSHAL OUR LIMITED RESOURCES TO HAVE THE
14 MOST EFFECTIVE IMPACT. AND ANY TIME YOU CAN GET
15 OTHER PARTNERS WORKING WITH YOU, I THINK THAT IS
16 IMPORTANT.

17 MS. MUSKETT: AM I TO UNDERSTAND YOU,
18 THAT YOU FELT THAT THE FEDERAL GOVERNMENT COULD
19 HAVE PLAYED A LARGER ROLE IF IT DIDN'T HAVE THESE
20 IMPEDIMENTS THAT YOU WERE REFERRING TO?

21 MR. BOWERS: NO, I DON'T THINK I SAID
22 THAT. BACK IN THAT TIME PERIOD, WITHOUT A MORE
23 IN-DEPTH ANALYSIS OF WHAT OCCURRED AT THAT TIME, I
24 JUST DON'T FEEL COMFORTABLE ABOUT PUTTING ANY SPIN
25 ON IT OR GIVING YOU MY PERSONAL OPINION, SINCE I

1 WAS NOT PERSONALLY INVOLVED AT THAT PERIOD OF
2 TIME.

3 MS. MUSKETT: BASED UPON THE EXPERIENCE
4 THAT YOU HAVE HAD TO DATE, WHAT ADDITIONAL
5 STATUTORY OR PRACTICAL IMPEDIMENTS HAS YOUR OFFICE
6 ENCOUNTERED IN PROSECUTING OFFICIAL MISCONDUCT
7 CASES AGAINST LOCAL LAW ENFORCEMENT OFFICIALS?

8 MR. BOWERS: I AM NOT SURE THERE ARE
9 ANY STATUTORY IMPEDIMENTS. I THINK 241 AND 242
10 ARE GOOD VEHICLES FOR PURSUING THESE TYPES OF
11 CASES.

12 AGAIN, JUST SPEAKING FROM A PAROCHIAL
13 STANDPOINT, IT WOULD BE EASIER FOR MY OFFICE TO
14 HANDLE THESE CASES IF WE HAD MORE RESOURCES. WE
15 ARE SPREADING THESE CASES OUT AMONGST MAYBE A
16 DOZEN DIFFERENT ATTORNEYS WHO ARE CARRYING OTHER
17 CASELOADS AS WELL, AND EVERYONE IS WORKING
18 EXTREMELY HARD. SO THE ENHANCEMENT OF RESOURCES,
19 I THINK, WOULD PLAY A KEY ROLE.

20 I THINK WHAT I POINTED TO AS FAR AS
21 BETTER LIAISON AND COMMUNICATION AMONGST THE
22 LOCALS AND THE DEPARTMENT OF JUSTICE WHICH IS
23 EVOLVING NOW IS GOING TO BE A KEY ELEMENT TO BEING
24 MORE EFFECTIVE. AND I DON'T THINK THAT IS IN THE
25 NATURE OF A STATUTORY FIX.

1 WE HAVE HAD A VERY POSITIVE
2 RELATIONSHIP WITH THE CIVIL RIGHTS DIVISION IN
3 WASHINGTON, D.C., AND PERHAPS OUR EXPERIENCE IN
4 THE RODNEY KING CASE CAN BE USED AS A MODEL TO GET
5 OTHER U.S. ATTORNEY'S OFFICES THROUGHOUT THE
6 COUNTRY INVOLVED IN BUILDING UP THE CADRE OF
7 EXPERIENCED PROSECUTORS WHO CAN DEVELOP THESE
8 CASES AS WELL AS EXPERIENCED INVESTIGATORS AND
9 AGENTS. SO I VIEW IT MORE AS A RESOURCE PROBLEM.

10 JUST WITH A CAUTION. IT IS DANGEROUS
11 TO APPROACH THESE CASES FROM A NUMERICAL,
12 QUANTITATIVE STANDPOINT. YOU ARE NEVER GOING TO
13 SEE THE SAME TYPES OF NUMBERS THAT YOU WOULD SEE
14 IN THE S&L PROSECUTIONS THAT WE WERE TASKED TO
15 PURSUE BY CONGRESS.

16 I THINK WITH INCREASED SLEUTHING OF
17 THESE CASES MAYBE AT THE LOCAL LEVEL ASSISTING THE
18 CIVIL RIGHTS DIVISION, YOU MIGHT BE ABLE TO PUT
19 TOGETHER SOME ADDITIONAL CASES THAT YOU WOULD NOT
20 HAVE BEEN ABLE TO PUT TOGETHER IN THE PAST WHEN WE
21 HAD LIMITED RESOURCES. AND THAT IS BOTH AT THE
22 PROSECUTORIAL LEVEL AND THE AGENCY LEVEL, BECAUSE
23 THAT IS EXTREMELY CRITICAL, THAT YOU HAVE ENOUGH
24 AGENTS. BUT OTHER THAN THAT, I WOULDN'T SEE ANY
25 MAJOR CHANGE IN THE NUMBER OF CASES COMING IN.

1 MS. MUSKETT: WHY HAS YOUR OFFICE NOT
2 BEEN GIVEN THE ADDITIONAL RESOURCES? THE STAFFING
3 FOR THE DEPARTMENT OF JUSTICE OVERALL INCREASED
4 BETWEEN 1981 AND '92 BY 55 PERCENT.

5 MR. BOWERS: WELL, OUR OFFICE HAS BEEN
6 FORTUNATE OVER THE PAST THREE YEARS. IN FACT,
7 WE'VE PROBABLY DOUBLED OUR SIZE. BUT IT'S JUST
8 THAT WE WERE SO FAR BEHIND IN THE POPULATION BOOM
9 THAT IT'S A STRUGGLE TO KEEP UP, AND IT'S A VERY
10 COMPLICATED PROCESS. THE DEPARTMENT OF JUSTICE
11 ONLY HAS SO MANY ALLOCATED POSITIONS TO DISPERSE
12 THROUGHOUT THE COUNTRY, AND THEY DO THEIR BEST TO
13 ALLOCATE THOSE POSITIONS EFFICIENTLY.

14 THERE ARE MANY PRIORITIES THAT ARE
15 ESTABLISHED, NOT ONLY THROUGH THE DEPARTMENT OF
16 JUSTICE, BUT THROUGH CONGRESS ITSELF; AND AS AN
17 EXAMPLE OF THAT, I WOULD POINT YOU TO THE S AND L
18 CRISIS.

19 WHEN CONGRESS SETS ASIDE AN
20 APPROPRIATION FOR HIRING X NUMBER OF PROSECUTORS
21 THROUGHOUT THE COUNTRY AND THAT MONEY GOES TO THE
22 DEPARTMENT OF JUSTICE, THAT TRANSLATES INTO
23 POSITIONS THAT GO OUT INTO THE FIELD. WE DON'T
24 HAVE THE DISCRETION TO TAKE THOSE POSITIONS AND
25 HAVE THOSE PEOPLE DO CIVIL RIGHTS CASES. THE 23

1 POSITIONS FUNDED IN OUR OFFICE FOR S AND L FRAUD
2 WORK, FINANCIAL INSTITUTION FRAUD WORK, THOSE
3 ATTORNEYS HAVE TO DO THOSE TYPES OF CASES. SO A
4 LOT OF OUR INCREASE IN STAFFING CAME AS A RESULT
5 OF THE S AND L CRISIS. BUT THEY'RE TIED TO
6 SPECIFIC TOPIC AREAS.

7 MS. MUSKETT: WOULD YOU RECOMMEND AN
8 APPROPRIATION FOR DEPARTMENT OF JUSTICE FOR CIVIL
9 RIGHTS PROSECUTORS?

10 MR. BOWERS: IT'S SOMETHING I THINK
11 THAT WOULD BE GOOD TO DISCUSS WITH THE CIVIL
12 RIGHTS DIVISION. AGAIN, I THINK OUR EXPERIENCE IN
13 THE RODNEY KING CASE WAS A VERY POSITIVE ONE
14 BECAUSE I THINK YOU BROUGHT THE STRENGTHS OF BOTH
15 THE LOCAL U.S. ATTORNEY'S OFFICE AND THE CIVIL
16 RIGHTS DIVISION TO BEAR ON A SINGLE CASE AND
17 THAT'S VERY IMPORTANT BECAUSE THE LOCAL
18 PROSECUTORS ARE FAMILIAR WITH THE COURTS, THE
19 JUDGES, THE JURY SYSTEM THERE, ANY IDIOSYNCRASIES
20 OF THE PARTICULAR JUDGE DRAWN OR THE SYSTEM
21 ITSELF.

22 THE LOCAL PROSECUTORS TEND TO HAVE HAD
23 TRIAL WORK IN OTHER AREAS AS WELL. SO YOU GET
24 THIS CROSS-POLLINATION OF IDEAS AND APPROACHES. I
25 THINK YOU JUST HAVE A BETTER TEAM APPROACH. SO I

1 THINK IF ADDITIONAL APPROPRIATIONS COULD BE MADE
2 TO THE FIELD, PARTICULARLY IN THE LARGER
3 METROPOLITAN AREAS, THE STAFF, LOCAL CIVIL RIGHTS
4 DIVISION THAT WOULD WORK IN CONJUNCTION WITH THE
5 CIVIL RIGHTS DIVISION OF THE DEPARTMENT OF
6 JUSTICE, THAT WOULD PROBABLY BE OF GREAT
7 ASSISTANCE. I DON'T KNOW WHAT THE CIVIL RIGHTS
8 DIVISION POSITION IS ON THAT. I CERTAINLY
9 WOULDN'T WANT TO PRE-EMPT THAT, BUT I THINK IT'S
10 WORTHY OF LOOKING AT TO SEE WHETHER OR NOT THAT'S
11 A VIABLE OPTION.

12 MS. MUSKETT: ONE FINAL THING. IF YOU
13 WOULD PLEASE SUBMIT FOR THE RECORD THE INFORMATION
14 REGARDING THE CASES THAT WERE BROUGHT BETWEEN 1985
15 AND '91, A DESCRIPTION OF THEM, THAT WOULD BE
16 APPRECIATED.

17 MR. BOWERS: ABSOLUTELY. I'LL PROVIDE
18 YOU WITH WHATEVER ADDITIONAL INFORMATION YOU WOULD
19 LIKE.

20 MS. MUSKETT: THANK YOU. NO FURTHER
21 QUESTIONS.

22 MR. WANG: THANK YOU, COUNSEL.
23 COMMISSIONER REYNOSO.

24 MR. REYNOSO: A QUICK QUESTION. WE
25 HAVE TESTIMONY SUGGESTING THAT DESPITE THE DOUBLE

1 JEOPARDY ISSUE OF THE STATE THERE'S SO FEW,
2 RELATIVELY FEW POLICE MALPRACTICE OR FELONY CASES
3 OF FRAUD THAT THERE OUGHT TO BE A CHANGE IN THE
4 LAW TO PERMIT THE FEDERAL GOVERNMENT TO GO FIRST,
5 IF YOU WILL.

6 DOES THE GOVERNMENT HAVE THE RIGHT TO
7 DO THAT? I'M NOT JUST TALKING ABOUT CIVIL RIGHTS,
8 BUT IT WAS SUGGESTED THAT THE STANDARD BE NOT A
9 VIOLATION OF CIVIL RIGHTS BUT SIMPLY THE USE OF
10 UNREASONABLE FORCE.

11 MR. BOWERS: WE HAVE THE ABILITY TO DO
12 THAT. THERE'S NO LEGAL IMPEDIMENT TO THAT
13 WHATSOEVER. IT'S MORE A MATTER OF POLICY AND
14 WORKING OUT WITH THE LOCAL DISTRICT ATTORNEY'S
15 OFFICE WHAT THEIR POSITION IS.

16 ONE THING WE WANT TO BE CAREFUL OF IS
17 IF THEY ARE UP IN AN INVESTIGATION AND PURSUING IT
18 VIGOROUSLY, IT'S VERY WASTEFUL FOR US TO MOUNT A
19 REDUNDANT INVESTIGATION, AND IT COULD BE
20 CATASTROPHIC IF WE MOVE IN WITH OUR CASE
21 BEFOREHAND BECAUSE THAT WILL DEFINITELY ICE THEM
22 OUT OF ANY EFFORTS THAT THEY WOULD HAVE.

23 MR. REYNOSO: THERE WAS SOME FURTHER
24 CONCERN EXPRESSED WITH RESPECT TO WHAT'S CALLED A
25 PATTERN IN PRACTICE OF POLICE DEPARTMENTS,

1 SUGGESTED THAT IF THE JUSTICE DEPARTMENT SEES IN
2 ANY COMMUNITY -- WE'RE SPEAKING NATIONALLY, OF
3 COURSE -- A PATTERN IN PRACTICE OF THE USE OF
4 UNDUE FORCE, THAT THERE SHOULD BE THE ABILITY ON
5 THE PART OF THE FEDERAL GOVERNMENT OF PREVENTING
6 SUCH AN ACTION, PERHAPS SEEKING INJUNCTIVE RELIEF,
7 THAT SORT OF THING.

8 CAN THE JUSTICE DEPARTMENT DO THAT NOW?
9 WOULD THAT REQUIRE STATUTORY CHANGES? WHAT'S THE
10 SITUATION ON THAT?

11 MR. BOWERS: I KNOW THIS HAS BEEN
12 RAISED SEVERAL TIMES IN CONGRESS. I'M REALLY NOT
13 SURE WHAT THE STATUS OF THAT IS AT THIS POINT.

14 MR. REYNOSO: SINCE IT'S BEEN RAISED IN
15 CONGRESS, I TAKE IT IT WOULD TAKE A STATUTORY
16 CHANGE TO GIVE YOU THE AUTHORITY TO DO THAT?

17 MR. BOWERS: MY ASSUMPTION IS THAT
18 SINCE IT GOT TO THAT LEVEL, THERE IS AT LEAST A
19 FEELING FOR -- TO HAVE ANY EFFECT IN THIS AREA,
20 THERE NEEDS TO BE SOME STATUTORY IMPLEMENTATION.
21 THIS OBVIOUSLY WOULD BE SOMETHING THAT THE
22 DEPARTMENT OF JUSTICE -- A POLICY MATTER THAT
23 COULD BE BROUGHT UP WITH THE NEW ATTORNEY GENERAL
24 AND PURSUED THERE.

25 WE ALSO HAVE -- IN FACT, THIS IS WHERE

1 I WAS THE PAST THREE DAYS. THERE IS AN ADVISORY
2 COMMITTEE TO THE ATTORNEY GENERAL COMPRISED OF THE
3 UNITED STATES ATTORNEYS. SO THERE ARE A NUMBER OF
4 VEHICLES TO PUT THIS ON THE TABLE AND DISCUSS IT
5 AND SEE WHETHER IT IS VIABLE.

6 MR. REYNOSO: VERY GOOD. THANK YOU.

7 MR. WANG: COMMISSIONER ANDERSON.

8 MR. ANDERSON: THANK YOU, MR. CHAIRMAN.

9 WE HAVE HAD TESTIMONY FROM THE
10 PANELISTS ABOUT THE QUESTION OR ON THE ISSUE OF
11 THE ELEMENT OF SPECIFIC INTENT FOR A PROSECUTION
12 IN THIS CIVIL RIGHTS AREA, EXCESSIVE FORCE AREA.
13 WOULD YOU COMMENT ON THAT? OBVIOUSLY, IT IS A
14 DIFFICULT ELEMENT OF THE OFFENSE TO HAVE TO PROVE,
15 BUT WE'D LIKE TO HEAR YOUR OPINION. THE NECESSITY
16 FOR THAT, WHETHER IT'S NECESSARY AS AN ELEMENT OF
17 THE OFFENSES OR WHETHER IT SHOULD BE ELIMINATED.

18 MR. BOWERS: I THINK IT'S AT TIMES A
19 DIFFICULT ELEMENT TO SHOULDER, BUT THAT'S TRUE OF
20 MANY OF OUR PROSECUTIONS, AND OUR SYSTEM IS SET UP
21 ON THAT TYPE OF AN APPROACH WHERE THE STATE AND
22 GOVERNMENT MUST SHOULDER THAT BURDEN. BUT I THINK
23 A PROPERLY PREPARED CASE, A PROPERLY INVESTIGATED
24 CASE CAN MEET THAT BURDEN AND EXPLAIN TO THE JUROR
25 THE CIRCUMSTANTIAL EVIDENCE OR THE DIRECT EVIDENCE

1 SUPPORTING THAT INTENT ELEMENT OF THE CRIME. SO I
2 DON'T VIEW IT AS IMPROPER OR AN UNNECESSARY
3 IMPEDIMENT. I THINK IT'S PART OF OUR CRIMINAL
4 JUSTICE SYSTEM WHEN YOU APPROACH FROM TRIALS.

5 I ALSO THINK IT'S IMPORTANT TO HAVE THE
6 INTENT ELEMENT BECAUSE WHAT YOU DO IS YOU ALLOW
7 BOTH SUPERVISORS, ADMINISTRATORS, LOCAL DISTRICT
8 ATTORNEYS AND FEDERAL PROSECUTORS TO ADDRESS A
9 RANGE OF CONDUCT THAT MAY OCCUR WITH POLICE
10 OFFICERS AND OTHER LAW ENFORCEMENT OFFICIALS.
11 THERE MAY BE SITUATIONS WHERE SOMEONE IS JUST
12 TOTALLY NEGLIGENT AND PANICS FOR ONE REASON OR
13 ANOTHER AND IT'S ABSOLUTELY INAPPROPRIATE CONDUCT
14 AND MUST BE DEALT WITH.

15 BUT HOW YOU DEAL WITH THAT TYPE OF
16 CONDUCT AS CONTRASTED WITH AN INDIVIDUAL WHO COMES
17 IN WITH RACIAL ANIMUS AND IS INTENTIONALLY DOING
18 SOMETHING BECAUSE OF A PERSON'S SKIN COLOR, I
19 THINK YOU NEED TO DISTINGUISH BETWEEN THOSE
20 SCENARIOS AND HAVE DIFFERENT MECHANISMS TO ADDRESS
21 THAT TYPE OF IMPROPER AND INAPPROPRIATE CONDUCT.

22 MR. WANG: ONE FINAL QUESTION FOR ME,
23 MR. BOWERS.

24 WE HEARD MUCH TESTIMONY BEFORE AND
25 THOSE, I THINK -- ONE CONCERN THAT COMMISSIONER

1 REYNOSO ADDRESSED IS SOMEWHAT THE TIMING OF THE
2 FEDERAL INVOLVEMENT. GIVEN THE, LIKE YOU SAID,
3 LIMITATION IN RESOURCES AND EVERYTHING ELSE, IF
4 FROM THE ARREST MADE AT A POINT WHERE -- LIKE IN
5 NEW YORK CITY RIGHT NOW, THE ARRESTING OFFICER CAN
6 DETERMINE IT IS A BIAS-RELATED CRIME OR NOT, IF IT
7 IS CLASSIFIED AT THAT VERY MOMENT AS A
8 BIAS-RELATED CRIME, WOULD YOU SAY THAT THE JUSTICE
9 DEPARTMENT INTERVENE IMMEDIATELY OR JUST TO WAIT
10 UNTIL AFTER IT IS OVER AND COME BACK AGAIN?

11 MR. BOWERS: THIS IS A VERY DIFFICULT
12 AREA BECAUSE ALL PROSECUTORS, ALL INVESTIGATORS
13 WANT TO GET INTO THE INVESTIGATION AS QUICKLY AS
14 POSSIBLE BECAUSE EVERYTHING IS FRESH. BUT I DO
15 THINK THERE IS AN APPROPRIATE TIME PERIOD THERE
16 FOR THE LOCAL AUTHORITIES TO MAKE UP THEIR MINDS
17 WHETHER THEY'RE GOING TO PURSUE THE CASES OR NOT.

18 I THINK WHAT'S CRITICAL IS THAT THAT'S
19 A VERY LIMITED AMOUNT OF TIME SO THAT THE FEDERAL
20 AUTHORITIES KNOW VERY QUICKLY IN THE EARLY STAGES
21 OF THE INVESTIGATION WHAT THE POSITION IS GOING TO
22 BE FROM THE LOCAL PROSECUTOR AND THE STATE
23 ATTORNEY GENERAL SO THAT WE CAN MAKE OUR DECISION.
24 WE DON'T WANT PARALLEL INVESTIGATIONS GOING
25 BECAUSE THAT WOULD BE DISASTROUS. TWO SETS OF

1 AGENTS OUT THERE AND INVESTIGATORS INTERVIEWING
2 THE SAME WITNESSES COULD CREATE CONFLICTING
3 TESTIMONY AND ALL KINDS OF MESSY PROBLEMS. SO
4 THAT'S NOT A SOLUTION.

5 I CAN SAY THAT IN BOTH THE WALTON CASE
6 AND THE RODNEY KING CASE, EVEN THOUGH WE INITIALLY
7 INITIATED A FEDERAL INVESTIGATION JUST TO GET AN
8 OVERVIEW AND HAD TO WAIT MAYBE MONTHS BEFORE WE
9 CAME BACK IN WITH A FEDERAL INVESTIGATION, IN BOTH
10 OF THOSE INVESTIGATIONS WE UNCOVERED SIGNIFICANT
11 NEW EVIDENCE. IN THE WALTON CASE, BOTH MEDICAL
12 AND FORENSIC AND SCIENTIFIC EVIDENCE AS WELL AS
13 ADDITIONAL WITNESSES. AND THEN, OF COURSE, IN
14 RODNEY KING YOU SAW THAT WITH THE ADDITIONAL TIME
15 WE HAD WE WERE ABLE TO INTRODUCE A LOT MORE
16 VARIETY OF EVIDENCE IN THAT PARTICULAR CASE. SO
17 IT DOESN'T NECESSARILY DESTROY OUR ABILITY TO PUT
18 TOGETHER A GOOD CASE.

19 MR. WANG: IN THAT INSTANCE, DO YOU
20 SENSE THAT YOU HAVE THE FULL COOPERATION FROM THE
21 LOCAL LAW ENFORCEMENT NOW?

22 MR. BOWERS: YES, I DO. I THINK WITH
23 CHIEF WILLIAMS COMING ON BOARD THE L.A.P.D. AND
24 GIL GARCETTI, THE LOCAL DISTRICT ATTORNEY, AND THE
25 OTHER DISTRICT ATTORNEYS IN THE DISTRICT, I THINK

1 THERE IS A LOT OF COOPERATION. I THINK THAT THERE
2 IS INCREASED FOCUS ON THESE TYPES OF CASES, AND I
3 AM VERY OPTIMISTIC. AND I THINK YOU WILL SEE VERY
4 EFFICIENT AND EFFECTIVE HANDLING OF THESE CASES
5 OVER THE COURSE OF TIME.

6 MR. WANG: WE HAD AN EXPERT PANEL THE
7 DAY BEFORE YESTERDAY CONSISTING OF A FORMER
8 COMMISSIONER OF NEW YORK CITY, PAT MURPHY, AND A
9 COUPLE OF OTHERS. THEY HAVE ACTUALLY SUGGESTED
10 THAT THERE SHOULD HOPEFULLY BE A NATIONAL KIND OF
11 COORDINATION OF ALL THE LAW ENFORCEMENT. RIGHT
12 NOW THE WHOLE STRUCTURE IS SO FRAGMENTED AND SO,
13 SHALL WE SAY, SUFFERING TO THE EXTENT EACH HAS HIS
14 OWN JURISDICTION AND SO FORTH, VERY LITTLE
15 INTERACTION AMONG ALL OF THE DIFFERENT LAW
16 ENFORCEMENTS THROUGHOUT THE COUNTRY. WHAT'S YOUR
17 VIEW ON THAT?

18 MR. BOWERS: ONE OF THE THINGS THAT I
19 TRY TO DO WITH ESTABLISHING THIS COMPUTERIZED
20 SYSTEM IS TO MAKE SURE THAT WE DID HAVE THE
21 LINKAGE WITH BOTH THE FBI, THE LOCAL D.A.'S
22 OFFICES AND THE CIVIL RIGHTS DIVISION. I THINK
23 THE CIVIL RIGHTS DIVISION STRIVES TO DO THAT ON A
24 NATIONAL LEVEL WITH ALL OF THE FEDERAL
25 PROSECUTIONS AND INVESTIGATIONS IN THE SYSTEM.

1 IT'S MORE DIFFICULT WHEN YOU GET DOWN
2 TO ANY LOCAL CASES THAT MAY NOT BE GETTING INTO
3 THE FEDERAL SYSTEM, AND MAYBE THERE'S A WAY TO
4 BETTER CAPTURE THOSE. THERE'S PROBABLY EVEN
5 THINGS SUCH AS NATIONAL TRAINING CONFERENCES AND
6 THINGS OF THAT NATURE WHERE YOU CAN TRAIN LOCAL
7 PROSECUTORS AS WELL AS FEDERAL PROSECUTORS TO TRY
8 THESE CASES EFFECTIVELY. BECAUSE THEY ARE
9 ACTUALLY SOME OF THE MOST DIFFICULT CASES TO
10 PROSECUTE, AND I THINK TRAINING IS REALLY
11 BENEFICIAL. AND I KNOW THAT THE CIVIL RIGHTS
12 DIVISION PUTS ON TRAINING. MAYBE WE NEED TO GO TO
13 A MORE NATIONAL LEVEL AND INCLUDE A LOT OF THE
14 LOCAL PEOPLE AS WELL.

15 MR. WANG: I THINK IT WILL WORK BETTER.
16 APPARENTLY, TO GIVE YOU AN EXAMPLE, NOT
17 ONLY RECENTLY, BUT WE HAVE HEARD SO MANY TIMES
18 THAT ONE MEDICAL DOCTOR WAS OUTLAWED IN ONE STATE
19 AND CAN MOVE TO ANOTHER STATE AND ESTABLISH HIS OR
20 HER OFFICE AGAIN AND PRACTICE IS CONTINUED UNTIL
21 HE GOT CAUGHT AGAIN FOR MISCONDUCT. THEN, HE
22 MOVED TO ANOTHER STATE BECAUSE THERE'S NO
23 INFORMATION SHARING BY DIFFERENT STATES TO KIND OF
24 REALLY MAKE SURE THAT THIS SIMILAR INDIVIDUAL
25 WOULD NOT BE HARMFUL TO THE CITIZENS OR THE

1 PATIENTS ANYMORE. SO I HOPE THAT YOUR COMPUTER
2 SYSTEM WOULD BE VERY, VERY HELPFUL IN THAT
3 RESPECT.

4 THANK YOU VERY MUCH.

5 ANY FURTHER QUESTIONS FROM ANYONE?

6 MR. BOWERS: I WANT TO THANK THE
7 COMMISSION FOR RESCHEDULING MY HEARING. THAT WAS
8 VERY HELPFUL. THANK YOU VERY MUCH.

9 MR. WANG: NOW LET'S MOVE ON TO THE
10 NEXT PANEL, AND WE'RE GOING TO START PART III OF
11 OUR HEARING, FOCUS ON THE MEDIA.

12 MR. GLICK: MR. VICE CHAIRMAN, BEFORE
13 WE PROCEED, I HAVE A STATEMENT ON BEHALF OF THE
14 COMMISSION THAT I WOULD LIKE TO READ INTO THE
15 RECORD WHICH RELATES TO THE NEXT SECTION OF OUR
16 HEARING.

17 MR. WANG: SURE.

18 MR. GLICK: WITH YOUR PERMISSION.

19 MR. WANG: YES.

20 MR. GLICK: THE FOCUS OF THE NEXT THREE
21 PANELS OF OUR HEARING IS ON THE ROLE THAT LOCAL
22 NEWS MEDIA ORGANIZATIONS PLAY IN HELPING TO KEEP
23 THE PUBLIC INFORMED ABOUT IMPORTANT SOCIAL,
24 ECONOMIC AND POLITICAL DEVELOPMENTS AFFECTING THE
25 COMMUNITIES THAT THEY SERVE.

1 AS COUNSEL TO THE COMMISSION, I WILL
2 STATE THAT THIS COMMISSION RECOGNIZES, AS IT
3 CONSISTENTLY HAS, THAT A FREE PRESS, ABLE TO
4 DECIDE WHAT IS NEWS AND REPORT THAT NEWS
5 INDEPENDENTLY, IS AS ESSENTIAL TO THE FUNCTIONING
6 OF A DEMOCRACY TODAY AS IT HAS BEEN FOR THE PAST
7 200 YEARS OF OUR NATION'S HISTORY. INDEED, THE
8 SUCCESS OF THIS COMMISSION'S WORK DEPENDS IN LARGE
9 PART ON A FREE PRESS BEING ABLE TO REPORT ON CIVIL
10 WRONGS SO THAT POLICIES DESIGNED TO ENSURE CIVIL
11 RIGHTS CAN BE DEMANDED AND IMPLEMENTED.

12 THESE NEWS PANELS WILL ADDRESS A RANGE
13 OF ISSUES LINKED TO LOCAL NEWS COVERAGE OF VARIOUS
14 MINORITIES IN THE LOS ANGELES AREA. OUR PRIMARY
15 PURPOSE IS TO ASSESS THE NATURE OF SUCH COVERAGE,
16 INCLUDING ITS ACCURACY, COMPLETENESS AND BALANCE
17 AND TO IDENTIFY FACTORS THAT MAY ACCOUNT FOR SUCH
18 COVERAGE.

19 I WISH TO MAKE IT CLEAR AS PART OF THE
20 RECORD OF THIS HEARING THAT NOTHING IN THE
21 QUESTIONING OF WITNESSES ON THESE PANELS OR THAT
22 IS INCLUDED IN THE COMMISSION'S REPORT ON THIS
23 HEARING THAT WE SUBMIT TO THE PRESIDENT AND
24 CONGRESS WILL INFRINGE UPON OR SUGGEST ANY
25 INTERFERENCE WITH THE NEWS MEDIA'S RIGHT TO

1 INDEPENDENTLY REPORT, EDIT AND PUBLISH THE NEWS.

2 THANK YOU, MR. CHAIRMAN.

3 MR. WANG: THANK YOU, MR. GENERAL
4 COUNSEL. WILL YOU CALL THE FIRST PANEL.

5 MR. GLICK: YES. OUR FIRST PANEL WILL
6 CONSIST OF MISS SANDRA EVERS-MANLY, THE PRESIDENT
7 OF THE HOLLYWOOD BRANCH OF THE NAACP; MS. ESTHER
8 RENTERIA, PRESIDENT OF THE NATIONAL HISPANIC MEDIA
9 COALITION; KAPSON YIM LEE, SENIOR EDITOR OF THE
10 ENGLISH EDITION OF "THE KOREA TIMES"; AND
11 MR. DENNIS PRAGER, A WRITER AND RADIO COMMENTATOR
12 FOR KABC RADIO.

13 I WILL ASK MISS BARBARA BROOKS, THE
14 PRESS OFFICER, TO UNDERTAKE THE QUESTIONING OF THE
15 PANEL.

16 MR. WANG: BEFORE WE DO THAT, CAN I ASK
17 THE PANELISTS TO STAND UP AND RAISE YOUR RIGHT
18 HANDS.

19 DO YOU SWEAR OR AFFIRM THAT YOU WILL
20 TRUTHFULLY TESTIFY TO THE BEST OF YOUR ABILITIES?

21 (WHEREUPON, THE THREE PANELISTS
22 ANSWERED IN THE AFFIRMATIVE.)

23 MR. GLICK: MR. VICE CHAIR, MAY I CALL
24 MR. DENNIS PRAGER AGAIN, PLEASE. MR. DENNIS
25 PRAGER.

1 MR. WANG: CAN SOMEONE CALL HIM?

2 MR. GLICK: I BELIEVE HE IS HERE,

3 MR. VICE CHAIRPERSON.

4 MR. WANG: HE IS HERE?

5 MR. GLICK: APPARENTLY NOT. HE

6 APPARENTLY IS NOT HERE.

7 MR. WANG: MRS. BROOKS, WOULD YOU

8 PROCEED.

9 MS. BROOKS: THANK YOU, COMMISSIONER.

10 I'D LIKE TO DIRECT MY FIRST QUESTION TO

11 MRS. SANDRA EVERS-MANLY, PRESIDENT OF HOLLYWOOD

12 BRANCH, NAACP.

13 MS. EVERS-MANLY, WHAT DO YOU FEEL ARE

14 THE MOST SALIENT ISSUES TODAY REGARDING THE

15 EMPLOYMENT AND PORTRAYAL OF MINORITIES BY

16 MAINSTREAM LOS ANGELES TELEVISION NEWS MEDIA?

17 MS. EVERS-MANLY: I THINK IT IS VERY

18 CLEAR BOTH IN FRONT OF AND BEHIND THE CAMERA THAT

19 THE DIVERSITY OF THE SOCIETY OF THIS CITY IS NOT

20 BEING REFLECTED, NOR ARE THE PORTRAYALS OF IMAGES.

21 THERE WAS A RECENT REPORT PUT OUT BY

22 THE SCREEN ACTORS GUILD AND AAFTA WHICH SHOWS A

23 TEN-YEAR PORTRAYAL OF WOMEN, PEOPLE OF COLOR ON

24 TELEVISION, AND I THINK IT'S CLEARLY BEEN SHOWN

25 THAT THE PORTRAYALS OF PEOPLE OF COLOR ARE AS

1 CRIMINALS. AFRICAN-AMERICANS, FOR EXAMPLE, HAVE
2 BEEN SHOWN AS CRIMINALS TWICE AS MUCH AS ANY OTHER
3 GROUP.

4 THE IMAGES, POSITIVE IMAGES YOU DO NOT
5 SEE IN NEWS REPORTING. THE RECENT LOCAL EMMY
6 AWARDS, 65 PERCENT OF THOSE AWARDS GIVEN WERE
7 GIVEN FOR RIOT COVERAGE, ARE GIVEN FOR SUCH THINGS
8 AS RACIAL TENSION IN THE COMMUNITY. I THINK
9 CLEARLY THE DIVERSITY OF OUR SOCIETY, THE
10 DIVERSITY OF IMAGES ARE NOT BEING REFLECTED IN
11 FRONT OF OR BEHIND THE CAMERA.

12 MS. BROOKS: CONCERNING YOUR RESPONSE
13 ABOUT THE 65 PERCENT OF THE EMMYS BEING GIVEN TO
14 NEWSCASTS FOR COVERAGE OF THE DISTURBANCES, IN
15 YOUR EXPERIENCES AS PRESIDENT OF THE HOLLYWOOD
16 BRANCH OF NAACP -- AND I UNDERSTAND YOU DO RESIDE
17 IN THE SOUTH CENTRAL AREA OF LOS ANGELES -- CAN
18 YOU TELL THE COMMISSION OF ANY PERSONAL
19 EXPERIENCES OR INCIDENTS THAT YOU WITNESSED DURING
20 THE COVERAGE OF THESE DISTURBANCES AND HOW OR WHAT
21 IMAGES WERE PORTRAYED, ALTHOUGH YOU MAY HAVE
22 WITNESSED OTHER SUCH IMAGES DURING THE
23 DISTURBANCES?

24 MS. EVERS-MANLY: ABSOLUTELY. I CAN
25 TELL YOU ABOUT THE NIGHT OF APRIL 29TH, 1992. I

1 HAPPEN TO LIVE ACROSS FROM THE UNIVERSITY OF
2 SOUTHERN CALIFORNIA, AND ON THE CORNER OF VERMONT
3 AND 36TH STREET, THERE WAS A LIQUOR STORE. THAT
4 STORE WAS BEING LOOTED. IT WAS BEING LOOTED BY A
5 NUMBER OF THE STUDENTS WHO HAPPEN TO HAVE BEEN
6 CAUCASIAN MALES FROM U.S.C.

7 THERE WERE A SERIES OF NEWSCASTERS OUT
8 ON THAT CORNER. THERE WERE A GROUP OF BLACK AND
9 HISPANIC RESIDENTS WHO LIVED IN THAT AREA -- I
10 BEING ONE OF THOSE INDIVIDUALS -- WHO SAT ON THE
11 CORNER UNTIL THE FIRE DEPARTMENT CAME, CORNERED
12 MANY OF THOSE INDIVIDUALS AFTER LEAVING THE STORE.
13 THE POLICE CAME AND ENDED UP SEARCHING THE TRUNKS
14 OF THOSE CARS.

15 THE NEWS MEDIA TOOK ITS CAMERAS AND
16 INSTEAD OF FOCUSING ON THAT INCIDENT, THEY FOCUSED
17 ON THE RESIDENTS WHO WERE SITTING THERE WAITING
18 FOR THE FIRE TRUCKS, WAITING FOR THE POLICE TO
19 ARRIVE TO DEAL WITH THE SITUATION.

20 FOLLOWING THAT, THERE WAS A HOUSE TWO
21 DOORS DOWN FROM MINE WHICH WAS BURNED. I WATCHED
22 THE NEWS MEDIA WHO CAME EARLY IN THE MORNINGTIME
23 AND SET UP THEIR CAMERAS, INTERVIEWED RESIDENTS
24 ABOUT "WHY DO YOU THINK THIS HAPPENED? WOULD YOU
25 TALK TO ME?" NO KIND OF SENSITIVITY FOR THE

1 COMMUNITY, NO SENSITIVITY FOR WHAT MANY OF THE
2 RESIDENTS WERE DOING AT THE TIME, TRYING TO KEEP
3 THE FIRES IN CHECK, TRYING TO DEAL WITH THE CHAOS
4 THAT WAS EXISTING IN OUR CITY.

5 IN ADDITION TO THAT AND LONG BEFORE THE
6 CIVIL UNREST, WHENEVER I GO TO THE MOVIES, I GO TO
7 A THEATER CALLED THE BALDWIN HILLS THEATER, AND IT
8 NEVER FAILS THAT WHEN THERE ARE MOVIES DEALING
9 WITH AFRICAN-AMERICANS, ESPECIALLY THOSE CENTERED
10 WITH GANG ACTIVITY, BEFORE WE CAN GET INTO THE
11 LINE OF THE THEATER, THE NEWS CAMERAS ARE THERE.
12 THE REPORTERS ARE THERE. YOU DON'T SEE THAT IN
13 OTHER COMMUNITIES, AND WE SEE IT TIME AND TIME
14 AGAIN IN OUR COMMUNITY.

15 MS. BROOKS: THANK YOU, MRS. MANLY.

16 I'D LIKE TO GET BACK TO YOUR RESPONSE
17 CONCERNING THE DIVERSITY ISSUE. WHY DO YOU FEEL
18 OR DO YOU FEEL THAT -- WHY DO YOU FEEL THE
19 DIVERSITY IS NOT BEING REFLECTED IN THE MEDIA, AND
20 WHAT FACTORS DO YOU FEEL EXPLAIN WHAT WE SEE?

21 MS. EVERS-MANLY: FIRST OF ALL, I THINK
22 IF WE LOOK IN SOUTHERN CALIFORNIA, FOR EXAMPLE, WE
23 HAVE BASICALLY TWO BLACK ANCHORS IN THIS CITY,
24 NONE ON ANY OF THE MAJOR NETWORKS. WE HAVE VERY
25 FEW REPORTERS, AFRICAN-AMERICAN REPORTERS AND

1 OTHER REPORTERS OF THE COMMUNITY OF COLOR.

2 WHEN WE HAVE REPORTINGS DONE OF OUR
3 COMMUNITY, MOST OF THEM WERE VERY INSENSITIVE.
4 ONE STATION CENTERED ON TAGGING, BABY GANGSTER.
5 THOSE ARE THE TYPES OF IMAGES THAT WE CONTINUALLY
6 SEE. THERE IS JUST SUCH INSENSITIVITY AMONG MANY
7 OF THE NEWSCASTERS THAT EXISTS.

8 BUT MORE IMPORTANTLY, I THINK, WHEN WE
9 LOOK AROUND AND TURN THE CAMERA AND LOOK AT WHAT'S
10 HAPPENING AMONG THE EXECUTIVE AND MANAGERIAL
11 RANKS, WE DON'T SEE OURSELVES VISIBLY THERE.
12 WE'RE NOT A PART OF THE PLANNING AND ASSIGNMENT
13 DESK WHO GIVE THOSE STORIES OUT, WHO DECIDE WHAT'S
14 GOING TO BE SHOWN.

15 IN ADDITION TO THAT, I THINK WHEN WE
16 HAVE BLACK REPORTERS AND NEWSCASTERS, THEY'RE NOT
17 ABLE TO GIVE THEIR POINTS OF VIEW. AS SOON AS
18 THEY RAISE ISSUE OR QUESTION, "MAYBE I WOULD LIKE
19 TO GO OUT" OR "WHY WASN'T I SENT OUT TO COVER THIS
20 PARTICULAR STORY IF I'VE GOT EXPERTISE?" THE FIRST
21 THING THAT WE TEND TO SEE IS THAT THOSE BLACK
22 NEWSCASTERS ARE OUT THE DOOR -- OR HISPANIC
23 NEWSCASTERS.

24 I THINK TIME AND TIME AGAIN WE SEE THAT
25 BECAUSE WE DON'T SEE A NUMBER OF INDIVIDUALS OF

1 COLOR IN THE CREATIVE POSITIONS MAKING THE
2 DECISIONS OR AT LEAST A PART OF THE TEAM TO HELP
3 BRING A BALANCE IN WHAT TYPES OF STORIES ARE BEING
4 PRESENTED.

5 MS. BROOKS: HAVE YOU SEEN ANY
6 IMPROVEMENT IN THE NEWS COVERAGE OF THE MINORITY
7 COMMUNITY SINCE THE DISTURBANCES OF 1992? HAVE
8 YOU, AS PRESIDENT OF THIS ORGANIZATION, CONSTANTLY
9 MONITORING THE MEDIA, PARTICIPATED IN ANY KINDS OF
10 MEETINGS WITH THE MANAGEMENT OF STATIONS TO
11 DISCUSS THIS ISSUE, TO RECOMMEND SOLUTIONS OR
12 IMPROVEMENTS IN THEIR COVERAGE OF THESE
13 COMMUNITIES?

14 MS. EVERS-MANLY: ABSOLUTELY. WE HAVE
15 EVEN VOLUNTEERED TO TAKE GROUPS ON TOURS OF SOUTH
16 CENTRAL L.A. AND OTHER AREAS WHERE PEOPLE OF COLOR
17 LIVE BECAUSE THERE'S MORE TYPES OF STORIES OUT
18 THERE. WE HAVE SENT STORIES, PRESS RELEASES OVER
19 TO MANY OF THE STATIONS.

20 THERE'S A SCHOOL IN SOUTH CENTRAL L.A.
21 CALLED MIDDLE COLLEGE HIGH SCHOOL WHICH WAS SET UP
22 BY THE FORD FOUNDATION FOUR YEARS AGO. THIS IS A
23 SCHOOL WHERE MOST OF THE STUDENTS ARE EITHER
24 HOMELESS, THEY COME FROM AREAS WHERE THERE'S A
25 SERIES OF GANG ACTIVITIES. 97 PERCENT OF THESE

1 STUDENTS HAVE GONE ON TO COLLEGE, HAVE FINISHED
2 COLLEGE. FOUR YEARS THIS SCHOOL HAS EXISTED IN
3 SOUTHERN CALIFORNIA. THERE HAS NOT BEEN ONE NEWS
4 STORY DONE ON THAT SCHOOL.

5 WE HAVE INVITED, WE HAVE SAT DOWN WITH
6 THE NEWS DIRECTORS AND OTHER KEY MANAGERS IN THE
7 INDUSTRY TO TALK ABOUT THE IMAGES THAT THEY'RE
8 PORTRAYING AND HOW THEY'RE SETTING PERCEPTIONS,
9 HOW THEY'RE KEEPING OUR COMMUNITIES VERY SEPARATE.
10 I BELIEVE THAT THE IMAGES THAT WE SEE AS IT
11 RELATES TO AFRICAN-AMERICAN MALES HAVE BEEN
12 DEADLY, JUST LIKE THE GUN. AND I THINK CLEARLY
13 THOSE IMAGES CONTINUE TO HAPPEN DAY IN AND DAY OUT
14 WHEN YOU TURN THE TELEVISION ON AT 5:00 P.M. UNTIL
15 YOU TURN IT OFF AT 11:30. AND IT LEAVES A VERY
16 DISTURBING AND TRAGIC PICTURE.

17 MS. BROOKS: CAN YOU TELL US OR CAN YOU
18 SHARE WITH US WHAT YOU MIGHT LIKE TO SEE HAPPEN
19 BEFORE WE SEE IMPROVEMENT IN TERMS OF NEWS
20 COVERAGE AS WELL AS IN EMPLOYMENT OF MINORITIES IN
21 THE NEWS INDUSTRY, TELEVISION NEWS INDUSTRY.

22 MS. EVERS-MANLY: I THINK ONE OF THE
23 THINGS THAT I HAVE SEEN, THAT IT'S REAL
24 FRIGHTENING, WHEN YOU TALK TO SOME OF THE BLACK
25 REPORTERS HERE IN SOUTHERN CALIFORNIA AND OTHER

1 PLACES, BECAUSE CLEARLY THEY CANNOT EXPRESS THEIR
2 TRUE FEELINGS WITHOUT THEM BEING PUT OUT THE DOOR.
3 I THINK THERE'S A MAJOR NEED TO SAY THAT "IF WE'VE
4 GOT DIVERSITY AMONG OUR STAFF, LET'S HEAR FROM OUR
5 STAFF." I THINK THAT'S MISSING.

6 THE OTHER THING IS: TODAY IN THE
7 "HOLLYWOOD REPORTER," I'LL SAY THAT THERE WAS AN
8 ARTICLE THAT TALKS ABOUT THAT THE NUMBERS HAVE
9 GONE UP AS IT RELATES TO PEOPLE OF COLOR. ONE OF
10 THE THINGS WE'VE GOT TO LOOK AT IS WHERE HAS IT
11 GONE UP, IN WHAT AREAS. I THINK THE VARIOUS NEWS
12 STATIONS MUST LOOK AMONG THE MANAGERIAL RANKS AND
13 FILL THOSE VOIDS WHERE THERE ARE PEOPLE OF COLOR
14 MISSING.

15 THE OTHER THING IS: I THINK THE FCC
16 REGULATIONS MUST CONTINUE, AND IT'S IMPORTANT THAT
17 THAT HAPPENS AND THAT COMMUNITY GROUPS CONTINUE
18 AND THE PUBLIC CONTINUE TO CHALLENGE THE NEWS
19 MEDIA AS FAR AS THEIR HIRING PRACTICES.

20 THE OTHER THING IS: I WOULD SAY THAT
21 THERE'S A SERIOUS NEED FOR AFFIRMATIVE ACTION;
22 THERE'S A SERIOUS NEED FOR DIVERSITY TRAINING.
23 AND I THINK THEY GO HAND AND HAND.

24 MS. BROOKS: THANK YOU,
25 MRS. EVERS-MANLY.

1 I'D LIKE TO MOVE ON NOW TO MRS. ESTHER
2 RENTERIA WHO IS THE PRESIDENT OF THE NATIONAL
3 HISPANIC MEDIA COALITION.

4 TO BEGIN WITH, MRS. RENTERIA, HOW DO
5 YOU FEEL THE BROADCAST MEDIA TREATS IMAGES OF
6 MINORITIES IN GENERAL?

7 MS. RENTERIA: THE NEWS MEDIA IN LOS
8 ANGELES IS NOT RESPONSIVE TO THE COMMUNITIES OF
9 COLOR. WITH MY OWN EXPERIENCE AS THE NATIONAL
10 CHAIR OF THE NATIONAL HISPANIC MEDIA COALITION, I
11 HAVE MONITORED TELEVISION VERY CLOSELY. WE ARE
12 NOT INCLUDED IN THE DAY-TO-DAY BROADCASTS AS WE
13 SHOULD BE.

14 THE REPORTAGE OF THE HISPANIC COMMUNITY
15 IS EVEN WORSE THAN THE REPORTAGE OF THE BLACK
16 COMMUNITY BECAUSE WE ARE 40 PERCENT OF THIS
17 POPULATION, 3.9 MILLION OF US IN LOS ANGELES
18 COUNTY, AND THE TELEVISION STATIONS DON'T EVER
19 SEEM TO BE ABLE TO FIND US.

20 MS. BROOKS: CAN YOU DISCUSS WITH US OR
21 EXPAND ON HOW YOU FEEL YOUR COMMUNITY, NAMELY THE
22 HISPANIC COMMUNITY, HAS BEEN TREATED? DO YOU FEEL
23 YOU'VE BEEN IGNORED? CAN YOU COMPARE IT MORE
24 SPECIFICALLY TO OTHER MINORITY COMMUNITIES?

25 MS. RENTERIA: YES. I FEEL VERY

1 STRONGLY THAT WE'VE BEEN IGNORED. WE HAVE MEMBER
2 GROUPS WHO TELL US THAT ONLY ONE STATION EVER
3 COVERS THEIR PRESS CONFERENCES, THE COMMUNITY
4 ISSUES ARE BY AND LARGE IGNORED. DURING THE CIVIL
5 DISTURBANCES LAST YEAR, THE ELECTED HISPANIC
6 LEADERSHIP CALLED A PRESS CONFERENCE TO ENCOURAGE
7 OUR COMMUNITY TO STAY CALM, TO STAY PEACEFUL, TO
8 WORK OUT THE PROBLEMS AND THAT PRESS CONFERENCE
9 WAS IGNORED. I CAN GIVE YOU A LONG LIST.

10 THE "LOS ANGELES TIMES" CATEGORICALLY
11 IGNORES THE HISPANIC COMMUNITY. AND THEY SEEM TO
12 HAVE AN ORGANIZED WAY OF DOING IT.

13 AS AN EXAMPLE, LAST WEEK THEY DID A
14 SUPPLEMENT ON FATHER'S DAY AND THERE WERE ONLY
15 ANGLO SAXON FATHERS AND AFRICAN-AMERICAN FATHERS.
16 THERE WERE NO HISPANIC FATHERS, NO ASIAN FATHERS
17 IN THIS ENTIRE SUPPLEMENT. I THINK THOSE KINDS OF
18 THINGS ARE INEXCUSABLE.

19 THEY DID THE SAME THING WITH A STORY
20 ABOUT RICHARD RIORDAN'S TEAM, TRANSITION TEAM
21 COMING IN. THEY HAD PICTURES OF ALL OF THE MAJOR
22 PLAYERS EXCEPT THE TWO HISPANIC AMERICANS. AND
23 UNFORTUNATELY FOR US, THE "L.A. TIMES" BEING THE
24 OLDEST NEWSPAPER IN THE CITY, QUITE FREQUENTLY
25 SETS THE TONE FOR WHAT THE NEWS STATIONS COVER,

1 THE TELEVISION AND RADIO STATIONS. THEY TAKE
2 THEIR LEAD FROM THAT.

3 ANOTHER PROBLEM WITH THE BROADCASTING
4 INDUSTRY IS THAT YOU RISE FROM THE RANKS. YOU
5 COME FROM THE SMALLER MARKET TO A LARGER MARKET TO
6 A LARGER MARKET. LOS ANGELES IS THE NUMBER TWO
7 MARKET IN ENGLISH LANGUAGE TELEVISION, THE NUMBER
8 ONE MARKET IN SPANISH LANGUAGE. SO YOU HAVE A LOT
9 OF PEOPLE COMING HERE, WORKING THE PLANNING DESK,
10 THE ASSIGNMENT DESK, WHO ARE NOT FROM THIS AREA,
11 WHO HAVE NO ACQUAINTANCESHIP WITH HISPANIC
12 AMERICANS, AND THEY ROUTINELY IGNORE THE PRESS
13 CONFERENCES, IGNORE THE ELECTED PUBLIC OFFICIALS
14 BECAUSE THEY'RE NOT WITHIN THEIR REALM OF
15 EXPERIENCE.

16 MS. BROOKS: AS A REPRESENTATIVE OF
17 YOUR ORGANIZATION, HAVE YOU HAD MEETINGS WITH THE
18 LOCAL BROADCAST MEDIA REGARDING THE ISSUES OF
19 COVERAGE AND EMPLOYMENT, AND HOW WOULD YOU JUST
20 CHARACTERIZE THESE MEETINGS?

21 MS. RENTERIA: WE HAVE HAD NUMEROUS
22 MEETINGS. IT DEPENDS ON THE GENERAL MANAGER WHAT
23 KIND OF RESULTS YOU GET FROM THESE MEETINGS. I
24 WOULD CHARACTERIZE MOST OF THE MEETINGS AS RATHER
25 PASSIONATE. WE HAVE A VERY PASSIONATE BOARD OF

1 DIRECTORS WHO SERVE WITHOUT ANY PAY AND GENERALLY
2 WITHOUT ANY THANKS.

3 THE CHAIR: I KNOW THE FEELING.

4 MS. RENTERIA: WE HAVE GONE TO THE
5 STATIONS REPEATEDLY. WE HAVE GIVEN THEM FORMULAS
6 FOR SUCCESS. WE HAVE TOLD THEM EXACTLY WHO TO
7 CONTACT, HOW TO CONTACT PEOPLE IN OUR COMMUNITY.
8 WE'VE PROVIDED THEM WITH LISTS OF HISPANIC
9 AMERICAN EXPERTS WITHIN THE VARIOUS ACADEMIC
10 FIELDS, WITHIN LEADERSHIP ROLES WITHIN THE
11 COMMUNITY AND UPDATED THEIR ROLODEXES SO THAT THEY
12 CAN GET SOME KIND OF FEEDBACK FROM THE HISPANIC
13 COMMUNITY ON IMPORTANT MAJOR ISSUES. WE HAVE
14 SUGGESTED THAT THEY CALL ANTONIA HERNANDEZ OF
15 MALDEF WHEN THERE'S A BIG JUDICIAL APPOINTMENT AS
16 THERE JUST WAS WITH THE SUPREME COURT NOMINEE.

17 WE ARE TOTALLY IGNORED IN THOSE KINDS
18 OF INSTANCES. THEY ACT LIKE EITHER WE'RE MADE OF
19 GLASS AND THEY DON'T SEE US OR WE JUST DON'T
20 EXIST. AND WITH REFERENCE TO MRS. MANLY'S
21 COMMENTS ABOUT THEM RECEIVING EMMYS FOR THE RIOT
22 COVERAGE, THEY SHOULD ALL GIVE THEM BACK BECAUSE
23 THE RIOT COVERAGE WAS LOUSY. AND I REALIZE THAT
24 I'M UNDER OATH. IT WAS TERRIBLE.

25 WHAT THEY BROADCAST WAS NOT THE TRUTH

1 OF THE SITUATION IN ANY WAY, SHAPE OR FORM. THEY
2 IGNORED WHAT THE HISPANIC AMERICAN COMMUNITY WAS
3 GOING THROUGH BECAUSE THE THINGS THAT WERE
4 HAPPENING, THE FACT THAT 50 TO 60 PERCENT OF THE
5 BUSINESSES THAT WERE DESTROYED WERE
6 HISPANIC-OWNED, DIDN'T FIT IN WITH THEIR
7 STEREOTYPES OF OUR COMMUNITY; THEREFORE, THEY DID
8 NOT BROADCAST IT.

9 IN THEIR ENTERTAINMENT PROGRAMMING,
10 THEY SHOW US AS GANG-BANGERS. THEY SHOW US AS
11 GARDENERS AND MAIDS. THEY NEVER SHOW US AS
12 ENTREPRENEURS. THEY DON'T BELIEVE TO THIS DAY THE
13 STATISTICS THAT I HAVE TAKEN THEM THAT SHOW THAT
14 WE OWN 300,000 BUSINESSES IN L.A. COUNTY. THEY
15 DON'T BELIEVE IT. THEY BELIEVE THE STEREOTYPES
16 THAT THEY BROADCAST ON THEIR ENTERTAINMENT
17 PROGRAMMING, AND THEY DON'T LET THE TRUTH GET IN
18 THEIR WAY OF WHAT THEY'RE REPORTING ABOUT OUR
19 COMMUNITY.

20 MS. BROOKS: TO WHAT DO YOU ATTRIBUTE
21 THIS, I'LL SAY "RELUCTANCE" TO PROVIDE, HERE
22 AGAIN, QUOTE UNQUOTE FAIR COVERAGE, TO INCREASE
23 THEIR EMPLOYMENT PICTURE OF MINORITIES? WHY DO
24 YOU FEEL THAT THE LOCAL TV NEWS MEDIA MAY BE
25 RELUCTANT TO COOPERATE IN THIS ENDEAVOR?

1 MS. RENTERIA: I THINK IN SOME
2 INSTANCES THEY'RE JUST AFRAID OF DIVERSITY. I
3 REALLY STRONGLY FEEL WHEN WE PUSH THEM TO THE
4 WALL, WHEN WE COME IN AND DEMAND THAT THEY CHANGE,
5 THEN THEY RELUCTANTLY HIRE TWO OR THREE PEOPLE.

6 IN THE 395'S THAT THEY JUST FILED ON
7 JUNE THE 1ST, WHICH I AM SUBMITTING TO THE
8 COMMISSION AS PART OF MY REPORT, YOU WILL FIND
9 THAT THEY ARE USING THE BARE MINIMUM SET BY THE
10 FCC OF HALF PARITY OF THE WORK FORCE POPULATION AS
11 THE MAXIMUM, AND WHEN THEY REACH HALF PARITY, THEY
12 STOP LOOKING FOR PEOPLE OF COLOR.

13 AND WE ARE VERY STRONGLY SUGGESTING
14 THAT THE FCC NEEDS TO REVISIT THAT PARTICULAR SET
15 OF RULES AND REGULATIONS AND GO TO FULL PARITY
16 BECAUSE THAT'S THE ONLY THING THAT'S GOING TO
17 CHANGE THE POOR REPORTING OF COMMUNITIES OF COLOR.

18 MS. BROOKS: THANK YOU MRS. RENTERIA.

19 I WILL GO ON NOW TO MRS. KAPSON YIM LEE
20 WITH THE ENGLISH EDITION OF "THE KOREA TIMES."

21 WOULD MR. KI-TAEK CHUN PLEASE SIT
22 BESIDE MRS. LEE TO ASSIST HER IF NEEDED.

23 MRS. LEE, HOW WOULD YOU RESPOND TO
24 LOCAL NEWS MEDIA'S PORTRAYALS OF ASIAN-AMERICANS
25 AS THE QUOTE MODEL MINORITY END QUOTE?

1 MS. YIM LEE: KOREAN COMMUNITY IS NOT A
2 MODEL MINORITY. OUR COMMUNITY HAS THE SAME
3 PROBLEMS AVERAGE AMERICANS HAVE. ASIDE FROM THE
4 PROBLEM IN THE LANGUAGE BECAUSE THEY ARE
5 IMMIGRANTS, THEY HAVE DIFFICULTY IN ADJUSTING IN
6 THIS COUNTRY. THEY SUFFER ECONOMIC PROBLEM,
7 UNEMPLOYMENT, UNDEREMPLOYMENT AND JUVENILE
8 DELINQUENCY AND ALL OTHER PROBLEMS. BUT WE ARE
9 PORTRAYED AS "MODEL MINORITY." IT'S A MYTH
10 CREATED BY THE MEDIA.

11 MS. BROOKS: DO YOU FEEL, THEN, THAT
12 THE LOCAL NEWS MEDIA VIEW ASIAN-AMERICANS AS A
13 MONOLITHIC GROUP?

14 MS. YIM LEE: YES, THEY VIEW THE ASIANS
15 AS A MONOLITHIC GROUP.

16 MS. BROOKS: CAN YOU EXPAND ON THAT,
17 CITE SOME EXAMPLES?

18 MS. YIM LEE: YES. ASIANS: CHINESE,
19 JAPANESE, KOREANS, FILIPINOS, THEY ARE AS
20 DIFFERENT AS ITALIANS, GERMANS AND SWEDISH ARE.
21 OUR LANGUAGES ARE ALL DIFFERENT AND OUR CUSTOMS
22 ARE ALL DIFFERENT, BUT THEY TREAT US SAME GROUP OF
23 LANGUAGE OR CULTURE.

24 DURING THE RIOT LAST APRIL, FOR
25 INSTANCE, ABOUT THE PROBLEM OF KOREAN MERCHANTS

1 WHO LOST BUSINESSES DURING THE RIOTS, ABC TV, I
2 REMEMBER, SOLICITED OPINION ABOUT THE PROBLEM
3 FROM -- ABOUT THE REHABILITATION PROBLEM FROM A
4 CHINESE COMMUNITY LEADER. HE DID OKAY, BUT THEY
5 DIDN'T -- AROUND THE ISSUE BROUGHT FROM THE CORE
6 OF THE PROBLEM. IT HAPPENS ALL THE TIME. ALL THE
7 TIME.

8 MS. BROOKS: CAN YOU ADDRESS WHAT I
9 WOULD CALL GENERALLY THE QUALITY OF TELEVISION
10 NEWS COVERAGE HERE IN LOS ANGELES? SPECIFICALLY,
11 HOW WOULD YOU RATE THE LOCAL NEWS COVERAGE OF LAST
12 YEAR'S DISTURBANCES, PARTICULARLY WHEN IT CONCERNS
13 THE KOREAN/BLACK ISSUES?

14 MS. YIM LEE: I GIVE THE LOCAL MEDIA,
15 TELEVISION AND NEWSPAPERS, A FAILING GRADE, AN
16 "F." DURING THE RIOTS, KOREANS WERE TARGETED FOR
17 MAJOR DESTRUCTION. THEY LOST ABOUT HALF OF THE
18 TOTAL BUSINESSES LOST BY THE CITY. IT COST ABOUT
19 \$500 MILLION. I THINK THIS WAS DUE TO
20 IRRESPONSIBLE AND INACCURATE AND SUPERFICIAL
21 COVERAGE OF THE NEWS MEDIA, TELEVISION AND THE
22 NEWSPAPERS.

23 WHEN IT COMES TO THE REPORTING OF THE
24 ETHNIC COMMUNITY, IT SEEMS TO ME THAT THE
25 TELEVISION DOESN'T SEEM TO HAVE THEIR OWN POLICY.

1 I AGREE WITH THE CO-PANELISTS THAT THEY FOLLOW
2 WHAT "LOS ANGELES TIMES" REPORT, AND THE "LOS
3 ANGELES TIMES" COVERAGE OF THE RACE RELATIONS
4 BETWEEN -- ESPECIALLY BETWEEN BLACKS AND KOREANS
5 HAVE BEEN VERY, VERY INFLAMMATORY AND
6 EMBARRASSING. I BELIEVE THAT THE SO-CALLED
7 "BLACK/KOREAN TENSION" IS THE PRODUCT OF THESE
8 NEWS MEDIA.

9 "LOS ANGELES TIMES," GENERALLY
10 SPEAKING, IS A PAPER WITH A GOOD INTERNATIONAL
11 REPUTATION, BUT THEIR COVERAGE OF THIS ISSUE FELL
12 FAR SHORT OF WHAT ONE CAN EXPECT FROM THIS PAPER.

13 ABOUT ONE YEAR BEFORE THE RIOTS, WHAT
14 MILLIONS OF AMERICANS HEARD ABOUT, JUST LIKE THE
15 RODNEY KING CASE, WAS THE SOON JA DU CASE IN WHICH
16 GROCER SOON JA DU KILLED A CUSTOMER, LATASHA
17 HARLINS. THEY MADE THIS CASE -- THIS CASE IS -- I
18 READ ALL THE COURT DOCUMENTS AND THE TRANSCRIPTS
19 OF THE TRIAL OF THIS CASE. NEVER DID I FIND A
20 WORD THAT MEANS RACIAL MOTIVATION, BUT "LOS
21 ANGELES TIMES" AND THE TELEVISION MADE THIS CASE
22 INTO A VERY HIGH-PROFILE CASE AND THEREBY PITTING
23 KOREANS AGAINST BLACKS AND ENGENDERED IN FEARING
24 AMONG BLACKS TOWARD THE KOREANS. ON THIS POINT I
25 HAD A PERSONAL EXPERIENCE.

1 ON THE DAY AFTER THE RIOTS, I WAS
2 SCARED TO DEATH BY A BLACK MOTORIST. I WAS
3 STANDING IN FRONT OF THE STREET IN FRONT OF OUR
4 OFFICE BUILDING WATCHING A FIRE A FEW BLOCKS AWAY.
5 A BLACK MOTORIST SLOWED HIS CAR AROUND THE CURB,
6 WAVING HIS FIST, YELLED AT ME, "WE'RE GOING TO
7 KILL ALL OF YOU. KILL ALL OF YOU." THAT SENT
8 SHIVERS DOWN MY SPINE. YOU KNOW, I DON'T BLAME
9 THIS YOUNG MAN. IF I HAD BEEN THAT YOUNG MAN
10 WATCHING THE KINDS OF NEWS REPORTING OF TELEVISION
11 AND READING THOSE "LOS ANGELES TIMES" STORIES, I
12 WOULD FEEL THE SAME RAGE AND ANGER.

13 ABOUT THIS CASE, THE "LOS ANGELES
14 TIMES" ASSIGNED A REPORTER FULL TIME TO COVER THE
15 RIOT. I MEAN, THIS PAPER -- THIS CASE. THEIR
16 REPORTING WERE SO ONE SIDED THAT THEY DIDN'T BRING
17 WHAT CAUSED THIS PERSON TO REACT OR OVERREACT AND
18 STILL TELEVISION AND NEWSPAPER CITE ONE SHORT
19 SENTENCE FROM THIS CASE. I'M SURE ALL OF YOU ARE
20 FAMILIAR. QUOTE: A KOREAN GROCER, SOON JA DU,
21 KILLED A 15-YEAR-OLD BLACK GIRL, LATASHA HARLINS,
22 OVER \$1.79 BOTTLE OF ORANGE JUICE. THIS LINE IS
23 BEING STILL REPEATED. I HOLD THOSE LINE AND READ
24 THAT LINE -- "THE ASIAN CITIZENS IN THIS CITY WERE
25 NERVOUSLY PREPARING FOR THE RODNEY KING CIVIL

1 RIGHTS TRIAL AND THE ANNIVERSARY OF THE RIOT."

2 SOON JA DU CASE IS NOT A RACIAL CASE.

3 IT'S ONE OF THE COUNTLESS TRAGEDIES THAT'S

4 HAPPENING IN THIS INNER CITY BETWEEN MERCHANTS AND

5 CUSTOMERS.

6 EXCUSE ME. LET ME ASK MR. CHUN TO

7 TRANSLATE FOR ME ON THIS.

8 I THANK YOU FOR THE CIVIL RIGHTS

9 COMMISSION TO PROVIDE INTERPRETER, ESPECIALLY LIKE

10 KOREAN PERSON, DR. KI-TAEK CHUN. EVEN THOUGH I

11 HAVE BEEN USING ENGLISH THROUGH MY 30-YEAR-LONG

12 PROFESSION, I FEEL STILL INADEQUATE IN ENGLISH,

13 ESPECIALLY WHEN I AM PUT ON THE SPOT TO SPEAK.

14 MS. BROOKS: THAT'S WHY MR. KI-TAEK

15 CHUN IS THERE TO ASSIST YOU AND TO HELP YOU GET

16 YOUR POINTS ACROSS.

17 THE INTERPRETER: IF YOU STUDY THE

18 COURT RECORDS, WHICH ARE PUBLIC, ONE CANNOT ESCAPE

19 TO COME TO THE CONCLUSION THAT THE CASE OF SOON JA

20 DU IS NOT A RACIALLY-MOTIVATED, BIAS-MOTIVATED

21 CASE AT ALL. YET THE MAINSTREAM MEDIA CONTINUES

22 TO PLAY IT UP AS IF IT WERE A CASE, MANSLAUGHTER

23 CASE, WHICH IS MOTIVATED BY RACE AND BIAS.

24 MS. BROOKS: LET ME ASK THIS QUESTION

25 OF YOU, MRS. LEE, WHY DO YOU FEEL, THEN, THAT THE

1 MEDIA CHOSE TO INFLAME RACIAL TENSIONS BY
2 REPORTING THIS AS A RACIAL CASE AND NOT, AS YOU
3 SAY, SOMETHING ELSE?

4 MS. YIM LEE: I THINK IT'S VERY SIMPLE.
5 THE MEDIA DOESN'T HAVE CULTURALLY AND
6 LINGUISTICALLY CAPABLE REPORTERS. AS OF NOW, NO
7 LOCAL STATION HAS A KOREAN-SPEAKING REPORTER.
8 "LOS ANGELES TIMES" ALSO UNTIL LATE LAST SUMMER
9 AFTER THE RIOTS DIDN'T HAVE A SINGLE REPORTER WHO
10 HAD GOOD COMMAND OF THE KOREAN LANGUAGE. AND
11 BECAUSE OF THIS IGNORANCE AND INSENSITIVITY ON THE
12 PART OF THE REPORTERS AND EDITORS AND MANAGERS AND
13 PUBLISHERS, WHEN SUCH AN ISSUE AS THE RACE
14 RELATIONS COME UP, THEIR STORIES ALWAYS ARE ONE
15 SIDED.

16 PERHAPS LEADERS AND COMMUNITY MEMBERS,
17 THEIR PRESENTATION IS VERY ARTICULATE BECAUSE
18 THEY'RE SPEAKING ENGLISH. KOREANS, ESPECIALLY THE
19 MERCHANTS WHO ARE PRESENTED IN THE TELEVISION AND
20 NEWSPAPER ARTICLES, THEY APPEAR LIKE IDIOTS
21 BECAUSE THEY COULDN'T EXPRESS IN THE LANGUAGE WHAT
22 THEY WANTED TO SAY.

23 DO YOU SEND A REPORTER WHO DOESN'T
24 SPEAK ENGLISH TO INTERVIEW ENGLISH-SPEAKING
25 MERCHANT? THINK FOR A MOMENT, PLEASE, THAT WHEN

1 YOU GO ABROAD WHERE ENGLISH DOESN'T GET YOU FAR,
2 DON'T YOU FEEL STUPID? I MEAN, YOUR FRUSTRATION
3 MAY BE TEMPORARY, BUT THE DIFFICULTIES THESE
4 IMMIGRANT GROUPS SUFFER IS LIFELONG SUFFERING.
5 THE MEDIA DOESN'T RECOGNIZE THIS FACT.

6 MS. BROOKS: MRS. LEE, LET ME ASK AN
7 ADDITIONAL QUESTION CONCERNING NOT ONLY YOUR
8 POSITION AS THE SENIOR ENGLISH EDITOR FOR "KOREA
9 TIMES," BUT YOU'RE ALSO A FOUNDING MEMBER OF THE
10 KOREAN-AMERICAN JOURNALISTS ASSOCIATION. AND AS A
11 MEMBER AND AN OFFICER OF THAT ASSOCIATION, WHAT
12 HAVE YOU DONE AS A PART OF YOUR GROUP, WHAT HAVE
13 YOU DONE TO IMPROVE THE EMPLOYMENT PICTURE FOR
14 ASIAN-AMERICANS, KOREAN-AMERICANS, SPECIFICALLY IN
15 THE TV NEWS INDUSTRY? ARE YOU A SOURCE OF
16 INFORMATION? ARE YOU A POINT OF CONTACT? DO YOU
17 HAVE ANY SUCCESS STORIES TO SHARE WITH US? JUST
18 WHAT HAS YOUR ORGANIZATION'S INVOLVEMENT BEEN IN
19 THIS AREA?

20 MS. YIM LEE: WE'VE BEEN WORKING WITH
21 ONE GOAL; THAT IS, ENCOURAGING YOUNG
22 KOREAN-AMERICANS TO ENTER THE FIELD OF JOURNALISM.
23 KOREAN IMMIGRANTS, THEIR PRIME CONCERN IS BREAD
24 AND BUTTER ISSUE. WHEN THEIR YOUNGSTERS SHOW
25 INTEREST IN GOING INTO JOURNALISM, THEY DISCOURAGE

1 THEM BECAUSE THIS FIELD THEY CONSIDER IS VERY
2 COMPETITIVE AND VERY -- FINANCIALLY IT'S NOT
3 REWARDING.

4 SO THE BEST ADVICE OF KOREAN-AMERICANS,
5 YOUNG KOREAN-AMERICANS CHOOSE TO GO INTO THE
6 FIELDS OF A LAWYER, DOCTOR, CPA, ENGINEER AND SO
7 ON. WHAT WE HAVE BEEN DOING IS TO SENSITIZE THE
8 COMMUNITY OF THE IMPORTANCE OF HAVING MORE
9 KOREAN-AMERICAN REPORTERS. AND ALSO WE'VE BEEN
10 DOING, TO ENCOURAGE THEM TO GET THE JOB BY
11 PROVIDING THEM SOME CONTACTS AND ALSO JOB
12 OPPORTUNITIES AND ALSO WRITING RECOMMENDATIONS AND
13 THINGS LIKE THAT. AND WE HAVE A FEW YOUNG
14 PROMISING JOURNALISTS WORKING IN OUR MAINSTREAM,
15 BUT NOT IN THE TELEVISION AT ALL SO FAR.

16 MS. BROOKS: THANK YOU, MRS. YIM LEE.

17 I HAVE NO FURTHER QUESTIONS AT THIS
18 TIME. I WILL NOW TURN THE QUESTIONING OVER TO THE
19 COMMISSIONERS.

20 THE CHAIR: THANK YOU VERY MUCH.

21 COMMISSIONER ANDERSON?

22 MR. ANDERSON: THANK YOU.

23 I'D LIKE TO BEGIN BY ASKING THE
24 PANELISTS IF, IN THEIR OPINION, HAS NEWS COVERAGE
25 OF MINORITY COMMUNITIES RESULTED IN INCREASED

1 RACIAL TENSIONS IN LOS ANGELES?

2 MS. RENTERIA: YES.

3 MS. EVERS-MANLY: I WOULD SAY
4 ABSOLUTELY. I THINK THAT AT THE CENTER OF THE
5 RACIAL TENSION IN SOUTHERN CALIFORNIA, THE NEWS
6 MEDIA CAN BE HELD ACCOUNTABLE. WE HAVE HAD A
7 SERIES OF MEETINGS WITH GROUPS OF BLACK KOREAN
8 YOUNG PROFESSIONALS, AND WE HAVE NOT BEEN ABLE TO
9 GET THE MEDIA TO COVER ONE OF THOSE SESSIONS.

10 WHEN WE TALK ABOUT WHAT'S HAPPENING
11 WITH THE GANG TRUCE IN SOUTHERN CALIFORNIA, THE
12 MEDIA HAS SPENT A GREAT DEAL OF TIME COVERING GANG
13 ACTIVITY IN OUR COMMUNITY, BUT AS SOON AS YOUNG
14 MEN PUT THEIR GUNS DOWN AND BEGIN TO DEAL WITH
15 ECONOMIC DEVELOPMENT, THE TYPE OF NEWS COVERAGE
16 HAS NOT BEEN THE SAME. IN ESSENCE, IT HASN'T BEEN
17 AT ALL.

18 THE DIALOGUES THAT HAVE BEEN TAKING
19 PLACE IN THE HOPEFULLY REBUILDING -- NOT
20 REBUILDING, BUT REFOCUSING WHAT'S HAPPENING IN OUR
21 COMMUNITY, THE MEDIA'S NOT THERE. THEY'RE NOT
22 DEALING WITH IT.

23 FIRST OF ALL, WHEN YOU TURN YOUR
24 TELEVISION ON AFTER A LONG'S DAY WORK AT
25 5:00 P.M., AND YOU SEE AN IMAGE OF AN

1 AFRICAN-AMERICAN MALE OR A HISPANIC MALE CARRYING
2 A GUN, YOU THEN WATCH PRIME TIME TELEVISION -- AND
3 THAT'S A STORY IN ITSELF WHERE THE IMAGES ARE ALL
4 CENTERED IN COMMON, OR NOT AT ALL -- AND YOU THEN
5 SEE THE SAME IMAGE, A NEGATIVE IMAGE OF A GUN
6 BEING HELD BY A HISPANIC MALE OR BY A BLACK MALE,
7 THAT'S RACIAL TENSION.

8 BECAUSE THE FIRST THING I WILL DO IF I
9 HAVE COME FROM A CITY WHERE I HAVE NEVER
10 ENCOUNTERED AN AFRICAN-AMERICAN OR A HISPANIC,
11 BECAUSE OF THAT IMAGE I HAVE NOW SEEN ON
12 TELEVISION, IT WILL STAY IN MY MIND. IT WILL
13 CREATE A PERCEPTION TO TELL ME THAT I CAN'T TALK
14 TO THAT PERSON. IN ESSENCE, I BETTER GET ACROSS
15 THE STREET AND NOT EVEN PASS BY THEM.

16 CERTAINLY, THE MEDIA HAS NOT ONLY
17 FOCUSED ON RACIAL TENSION, BUT IT HAS INCREASED
18 THAT TENSION BY THE TYPES OF IMAGES THAT IT'S
19 PUTTING OUT THERE. AND THE IMAGES ARE JUST NOT
20 BALANCED. IT IS NOT SHOWING THE DIALOGUE; IT IS
21 NOT SHOWING COMMUNICATION THAT IS TAKING PLACE.

22 MR. ANDERSON: ANYTHING ELSE?

23 MS. RENTERIA: I WOULD CERTAINLY AGREE
24 WITH WHAT MRS. EVERS-MANLY HAS SAID. IN OUR
25 EXPERIENCE AGAIN, SO MANY OF THE TV NEWS PROGRAMS

1 HAVE BECOME THE POLICE BLOTTER KIND OF THING.
2 THEY BEGIN THEIR NEWSCAST WITH FIVE OR SIX CRIME
3 STORIES BEFORE THEY GET TO WHAT'S REALLY GOING ON
4 IN THE COMMUNITY.

5 UNFORTUNATELY, BECAUSE OF POPULATION
6 AND THE NUMBERS, THIS IS A TOWN WHICH IS 61
7 PERCENT MINORITY, THE CRIMES THAT ARE SHOWN ARE
8 COMMITTED MOSTLY BY MINORITY FOLKS, AND THAT IS
9 OUR IMAGE ON TELEVISION.

10 WITH REGARD TO ENTERTAINMENT
11 PROGRAMMING, AGAIN WE ARE PORTRAYED AS THE
12 GANGSTERS. HISPANIC AMERICANS ARE THREE TIMES
13 MORE LIKELY TO BE PORTRAYED AS BAD GUYS WHEN WE
14 ARE PORTRAYED. PITZER COLLEGE DID A STUDY IN A
15 WEEK IN NOVEMBER OF LAST YEAR. THERE WERE 569
16 SPEAKING PARTS ON 56 DIFFERENT PRIME TIME SHOWS.
17 THERE WERE NINE LATINOS. 9 OF 569 PORTRAYED. AND
18 THEY WERE ALL NEGATIVE PORTRAYALS IN WHICH WE WERE
19 MADE TO LOOK POWERLESS AND STUPID.

20 THE SAME THING HAPPENS WITH REGARDS TO
21 THE NEWS PROGRAMS. WE AGAIN ARE MADE TO LOOK
22 POWERLESS AND STUPID. WE ARE NOT COVERED, AS WE
23 HAVE SAID BEFORE, AND THE COVERAGE OF THE RIOTS
24 VERY CLEARLY INFLAMED ETHNIC AND RACIAL TENSIONS.
25 THE RIOTS WERE PORTRAYED BY THE NEWS MEDIA AS A

1 BLACK/KOREAN PROBLEM.

2 OUR COMMUNITY WAS INCENSED BECAUSE WE
3 FELT WE TOOK A LOT OF THE HIT. WE TOOK A LOT OF
4 LOSSES. OUR COMMUNITY MERCHANTS LOST EVERYTHING
5 IN THE RIOTING. THEY HAVE SINCE, BECAUSE THEY
6 CAN'T PAY THEIR MORTGAGES BECAUSE THE BUSINESS IS
7 GONE, THEY HAVE LOST THEIR HOMES. NONE OF THIS
8 HAS BEEN REPORTED DESPITE THE FACT THAT WE'VE GONE
9 TO ALL OF THE TV STATIONS, WE'VE POINTED OUT THE
10 SHORTCOMINGS IN THEIR RIOT COVERAGE LAST APRIL AND
11 LAST MAY AND THEIR CONTINUING LACK OF CONCERN.

12 THEIR RESPONSE HAS BEEN TO PROVIDE
13 SIMULCASTS OF THE NEWSCASTS THAT THEY DO NOW IN
14 SPANISH ON THE SECONDARY AUDIO CHANNEL. WE HAVE
15 ADVISED THEM TO SAVE THEIR MONEY. DON'T GIVE US
16 TRANSLATIONS OF PROGRAMS WHICH EXCLUDE US ANYWAY.
17 USE THE MONEY TO PROVIDE A REPORTER AND ASSIGN
18 THEM TO THE HISPANIC BEAT SO THAT WE GET SOME
19 BALANCED PRESENTATION OF STORIES.

20 MS. YIM LEE: YES, THE MEDIA IS
21 PERPETUATING THE TENSION ESPECIALLY WITH THE
22 FAMILIAR LINE FROM THE PREJUDGED CASES. THAT LINE
23 SEEMS TO ME TO HAVE BEEN TOTALLY EXTRACTED IN THE
24 LIBRARIES OF THE TELEVISION AND NEWSPAPERS AS A
25 PROTOTYPE, A CLASSIC PROTOTYPE OF RACIAL

1 RELATIONS.

2 AGAIN, THIS IS -- I'D LIKE TO POINT TO
3 THIS ONE. THEY FOLLOW THE LONG ACCEPTED PRACTICE
4 OF JOURNALISM THAT WHEN YOU REPORT AN INCIDENT,
5 YOU DON'T IDENTIFY THE RACE OF THE PARTICIPANT
6 UNLESS IT IS A CENTRAL ISSUE OF THE CASE.

7 DURING THE PAST DECADE, SCORES OF
8 KOREAN MERCHANTS WERE SHOT AND KILLED DURING
9 ROBBERIES IN THE CENTRAL L.A. REPORTINGS OF THOSE
10 CASES NEVER MENTIONED RACE OF THE PARTICIPANTS.

11 I HAVE TWO RECENT EXAMPLES. LAST MARCH
12 A BLACK MALE WAS CONVICTED OF KIDNAPING AND RAPING
13 AND KILLING A KOREAN LADY WHO WAS GOING TO CHURCH
14 EARLY IN THE MORNING IN KOREATOWN. REPORTING OF
15 THIS CASE NEVER MENTIONED ABOUT RACE OF THE
16 PARTICIPANTS.

17 AND ALSO IN THE SAME MONTH, A
18 13-YEAR-OLD BLACK BOY KILLED A KOREAN BICYCLE
19 STORE OWNER IN MONROVIA. THE BOY SHOT THE SHOP
20 OWNER INTO HIS HEAD AND KILLED HIM. AGAIN, "LOS
21 ANGELES TIMES" AND TELEVISION STATIONS TURNED THE
22 SCREENS SHOWING THE FACE OF THOSE PARTICIPANTS,
23 BUT "LOS ANGELES TIMES" STILL NEVER MENTIONED THE
24 RACE OF THE PEOPLE PARTICIPATING.

25 WHY IS IT THAT IN ONE INSTANCE WHICH IS

1 THE CASE WHEN THE DEFENDANT IS KOREAN AND THE
2 VICTIM IS BLACK, RACE IS MENTIONED?

3 MR. ANDERSON: THANK YOU.

4 LET ME ASK EACH OF YOU TO TALK ABOUT
5 STEREOTYPING OF CRIMINAL ACTIVITY, VIOLENCE. I
6 TAKE IT THAT YOUR TESTIMONY IS THAT IT HAS A
7 PROFOUND IMPACT ON ADULTS IN THESE COMMUNITIES.
8 WOULD ANY OF YOU LIKE TO ADDRESS THE IMPACT IT HAS
9 ON CHILDREN, YOUNG PEOPLE?

10 MS. EVERS-MANLY: I WAS GOING TO SAY
11 IT'S NOT JUST ADULTS, BUT IT IS CHILDREN. AND I
12 THINK THAT'S WHAT THE TRAGEDY OF ALL OF THIS IS,
13 THAT THE PERCEPTIONS OF OUR CHILDREN ARE BEING SET
14 BY THE MEDIA.

15 I'LL GIVE YOU A SCENARIO OF AN EVENT
16 THAT RECENTLY HAPPENED AT ONE OF THE NEWS MEDIA
17 STATIONS. WE TOOK OVER 400 AFRICAN-AMERICAN
18 YOUTHS TO A PARTICULAR NEWS STATION, AND THEY
19 PARTICIPATED IN A PROGRAM CALLED "ACCSO," WHICH IS
20 AN OLYMPICS OF THE MIND. THE STUDENTS COMPETED IN
21 EVERYTHING FROM BIOLOGY, SCIENCE TO MATHEMATICS.

22 WE STARTED THE PROGRAM AT 8:00 A.M. IN
23 THE MORNING. WE ENDED AT 5:00 P.M. WE WERE ON
24 THEIR LOT. WE COULDN'T GET A NEWS CAMERA OUT TO
25 SHOW THESE BRILLIANT, TALENTED AFRICAN-AMERICAN

1 STUDENTS. WE COULDN'T GET A CAMERA OUT UNTIL
2 4:50 P.M., WHEN A YOUNG GIRL WHOSE PARENTS
3 HAPPENED TO WORK AT THAT STATION DIDN'T WANT TO
4 LEAVE THE COMPETITION UNTIL IT WAS OVER, AND THE
5 PERSON CAME OUT AND SAID, "HAVE WE COVERED THIS?"
6 AND I SAID, "WE HAVE NOW GONE TO YOUR NEWSROOM 15
7 TIMES, 15 TIMES, AND THEY HAVE YET TO SHOW UP."
8 THEY SHOWED UP AT 5:55 P.M. WHEN THE LAST STUDENT
9 WAS THERE AND MOST OF THE STUDENTS WERE GONE.

10 AND THAT'S THE TRAGEDY OF ALL OF THIS,
11 IS THAT THE NEWS MEDIA IS NOT BEING RESPONSIBLE TO
12 OUR YOUNG PEOPLE OR TO OUR SOCIETY. AND WHEN
13 STUDENTS GO TO SCHOOL -- IF I HAVE SEEN AN IMAGE
14 OF A YOUNG BLACK GAL -- YES, I'M THE FIRST TO SAY
15 THAT THE CRIME ACTIVITY DOES EXIST. BUT JUST LIKE
16 I'VE JUST GIVEN YOU AN EXAMPLE OF THOSE YOUNG
17 BRILLIANT MINDS, THEY DO EXIST, TOO. BUT THOSE
18 IMAGES ARE NOT BEING SHOWN.

19 SO IF I GO TO MY SCHOOL AND ALL I SEE
20 ARE THE TYPES OF IMAGES THAT ARE OFTEN, TOO OFTEN
21 PORTRAYED IN THE NEWS MEDIA, I AM NOT GOING TO
22 WANT TO COMMUNICATE TO THAT PERSON. AND IT GETS
23 WORSE WHEN YOU GET OLDER AND THAT BLACK MALE OR
24 HISPANIC YOUNG MAN GOES INTO CORPORATE AMERICA AND
25 THERE HAPPENS TO BE A WHITE FEMALE AS THE

1 RECRUITER. AND IF HER ONLY IDENTIFICATION AND
2 PERCEPTIONS HAVE BEEN SET OF WHAT SHE'S SEEN IN
3 THE MEDIA, CHANCES ARE, IF YOU'RE APPLYING TO BE
4 AN ACCOUNTANT, YOU WON'T GET IT. BECAUSE "THE ONLY
5 THING I'VE SEEN THAT YOU CAN DO, YOUNG, BLACK
6 MALE, IS CARRY A GUN TO ROB AND STEAL."

7 AND I'M NOT DISMISSING THAT, BUT I'M
8 JUST SAYING THAT THE BALANCE IS NOT THERE, AND
9 THAT IS WHAT IS KILLING OUR CITY, THAT'S WHAT'S
10 KILLING THIS COUNTRY AND THAT'S WHY WE HAVE NOT
11 BEEN ABLE TO DEAL WITH THE ROOT CAUSE OF RACISM.

12 MS. RENTERIA: I, TOO, AM VERY, VERY
13 CONCERNED ABOUT THE IMAGES THAT OUR CHILDREN SEE.
14 FOR A COUPLE OF REASONS. I THINK CHILDREN NEED
15 HOPE AND I THINK TO A LARGE EXTENT THE RIOTS LAST
16 APRIL OR MAY WERE BECAUSE PEOPLE DON'T HAVE HOPE
17 ANYMORE AND THEY DON'T FEEL THAT THEY HAVE PART OF
18 THE ACTION OR THAT THEY ARE PART OF THE COUNTRY.

19 OUR CHILDREN CONSTANTLY SEE IMAGES ON
20 TELEVISION WHICH TELL THEM THAT THERE IS NOTHING
21 FOR THEM AT THE END OF GOING TO SCHOOL. THEY
22 DON'T SEE HISPANIC DOCTORS AND LAWYERS AND JUDGES.
23 THEY DON'T SEE HISPANIC SCHOOL TEACHERS. THEY
24 DON'T SEE PEOPLE ON TELEVISION WHO ARE HISPANIC
25 WHO ARE DOING JOBS WHICH REQUIRE EVEN A HIGH

1 SCHOOL DIPLOMA.

2 AND OUR REPRESENTATION IN THE MEDIA
3 ACCORDING TO A STUDY THAT WAS DONE BY THE CENTER
4 FOR PUBLIC AFFAIRS AND PUBLIC POLICY SHOWS THAT WE
5 HAVE ONE OUT OF 50 ROLES, AND THAT HASN'T CHANGED
6 IN 30 YEARS. AND WE ARE IN LOW STATUS JOBS, MAIDS
7 AND GARDENERS, GANG-BANGERS, DOPE DEALERS. NONE
8 OF THOSE REQUIRE A COLLEGE EDUCATION. SO OUR
9 CHILDREN DON'T SEE THE WORTH OF FINISHING UP GOING
10 TO SCHOOL. THEY DON'T HAVE THAT REINFORCEMENT
11 FROM OUTSIDE OF THE HOME. THERE ARE DOCTORS,
12 LAWYERS, JUDGES. WE EVEN HAVE A FLEET ADMIRAL.
13 WE HAVE SOME NUCLEAR PHYSICISTS. THEY GOT THERE
14 BECAUSE OF STRONG FAMILY AND BECAUSE OF OTHER
15 INFLUENCES, CERTAINLY NOT BECAUSE OF WHAT THEY SEE
16 IN THE MEDIA. THE STEREOTYPES ARE KILLING OUR
17 KIDS.

18 MR. ANDERSON: THANK YOU.

19 I'D LIKE TO HAVE YOUR IMPRESSION AS TO
20 HOW THE PROBLEMS YOU'VE BEEN DISCUSSING ARE
21 RELATED TO THE SUBSTANTIAL UNDEREMPLOYMENT OF
22 MINORITIES THROUGHOUT ALL LEVELS OF THE LOS
23 ANGELES NEWS MEDIA.

24 MS. RENTERIA: WELL, IF YOU HAD PEOPLE
25 THERE IN THE STATION EVERY DAY PROVIDING INPUT,

1 PEOPLE WHO FELT FREE TO COMMENT ON SOME OF THESE
2 ISSUES AND TELL THE MANAGER, "HEY, WE THINK YOU'RE
3 MISSING THE BOAT," THESE THINGS WOULD CHANGE. BUT
4 AS IT IS NOW, IT TAKES AN OUTSIDE GROUP LIKE OURS
5 TO COME IN AND SPEAK FOR THE REPORTERS. I GET A
6 LOT OF CONFIDENTIAL PHONE CALLS. I GET CALLS FROM
7 PEOPLE ON THE INSIDE WHO SAY, "ESTHER, YOU NEED TO
8 COME AND SEE US. YOU NEED TO DO THIS. THE
9 COALITION HAS TO COME AND HELP."

10 THINGS ARE REALLY BAD HERE FOR HISPANIC
11 AMERICAN REPORTERS, AND WE RESPOND TO THAT. WE GO
12 IN AND SPEAK WITH NEWS DIRECTORS. WE GO IN AND
13 DEAL WITH SENIOR MANAGEMENT STAFF AT ALL OF THE
14 STATIONS, NOT ONLY HERE BUT ALSO ACROSS THE
15 COUNTRY. OUR NEW YORK CHAPTER HAS GOTTEN A
16 CONGRESSIONAL HEARING SCHEDULED THERE FOR
17 JULY 24TH TO LOOK INTO THE UNDEREMPLOYMENT OF
18 HISPANIC AMERICANS IN NEW YORK WHERE THE
19 POPULATION IS NOW 25 PERCENT HISPANIC. WE'VE GOT
20 TO ATTACK THIS UNDEREMPLOYMENT ISSUE. THAT'S THE
21 ONLY WAY THAT WE CAN SOLVE THIS PROBLEM.

22 MR. ANDERSON: LET ME RAISE A SLIGHTLY
23 DIFFERENT CONCERN. CRITICS HAVE SAID THAT
24 BROADCAST NEWS FORMATS ARE BEING TOO OFTEN DRIVEN
25 BY THE DEMOGRAPHICS OF MARKETING, AND THOSE

1 MARKETING STRATEGIES OR RESPONSES ARE LOOKING TO
2 AREAS OTHER THAN THE INNER CITY. DO YOU SEE THAT
3 AS HAVING AN EFFECT ON WHAT WE'RE TALKING ABOUT
4 NOW?

5 MS. RENTERIA: YES, I DO, AND I FEEL IF
6 THEY WERE REALLY DEMOGRAPHICALLY DRIVEN, THEN
7 PARTICULARLY HERE IN LOS ANGELES, THEY WOULD
8 CHANGE.

9 EVERY GENERAL MANAGER OR TV STATION HAS
10 MENTIONED TO ME THAT THE LEADING RADIO STATION IN
11 THIS TOWN NOW IS A SPANISH LANGUAGE STATION, AND
12 THEY'VE ASKED ME MANY TIMES "WHY IS THAT?"

13 BECAUSE THEY'RE MEETING THE NEEDS OF
14 THE 3.9 MILLION PEOPLE THAT LIVE IN L.A. COUNTY
15 AND THE TV STATIONS ARE NOT. THEY HAVEN'T EVEN
16 STARTED REPORTING THIS YET AS PART OF THE NEWS
17 PROCESS.

18 I'M TALKING ABOUT BALANCED STORIES.
19 I'M TALKING ABOUT STORIES ABOUT OUR BUSINESS
20 PEOPLE. STORIES THAT GIVE REACTION TO LOCAL
21 STORIES BY PEOPLE OF COLOR. THEY'RE NOT EVEN
22 DOING THAT. AND THEN THEY WONDER WHY WE TURN THEM
23 OFF. AND THE FELLOW PANELISTS, I'M SURE, WILL
24 VERIFY FOR YOU THAT THE SAME IS GOING ON WITH
25 THEIR COMMUNITIES.

1 MR. ANDERSON: THANK YOU VERY MUCH.

2 MS. EVERS-MANLY: I JUST WANTED TO SAY,
3 I HAVE DONE SOME INFORMAL DISCUSSIONS WITH A
4 NUMBER OF INDIVIDUALS BEHIND THE SCENES AND I JUST
5 WANT TO SHARE WITH YOU SORT OF A FORMULA THAT HAS
6 BEEN SET UP AND HOW THE NEWS MEDIA DECIDES HOW IT
7 WILL COVER COMMUNITIES OF COLOR, IN PARTICULAR
8 AFRICAN-AMERICANS.

9 THE FIRST DECISION THAT THEY MAKE WHEN
10 THEY HEAR ABOUT IT, IS THIS: WAS IT A VIOLENT ACT
11 OR DID A TRAGEDY OCCUR? THAT'S THE FIRST THING
12 THAT THEY LOOK AT IF THEY'RE GOING TO COME OUT.

13 NUMBER TWO: IS THIS A CONTROVERSY
14 BETWEEN VARIOUS ETHNIC GROUPS? THE KOREAN-BLACK
15 RACIAL CONFLICTS THAT ARE EXISTING.

16 NUMBER THREE: IS THERE A SPORTS OR
17 ENTERTAINMENT FIGURE, A PROMINENT ENTERTAINER
18 INVOLVED? THAT'S THE THIRD THING THAT THEY LOOK
19 AT.

20 NUMBER FOUR THEY LOOK AT: IS THERE A
21 POLITICAL CONFLICT AMONG SOME OF THE POLITICIANS,
22 BLACK POLITICIANS IN OUR COMMUNITY?

23 IF THERE'S A POSITIVE ACTIVITY, THAT'S
24 NUMBER FIVE ON THEIR LIST.

25 BUT, AGAIN, WHAT'S GOT TO BE ATTACHED

1 TO IT IS IF THERE'S A PROMINENT SPORTS FIGURE, IF
2 THERE'S AN ENTERTAINER. THEY DO NOT TAKE THE TIME
3 OUT TO COME INTO OUR COMMUNITY TO COVER THOSE
4 POSITIVE PROGRAMS, THOSE OUTREACH THINGS THAT ARE
5 HAPPENING IN OUR COMMUNITY.

6 LONG BEFORE REBUILD L.A. THERE WERE
7 SUCH THINGS GOING ON IN OUR COMMUNITIES AND THAT
8 ARE GOING ON IN OUR COMMUNITIES THAT THE MEDIA HAS
9 YET TO SHOW, AND A LOT OF THOSE THINGS ARE
10 CENTERED AROUND CHILDREN. IT WASN'T UNTIL THE
11 "WALL STREET JOURNAL" DID AN ARTICLE OF A WOMAN,
12 WHO AFTER HER SON WAS KILLED, THAT SHE SET UP A
13 LITERACY PROGRAM. IT WASN'T UNTIL THAT PROGRAM
14 HAD TO GO ALL THE WAY TO WASHINGTON, D.C., TO BE
15 COVERED THAT ALL OF A SUDDEN LOCAL MEDIA GOT
16 INVOLVED IN IT.

17 ONE OF THE OTHER THINGS THAT I THINK IS
18 THAT AFTER THE 1965 RIOTS THERE WERE A NUMBER OF
19 REPORTS THAT CAME OUT ABOUT WHAT THE MEDIA SHOULD
20 NOT DO AND SHOULD DO, AND UNFORTUNATELY THE MEDIA
21 STILL HAS NOT TAKEN THAT PARTICULAR REPORT,
22 ANALYZED IT AND MADE THE CHANGES BASED ON THAT
23 REPORT.

24 MR. ANDERSON: THANK YOU VERY MUCH.

25 MR. WANG: MAY I ASK, MS. LEE, ARE YOU

1 AWARE IN CHICAGO THERE IS A PROGRAM RECENTLY
2 INSTITUTED BY UNITED WAY OF CHICAGO HIRING A BLACK
3 PERSON TO ACTUALLY JUST WALK AROUND THE COMMUNITY,
4 HELPING TO BRIDGE THE GAP BETWEEN MERCHANTS AND
5 THE CUSTOMERS IN THE KOREAN COMMUNITY?

6 MS. YIM LEE: I'M NOT.

7 MR. WANG: IT'S PROBABLY IN THE "NEW
8 YORK TIMES." YOU HAVE NO --

9 MS. YIM LEE: NO. NO.

10 MR. WANG: MAYBE I'LL GET THE
11 INFORMATION TO YOU.

12 THE CHAIR: COMMISSIONER GEORGE.

13 MR. GEORGE: THANK YOU, MR. CHAIRMAN.

14 PANELISTS, THANK YOU VERY MUCH FOR YOUR
15 TESTIMONY. I'M SURE THAT YOU DIDN'T COME HERE
16 EXPECTING OR EVEN HOPING SIMPLY TO GET SOFTBALL
17 QUESTIONS. SO I WANT TO RAISE QUESTIONS THAT I
18 THINK FRANKLY ARE HARD QUESTIONS. THEY DO NOT
19 COME FROM ANY PARTICULAR DEFENSIVENESS ABOUT THE
20 MEDIA ON MY PART. MUCH OF WHAT YOU SAY CERTAINLY
21 RESONATES WITH MY OWN EXPERIENCE.

22 I'VE BECOME INTERESTED IN TRYING TO
23 COLLECT DATA ON THE TREATMENT AND DEPICTION OF
24 EVANGELICAL CHRISTIANS AND ORTHODOX JEWS BY THE
25 MEDIA. I'M NOT A MEMBER OF EITHER OF THOSE

1 COMMUNITIES, BUT I HAVE BECOME INTERESTED IN THEIR
2 PLIGHT, AND I CERTAINLY FIND THE TENDENCY TOWARD
3 STEREOTYPING AND EXCLUSION THAT I'VE HEARD YOU
4 TALK ABOUT WITH RESPECT TO THE COMMUNITIES OF
5 WHICH YOU ARE MEMBERS AND LEADERS.

6 SO I'M NOT AT ALL SURPRISED TO FIND
7 THAT THIS IS TRUE. HOWEVER, I THINK THAT THE
8 MEDIA IN SOME RESPECTS HAS A VERY, VERY DIFFICULT
9 JOB IN TOUCHING ON MATTERS OF RACIAL TENSION. AND
10 PLEASE EXCUSE THIS QUESTION IF IT GIVES ANY
11 OFFENSE. I DON'T MEAN IT TO, BUT I THINK WE HAVE
12 TO FACE THESE TOUGH QUESTIONS.

13 WE HEARD TESTIMONY, MISS LEE, TWO DAYS
14 AGO THAT IN SOME CASES RACIST ATTITUDES TOWARD
15 BLACK AMERICANS, AFRICAN-AMERICANS ARE PICKED UP
16 BY PEOPLE IN KOREA BEFORE THOSE PEOPLE IMMIGRATE
17 TO THIS COUNTRY. I DON'T WANT SIMPLY TO SINGLE
18 OUT KOREANS. WE ALL KNOW WITHIN OUR ETHNIC
19 COMMUNITIES THERE ARE PROBLEMS WITH THE HATRED OR
20 ANIMOSITY TOWARD OTHER PEOPLES' COMMUNITIES. WE
21 KNOW ABOUT THE PHENOMENON OF ANTI-SEMITISM AMONG
22 SOME BLACKS, FOR EXAMPLE. NOT JUST BLACKS,
23 OBVIOUSLY, BUT WHITES AND EVERYBODY ELSE. BUT
24 JUST TO TAKE THAT EXAMPLE SO I'M NOT JUST SINGLING
25 OUT THE PROBLEM OF RACISM BETWEEN BLACKS AND

1 KOREANS.

2 IF THE TESTIMONY WE HEARD IS TRUE, THAT
3 IS AN INTERESTING AND IMPORTANT NEWS STORY. IF A
4 NEWS ORGANIZATION, HOWEVER, WISHED TO INVESTIGATE
5 THAT AND TO REPORT THE FACTS ON THAT, THEY WOULD
6 CERTAINLY BE IN A DIFFICULT POSITION BECAUSE BY
7 DOING THAT REPORTING THEY WOULD CERTAINLY RUN A
8 VERY SUBSTANTIAL RISK OF STEREOTYPING KOREANS AND
9 PROMOTING AMONG BLACKS THE IDEA THAT KOREANS ARE
10 RACIST; THEY DRINK IT WITH THEIR MOTHER'S MILK
11 EVEN BACK IN KOREA.

12 WHAT IS THE RESPONSIBLE MEDIA
13 ORGANIZATION TO DO IN THAT SITUATION? I THINK
14 THAT THEY HAVE A DIFFICULT -- I DON'T KNOW HOW I
15 WOULD HANDLE THAT. WOULD I SAY, "LET'S NOT RUN
16 THAT STORY BECAUSE IT'S GOING TO STIR UP MORE
17 RACIAL TENSION AND ANIMOSITY TOWARDS KOREANS," OR
18 DO I SAY, "WE HAVE TO RUN THIS STORY BECAUSE THIS
19 IS AN IMPORTANT STORY ABOUT RACISM TOWARDS BLACKS
20 BEING IMPORTED," AS IF WE DON'T HAVE ENOUGH TO
21 BEGIN WITH.

22 DO YOU SEE THE PROBLEM I'M TRYING TO
23 CONFRONT YOU WITH?

24 MS. YIM LEE: YES, I DO. LET ME ANSWER
25 IN MY FIRST LANGUAGE AND WITH HELP FROM DR. CHUN.

1 MR. GEORGE: THANK YOU.

2 THE INTERPRETER: WITH DUE RESPECT,
3 COMMISSIONER, I DO NOT THINK IT'S ACCURATE TO SAY
4 THAT THOSE KOREANS WHO IMMIGRATE TO THIS COUNTRY,
5 WHO ARE CALLED KOREAN-AMERICANS, HAVE PICKED UP
6 THIS ELEMENT OF ANTI-BLACK SENTIMENT BEFORE THEY
7 ARRIVE OR PRIOR TO THEIR ARRIVAL. I DO NOT KNOW
8 WHERE THAT INFORMATION COMES FROM, BUT I DO NOT
9 THINK THAT IS THE CASE.

10 IT IS OFTEN ALLEGED IN THE MASS MEDIA,
11 THE ALLEGED RUDENESS TO CUSTOMERS AND DISCOURTESY
12 ALLEGED OF KOREAN MERCHANTS TOWARDS THEIR BLACK
13 CLIENTS. THESE ARE, OF COURSE, TIED TOGETHER AS A
14 CONTEXT TO THE ANTI-BLACK BIAS THAT'S SUPPOSED TO
15 TAKE PLACE PRIOR TO THEIR ARRIVAL. NOW, I'M AWARE
16 OF THAT. IF THE MAINSTREAM MEDIA IS TO DO AN
17 EXTENSIVE IN-DEPTH REPORTING ON THAT CASE, ON THAT
18 ISSUE, I PERSONALLY WELCOME THAT.

19 MS. YIM LEE: UNDER ONE CONDITION.
20 THAT THEY GIVE FULL HUMANITY TO THE STORIES.

21 THE INTERPRETER: I WOULD WELCOME SUCH
22 AN INVESTIGATION OF REPORTING, WITH ONE PROVISION.
23 I THINK IT OUGHT TO BE SAID THAT ANY SUCH ATTEMPT
24 SHOULD BE PREDICATED UPON IMPECCABLE BALANCE OF
25 DIVERSE VIEWPOINTS AND IN-DEPTH COVERAGE IN TERMS

1 OF CASES IN CONTEXT BECAUSE THERE'S A GREAT DANGER
2 THERE.

3 HAVING SAID THAT, THOUGH, I SHOULD ADD
4 THIS, COMMISSIONER, SO THAT WE HAVE A COMMON
5 UNDERSTANDING: THAT IT IS RACIALLY TRUE THAT
6 PEOPLE OF KOREA, THEY ARE MONOLITHIC AS A RACE;
7 AND AS SUCH, I AM THE FIRST ONE TO SAY THAT IN A
8 LARGER CONTEXT, IN A LARGER PERSPECTIVE, KOREANS
9 ARE SAID TO BE OR ONE COULD SAY THAT THEY MAY LACK
10 LESS THAN FULL UNDERSTANDING ABOUT OTHER RACES.
11 THAT DOES NOT NECESSARILY REFER TO BLACKS ONLY. I
12 THINK IT REFERS TO OTHER RACES AS WELL. AND THAT
13 MUCH CAN BE SAID, AND I WILL BE THE FIRST ONE TO
14 SAY THAT. BUT THAT DOES NOT LEAD TO THE
15 CONCLUSION THAT THEY ARE NECESSARILY AGAINST
16 BLACKS.

17 MS. YIM LEE: THEY HAVE NO EXPERIENCE
18 WITH DEALING WITH DIFFERENT RACES.

19 THE INTERPRETER: THAT IS TO SAY THAT
20 THEY HAVE NOT HAD CONSTRUCTIVE OPPORTUNITIES OF
21 INTERACTIVE EXCHANGE.

22 MS. YIM LEE: THEIR EXPERIENCE OF OTHER
23 RACES DOES NOT ONLY APPLY TO BLACKS, BUT TO
24 CAUCASIANS AND OTHERS. IT'S THE SAME. RATHER, I
25 CAN POINT TO THIS FACT: THAT KOREAN IMMIGRANTS,

1 THEY KNOW ONE THING CLEAR, THAT THE OPPORTUNITIES
2 THEY HAVE HERE AS A MINORITY IS DEEPLY INACTIVE TO
3 THE CIVIL RIGHTS STRUGGLE OF THE BLACK PEOPLE.

4 IN THAT SENSE, KOREANS FEEL MORE CLOSER
5 AFFINITY WITH BLACKS THAN ANY OTHER RACE, AND
6 KOREANS HAVE A LOT OF COMMON DENOMINATIONS THEY
7 CAN SHARE WITH BLACKS IN TERMS OF THEIR HISTORY OF
8 SUFFERING AND MANY OTHER THINGS.

9 SO THE MAINSTREAM MEDIA --
10 THE INTERPRETER: IF THERE'S SUCH A
11 COVERAGE, THIS HYPOTHETICAL COVERAGE COULD
12 ENCOMPASS FULL RANGE OF HUMAN EXPERIENCE, WITH DUE
13 RESPECT TO HUMANITY AS A WHOLE, AND THEN ALSO
14 CONTEMPLATE THE PROPER HISTORICAL PERSPECTIVE AND
15 UNDERSTANDING IN A GLOBAL CONTEXT, I THINK THAT
16 WOULD BE A HUGE CONTRIBUTION TOWARD EASING THE
17 TENSION, EXISTING TENSIONS, AND WILL BE A
18 SIGNIFICANT CONTRIBUTION TOWARD IMPROVING THE
19 MUTUAL UNDERSTANDING BETWEEN RACISM GROUPS.

20 MR. GEORGE: MRS. LEE, THANK YOU FOR
21 YOUR FULL, FRANK AND THOUGHTFUL REPLY TO MY
22 QUESTION.

23 I WANT TO GIVE THE OTHER PANELISTS AN
24 OPPORTUNITY TO REPLY TO IT AS WELL.

25 MS. EVERS-MANLY: I THINK THAT'S WHAT'S

1 SO DEADLY ABOUT WHAT'S HAPPENING WHEN WE TALK
2 ABOUT IMAGES OF PEOPLE OF COLOR. THESE IMAGES
3 DON'T STAY IN LOS ANGELES. THEY DON'T STAY IN THE
4 UNITED STATES. THEY GO THROUGHOUT THE WORLD. I
5 HAD A FRIEND RECENTLY GO OVER TO SPAIN, AND HE
6 HAPPENED TO WEAR A BASEBALL CAP ON HIS HEAD. AND
7 HE WAS STOPPED SEVEN TIMES. IN THAT SEVEN TIMES
8 HE WAS ASKED BASICALLY THE SAME QUESTIONS. "ARE
9 YOU A RAPPER? ARE YOU AN ATHLETE? ARE YOU A
10 GANG-BANGER? THOSE WERE THE THREE QUESTIONS THAT
11 WERE PRESENTED TO HIM EACH TIME.

12 WHY? BECAUSE THOSE IMAGES THAT WE
13 CONTINUE TO SEE ON A DAY-IN DAY-OUT BASIS IN THIS
14 CITY AND IN THIS COUNTRY ARE NOT STAYING HERE, AND
15 WE DON'T SEE THE TYPES OF IMAGES LIKE YOUR
16 CHAIRMAN OF THIS COMMISSION GOING OUTSIDE OF THE
17 UNITED STATES.

18 THAT IS WHAT IS SO DEADLY ABOUT THIS IS
19 THAT THE MEDIA, LONG BEFORE THERE WAS BLACK/KOREAN
20 TENSION OR A PROBLEM, WE HAVE A RACE PROBLEM AND
21 WE REFUSE TO GET TO THE ROOT CAUSE OF THAT RACE
22 PROBLEM. AND ONE OF THE ROOT CAUSES IS THE MEDIA
23 BECAUSE THE MEDIA DOES NOT SIT STILL.

24 I HAPPEN TO LIVE IN SOUTH CENTRAL L.A.,
25 AND I CAN TELL YOU THAT AT NIGHT THE

1 HELICOPTERS -- I CAN TELL YOU ABOUT THE NEWS MEDIA
2 TRUCKS THAT GO IN AND GO OUT. I CAN TELL YOU
3 ABOUT PEOPLE BEING PAID TO CALL UP "IF THERE'S A
4 STORY THAT YOU THINK WE WOULD BE INTERESTED IN."
5 I CAN TELL YOU ABOUT SITTING AT SOME OF THE LOCAL
6 NEWS STATIONS AND HEARING "THE NEWS IS TOO SOFT.
7 WELL, GIVE ME A CAMERA AND LET ME GO TO SOUTH
8 CENTRAL L.A." THAT'S WHAT WE'RE DEALING WITH.
9 AND ONCE THAT HAPPENS, IT LEAVES L.A. IT GOES TO
10 NEW YORK AND IT ENDS UP IN KOREA AND IN OTHER
11 PLACES. SO, YES, WHEN SOMEONE COMES HERE TO
12 AMERICA, THEY'VE GOT SOME PRECONCEIVED
13 PERCEPTIONS.

14 I LIVED -- I TOOK A YEAR WHEN I WAS A
15 STUDENT AT THE UNIVERSITY OF SOUTHERN CALIFORNIA,
16 AND I LIVED IN THE INTERNATIONAL DORMS AND I
17 TALKED TO STUDENTS FROM LEBANON, FROM ALL OVER THE
18 PLACE. AND THEY TOLD ME WHAT THEY THOUGHT OF
19 AFRICAN-AMERICANS, IN PARTICULAR AFRICAN-AMERICAN
20 MALES. AND I ASKED THEM HAD THEY EVER MET ANY
21 BEFORE THEY CAME HERE. THEY SAID, "NO, BUT I SURE
22 SAW THE MEDIA. I SURE SAW THE FILMS." AND THAT'S
23 WHAT WE'RE DEALING WITH.

24 SO WE CANNOT IGNORE THAT THOSE
25 PERCEPTIONS -- THE MEDIA NOT ONLY SETS THE

1 PERCEPTIONS, BUT A LOT OF TIMES IT DICTATES
2 PROTOCOL. AND THAT PROTOCOL MAY BE RACISM AND
3 OFTENTIMES IS.

4 MR. GEORGE: MRS. EVERS-MANLY, I WANT
5 TO PRESS UPON YOU THE HARD PART OF MY QUESTION
6 BECAUSE I REALLY DO WANT TO KNOW WHAT YOU THINK
7 ABOUT IT.

8 WHAT DOES THE MEDIA DO IN A SITUATION
9 WHERE IT REALLY DOES HAVE TO MAKE A TOUGH CALL?
10 AND IF YOU WANT ANOTHER EXAMPLE, LET ME GIVE YOU
11 ONE.

12 MS. EVERS-MANLY: YOU DON'T HAVE TO.
13 LET ME SAY THIS: IN FACT, I AM THE FIRST TO SAY
14 THAT THE NEWS MEDIA HAS TO REPORT THE NEWS. THE
15 PROBLEM IS WITH WHAT THEY HAVE DEFINED AS "NEWS,"
16 AND TO THEM NEGATIVE IS NEWS. PRINT WHAT HAPPENS
17 IN THE COMMUNITY. AND, YES, YOU'RE GOING TO GET
18 THOSE NEGATIVE STORIES. YES, THE REPORTING MAY
19 NOT BE WHAT WE WANT TO HEAR, BUT ANYTIME YOU'RE
20 SLAPPED EVERY DAY WITH THE SAME TYPE OF REPORTING,
21 THERE LIES THE PROBLEM.

22 AND I GUESS THE WORD I HAVE FOR YOU IS
23 "BALANCE." THERE IS NOT A BALANCE. THERE IS NOT
24 A BALANCE AND THAT'S WHY WE HAVE THE PROBLEM. I
25 HAVE NO PROBLEM. I HAVE SAT DOWN WITH MANY NEWS

1 DIRECTORS AND REPORTERS AND SAID, "PRINT THE
2 STORY." BUT AT THE SAME TIME DON'T JUST LEAVE OUR
3 COMMUNITY.

4 YOU OUGHT TO HAVE SEEN ON APRIL 29TH.
5 THERE WAS LIKE RODENTS TRANSCENDING INTO SOUTH
6 CENTRAL L.A. TO COVER THE RIOTS.

7 NOW THAT YOU'VE GOT PEOPLE SITTING DOWN
8 AND TALKING AND YOU'RE TALKING ABOUT SOME REAL
9 TOUGH ISSUES OF HOW DO WE NOW LIVE -- AS RODNEY
10 KING SAID, "CAN'T WE ALL GET ALONG?" NOBODY WANTS
11 TO HEAR ABOUT THAT. NOBODY WANTS TO HEAR ABOUT
12 HOW WE'RE GOING TO COME TOGETHER AND BUILD. SO
13 THE QUESTION IS LET'S CONTINUE TO POUND ON THE
14 NEGATIVE. AND ALL I'M SAYING IS GIVE A BALANCE.

15 WHAT HAPPENS IS THEY TAKE A LOADED GUN
16 THROUGH THE SWEEPS PERIOD WHEN THEY ARE NOW BEING
17 RATED, AND THEY PUT EVERYTHING OUT THERE THAT IS
18 NEGATIVE. AND THEY TEND TO THINK THAT IN ORDER TO
19 GET THE BEST RATINGS, "I CAN'T WORRY ABOUT
20 BALANCE. I CAN'T WORRY ABOUT POSITIVE. I'VE GOT
21 TO WORRY ABOUT WHAT'S GOING TO GET THE MOST
22 ATTENTION QUICKLY."

23 MR. GEORGE: THANK YOU.

24 MISS RENTERIA, IF YOU'D LIKE TO ADD
25 ANYTHING.

1 MS. RENTERIA: I WOULD JUST ADD AGAIN
2 THAT IF THE NEWS MEDIA WANTS TO DO SUCH A STORY,
3 THAT'S ALL RIGHT. I WOULD HOPE THAT THEY WERE
4 GOING TO BALANCE IT, HOWEVER, AND INSTEAD OF
5 ALWAYS FOCUSING ON THE NEGATIVE -- THE RACIAL
6 TENSIONS IN THIS COUNTRY, THE PROBLEMS BETWEEN ONE
7 ETHNIC GROUP AND ANOTHER, COULD BE LARGELY
8 LESSENER BY THE NEWS MEDIA SHOWING US AND
9 PORTRAYING US, HOW WE ARE MORE SIMILAR THAN WE ARE
10 DIFFERENT INSTEAD OF CONSTANTLY ACCENTING THE
11 NEGATIVE. IF THEY WOULD REMEMBER THAT WE ARE ALL
12 PART OF THE HUMAN FAMILY, THINGS WOULD GET BETTER.
13 IT GOES BACK TO WHAT I SAID BEFORE. WE NEED HOPE.

14 MS. YIM LEE: CAN I ADD A FEW
15 SUGGESTIONS TO THE MAINSTREAM MEDIA?

16 FIRST, I'D LIKE TELEVISION AND
17 NEWSPAPERS TO STOP USING THE FAMILIAR SENTENCE
18 FROM THE SOON JA DU CASE. TO THE EDITORS,
19 REPORTERS, MANAGERS, PUBLISHERS, THAT SINGLE LINE
20 MAY SOUND LIKE A VERY HANDY CATCH LINE, BUT TO ME
21 AND TO ALL KOREANS, IT SOUNDS LIKE AN INVITATION
22 TO HURT ALL KOREANS, NOT UNLIKE THE DEATH THREAT I
23 RECEIVED FROM THE YOUNG BLACK MOTORIST.

24 SECOND, I WANT THEM TO MAKE EFFORT TO
25 RECRUIT AND TRAIN KOREAN BICULTURAL AND BILINGUAL

1 REPORTERS.

2 AND, THIRD, WHEN THEY DON'T HAVE A
3 QUALIFIED REPORTER IN COVERING THIS COMMUNITY, I
4 RECOMMEND THEM TO USE INTERPRETERS. BY USING
5 INTERPRETERS, THE KOREAN VOICES ARE HEARD FULLY.

6 TODAY IN THIS COMMISSION HEARING, I
7 THINK I AM FULLY HEARD THANKS TO THE HELP OF
8 DR. CHUN HERE. USE INTERPRETER, PLEASE, AND HAVE
9 THE VOICES OF KOREANS HEARD FULLY, PLEASE.

10 MR. GEORGE: THANK YOU. I'LL TRY TO
11 MAKE THIS QUESTIONING TO BEGIN MORE QUICKLY
12 BECAUSE I KNOW WE ARE PRESSED FOR TIME.

13 DURING AN EARLIER PANEL TODAY,
14 MR. ERROL SMITH CALLED ATTENTION TO THE RICH
15 DIVERSITY OF PERSPECTIVES AND OPINIONS WITHIN THE
16 AFRICAN-AMERICAN COMMUNITY. I KNOW THAT ALSO
17 COULD BE THE HISPANIC, KOREAN COMMUNITIES. HUMAN
18 BEINGS DON'T ALL RUSH TO THE SAME POLITICAL OR
19 MORAL OR ECONOMIC JUDGMENTS BECAUSE OF THE COLOR
20 OF THEIR SKIN OR THEIR LAND OF ANCESTRY. THERE IS
21 DIVERSITY AND DISAGREEMENT.

22 I WONDER, HOWEVER, IF THERE'S A PROBLEM
23 IN THE MEDIA WHEN IT COMES TO SPOKESMEN FOR
24 PARTICULAR COMMUNITIES AND THE ASSUMPTION THAT,
25 WELL, WE CAN GET A HISPANIC POINT OF VIEW, A BLACK

1 POINT OF VIEW, A KOREAN POINT OF VIEW BY PUTTING
2 "A" HISPANIC, "A" BLACK OR "A" KOREAN IN FRONT OF
3 THE CAMERA. NO ONE WOULD CALL ME TO SPEAK FOR
4 WHITE PEOPLE. REPORTERS WOULD KNOW THAT WOULDN'T
5 MAKE ANY SENSE BECAUSE THERE'S TOO MUCH DIVERSITY
6 OF OPINION AMONG WHITE PEOPLE. WHY SHOULD THEY DO
7 THAT WITH HISPANICS OR BLACKS OR KOREANS?

8 MS. RENTERIA: THAT'S A QUESTION THAT
9 I'VE ASKED VERY FREQUENTLY. WHY DO THEY EXPECT
10 ONE HISPANIC TO SPEAK FOR 3.9 MILLION PEOPLE
11 LIVING IN L.A. COUNTY. IT'S RIDICULOUS. YOUR
12 POINT IS ABSOLUTELY CORRECT. THEY WOULD NOT
13 EXPECT THAT OF AN ANGLO SAXON PERSON. AND, AGAIN,
14 WE NEED DIVERSITY.

15 AND IF THE NEWS MEDIA WANTS TO
16 INTERVIEW ME ABOUT MY OPINIONS ON HOW THE MEDIA IS
17 HANDLING THE HISPANIC COMMUNITY, I ENCOURAGE THEM
18 TO GO AND SPEAK WITH SOMEBODY ELSE WHO MAY DIFFER
19 WITH ME. THAT STIMULATES THOUGHT AND THAT GETS
20 THE PROCESS GOING AND GETS THINGS MOVING.

21 MS. EVERS-MANLY: I WOULD SAY THAT
22 THERE LIES ONE OF THE MAJOR PROBLEMS THAT WE HAVE
23 WHEN WE EVEN DISCUSS DIVERSITY. I HAVE NEVER
24 STOOD UP BEFORE TO SAY THAT I AM REPRESENTING THE
25 AFRICAN-AMERICAN POINTS OF VIEW. I HAPPEN TO BE

1 THE PRESIDENT OF THE BEVERLY HILLS HOLLYWOOD
2 NAACP. MY POINT OF VIEW IS VERY DIFFERENT
3 PROBABLY THAN OUR NATIONAL OFFICE, WHICH MOST
4 PEOPLE IN SOUTHERN CALIFORNIA KNOW.

5 HOWEVER, I THINK THERE LIES THE
6 PROBLEM, IS THAT "WE'LL GIVE YOU YOUR ONE
7 REPORTER," AT THE SAME TIME. OKAY. "WE'LL GIVE
8 YOU YOUR ONE ANCHOR," OR TWO THAT WE HAVE HERE,
9 "AND BE SATISFIED." SO I THINK WE'VE GOT TO
10 REALLY LOOK AT HOW THAT WORKS, AND IT WORKS IN A
11 WAY IN WHICH AT THE SAME TIME "EVERYBODY IN THE
12 MEDIA, THAT YOUR ONE SPOKESMAN IS THIS PERSON. SO
13 BE HAPPY THAT YOU GOT PAT HARVEY. BE HAPPY THAT
14 YOU GOT THIS PERSON."

15 BUT THE ISSUE IS THAT THERE'S DIVERSITY
16 IN OUR COMMUNITY, AND I THINK THAT'S WHAT ENDS UP
17 HAPPENING BECAUSE OF THE MEDIA IS THAT THE MEDIA
18 TENDS TO -- WHEN THEY SAY THERE'S GREAT THINGS
19 GOING ON IN LOS ANGELES, THEY TEND TO FOCUS ON ONE
20 GREAT THING OR ONE PERSON, AND I THINK THAT IS A
21 MAJOR PROBLEM. I THINK THAT'S ONE OF THE PROBLEMS
22 WE HAVE HERE IN HOLLYWOOD IS THAT THAT'S WHY SO
23 MANY PEOPLE -- BLACK PRODUCERS, DIRECTORS AND
24 WRITERS -- ARE BEING LEFT OUT. BECAUSE THEY'LL
25 SAY, "WE'LL GIVE YOU YOUR ONE AND HE'LL CREATE ALL

1 THE IMAGES THAT YOU WANT."

2 MS. YIM LEE: I NEED DR. CHUN'S HELP.

3 THE INTERPRETER: IF I WERE TO RESPOND
4 TO YOUR QUESTIONS USING THE '92 TRAGEDY AS A
5 REFERENCE POINT, COMMISSIONER, IT IS VERY COMMON
6 SENSE, THOUGH, THAT IF YOU WANT TO COVER THE
7 TRAGEDY AND MOSTLY DAMAGE AFFLICTED THE SUBGROUP
8 IS KOREAN MERCHANTS IN THE AREA, ANY SENSIBLE
9 PERSON WOULD GO AND TALK TO THE MERCHANTS. YET
10 WHAT DO THE MAINSTREAM REPORTERS DO? THEY WENT
11 AND SOUGHT AND TALKED TO ENGLISH-SPEAKING SECOND
12 GENERATION YOUTH.

13 I HAVE NO OBJECTION WHATSOEVER ABOUT
14 SOMEBODY SPEAKING TO THE REPORTERS, BUT AS A
15 PERSON WHO UNDERSTANDS THE KOREAN-AMERICAN
16 COMMUNITY OF THE LOS ANGELES AREA VERY INTIMATELY,
17 I WAS PAINED TO REALIZE HOW SUPERFICIAL THE
18 RESPONSES WERE; THAT IS, THEIR RESPONSES REALLY
19 DID NOT TOUCH THE CORE OF THE PROBLEMS.

20 PLAIN SOLUTION TO AN ASSOCIATION LIKE
21 THAT WOULD BE THAT OF USING A QUALIFIED, SENSITIVE
22 INTERPRETER. OBVIOUSLY, THEY DID NOT USE THEM.
23 WHETHER IT WAS LAZINESS, LACK OF FUNDS, I HAVE
24 LITTLE CLUE AS TO WHAT THE REASONS ARE. BUT IT IS
25 A TRAGEDY, A DISGRACE THAT THEY PLAY SO

1 SUPERFICIAL.

2 MR. GEORGE: THANK YOU VERY MUCH,

3 MR. CHAIRMAN.

4 MRS. LEE, WERE YOU FINISHED? I DON'T

5 MEAN TO CUT YOU OFF. ON THE OTHER HAND, I

6 UNDERSTOOD AND APPRECIATE YOUR COMMENTS.

7 MS. YIM LEE: I REALLY WOULD LIKE TO

8 ADD THIS POINT. I JUST GOT LOST. BUT LET ME

9 THINK ABOUT IT.

10 THE CHAIR: ANYONE ELSE?

11 I ONLY HAVE TWO STATEMENTS. ONE'S AN

12 OBSERVATION. ONE'S A QUESTION. I'LL ASK THE

13 QUESTION FIRST WITH A PREFACE.

14 THIS MOST RECENT UPRISING, ALTHOUGH IT

15 DIDN'T NECESSARILY CENTER IN WATTS, I REFER TO IT

16 AS "WATTS 2." I RECENTLY READ OR REREAD ONE MORE

17 TIME THE KERNER REPORT, AND I REMEMBERED THE RAGE

18 WE FELT WITH THE WAY THE PRESS COVERED WATTS 1 AND

19 ALL OF THE FOLLOW-UP EVENTS THAT WOULD RUN ACROSS

20 THE COUNTRY. AND WE FELT THE NEED THEN TO SIT

21 DOWN WITH THE PRESS -- I CAN'T THINK OF THE NAME

22 OF THE FOUNDATION, BUT THEY PROVIDED THE MONEY FOR

23 A GROUP OF US, AND I HAPPENED TO BE WITH ONE TEAM,

24 TO GO ACROSS THE COUNTRY AND HOLD SOME WORKSHOPS

25 AND SEMINARS WITH THE MEDIA, TELEVISION AND PRINT,

1 AND LET THEM EDUCATE US ON HOW THEY GO ABOUT
2 DEFINING THE NEWS AND THE PROCESS THEY USE TO
3 COVER IT.

4 OUR JOB WAS THEN TO HELP THEM
5 UNDERSTAND WHY THEIR DEFINITION OF "NEWS" AND
6 THEIR PROCESS WAS NOT HOW IT WAS PERCEIVED AND
7 ACCEPTED IN THE MINORITY COMMUNITY AS A WHOLE, IN
8 THE SENSE THAT FIRST SERIES OF RIOTS 20 YEARS AGO
9 WAS PREDOMINANTLY THE BLACK COMMUNITY, HOW WE
10 INTERPRETED THE WAY THEY DEFINED "NEWS." WE THINK
11 THERE WAS A MODICUM OF IMPROVEMENT AS A RESULT OF
12 THAT. I'M NOT SO SURE.

13 BUT MY QUESTION IS: HAS ANYTHING LIKE
14 THAT HAPPENED SINCE YOUR EVENT HERE? HAS THE
15 MEDIA ASKED YOU TO SIT DOWN WITH THEM AND LET
16 THEM, FOR WANT OF ANOTHER TERM, "EDUCATE" YOU ON
17 HOW THEY GO ABOUT DEFINING THE NEWS AND COVERING
18 IT? HAVE THEY GIVEN YOU A CHANCE TO A WORKSHOP OR
19 A SEMINAR SITUATION AND TO GIVE THEM SOME FEEDBACK
20 AS TO WHERE THEY'RE HITTING THE MARK AND WHERE
21 THEY'RE MISSING IT? HAS THAT OPPORTUNITY ARRIVED?

22 MS. EVERS-MANLY: NO. WE'VE NEVER BEEN
23 CONTACTED BY THE MEDIA. BASICALLY WE INITIATE THE
24 DIALOGUE. WE HAVE GONE OVER AND RAISED CONCERNS
25 AND ISSUES. WE CONTINUE TO FEED IN THROUGH PRESS

1 RELEASES. GROUPS LIKE THE URBAN LEAGUE AND OTHER
2 GROUPS IN SOUTHERN CALIFORNIA HAVE GONE OVER AND
3 MET WITH NEWS DIRECTORS, BUT IT HAS NOT BEEN AT
4 THE INITIATION OF THE MEDIA.

5 THERE HAS BEEN A SERIES OF FORUMS THAT
6 HAS TAKEN PLACE AFTER THE CIVIL UNREST, BUT WHAT
7 TENDS TO HAPPEN AND WHAT'S REAL UNFORTUNATE IS
8 THAT WE TEND TO SEE A LOT OF REPORTS THAT COME
9 OUT, WE TEND TO SEE A LOT OF HEADLINES THAT COME
10 OUT, BUT THERE'S NEVER ANY TYPES OF ACTION PLANS
11 AND AN EVALUATION OF THOSE ACTION PLANS THAT TAKE
12 PLACE. ANYTIME YOU GO IN TO SEE THE MEDIA OR THE
13 NEWS DIRECTORS, OFTENTIMES THEY THINK IT'S IN AN
14 ADVERSARIAL ROLE OR THEY TEND TO SAY, "OH, HERE
15 THEY COME AGAIN." THAT'S KIND OF MY MIDDLE NAME.
16 "HERE SHE COMES AGAIN."

17 THE CHAIR: I'VE HEARD ABOUT YOU.

18 MS. EVERS-MANLY: BUT IT'S JUST THE
19 NEED TO SIT DOWN AND HAVE DIALOGUE BECAUSE WE'RE
20 NOT JUST DEALING WITH THE MEDIA AND US; WE'RE
21 DEALING WITH OUR CITY. IT HAS NOT HAPPENED. I
22 DON'T THINK FROM MY PERCEPTION AS PRESIDENT OF THE
23 BEVERLY HILLS-HOLLYWOOD BRANCH, THERE HAS NOT BEEN
24 ONE NEWS DIRECTOR SINCE I'VE BEEN PRESIDENT, AND
25 THAT'S BEEN FOUR YEARS, THAT HAVE CALLED ME UP,

1 SAID, "LET'S COME OVER. LET'S SIT DOWN AND HAVE A
2 TALK. WHAT DO YOU THINK? HOW ARE WE DOING?"
3 THAT HAS NOT HAPPENED.

4 BUT HAVE WE DONE THAT? ABSOLUTELY. WE
5 CONTINUE TO DO IT TO THE POINT NOW THAT WE HAVE
6 FELT THE BURDEN TO PUT TOGETHER STORIES ON SOME OF
7 THE PROGRAMS THAT ARE GOING ON, SOME OF THE PEOPLE
8 IN THE COMMUNITY. WE'VE SENT PSA'S OVER TO THEM.
9 "HERE'S SOME UNSUNG HEROES AND SHE-ROES IN THE
10 COMMUNITY THAT MAYBE FOR SOME REASON YOU'VE FAILED
11 TO COVER. HERE'S AN ARTICLE ON A PARTICULAR
12 PERSON." WE HAVE THAT KIND OF ACTIVITY GOING ON.
13 BUT WE DON'T EVEN GET A THANKS FOR THAT.

14 THE CHAIR: ANYONE ELSE?

15 MS. RENTERIA: OUR EXPERIENCE HAS BEEN
16 VERY SIMILAR TO HERS. WE HAVE NOT BEEN CALLED.
17 WE DIDN'T WAIT TO BE CALLED. WE MADE APPOINTMENTS
18 TO SEE THEM. UNLIKE MRS. MANLY, MY FIRST NAME HAS
19 BEEN CHANGED AND NOW I AM KNOWN AS "OH, GOD, IT'S
20 ESTHER RENTERIA ON THE PHONE. WHAT DID WE DO
21 NOW?"

22 THERE HAVE BEEN NO FORMAL WORKSHOPS.
23 I'M FAMILIAR WITH WHAT YOU'RE TALKING ABOUT FROM
24 THE POST-WATTS RIOT ERA. THERE HAS NOT BEEN THAT
25 KIND OF RESPONSE THIS TIME. IT'S BEEN UP TO THE

1 ORGANIZATIONS OF COLOR TO DO AS MUCH RETRAINING AS
2 WE CAN.

3 THE CHAIR: DID YOU NOTICE ANY
4 INSTANCES OF DELAYED IMPROVEMENT AS A RESULT OF
5 THOSE EVENTS YEARS AGO?

6 MS. RENTERIA: YEARS AGO, YES, BUT
7 THOSE PEOPLE HAD RATHER SHORT-LIVED CAREERS IN THE
8 MEDIA; AND I THINK MOST OF THEM WERE GONE EXCEPT
9 FOR ONE OF YOUR PANELISTS, JOE DYER, THAT YOU'RE
10 GOING TO HAVE LATER. MOST OF THOSE FOLKS HAVE
11 LEFT THE PROFESSION OR RETIRED.

12 THE CHAIR: MS. LEE.

13 MS. YIM LEE: YES. I WOULD LIKE TO
14 SHARE A VERY INTERESTING EXPERIENCE I HAD. IT WAS
15 DURING LAST MARCH AND APRIL. I HAD PRESENTED A
16 SIMILAR VIEWPOINT AT THE U.S.C.A. CONFERENCE, AND
17 A "LOS ANGELES TIMES" ARTICLE PRINTED TWO
18 PARAGRAPHS QUOTING ME. YOU KNOW WHAT HAPPENED?
19 THE FOLLOWING DAY I RECEIVED ABOUT A HALF A DOZEN
20 CALLS FROM OTHER NEWS ORGANIZATIONS ASKING ME TO
21 INTERVIEW WITH THEM.

22 I COULDN'T RETURN THEIR CALL
23 IMMEDIATELY BECAUSE I WAS SO BUSY AND SO ON OTHER
24 ISSUES AT THE TIME. I RETURNED THEIR CALLS ABOUT
25 A WEEK LATER, AND MY CALL WAS ANSWERED BY A

1 RECORDED MESSAGE AND I LEFT MY NUMBER AND MESSAGE
2 "I RETURNED YOUR CALL," AND NO RETURN CALL TO MY
3 RETURN CALL.

4 THIS ALSO POINTS TO THE POINT I WAS
5 LOST TO WHEN I TALKED TO YOU.

6 THIS MEDIA, THEY DON'T CARE TO HAVE
7 ONGOING RELATIONSHIPS, ONGOING CONTINUING
8 RELATIONSHIPS WITH THE COMMUNITY AND WITH OUR
9 PEOPLE. FOR INSTANCE, ONLY WHEN UNFORTUNATE
10 INCIDENT HAPPENS, THEY COME TO US. OR ONLY WHEN
11 THEY COVER VERY SENSATIONAL LINE OR PARAGRAPH
12 ABOUT KOREANS, THEY COME TO ME. AND THEN THEY
13 JUST DISAPPEAR UNTIL WHEN THE NEXT UNFORTUNATE
14 INSTANCE OR SENSATIONAL INFORMATION COMES UP ABOUT
15 THE COMMUNITY. THAT'S HOW IT HAS BEEN.

16 SO I REALLY URGE THAT THE MAINSTREAM
17 MEDIA, IF THEY WANT TO COVER THE KOREAN COMMUNITY
18 RESPONSIBLY AND COMPLETELY, THEY SHOULD HAVE AN
19 ONGOING RELATIONSHIP WITH US, WITH THE COMMUNITY.

20 THE CHAIR: IN REFERENCE TO THOSE
21 PROBLEMS WE HAD AFTER WATTS 1, THEY CONSISTED OF
22 THE DEANS OF SCHOOLS OF JOURNALISM, ADVERTISERS
23 AND OWNERS AND EDITORS OF NEWSPAPERS. WE TRIED TO
24 GET THEM ALL IN ONE ROOM SO THAT THE NEWSPAPERS
25 COULDN'T SAY IT WAS THE ADVERTISERS AND THE

1 ADVERTISERS COULDN'T SAY IT WAS SOMEONE ELSE. I
2 THINK IT MIGHT HAVE HAD A MODICUM OF AN IMPACT IN
3 TERMS OF OPENING THE SCHOOLS OF JOURNALISM TO AN
4 AUDIENCE, BUT I DON'T KNOW ON WHAT.

5 I THINK THERE'S A NEED FOR THAT AGAIN,
6 AND I'M CITING IT BECAUSE I WANT TO GET IT ON THE
7 REPORT.

8 MY FINAL OBSERVATION FOR YOU,
9 MRS. MANLY, AND THE REST OF YOU, KNOW THE
10 COMMISSION DOESN'T HAVE ANY MONEY TO SEND THE
11 CHAIRMAN OR ANYONE ELSE ABROAD TO FIND OUT WHAT
12 THE INDUSTRY IMAGE IS. WE JUST BARELY HAD ENOUGH
13 TO GET OUT HERE TO HOLD THIS HEARING.

14 BUT IT HAS BEEN SO BAD, I'M COMING TO A
15 POINT NOW, PARTICULARLY WHERE OUR MILITARY TROOPS
16 ARE CONCERNED, THAT FOR THE LAST TWO YEARS, YOUR
17 ORGANIZATION, THE NAACP, RAISED ENOUGH MONEY FOR
18 ME TO COME ALONE TO SEE WHAT WAS HAPPENING TO OUR
19 TROOPS IN GERMANY, MINORITY AND HISPANIC TROOPS IN
20 GERMANY, BECAUSE OF THE BAD IMAGE THAT IS
21 PRESENTED THROUGH THE MEDIA.

22 SO I WENT TO GERMANY TO FIND OUT AND
23 HAD SOME MODICUM OF AN IMPACT. AS A RESULT OF
24 THAT, A GROUP IN JAPAN RAISED ENOUGH MONEY FOR ME
25 TO COME THIS PAST MARCH. I GOT THERE AT THE TIME

1 THE MALCOLM X MOVIE WAS GOING REAL BIG, AND I HAD
2 THE CAP ON. WHAT I FOUND WAS THERE'S A REAL
3 MARKET FOR MALCOLM X CAPS IN JAPAN, BUT WHEN I
4 TALKED TO -- UNDERSTAND, I HAD A CHANCE TO TALK TO
5 THE TRADE MINISTRY, I HAD A CHANCE TO TALK TO THE
6 FOREIGN PRESS CLUB AND I HAD A CHANCE TO SPEAK TO
7 SOME EDUCATORS THERE, AND THE THEME OF MY TALK WAS
8 "THE REST OF THE STORY."

9 WHAT THEY KNEW ABOUT WAS -- AND MY
10 COLLEAGUES HAVE HEARD THIS BEFORE. THEY KNEW
11 ABOUT THE UNWED MOTHERS. THEY KNEW ABOUT THE
12 PUBLIC HOUSING PROJECTS. THEY KNEW ABOUT THE
13 PROJECTS. THEY KNEW THAT MICHAEL JORDAN CAN SHOOT
14 A BASKETBALL, THAT MICHAEL JACKSON CAN DANCE, BUT
15 THE REST OF IT THEY DO NOT. SO WHEN I BEGAN TO
16 TELL THEM THE REST OF THE STORY AND HANDED THEM
17 THE DIRECTORY OF BLACK ORGANIZATIONS -- YOU'RE
18 PROBABLY FAMILIAR WITH THEM -- SOME 480 OF THEM
19 REPRESENTING 14 MILLION PEOPLE AND SHOWED THEM
20 THAT WE HAD NATIONAL ORGANIZATIONS OF BLACK
21 ACCOUNTANTS, NATIONAL ORGANIZATIONS OF BLACK
22 DENTISTS, BLACK DOCTORS, JUST RIGHT ON THROUGH THE
23 PROFESSIONS, THE IMPACT WAS SUCH THAT WHEN I GOT
24 BACK TO THE U.S., ONE OF THE LEADING JAPANESE NEWS
25 MAGAZINES SENT A REPORTER TO COVER OUR COMMISSION

1 MEETING AND SPENT A WEEK IN WASHINGTON PICKING UP
2 INFORMATION ABOUT "THE REST OF THE STORY."

3 AND I'VE SINCE BEEN TOLD THAT THEY'RE
4 FASCINATED BY THE FACT THAT WE HAVE, FOR EXAMPLE,
5 15,000 DOCTORS. THEY HAD NO IDEA. SHOCKED THAT
6 WE HAD THAT MANY LAWYERS. WHEN I EXPLAINED TO
7 THEM THE REASON FOR THE CHANGE, THAT UNTIL CIVIL
8 RIGHTS LEGISLATION, AS YOU WELL KNOW, BLACKS COULD
9 ONLY GO TO TWO MEDICAL SCHOOLS. ONE WAS IN
10 MEMPHIS, TENNESSEE. THE OTHER ONE WAS IN
11 WASHINGTON, D.C. BUT SINCE THE CIVIL RIGHTS
12 LEGISLATION PASSED, WE'VE BEEN ABLE TO GO TO ANY
13 AND ALL MEDICAL SCHOOLS; AND AS A RESULT, YOU GET
14 THIS QUANTUM LEAP IN LESS THAN TWO GENERATIONS
15 FROM LESS THAN 3,000 DOCTORS TO ALMOST 15,000
16 THOUSAND.

17 I FOUND THAT THE JAPANESE -- AND I
18 MIGHT ADD THE KOREANS NOW ARE ASKING ME TO COME TO
19 KOREA TO EXPLAIN "THE REST OF THE STORY" BECAUSE
20 THE KOREAN LEADERSHIP IN TERMS OF THE GOVERNMENT
21 AND THE JAPANESE LEADERSHIP IS INTERESTED IN
22 LOOKING FOR STRATEGIES AND WAYS TO BEGIN AGAIN,
23 LOOK AT THE REST OF THE STORY. WHAT'S THE REAL
24 STORY ABOUT MINORITIES IN AMERICA. THEY
25 UNDERSTAND -- EVEN THOUGH WE DON'T SEEM TO

1 UNDERSTAND WE'RE A DIVERSIFIED SOCIETY, THEY
2 UNDERSTAND. WE'RE BEGINNING TO SET THE STAGE TO
3 LOOK FOR STRATEGIES, MARKETING STRATEGIES AND WAYS
4 TO BUILD A BETTER RELATIONSHIP.

5 SO THAT'S THE HOPE SIDE. WE HAVE A
6 LONG WAYS TO GO, BUT I FIND THAT THE LEADERSHIP
7 FROM OVERSEAS UNDERSTAND OUR NEED TO FIND A COMMON
8 GROUND, TO SOME DEGREE BETTER THAN WE DO. I HOPE
9 THAT AMOUNTS TO A MODICUM OF HOPE OF SOME KIND.
10 BUT THAT'S THE POINT I WANTED TO MAKE.

11 WE THANK YOU FOR COMING, AND YOU'VE
12 HELPED US.

13 WE'RE WAITING FOR THE MEDIA NOW, TO GET
14 YOUR SPEECH.

15 MS. YIM LEE: THE RECENT TESTIMONY, CAN
16 I SUBMIT IT TO YOU NOW?

17 THE CHAIR: PLEASE DO.

18 INCIDENTALLY, THE RECORD IS OPEN FOR 30
19 DAYS, AND IF YOU HAVE ANY ADDITIONAL INFORMATION
20 THAT YOU WOULD LIKE TO GET INTO THE RECORD, WE
21 WOULD LIKE TO HAVE IT.

22 THANK YOU VERY MUCH.

23 MS. YIM LEE: THANK YOU.

24 MR. GLICK: MR. CHAIRMAN, OUR NEXT
25 PANEL OF WITNESSES ARE CONCERNED WITH LOCAL

1 TELEVISION NEWS MANAGEMENT, AND WE WILL HAVE
2 MR. JOSE RIOS, NEWS DIRECTOR OF KTTV; MR. JOSEPH
3 DYER, THE DIRECTOR OF COMMUNITY AFFAIRS FOR KCBS;
4 AND CELESTE DURANT, ASSISTANT NEWS DIRECTOR AND
5 EXECUTIVE PRODUCER OF NEWS FOR KCOP.

6 WILL THE WITNESSES PLEASE COME FORWARD.

7 THE CHAIR: STAND UP FOR A MOMENT AND
8 I'LL ISSUE THE OATH.

9 RAISE YOUR RIGHT HANDS.

10 DO YOU SWEAR OR AFFIRM THAT YOU WILL
11 TRUTHFULLY TESTIFY TO THE BEST OF YOUR ABILITIES?

12 (WHEREUPON, THE TWO PANELISTS
13 ANSWERED IN THE AFFIRMATIVE.)

14 THE CHAIR: PLEASE BE SEATED.

15 COUNSEL.

16 MS. BROOKS: THANK YOU VERY MUCH,

17 MR. CHAIRMAN.

18 YOU HAVE BEFORE YOU TODAY THREE
19 INDIVIDUALS REPRESENTING NEWS MANAGEMENT, TV NEWS
20 MANAGEMENT HERE IN LOS ANGELES, WHO ARE IN UNIQUE
21 POSITIONS. NOT ONLY ARE THEY ONE OF A KIND IN
22 THEIR POSITIONS, THEY ALSO HAVE THE
23 RESPONSIBILITIES OF DECISION MAKING. AND I WOULD
24 LIKE TO START MY QUESTIONING WITH OUR NEWS
25 DIRECTOR, MR. JOSE RIOS OF KTTV-TV.

1 AND MY FIRST QUESTION, MR. RIOS, IS A
2 VERY OBVIOUS AND GENERAL ONE, AND I'D LIKE TO ASK
3 YOU: AS THE ONLY MINORITY NEWS DIRECTOR IN L.A.'S
4 MAINSTREAM TV MEDIA, ARE THERE ANY SPECIAL
5 PRESSURES INHERENT IN THAT POSITION AND PLEASE
6 DESCRIBE THOSE PRESSURES, PLEASE.

7 MR. RIOS: I THINK I BETTER BE GOOD.

8 THERE ARE SOME PRESSURES. I THINK A
9 LOT OF THEM ARE SELF-GENERATED BECAUSE I WANT TO
10 DO VERY WELL. I DON'T THINK THERE'S SO MUCH --
11 I'VE NEVER FELT PRESSURE FROM ANY ORGANIZATION
12 THAT I'VE WORKED FOR TO DO WELL, OTHER THAN THE
13 PRESSURE THAT THEY EXERT ON EVERYBODY WHO WANTS TO
14 DO WELL BOTH IN A BUSINESS AND A COMMUNITY SENSE.
15 BUT I ALSO WANT TO TRY AND DEFINE MY POSITION IN
16 NEW AND DIFFERENT WAYS, AND THAT SOMETIMES IS
17 SOMETHING THAT TAKES A LITTLE DOING, A LITTLE
18 EXPERIENCE.

19 MS. BROOKS: CAN YOU EXPAND ON THAT,
20 THOSE NEW AND DIFFERENT WAYS THAT YOU WANT TO
21 DEFINE YOUR POSITION?

22 MR. RIOS: PRINCIPALLY IN LOS ANGELES,
23 I THINK -- REFERRING BACK TO A COUPLE OF THE
24 PANELS THAT SPOKE EARLIER. ONE OF THE THINGS I
25 THINK YOU HAVE A LOT OF IN LOS ANGELES IS YOU HAVE

1 A LOT OF COVERAGE. AND BY "COVERAGE," WHAT I MEAN
2 IS YOU HAVE NEWS ORGANIZATIONS THAT ARE BEING
3 REACTIVE. IN SOME CASES THEY'RE BEING REACTIVE TO
4 THE "L.A. TIMES." IN SOME CASES THEY'RE BEING
5 REACTIVE TO WHAT I CALL THE NETS. SOMETIMES I
6 LIKEN NEWS GATHERING TO FISHING.

7 DIFFERENT NEWS ORGANIZATIONS THROW OUT
8 DIFFERENT NETS. THE LARGEST NET I THINK THAT IS
9 THROWN OUT IS BY FAR THE POLICE-FIRE EMERGENCY
10 SERVICE NET. AND IN DOING THAT, THAT NET BRINGS
11 YOU BACK CERTAIN INFORMATION. AND MANY OF THE
12 STORIES THAT COME BACK THAT WAY ARE STORIES THAT
13 ARE LESS THAN POSITIVE, THAT ARE SOMETIMES
14 VIOLENT.

15 AND I THINK THAT'S SOMETHING THAT NEWS
16 MANAGEMENT HAS TO PAY PARTICULAR ATTENTION TO
17 BECAUSE YOU CAN WIND UP HAVING -- IF THAT'S THE
18 ONLY NET YOU THROW OUT AND IF YOU'RE NOT CAREFUL
19 ABOUT MAKING SURE THAT YOU'RE LOOKING TO GET OTHER
20 INFORMATION INTO YOUR BROADCAST, I THINK YOU DO
21 WIND UP CREATING WHAT I CALL A "PREPONDERANCE OF
22 VIOLENCE" IN YOUR BROADCAST, WHICH I THINK
23 BECOMES DEADLY FOR AN AUDIENCE AND DISHEARTENING.

24 MS. BROOKS: MR. RIOS, WHAT
25 RESPONSIBILITY DO YOU FEEL THAT NEWS

1 ORGANIZATIONS, TV NEWS ORGANIZATIONS HAVE TO THE
2 VARIOUS MINORITY COMMUNITIES IN LOS ANGELES?

3 MR. RIOS: I THINK THEY HAVE A
4 RESPONSIBILITY TO COVER THEM FAIRLY AND IN A
5 BALANCED MANNER. I WAS LISTENING TO SOME OF THE
6 EARLIER TESTIMONY, AGAIN, AND IN ONE WAY IT
7 STRIKES ME THAT IN SOME SENSE THE MEDIA IS ALSO
8 BEING STEREOTYPED. THE FACT IS IT IS NOT
9 MONOGAMOUS. YOU HAVE A LOT OF DIFFERENT
10 ORGANIZATIONS, AND I THINK THAT YOU SEE A LOT OF
11 DIFFERENT RESPONSES FROM THOSE ORGANIZATIONS. I
12 THINK THERE IS, THOUGH, A RESPONSIBILITY, NO
13 MATTER WHO IT IS, TO COVER IN A FAIR AND BALANCED
14 MANNER ALL THE COMMUNITIES THAT EXIST WITHIN THEIR
15 COVERAGE AREA.

16 THE PHRASE THAT I OFTEN USE IN MY
17 NEWSROOM IS THERE IS -- A POET ONCE SAID THERE'S
18 LINT IN ONE EAR BUT A SONG IN THE OTHER, AND I
19 THINK THAT SOMETIMES THE SONG DOES GET FORGOTTEN.
20 SO LET'S KEEP AN EYE ON THAT.

21 MS. BROOKS: WHILE THE FOCUS OF THIS
22 HEARING IS NOT ON ANY ONE PARTICULAR TV STATION, I
23 WOULD LIKE TO ASK YOU AS THE NEWS DIRECTOR AT A
24 MAJOR TV STATION HERE JUST HOW YOUR ORGANIZATION
25 DECIDES THE LEAD NEWS STORIES ON ANY GIVEN DAY.

1 WHAT ROLE DO RATINGS OR DEMOGRAPHICS PLAY IN THIS
2 DECISION MAKING?

3 MR. RIOS: RATINGS AND DEMOGRAPHICS
4 DON'T PLAY ANY DECISION AS FAR AS WHAT GETS
5 COVERED. I THINK RATINGS PLAY A ROLE IN THE
6 SUCCESS OF NEWS DIRECTORS, BUT I DON'T THINK THAT
7 AS FAR AS THE DAILY COVERAGE OF ONGOING EVENTS OR
8 NEWS STORIES AROUND TOWN THAT THE RATINGS ARE A
9 DETERMINING FACTOR.

10 THE WAY THE PROCESS WORKS IN THE SHOPS
11 THAT I'VE WORKED AT, IS ESSENTIALLY IN THE MORNING
12 IS A GATHERING OF NEWS MANAGEMENT, REPORTERS,
13 OTHERS, AND WHAT ARE DISCUSSED ARE ALL THE
14 POSSIBLE STORIES THAT ANYONE HAS SEEN THAT HAVE
15 COME UP FROM THAT MORNING. THEY LOOK AT STORIES
16 THAT HAVE BEEN ENTERPRISED BY THE ORGANIZATION,
17 THAT THEY KNOW THEY CAN DO THAT DAY. AND THEN,
18 YOU KNOW, THEY COVER BREAKING NEWS AS IT DEVELOPS.
19 I MEAN, THOSE ARE REALLY -- THAT'S REALLY THE WAY
20 IT GETS DONE.

21 I WAS JUST GOING TO ADD. I'VE NEVER
22 SEEN A LIST AS WAS PREVIOUSLY MENTIONED IN ANY OF
23 MY INCARNATIONS IN NEWS, AND I THINK ANYONE WHO
24 SUGGESTED A LIST LIKE THAT WOULD BE THROWN OUT OF
25 THE NEWSROOM.

1 MS. BROOKS: YOU'RE REFERRING TO THE
2 FIVE POINTS AS DESCRIBED BY MRS. SANDRA
3 EVERS-MANLY?

4 MR. RIOS: YES.

5 MS. BROOKS: IN YOUR VIEW, HOW
6 IMPORTANT IS IT TO HAVE MINORITIES REPRESENTED IN
7 NEWS MANAGEMENT? IF THIS IS AN ISSUE, IS THIS
8 JUST AN ISSUE OF EMPLOYMENT OPPORTUNITIES FOR
9 MINORITIES OR, MORE IMPORTANTLY, DOES IT AFFECT
10 THE WAY THAT THE NEWS IS DEFINED AND FRAMED?

11 MR. RIOS: I'M GOING TO ADDRESS YOUR
12 QUESTION IN A VOICE. IT DOESN'T SO MUCH DEFINE
13 THE WAY THE NEWS IS ADDRESSED AND FRAMED AS FAR AS --
14 THAT, TO ME, SOUNDS LIKE "OKAY. I'M GOING TO TAKE
15 THE NEWS AND I'M GOING TO MOLD IT AND MANAGE IT SO
16 THAT I REFLECT THE WORLD THE WAY I WANT IT TO BE."

17 THE WAY IT DOES MAKE A DIFFERENCE IS
18 THAT THERE ARE ASSOCIATIONS, THERE'S KNOWLEDGE AND
19 THERE'S INPUT NOW FROM REALLY A DIFFERENT PLACE
20 AND THOSE ASSOCIATIONS AND THAT KNOWLEDGE CAN
21 RESULT IN A DIFFERENCE IN COVERAGE.

22 MS. BROOKS: CAN YOU RESPOND TO WHAT
23 THE FORMER PANELISTS SAID CONCERNING CONTACTS WITH
24 THE MEDIA AND THE FACT THAT THE MEDIA HAS NOT
25 INITIATED THE CONTACTS WITH THE VARIOUS

1 ORGANIZATIONS; THAT THE ORGANIZATIONS HAVE, IN
2 FACT, INITIATED THE CONTACT. AND WHATEVER
3 DIALOGUE IS CURRENTLY ONGOING, IT'S BEEN BECAUSE
4 OF THESE ORGANIZATIONS' ACTIVISTS?

5 MR. RIOS: GENERALLY, I DON'T THINK THE
6 LOCAL MEDIA HAS A GREAT RECORD IN THAT REGARD.
7 MOST STATIONS DO HAVE COMMUNITY AFFAIRS
8 DEPARTMENTS, WHICH JOE CAN SPEAK TO BETTER THAN I
9 CAN, BUT AS FAR AS NEWS DEPARTMENTS, I THINK
10 IT'S -- YOU CAN SEE VARYING RECORDS. SOME PLACES
11 DO IT VERY WELL AND OTHER PLACES IT CAN BE A MESS.

12 MS. BROOKS: LET ME ASK YOU A QUESTION
13 CONCERNING TV NEWS ANCHORS. TESTIMONY WILL BE
14 FORTHCOMING CONCERNING THE FEW OR THE LACK OF
15 MINORITY TV NEWS ANCHORS IN THE LOS ANGELES COUNTY
16 AREA. STATISTICS EVEN SHOW THAT THERE ARE FEW
17 MINORITY TV NEWS ANCHORS IN THIS AREA. WHAT WOULD
18 YOU RECOMMEND BE DONE TO IMPROVE THE NUMBERS, TO
19 IMPROVE THIS PICTURE.

20 MR. RIOS: I THINK THEY SHOULD WATCH
21 FOX TELEVISION. WE HAVE QUITE A FEW MINORITY
22 ANCHORS ON OUR STATION, AND THE FACT IS THAT WE'RE
23 STARTING A MORNING SHOW AND WE'RE PROUD TO SAY WE
24 JUST HIRED A MALE HISPANIC AND A MALE BLACK TO
25 BROADCAST AS ANCHORS.

1 TO ANSWER IT THE WAY YOU INTENDED IT TO
2 BE ANSWERED, I THINK IT'S GOING TO TAKE WORK ON
3 NEWS MANAGEMENT'S PART. I MEAN, THE FACT IS I'M
4 VERY HAPPY WITH THE TWO PEOPLE THAT I FOUND FOR
5 THE SHOWS THAT WE'RE PUTTING ON, BUT IT TOOK A LOT
6 OF WORK. IT WASN'T SOMETHING THAT CAME EASILY,
7 AND I LOOKED AT MORE TAPES THAN ANY ONE PERSON
8 WOULD HAVE TO OR SHOULD HAVE TO.

9 SO I THINK PART OF IT HAS TO BE THAT
10 THERE HAS TO BE AN EFFORT ON THE MANAGEMENT LEVEL
11 TO MAKE THAT HAPPEN. YOU KNOW, IT WON'T HAPPEN OF
12 AND BY ITSELF UNLESS SOMEBODY OF EXTRAORDINARY
13 TALENT THAT HAS SOME WRITING TO THIS ORDER.

14 MS. BROOKS: I'D LIKE NOW TO ADDRESS
15 THE QUESTIONS CONCERNING PORTRAYALS. LOCAL NEWS
16 PORTRAYALS OF MINORITIES HAVE BEEN DESCRIBED AS
17 UNBALANCED, ONE DIMENSIONAL AND STEREOTYPICAL.
18 WOULD YOU AGREE? CAN YOU RESPOND TO THIS? JUST
19 WHAT CAUSES THIS PERCEPTION IF, IN FACT, IT IS
20 ONE?

21 MR. RIOS: THERE ARE A COUPLE OF THINGS
22 THAT I WOULD SAY TO THAT, AND ONE THING IS IT'S
23 NOT SO MUCH TRUE FOR US AT THIS POINT. WE HAVE A
24 10 O'CLOCK SHOW AND SO WE ARE NOT QUITE UNDER THE
25 SAME TIME PRESSURES. BUT I THINK THERE IS

1 PRESSURE WHEN YOU'RE IN AN ORGANIZATION THAT HAS A
2 LARGE NUMBER OF BROADCASTS THAT HAPPEN ONE AFTER
3 ANOTHER.

4 I MEAN, YOU DON'T HAVE THE LUXURY OF
5 TIME THAT YOU MIGHT HAVE OTHERWISE, AND SO THINGS
6 HAPPEN VERY QUICKLY. SO I MEAN, I THINK THAT'S
7 SORT OF -- I THINK ANOTHER CONCERN IS THAT THERE'S
8 BEEN DOWNSIZING IN THIS INDUSTRY OVER THE COURSE
9 OF I'D SAY THE LAST FIVE TO SEVEN YEARS. AND SO
10 AT A TIME WHEN THE WORLD AT THE VERY LEAST FEELS
11 MORE COMPLEX, MOST ORGANIZATIONS ARE DOING IT WITH
12 FEWER PEOPLE. OFTENTIMES THEY'VE LET, YOU KNOW,
13 SENIOR STAFF GO, AND THEY'VE REPLACED THEM WITH
14 MUCH YOUNGER AND SOMETIMES -- OFTENTIMES LESS
15 EXPENSIVE PERSONNEL. AND SO YOU HAVE PEOPLE WHO
16 ARE -- AT A TIME WHEN YOU NEED THE MOST INFORMED
17 REPORTAGE POSSIBLE, YOU HAVE FEWER PEOPLE TO DO IT
18 AND OFTENTIMES A STAFF THAT'S MUCH, MUCH YOUNGER.

19 MS. BROOKS: WHAT WOULD BE YOUR VIEW OF
20 THE QUALITY OF LOCAL TELEVISION NEWS COVERAGE HERE
21 IN THE LOS ANGELES AREA?

22 MR. RIOS: I THINK THERE'S SOME THINGS
23 IT DOES VERY WELL. I THINK THERE ARE OTHER THINGS
24 THAT CERTAINLY NEED WORK. I'D COME BACK TO
25 BALANCE AND FAIRNESS. I THINK THERE ARE A NUMBER

1 OF THINGS THAT HAVE BEEN DONE LOCALLY AND THAT CAN
2 BE POINTED TO BY STATIONS THAT THEY CAN BE PROUD
3 OF.

4 I THINK THERE HAVE BEEN A NUMBER OF
5 TOWN HALLS THAT HAVE BEEN HELD, THAT WERE HELD
6 JUST WITH THE INTENT OF COMMUNICATION BEING
7 ESTABLISHED AND DIALOGUE BEING MOVED. AND WE JUST
8 DID AN ORAL DEBATE WHERE OUR SPONSORS WERE
9 "LA OPINION" AND THE SOUTHWEST VOTERS REGISTRATION
10 PROJECT. AND ONE OF THE GOALS IN THAT WAS TO TURN
11 OUT AS MUCH PUBLICITY AS POSSIBLE. A PLEA WAS
12 MADE TO THAT EFFECT.

13 I THINK THERE ARE SOME THINGS BEING
14 DONE, AND IT ALWAYS MAKES ME CRAZY WHEN YOU THINK
15 "OH, MY GOD, NOBODY'S WATCHING," BECAUSE SOME GOOD
16 THINGS ARE BEING DONE, BUT THEY'RE NOT GETTING
17 RECOGNIZED.

18 AT THE SAME TIME, I THINK THAT ANY NEWS
19 ORGANIZATION WOULD HAVE TO CONCEDE THAT THEY DON'T
20 DO ENOUGH THAT LOOKS AT THE POSITIVE. I THINK
21 THERE HAS TO BE MORE ATTENTION PAID TO THAT. AND
22 IF YOU LIKE, I WOULD TELL YOU THAT THERE'S BEEN
23 EVEN A -- THERE'S WORK THAT HAS TO GO ON IN THAT
24 REGARD IN REGARDS TO NEWSROOMS THEMSELVES.
25 NEWSROOMS ALL HAVE THEIR OWN PARTICULAR MIND-SET,

1 AND BY WAY OF THESE ANECDOTES, I HOPE THIS WILL
2 EXPLAIN WHAT I MEAN.

3 SEVERAL YEARS AGO I WENT OUT AND TALKED
4 TO A LOT OF COMMUNITY GROUPS. I HEARD ESSENTIALLY
5 THE SAME THING THAT I HEARD EARLIER. SO I
6 DECIDED, OKAY, YOU KNOW WHAT, I'LL FOCUS A SEGMENT
7 IN THE NEWSCAST AT 5 O'CLOCK. WE'LL CALL IT
8 "SOMEONE YOU SHOULD KNOW," AND WHAT IT WILL BE IS
9 PEOPLE WHO ARE KIND OF UNSUNG HEROES WHO ARE DOING
10 SOMETHING IN THEIR COMMUNITY. LET'S DO IT.
11 MONDAY, WEDNESDAY, FRIDAY, WE'LL DO IT AT
12 5 O'CLOCK.

13 THE FIRST MONDAY CAME AND I WAS THEIR
14 NEWS DIRECTOR AT THE TIME AND I TASKED SOME PEOPLE
15 WITH THAT. AND WHAT HAPPENED IS I SAID, "OKAY,
16 WHERE'S THE 'SOMEONE YOU SHOULD KNOW'?" THEY
17 SAID, "OH, WELL, THERE WAS A FIRE. THERE WAS A
18 FIRE. WE HAD TO PULL THAT REPORTER TO COVER
19 THAT." ALL RIGHT. ALL RIGHT. THAT HAPPENS.

20 SO WEDNESDAY CAME AND I SAID, "ALL
21 RIGHT. WHERE'S THE 'SOMEONE YOU SHOULD KNOW'?"
22 IT'S LIKE, "WELL, WE HAD A HOSTAGE THING AND IT
23 WAS" -- AND SO IT WASN'T UNTIL I SAID, "OKAY.
24 MONDAY, WEDNESDAY, FRIDAY, END OF THE 5 O'CLOCK
25 SHOW MUST BE A 'SOMEONE YOU SHOULD KNOW.'"

1 AND WHAT HAPPENED AT THAT POINT WAS
2 SOMEHOW SUDDENLY THE NEWSROOM UNDERSTOOD THIS WAS
3 PART OF YOUR JOB, TOO, AND THE STORIES THEY DID
4 WERE VERY GOOD. I WOULD ADD THAT WHEN I LEFT,
5 THAT SEGMENT GOT KILLED BY MY REPLACEMENT. SO IT
6 WAS RELATIVELY SHORT-LIVED. BUT I BRING IT UP BY
7 WAY OF ILLUSTRATION. AND IN THAT IT'S NOT JUST AN
8 ISSUE OF NEWS MATTERS, IT'S ALSO AN ISSUE OF
9 PEOPLE IN NEWSROOMS KNOWING THAT IT'S OKAY AND
10 THAT THERE'S -- THAT THE NEWS THAT THEY DO DOESN'T
11 HAVE TO JUST BE ONE PARTICULAR WAY; THAT THERE'S
12 ROOM FOR A BROAD VARIETY OF NEWS; THAT THEY'RE NOT
13 GOING TO BE VIEWED AS DERELICT IN THEIR DUTIES IF
14 THAT HAPPENS.

15 MS. BROOKS: ONE ADDITIONAL QUESTION,
16 MR. RIOS. I'D LIKE TO GET BACK TO THE QUESTION OF
17 EMPLOYMENT AGAIN AS A FOLLOW-UP. CAN YOU ADDRESS
18 WHY MANAGERS HAVE BEEN SLOW TO MAKE AN EFFORT TO
19 RECRUIT MINORITY TALENT?

20 MR. RIOS: I DON'T THINK THAT'S TRUE
21 ANYMORE. I THINK, AT LEAST, OF THE TWO
22 ORGANIZATIONS THAT I'VE WORKED FOR, FOX AND CBS, I
23 THINK THERE WAS A CONCERTED EFFORT TO RECRUIT
24 MINORITIES. I THINK AT THIS POINT, PARTICULARLY
25 IN THE CITY OF LOS ANGELES, ANY ORGANIZATION THAT

1 ISN'T LOOKING TO RECRUIT MINORITY TALENT IS CRAZY
2 BECAUSE HAVING THOSE PEOPLE ON STAFF HELPS PLUG
3 YOU INTO THE COMMUNITY.

4 I MEAN, THEY BRING ALL OF THEIR
5 KNOWLEDGE, ASSOCIATIONS, FAMILY TIES TO BEAR,
6 HOPEFULLY, ON WHAT YOUR NEWS PRODUCT IS; AND
7 OFTENTIMES SOME OF THE BETTER STORIES YOU MIGHT
8 GET COME THAT WAY. SO I THINK IT'S IMPORTANT.

9 AGAIN, JUST BY WAY OF EXAMPLE, ONCE
10 WHEN RAJIV GANDHI GOT KILLED, AN INDIAN, WE DID A
11 LOCAL STORY ON THE INDIAN COMMUNITY THAT DAY. AND
12 I WAS WATCHING THAT NIGHT TO SEE WHO ELSE DID IT,
13 AND NOBODY ELSE DID IT. I COULDN'T FIGURE OUT WHY
14 AND THEN I REALIZED, WELL, THEY DON'T KNOW THERE'S
15 AN INDIAN COMMUNITY HERE. AND A COUPLE OF THEM
16 CAUGHT UP AND AT 11 O'CLOCK THEY DID IT.

17 AND ONE OF THE REASONS THAT WE KNEW WAS
18 BECAUSE SEVERAL OF THE PEOPLE WHO WERE WORKING ON
19 OUR STAFF WERE INDIAN, AND SO THEY WERE COMPLETELY
20 PLUGGED IN AND WERE ABLE TO HELP GET US OUT AND
21 GET THAT STORY DONE.

22 SO IT IS A BENEFIT. IT'S A BIG
23 BENEFIT. AND I THINK THAT'S SOMETHING THAT EVERY
24 NEWS ORGANIZATION NEEDS TO REQUIRE.

25 MS. BROOKS: YOU DID SAY THAT THE

1 PICTURE HAS IMPROVED AND THAT THERE IS AN EFFORT
2 BEING MADE?

3 MR. RIOS: I THINK SO, YES.

4 MS. BROOKS: GETTING BACK TO YOUR
5 POSITION, WHY THEN IS THERE ONLY ONE MINORITY NEWS
6 DIRECTOR TODAY IN THE LOS ANGELES TELEVISION NEWS
7 BROADCAST INDUSTRY?

8 MR. RIOS: I THINK THERE SHOULD BE
9 MORE.

10 MS. BROOKS: ESPECIALLY GIVEN THE
11 DEMOGRAPHICS HERE.

12 MR. RIOS: I THINK THERE SHOULD BE
13 MORE. I THINK THOSE ORGANIZATIONS WOULD HAVE TO
14 ANSWER TO THAT.

15 MS. BROOKS: BUT FROM YOUR STANDPOINT
16 AS A MANAGER, CAN YOU LEND SOME INSIGHT AS TO WHAT
17 MAY BE -- AS TO WHAT MAY NOT BE KNOWN BY THOSE ON
18 THE OUTSIDE LOOKING IN, WHAT THE PROBLEMS MAY BE?

19 MR. RIOS: AS FAR AS MINORITIES
20 BECOMING NEWS DIRECTORS?

21 MS. BROOKS: EXACTLY. OR IN ANY
22 MANAGERIAL POSITIONS WITHIN THE INDUSTRY IN THIS
23 AREA.

24 MR. RIOS: I THINK THE ONE
25 CONSIDERATION THAT'S MADE BY TOP MANAGEMENT IS, IN

1 FACT -- ONE OF THEIR CONCERNS IS HOW IS THIS GOING
2 TO RUN? HOW IS THIS INDIVIDUAL GOING TO PERFORM
3 AS A BUSINESS? I THINK THERE IS THAT CONCERN.
4 HOWEVER, I THINK PEOPLE ARE MORE WILLING TO TAKE
5 THAT CHANCE QUITE HONESTLY AND THEY SEE IT AS A
6 CHANCE. MAYBE THAT SAYS SOMETHING. I MEAN, THE
7 FACT IS I THINK THERE SHOULD BE MORE IN THE CITY
8 OF L.A.

9 MS. BROOKS: MR. RIOS, ONE FINAL
10 QUESTION TO YOU AT THIS TIME. DO YOU HAVE ANY
11 RECOMMENDATIONS TO MAKE TO THIS COMMISSION
12 CONCERNING THE EMPLOYMENT OF MORE MINORITIES IN
13 THE DIVERSE MAKEUP OF THIS COMMUNITY?

14 MR. RIOS: WELL, I MEAN, AS I SAID, I
15 THINK IT'S NOT JUST A GOAL ANY ORGANIZATION HAS.
16 I THINK IT'S SOMETHING THAT THEY NEED TO ACHIEVE.
17 AS FAR AS GETTING ACCESS TO JOBS -- AND CERTAINLY
18 IF THERE ARE JOB TRAINING PROGRAMS, THAT HELPS.
19 BUT I THINK THERE ARE PEOPLE THAT ARE FOLLOWED BY
20 COMING IN UNDER REGULAR JOB POSITIONS AND CAN COME
21 UP THROUGH THE RANKS THAT WAY. I DON'T THINK
22 THAT, YOU KNOW, THAT IT ONLY HAS TO BE THROUGH A
23 MINORITY PLANNING PROGRAM.

24 I THINK THERE ARE A LOT OF GREAT PEOPLE
25 OUT THERE WHO CAN COME IN THE NEWSROOM. THERE ARE

1 ALSO A LOT OF SKILLED PEOPLE IN OTHER AREAS THAT
2 ARE WRITERS OR ASSIGNMENT EDITORS OR PRODUCERS WHO
3 ALSO ARE UP TO THE WORK. IT'S NOT A PROBLEM OF
4 TALENT.

5 MS. BROOKS: THANK YOU, MR. RIOS.

6 I'D LIKE TO NOW MOVE ON TO QUESTION
7 MR. DYER, MR. JOSEPH DYER, WHO IS THE COMMUNITY
8 AFFAIRS DIRECTOR AT KCBS-TV.

9 MR. DYER, AS THE COMMUNITY AFFAIRS
10 DIRECTOR AT YOUR STATION, YOU HAVE A SPECIAL
11 POSITION, I UNDERSTAND, IN DECISION MAKING AT THAT
12 STATION AND I'D LIKE FOR YOU TO SHARE NOT ONLY
13 THAT POSITION, BUT ALSO I'D LIKE FOR YOU TO SHARE
14 WITH US HOW YOUR PARTICIPATION IN YOUR STATION'S
15 DECISION-MAKING PROCESS ON THE NEWS SIDE
16 AFFECTS -- HAS POSITIVE EFFECTS ON HOW YOUR
17 COVERAGE DECISIONS ARE MADE AS WELL AS YOUR HIRING
18 DECISIONS ARE MADE.

19 MR. DYER: CERTAINLY. LET ME JUST
20 EXPLAIN PERHAPS BRIEFLY THE TOTALITY OF MY JOB AT
21 KCBS-TV. IN ADDITION TO BEING DIRECTOR OF
22 COMMUNITY AFFAIRS/STATION SERVICES, I ALSO SERVE
23 AS THE COMMUNITY AFFAIRS LIAISON TO OUR COMMUNITY,
24 SPECIFICALLY ATTENDING THE NEWS MEETINGS EVERY
25 MORNING, THE NEWS PRODUCTION MEETINGS, AS WELL AS

1 GIVING RECOMMENDATIONS FOR THE STORIES THAT
2 EMANATE FROM THE VARIOUS COMMUNITIES DURING THE
3 WEEK.

4 THESE STORIES GO IN BASICALLY DURING
5 THE WEEK ON PAPERWORK. IT'S USUALLY FOLLOWED UP
6 IN THE MORNING SESSIONS BY YOURS TRULY BY
7 BASICALLY TALKING TO THOSE STORIES AND HOPEFULLY
8 PROVIDE SOME BALANCE TO OUR NEWS BROADCAST, WHICH
9 I THINK IS VERY IMPORTANT.

10 YOU SAY THE RECOMMENDATIONS COME FROM
11 DIFFERENT SOURCES. AS AN EXAMPLE, PART OF MY
12 JOB -- AND I SHOULD SAY I HAVE ALLEGIANCES TO
13 BASICALLY TWO CONSTITUENCIES. I HAVE AN
14 ALLEGIANCE TO THE CONSTITUENCY OFFICERS OF THE
15 COMPANY, BUT I ALSO HAVE AN ALLEGIANCE TO THE
16 VARIOUS COMMUNITIES OUT THERE WHO EXPECT THAT I
17 WOULD TAKE THEIR RECOMMENDATIONS AND SHARE THEIR
18 CONCERNS WITH THE MEMBERS OF THE PANEL, TOO.

19 IN NEWS MEETINGS, THERE ARE VARIOUS
20 CONCERNS THAT MAY EMANATE FROM A COMMUNITY, AS YOU
21 HEARD FROM THE EARLIER PANEL, THAT THERE WAS
22 CONCERN AFTER THE 1992 UPRISING THAT THE HISPANIC
23 COMMUNITY, THE LATINO COMMUNITY STARTED LAWSUITS.

24 WELL, NUMBER ONE, IT WAS QUITE WELL
25 COMMUNICATED TO US THROUGH THE MEXICAN AMERICAN

1 GROCERS ASSOCIATION THAT THEY SUSTAINED
2 SUBSTANTIAL LOSSES THAT WERE NOT NECESSARILY
3 REFLECTED BY THE MEDIA. ONE OF THE THINGS THAT
4 WAS RECOMMENDED TO OUR NEWSROOM, THAT WE GO BACK
5 AND DO SOME INSIGHT INTO THAT PARTICULAR CONCERN.
6 AND THAT WAS DONE OBVIOUSLY.

7 THAT IS A CONSTANT ARRAY OF THOSE KINDS
8 OF RECOMMENDATIONS, AND SPECIFICALLY I'M LOOKING
9 FOR SOMETHING THAT HOPEFULLY WILL PROVIDE GREATER
10 BALANCE TO SOME OF THE CONCERNS YOU HAVE HAD
11 EXPRESSED HERE THIS MORNING BY COMMUNITY GROUPS.
12 AND I DO CONCEDE YOUR POINT.

13 ALONG THE SAME LINE ALSO, THERE NEEDS
14 TO BE REFLECTED BEHIND THE SCENES THE SAME TYPE OF
15 LOOK THAT TYPIFIES THE LOS ANGELES MARKETPLACE.
16 SO IN MY MEETINGS WITH THE VARIOUS MANAGERS,
17 SPECIFICALLY THE GENERAL MANAGER AND THE CEO, THAT
18 SAME TYPE OF CONCERN IS SHARED. BECAUSE ONE OF
19 THE THINGS THAT MY DEPARTMENT DOES IS TO PROVIDE
20 STEWARDSHIP IN TERMS OF COMPLIANCE FOR EEO. WE DO
21 PROCESS THE LICENSE RENEWAL PROCESS FOR CHANNEL 2.

22 SO IN ADDITION TO SERVING THE
23 TRADITIONAL ROLE OF COMMUNITY AFFAIRS, IN THE
24 INNOVATION IN THE LEAGUE OF A LOT OF COMMUNITY
25 GROUPS, WE GO TO THE MORNING MEETINGS AND PROVIDE

1 INPUT, LOOKING FOR POSITIVE STORIES, IF YOU WILL,
2 IN ACCOMPLISHED COMMUNITIES.

3 AND JUST A WORD IN THAT RESPECT. ONE
4 OF THE THINGS SINCE BEING -- THE COMPLAINTS THAT
5 HAVE BEEN SHARED WITH YOU EARLIER BY THE PREVIOUS
6 PANEL, THAT THERE NEEDS TO BE MORE INPUT FROM THE
7 VARIOUS COMMUNITIES. WE HAVE INSTITUTED OR
8 CONSTITUTED A CROWD AND MEDIA WORKSHOP, AND WHAT
9 THAT DOES IS TO INTEGRATE WITH GROUPS OF 50 OR 60
10 COMMUNITY PERSONS TRYING TO ORIENTATE THEM TO HELP
11 THEM BETTER ACCESS OUR NEWS, OUR PUBLIC AFFAIRS
12 PROGRAM, OUR PSA RESPECTING THE EDITORIAL AREA AS
13 WELL. AND IT'S PROVING VERY SUCCESSFUL FOR US,
14 AND WE CONTINUE TO DO THAT AS A FUNNELING PROCESS
15 FROM THE VARIOUS COMMUNITIES.

16 MS. BROOKS: HAS THIS PROCESS OR YOUR
17 RELATIONSHIP WITH THESE ORGANIZATIONS IMPROVED THE
18 EMPLOYMENT PICTURE AT YOUR STATION, OR ARE YOU
19 AWARE OF ANY IMPROVEMENT IN THE EMPLOYMENT PICTURE
20 AT OTHER STATIONS?

21 MR. DYER: LET ME FIRST SPEAK TO
22 CHANNEL 2. I THINK IT HAS CERTAINLY IMPROVED THE
23 EMPLOYMENT PROCESS AT CHANNEL 2 BECAUSE IT HAS
24 GIVEN US AN ADDITIONAL RESOURCE BANK FROM WHICH TO
25 CHOOSE. AS A MATTER OF FACT, IN MEETING WITH

1 VARIOUS GROUPS, ONE OF THE THINGS THE GENERAL
2 MANAGER HAS DONE, JUST TO BACK UP, IS THAT AS A
3 MANDATE THERE IS A MEMORANDUM ISSUED TO EVERY NEWS
4 DEPARTMENT HEAD THAT SAYS VERY SPECIFICALLY,
5 "BEFORE YOU TENDER A JOB HIRE" -- IT WOULD FIRST
6 BE BOUNCED OFF OF ME BEFORE THE JOB OFFER IS MADE.

7 THE REASON FOR THAT IS TO ENSURE THAT
8 AMONG THE FIVE CANDIDATES, THAT THERE IS INCLUDED
9 AMONG THAT LISTING WOMEN AND MINORITIES AND TO
10 ENSURE THAT THE PERSONS ON THAT LIST ALL REPRESENT
11 A POTENTIAL HIRE. IN OTHER WORDS, HE MAY NOT WANT
12 YOU AT NUMBER ONE. HE MAY PUT YOU DOWN AT NUMBER
13 FOUR. INDEED, THAT IS HIS PREROGATIVE.

14 VERY RECENTLY ONE DEPARTMENT SUBMITTED
15 A LIST AND HE WAS READY TO MAKE A HIRE, AND THE
16 GENERAL MANAGER SAID BASICALLY "EXTEND THE
17 SEARCH." AND THAT SEARCH IS CONTINUING AT THIS
18 MOMENT.

19 WE HAVE A GROUP CALLED THE HISPANIC
20 BUSINESS MEDIA COALITION AND VARIOUS OTHER
21 PRESSURE GROUPS WHO SHARE WITH US. WE HAVE A
22 MEETING COMING UP WITH JOHN MACK AT URBAN LEAGUE.
23 HE'S VERY CONCERNED ABOUT THE LACK OF MINORITY
24 ANCHORS IN THIS BUSINESS AND THAT'S SOMETHING THAT
25 JOHN CONTENDS FOR A NUMBER OF YEARS.

1 THOSE KINDS OF FEEDBACK GIVEN TO THE
2 MANAGEMENT OF THE STATION IS CERTAINLY SOMETHING
3 THEY CAN RESPOND TO. AND I THINK CHANNEL 2 IS
4 DOING A FAIRLY GOOD JOB. I THINK THAT THE NEWS
5 DIRECTORS THAT WE'VE HAD IN THE LAST EIGHT OR NINE
6 YEARS -- WE'VE HAD AN AFRICAN-AMERICAN MALE.
7 WE'VE HAD OBVIOUSLY A LATINO MALE AND WE'VE HAD AN
8 AFRICAN-AMERICAN FEMALE WHO AT ONE TIME SERVED AS
9 THE MANAGING EDITOR. THE STATION JUST HIRED THE
10 FIRST -- WELL, NOT THE FIRST -- THE SECOND
11 AFRICAN-AMERICAN FEMALE WHO WILL BECOME THE
12 MEDICAL DIRECTOR OF CHANNEL 2. AND THAT
13 ANNOUNCEMENT IS BEING MADE THIS AFTERNOON.

14 MS. BROOKS: MR. DYER, I'D LIKE FOR
15 YOU, IF YOU CAN, TO COMMENT ON WHY ARE THERE SO
16 FEW MINORITIES IN NEWS MANAGEMENT POSITIONS IN THE
17 BUSINESS TODAY. I'M SPEAKING OF ASSIGNMENT
18 EDITORS, EXECUTIVE PRODUCERS AND SO ON, AT THE
19 MAJOR STATIONS. WHY ARE THOSE FIGURES SO
20 ALARMINGLY LOW?

21 MR. DYER: I THINK ONE OF THE -- AND
22 THIS IS MY OPINION AND THIS IS OVERALL. I THINK
23 ONE OF THE REASONS THAT IT IS THE CASE, AND THAT
24 PERHAPS A VERY IMPORTANT SOLUTION IS THAT THERE
25 NEED BE TO MORE MINORITIES PLACED IN THE PIPELINE.

1 AS AN EXAMPLE, UNLESS YOU HAVE A POOL FROM WHICH
2 TO CHOOSE FROM, IT'S GOING TO BE VERY DIFFICULT TO
3 PLACE PEOPLE IN THOSE POSITIONS THAT YOU JUST
4 ARTICULATED. AND I THINK THAT PIPELINE MAY BE THE
5 ULTIMATE ANSWER TO TARGET PEOPLE TO ENSURE THAT
6 THAT WORK FORCE LOOKS LIKE THE COMMUNITY THAT WE
7 SERVE.

8 TOO OFTEN THERE IS A TENDENCY --
9 SOMEONE CALLS IT "RACISM." I SAY SOMETIMES IT CAN
10 BE A CASE OF THE COMFORT ZONE. PEOPLE TEND TO
11 HIRE PEOPLE WHOM THEY KNOW WITH CONFIDENCE; EITHER
12 IT IS FRIENDS OR OTHERS WITHIN THE ORGANIZATION
13 THAT PERHAPS THEY FEEL MORE COMFORTABLE WITH,
14 QUITE FRANKLY. SO WHAT YOU HAVE AMOUNTS TO AN
15 IMBALANCE IN TERMS OF POSITIONS THAT ARE HELD BY
16 ANY PARTICULAR ORGANIZATION.

17 I THINK THAT'S BEGINNING TO CHANGE AS
18 MORE PERSONS OF COLOR, IF YOU WILL, FILL THOSE
19 JOBS. THEY, TOO, BECOME REFERRAL SOURCES FOR
20 OTHER JOB CANDIDATES ACROSS THE COUNTRY,
21 SPECIFICALLY HERE IN THE CITY OF LOS ANGELES.

22 MS. BROOKS: THAT WAS GOING TO BE MY
23 NEXT QUESTION CONCERNING THE COMFORT ZONE, AND FOR
24 YOU TO DESCRIBE IT TO US, AND THANK YOU VERY MUCH
25 FOR DOING SO.

1 I'D LIKE TO ASK YOU IN TERMS OF
2 ETHNICITY, ALTHOUGH YOU TALK ABOUT YOUR STATION'S
3 PREVIOUS HIREES AND CURRENT HIREES IN TERMS OF TV
4 NEWS ANCHORS, WHAT IS YOUR ASSESSMENT OF THE
5 MONDAY THROUGH FRIDAY PRIME TIME TV NEWS REPORTING
6 PICTURE IN TERMS OF MINORITIES IN THOSE POSITIONS,
7 IN ANCHOR POSITIONS?

8 MR. DYER: I THINK IN L.A. THAT THAT'S
9 AN AREA THAT OBVIOUSLY HAS TO BE IMPROVED AS WELL.
10 AND I THINK IF YOU LOOK ACROSS THE COUNTRY IN
11 OTHER KEY MARKETS, THEY'RE A LITTLE MORE
12 REFLECTIVE IN TERMS OF ETHNICITY, IN TERMS OF THE
13 LOOK THAT TYPIFIES THE MARKETPLACE ITSELF.

14 I THINK OBVIOUSLY WE'VE HAD SOME
15 SUCCESSES, AND I HOPE THERE WILL BE MORE. BUT I
16 THINK THAT'S AN AREA THAT QUITE FRANKLY HAS HAD
17 PERHAPS A BIT MORE ENTHUSIASM THAN IN THE PAST.
18 AS THIS COMMUNITY CONTINUES TO GROW
19 DEMOGRAPHICALLY, I THINK THAT THE TIME IS PERHAPS
20 FOR OUR PAST, THAT THAT BALANCE IS NOT REFLECTED
21 IN TERMS OF THE DAILY ANCHORS. I DON'T MEAN
22 NECESSARILY THE WEEKEND ANCHORS. I'M SPECIFICALLY
23 TALKING ABOUT MONDAY THROUGH FRIDAY.

24 I THINK THAT THERE WOULD BE A NUMBER OF
25 WAYS. ONE WOULD BE TO PROVIDE A EXTENSION

1 STRENGTH WHEREBY PERSONS WHO MAY START THE WEEKEND
2 EVENTUALLY AS AVAILABILITY MAY OCCUR, MOVE TO THAT
3 DAILY MONDAY THROUGH FRIDAY.

4 I THINK THAT ONE OF THE CONCERNS
5 EXPLAINED EARLIER, JOHN MACK AT URBAN LEAGUE SAID
6 FOR YEARS THAT A CITY THE SIZE AND AS DIVERSE AS
7 LOS ANGELES DOES NOT HAVE A NUMBER OF MINORITY
8 INTERESTS ALL ACROSS THE CITY, AND I THINK THAT'S
9 A VALID POINT. THAT'S SOMETHING THAT WE CERTAINLY
10 HAVE TALKED ABOUT AT CHANNEL 2, AND HOPEFULLY
11 WE'LL BE MOVING TO ADDRESS THAT.

12 MS. BROOKS: I THINK YOU SAID EARLIER
13 THAT THE POOL IS LOW OR IT'S TOO LOW, THE POOL OF
14 AVAILABLE MINORITY JOURNALISTS FOR THESE
15 POSITIONS. DO YOU HAVE ANY RECOMMENDATIONS AS TO
16 HOW YOU MAY INCREASE OR HOW WE MAY INCREASE THE
17 AVAILABLE POOL OF JOURNALISTS?

18 MR. DYER: OUT HERE IN LOS ANGELES
19 THERE'S AN ORGANIZATION CALLED THE CALIFORNIA
20 CHICANO MEDIA ASSOCIATION. YEARS AGO WE BROUGHT
21 IT A COMPUTER BY WHICH THE ORGANIZATION COULD FORM
22 A JOB BANK. AND IN THIS INSTANCE LATINO
23 CANDIDATES WHO WERE OUT OF SCHOOL AND COMING TO
24 THE MARKETPLACE COULD FEED INTO THAT PARTICULAR
25 ORGANIZATION, FROM WHICH THE MEDIA COULD DRAW FROM

1 IT A POOL OF PERSONS WITH EXPERIENCE AND WHO CAN
2 CERTAINLY BE PREPARED FOR THE JOBS.

3 THERE IS AN ORGANIZATION CALLED
4 NATIONAL ASSOCIATION OF -- THE NABJ, NATIONAL
5 ASSOCIATION OF BLACK JOURNALISTS, WHO ALSO HAVE A
6 JOB BANK IN TERMS OF AFRICAN-AMERICAN REPORTERS
7 FROM WHICH I THINK THE MEDIA CAN CERTAINLY PLUG
8 INTO. THERE'S ANOTHER ORGANIZATION CALLED THE
9 ASIAN-AMERICAN JOURNALISTS ASSOCIATION.

10 THE BANKS ARE THERE AND I THINK IT'S
11 IMPORTANT FOR US AT THE MEDIA LEVEL TO TAKE
12 ADVANTAGE OF THAT. I THINK WHAT'S GOING TO
13 HAPPEN -- IN THE LAST DECADE MOST OF THE MAJOR
14 NEWS ORGANIZATION DO SEND REPRESENTATIVES WHO
15 RECRUIT AT THOSE MAJOR CONFERENCES.

16 NOW, THE QUESTION IS: WHAT HAPPENS
17 WHEN YOU GET THE INFORMATION? WHERE DO YOU BRING
18 IT BACK AND HOW IS THAT FOLLOWED THROUGH. I THINK
19 THAT'S SOMETHING THAT RIGHT NOW REMAINS IN
20 QUESTION. CERTAINLY THE CANDIDATES ARE THERE. I
21 THINK THAT THE MEDIA NOW HAS GOTTEN TO A POINT
22 WITH SPECIFICATION WHERE IT'S NO LONGER WHAT IT
23 WAS WHEN I CAME TO THE MEDIA 28 YEARS AGO, WHEN
24 THE PERCENTAGE WAS VERY SMALL. I THINK RIGHT NOW
25 THERE ARE A LOT OF PERSONS OUT THERE RATHER

1 COMPETENT THAT MAY BE AVAILABLE.

2 OUR JOB IS TO GO OUT AND AGGRESSIVELY
3 SEEK THEM. IT'S NOT A MEDIA PROBLEM, AS FAR AS IN
4 TERMS OF MONDAY THROUGH FRIDAY -- IF THERE'S A
5 POSITION IN THE STATE OF READINESS -- BUT WHEN
6 THOSE VACANCIES DO OCCUR, WHEN THOSE OPPORTUNITIES
7 DO OCCUR, THAT WE HAVE SOMEONE FROM WHICH TO LOOK
8 FOR, FOUR OR FIVE. AND I THINK THAT'S BEGINNING
9 TO HAPPEN SOMEWHAT. NOT TO THE EXTENT THAT I LIKE
10 IT OR PERHAPS A LOT OF THE COMMUNITY PERSONS WOULD
11 LIKE, BUT -- THERE IS ALWAYS REFINING, CONTINUES
12 TO BE -- WHERE ARE WE, MONDAY THROUGH FRIDAY IN
13 TERMS OF THE PSA POSITIONS?

14 MS. BROOKS: CAN YOU COMMENT ON -- I
15 UNDERSTAND THAT YOU DO ON OCCASION BROADCAST
16 EDITORIALS TO LEND SOME BALANCE TO WHAT MAY HAVE
17 BEEN VIEWED AS A PARTICULARLY BIASED STORY. CAN
18 YOU COMMENT ON JUST HOW THAT CAME ABOUT AND WHAT
19 THIS EDITORIALIZING ON YOUR PART AS THE COMMUNITY
20 AFFAIRS DIRECTOR IS ALL ABOUT.

21 MR. DYER: WELL, UNDER THE
22 CIRCUMSTANCES, ONE TIME THAT WE AIRED SOMETHING IN
23 THE NEWSROOM, AND THOSE OF US WHO'VE BEEN IN THIS
24 COMMUNITY AN AWFUL LONG TIME REALIZED THAT PERHAPS
25 IN TERMS OF BACKGROUND THAT THERE WAS MORE TO THAT

1 STORY THAT RESULTED IN THE RESULT THAT WAS
2 MANUFACTURED ON THE BROADCAST.

3 IN DISCUSSING IT WITH MANAGEMENT, WE
4 FIGURED THAT EDITORIALY WE CAN PERHAPS PROVIDE
5 ADDITIONAL INSIGHT TO THAT STORY BY LETTING THE
6 PUBLIC KNOW THAT THERE WAS A LONG-STANDING
7 BACKGROUND TO THE STORY, AND EVEN THOUGH THE
8 RESULT, WITH RESPECT TO WHEN WE DID THE INITIAL
9 NEWS, HAD TO BE ENTWINED WITH THE ENTIRE STORY
10 ITSELF. SO WE DID AN EDITORIAL REPORT SETTING
11 FORTH THE OTHER SIDE OF THE STORY.

12 BUT MANY TIMES SOMETHING MAY HAPPEN IN
13 THE NEWSROOM THAT WE FEEL PROVIDES ADDITIONAL
14 INSIGHT EDITORIALY. WE'LL GO BACK AND MAKE A
15 RECOMMENDATION TO MANAGEMENT AND SAY, "HEY, LOOK.
16 THE MEXICAN AMERICAN GROCERS ASSOCIATION IS HAVING
17 A VERY INNOVATIVE PROGRAM. WE'VE COVERED THE
18 NEWS, BUT PERHAPS YOU SHOULD MAKE A COMMENT FROM
19 THE STATION'S POINT OF VIEW," AND WE DRAFT AN
20 EDITORIAL, GIVE IT TO THE GENERAL MANAGER AND ASK
21 HIM TO APPROVE IT.

22 SO WE HAVE A SYSTEM OF CHECKS AND
23 BALANCES THERE, AND THAT'S ONE OF THE POSITIONS I
24 ENJOY. WHERE SOMETIMES WE FEEL, FOR WHATEVER
25 REASON IT MAY BE, THAT WE OUGHT NOT TO COVER THE

1 STORY, IF WE FEEL STRONG ENOUGH ABOUT IT, WE WILL
2 MAKE A RECOMMENDATION TO DO AN EDITORIAL, AND THAT
3 EDITORIAL IS USUALLY DONE.

4 MS. BROOKS: FINALLY, MR. DYER, ONE
5 QUESTION: JUST HOW WOULD YOU RATE THE LOCAL
6 TELEVISION NEWS COVERAGE HERE IN THE LOS ANGELES
7 AREA? IF YOU HAD TO RATE IT ON A SCALE OF ONE TO
8 TEN, HOW WOULD YOU RATE IT?

9 MR. DYER: I WOULD SAY, WITH A
10 QUALIFIER, RIGHT NOW ABOUT A GOOD SIX AND A HALF.
11 AND I SAY SIX AND A HALF BECAUSE ONE OF THE
12 CONCERNS I HAVE, AND WE HAVE DISCUSSED THIS, AND
13 WE HAVE JUST A JOB -- NOT A JOB BANK -- A
14 DIRECTORY OF CHANNEL 2 ON THIS SPECIFIC ISSUE.

15 AND IT WAS ALLUDED TO IN THE PREVIOUS
16 PANEL. SOMEONE SAID, "IF YOU CLOSE YOUR EARS, IF
17 YOU WILL, AND YOU SEE A PERSON ON THE BROADCAST,
18 YOU WOULD INVARIABLY KNOW THAT THE HISPANIC, THE
19 AFRICAN-AMERICAN IS TALKING ABOUT POVERTY,
20 WELFARE, GANG SHOOTING, DRIVE-BY SHOOTINGS,
21 ET CETERA, AND IF YOU SAW A NON-MINORITY ON THE
22 BROADCAST, CHANCES ARE YOU'RE TALKING ABOUT WALL
23 STREET, ECOLOGY, GLOBAL WARMING, ET CETERA.

24 SO THE POINT IS: THERE ARE MINORITY
25 MEMBERS OUT THERE WHO CAN ALSO TALK ABOUT WALL

1 STREET, WHO CAN ALSO TALK ABOUT GLOBAL WARMING,
2 WHO CAN ALSO TALK ABOUT MORE UNIVERSAL ISSUES. SO
3 WHEN SOMEONE SAYS "NEWS BALANCE," IT IS NOT
4 NECESSARILY ALWAYS GOING OUT AND GETTING THE
5 STORIES THAT SHOW THE NICE SIDE OF THE EVENT, BUT
6 PROMOTING THOSE PERSONS OUT THERE OF DIFFERENT
7 ETHNICITIES WHO CAN SPEAK ABOUT MORE UNIVERSAL
8 ISSUES OTHER THAN THE TRADITIONAL ISSUES, THE
9 STEREOTYPICAL-TYPE ISSUES, WHETHER IT'S A MINORITY
10 TALKING ABOUT POVERTY OR WELFARE, ET CETERA.

11 I THINK WHAT THE COMMUNITIES ARE
12 SAYING, "HEY, LOOK. GIVE US ANOTHER SIDE OF WHO
13 WE ARE. WE HAVE THE ROLE MODELS OVER HERE AS WELL
14 AS THE NEGATIVES OVER HERE." AND I THINK THAT'S A
15 POINT WE HAVE TO CONCEDE.

16 WHAT WE HAVE DONE AT CHANNEL 2 -- I
17 THINK JOSE RIOS AND I WERE MEMBERS OF A PANEL
18 ABOUT TWO YEARS ON A COMMUNITY RELATIONS
19 COMMISSION THAT ADDRESSED THE ISSUE OF WHETHER OR
20 NOT THE MEDIA WAS THE PROBLEM. AND ONE OF THE
21 THINGS THAT CAME OUT OF IT WAS A NEED TO DEVELOP
22 DIRECTORIES AT EACH STATION WHEREBY WHEN SOMETHING
23 COMES DOWN, THE NEWSROOM COULD GO BACK AND LOOK AT
24 THAT DIRECTORY AND SAY, "LOOK, THIS PERSON WANTS
25 TO TALK ABOUT THE" -- LET'S SAY THE MIDDLE EAST.

1 "HERE'S A PERSON OVER HERE WHO IS OF HISPANIC
2 ANCESTRY WHO IS A VERY WELL-KNOWN EXPERT IN THOSE
3 AREAS."

4 I THINK THAT KIND OF SHOWCASE PROVIDES
5 WHAT A LOT OF COMMUNITY PEOPLE ARE SAYING: TOO
6 MUCH OF THE STEREOTYPE. TOO MUCH OF THE
7 STEREOTYPE AND NOT ENOUGH OF THE POSITIVE.

8 FINALLY, AFTER 1992 -- THE UPRISING, A
9 LOT OF COMMUNITIES WERE CONCERNED THAT THEY WERE
10 NOT PROPERLY COVERED. DURING THE RODNEY KING
11 DELIBERATIONS THE SECOND TIME, WHAT WE DID IS TO
12 COMMISSION THREE RESOURCE CONSULTANTS: ONE FROM
13 THE HISPANIC COMMUNITY, ONE FROM THE ASIAN
14 COMMUNITY, ONE FROM THE AFRICAN-AMERICAN
15 COMMUNITY.

16 WHAT WE DID IS SAY, "LOOK, YOU'RE A
17 CONSULTANT. WE'RE GOING TO PAY YOU. THE MINUTE
18 THE RODNEY KING VERDICT COMES IN, WE WANT YOU TO
19 BEGIN TO MONITOR US. WE WANT YOU TO MONITOR OUR
20 COVERAGE UNTIL THE NEXT 48 HOURS, AND WE'LL TELL
21 YOU TO GO BEYOND THAT POINT. YOU TELL US WHAT,
22 INDEED, YOUR RECOMMENDATIONS WERE. WHETHER WE DID
23 A PRETTY GOOD JOB OR IF WE DID A LOUSY JOB. WHAT
24 ARE YOUR RECOMMENDATIONS," ET CETERA.

25 AND DR. DAVID A. BAUTISTA OF THE

1 HISPANIC COMMUNITY, DR. HELEN BAYER OF THE
2 AFRICAN-AMERICAN COMMUNITY AND DR. DON KONISHI. I
3 THINK KONISHI IS FROM THE ASIAN COMMUNITY, THEY
4 ALL FILED VERY LENGTHY REPORTS, SOME OF WHICH WERE
5 VERY DIRECT, SOME WERE VERY COMPLIMENTARY AND SOME
6 THAT WERE FILLED WITH RECOMMENDATIONS. BUT IT DID
7 GIVE US THE LATITUDE, "LET'S DON'T GUESS AS TO HOW
8 WELL A JOB WE DID. LET'S FIND OUT FROM PERSONS IN
9 THE COMMUNITY WHO ARE SO-CALLED EXPERTS AND
10 VARIOUS ENTITIES WHAT WE DID RIGHT AND WHAT WE DID
11 WRONG."

12 THE SAME PERSONS CAME IN DECEMBER TO DO
13 SEMINARS WITH THE ENTIRE STATION'S MANAGEMENT AND
14 THE STATION'S STAFF, SPECIFICALLY NEWS, SAYING,
15 "LOOK, LET ME TELL YOU WHO WE ARE AND SO THERE'S
16 NO MISTAKE ABOUT YOUR COVERING US AND OUR
17 CULTURE." WE FEEL IT HAS BEEN VERY HELPFUL. SO
18 FAR WE THINK THAT WE ARE PERHAPS THE ONLY STATION
19 IN TOWN THAT HAS GONE THAT FAR WITH A TWO-HOUR
20 SEMINAR WITH THE VARIOUS CULTURES. I'LL BE BEHIND
21 IT TO BE SURE WE'RE NOT ASSUMING ANYTHING.

22 YOU SAY, "DO YOU ALWAYS HAVE US IN THE
23 RATINGS?" PERHAPS NOT. THE GENERAL MANAGER SAID
24 RECENTLY IT'S A THREE-PRONGED PROCESS. NUMBER
25 ONE, FIRST PROCESS DEALS WITH MORALLY, ETHICALLY

1 AND THEN HOPEFULLY THE BY-PRODUCT OF ALL OF THAT
2 WILL BE DOWN THE ROAD IN INCREASED RATINGS. BUT
3 BASICALLY, I THINK THE EFFORTS BEHIND THE SCENES
4 HAVE BEEN CERTAINLY AGGRESSIVE.

5 AGAIN, THE COMMUNITIES WILL HOLD ME
6 RESPONSIBLE FOR NOT TAKING BACK TO THE STATION
7 WHAT THEY'RE CONCERNED ABOUT AND HOPE THAT THE
8 STATION IS HOLDING ME RESPONSIBLE FOR NOT TELLING
9 THEM WHAT QUITE FRANKLY THEY NEED TO HEAR. THAT'S
10 MY JOB.

11 MS. BROOKS: THANK YOU, MR. DYER.

12 NOW I'LL MOVE ON TO MISS CELESTE DURANT
13 WHO IS THE ASSISTANT NEWS DIRECTOR --

14 THE CHAIR: EXCUSE ME A MINUTE, PLEASE.
15 I HAVE TO SWEAR HER IN.

16 PLEASE RAISE YOUR RIGHT HAND.

17 DO YOU SWEAR OR AFFIRM THAT YOU WILL
18 TRUTHFULLY TESTIFY TO THE BEST OF YOUR ABILITY?

19 (WHEREUPON, THE PANELIST ANSWERED IN
20 THE AFFIRMATIVE.)

21 THE CHAIR: THANK YOU VERY MUCH.

22 MS. BROOKS: THANK YOU, MR. CHAIRMAN.

23 MISS DURANT, TO OUR KNOWLEDGE AND
24 THROUGH OUR INITIAL INVESTIGATION, YOU ARE THE
25 ONLY MINORITY PERSON AND ONLY FEMALE WHO BEARS TWO

1 TITLES, ASSISTANT NEWS DIRECTOR AND EXECUTIVE
2 PRODUCER OF THE NEWS.

3 AND IN THOSE CAPACITIES, IN HOLDING
4 BOTH HATS, WOULD YOU PLEASE COMMENT ON THE VIEWS
5 THAT HAVE BEEN EXPRESSED THUS FAR THAT LOCAL TV
6 NEWS PORTRAYALS OF MINORITIES IS UNBALANCED, ONE
7 DIMENSIONAL AND STEREOTYPICAL AND THAT THE NEWS
8 REFLECTS ONLY QUOTE UNQUOTE "ANGLO VALUES."

9 MS. DURANT: I THINK THAT THE BASIC
10 ISSUE IS ONE OF BALANCE. I THINK THAT IF ONE
11 LOOKS AT TV NEWS COVERAGE AS A WHOLE, I THINK IT
12 IS VERY UNBALANCED, BUT I DO THINK THAT IF YOU
13 LOOK AT SPECIFIC STATIONS AT SPECIFIC TIMES, YOU
14 WILL SEE VERY POSITIVE STORIES ABOUT THINGS THAT
15 ARE GOING ON IN OUR COMMUNITY.

16 AS I SAID, I THINK IT'S JUST AN ISSUE
17 OF BALANCE. I DON'T THINK IT TYPICALLY REFLECTS
18 ONLY ANGLO VALUES. I THINK THE THREE PEOPLE HERE
19 WILL TELL YOU THAT AT THEIR STATIONS WE HAVE A
20 GREAT DEAL OF INFLUENCE IN WHO IS COVERED AND HOW
21 IT IS COVERED. THEREFORE, THERE IS A DIFFERENT
22 VALUE THERE.

23 ALSO, SINCE I'VE WORKED -- AND I'VE
24 LOOKED AT MANAGEMENT AT TWO STATIONS IN THE
25 CITY -- I'VE BEEN UNDER GREAT PRESSURE FROM UPPER

1 MANAGEMENT TO FIND MINORITIES IN ALL LEVELS.
2 THEREFORE, MOST OF THE PLACEMENTS AND THE HIRES
3 THAT I'VE MADE HAVE TRIED TO REFLECT THE
4 COMMUNITIES IN WHICH I WORK. SO THAT WHEN THE
5 MEDIA HAS A STORY DISCUSSION AT KCOP, AND BEFORE
6 THAT AT KCET, I WAS GETTING INPUT FROM COMMUNITIES
7 OTHER THAN MY OWN TO INFLUENCE HOW TO COVER EVENTS
8 AND WHAT EVENTS WE WILL COVER.

9 MS. BROOKS: CAN YOU SHARE WITH US HOW
10 YOUR STATION MAY DECIDE THE LEAD NEWS STORIES ON
11 ANY GIVEN DAY AND WHAT ROLES THE RATINGS AND
12 DEMOGRAPHICS MAY PLAY IN THOSE DECISIONS?

13 MS. DURANT: JUST AS WAS MENTIONED,
14 RATINGS AND DEMOGRAPHICS DON'T REALLY INFLUENCE
15 HOW WE CHOOSE THE TOP STORY FOR THE DAY.

16 THROUGHOUT THE DAY, THERE ARE A NUMBER
17 OF MEETINGS. IT STARTS OUT WITH A 7:00 A.M.
18 CONFERENCE CALL THAT I ATTEND WHERE WE DISCUSS
19 WHAT, HOW AND WHY -- WHAT HAPPENED DURING THE
20 NIGHT; WHAT WERE THE STORIES THAT WE HAD
21 PREVIOUSLY THAT NEED TO BE FOLLOWED UP. AND WE
22 DISCUSS THAT, GIVEN OUR CAMERA AVAILABILITY AND
23 NUMBER OF REPORTERS.

24 AND AT MY STATION IN PARTICULAR, WHICH
25 IS THE SMALLEST OF THE STATIONS THAT ARE

1 REPRESENTED HERE, FOR US A BIG ISSUE IS NUMBER OF
2 CREWS AND NUMBER OF REPORTERS THAT WE CAN HAVE OUT
3 IN THE FIELD AT ANY ONE TIME. SO WE ARE LIMITED
4 BY STAFFING AND AVAILABILITY. SO ONE OF THE MAJOR
5 CONSIDERATIONS FOR US IS, ONE, THE IMPORTANCE OF
6 THE STORY AND WHETHER WE HAVE THE CREWS TO COVER
7 THAT STORY.

8 AND THOSE MEETINGS -- THERE'S ONE AT
9 7:00, ONE AT 11:00 AND ANOTHER AT 3:30 AND ANOTHER
10 AT 6:00. AND DURING THE DAY, THE STORIES CHANGE.
11 WE ADD THE WAKING STORIES. WE HAVE WHAT WE CALL
12 ENTERPRISE STORIES THAT WE PLAN AHEAD OF TIME, AND
13 THAT GIVES US A LITTLE BIT MORE LATITUDE IN
14 EXTENDING THE COVERAGE OF SUBSTANTIVE ISSUES. BUT
15 BASICALLY THE HARD NEWS STORIES AND WHAT WE TALK
16 ABOUT IN TERMS OF THE MOST TALKED ABOUT STORIES OF
17 THE DAY GET CHANGED DURING THE DAY.

18 MS. BROOKS: IN TERMS OF THE CHARGES
19 MADE EARLIER CONCERNING THE MEDIA'S BEING THE
20 CAUSE OF RACIAL ETHNIC TENSIONS IN THIS COMMUNITY,
21 WHAT IS YOUR RESPONSE TO THAT??

22 MS. DURANT: I THINK THAT CERTAINLY IT
23 IS A CONTRIBUTING FACTOR. I DON'T THINK IT HAS
24 QUITE THE AMOUNT OF INFLUENCE THAT I THINK HAS
25 BEEN ATTRIBUTED TO IT TODAY.

1 THERE ARE CERTAIN TENSIONS THAT EXIST,
2 AND I THINK THAT IT IS THE OBLIGATION OF THE NEWS
3 MEDIA TO COVER THE NEWS AND WHAT IS GOING ON IN
4 THE COMMUNITY. I THINK IT IS DANGEROUS TO PUT THE
5 NEWS MEDIA IN THE ROLE OF A CENSOR OR SOME KIND OF
6 FILTER THAT DECIDES WHAT IS GOOD NEWS AND POSITIVE
7 NEWS AND WHAT IS BAD NEWS AND NEGATIVE NEWS AND
8 THEREFORE NOT TO BE COVERED.

9 I THINK THE KEY IS TO COVER ALL OF THE
10 MAJOR STORIES AND TO HAVE BALANCE. AND THAT MEANS
11 THAT WHILE YOU COVER THE DAILY FIRE, MURDER, GANG,
12 WHATEVER, THAT YOU ALSO LOOK FOR THE ISSUES THAT
13 ARE IMPORTANT TO THE COMMUNITY. AND I THINK IF
14 YOU LOOK AT ISSUES AS OPPOSED TO EVENTS AND GIVE
15 THEM THEIR DUE WEIGHT AND LOOK AT THE ISSUES AS
16 THEY AFFECT THE COMMUNITIES OUT IN YOUR GEOGRAPHIC
17 AREA, YOU'LL BEGIN TO HAVE SOME BALANCE IN YOUR
18 COVERAGE. I THINK IT IS INCREASED WHEN YOU HAVE A
19 STAFF THAT HAS MORE MINORITY BECAUSE THEN YOU HAVE
20 INPUT FROM VARIOUS COMMUNITIES IN YOUR NEWSROOM.

21 SO I THINK THAT WHILE SOME OF THE
22 PANELISTS, I THINK, HAVE GONE OVERBOARD IN THE
23 AMOUNT OF WEIGHT THEY GIVE TO THE NEWS MEDIA'S
24 INFLUENCE ON INCREASING RACIAL TENSIONS, I DO
25 THINK THERE IS A LAUDABILITY TO THE CLAIM.

1 MS. BROOKS: THANK YOU, MRS. DURANT.

2 IN ESSENCE, TO SAVE TIME, I WILL NOW
3 TURN THE QUESTIONING OVER TO OUR COMMISSIONERS.

4 THE CHAIR: MR. GEORGE.

5 MR. GEORGE: THANK YOU MR. CHAIRMAN.

6 A PANELIST A MOMENT AGO, DEPUTY
7 DIRECTOR BROOKS MADE REFERENCE TO THE CONCEPT OF
8 ANGLO VALUES. SHE PUT THE TERM IN QUOTATION
9 MARKS. AND SINCE COMING TO LOS ANGELES, I HAVE
10 LEARNED ABOUT THE WORKING CONCEPT OF THE ANGLO
11 COMMUNITY IN CONNECTION WITH THE ISSUES THAT WE'RE
12 INVESTIGATING HERE, BUT I'M NOT STILL QUITE SURE
13 WHAT TO MAKE OF THE CONCEPT AS IT FUNCTIONS IN
14 YOUR DELIBERATIONS.

15 WOULD THE ANGLO COMMUNITY BE MEMBERS
16 OF -- WHO DO NOT FALL INTO ANY OF THE OTHER
17 CATEGORIES THAT WE TREAT FOR MINORITY COMMUNITIES?
18 IS IT THE SORT OF, YOU KNOW, DEFAULT RESERVE? SO
19 PEOPLE WHO AREN'T MEMBERS OF THE HISPANIC
20 COMMUNITY, THE BLACK COMMUNITY, THE ASIAN
21 COMMUNITY, WOULD THEN BE CONSIDERED PART OF THE
22 ANGLO COMMUNITY? ITALIAN-AMERICANS, FOR EXAMPLE,
23 OR LEBANESE-AMERICANS, WOULD THEY BE CONSIDERED
24 PART OF THE ANGLO COMMUNITY?

25 MR. DYER: THE ITALIAN-AMERICAN WOULD

1 BE AN ANGLO, BUT I'M NOT SURE OF THE
2 CATEGORIZATION OF LEBANESE. IT MAY VERY WELL FALL
3 WITHIN THAT CONSTRAINT. BASICALLY THIRD WORLD
4 PEOPLE WOULD BE CLASSIFIED IN A DIFFERENT
5 CLASSIFICATION THAN ANGLOS. ANGLOS ARE BASICALLY
6 THE GENERAL WHITE POPULATION IN THIS COUNTRY AS
7 CATEGORIZED IN MOST EEO FORMS. ANY OTHER
8 CATEGORIZATION BEYOND THAT WOULD BE ONE OF YOUR
9 ETHNICITIES: HISPANICS, BLACKS,
10 AFRICAN-AMERICANS, ASIAN PACIFIC PEOPLE AND ALL
11 THOSE LISTED AS "OTHER." THEY'VE KIND OF BROKEN
12 THAT DOWN SOMEWHAT NOW AND KIND OF PUT
13 ASIAN-AMERICAN PEOPLE, IF YOU WILL.

14 BUT BASICALLY, CLEARLY, AS INDICATED IN
15 OUR TERMINOLOGY, IF YOU ARE BASICALLY NOT ONE OF
16 THOSE VERY WELL GROUPINGS BASICALLY IN THE
17 COUNTRY, YOU'RE BASICALLY WHITE ANGLO.

18 MR. GEORGE: ARE THERE ANY DIFFERENT
19 RESPECTS, SALIENT RESPECTS IN WHICH ANGLO VALUES
20 DIFFER FROM THE VALUES OF A MINORITY COMMUNITY IN
21 A WAY THAT WOULD BE RELEVANT TO THE WORK THAT YOU
22 DO AND THE DECISIONS THAT YOU MAKE?

23 MR. DYER: LET ME KEEP GOING AND I'LL
24 DEFER IN A SECOND TO JOSE.

25 IF I WERE SEATED AROUND A TABLE AND I

1 SAW A COVERAGE OF THE 1992 UPRISING AND I SAW A
2 MANIFESTATION FROM, LET'S SAY, AN ANGLO THAT SAYS,
3 "THE RODNEY KING VERDICT CAME DOWN AND THIS IS IT.
4 WE HAVE AN UPRISING BECAUSE THEY WERE TICKED OFF
5 BECAUSE OF THE KING VERDICT."

6 AS AN AFRICAN-AMERICAN, I WOULD SAY
7 THAT IF YOU DO THAT, YOU'RE DOING THE SUPERFICIAL
8 PART OF THE STORY. YOU'RE NOT REALLY DOING THE
9 STORY BECAUSE THE STORY GOES BACK MUCH FURTHER
10 THAN THAT IN TERMS OF POOR POLICE COMMUNITY
11 RELATIONS, UNEMPLOYMENT IN THE COMMUNITY IS TOO
12 HIGH, IMAGERY, LACK OF TRANSPORTATION, INADEQUATE
13 RECREATION. ALL THAT CAME TO A BOILING POINT. IT
14 WAS VERY CONVENIENT TO SAY "RODNEY KING."

15 THE SAME THING WAS POINTED OUT AFTER
16 THE 1965 UPRISING WHEN THEY SAID BASICALLY THAT
17 THE INCIDENT DOWN THERE INCITED THE '65 RIOTS.
18 AND YEARS EARLIER -- I THINK IT WAS JOHN BUGGS,
19 THE COMMISSIONER, KEPT SAYING, "THERE ARE SEETHING
20 CAUSES DOWN HERE. THERE ARE ROOT CAUSES. THERE
21 IS A CAUSE OF POLICE COMMUNITY RELATIONS, THERE IS
22 A CAUSE OF UNEMPLOYMENT, A CAUSE OF LACK OF
23 TRANSPORTATION, A CAUSE OF LACK OF RECREATIONAL
24 ACTIVITIES. THERE'S NOT EVEN ONE MOVIE THEATER
25 DOWN HERE." IT WAS NOT THAT ONE INCIDENT.

1 SO AS AN AFRICAN-AMERICAN, I WOULD SIT
2 HERE AND SAY, "NO. NO. NO. NO. SURE, THERE WAS
3 AN ERUPTION THAT AUGUST NIGHT, BUT THAT ERUPTION
4 WAS ONLY A TRIGGER BECAUSE THE CAUSES WERE LOADED
5 IN THE GUN YEARS EARLIER." I CAN SAY THAT BECAUSE
6 I LIVED IN THAT COMMUNITY. SO YOU MAY NOT BE ABLE
7 TO SAY THAT, RESPECTFULLY, IF YOU WERE FROM
8 MALIBU -- AND I DON'T SAY THAT NEGATIVELY --
9 BECAUSE YOU DON'T HAVE THE SAME BACKGROUND OF THE
10 STORY.

11 SO IF YOU SAY WHAT IS THE DIFFERENCE IN
12 MY VALUES AND OTHER VALUES IS THAT THERE ARE
13 LONG-STANDING DIFFERENCES THAT I KNOW THAT HAVE
14 BEEN BORNE FOR YEARS. I'M NOT SAYING YOU CAN'T DO
15 THE STORY AS WELL, BUT I'M JUST SAYING WE BRING
16 DIFFERENT THINGS TO THE TABLE. AND TO THIS
17 INCIDENT, I BRING HISTORY. YOU MAY HAVE BROUGHT
18 JUST WHAT HAPPENED THAT PARTICULAR AUGUST
19 AFTERNOON IS WHAT I'M TRYING TO TELL YOU.

20 MR. GEORGE: IT SOUNDS LIKE TO ME
21 YOU'RE USING THE TERM "VALUES" IN A VERY BROAD
22 SENSE HAVING TO DO WITH PERSPECTIVE OR BACKGROUND
23 OR INFORMATION.

24 MR. DYER: I THINK THAT'S IMPORTANT,
25 YEAH.

1 MR. GEORGE: I DON'T DOUBT THAT IT'S
2 IMPORTANT, BUT I'M JUST WONDERING ABOUT THE USE OF
3 THE TERM "VALUES" HERE.

4 MR. DYER: I THINK --

5 MR. GEORGE: VALUES WOULD NORMALLY
6 REFER TO WHAT WE CONSIDER TO BE IMPORTANT,
7 DESIRABLE, WORTHWHILE IN LIFE, WORTH HAVING, WORTH
8 STRIVING FOR.

9 MR. DYER: I THINK THERE'S NO QUESTION
10 THAT HUMANKIND HAS A SET OF VALUES THAT ARE VERY
11 COMMON. WE ALL WANT A DECENT LIFE-STYLE. WE ALL
12 WANT TO FEEL SAFE IN OUR HOMES. WE ALL WANT TO
13 FEEL SAFE IN THE STREETS. WE ALL WANT TO HAVE THE
14 FEELING THAT OUR KIDS ARE GOING TO BE PROPERLY
15 EDUCATED.

16 THOSE ARE HUMAN VALUES. THERE'S NO
17 DISSIMILARITIES IN THOSE VALUES WHETHER YOU'RE
18 ANGLO OR WHATEVER.

19 WHAT WE'RE TALKING ABOUT IS A DIFFERENT
20 VALUE OF CONCEPTS WHEN YOU COME TO THE TABLE.
21 THERE ARE CERTAIN THINGS I MAY BRING THAT YOU
22 QUITE FRANKLY INNOCENTLY COULD NOT BRING. I
23 UNDERSTAND THAT. THIS IS VERY DIFFICULT.

24 IN TERMS OF HUMAN VALUES THERE IS
25 NOTHING THAT SAYS YOUR VALUE OR YOUR QUEST FOR THE

1 GOOD LIFE IS ANY DISSIMILAR THAN MINE IS. WE ALL
2 WANT THE SAME THINGS.

3 MR. GEORGE: ARE THERE RESPECTS,
4 THOUGH -- AND WE'RE SPEAKING OF VALUES NOW -- OF
5 WHAT IS CONSIDERED IMPORTANT, WORTHWHILE, WORTH
6 HAVING, WORTH STRUGGLING FOR. BEYOND THOSE
7 CERTAIN VALUES THAT WE SHARE, ARE THERE
8 DIFFERENCES BETWEEN THE ANGLO AND MINORITY
9 COMMUNITIES OR JUST AMONG THE MINORITY COMMUNITIES
10 PRECISELY OF "VALUES"?

11 MR. DYER: MY OPINION IS THAT
12 BASICALLY -- I DON'T THINK -- IF YOU TALK TO THE
13 AVERAGE AFRICAN-AMERICAN PARENT AND YOU TALK TO
14 THE AVERAGE, LET'S SAY, ANGLO PARENT AND YOU CUT
15 THE LIGHTS OFF AND YOU BEGIN TO SAY, "WHAT DO YOU
16 WANT FOR YOUR CHILD? WHAT DO YOU WANT FOR YOUR
17 CHILD?" BASICALLY, THE ULTIMATE QUEST IS FOR THE
18 SAME THINGS I JUST POINTED OUT IN TERMS OF VALUES.

19 IF YOU WERE TO SAY TO THAT SAME GROUP,
20 "WHAT DO YOU THINK YOU WANT THE MEDIA TO DO IN
21 TERMS OF SHOWCASE, THEN THE AFRICAN-AMERICAN MAY
22 VERY WELL SAY, "I WANT TO SEE MORE POSITIVE ROLE
23 MODELS ON THE TUBE, SO THAT MY CHILD CAN ASPIRE TO
24 SOMETHING."

25 THIS OTHER PERSON OVER HERE MAY SAY

1 SOMETHING TOTALLY UNRELATED. AND I THINK THAT'S
2 WHERE YOU MAY TEND TO DRAW THE LINE IN TERMS OF
3 THE SIMILARITIES AND VARIANCES BECAUSE OF THE
4 BACKGROUND.

5 MR. GEORGE: SO THE PERCEPTIONS OF WHAT
6 IS NEEDED MIGHT VERY WELL DIFFER IN PART BECAUSE
7 OF THE BACKGROUND, TO ACHIEVE THE VALUES THAT ARE
8 HELD IN COMMON. THE MEANS MIGHT -- OUR
9 DIFFERENCES IN BACKGROUND MIGHT LEAD US TO
10 DIFFERENT CONCLUSIONS ABOUT THE MEANS NECESSARY TO
11 ACHIEVE A COMMON GOAL.

12 MR. DYER: WELL, CERTAINLY SOME OF THE
13 FACTORS THAT MAYBE HAVE PLAYED IN MY LIFE MAY NOT
14 HAVE PLAYED IN YOUR LIFE. SOME RESTRICTIONS MAY
15 NOT HAVE BEEN PLACED ON YOU, BUT THEY MAY VERY
16 WELL HAVE BEEN PLACED ON ME.

17 MR. GEORGE: DO OTHER MEMBERS OF THE
18 PANEL WANT TO TALK TO THAT?

19 MS. DURANT: I THINK HE'S DESCRIBED IT
20 FAIRLY ACCURATELY. THE ONLY THING I'D LIKE TO
21 ADD, IT IS MY UNDERSTANDING AS TO THE USE OF THE
22 TERM "ANGLO," WAS THAT GENERALLY MOST HISPANICS
23 CONSIDER THEMSELVES CAUCASIAN. MOST HISPANICS
24 CONSIDER THEMSELVES CAUCASIAN. SO IT WAS TO
25 DISTINGUISH BETWEEN SPANISH SURNAMES AND

1 NON-SPANISH SURNAMES.

2 MR. GEORGE: WE HAD TESTIMONY EARLIER
3 ABOUT THE DIFFICULTY OF FINDING A TERM THAT WOULD
4 BE A COMMON TERM FOR PEOPLE WITH SPANISH LANGUAGE
5 BACKGROUND AND SO FORTH, WHETHER LATINO IS
6 PREFERABLE TO HISPANIC AND THE SAME AS TO THE
7 ASIAN.

8 MR. RIOS, DO YOU HAVE ANYTHING TO ADD?

9 MR. RIOS: I GENERALLY AGREE WITH WHAT
10 JOE SAID. I THINK THERE ARE A LOT OF SHARED
11 VALUES. I THINK MOST OF THE PEOPLE BELIEVE IN THE
12 SAME THINGS FOR THEIR CHILDREN, FOR THEIR FAMILY.

13 I DO THINK, THOUGH, THAT WE HAVE SOME
14 DIFFERENCES IN PERSPECTIVE. I THINK NOT ONLY --
15 WHEN I SAY THAT, THEY ARE IN TERMS NOT ONLY OF
16 ETHNICITY BUT I THINK ALSO IN TERMS OF ECONOMIC
17 STATUS; THAT IS, RICH OR POOR.

18 MR. GEORGE: THE OTHER QUESTION THAT I
19 WANT TO RAISE -- AND BARBARA BROOKS DID AN
20 EXCELLENT AND COMPREHENSIVE JOB. I DON'T WANT TO
21 HOLD YOU LONG -- HAS TO DO WITH THE TOUGH CASE
22 THAT --

23 MR. RIOS: I JUST WANTED TO SAY IT'S
24 TOO LATE.

25 MR. GEORGE: -- THE TOUGH CASE THAT I

1 RAISED WITH THE PREVIOUS PANEL, THE SITUATION IN
2 WHICH THE HONEST REPORTING OF A PROBLEM WITHIN A
3 COMMUNITY HAVING TO DO WITH ATTITUDES TOWARDS
4 OTHER COMMUNITIES WOULD CREATE THE DANGER OF
5 STIRRING UP ANIMOSITY TOWARD THE COMMUNITY BEING
6 REPORTED ON.

7 IT IS NOW WELL-KNOWN THAT ONE OF THE
8 MOST BIZARRE MANIFESTATIONS OF THE APPARENTLY
9 UNIVERSAL PHENOMENON OF ANTI-SEMITISM IS THAT
10 ANTI-SEMITISM HAS A STRONG BASE IN, OF ALL PLACES,
11 JAPAN, WHERE THERE ARE OBVIOUSLY VERY FEW JEWS.
12 IN FACT, THERE IS A MARKET FOR ANTI-SEMITIC
13 LITERATURE, AND SO FORTH, WHICH CAUSES GREAT ALARM
14 AND CONSTERNATION.

15 THIS IS, OF COURSE, NOT TO SAY THAT
16 ANYTHING APPROACHING THE MAJORITY OF JAPANESE IN
17 JAPAN OR IN AMERICA ARE ANTI-SEMITIC. OBVIOUSLY,
18 THAT'S NOT TRUE. BUT IT'S ALARMING THAT THERE IS
19 A MARKET IN JAPAN FOR THIS SORT OF LITERATURE AND
20 MATERIAL.

21 NOW, IF YOU DECIDE THAT THAT STORY IS
22 ONE THAT OUGHT TO BE REPORTED ON -- PERHAPS
23 REPRESENTATIVES OF THE JEWISH COMMUNITY WOULD LIKE
24 YOU TO REPORT ON THIS PHENOMENON AND CALL IT TO
25 THE ATTENTION OF ALL AMERICANS, YOU DO RUN THE

1 RISK OF STIRRING UP HOSTILITY, PREJUDICE TOWARDS
2 JAPANESE-AMERICANS WHO MIGHT BE TARRED WITH THE
3 BRUSH OF BEING ANTI-SEMITIC.

4 YOU MIGHT DO YOUR BEST TO PROVIDE
5 BALANCE AND KEEP POINTING OUT "THIS IS NOT
6 EVERYBODY." BUT ISN'T THIS A RISK THAT YOU RUN --
7 AND I SYMPATHIZE WITH YOU. I DON'T KNOW HOW I
8 WOULD MAKE THAT DECISION. HOW DO YOU GO ABOUT
9 MAKING THAT DECISION?

10 MR. RIOS: ONE THING I WOULD SAY THAT
11 YOU TOUCHED UPON CONTEXT, AND I THINK THAT IS
12 IMPORTANT FROM THE JAPANESE PROSPECTIVE.

13 MY OTHER THOUGHT ON THAT IS THAT I
14 THINK THESE THINGS ARE BETTER EXPOSED RATHER THAN
15 NOT. I THINK IF YOU SHOW PEOPLE'S HATREDS OR
16 THEIR ILL WILLS AND GET THOSE OUT. I THINK IF
17 THERE'S CONFLICT BETWEEN COMMUNITIES, OKAY, THEN
18 LET'S ADDRESS THAT. LET'S GET THAT OUT. BECAUSE
19 I THINK "IF IT'S NOT ADDRESSED, IT JUST GOES
20 AWAY," I DON'T THINK IS TRUE. AND I ALSO THINK
21 THAT THE AUDIENCE ISN'T STUPID. THEY CAN SEE IT
22 FOR WHAT IT IS. AND IN SO DOING, I THINK THAT
23 NEUTRALIZES IT.

24 MS. DURANT: WE'VE ACTUALLY RUN STORIES
25 VERY TYPICAL TO THE SCENARIO THAT YOU JUST

1 DESCRIBED BEFORE THIS UPRISING. WE HAD STORIES
2 ABOUT THE TENSIONS BETWEEN THE KOREAN COMMUNITY
3 AND THE BLACK COMMUNITY, AND WE DID A STORY THAT
4 MADE PEOPLE ANGRY IN THE KOREAN COMMUNITY.

5 BUT WE WENT TO A KOREAN MEETING, A
6 COMMUNITY MEETING THAT WERE UPSET ABOUT THE
7 LATASHA HARLINS INCIDENT. BASICALLY, SOME OF THE
8 BUSINESSMEN ADMITTED THAT THEY HAD ANTI-BLACK
9 FEELINGS. THEY WERE VERY CONCERNED ABOUT IT. IT
10 WAS SOMETHING THEY WERE DISCUSSING IN THE CONTEXT
11 OF THEIR MEETING AND HOW THEY WERE GOING TO
12 PROCEED FROM THAT. THEY FELT IT WAS IMPORTANT TO
13 TALK ABOUT IT, AND WE FELT IT WAS IMPORTANT TO RUN
14 AS A STORY.

15 AND I THINK YOU HAVE TO RUN THOSE KINDS
16 OF STORIES BECAUSE YOU NEED TO HAVE IT AIRED AS A
17 BUSINESS AND YOU NEED TO HAVE COMMUNITY
18 DISCUSSIONS SO THAT BOTH SIDES KNOW THAT THERE ARE
19 PROBLEMS WITHIN ALL THE GROUPS AND THEY'RE ALL
20 DEALING WITH THE ISSUES THAT CONFRONT THEM. AND
21 THAT'S THE ONLY WAY YOU GET A SENSE OF MOVEMENT IN
22 THE COMMUNITY.

23 MR. DYER: I THINK THAT IT WAS THE
24 KERNER COMMISSION'S REPORT THAT MADE THIS CASE
25 VERY WELL BY SAYING THAT IF THE MEDIA HAD POINTED

1 OUT THE ILLS PRIOR TO '65, PERHAPS THE BUREAUCRACY
2 COULD HAVE DEALT WITH THE PROBLEMS.

3 SO IN RESPONSE TO YOUR QUESTION, I
4 WOULD SAY IF YOU DON'T POINT IT OUT, IT MANIFESTS
5 ITSELF LATER ON AS A PROBLEM THAT COULD HAVE BEEN
6 RESOLVED HAD IT BEEN CALLED TO THE PROPER
7 AUTHORITY'S ATTENTION EARLIER. SO WHILE WE IN THE
8 MEDIA HAVE A RESPONSIBILITY TO POINT OUT THE BAD,
9 WE ALSO HAVE A RESPONSIBILITY TO POINT OUT THE
10 GOOD.

11 I THINK THE THING IS WE HAVE THE
12 RESPONSIBILITY TO RAISE THOSE KINDS OF STORIES,
13 HOPEFULLY THAT SOMEONE'S GOING TO STEP IN AND TRY
14 TO PROVIDE SOME KIND OF RESOLUTION TO IT. THE
15 KERNER COMMISSION REPORT WAS VERY DIRECT ON THAT
16 BY SAYING BY IGNORING THE PROBLEM WE, IN TURN,
17 CREATE THE PROBLEM, A GREATER PROBLEM.

18 SO I THINK AS BAD AS THOSE DECISIONS
19 ARE, WE ARE NOT OBLIGED TO IGNORE THE BAD, AS WELL
20 AS NOT CITING THE GOOD.

21 MR. GEORGE: IF I UNDERSTAND THE PANEL
22 CORRECTLY -- AND I THINK WE AGREE -- I ALSO TAKE
23 IT YOU'RE AGREEING WITH THE PREVIOUS PANEL WHEN IT
24 COMES TO THIS PARTICULAR CASE. THE ANSWER -- AND
25 PLEASE CORRECT ME, THOUGH, IF I'M PUTTING WORDS IN

1 YOUR MOUTH -- IS TO RUN THE STORY, BUT TO DO SO IN
2 A BALANCED WAY AND ALONGSIDE STORIES THAT ALSO
3 POINT OUT THE ACHIEVEMENT OF WHAT'S GOING ON AND
4 GOOD AND POSITIVE ATTITUDES AMONG JAPANESE PEOPLE,
5 JAPANESE-AMERICANS, JUST TO STICK WITH MY EXAMPLE
6 NOW FOR A MOMENT, AND THAT THE BALANCE IS THE KEY
7 TO AVOIDING THE BAD SIDE EFFECTS OF RUNNING THE
8 TRUE BUT NEVERTHELESS DAMAGING STORY?

9 IF I PUT WORDS IN YOUR MOUTH --

10 MS. DURANT: NO. I THINK YOU'VE
11 ACCURATELY ASSESSED IT. I THINK THE BALANCE -- I
12 THINK THE PERCEPTION THAT PEOPLE HAVE THAT THE
13 MEDIA SPEAKS WITH ONE MIND AND IT'S ALL VERY
14 NEGATIVE IS JUST NOT TRUE. THE FACT IS, THOUGH,
15 THAT THAT'S THE PERCEPTION. BECAUSE IT ISN'T
16 BALANCED.

17 I THINK IF YOU WATCH ANY OF OUR
18 STATIONS OR ANY STATION IN TOWN, YOU WILL SEE SOME
19 GOOD STORIES ABOUT WHAT'S GOING ON, POSITIVE
20 STORIES ABOUT VARIOUS COMMUNITIES. BUT IT IS NOT
21 IN PROPORTION TO THE AMOUNT OF STORIES THAT YOU
22 SEE ABOUT CRIME, ABOUT RACISM AND ALL THE OTHER
23 THINGS THAT GO ON IN ANY URBAN COMMUNITY, AND I
24 THINK THAT THAT IS WHAT WE ARE WORKING ON IS AT
25 LEAST TRYING TO GET MORE BALANCE, TRYING TO DEAL

1 WITH MORE ISSUES AS OPPOSED TO JUST STICKING WITH
2 EVENTS, AND TRYING TO SPEND MORE TIME ON
3 BACKGROUND.

4 AT THE SAME TIME, WHAT JOSE SAID
5 EARLIER WAS CORRECT, AND THAT IS THESE ARE TIMES
6 THAT ARE TOUGH ECONOMIC TIMES FOR STATIONS WHERE
7 WE DON'T HAVE THE STAFF TO DO A LOT OF THAT
8 BACKGROUND MATERIAL.

9 THE EARLIER PANEL TALKED ABOUT
10 PROVIDING TRANSLATORS TO GO OUT INTO THE
11 COMMUNITY. THAT IS A VERY WORTHWHILE GOAL, BUT I
12 DON'T KNOW HOW PRACTICAL THAT WOULD BE GIVEN
13 FINANCIAL CONSIDERATIONS AND ALSO JUST GIVEN THE
14 KIND OF FAST TURNAROUND OF EVENTS THAT WE FACE ON
15 A DAY-TO-DAY BASIS.

16 IN ADDITION, THERE'S SO MANY LANGUAGE
17 GROUPS IN LOS ANGELES TODAY, WHERE DO YOU BEGIN OR
18 END? I MEAN, WE'VE BEEN TO SCHOOLS WHERE THEY
19 HAVE 52 LANGUAGES IN ONE SCHOOL. SO WHO DO YOU
20 TRANSLATE FOR? HOW MANY DO YOU HAVE? HOW DO YOU
21 ASSESS WHAT THAT NEED IS?

22 MR. RIOS: IF I COULD JUST SAY, YOU
23 ALSO HAVE TO BE FAIR. YOU CAN'T BE UNFAIR TO ANY
24 PARTICULAR GROUP FOR TWO REASONS. NUMBER ONE,
25 JUST AS FAR AS BEING A NEWS ORGANIZATION. AND IF

1 YOU'RE UNFAIR TO SOMEBODY, WHAT HAPPENS, THAT
2 WHOLE PERIOD OF TIME THEY SAY, "YOU ARE NOT FAIR.
3 YOU DO NOT REPRESENT US IN ANY WAY THAT WE BELIEVE
4 TO BE ACCURATE." AND SO YOU WILL LOSE --
5 ULTIMATELY YOU LOSE ACCESS.

6 AND THE OTHER THING IS THAT IT'S PART
7 OF YOUR CONSIDERATION AS A JOURNALIST THAT YOU
8 HAVE TO BE FAIR. AND, AGAIN, FAIR MAKES IT
9 STRONGER; IT DOESN'T MAKE THE STORY WEAKER.

10 MR. GEORGE: AS MY FRIEND BOBBY DOCTOR
11 POINTED OUT, IT'S WRONG NOT TO BE FAIR.

12 YES. DID YOU WANT TO SAY ANYTHING?

13 MR. DYER: JUST THAT I AGREE.

14 MR. GEORGE: MR. CHAIRMAN, THANK YOU.

15 THE CHAIR: JUST A COUPLE.

16 ONE, I CAME TO L.A. -- I WAS ACTUALLY
17 SUPPOSED TO BE DOWN IN AUSTRALIA AT THE WORLD
18 CONFERENCE ON HUMAN RIGHTS WHEN THE DECISION --
19 AUSTRIA -- I WAS SUPPOSED TO BE THERE TO EXPOUND
20 ON AMERICAN HUMAN RELATIONS AT THE TIME THE KING
21 DECISION CAME DOWN, AND I DIDN'T WANT TO BE THERE
22 TO EXPLAIN WHAT HAPPENED JUST IN CASE IT DIDN'T GO
23 THE WAY I WANTED IT TO.

24 SO RATHER THAN TO GO THERE, I THOUGHT
25 I'D COME HERE AND BE ON HAND, AND I ROAMED AROUND

1 THE STREETS IN WORKING CLOTHES IN WATTS AND
2 VARIOUS OTHER PLACES IN THE COMMUNITY. THEN I PUT
3 ON A THREE-PIECE SUIT AND WENT TO THE SUBURBS.
4 NOW, THE THING THAT CONCERNED ME WAS PEOPLE WERE
5 SAYING IT WAS THE NEWS' RESPONSIBILITY -- I READ
6 THAT PEOPLE HAD PURCHASED ABOUT 500,000 GUNS IN
7 THIS AREA. WHEN I TALKED TO THE BROTHERS AND
8 SISTERS AND LATINOS IN OTHER PLACES, THEY WEREN'T
9 ABOUT TO GET INVOLVED IN ANY KIND OF GUNFIRE
10 CONFRONTATION WITH THE POLICE.

11 YET WHEN I WENT OUT INTO THE SUBURBAN
12 AREAS, PEOPLE WERE BUYING GUNS AND SAYING THAT THE
13 NEXT TIME "THEY COME" WHAT THEY WERE GOING TO DO.
14 AND THEY SEEMED TO SAY TO ME WHEN I ASKED THEM
15 "WHY ARE YOU BUYING GUNS," MOST INDICATED THAT
16 THEY HAD SEEN THE TELEVISION SHOWS, IN PARTICULAR
17 WHERE WOMEN WERE BEING TAUGHT HOW TO SHOOT GUNS.
18 THE NEWS IS RESPONSIBLE FOR IT, PARTICULARLY THE
19 TELEVISION NEWS. WHAT IS YOUR RESPONSE TO THAT?

20 MR. RIOS: THERE WERE CERTAINLY STORIES
21 LIKE THAT. I RECALL SEEING A LOT OF THINGS ON
22 EITHER GUN SALES OR MORE PEOPLE BUYING GUNS OR
23 WOMEN BUYING GUNS. AND I'M NOT SURE HOW MUCH OF
24 THAT IS CHICKEN; HOW MUCH OF THAT IS EGG. I THINK
25 PART OF WHAT HAPPENS IS THERE ARE SOME GUN SALES.

1 THE MEDIA THEN REPORTS ON IT. WELL, IN REPORTING
2 ON IT, I THINK IT MAKES IT WORSE.

3 SOMEBODY WHO SEES THAT NOW IS GOING TO
4 TAKE THAT AND SAY, "ALL RIGHT. WELL, SOMEONE ELSE
5 IS DOING IT, MAYBE I SHOULD." AND SO I THINK IF
6 YOU'RE AT ALL HONEST YOU HAVE TO SAY THAT YOU CAN
7 EXACERBATE SOMETHING LIKE THAT IF YOU REPORT ON
8 IT.

9 AGAIN, I THINK WE SHOULDN'T BE IN THE
10 BUSINESS OF CENSORING OURSELVES. I THINK WE
11 SHOULD TELL PEOPLE WHAT'S GOING ON. I THINK THEY
12 DEPEND UPON US TO US TO TELL THEM WHAT WE KNOW,
13 AND THEN THEY CAN MAKE DECISIONS WHICHEVER WAY
14 THEY WANT TO. NOBODY SAID, "HEY, YOU'VE GOT TO GO
15 AND BUY A GUN," BUT SOMEBODY CAN DO A STORY AND
16 SAY SOME PEOPLE ARE GOING OUT AND BUYING GUNS AND
17 THEN FIGURING OUT THE PROBLEM. WELL, I THINK
18 THAT'S A VALID STORY.

19 THE ONLY OTHER COMMENT I HAVE ON THE
20 KING CASE IS THAT I WAS VERY PROUD OF OUR STATION
21 DURING THE FIRST KING TRIAL BECAUSE WE TELEVISED
22 THE ENTIRE TRIAL LIVE AND THE STATION DID THAT AT
23 CONSIDERABLE ECONOMIC SACRIFICE. THAT DOESN'T
24 HAPPEN OFTEN. AGAIN, PART OF THE REASON IT WAS
25 DONE WAS THAT SO PEOPLE COULD MAKE UP THEIR OWN

1 MINDS AND NOT HAVE TO RELY ON A TWO-MINUTE NEWS
2 REPORT.

3 THE CHAIR: IN TERMS OF BALANCE, DID
4 YOU DO OTHER STORIES ABOUT FOLKS NOT BUYING GUNS?

5 MR. RIOS: SURE. SHOULD BE IN THE SAME
6 PIECE.

7 MS. DURANT: IT'S A DIFFICULT
8 ASSESSMENT. WE DO STORIES ABOUT PEOPLE WHO DON'T
9 ROB BANKS. WE DO STORIES ABOUT OCCURRENCES. AND
10 SO I AGREE WITH JOSE. I THINK THAT'S A VALID
11 STORY BECAUSE IT TELLS YOU THAT AT LEAST SOME
12 SEGMENT OF YOUR COMMUNITY FEELS AT RISK AND TO ARM
13 THEMSELVES. AND IT'S NOT TELLING YOU TO DO THAT,
14 BUT IT'S TELLING YOU THAT THERE IS OBVIOUSLY THIS
15 CONCERN BY SOME PEOPLE. AND YOU TALK TO SOME OF
16 THOSE PEOPLE IN THE GUN STORES AND YOU FIND OUT
17 WHAT THEIR CONCERNS ARE.

18 HOPEFULLY, AT THE SAME TIME, YOU KNOW
19 AT ANOTHER TIME YOU WILL BE DOING A STORY ABOUT
20 HOW PEOPLE ARE TURNING IN THEIR GUNS BECAUSE THEY
21 FEEL IT'S A BAD EXAMPLE AND A RISK FOR THEIR
22 CHILDREN TO HAVE GUNS IN THEIR HOME. SO IF YOU
23 RUN BOTH STORIES, YOU'LL HAVE --

24 THE CHAIR: BOTH STORIES AT THE SAME
25 TIME?

1 MS. DURANT: NO. DIFFERENT TIMES. I
2 DON'T THINK THOSE TWO STORIES WILL OCCUR AT THE
3 SAME TIME, YOU SEE. THE RESPONSE OF THE GUNS ARE
4 DUE TO A CRISIS OR WHATEVER THEY FELT WAS GOING ON
5 IN THEIR COMMUNITY. ANOTHER TIME THERE WILL BE
6 PEOPLE WHO ARE TURNING IN THEIR GUNS SAYING THEY
7 DON'T WANT TO HAVE GUNS ANYMORE.

8 THE CHAIR: NOT NECESSARILY TALKING
9 ABOUT TURNING IN THEIR GUNS, BUT I WAS DISTRESSED
10 BECAUSE NO ONE WAS DOING INTERVIEWS TO SUGGEST
11 THAT THERE ARE OTHER PEOPLE WHO ARE NOT THAT
12 ALARMED. IF IT HAD JUST BEEN PEOPLE IN THE L.A.
13 AREA BUYING GUNS, IT WOULD BE ANOTHER COLOR. BUT
14 WHERE I WAS IN DENVER, FOLKS SAW WHAT THE PEOPLE,
15 THE L.A. RESIDENTS WERE DOING.. ALL OF A SUDDEN
16 GUN SALES WENT UP IN DENVER.

17 AS I CHECKED ACROSS THE COUNTRY, THEY
18 WERE GOING UP IN SUBURBAN WASHINGTON, D.C.,
19 WITHOUT ANY STORY OF ANY KIND TO SUGGEST THAT
20 AREN'T WE GETTING OFF IN OVERREACTING AND AREN'T
21 WE GETTING ALARMED IN A WAY THAT -- I'M JUST
22 SAYING: IS THAT THE TYPE OF BALANCE IN THE NEWS?
23 IT WOULD APPEAR THAT SOMETHING LIKE THAT IS
24 DRIVING A BEHAVIOR PATTERN.

25 MS. DURANT: ONE CONCERN WOULD BE THAT

1 YOU WOULD RUN THE RISK OF HAVING NEWS MANAGED. I
2 THINK THAT THE DIFFICULTY IS DECIDING WHAT I THINK
3 IS BALANCE FOR THAT MIGHT NOT BE AN ACCURATE
4 REFLECTION OF THAT.

5 THE CHAIR: ONE OTHER QUESTION. IF YOU
6 DIDN'T SEE THE STORY, YOU PROBABLY CAN'T RESPOND.

7 ALONG ABOUT THAT TIME -- I THINK JUST
8 BEFORE OR JUST AFTER THE DECISION -- "U.S.A.
9 TODAY" RAN A STORY ABOUT SOME YOUNGSTERS WHO WERE
10 GOING TO DO A PICTURE THING ABOUT TURNING IN THEIR
11 GUNS FOR JOBS, AND THEN THE WRITER OF THE STORY
12 DISCOVERED THAT WHEN THIS TOPIC GOT BACK TO
13 WHEREVER THE DECISIONS WERE MADE, LO AND BEHOLD
14 WHAT THE GANGS HAD BEEN TOLD WAS GOING TO HAPPEN
15 WAS A DIFFERENT STORY ALTOGETHER.

16 USING YOUR NET SCENARIO, DID YOUR NET
17 PICK THAT ONE UP, AND WHAT DID YOU DO WITH THAT?

18 MR. RIOS: WE DID THAT STORY, BUT NOT
19 AS PICKING UP THE STORY THE WAY "U.S.A. TODAY"
20 DID. BECAUSE THERE WAS A LOT OF OUTRAGE
21 IMMEDIATELY ABOUT THAT PARTICULAR STORY. THE
22 STORY WAS MORE ABOUT THE REACTION TO THE "U.S.A.
23 TODAY" STORY RATHER THAN THE STORY THAT THEY PUT
24 OUT. I KNOW THAT WAS A STORY THAT WE DID A COUPLE
25 OF DAYS ON THE FACT THAT PEOPLE WERE OUTRAGED THAT

1 THEY KIND OF SET THIS UP.

2 THE CHAIR: I HAVE A COUPLE MORE AND
3 THEN I'LL YIELD TO ANOTHER ONE OF MY COLLEAGUES.

4 I'M INTERESTED IN KNOWING YOUR JOB
5 DESCRIPTION, AND I'D LIKE TO KNOW IF IT IS
6 POSSIBLE, MR. DYER, FOR YOU TO SUBMIT FOR THE
7 RECORD NOT ONLY YOUR POSITION DESCRIPTION, BUT DO
8 YOU DO AN ANNUAL REPORT ON -- DO YOU TAKE THOSE
9 SEMINARS INTO THE COMMUNITY? THAT'S WHAT YOU SAID
10 YOU DO; RIGHT?

11 MR. DYER: RIGHT.

12 THE CHAIR: WHAT KIND OF ANNUAL REPORT
13 HAVE YOU DOCUMENTED TO SHOW THE IMPACT OF THOSE?

14 MR. DYER: THERE IS NOT AN ANNUAL
15 REPORT PER SE. THAT MAY NOT BE A BAD IDEA, BUT WE
16 SIMPLY DON'T DO ANY REPORTS PER SE LIKE THAT.
17 MANY OF THESE THINGS ARE INCLUDED IN OUR FILINGS
18 FOR LICENSE RENEWAL IN THE EEO SECTION, AND THAT'S
19 THERE. ON THE PART OF THE COMMISSION, IF YOU
20 WILL, I COULD PROVIDE THAT FOR YOU.

21 THE CHAIR: WOULD YOU DO THAT FOR THE
22 RECORD FOR THIS.

23 MR. DYER: NO PROBLEM.

24 THE CHAIR: ONE OTHER QUESTION. I
25 HEARD YOU MENTION TOWN HALL MEETINGS IN THE PAST.

1 ONE, HOW DO YOU MAKE A DECISION TO DO ONE OF
2 THOSE, AND WHAT ARE YOUR EXPECTATIONS IN TERMS OF
3 INFORMATION AND EDUCATING THE COMMUNITY?

4 THE REASON I ASK THAT IS THE STATION IN
5 DENVER WHERE I LIVE, THE STATION DECIDED TO DO ONE
6 OF THOSE THINGS AND IT BLEW UP ON THEM. IN THE
7 INSTANCE I HAVE IN MIND, THE MODERATOR FOCUSED ON
8 THE WRONG GUY. SO INSTEAD OF FOCUSING ON WHAT I
9 THOUGHT WAS THE GOOD IDEA OF THIS PROGRAM, THEY
10 GOT LOCKED IN ON -- THE MODERATOR NEVER GOT BEYOND
11 IT, AND THE WHOLE SHOW EXPLODED.

12 AT THE TIME THIS WAS HAPPENING, IF YOU
13 RECALL, THE KKK AND SKINHEADS PULLED UP TO A
14 MARTIN LUTHER KING EVENT THERE IN DENVER. SO THIS
15 STATION DECIDED THEY OUGHT TO HAVE A TOWN HALL
16 MEETING AND TRY TO HELP PEOPLE UNDERSTAND WHAT WAS
17 GOING ON.

18 BUT WHAT ARE YOUR EXPECTATIONS? HOW DO
19 YOU DECIDE TO DO ONE OF THOSE?

20 MR. RIOS: I THINK YOU DECIDE TO DO ONE
21 WHEN YOU BELIEVE THERE'S A GENUINE NEED FOR
22 COMMUNICATIONS TO TAKE PLACE THAT JUST DOESN'T
23 EXIST AND ISN'T BEING SERVICED IN ANY OTHER FORUM.
24 THERE'S NO GUARANTEE. IT CAN BLOW UP IN YOUR
25 FACE. I THINK THERE IS CONSIDERABLE WORK AND CARE

1 THAT HAS TO BE EXERCISED AND A LOT OF GROUNDWORK
2 THAT HAS TO BE DONE.

3 THE CHAIR: HOW MUCH LEAD TIME?

4 MR. RIOS: WELL, YOU CAN ACTUALLY SET
5 IT UP VERY QUICKLY. I THINK IF YOU DO IT WELL,
6 YOU WANT TO GIVE YOURSELF SOME TIME TO NOT ONLY
7 LINE UP PEOPLE FROM VARIOUS COMMUNITIES SO THAT
8 YOU FEEL COMFORTABLE WITH THE REPRESENTATION THAT
9 YOU HAVE AT THE TOWN HALL, AND THEN THE OTHER
10 THING IS YOU ALSO HAVE TO BLOCK OUT THE TIME IN
11 THE SCHEDULE BECAUSE THAT'S NOT SOMETHING THAT YOU
12 CAN DO REALLY IN AN HOUR. YOU HAVE TO GET
13 CONSIDERABLE TIME. AND I'LL TELL YOU WHAT, IT
14 REALLY BLOWS UP WHEN YOU GET 500 PEOPLE FROM THE
15 COMMUNITY AND YOU ONLY GET SIX ON. THEN IT'S NOT
16 A HAPPY BUNCH BECAUSE THEY ALL HAVE SOMETHING TO
17 SAY.

18 SO NOT ONLY DO YOU HAVE TO ORGANIZE IT
19 IN TERMS OF COMMUNITY INVOLVEMENT, YOU HAVE TO
20 ORGANIZE IT IN TERMS OF THE BROADCAST CLEARING
21 THAT PARTICULAR TIME, AND THEN YOU HAVE TO ORDER
22 AN ADJUSTMENT OF PURE PRODUCTION SENSE. THAT'S
23 NOT AN EASY PRODUCTION AS FAR AS CAMERAS,
24 MICROPHONES, ET CETERA, BECAUSE COMMENTS MAY BE
25 COMING FROM ANYPLACE. SO YOU'VE GOT TO GET THAT

1 PART RIGHT, TOO, AS FAR AS THE PURE TELEVISION
2 PRODUCTION PART AND ETHICS?

3 THE CHAIR: MY REASON FOR ASKING THAT,
4 AS CHAIRMAN OF THIS COMMISSION, I HAVE REAL
5 PROBLEMS THAT OUR REPORTS, ALTHOUGH THEY'RE BEING
6 WELL-READ NOW, I THINK THERE WOULD BE MORE REASON
7 TO UNDERSTAND -- I WAS WONDERING, COULDN'T SOME OF
8 OUR REPORTS BE A BASIS OF HOLDING A TOWN HALL
9 MEETING TO DISCUSS -- TAKE THIS HERE SIX MONTHS
10 FROM NOW, WHENEVER THE REPORT COMES DOWN. I'M
11 WONDERING IF A DOCUMENT LIKE THIS COULD BE
12 DISSEMINATED AMONG THE PUBLIC AS A WHOLE AND
13 PEOPLE DO THEIR ASSESSMENT AND EVALUATION. COULD
14 THAT BE A BASIS FOR SUCH A THING?

15 MR. RIOS: YES.

16 THE CHAIR: ANYONE ELSE WANT TO --

17 MS. DURANT: I THINK IT WOULD MAKE A
18 GOOD BASIS FOR DISCUSSION. IT DEPENDS WHAT EACH
19 STATION, HOW MANY RESOURCES THEY HAVE TO DEVOTE TO
20 PUTTING TOGETHER SOMETHING LIKE THAT. SO THEY
21 WOULD NEED A LOT OF LEAD TIME TO DO THAT.

22 MR. DYER: CONSIDERING THE DIVERSITY
23 HERE IN L.A., I THINK IT WOULD BE VERY MUCH
24 WARRANTED IN A CITY LIKE L.A. BECAUSE A LOT OF
25 PERSONS ARE FOCUSING ON THE MEDIA. I THINK

1 OBVIOUSLY IT WOULD BE A GOOD PLATFORM TO ENTERTAIN
2 FURTHER DISCUSSIONS AND RECOMMENDATIONS AND
3 CONCERNS BEING AIRED. I THINK IT'S A GOOD IDEA.

4 THE CHAIR: WE'VE ISSUED A REPORT ON
5 ASIANS AND THIS IS ONE ON HISPANICS, AND THEN
6 WE'LL HAVE THIS ONE. BETWEEN THOSE TWO DOCUMENTS
7 PLUS THE OUTCOME OF THIS ONE, IT SEEMS TO ME WE
8 HAVE GREAT MATERIAL THAT SHOULD GENERATE SOME
9 WIDESPREAD PUBLIC INTEREST.

10 MR. REDENBAUGH.

11 MR. REDENBAUGH: MR. RIOS, THE QUESTION
12 FOR YOU -- ACTUALLY IT'S A COMMENT AND THEN IF YOU
13 WOULD COMMENT ON WHAT I'VE SAID.

14 THERE DOES SEEM TO BE OPERATING SORT OF
15 A REGRESSION OF LAW OF NEWS, AND NEGATIVE NEWS
16 STORIES DRIVE OUT POSITIVE NEWS STORIES. BUT I
17 DON'T THINK WE SHOULD BE VERY SURPRISED BY THAT.
18 I THINK THAT I WOULD ARGUE IT'S THE NATURE OF THE
19 NEWS MEDIA ON PURPOSE TO REPORT ANOMALIES.

20 I'M A FAIRLY SERIOUS CONSUMER OF
21 FINANCIAL NEWS, AND I DO EXPECT THEM TO REPORT THE
22 NEWS ON THE DAYS WHEN THE STOCK MARKET DECLINES AS
23 WELL AS WHEN IT ADVANCES. SO TO WHAT EXTENT DO
24 YOU THINK YOU'RE BEING, WHEN CRITICIZED FOR NOT
25 HAVING ENOUGH HAPPY TALK STORIES, HELD TO THE

1 WRONG STANDARDS?

2 MR. RIOS: I DON'T THINK THE ISSUE IS
3 HAPPY TALK. I DON'T THINK YOU'VE HEARD FROM
4 ANYBODY, AT LEAST THAT I'VE HEARD THIS MORNING,
5 THE EARLIER PANEL OR BEFORE ON THIS PANEL, THAT
6 THEY FELT THAT DOING SOMETHING THAT WASN'T A
7 NEGATIVE NEWS STORY WAS SOMETHING THAT WOULD FALL
8 UNDER THE CATEGORY OF HAPPY TALK.

9 I JUST THINK WHAT THE PEOPLE WANT FROM
10 STORIES IS BALANCE, AND IF YOU COME BACK TO
11 FAIRNESS. I THINK THOSE ARE THE TWO THINGS. AS
12 JOE SAID EARLIER ABOUT HAVING MINORITY VIEWPOINTS
13 REFLECTED IN WHAT WERE OTHERWISE TRADITIONAL --
14 WHAT USED TO BE TRADITIONAL ROLES, WHETHER THEY BE
15 AS PROFESSIONALS IN NEWS STORIES, THAT BASE HAS TO
16 BE BROADENED OUT BY NEWS ORGANIZATIONS.

17 I ALSO THINK THAT THERE'S NOTHING WRONG
18 WITH POSITIVE -- I REFERRED EARLIER TO THAT
19 SEGMENT THAT WE DID ON UNSUNG HEROES. THE FACT IS
20 I REMEMBER THAT AT THE END OF ONE PARTICULAR WEEK,
21 THE NEXT WEEK, MONDAY, WHEN WE CAME BACK, I SAID,
22 "OKAY. WE DID A WHOLE WEEK'S NEWS LAST WEEK. WHO
23 REMEMBERS WHAT?" MOST OF THE STAFF COULDN'T
24 REMEMBER THE STORIES THAT WE DID, BUT WHAT WE DID
25 REMEMBER WAS THAT JAMAICAN WOMAN WHO TEACHES KIDS

1 HOW TO READ AND LITERALLY WRESTLES SOME KIDS TO
2 KEEP THEM IN CLASS, AND BY THE TIME THEY GOT OUT
3 OF HER SCHOOL, THEY KNEW HOW TO READ. AND I GUESS
4 MY POINT IS JUST THAT --

5 MR. REDENBAUGH: BUT THE SEGMENT WAS
6 DISCONTINUED.

7 MR. RIOS: AFTER I LEFT. CHANGE IN
8 PHILOSOPHY THERE.

9 MR. REDENBAUGH: DO EITHER OF THE OTHER
10 PANELISTS WANT TO COMMENT?

11 MS. DURANT: I AGREE WITH JOSE. I
12 THINK THAT THE ISSUE IS NOT HAPPY TALK. I THINK
13 IT IS -- I REALLY THINK THAT WHAT A LOT OF NEWS
14 MISSES THESE ISSUE DISCUSSIONS. I THINK WE ARE
15 VERY COMPELLED BY EVENTS AND ACTIONS, BUT WE'RE
16 NOT VERY -- IT'S VERY DIFFICULT AND VERY TIME
17 CONSUMING TO DO A STORY ON HOW THE STATE BUDGET
18 CUTBACKS ARE GOING TO AFFECT SCHOOLS.

19 MR. REDENBAUGH: IS THERE A MARKET FOR
20 THAT?

21 MS. DURANT: I THINK THERE IS. I THINK
22 ONE OF OUR DUTIES IS TO INFORM THE PUBLIC ABOUT
23 THE ISSUES THAT MOST AFFECT THEIR LIVES. AND IF
24 THE SCHOOLS ARE NOT GETTING ENOUGH FUNDS TO GIVE A
25 PROPER EDUCATION, THEN I THINK IT'S OUR

1 RESPONSIBILITY TO SAY THAT.

2 MR. REDENBAUGH: DO PEOPLE WATCH NEWS?
3 I MEAN, C-SPAN HAS A 2 PERCENT SHARE.

4 MS. DURANT: I THINK THAT ONE OF THE
5 DUTIES OF A PRODUCER IS TO MAKE IT A PROGRAM THAT
6 PEOPLE WILL WATCH. I MEAN, WE DEAL IN VISUALS AND
7 THAT'S OUR JOB, AND SO WE CAN DO IT IN SUCH A WAY
8 SO THAT PEOPLE -- THEY WON'T ENJOY MORE THAN WE
9 ALL ENJOY WATCHING A COMEDY SHOW, YOU KNOW, IN
10 PRIME TIME. BUT THEY WILL BE ABLE TO WATCH IT.
11 IT WILL BE UNDERSTANDABLE AND IT WILL GIVE
12 INFORMATION.

13 I THINK THAT THAT IS ONE OF THE THINGS
14 THAT NEEDS TO BE ADDED TO MOST COVERAGE. WE NEED
15 TO BE ABLE TO DISCUSS MORE COMMUNITY-BASED ISSUES
16 AND HOW THEY AFFECT YOUR LIFE AND REALLY SERVE AS
17 INTERPRETERS FOR SOME OF THE COMPLEX ISSUES THAT
18 REALLY DO HIT PEOPLE'S HOMES. THAT'S NOT VERY
19 SEXY, BUT IT ALSO IS QUITE IMPORTANT.

20 MR. DYER: I THINK, COMMISSIONER, AGAIN
21 I'M GOING TO JUST GO WITH MY COLLEAGUES AND SAY
22 THAT I DON'T THINK THE COMMUNITY IS SAYING PER SE
23 STOP DOING THOSE STORIES THAT APPEAR TO BE
24 NEGATIVE. WHAT THEY ARE SAYING IS PROVIDE THE
25 OTHER SIDE. THAT CERTAINLY PROVIDES A BALANCE TO

1 THE NEGATIVE. MANY THIRD WORLD PEOPLE IN
2 PARTICULAR SAY, "WHY IS IT WHEN YOU SEE ME, I
3 ALWAYS HAVE ON A BLACK HAT? I'D LIKE TO HAVE THE
4 WHITE HAT AND RIDE THE WHITE HORSE SOMETIMES."
5 AND THAT DOES NOT SEEM TO BE THE CASE. IN MANY
6 INSTANCES THE COMMUNITY WILL TELL US.

7 I WOULDN'T CHARACTERIZE IT AS "HAPPY
8 TALK" EITHER. I THINK WHAT THEY'RE SAYING, "GIVE
9 US THE OTHER SIDE SO THAT WE CAN TRULY SAY, 'WELL,
10 WE HAVE THE NEGATIVE; BUT, MY GOD, THAT'S BEEN
11 COUNTERBALANCED BY SOME ALLOCATION FOR THE
12 POSITIVE AS WELL.'" I THINK WE ALL AGREE ON THAT.

13 MR. REDENBAUGH: THANK YOU.

14 MR. CHAIRMAN.

15 THE CHAIR: THANK YOU. ANYONE ELSE?

16 LET ME SAY WHAT I SAID TO THE PANEL
17 PREVIOUSLY. CONTINUE EACH OF YOU DOING WHAT
18 YOU'RE DOING WITH THE PROFESSIONALISM THAT YOU'RE
19 DOING IT. MARTIN, ADAM POWELL, THURGOOD, SOME OF
20 THOSE, IF THEY WERE HERE TODAY, THEY WOULD GIVE
21 LIVE TESTIMONY TO WHAT THE STRUGGLE HAS BEEN ALL
22 ABOUT. TO SEE YOU DOING THE JOB THAT YOU'RE DOING
23 IS THE VISION WE HAD BACK IN THE LATE '40'S AND
24 LATE '50'S.

25 THANK YOU FOR BEING HERE AND THANK YOU

1 FOR DOING THE JOB AND GIVING YOUR TESTIMONY.

2 MR. REYNOSO: GENERAL COUNSEL, WOULD
3 YOU CALL THE NEXT PANEL, PLEASE.

4 MR. GLICK: I WILL, MR. REYNOSO, BUT
5 FIRST, WITH YOUR PERMISSION, I WOULD LIKE TO
6 INTRODUCE SOME DOCUMENTS INTO THE RECORD.

7 WE HEARD THE TESTIMONY THIS MORNING
8 FROM MR. TERREE BOWERS, THE UNITED STATES
9 ATTORNEY, AND SUBSEQUENTLY I RECEIVED A TELEFAX
10 LETTER FROM HIM IN WHICH HE ATTEMPTS TO DIRECT AND
11 CLARIFY SOME OF HIS TESTIMONY.

12 WITH YOUR PERMISSION, I WOULD LIKE TO
13 INTRODUCE THIS LETTER FROM HIM IN THE RECORD
14 BECAUSE IT'S GOING TO BE SOMEWHAT IMPORTANT TO TRY
15 TO CLARIFY HIS TESTIMONY. I DON'T THINK IT FULLY
16 DOES, BUT I THINK WE NEED TO HAVE IT.

17 MR. REYNOSO: BY ALL MEANS.

18 MR. GLICK: I WOULD THEN NEXT CALL FOR
19 THE HEARING MR. LARRY CARROLL, REPORTER AND
20 ANCHORMAN FOR KCAL-TV; MR. FERNANDO LOPEZ, NEWS
21 DIRECTOR OF KVEA-TV; AND MR. SEUNG-SANG LEE,
22 REPORTER/MANAGER OF KOREAN TELEVISION ENTERPRISES,
23 INC. AND I BELIEVE DR. KI-TAEK CHUN WILL BE
24 ASSISTING MR. LEE. AND THE QUESTIONING WILL BE
25 DONE BY MR. CHARLES RIVERA, OUR CHIEF PRESS

1 OFFICER.

2 MR. REYNOSO: PLEASE STAND AND BE
3 SWORN.

4 DO YOU SWEAR OR AFFIRM THAT YOU WILL
5 TRUTHFULLY TESTIFY TO THE BEST OF YOUR ABILITIES
6 BEFORE THIS COMMISSION?

7 (WHEREUPON, THE THREE PANELISTS
8 ANSWERED IN THE AFFIRMATIVE.)

9 MR. RIVERA: MR. CARROLL, YOU'RE ONE OF
10 THE LONGEST SERVING AFRICAN-AMERICAN BROADCAST
11 JOURNALISTS IN THE LOS ANGELES AREA AND YOUR
12 REPUTATION IS VERY WELL-KNOWN.

13 WHAT I'D LIKE TO BEGIN WITH IS IF YOU
14 CAN DESCRIBE SOME OF THE CHANGES THAT YOU'VE BEEN
15 WITNESS TO IN THE REPORTING ON MINORITIES IN THE
16 LOS ANGELES AREA BY LOCAL NEWS ORGANIZATIONS
17 DURING THAT PERIOD OF TIME.

18 MR. CARROLL: MY ASSESSMENT OF PROGRESS
19 IN THAT AREA HAS TO YIELD THE CONCLUSION THAT THE
20 CHANGES HAVE BEEN MARGINAL WHERE THEY HAVE BEEN
21 PRESENT. WHEN I BEGAN IN TELEVISION NEWS IN THIS
22 CITY IN 1972, I BEGAN IN AN ATMOSPHERE WHERE THERE
23 WAS A PERCEPTION AMONG BROADCASTERS THAT THERE WAS
24 A POWER BASE WITHIN THE MINORITY COMMUNITIES OF
25 LOS ANGELES, AND INDEED OF THIS COUNTRY, TO WHICH

1 THEY NEEDED TO RESPOND. THAT, TO A CERTAIN
2 DEGREE, RESULTED IN MY ENTRY INTO THIS INDUSTRY.

3 AT THE POINT WHERE THAT PERCEPTION
4 DIMINISHED, THE ATTENTION THAT WAS GIVEN TO THE
5 ISSUES AND CONCERNS, INDEED THE EVENTS OF THOSE
6 MINORITY COMMUNITIES, DIMINISHED WITH IT. THE
7 ATTENTION, THE FOCUS, THE DIRECTION OF COVERAGE
8 MOVED PRECIPITOUSLY AWAY FROM MINORITY COMMUNITY
9 CONCERN ISSUES AND EVENTS, INTERRUPTED ONLY BY
10 PERIODS WHERE CRISIS DICTATED THAT A REFOCUSING
11 WAS NECESSARY.

12 IT IS SHOCKING THAT IN 1972 WHEN I
13 BEGAN, THERE WERE ACTUALLY MORE AFRICAN-AMERICANS
14 ON THE AIR IN LOS ANGELES THAN THERE ARE TODAY.
15 IT IS SHOCKING THAT THE ISSUES AND CONCERNS WHICH
16 RESULTED IN THE UPRISING IN 1992 CAME AS A SHOCK
17 TO MOST OF THE MEDIA ESTABLISHED IN THIS
18 MARKETPLACE.

19 IT IS OF GREAT CONCERN THAT THERE SEEMS
20 TO BE LITTLE, RELATIVELY LITTLE MOVEMENT TOWARD
21 RIGHTING THAT SITUATION IN THE CITY OF LOS ANGELES
22 IN THE MAJOR MEDIA EVEN TODAY. AND SO I HAVE TO
23 SAY IN CONCLUSION THAT THERE'S BEEN LITTLE CHANGE
24 IN QUALITY OR IN THE QUANTITY OF COVERAGE.

25 MR. RIVERA: CAN YOU COMMENT BRIEFLY ON

1 WHY YOU THINK THAT IS SO?

2 MR. CARROLL: I THINK IT GOES, SIR, TO
3 THE ISSUE OF WHY MEDIA BELIEVE THEY EXIST AND THE
4 WAY IN WHICH THAT COMES INTO CONFLICT WITH THEIR
5 ACTUAL REASON FOR EXISTING WITHIN THE CONTEXT OF A
6 FREE AND OPEN DEMOCRATIC SOCIETY IN WHICH CITIZENS
7 ARE REQUIRED TO PARTICIPATE WITH AS FULL AND AS
8 PERFECT A BODY OF INFORMATION AS POSSIBLE.

9 DURING THE BUSH YEARS, WE TALKED ABOUT
10 THE "VISION THING" IN JOURNALISM. I THINK WHAT
11 HAS BEEN LOST SIGHT OF IN THE CONTEXT OF
12 TELEVISION NEWS TODAY IS THE "SERVICE THING." IT
13 HAS BEEN REPLACED ALMOST COMPLETELY BY THE "GREED
14 THING," BY THE "MONEY THING," BY THE "COMPETITION
15 THING," BY THE "RATING THING," BY THE PERCEPTION
16 OF WHAT THE MARKETPLACE WANTS.

17 THAT IS A MISPERCEPTION, I BELIEVE, AND
18 I THINK IT HAS BEEN DEMONSTRATED RATHER
19 DRAMATICALLY, PARTICULARLY IN THE LAST 12 YEARS
20 WHERE IN 1979, 1980, THE THREE FREE BROADCAST
21 TELEVISION NETWORKS AND THEIR NEWS OPERATIONS
22 ENJOYED MARKET SHARE IN THE UPPER 90 PERCENT
23 RANGE. TODAY THAT MARKET SHARE IS SOMEWHERE IN
24 THE MID TO LOWER 60'S AND FALLING RAPIDLY.

25 WE LIVED IN A TIME AT THAT POINT AND

1 PRIOR WHERE THE ESTEEM IN WHICH JOURNALISTS,
2 BROADCAST JOURNALISTS INCLUDED, WERE HELD WAS
3 RELATIVELY HIGH. THEY WERE PEOPLE WHO COULD BE
4 TRUSTED. THEY WERE PEOPLE WHO WERE RELIED UPON TO
5 PROVIDE TRUTH IN AN ATMOSPHERE THAT WAS FREQUENTLY
6 CONFUSING.

7 TODAY THE PUBLIC PERCEPTION ACCORDING
8 TO A NUMBER OF PUBLISHED STUDIES OF JOURNALISTS,
9 AND QUITE NOTABLY TELEVISION JOURNALISTS, HAS
10 PLUMMETED TO THE 30, 35 AND IN SOME AREAS LOWER
11 PERCENTILE AREA. PEOPLE DO NOT TRUST THIS
12 PROFESSION BECAUSE THIS PROFESSION DOES NOT SERVE
13 THEM.

14 I BELIEVE PERSONALLY THAT IF TELEVISION
15 NEWS, PARTICULARLY LOCAL TELEVISION NEWS,
16 UNDERTOOK THE RESPONSIBILITY TO REDEFINE ITSELF IN
17 THE CONTEXT OF WHAT THE NEED IS TODAY, IT WOULD
18 DISCOVER THAT SERVICE WOULD RESULT IN AN INCREASE
19 IN THAT MARKET SHARE. IF PEOPLE BELIEVE THAT BY
20 WATCHING TELEVISION NEWS THEY WOULD BE MORE
21 EFFECTIVE IN MAKING THE IMPORTANT DECISIONS THAT
22 AFFECT THEIR LIVES AND COMMUNITIES, THEY WOULD
23 WATCH.

24 IT IS INTERESTING, AS I HAVE REPORTED
25 ON VIRTUALLY EVERY COMMUNITY IN LOS ANGELES, EVERY

1 COMMUNITY OF INTEREST, EVERY ETHNIC COMMUNITY,
2 THAT ALMOST EACH AND EVERY ONE OF THEM FEELS THAT
3 THEY ARE SORELY UNDERSERVED BY THE MEDIA. WHETHER
4 I SPEAK TO AFRICAN-AMERICANS, KOREAN-AMERICANS,
5 JAPANESE-AMERICANS, FILIPINOS, EAST INDIANS, SOUTH
6 AMERICANS -- I REMEMBER COVERING THE FALKLANDS WAR
7 FROM LOS ANGELES -- CERTAINLY AFRICANS FROM THE
8 CONTINENT OF AFRICA, CROATIANS, PEOPLE FROM
9 LITHUANIA, LATVIA, ESTONIA, THEY ALL RESPOND IN
10 GREAT SHOCK THAT I WOULD EVEN SHOW UP TO ANY OF
11 THEIR EVENTS, THAT WE WOULD HAVE THE SLIGHTEST BIT
12 OF INTEREST, BECAUSE THERE IS NO REASON FOR THEM
13 TO BELIEVE; THERE IS NO TRACK RECORD TO SUGGEST
14 THAT THERE IS ANY RELATIONSHIP BETWEEN THEM AND
15 THOSE PEOPLE WHO PRESENT WHAT WE CALL "THE NEWS"
16 ON TELEVISION.

17 I SUBMIT TO THIS COMMISSION, AND INDEED
18 TO THE INDUSTRY, THAT IF WE REDEFINE OUR EXISTENCE
19 IN THE CONTEXT OF SOCIETY IN TERMS OF SERVICE,
20 THEN THE "COMMERCIAL THING" WOULD FOLLOW. BUT IT
21 IS DIFFICULT TO FIND THAT "VISION THING," IF YOU
22 WILL, IN THIS INDUSTRY.

23 THE AFRICAN-AMERICAN COMMUNITY, WITH
24 WHICH I HAVE A PARTICULAR RELATIONSHIP, HAS BEEN
25 SO SEPARATED FROM THESE PUBLIC MEDIA WHICH ARE

1 SUPPOSED TO SERVE IT THAT THE VAST MAJORITY OF
2 INDIVIDUALS OF COMMUNITY-BASED ORGANIZATIONS AND
3 LEADERSHIP HAVE CEASED TO REALLY ACTIVELY CONSIDER
4 THE MEDIA AS AN OPTION IN TERMS OF THEIR ABILITY
5 TO COMMUNICATE EITHER INTRAMURALLY WITHIN THEIR
6 OWN COMMUNITY OR INTERMURALLY THROUGHOUT
7 COMMUNITIES WITHIN LOS ANGELES. IT'S NO LONGER AN
8 OPTION.

9 WE TALK ABOUT THEM NOT BEING -- THIRD
10 WORLD COMMUNITIES NOT BEING MEDIA SAVVY. WHAT'S
11 TO BE MEDIA SAVVY ABOUT IF THOSE OPTIONS ARE NOT
12 EVEN AVAILABLE OR USEFUL. THAT IS THE CONTEXT IN
13 WHICH THE MEDIA EXISTS AT FREQUENTLY
14 CROSS-PURPOSES WITH THE COMMUNITIES THEY ARE
15 SUPPOSED TO SERVE.

16 MR. RIVERA: CAN YOU RESPOND TO AN
17 OBSERVATION THAT HAS BEEN SHARED WITH US AS WE DID
18 INTERVIEWS IN PREPARATION FOR THIS PANEL, THAT THE
19 FCC DOES HAVE SOME RESPONSIBILITIES OVER BROADCAST
20 STATIONS AND THAT EMPLOYMENT, MINORITY EMPLOYMENT
21 AT STATIONS, IS SOMETHING THAT THE FCC LOOKS AT IN
22 TERMS OF RENEWAL OF LICENSES.

23 WHY ARE THERE NOT MORE MINORITY
24 JOURNALISTS WORKING IN THE LOS ANGELES AREA?

25 MR. CARROLL: PRIMARILY, IN MY VIEW,

1 BECAUSE BROADCASTERS SEE NO NEED TO GO ANY FARTHER
2 IN PROVIDING THAT KIND OF DIVERSITY ON THEIR
3 STAFFS THAN THE LETTER, AND I MEAN THE STRICT
4 LETTER OF THE LAW SUGGESTS.

5 DOES IT MAKE SENSE THAT IF LOS ANGELES
6 IS 61 PERCENT OTHER THAN WHITE THAT THERE WOULD BE
7 SIX TO NINE OUT OF 49 TELEVISION ANCHORS IN LOS
8 ANGELES WHO ARE OF MINORITY BACKGROUNDS? THAT
9 DOES NOT MAKE SENSE. IT KIND OF REDEFINES WHAT WE
10 MEAN BY MINORITIES. CERTAINLY IN THIS CONTEXT THE
11 MINORITY IS THE MAJORITY AND THE MAJORITY IS THE
12 MINORITY. SO WHY DO THOSE STANDARDS EXIST?

13 IT'S BECAUSE BROADCASTERS HAVE
14 DISCOVERED THAT THEY CAN GET AWAY WITH IT; THAT
15 THEY CAN DO ESSENTIALLY WHAT THEY WANT TO DO; THAT
16 THEY CAN PROCEED WITH IMPUNITY TO FOLLOW A STAR
17 THAT HAS LITTLE FREQUENTLY TO DO WITH THEIR
18 PRIMARY REASON FOR BEING AND FLOUT, IF YOU WILL,
19 THE SPIRIT OF THE LAWS WHICH ARE ON THE BOOKS
20 TODAY.

21 THE FCC, IN TERMS OF WHAT ITS
22 RESPONSIBILITY IN MY VIEW IS, IS TO ENSURE THAT
23 THE PUBLIC AIR WAVES, HELD IN TRUST BY
24 BROADCASTERS, ARE USED IN THE SERVICE OF THE
25 PUBLIC. THAT IS WHY NEWS EXISTS. WE ARE THERE TO

1 GIVE PEOPLE THE INFORMATION THEY NEED TO RUN THEIR
2 LIVES AND COMMUNITIES, TO PARTICIPATE IN THIS
3 DEMOCRACY. IF WE'RE NOT DOING THAT, THEN WE'RE
4 NOT LIVING UP TO OUR REASON FOR BEING, AND THE FCC
5 IS SUPPOSED TO MONITOR THAT.

6 THE FACT THAT WE AS AN INDUSTRY DO NOT
7 EMPLOY PEOPLE WHO REPRESENT THIS COMMUNITY IN
8 NUMBERS THAT REFLECT THEIR PRESENCE IN THE
9 COMMUNITY IS ONLY SYMPTOMATIC OF THE FACT THAT
10 WE'RE NOT SERVING THOSE COMMUNITIES.

11 IF OUR INTENT WAS TRULY TO SERVE THEM,
12 WE'D BE AUTOMATICALLY HIRING THOSE PEOPLE BECAUSE
13 IT WOULD BE IMPORTANT FOR US TO DO THAT TO HAVE
14 THAT KIND OF RELATIONSHIP. RELATIONSHIP.
15 RELATIONSHIP. RELATIONSHIP DOES NOT EXIST IN ANY
16 SIGNIFICANT DEGREE BETWEEN BROADCASTERS AND THE
17 COMMUNITIES THEY SERVE.

18 IT'S AS THOUGH WE'RE IN A SEPARATE KIND
19 OF A UNIVERSE, EACH LOOKING AT THE OTHER THROUGH
20 WALLS THAT CAN'T BE PENETRATED, WALKING AROUND AS
21 THOUGH WE WERE ONE OF THE CHILDREN THAT WE SO
22 FREQUENTLY HEAR ABOUT, SO SUSCEPTIBLE TO INFECTION
23 THAT WE HAVE TO WALK AROUND IN A GLASS OR A
24 PLASTIC BUBBLE IN ORDER TO SURVIVE, BUT NEVER
25 REALLY COME IN CONTACT WITH EACH OTHER, NEVER

1 REALLY TOUCH AND FEEL EACH OTHER LONG ENOUGH TO BE
2 ABLE TO INTERPRET, TRANSLATE AND HELP ONE ANOTHER.
3 THAT, TO ME, IS THE REASON FOR US BEING HERE IN
4 THIS STAGE OF HISTORY.

5 THERE WAS A TIME WHEN PROFIT WAS NOT A
6 PART OF THE DYNAMIC OF THIS BUSINESS, WHEN THE
7 NETWORKS DECIDED THAT THEY NEEDED TO PUT
8 TELEVISION NEWS ON EVEN THOUGH IT WAS A LOSS
9 LEADER. SOMEWHERE AROUND 1968, 1970 IT WAS
10 DISCOVERED THAT IF THEY SLIGHTLY ALTERED THE
11 CHARACTER OF THE TELEVISION NEWS FORMAT, THEY
12 COULD USE IT AS A PROFIT CENTER.

13 AND, IN FACT, MOST STATIONS ACROSS THE
14 COUNTRY THEREAFTER DISCOVERED THAT THEIR PRINCIPAL
15 SOURCE OF INCOME WAS FROM THEIR LOCAL NEWS. AND I
16 HEARD THE TERM "HAPPY TALK" USED, AND THAT'S WHEN
17 THAT TERM WAS INVENTED BECAUSE IT WAS DISCOVERED
18 IF WE CAN CREATE A RELATIONSHIP THROUGH THE SCREEN
19 BETWEEN AN ANCHORPERSON AND THE PERSON SITTING IN
20 THEIR LIVING ROOM, THAT THAT PERSON SITTING IN THE
21 LIVING ROOM WOULD RETURN NIGHT AFTER NIGHT TO
22 WATCH THAT PERSON WITH WHOM THEY HAD A
23 RELATIONSHIP BECAUSE HE WAS A HUMAN BEING, BECAUSE
24 HE TALKED LIKE A HUMAN BEING AND HE ACTED LIKE HE
25 CARED.

1 SINCE THEN, BECAUSE OF THE GROWTH THAT
2 TOOK PLACE AS A RESULT OF THAT CHANGE, MORE
3 AMERICANS GET THEIR INFORMATION FROM TELEVISION
4 NEWS THAN FROM ANY OTHER SOURCE. AND THAT'S A
5 SHAME BECAUSE TELEVISION NEWS HAS GROWN UP LIKE AN
6 ADOLESCENT WHOSE PHYSICAL STRENGTH HAS OUT
7 DISTANCED ITS UNDERSTANDING AND SENSE OF
8 RESPONSIBILITY.

9 AND SO WE NOW LIVE IN A CONFIRMED MEDIA
10 AGE WHERE TELEVISION PLAYS A LARGE PART IN ALL OF
11 OUR LIVES BECAUSE IT'S ON ALL THE TIME AND IT'S IN
12 ALL OF OUR HOMES AND IT'S FOR MANY THE PRINCIPAL
13 SOURCE OF RECREATION AND ENTERTAINMENT. YET IT
14 HAS NOT BUILT ALONG WITH THAT INVASION INTO OUR
15 LIFE-STYLE THE SENSE OF RESPONSIBILITY THAT GOES
16 WITH IT.

17 MR. RIVERA: AS A WORKING JOURNALIST,
18 COULD YOU COMMENT ON THE CHARGE MADE SOMETIMES BY
19 CRITICS OF THE NEWS MEDIA, ESPECIALLY MINORITY
20 CRITICS OF THE NEWS MEDIA, THAT WHAT'S REFERRED TO
21 AS NEWS VALUES PRIMARILY REFLECTS ANGLO OR WHITE
22 NEWS VALUES. CAN YOU GIVE US SOME SENSE OF HOW
23 YOU RESPOND TO THAT?

24 MR. CARROLL: I THINK THAT THAT'S
25 ESSENTIALLY THE CASE. WE'VE TALKED ABOUT IS THERE

1 DISCRIMINATION IN MEDIA? AND I THINK THAT
2 CERTAINLY IF YOU'RE LOOKING FOR WHERE THE BODIES
3 ARE BURIED WITH RESPECT TO THAT QUESTION, I THINK
4 YOU CAN SAY THAT THEY'RE BURIED IN PLAIN SIGHT.
5 THEY'RE BURIED ABOVE GROUND.

6 IT IS CLEAR -- SIMPLY BY THE MAKEUP OF
7 YOUR LAST PANEL WHERE THE DECISIONS ARE BEING MADE
8 AND WHO IS MAKING THEM. THEY'RE MAKING THEM IN
9 ESSENTIALLY AN INFORMATION VACUUM BECAUSE THERE IS
10 NOT THAT RELATIONSHIP WITH THOSE COMMUNITIES.
11 THERE IS NOT THE REPRESENTATION FROM THE DIVERSE
12 COMMUNITIES THAT MAKE UP THE METROPOLIS OF LOS
13 ANGELES FOR ANYONE TO EVEN THINK OR EVEN IMAGINE
14 THAT THIS INSULAR GROUP OF INDIVIDUALS WOULD HAVE
15 A GRASP OF THE ISSUES AND CONCERNS THAT CONFRONT
16 PEOPLE ON A DAY-TO-DAY BASIS OUT THERE IN THE
17 PROVINCES, IF YOU WILL.

18 NEWS DECISIONS ARE BEING MADE IN A
19 SKEWED UNIVERSE SO FREQUENTLY, AND IT REMAINS FOR
20 THOSE OF US WHO HAVE CONTACT AND REPRESENT THOSE
21 COMMUNITIES AND WHO MAINTAIN RELATIONSHIP WITH
22 THOSE COMMUNITIES TO STRUGGLE TO BRING THOSE
23 ISSUES AND CONCERNS TO BEAR ON THE EDITORIAL
24 PROCESS. AND IT IS A CONSTANT STRUGGLE.

25 I'M NOT SURE. HAVE I ANSWERED YOUR

1 QUESTION?

2 MR. RIVERA: YES, YOU HAVE. CAN YOU
3 MAKE ANY RECOMMENDATIONS, ANY SUGGESTIONS
4 CONCERNING HOW TO CHANGE WHAT YOU'VE DESCRIBED AS
5 THE CURRENT SITUATION? IMPROVE THE NUMBERS,
6 IMPROVE THE COVERAGE OF MINORITY COMMUNITIES IN
7 LOS ANGELES BY LOCAL NEWS ORGANIZATIONS?

8 MR. CARROLL: I BELIEVE THAT THERE'S A
9 GREAT DEAL OF RESPONSIBILITY THAT RESTS WITH THIS
10 BODY. I BELIEVE THERE'S A GREAT DEAL OF
11 RESPONSIBILITY THAT RESTS WITH THE FEDERAL
12 COMMUNICATIONS COMMISSION BECAUSE OF THEIR UNIQUE
13 POSITION WITHIN THE INDUSTRY.

14 THE QUESTION IS -- AND WE WONDER ON
15 ELECTION NIGHT WHY PEOPLE ARE NOT MOVED TO GO TO
16 THE POLLS, WHY PEOPLE FEEL SEPARATED FROM THOSE
17 INDIVIDUALS, ELECTED OR APPOINTED, WHO RUN THIS
18 SOCIETY? AND A LOT OF THAT LIES AT THE FEET OF
19 THE INFORMATION THAT THEY RECEIVE AND HOW THEY ARE
20 ABLE TO RELY ON THAT INFORMATION. THAT GOES TO
21 THE CORE OF THE EFFECTIVENESS OF HOW THIS
22 DEMOCRACY OPERATES.

23 I WAS TOLD VERY EARLY IN MY CAREER BY
24 THE MAN WHO HIRED ME AT ABC THAT "THIS IS NOT A
25 JOB. THIS IS A MISSION. THIS IS A HOLY MISSION

1 IN THE CONTEXT OF THE SURVIVAL OF THE SOCIETY.
2 NOT SIMPLY THE AFRICAN-AMERICAN COMMUNITY OR THE
3 KOREAN COMMUNITY OR ANY OF THE MANY DISPARATE
4 COMMUNITIES THAT MAKE UP THE SOCIETY, BUT IN TERMS
5 OF THIS EXPERIMENT CALLED 'AMERICA,' THIS IS A
6 HOLY MISSION."

7 AND SO IT IS INCUMBENT UPON AGENCIES
8 LIKE THE U.S. CIVIL RIGHTS COMMISSION TO TAKE
9 SERIOUSLY WHAT IS HAPPENING AND WHAT IS NOT
10 HAPPENING IN THAT MOST IMPORTANT CONDUIT OF
11 INFORMATION THAT LINKS US ALL TOGETHER, AND I'M
12 TALKING ABOUT THE NEWS MEDIA, AND PARTICULARLY THE
13 BROADCAST NEWS MEDIA.

14 WE ARE PLAYING GAMES AS LONG AS WE
15 CONTINUE TO OPERATE THIS SERIES OF MEDIA THE WAY
16 WE ARE OPERATING IT. WE ARE PLAYING GAMES WITH
17 THE FUTURE OF THIS COUNTRY. WE ARE PLAYING GAMES
18 WITH EACH AND EVERY COMMUNITY UNDER THE SOUND OF
19 OUR VOICES AND UNDER THE SIGHT OF THE SCREENS THAT
20 WE APPEAR ON BECAUSE WE ARE NOT SERVING THEM
21 EFFECTIVELY. I BELIEVE THAT THIS AGENCY, THE
22 FEDERAL COMMUNICATIONS COMMISSION AND ANY OTHER
23 RELEVANT AGENCY NEEDS TO MAKE IT A PRIORITY THAT
24 THIS INDUSTRY OPERATE ACCORDING TO THE COMMISSION
25 IT HAS BEEN GIVEN UNDER THE CONSTITUTION OF THE

1 UNITED STATES.

2 AMERICAN NEWS MEDIA -- AND I'VE DONE A
3 LITTLE BIT OF TRAVELING -- ARE UNIQUE IN ALL OF
4 THE WORLD. AND THEY ARE UNIQUE FOR THE SAME
5 REASON THAT AMERICA IS UNIQUE. IF WE IGNORE THE
6 POWER AND THE INFLUENCE AND THE IMPORTANCE OF FREE
7 MEDIA IN THIS COUNTRY, OF MEDIA THAT ARE AN
8 INTEGRAL PART OF THE PARTICIPATION OF THE CITIZENS
9 OF THIS NATION, THEN WE ARE THROWING AWAY THE
10 UNIQUENESS OF AMERICA.

11 IT IS ABSOLUTELY NECESSARY THAT THERE
12 BE INDIVIDUALS OF MINORITY BACKGROUNDS IN NEWS
13 MANAGEMENT, IN BROADCAST MANAGEMENT THROUGHOUT
14 THIS INDUSTRY. IT IS ABSOLUTELY NECESSARY THAT
15 THE WEEKENDS NOT BE THE GHETTO FOR MINORITY
16 BROADCASTERS. AND BELIEVE ME, GENTLEMEN, THEY
17 ARE. I'VE LIVED IN THAT GHETTO FOR 21 YEARS. I
18 HAVE JUST BEEN EXPELLED FROM IT.

19 MR. RIVERA: CAN YOU SHARE WITH US,
20 AGAIN BASED ON YOUR EXPERIENCE, ANY INCENTIVES
21 THAT WERE OFFERED YOU AT ANY TIME AS A MINORITY
22 JOURNALIST TO COVER MINORITY COMMUNITIES OR TO
23 COVER OTHER ISSUES BASED ON YOUR INSIGHTS INTO THE
24 POLITICS, THE ECONOMICS, THE CULTURE OF THOSE
25 PARTICULAR MINORITIES?

1 MR. CARROLL: I DON'T KNOW ABOUT
2 INCENTIVES OTHER THAN SIMPLY KEEPING MY JOB. I
3 KNOW OF A NUMBER OF OCCASIONS WHERE THERE HAVE
4 BEEN ISSUES, EVENTS, CONCERNS, WHAT HAVE YOU, THAT
5 HAVE OCCURRED IN THE MINORITY COMMUNITIES OF LOS
6 ANGELES WHERE BECAUSE OF MY LONG BACKGROUND AND
7 EXTENSIVE RELATIONSHIPS AND CONTACTS, MY BLACK
8 LOOK HAS BEEN CALLED UPON.

9 "WHO DO WE CALL? WHO DO WE TALK TO?
10 WHAT DO WE TALK ABOUT? WHAT DO WE ASK THEM?
11 WHAT'S THEIR BACKGROUND," ET CETERA. THERE HAVE
12 BEEN A NUMBER OF OCCASIONS WHEN I HAVE MANAGED TO
13 COVER STORIES THAT RELATE TO OUR LARGER COMMUNITY,
14 WHICH I HAVE COVERED RATHER IN SPITE OF
15 DISINCENTIVES.

16 I SPEAK OF AT LEAST TWO OCCASIONS ABOUT
17 STORIES THAT I COVERED ABOUT THE COUNTRY OF
18 AFRICA. I WAS THE FIRST JOURNALIST IN LOS ANGELES
19 TO BRING BACK PICTURES OF THE AFRICAN FAMINE IN
20 1984. THAT WAS A STORY THAT I COVERED WHILE IN
21 THE EMPLOY OF KABC-TV, CHANNEL 7, AND FOR WHICH I
22 SPENT MY OWN MONEY, HIRED MY OWN CREW AND WENT
23 UNDER THE AUSPICES OF A NONPROFIT PRIVATE
24 VOLUNTEER ORGANIZATION TO GO INTO AFRICA TO BRING
25 BACK THOSE PICTURES. THAT HAPPENED ON TWO

1 OCCASIONS, BOTH IN JUNE OF THAT YEAR AND IN
2 DECEMBER OF THAT YEAR WHEN I WENT INTO ETHIOPIA
3 AND AGAIN BROUGHT BACK THE FIRST LOCAL COVERAGE OF
4 THAT RATHER CATASTROPHIC EVENT.

5 WAS I OFFERED INCENTIVES? I DON'T
6 THINK THAT THAT WOULD REALLY APPLY TO THAT
7 CIRCUMSTANCE.

8 THERE HAVE BEEN OTHER OCCASIONS WHEN
9 THERE HAVE BEEN SIGNIFICANT STORIES OF COMMERCIAL
10 VALUE BUT NOT ALSO NEWS VALUE WHERE I HAVE HAD
11 OPPORTUNITIES TO BRING THOSE STORIES TO AIR.

12 I THINK IN ONE INSTANCE, HAVING GOTTEN
13 A TELEPHONE CALL AT 3 O'CLOCK IN THE MORNING FROM
14 MICHAEL JACKSON, WHO AT THAT TIME WAS IN GERMANY
15 ON TOUR AND WAS ABOUT TO GO INTO WHAT AT THAT TIME
16 WAS THE LARGEST CONCERT EVENT EVER HELD IN THE
17 CONTINENT OF EUROPE. HE WAS RETURNING TO THE HOME
18 OF THE BEATLES, LIVERPOOL, WHERE HE HAD JUST
19 PURCHASED THE ENTIRE LENNON-MC CARTNEY CATALOG AND
20 WAS ABOUT TO PLAY HIS CONCERT BEFORE THE LARGEST
21 CROWD. HE HAD GRANTED EXCLUSIVES FOR BACKSTAGE
22 COVERAGE AND CARTE BLANCHE TO TWO NEWS
23 ORGANIZATIONS. "LIFE MAGAZINE" AND ME.

24 I TOOK THAT STORY TO NEWS MANAGEMENT
25 EXPECTING THAT IT WOULD IMMEDIATELY BE SNAPPED UP.

1 I MEAN, EVEN MAJORITY MEDIA WILL RESPOND TO A
2 STORY ABOUT MICHAEL JACKSON THE SAME AS THEY WILL
3 RESPOND TO A STORY ABOUT MAGIC JOHNSON OR MIKE
4 TYSON OR ANY OF THE BALL BOUNCERS AND DOO-WHOPPERS
5 WHO HAVE COMPRISED OUR PRINCIPAL PUBLIC IMAGE
6 AROUND THE WORLD THANKS TO THE AMERICAN NEWS
7 MEDIA. SO I KNEW FOR A FACT THAT I WAS ON MY WAY
8 TO LIVERPOOL.

9 MY NEWS DIRECTOR TOLD ME THAT THAT WAS
10 NOT NEWS. FLAT-OUT NOT NEWS. "WE'RE NOT
11 INTERESTED. WE'RE NOT GOING TO COVER IT." AND I
12 ASKED HIM, "WELL, DO YOU MIND IF I JUST TAKE A
13 COUPLE OF DAYS OFF AND MARCH ON OVER TO LIVERPOOL
14 ON MY OWN BECAUSE I THINK THIS IS WORTH SEEING."

15 I WENT TO LIVERPOOL AND SPENT THREE
16 DAYS WITH MICHAEL JACKSON TOURING UP AND DOWN THE
17 ENGLISH COUNTRYSIDE, TWO OR THREE CONCERTS THAT
18 WEEKEND AND CAME BACK TO DISCOVER THAT THE LEAD
19 STORY ON THE SUNDAY NIGHT NEWS ON THE STATION THAT
20 I WORKED FOR WAS MICHAEL JACKSONS'S CONCERT IN
21 LIVERPOOL. IT WAS NOT NEWS THAT PREVIOUS
22 THURSDAY, BUT IT WAS THE LEAD STORY SUNDAY NIGHT.
23 AND THE ONLY PICTURES THEY HAD WERE FROM A
24 HELICOPTER AND I WAS BACKSTAGE. THAT STRUCK ME AS
25 STRANGE.

1 IT STRUCK ME AS STRANGE IN 1988 WHEN
2 AFTER HAVING BEEN PART OF A TWO-MAN POLITICAL UNIT
3 THAT COVERED THE DEMOCRATIC AND REPUBLICAN
4 NATIONAL CONVENTIONS AND AFTER BEING PROBABLY THE
5 ONLY MAN IN AMERICA WHO HAS WORKED IN THE PRESS
6 OFFICES OF BOTH JESSE JACKSON AND RICHARD NIXON, I
7 MADE MYSELF AVAILABLE A YEAR IN ADVANCE TO BE ON
8 THE POLITICAL UNIT FOR 1988 BECAUSE I KNEW IT WAS
9 GOING TO BE A CATALYTIC YEAR IN AMERICAN POLITICS,
10 AND I HAD ESTABLISHED AND CULTIVATED MANY, MANY
11 CONTACTS IN CALIFORNIA POLITICS AND COVERED A LOT
12 OF CALIFORNIA POLITICS IN THE PRECEDING PERIOD,
13 BUT WAS ENTIRELY IGNORED FOR THAT ASSIGNMENT.
14 AND, AGAIN, I SPENT MY MONEY TO GO TO ATLANTA
15 BECAUSE I THOUGHT IT WAS AN IMPORTANT PLACE TO BE
16 THAT YEAR.

17 MR. RIVERA: MR. CARROLL, CAN YOU WIND
18 THIS ONE UP.

19 MR. CARROLL: CERTAINLY. I CAN GO ON
20 FOR QUITE A WHILE AS I'M SURE YOU CAN SEE.

21 MR. RIVERA: I'M SORRY.

22 MR. CARROLL: THE POINT BEING THAT
23 THERE HAVE BEEN MORE DISINCENTIVES THAT IT HAS
24 BEEN NECESSARY FOR ME TO WORK AROUND THAN THERE
25 HAVE BEEN INCENTIVES TO ENCOURAGE ACHIEVEMENT. AT

1 THIS POINT I'M AT A CRUCIAL TURNING POINT IN MY
2 CAREER. AFTER HAVING ACHIEVED TO THE BEST OF MY
3 ABILITY IN AREAS WHERE WE HAVE TRADITIONALLY BEEN
4 UNABLE TO ACHIEVE -- AND WHEN I SAY "WE," I SPEAK
5 OF AFRICAN-AMERICANS -- I FIND MYSELF HAVING
6 BUMPED MY HEAD ONCE AGAIN ON A GLASS CEILING.

7 I AM FACING THE IMMINENT TERMINATION OF
8 MY CONTRACTUAL ARRANGEMENTS WITH MY CURRENT
9 EMPLOYER, NOT THROUGH ANY DESIRES OF MY OWN. BUT
10 IT IS AN UNACCUSTOMED POSITION FOR ME IN THE LAST
11 21 YEARS, AND I'M WONDERING WHAT THAT SAYS ABOUT
12 THE EFFICACY, THE VALUE, THE VIABILITY OF BLACK
13 EXPERTISE IN THIS INDUSTRY, OF BLACK INVESTMENT,
14 CAREER INVESTMENT IN THIS INDUSTRY, ABOUT THE
15 CONCEPT OF SERVICE IN THIS INDUSTRY.

16 IT, FOR ME PERSONALLY, CERTAINLY IS A
17 DISCOURAGING EVENT; BUT I THINK BROADER THAN THAT,
18 IT SPEAKS TO THE ISSUES THAT YOU ARE HERE TO
19 CONFRONT. I AM, FOR REASONS OTHER THAN MY OWN
20 JUDGMENT, I BELIEVE, A UNIQUE INDIVIDUAL,
21 CERTAINLY IN THIS MARKET, HAVING BEEN ON
22 TELEVISION AS LONG AS I HAVE, HAVING HAD THE
23 EXPERIENCES THAT I HAVE HAD; YET THAT UNIQUENESS
24 WHICH I MIGHT ORDINARILY THINK MIGHT RESULT IN
25 CAREER SUCCESS HAS RESULTED SOMEWHAT, AT LEAST AT

1 THIS POINT, IN THE OPPOSITE.

2 MR. RIVERA: THANK YOU VERY MUCH,
3 MR. CARROLL.

4 MR. REYNOSO: I'M SORRY. I UNDERSTAND
5 THAT OUR RULES DON'T PERMIT APPLAUSE BY THE
6 AUDIENCE EVEN THOUGH WE MIGHT ALL WANT TO JOIN.

7 MR. RIVERA: I'D LIKE TO GO ON TO THE
8 NEXT WITNESS, MR. FERNANDO LOPEZ.

9 CAN YOU BEGIN, PLEASE, BY GIVING US
10 YOUR SENSE OF THE ROLE THAT TELEMUNDO PLAYS IN
11 NEWS COVERAGE FOR A PARTICULAR MINORITY HERE IN
12 THE LOS ANGELES AREA? WHAT IS TELEMUNDO AND WHAT
13 ROLE DOES IT PLAY?

14 MR. LOPEZ: THE ROLE IT PLAYS,
15 TELEMUNDO, WE'RE ONE OF THE TWO NETWORKS, SPANISH
16 LANGUAGE NETWORK, BASICALLY TO PROVIDE INFORMATION
17 TO A GROWING HISPANIC COMMUNITY WHOSE ONLY MAIN
18 LANGUAGE IS SPANISH.

19 THE INFORMATION WE TRY TO GIVE IS THE
20 SAME INFORMATION AS ANY OTHER STATION; THE ONLY
21 THING WE DO IS DO IT IN SPANISH. I THINK DOING IT
22 HERE IN THE UNITED STATES AND IN SOUTHERN
23 CALIFORNIA PARTICULARLY IS A LITTLE BIT TOUGHER
24 BECAUSE NOT EVERYBODY WHO IS IN THE INFORMATION
25 SERVICE SPEAKS SPANISH. WE NOT ONLY HAVE TO HAVE

1 THE SAME PRINCIPLES OF JOURNALISM, BUT WE ALSO
2 HAVE TO DO IT IN A WAY THAT THE AUDIENCE
3 UNDERSTANDS THAT INFORMATION.

4 OUR AUDIENCE HAS THE SAME PROBLEMS AS
5 ANYBODY ELSE. THEY'RE CONCERNED ABOUT EDUCATION,
6 SAFETY. THEY'RE CONCERNED ABOUT ECONOMICS, THE
7 FUTURE. SO WE TRY TO PROVIDE THAT TYPE OF
8 INFORMATION, AND THAT'S WHAT TELEMUNDO,
9 CHANNEL 52, AND THE OTHER NETWORK, UNIVISION, TRY
10 TO DO FOR OUR COMMUNITY.

11 MR. RIVERA: CAN YOU GIVE US SOME IDEA
12 OF THE VIEWERSHIP THAT YOU HAVE, THAT TELEMUNDO
13 HAS? WHAT SIZE AUDIENCE ARE WE TALKING ABOUT?

14 MR. LOPEZ: YOU'RE TALKING ABOUT AN
15 AUDIENCE BETWEEN ONE TO THREE MILLION PEOPLE, AND
16 IT'S GROWING. ONE OF THE THINGS ABOUT OUR
17 AUDIENCE IS A LOT OF THE AUDIENCE ARE IMMIGRANTS,
18 RECENT IMMIGRANTS. ON TOP OF THAT, YOU HAVE A LOT
19 OF PEOPLE WHO CAME ILLEGALLY TO THIS COUNTRY. WHO
20 ARE NOT -- THERE'S NO CENSUS ABOUT THOSE NUMBERS.
21 YOU'RE TALKING ABOUT A POTENTIAL OF ABOUT FOUR
22 MILLION PEOPLE. THAT AUDIENCE NEEDS INFORMATION
23 REGARDLESS OF WHERE THEY CAME FROM, AND THAT'S
24 WHAT WE'RE HERE TO PROVIDE.

25 ANOTHER POINT IS THAT AUDIENCE IS NOT

1 ONLY MEXICAN DESCENT. PEOPLE COME FROM
2 EL SALVADOR, GUATEMALA, CENTRAL AMERICA, SOUTH
3 AMERICA AND A GOOD PERCENTAGE OF THEM COME FROM
4 MEXICO. WE TRY TO GIVE AS MUCH INFORMATION AS WE
5 CAN SO THEY CAN SURVIVE IN THIS COMMUNITY.

6 MR. RIVERA: CAN YOU COMMENT BRIEFLY
7 CONCERNING THE SPECIAL CHALLENGES THAT TELEMUNDO
8 FACES -- YOU'RE A NEWS DIRECTOR THERE -- IN
9 ADEQUATELY COVERING WHAT YOU'VE DESCRIBED IS A
10 DIVERSE SPANISH LANGUAGE FOR THE COMMUNITY?

11 MR. LOPEZ: BASICALLY, ONE OF THE MAIN
12 CONCERNS IS THAT OUR COMMUNITY IS DIVERSE,
13 CULTURALLY DIVERSE, EVEN THOUGH WE ALL SPEAK
14 SPANISH. SO YOU HAVE TO HAVE A LITTLE MORE
15 UNDERSTANDING OF THE CULTURE. A PERSON FROM
16 MEXICO IS SOMEWHAT DIFFERENT THAN SOMEONE FROM
17 EL SALVADOR. SAME SITUATION FOR SOMEBODY FROM
18 SOUTH AMERICA.

19 THE WAY WE TRY TO DO NEWS IS WE LOOK AT
20 WHAT'S IMPORTANT FOR OUR COMMUNITY. ONE OF THE
21 ADVANTAGES WE HAVE THAT THE MAINSTREAM MEDIA
22 DOESN'T HAVE IS WE KNOW OUR AUDIENCE A LITTLE
23 MORE. MOST OF THE PEOPLE THAT WORK THERE ARE
24 PEOPLE WHO ARE IMMIGRANTS OR PEOPLE WHO CARE ABOUT
25 THE COMMUNITY. SO WE TEND TO VIEW A LOT OF THE

1 STORIES, LOOKING AT WHAT'S IMPORTANT TO THEM. THE
2 TOP STORY FOR US MAY NOT BE THE TOP STORY FOR
3 MAINSTREAM MEDIA.

4 THERE'S OTHER STORIES THAT HAPPEN,
5 THOUGH, THAT WE BRING UP AT THE BEGINNING. AND
6 WHEN WE HAVE IT, THEN THE MAINSTREAM MEDIA COME
7 INTO PLAY. AN EXAMPLE RIGHT NOW THAT I CAN THINK
8 OF IS THAT THE ASSEMBLY JUST PASSED IN THE STATE
9 ASSEMBLY A BILL OF TRYING NOT TO GIVE ILLEGAL
10 IMMIGRANTS THE RIGHT TO HAVE A DRIVER'S LICENSE
11 AND A I.D.

12 FOR US, THAT'S A VERY IMPORTANT ISSUE.
13 WE DID SOME STORIES. WE DID AN EDITORIAL AGAINST
14 THAT. IT'S MAKING THE NOTION AGAIN THAT WE'RE
15 TRYING TO DIVIDE PEOPLE WHO ARE PART OF THIS
16 COMMUNITY. WE LIKE IT OR NOT, THEY'RE PART OF
17 THIS COMMUNITY. THAT'S ONE OF THE THINGS THAT WE
18 TRY TO DO.

19 WE ARE SOMEWHAT MORE ACTIVE IN OUR
20 COMMUNITY THAN A LOT OF TIMES PEOPLE PERCEIVE US
21 BECAUSE WE KNOW WHAT WE WANT TO GIVE TO OUR
22 COMMUNITY BECAUSE THEY DEPEND ON US FOR
23 INFORMATION AND WE HAVE TO CONTINUE PROVIDING THEM
24 THE RIGHT INFORMATION SO THEY'LL BE ABLE TO
25 SURVIVE IN THIS COMMUNITY. SPANISH IS THE MAIN

1 LANGUAGE TO A LOT OF THESE PEOPLE. TELEVISION IS
2 THE MAIN COMMUNICATION FOR THEM.

3 SO IF WE DON'T TAKE CARE OF THEM, WHO
4 ELSE IS GOING TO DO THAT? THAT'S BASICALLY OUR
5 PRINCIPAL FORCE THAT GIVES US, ESPECIALLY SPANISH
6 TELEVISION, TO OUR COMMUNITY.

7 MR. RIVERA: CAN YOU CITE ANY EXAMPLES
8 OF THE DIFFERENCE IN THE COVERAGE THAT ONE COULD
9 EXPECT TO FIND ON TELEMUNDO AND THE COVERAGE OF
10 THE LATINO COMMUNITY OR OF ISSUES THAT WOULD BE OF
11 INTEREST TO LATINO COMMUNITY ON ENGLISH LANGUAGE
12 CHANNELS?

13 MR. LOPEZ: THERE'S ONE THAT WAS A
14 MAJOR ONE. THERE WAS A TRAGEDY IN WESTLAKE, THE
15 TRAGEDY ABOUT A FIRE THAT WIPED ALMOST TWO
16 FAMILIES, AND EVERYBODY WAS THERE. AND IT WAS A
17 SAD TRAGEDY BECAUSE THERE WAS A LOT OF OTHER
18 ISSUES THAT CAME INTO PLAY. NUMBER ONE WAS
19 SAFETY, HOW A LOT OF PEOPLE LIVE IN CONDITIONS
20 THAT DON'T HAVE ENOUGH SAFETY, FIRE SAFETY, WHICH
21 WAS KNOWN LATER ON.

22 BUT WE TOOK IT ONE MORE STEP AFTER
23 THAT. NOT ONLY AT THE HUMAN SIDE, BUT WE TOOK
24 PERSONAL CARE WITH PEOPLE. THERE WERE TWO
25 FAMILIES. IN BOTH FAMILIES THE FATHERS WERE THE

1 ONLY PEOPLE SURVIVING FROM THOSE TWO FAMILIES.
2 AFTER THE WHOLE FIRE, AFTER THE DIFFERENT STORIES,
3 TWO DAYS, THREE DAYS, IT SEEMED LIKE EVERYBODY
4 FORGOT ABOUT THOSE TWO FATHERS. WHAT HAPPENED,
5 THEY LOST THEIR WIVES AND THEIR KIDS AND NOBODY
6 REALLY TOOK CARE OF THEM.

7 WHAT WE DID AS A STATION IS WE RAISED
8 THE MONEY TO BE ABLE TO HELP THEM TAKE THE BODIES
9 BACK TO THEIR COUNTRIES. AND THAT, WE DID IT
10 BECAUSE WE CARE ABOUT OUR COMMUNITY. AND THAT'S
11 THE DIFFERENCE BECAUSE WE ACTUALLY ARE ACTIVE
12 WITHIN THAT SITUATION. WE TOOK IT UPON OURSELVES
13 TO DO THAT.

14 THEY CAME TO OUR STATION AND I'LL NEVER
15 FORGET THIS. WHEN WE GAVE THEM THE MONEY, IT WAS
16 A SITUATION THAT WE DIDN'T DO IT BECAUSE WE WERE
17 GOING TO GET RATINGS OUT OF THAT. WE DID IT
18 BECAUSE WE CARE ABOUT THEM. AND A LOT OF
19 PEOPLE -- THE FIRST THING I SAID IS "NO CAMERA.
20 WE'RE NOT GOING TO DO A STORY ABOUT THIS. WE'RE
21 JUST GOING TO DO IT BECAUSE WE CARE."

22 AND THAT'S THE DIFFERENCE THAT WE DO AS
23 A SPANISH STATION IS THAT WE DO IT BECAUSE WE CARE
24 ABOUT IT. A LOT OF TIMES WE'RE NOT AFRAID TO SAY
25 THAT WE'RE ACTIVE IN THAT SITUATION. AGAIN, IT

1 GOES BACK TO WHO ELSE IS GOING TO DO THAT FOR
2 THEM?

3 MR. RIVERA: CAN YOU COMMENT CONCERNING
4 TELEMUNDO'S COVERAGE OF THE LOS ANGELES RIOT
5 FOLLOWING THE FIRST KING VERDICT.

6 MR. LOPEZ: THE FIRST ONE.

7 MR. RIVERA: AND IN CONTRAST, IF YOU
8 HAVE ANY EXAMPLE TO COVERAGE OF THE SPECIFIC
9 COMPARABLE EVENT THAT OCCURRED DURING THAT TIME BY
10 MAINSTREAM MEDIA?

11 MR. LOPEZ: ACTUALLY, THERE'S THREE
12 THINGS THAT I WANTED TO SAY, AND THEY WERE
13 MENTIONED IN THE PANEL BEFORE.

14 I'M AN IMMIGRANT. I WAS BORN IN
15 TIJUANA, BUT I GREW UP IN THE EAST SIDE. THE TIME
16 IT HAPPENED, THE FIRST TRIAL, I WAS IN HOUSTON,
17 TEXAS. I WAS NEWS DIRECTOR FOR A STATION THERE.
18 I REMEMBER WHEN THE VERDICT CAME OUT AS INNOCENT,
19 THE FIRST THING I DID IS I CALLED MY MOM AND TELL
20 HER "STAY HOME" BECAUSE I KNEW THERE WAS SOMETHING
21 THERE IN THE STREET; THERE WAS A LOT OF ANGER IN
22 THE STREET. NOT BECAUSE OF THAT SITUATION,
23 BECAUSE OF EVERYTHING ELSE THAT WAS GOING ON. THE
24 LACK OF SERVICE, MISINFORMATION. I KNEW THAT.

25 I ALSO CALLED THE NEWS DIRECTOR AT MY

1 STATION HERE AT 52 AND TOLD HIM "BE PREPARED.
2 SOMETHING IS GOING TO HAPPEN. I KNOW SO BECAUSE I
3 LIVE IN THIS COMMUNITY AND I UNDERSTAND HOW PEOPLE
4 ARE ANGRY AGAINST WHAT'S GOING ON AROUND THEM."
5 SURE ENOUGH, IT HAPPENED ALMOST TWO HOURS LATER.

6 NOT ONLY IT HAPPENED IN CENTRAL, BUT IT
7 HAPPENED IN OTHER AREAS, PICO-UNION, THAT WAS
8 PREDOMINANTLY IMMIGRANT. ONE OF THE THINGS THAT
9 HAPPENED DURING THE RIOT IS THAT A HIGH PERCENTAGE
10 OF THE PEOPLE WHO WERE INVOLVED IN THOSE RIOTS
11 WERE FROM SPANISH DESCENT OR WERE IMMIGRANTS.

12 BUT THERE WAS NOT ENOUGH INFORMATION AS
13 TO WHY THEY WERE INVOLVED IN THOSE SITUATIONS. I
14 THINK THAT'S CRITICISM THAT I MADE, THAT EVEN
15 THOUGH THERE WAS AN ISSUE ABOUT AFRICAN-AMERICANS
16 ANGRY ABOUT THE SITUATION PLUS OTHER THINGS, THERE
17 WAS NOT MUCH REPORTING ABOUT WHY HISPANICS WERE
18 INVOLVED IN THIS SITUATION.

19 WHAT HAPPENED IS THAT THEY WERE ALSO
20 ANGRY ABOUT WHAT'S GOING ON. AND THEY'RE STILL
21 ANGRY RIGHT NOW. THERE'S STILL A LOT OF PEOPLE
22 WHO LOST THE JOBS, WHO LOST THE INDUSTRIES DURING
23 THOSE RIOTS. WE'RE STILL NOT DOING ENOUGH ABOUT
24 THEM.

25 RIGHT NOW WE'VE BEEN FOLLOWING THE

1 MERCHANTS IN PICO-UNION. WHAT ARE THEY DOING FOR
2 THEM? AND IT SEEMS LIKE A LOT OF THOSE PEOPLE ARE
3 NOT EVEN GETTING APPLICATIONS FOR LOANS. WHY NOT?
4 IS THERE SOME DISCRIMINATION HERE? THAT'S WHAT
5 WE'RE THERE FOR, TO DO THAT.

6 MR. RIVERA: IF TELEMUNDO IS SERVING
7 SPECIAL FOCUS FOR THE SPANISH LANGUAGE ORIENTED
8 LATINO COMMUNITY, CAN'T ENGLISH LANGUAGE BROADCAST
9 MEDIA BE EXCUSED FROM PAYING THAT MUCH ATTENTION
10 TO THAT COMMUNITY?

11 MR. LOPEZ: NO. NO. NEVER. IT CANNOT
12 BE EXCUSED BECAUSE THOSE PEOPLE ARE PART OF THIS
13 COMMUNITY. I THINK IT'S A LACK OF UNDERSTANDING
14 OF THE CULTURES. IT'S A LACK OF UNDERSTANDING OF
15 WHERE THESE PEOPLE ARE FROM. AND THAT'S WHERE I
16 THINK A LOT OF TIMES THE COMMUNICATION IS NOT
17 THERE. A LOT OF PEOPLE THINK HISPANICS ARE
18 MEXICAN AND THEY'RE ALL MEXICAN. JUST BECAUSE YOU
19 HAVE A LAST NAME THAT'S HISPANIC MEANS YOU'RE
20 HISPANIC. THERE'S A LOT OF DIFFERENCE IN
21 CULTURES. IT'S THE UNDERSTANDING OF THE CULTURES
22 AND OF THE PEOPLE THAT ARE IN THIS COMMUNITY TO BE
23 ABLE TO UNDERSTAND.

24 THAT IS A MAJOR ISSUE RIGHT NOW. YOU
25 HAVE A COMMUNITY OF EL SALVADORANS WHO CAME TO

1 THIS COUNTRY DURING THE CIVIL WAR IN EL SALVADOR.
2 RIGHT NOW THEY HAVE AN EXTENSION TO STAY IN THIS
3 COUNTRY, BUT IF THE EXTENSION IS A CONTINUING
4 SITUATION, THEY'RE GOING TO BE ASKED TO LEAVE THIS
5 COUNTRY. YOU'RE ASKING FOR ABOUT A HUNDRED
6 THOUSAND PEOPLE TO ULTIMATELY UPROOT THEMSELVES
7 AND GO BACK TO A COUNTRY THAT PROBABLY THEY DON'T
8 KNOW. IT'S A SITUATION THAT'S OUT THERE RIGHT
9 NOW. NOBODY ELSE IS MAKING NOTICE OF THAT.

10 MR. RIVERA: MR. LOPEZ, HOW ARE NEWS
11 DECISIONS MADE AT TELEMUNDO CONCERNING WHAT IS
12 NEWS AND WHAT'S GOING TO BE COVERED THAT DAY?

13 MR. LOPEZ: WHAT IS NEWS? I GUESS
14 BASICALLY IT GOES TO THE SAME LINE AS EVERYBODY
15 ELSE. WE GET TOGETHER IN THE MORNING, BUT WHAT WE
16 DO IS WHAT'S IMPORTANT FOR OUR COMMUNITY, THE
17 HISPANIC COMMUNITY, WHAT'S IMPORTANT FOR OUR
18 COMMUNITY THAT SPEAKS SPANISH.

19 AND A LOT OF THE TIME IT'S NOT THE TOP
20 STORIES OF THE DAY. IT'S NOT SOME OTHER ISSUE.
21 IT'S AN ISSUE THAT IS VERY IMPORTANT. TALKING
22 IMMIGRATION, TALKING ABOUT THE LATEST INFORMATION
23 CONCERNING EDUCATION, SAFETY. BECAUSE THAT'S WHAT
24 PEOPLE USUALLY -- OUR COMMUNITY IS A LOT OF PEOPLE
25 WHO ARE HARD-WORKING PEOPLE, AND THEY WANT TO BE

1 ABLE TO PROVIDE SECURITY FOR THEIR FAMILIES.
2 THAT'S OUR CULTURE. AND IN THAT SENSE, THEY WANT
3 TO BE ABLE TO KNOW IF I'M GOING TO HAVE A JOB
4 TOMORROW, AM I GOING TO BE SAFE IN THE STREETS,
5 ARE MY KIDS OKAY IN SCHOOL. THAT'S WHAT THEY WANT
6 TO KNOW.

7 A LOT OF TIMES WE DO GET CALLS FROM
8 PEOPLE BECAUSE THEY ASK US THOSE KINDS OF
9 QUESTIONS. I THINK IT'S OUR JOB RESPONSIBILITY TO
10 GIVE THAT INFORMATION.

11 MR. RIVERA: WOULD YOU HAVE ANY
12 RECOMMENDATIONS TO MAKE TO THE MAINSTREAM MEDIA,
13 THE ENGLISH LANGUAGE MEDIA IN THE LOS ANGELES
14 AREA, CONCERNING HOW THEY COULD BETTER COVER THE
15 LATINO COMMUNITY -- WELL, BOTH -- THE ENGLISH
16 LANGUAGE AND SPANISH LANGUAGE.

17 MR. LOPEZ: I THINK WHAT I WOULD
18 RECOMMEND IS A LITTLE BETTER UNDERSTANDING ABOUT
19 THE CULTURE. A LITTLE UNDERSTANDING ABOUT THE
20 PEOPLE THEY SERVE HERE IN SOUTHERN CALIFORNIA. AN
21 UNDERSTANDING WHERE THEY CAME FROM. NOT TO
22 GENERALIZE. A LOT OF TIMES WE TEND TO GENERALIZE
23 ONE GROUP WITH THAT ONE GROUP ONLY. WITHIN THAT
24 GROUP WE HAVE DIFFERENT PEOPLE FROM DIFFERENT
25 PARTS OF THE COUNTRY, FROM OTHER PARTS OF THE

1 COUNTRY, AND WE HAVE TO UNDERSTAND THAT. WE HAVE
2 TO UNDERSTAND THAT WE'RE NOT ALL EQUALLY FROM
3 MEXICO OR WE'RE NOT ALL ILLEGAL ALIENS OR WE'RE
4 NOT GANG-BANGERS. WE HAVE TO UNDERSTAND WHAT
5 EVERYBODY IN THAT COMMUNITY NEEDS, AND WE HAVE TO
6 BETTER UNDERSTAND THAT TO BE ABLE TO BETTER SERVE
7 THEM.

8 MR. RIVERA: THANK YOU, MR. LOPEZ.

9 I'D LIKE TO MOVE ON TO MR. LEE.

10 MR. LEE, CAN WE BEGIN WITH YOUR RESPONSE TO THE
11 COVERAGE, ONGOING COVERAGE OF THE KOREAN
12 COMMUNITY, KOREAN-AMERICAN COMMUNITY OR
13 IMMIGRANTS, RECENT IMMIGRANTS FROM KOREA AND HOW
14 YOU ASSESS THAT COVERAGE BY MAINSTREAM MEDIA.

15 MR. LEE: LET ME INTRODUCE MYSELF. MY
16 NAME IS SEUNG LEE, 51 YEARS OLD. I'M A LEGALIZED
17 U.S. CITIZEN. I CAME TO THE UNITED STATES 21
18 YEARS AGO FROM KOREA. STILL I'M COMFORTABLE
19 SPEAKING KOREAN LANGUAGE. IF I SPEAK KOREAN
20 LANGUAGE, I COULD SPEAK AS MUCH AS MR. CARROLL
21 SPEAKING ENGLISH. ANYWAY, IT'S OKAY FOR ME. I'LL
22 TRY MY BEST SO THAT YOU CAN UNDERSTAND WHAT I'LL
23 TRY TO SAY.

24 NOW, I WORK AS A NEWS TELEVISION
25 ANCHORMAN AND REPORTER AT CHANNEL 18, KOREAN

1 TELEVISION STATION, WHICH COVERS THE WHOLE
2 SOUTHERN CALIFORNIA AREA TO REACH ALL
3 KOREAN-SPEAKING AMERICANS. BY WHAT HE CALLS, SO
4 TO SPEAK, 500,000 PEOPLE -- WE CAN REACH
5 KOREAN-SPEAKING AMERICANS IN SOUTHERN CALIFORNIA
6 AREA.

7 I AM PROUD OF WORKING IN THAT POSITION.
8 ALSO, I FEEL AND HEAVILY RESPONSIBLE TO DO
9 SOMETHING TO KOREAN-AMERICANS WHO LACK ENGLISH
10 COMMUNICATION SKILL. TODAY I AM PLEASED TO BE
11 HERE TO EXPRESS MY VIEW REGARDING THE CIVIL RIGHTS
12 ISSUE FOR THE KOREAN-AMERICAN.

13 MR. RIVERA: THANK YOU VERY MUCH,
14 MR. LEE. WILL YOU PLEASE FEEL FREE ANYTIME TO
15 RESPOND IN KOREAN AND WE'LL HAVE DR. KI-TAEK CHUN
16 TRANSLATE.

17 MR. LEE: THAT'S WHY I'M SO
18 COMFORTABLE.

19 FIRST OF ALL I WOULD LIKE TO EXPRESS MY
20 PHILOSOPHY AS A NEWS ANCHORMAN AND JOURNALIST,
21 PARTICULAR THE OTHER JOURNALISTS WITH ME RIGHT
22 NOW, I FEEL QUITE COMFORTABLE.

23 BUT WE HAVE TO TAKE A HEAVY
24 RESPONSIBILITY --

25 MS. YOUNGBLOOD: MR. LEE, IF I MIGHT

1 INTERRUPT. IF YOU WOULD LIKE TO SUBMIT A WRITTEN
2 STATEMENT FOR THE RECORD, THAT WOULD BE FINE;
3 HOWEVER, PLEASE RESPOND TO THE QUESTIONS.

4 MR. LEE: WELL, THAT'S A PART OF THE
5 ANSWER BECAUSE IT'S IMPORTANT I HAVE OF MY VIEW,
6 WHAT I SEE OF THE NEWS MEDIA IS IMPORTANT FOR MY
7 ROLE FOR THE CITY.

8 WE, THE CITIZENS OR THE RESIDENTS OF
9 THE CITY OF LOS ANGELES, WE HAVE TO THINK ABOUT WE
10 RIDE THE SAME BOAT. WHOEVER THE DIFFERENT RACIAL
11 BACKGROUND -- CAUCASIAN, ANGLO, HISPANIC, KOREAN,
12 JAPANESE -- WHOEVER, WE'RE -- YOU KNOW, THE ETHNIC
13 BACKGROUNDS, WE ARE RIDING THE SAME BOAT.

14 IF WE FIGHT WITH EACH OTHER ON A RACIAL
15 BASIS, THAT MEANS WE STRETCH THE BODY OF OUR BOAT,
16 HULL OF OUR BOAT. IF WE CONTINUE TO DO THAT,
17 SOMEWHERE IN THE FUTURE THE BOAT WILL SOON HAVE A
18 HOLE, AND THEN IT IS GOING TO SINK DOWN DEEP INTO
19 THE SEA AND RUIN ALL OF OUR DESTINY.

20 SO IN ORDER TO -- THE FIRST WAY,
21 INSTEAD OF DETERIORATING THE CITY OF LOS ANGELES,
22 WE HAVE TO STILL HAVE RESPONSIBILITY OF OUR MEDIA
23 PEOPLE. SO THAT WHAT IS THE BEST WAY THE PEOPLE
24 THINK IS POSITIVE WAY INSTEAD OF A NEGATIVE WAY.
25 WHAT I MEAN IS IF WE CONTINUE TO COVER IN NEGATIVE

1 WAY OR -- I MEAN, COVER THE TENSION BETWEEN THE
2 RACIAL GROUP AND THE PEOPLE'S WAY OF THINKING --
3 YOU KNOW, THE WAY -- IN THAT WAY.

4 IF WE COVER CONTINUALLY IN THE POSITIVE
5 WAY, IN THE GOOD THING INSTEAD OF NEGATIVE THING,
6 PEOPLE COULD PREVENT THAT WAY. SO WE HAVE TO
7 SHARE ON THAT KIND OF PHILOSOPHY SO THAT WE HAVE
8 TO DO SOMETHING FOR THE CITY OF LOS ANGELES.

9 THAT'S BEFORE TAKING ANSWER, I WOULD
10 LIKE TO EXPRESS MY WAY OR VIEW TO THE MEDIA,
11 PARTICULARLY MAINSTREAM MEDIA.

12 MR. RIVERA: CAN YOU GIVE US ANY
13 EXAMPLE OF A VERY IMPORTANT STORY IN YOUR OPINION
14 AS A WORKING JOURNALIST THAT YOUR NEWS
15 ORGANIZATION COVERED VERY CAREFULLY THAT THE
16 MAINSTREAM MEDIA DID NOT COVER VERY MUCH OR AT
17 ALL?

18 MR. LEE: PORTRAIT OF ASIAN COMMUNITY,
19 PARTICULARLY THE KOREAN COMMUNITY BY THE
20 MAINSTREAM MEDIA VERY MISCONCEPTIVE OR
21 MISCONCEIVED, I THINK. FOR INSTANCE, IN THE WAKE
22 OF THE L.A. RIOT LAST YEAR, MAINSTREAM MEDIA HAS
23 PORTRAYED THE TENSION BETWEEN THE KOREAN COMMUNITY
24 AND AFRICAN-AMERICAN COMMUNITY AS IF IT WAS THE
25 CAUSE OF THE RIOT, WHICH IS TOTALLY NOT TRUE.

1 AND, AS YOU KNOW, THE MAIN CAUSE OF THE
2 RIOT WAS THE ECONOMY OR SOCIAL INEQUALITY. IT'S
3 BEEN PROVED. BUT, YOU KNOW, THE MAINSTREAM MEDIA,
4 CONTINUALLY THEY TRY TO PORTRAY THE REASON OF THE
5 RIOT IS THE RACIAL TENSION BETWEEN THE
6 KOREAN-AMERICAN AND AFRICAN-AMERICAN. LIKE SUCH
7 AS THEY KEEP CONTINUE TO THE SOON JA DU CASE,
8 BRINGING UP TO THE PUBLIC SO THAT THEY LEAD TO
9 LOOK LIKE IT'S CAUSE OF THE RIOT, THE MAIN REASON
10 IS BECAUSE THE RACIAL TENSION BETWEEN THE TWO
11 COMMUNITY.

12 THAT'S WHAT I DON'T LIKE, THE ATTITUDE
13 OF MAINSTREAM MEDIA TO COVERAGE ON THAT ISSUE.

14 MR. RIVERA: IS YOUR COVERAGE, YOUR
15 STATION'S COVERAGE OF NEWS THAT'S OF INTEREST TO
16 KOREANS OR ABOUT KOREAN-AMERICANS, IS THAT PICKED
17 UP BY KOREAN BROADCAST STATIONS IN KOREA, OR IS
18 IT --

19 MR. LEE: WE KEEP THE NEWS AS FAR AS
20 WHICH IS INTERESTED BY KOREAN-SPEAK --
21 KOREAN-AMERICAN IN THIS COUNTRY, WHETHER IT IS
22 NEWS HEARD FROM KOREA OR THIS COUNTRY OR IN THE
23 COMMUNITY. SO IT'S VERY BROAD CHOICE WE HAVE TO
24 RELY ON. SO WE HAVE TO BE VERY CAREFUL TO CHOOSE
25 THE NEWS ITEMS FOR THE KOREAN-AMERICAN HERE.

1 MR. RIVERA: I MEANT ALSO -- I
2 APPRECIATE YOUR POINTING THAT OUT. I MEANT ALSO
3 THE NEWS THAT YOU REPORT HERE, IS IT USED BY
4 STATIONS IN KOREA?

5 MR. LEE: NOT -- LET ME INTRODUCE MY
6 STATION HERE. EVERY DAY THREE HOURS WE HAVE A
7 PROGRAM 8:00 TO 11:00 IN THE EVENING HOUR. SO
8 8 O'CLOCK TO -- ABOUT 20 MINUTES OF LOCAL NEWS WE
9 HAVE. AND 30 MINUTES, 9:00 TO 9:30, WE -- DAILY
10 BASIS WE RECEIVE BY SATELLITE THE KOREAN NEWS
11 PROGRAMS SO THAT WE CAN BROADCAST TO OUR VIEWER.
12 AND THE REST OF THEM WE JUST USE TO PROVIDE A
13 PROGRAM FROM KOREA, THE SOAP OPERA PROGRAM OR THE
14 INTERESTING PROGRAM. THERE ARE MANY DIFFERENT
15 KIND OF PROGRAMS WE BROADCAST TO OUR VIEWERS.

16 LOCAL NEWS WE HAVE ABOUT 20 MINUTES ON
17 A DAILY BASIS, AND WE HAVE TO PICK THE NEWS SO
18 THAT IT'S ONLY FOR SERVICE FOR THE KOREAN PEOPLE
19 HERE IN THE UNITED STATES.

20 MR. RIVERA: DID YOU WANT TO COMMENT
21 FURTHER ON THAT?

22 MR. LEE: WE DO NOT SEND THE PROGRAM TO
23 KOREA ANYWAY.

24 MR. RIVERA: FINE. THANK YOU VERY
25 MUCH.

1 I HAVE NO FURTHER QUESTIONS OF THIS
2 WITNESS AT THIS TIME. I'D LIKE TO TURN IT OVER TO
3 THE COMMISSIONERS AT THIS TIME.

4 MR. REYNOSO: MY FELLOW COMMISSIONERS?
5 I JUST HAVE A QUESTION TO ASK FOR EACH
6 OF YOU.

7 MR. CARROLL, YOU COMMENTED ABOUT YOUR
8 OWN EXPERIENCE WITH THE MEDIA, AND IT SEEMED VERY
9 WELL RECEIVED BY THE COMMISSION. YOU DIDN'T
10 COMMENT -- I'D LIKE TO ASK YOU TO STATE YOUR OWN
11 OBSERVATIONS, AS SOME OF THE OTHER PANELISTS
12 SHARED WITH US, PERTAINING TO THE NEWS COVERAGE ON
13 THE APRIL 29TH INCIDENT LAST YEAR OF THE RIOTS.

14 WHAT WAS YOUR REACTION TO THE MEDIA
15 COVERAGE OF THE RIOTS?

16 MR. CARROLL: I THINK THERE ARE A
17 NUMBER OF PEOPLE THAT PREVIOUSLY EXPRESSED THE
18 COVERAGE WAS PRIMARILY TO THAT WHICH COULD BE SEEN
19 IMMEDIATELY. THERE WAS A FAIR AMOUNT OF
20 NARROWNESS TO THE APPROACH THAT WAS TAKEN.
21 CERTAINLY THE OBSERVATIONS THAT WERE MADE WITH
22 RESPECT TO THE COVERAGE IN THE LATINO, HISPANIC
23 COMMUNITIES, THOSE CRITICISMS ARE WELL TAKEN.

24 CERTAINLY THE CRITICISMS THAT HAVE BEEN
25 MADE WITH RESPECT TO PROVIDING INSIGHT TO THE

1 CONCERNS OF THE KOREAN AND ASIAN PACIFIC COMMUNITY
2 CRITICISMS ARE ALSO WELL TAKEN.

3 CERTAINLY THE ANALYSIS OF WHAT TOOK
4 PLACE ON THOSE EVENINGS AND WHAT PRECEDED THE
5 EVENTS OF THOSE EVENINGS WAS, I BELIEVE, SORELY
6 LACKING AND CONTINUES TO BE. I HAVE BEEN VERY,
7 VERY DISAPPOINTED LOOKING AS A WHOLE AT COVERAGE
8 POST-RIOT AT WHAT THE MEDIA IN GENERAL OF LOS
9 ANGELES HAS PROVIDED WITH RESPECT TO INSIGHTS TO
10 THE VERY PROBLEMS THAT PREEXISTED THE UPRISING, AS
11 WELL AS TO THOSE ACTIVITIES TAKING PLACE THROUGH
12 REBUILD.

13 MR. REYNOSO: I'M GOING TO ASK
14 MR. LOPEZ A RELATED QUESTION, BUT I WANT TO
15 PROCEED WITH YOU.

16 WHY DO YOU THINK THAT IS? IS IT
17 BECAUSE IT WAS FELT THAT THE ANGLO AMERICANS DON'T
18 HAVE AN INTEREST IN THE REASONS BEHIND THE RIOTS?

19 MR. CARROLL: I THINK -- AND THIS IS AS
20 MUCH CONJECTURE AS OBSERVATION ON MY PART -- THAT
21 COVERING ISSUES IN LOS ANGELES TO THE DEPTH IT IS
22 NECESSARY, I BELIEVE, AT THIS STAGE IN OUR
23 HISTORY, REQUIRES A RE-ORIENTATION OF RESOURCES,
24 AN INVESTMENT IN PROFESSIONAL CAPITAL OF THE SORT
25 THAT TELEVISION STATIONS PARTICULARLY ARE UNUSED

1 TO.

2 THEY ARE UNUSED TO SPENDING LONG
3 PERIODS OF TIME TRYING TO GATHER INFORMATION
4 NECESSARY TO PROVIDE ANALYSIS. THEY ARE UNUSED TO
5 DOING THE KINDS OF FOLLOW-UP REPORTING AND
6 MONITORING OF SITUATIONS THAT IS NECESSARY. THERE
7 ARE A NUMBER OF QUESTIONS THAT I CAN'T EVEN
8 ANSWER. I REMEMBER THAT I PROPOSED A SERIES AT
9 CHANNEL 9 CALLED "WHO'S REBUILDING L.A.?" AND IT
10 WAS PROPOSED AS A TWO-WEEK SERIES OF REPORTS
11 LOOKING AT ON ONE HAND INDIVIDUALS,
12 COMMUNITY-BASED ORGANIZATIONS AND CORPORATIONS
13 WHICH HAD PROVIDED ROLE MODELS DURING AND
14 POST-UPRISING THAT DEMONSTRATED HEROISM AND THE
15 SPIRIT OF RECONCILIATION IN REBUILDING LOS
16 ANGELES.

17 THE OTHER WAS TAKING A VERY CLOSE,
18 CRITICAL LOOK, IN SOME INSTANCES, AT WHAT WAS OR
19 WAS NOT GOING ON SPECIFIC TO WHAT WAS BEING
20 REBUILT. WHAT INSTITUTIONS AND INFRASTRUCTURES
21 HAVE BEEN LAID INTO PLACE WITH REST THE ISSUE OF
22 REBUILDING? I GOT NO RESPONSE FROM MANAGEMENT ON
23 THAT PROPOSAL WHATSOEVER, AND I CAN'T TELL YOU
24 WHY.

25 MR. REYNOSO: MR. LOPEZ, I WONDER IF

1 YOU MIGHT COMMENT WITH RESPECT TO MR. CARROLL'S
2 RESPONSE. YOU'VE SEEN THE EXAMPLES THAT I'M ABOUT
3 TO GIVE YOU TO AGREE WITH MY EXAMPLE.

4 I LISTEN TO BOTH ENGLISH AND
5 SPANISH-SPEAKING TELEVISION NEWS, AND I WAS
6 INTERESTED THAT WHEN CESAR CHAVEZ DIED THAT
7 SPANISH-LANGUAGE TELEVISION HAD A QUITE IN-DEPTH
8 DISCUSSION ABOUT HIS BACKGROUND, THE ISSUES
9 INVOLVED AND ALL THAT, BUT I NOTICED THAT THE
10 ENGLISH-SPEAKING TELEVISION STATIONS HAD BETWEEN A
11 TWO- AND THREE-SECOND REPORT.

12 WHY THE DIFFERENCE? I THINK IT'S
13 PROBABLY OBVIOUS IN YOUR PREVIOUS ANSWER; BUT,
14 AGAIN, WHY SHOULD YOUR TELEVISION REPORTING BE SO
15 DIFFERENT THAN THE ENGLISH-SPEAKING TELEVISION
16 REPORTING ON WHAT SEEMS TO BE A RELATIVELY
17 IMPORTANT STORY LIKE THAT?

18 MR. LOPEZ: IT SHOULDN'T HAVE BEEN
19 DIFFERENT. ACTUALLY, CESAR CHAVEZ TIES TO A LOT
20 OF PEOPLE, NOT ONLY SPANISH, BUT I THINK EVERYBODY
21 ELSE, BY HIS COMMITMENT TO THE BETTERMENT OF THE
22 FARM WORKER.

23 WHEN CESAR CHAVEZ DIED, WE FELT THAT
24 SOMEONE WHO WAS AS IMPORTANT AS HE WAS, WE NEEDED
25 TO MAKE SURE THAT PEOPLE UNDERSTOOD WHAT HE STOOD

1 FOR. WE NEEDED PEOPLE TO UNDERSTAND THAT HE --
2 WHAT HE TRIED TO DO, WE CAN DO IT ALSO. AND
3 THAT'S ONE OF THE THINGS THAT ALSO AS PART OF THE
4 MEDIA AND PART OF THE NEWS ORGANIZATION, IT'S
5 IMPORTANT FOR US TO BE ABLE TO GIVE HOPE TO OUR
6 PEOPLE.

7 DOING THAT, IT SHOWS THAT A SINGLE
8 PERSON CAN DO A LOT. SO ANYBODY ELSE CAN DO THAT.
9 THAT WAS THE REASON WHY WE DID A HALF-HOUR SPECIAL
10 WITHIN TWO DAYS. WE DID LIVE COVERAGE OF THE
11 CEREMONY. WE WERE THE ONLY ORGANIZATION ALLOWED
12 WITH THE FAMILY WHEN HE DIED, TO BE WITH HIS
13 FAMILY. AND THE REASON WHY IS BECAUSE WE CARE AND
14 WE HAVE CONCERNS WITH OUR AUDIENCE. AND I THINK
15 OUR AUDIENCE UNDERSTOOD THAT BECAUSE WE RECEIVED
16 SO MANY LETTERS AND CALLS SAYING THAT "YOU GAVE US
17 HOPE AND YOU MADE US UNDERSTAND A LITTLE BIT MORE
18 SOMEONE LIKE CESAR CHAVEZ."

19 MR. REYNOSO: MR. LEE, I TAKE IT AS A
20 PREMISE THAT IT'S THE INTEREST AND AT LEAST THE
21 RESPONSIBILITY OF THE ENGLISH-SPEAKING MEDIA TO
22 REPORT ON HAPPENINGS THROUGHOUT THE COMMUNITY,
23 INCLUDING, OF COURSE, THE KOREAN-AMERICAN
24 COMMUNITY. IF YOU HAD YOUR DRUTHERS, WHAT WOULD
25 YOU ADVISE THE ENGLISH-SPEAKING TELEVISION MEDIA

1 TO DO IN TERMS OF BETTER RESPONDING TO THE
2 NEWSWORTHINESS OF WHAT HAPPENS IN THE
3 KOREAN-AMERICAN COMMUNITY, NOT JUST FOR THE
4 KOREAN-AMERICAN COMMUNITY, BUT FOR THE COMMUNITY
5 IN GENERAL?

6 MR. LEE: YES. I THINK THE WAY OF
7 SEEING WHAT THE POSITION OF, I THINK IS QUITE
8 DIFFERENT TO SEE SOMETHING. THEIR POSITION IS
9 DIFFERENT THAN OURS. BUT, ANYWAY, WHAT WE HOPE
10 FOR THEM TO DO -- FOR EXAMPLE, A LOT OF GOOD
11 THINGS HAPPENED, YOU KNOW, IN SOUTH CENTRAL L.A.
12 WITH SOME OF THE KOREAN SHOP OWNERS. FOR EXAMPLE,
13 WE KNOW SOME OF THE KOREAN SHOP OWNERS ON THE
14 SOUTH CENTRAL L.A. TRYING TO SOLVE ON THE TENSION
15 BETWEEN TWO COMMUNITIES, YOU KNOW, THEY TRIED --
16 SOMETIMES THEY PROVIDED TO TALK WITH THE CLIENTS,
17 THE CUSTOMERS AROUND THEIR RESIDENCE, AND THAT
18 KIND OF EVENT AND THEY -- JUST A LOT OF THAT KIND
19 OF EVENTS WAS GOING ON IN THE SOUTH CENTRAL L.A.

20 THEY ALSO INFORMED THE MAINSTREAM
21 MEDIA, NOT ONLY THE TELEVISION, BUT ALSO SOME OF
22 THE NEWS MEDIA -- THE PAPER MEDIA, TOO, BUT THEY
23 RELUCTANT TO COVER AND THAT KIND OF GOOD THING
24 WOULD HAPPEN. THEY LIKE TO COVER ALWAYS SOME KIND
25 OF TENSION, CRIME BETWEEN TWO COMMUNITIES AND, YOU

1 KNOW, THE BAD THING, THEY TRIED TO DIG THEM OUT,
2 TO BRING THEM UP TO SOME KIND OF BIG THING
3 HAPPENED OR BIG TENSION HAPPENED, LIKE AMUSEMENT
4 WITH THAT KIND OF -- YOU KNOW, THE INCIDENT.

5 WELL, IN MY POSITION, IF THEY COVER IN
6 A POSITIVE WAY SOME KIND OF THE KOREAN, THE SHOP
7 OWNER MAKE A BARBECUE POT WITH THE CUSTOMER, HOW
8 NICE IT IS, HOW TRY TO SOLVE AND CONTRIBUTING TO
9 DEFUSE THE TENSION BETWEEN TWO COMMUNITIES. WHY
10 THEY NOT TRY TO EFFORT IN THAT KIND OF POSITIVE
11 WAY INSTEAD OF NEGATIVE WAY?

12 MR. REYNOSO: THANK YOU VERY MUCH.

13 COMMISSIONER REDENBAUGH HAS A QUESTION.

14 MR. REDENBAUGH: THANK YOU.

15 MR. CARROLL, I WANT TO GO BACK TO
16 SOMETHING THAT YOU MENTIONED WHEN YOU SAID THAT
17 THE TV NEWS IS SORT OF LIKE AN ADOLESCENT THAT
18 HASN'T YET UNDERSTOOD ITS YOUTH AND STRENGTH, AND
19 I'M STRUCK WITH THE NOTION THAT THE TECHNOLOGY OF
20 BROADCASTS HAS CHANGED A LOT IN THE LAST 30 OR 40
21 YEARS AND THAT THE JOB THAT THE MEDIA IS DOING
22 PERHAPS HASN'T KEPT PACE WITH THE REQUIREMENTS
23 BOTH IN A TECHNOLOGICAL AND IN A SOCIOLOGICAL WAY.

24 I'M NOT QUITE SURE HOW TO FOCUS THIS
25 QUESTION, IF YOU'D BEAR WITH ME FOR A MOMENT.

1 DO YOU SEE ANY PARALLELS BETWEEN THE
2 DEATH OF THE GENERAL INTEREST WEEKLY NEWS
3 MAGAZINES OF THE '50'S AND '60'S, THE "LOOK" AND
4 "LIFE" KINDS OF MAGAZINES AND THE CHANGING
5 REQUIREMENTS FOR BROADCAST JOURNALISTS AND AT THE
6 SAME TIME THE EMERGENCE OF SOME VERY SPECIAL
7 INTEREST CHANNELS THAT SERVE A NARROW MARKET VERY
8 EFFECTIVELY?

9 MR. CARROLL: MR. COMMISSIONER, YOU
10 BRING UP A VERY COGENT AREA. AND ALL OF IT, I
11 BELIEVE, SPEAKS TO INITIAL COMPETITION. I KNOW
12 CERTAINLY GROWING UP AS A CHILD I WAS VERY MUCH
13 ATTRACTED TO THE "LOOK" AND "LIFE" MAGAZINES
14 BECAUSE THEY, PERHAPS MORE THAN ANY OTHER
15 PUBLICATION IN EXISTENCE IN THAT ERA, BROADENED
16 THE PICTURES OF MY WORLD, BROUGHT ME FULL COLOR
17 REPRESENTATIONS OF THINGS THAT I'D NEVER SEEN
18 BEFORE.

19 AND CERTAINLY -- AND I THINK ANYONE IN
20 THE PUBLISHING SIDE OF MEDIA WOULD AFFIRM THAT
21 TELEVISION STOLE MUCH OF THAT AREA OF
22 RESPONSIBILITY FROM THE PRINT MEDIA BECAUSE
23 TELEVISION WAS SO MUCH MORE CAPABLE
24 TECHNOLOGICALLY OF BRINGING US THE PICTURES OF OUR
25 WORLD.

1 AND SO TELEVISION, FOR LACK OF A BETTER
2 PHRASE, COMPETED THOSE BUSINESSES ESSENTIALLY OUT
3 OF COMPETITION OR OUT OF THE INDUSTRY. LIKewise,
4 THOSE NARROW-CAST EFFORTS SUCH AS, FOR EXAMPLE,
5 FINANCIAL CHANNELS AND SPORTS CHANNELS AND OTHERS,
6 KOREAN TELEVISION, TELEMUNDO AND OTHERS ARE
7 FOCUSED ON A COMMUNITY THAT THEY UNDERSTAND, WHOSE
8 DEMAND FOR INFORMATION THEY CAN SUPPLY UNIQUELY
9 AND IN DEPTH.

10 AND SO TO THAT EXTENT, THEY, TOO, HAVE
11 STOLEN, IF YOU WILL -- AND I DON'T MEAN THAT IN A
12 PEJORATIVE WAY -- BUT HAVE COMPETED FREE BROADCAST
13 MEDIA AS WE HAVE KNOWN THEM IN THE PAST OUT OF
14 THAT BUSINESS. THEY HAVE TAKEN THAT AUDIENCE
15 AWAY. AND THEY HAVE DONE SO QUITE SUCCESSFULLY
16 AND QUITE LEGITIMATELY, I THINK, IN THE STATEMENTS
17 THAT HAVE BEEN MADE BY MY COLLEAGUES HERE NEXT TO
18 ME.

19 I THINK YOU CAN UNDERSTAND THE
20 DIFFERENCE IN APPROACH BETWEEN A BROADCASTER WHO
21 UNDERSTANDS HIS MARKETPLACE AND HAS A RELATIONSHIP
22 WITH IT AND A BROADCASTER WHO DOES NOT AND THE
23 KIND OF BROADCASTER MOST OF US ARE FAMILIAR WITH
24 THAT WE CALL "MAINSTREAM BROADCASTERS."

25 THAT GOES TO ANOTHER ISSUE OF WHAT I

1 BELIEVE LEADS TO A SOLUTION TO SOME OF THESE
2 PROBLEMS. I TALKED A LITTLE BIT ABOUT WHAT ROLE
3 THE U.S. CIVIL RIGHTS COMMISSION MIGHT PLAY AND
4 WHAT ROLE THE FEDERAL COMMUNICATIONS COMMISSION
5 MIGHT PLAY; BUT COMPETITION, I THINK, IN TERMS OF
6 THE PRIVATE SECTOR PARADIGM IS ONE THAT ALSO
7 CANNOT BE IGNORED.

8 IT IS NECESSARY TO PROVIDE THE
9 ATMOSPHERE IN WHICH COMPETITION CAN EXIST.
10 BECAUSE IN A SITUATION, IN A MARKET SITUATION
11 WHERE SUCH A BROAD SECTION OF THE MARKETPLACE IS
12 TESTIFYING THAT IT IS UNDERSERVED, THERE IS
13 OPPORTUNITY, ACCORDING TO THAT PRIVATE SECTOR
14 PARADIGM, FOR SOMEONE TO COME IN AND FULFILL THOSE
15 NEEDS. AND I THINK THAT ONE OF THE THINGS THAT
16 NEEDS TO HAPPEN IS THERE NEEDS TO BE, WHETHER
17 STATUTORY OR REGULATORY, INCENTIVES ENACTED IN
18 ORDER TO BROADEN THE OPPORTUNITIES FOR COMPETITION
19 IN THIS INDUSTRY, WHETHER IT IS IN BROADCAST
20 TELEVISION OR WHETHER IT IS IN NONBROADCAST, OVER
21 CABLE OR SATELLITE TELEVISION.

22 BUT I THINK THAT THE ISSUE THAT YOU
23 BRING UP RELATES TO THAT ISSUE OF COMPETITION, AND
24 I THINK YOU'RE RIGHT.

25 MR. REDENBAUGH: ABSOLUTELY. THE

1 BROADCAST INDUSTRY OPERATES IN A RATHER SPECIAL
2 AND UNUSUAL POSITION AND WITHOUT FULL COMPETITION.

3 WHAT RECOMMENDATIONS DO YOU HAVE?
4 BECAUSE ONE OF THE THINGS WE'VE FOUND IN OTHER
5 INDUSTRIES IS COMPETITION DOES, IN FACT, ADDRESS
6 THE COMPLAINTS OF SUBSTANTIAL MARKET SECTORS.

7 MR. CARROLL: ABSOLUTELY. THERE IS A
8 TECHNOLOGICAL CHALLENGE ON THE HORIZON THAT
9 RELATES VERY DIRECTLY TO THIS WHOLE ISSUE OF
10 COMPETITION, THE WHOLE AREA OF INTERACTIVITY OF
11 VIDEO ON DEMAND, OF THE POSSIBILITY OF RECEIVING
12 AS MANY AS 500 CHANNELS AVAILABLE TO A HOUSEHOLD
13 AT ANY GIVEN TIME RELATED TO WHATEVER IT IS YOU
14 WANT TO VIEW OR KNOW ABOUT OR CONSUME.

15 THOSE ISSUES ARE GOING TO HAVE TO PLAY
16 A VERY LARGE ROLE IN HOW GOVERNMENT NOW RESPONDS
17 TO THE ISSUE OF SERVICE IN A COMMUNITY. THERE IS
18 GOING TO HAVE TO BE SOME VERY CAREFUL
19 CONSIDERATION OF HOW THE PRIVATE SECTOR -- IN
20 PARTICULAR, ADVERTISERS -- WILL PLAY A ROLE IN
21 THAT.

22 AT THIS POINT, FOR EXAMPLE, I CAN'T
23 IMAGINE HOW IN A COMMERCIAL ENVIRONMENT 500
24 CHANNELS, 24 HOURS' WORTH OF MATERIAL, CAN BE
25 SUPPORTED. I DON'T SEE THE DOLLARS OUT THERE.

1 THE DOLLARS ARE DIMINISHING FOR DOING WHAT LITTLE
2 WE ARE ABLE TO DO TODAY IN A NORMATIVE SENSE.

3 THOSE ARE THE KINDS OF ISSUES OF VISION
4 THAT ARE GOING TO TAKE SOME OF THE BEST MINDS
5 AMONG US TO TRY AND FLESH OUT AND MAKE SENSE OF.
6 IF THINGS WERE TO REMAIN SIMPLY AS THEY ARE TODAY
7 AND THERE WERE NO TECHNOLOGICAL ADVANCES TO
8 GRAPPLE WITH, OUR TASK WOULD CERTAINLY BE EASIER
9 IF WE COULD SAY, "WE NEED TO REGULATE OR LEGISLATE
10 A LEVEL OF SERVICE TO OUR OVERALL COMMUNITY
11 WHETHER IT'S IN A NARROW-CAST OR A BROADCAST
12 ENVIRONMENT THAT PUTS PEOPLE IN TOUCH WITH EACH
13 OTHER. THAT PUTS THEM IN TOUCH WITH THEIR
14 COMMUNITIES AND THE SOCIETY AND THE OPERATION OF
15 THE GOVERNMENT AND ENTERTAINS THEM AND EDUCATES
16 THEM" AND SO FORTH.

17 I THINK THAT GOVERNMENT HAS TURNED ITS
18 BACK OVER THE -- WELL, FOR THE PERIOD OF TIME AT
19 LEAST THAT I'VE BEEN IN TELEVISION -- ON THAT
20 ISSUE, AND I BELIEVE THAT THE PRIVATE SECTOR
21 CERTAINLY HAS NOT SEEN IT TO BE WORTH THE
22 INVESTMENT TO BE INVOLVED IN THAT PROCESS. AND SO
23 THINGS HAVE BEEN ALLOWED TO CONTINUE AND GROW AND
24 DEVELOP, SOMEWHAT LIKE TOPSY, ON THEIR OWN.

25 THANK YOU.

CERTIFICATE

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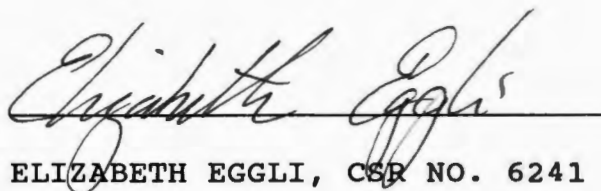
I, SHARON HONG MORTEN, HEREBY CERTIFY
THAT THE FOREGOING IS A FULL, TRUE, AND CORRECT
STATEMENT OF THE PROCEEDINGS HAD AND THE TESTIMONY
GIVEN BY THE WITNESSES AT THE HEARING HELD
JUNE 17, 1993, PAGES 1243 TO 1335, AS TAKEN DOWN
BY ME IN STENOGRAPHY AND THEREAFTER TRANSCRIBED INTO
TYPEWRITING UNDER MY SUPERVISION.

Sharon Hong Morten

CERTIFICATE

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I, ELIZABETH EGGLI, HEREBY CERTIFY THAT
THE FOREGOING IS A FULL, TRUE AND CORRECT
STATEMENT OF THE PROCEEDINGS HAD AND THE TESTIMONY
GIVEN BY THE WITNESSES AT THE HEARING HELD
JUNE 17, 1993, PAGES 1336 THROUGH 1523, AS TAKEN
DOWN BY ME IN STENOTYPE AND THEREAFTER TRANSCRIBED
INTO TYPEWRITING UNDER MY SUPERVISION.


ELIZABETH EGGLI, CSR NO. 6241