

TEXAS ASSOCIATION OF BROADCASTERS
901 West Nineteenth St.
Austin, Texas 78701

MEMO TO: Mr. Julius Carter
Rep. Lauro Cruz
Dr. Hector Garcia ✓
Sen. Barbara Jordan

FROM: Bonner McLane
Executive Secretary

August 27, 1970

We are very pleased to tell you that we now have acceptances from all of our panelists for our Sunday, October 11th, panel program. This will be from 2:00 - 4:00 p.m. on that day, at the Marriott Hotel, in Houston.

We will have some 150 radio and television station managers and owners from all parts of Texas on hand, and we are also inviting news directors to come along and listen, too, since they are the men who face the problem daily.

The four of you should give us a good cross-section insight into the multiple problems we all face.

There are three main areas of immediate interest to the broadcasters:

- (1) The Federal Communications Commission is now making it a regulation that all stations with 15 or more employees must take positive steps to provide equal employment opportunities, and must show proof of such action; the problem for most stations will be finding these persons who are either trained or trainable to function at different levels of broadcasting, and your thoughts on this are important to the broadcasters;
- (2) the FCC also has a new "ascertainment of community needs" regulation and renewal of licenses for stations in Texas in 1971 will have this as a prime item. Stations have the responsibility to find out, by interview with all types of people from their communities, what the needs are---and to show how they propose to fulfill those needs;
- (3) the matter of news coverage of minority groups is a persistent and continuing one, and insight from you on the feelings of these groups toward such coverage might be more than revealing to management and news directors.

If you would be so kind as to send us a biographical data sheet, we would appreciate it. And we will plan on meeting with you Sunday, October 11th at 1:15 p.m. to see if there is anything else you need for this panel. In the meantime, if you have any thoughts, please let me know.