



# The Phyllis Schlafly Report



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## Women's Lib Suppresses Freedom of Press

The National Organization for Women (NOW), the women's liberationist group which is leading the battle for ratification of the Equal Rights Amendment, has been secretly going around the country attempting to compel television and radio stations to sign an agreement which surrenders authority over programming, public service announcements, and hiring and personnel policies directly into the hands of NOW. Stations have been coerced into signing these amazing contracts under the threat that NOW will file a challenge to the renewal of the station's license. This extraordinary drive was operating in secret across the country until exposed by the alert members of STOP ERA and Happiness of Womanhood (HOW) in Detroit.

When these girls discovered that WXYZ-TV (the ABC affiliate) in Detroit had signed such a contract with NOW, they asked to see it, but the station refused. The STOP ERA Chairman then appealed to the FCC in Washington, which advised her that such an agreement must be available to the public. Confronted with the FCC's statement, WXYZ-TV produced copies of its contract with NOW. This contract is so outrageous in its surrender of authority to NOW that a challenge to have the contract set aside was immediately filed by the Center for the Public Interest in Washington, D.C.

We reprint here the text of the contract signed by WXYZ-TV with NOW, followed by the complaint filed by the Center for the Public Interest. This same type of contract has been peddled by NOW to stations all across the country and goes a long way toward

explaining why the television and radio appear to be one-sidedly loaded with pro-women's lib and pro-ERA programming.

Surely no television or radio station wants to sign such a surrender of its own jurisdiction over programming and personnel! A station would do this only because it is mistakenly led to believe that NOW represents the views of the majority of women, or because the NOW women are so belligerent and threatening that the stations are intimidated.

Some courageous television stations have refused to submit to NOW's threats and have declined to sign a contract with NOW. NOW has then attempted to bring the station into line by harassing tactics, especially at license-renewal time, and by complaints against the station management.

Take this newsletter to your local television station and find out if it has signed such a contract with NOW. Tell your stations that NOW -- whose official policy is to welcome lesbians into membership, and to repeal all laws against lesbians and prostitutes -- is a way-out, fringe group which does not represent the women of your community. (The resolutions in behalf of lesbians and prostitutes were adopted at NOW's national convention in Washington, D.C. on February 20, 1973.)

Tell the station that you and your friends and other responsible community leaders will support the station in resisting this raw attempt to suppress freedom of speech and press.

# Text of Agreement Between WXYZ-TV, and N

WXYZ-TV 20777 West Ten Mile Road Southfield, Michigan 48075  
Telephone 313-444-111

James Osborn  
Vice President and General Manager

August 7, 1973

Ms. Joan Israel  
Metropolitan Detroit Chapter  
National Organization for Women  
Detroit, Michigan

Dear Ms. Israel:

After a series of meetings with the Metropolitan Detroit Chapter, National Organization for Women, and upon consideration of a proposed agreement directed to us on July 5, 1973 with your letter of that date, WXYZ-TV is prepared to effectuate the following relating to WXYZ-TV's employment of, consultation with, and programming directed to, women. This agreement, upon execution, will be filed promptly with the Federal Communications and will become a part of the station's application for renewal of its license. In view of those understandings, NOW reaffirms its determination to take no action in respect to WXYZ-TV's license renewal application.

## 1. Employment

A. WXYZ-TV is in the process of fully implementing an up-dated Affirmative Action Program which comprehends the employment of minorities and women at WXYZ-TV. This program will be modeled after the guidelines in 41 C.F.R. Chapter 60, Part 60-2, promulgated by the Office of Federal Contract Compliance. WXYZ-TV has established the following three-year objectives, which the station will in good faith endeavor to achieve, for the employment of women, with particular emphasis on the employment of women in the key categories of Officials and Managers, Professionals, Sales Workers (which includes Account Executives) and Technicians (Skilled):

1. Concentrating its efforts in categories other than Office and Clerical, to increase the utilization of women throughout the station's total employment force from its current level of 31 women to 37 women.

2. To increase the number of women employed in the category of Officials and Managers from its current level of approximately 20% to about 26%.

3. To increase the number of women employed in the category of Technicians from 0 to 2.

B. WXYZ-TV is actively seeking the cooperation and agreement of the appropriate unions in the development of training programs for a women cameraperson, a woman soundperson and a woman electrician and the station agrees to send letters to this effect to the appropriate unions having jurisdiction over these crafts.

C. WXYZ-TV will continue to encourage women to enter all phases of the broadcasting industry. The station intends to focus affirmatively on increasing the number of women employed by WXYZ-TV, as well as on providing full opportunities for the hire, transfer, and promotion of women into positions of greater responsibility. In this connection:

1. When recruitment takes place at universities or colleges, female students will be affirmatively encouraged to apply for all positions for which applicants are being sought. Further, if recruitment takes place at primarily

male institutions, like recruitment efforts will take place at institutions where there is significant female enrollment and affirmative efforts will be made to secure female interviewers.

2. Where advertisements are utilized to solicit applicants for positions at WXYZ-TV, such employment advertisements will be placed in media which have significant circulation among women in the Detroit area. Where appropriate, Ms. and Spokeswomen will be utilized to solicit applicants.

3. All sources of potential employees, including present employees of WXYZ-TV, will be advised that WXYZ-TV is actively encouraging women applicants for all positions at the station and specifically solicits referrals of qualified women applicants. All members of the WXYZ-TV staff who make hiring decisions will be instructed, individually, as well as collectively, that qualified women applicants for all job positions are to be considered without discrimination.

In connection with filling job positions arising at WXYZ-TV, where outside recruitment sources are to be utilized, the station agrees to seek the on-going assistance of the Women's Advisory Committee (hereinafter described) and will seriously consider all recommendations and referrals from said Committee of qualified candidates for employment.

D. In its application for employment ABC has already eliminated relating to marital status, number of children, height, weight, and number of persons dependent upon the applicant for support, nor will the above factors be considered as criteria for employment. In addition, appropriate reference are made on the employment application, to the EEOC (both the Washington, D.C. and New York offices) and City Human Rights Commission, and the FCC, with their respective addresses.

E. Maternity policies which apply to personnel at WXYZ-TV will be brought into conformance with the guidelines established by the United States Employment Opportunities Commission, at such time as the question is definitively decided by the courts.

F. WXYZ-TV will urge unions with which it has agreements to cooperate in the development of programs to assure qualified female persons equal opportunity in employment and new or renegotiated union contracts will include a provision designed to eliminate discrimination based upon sex.

G. WXYZ-TV will extend women equal opportunity to participate in any training programs initiated by the station.

H. Job vacancies in all categories at WXYZ-TV will continue to be conspicuously posted at appropriate locations at the station for a period of at least one year, except where management believes that posting of a position would be counter-productive or ill-advised. At the end of this one year period, WXYZ-TV will review the station's experience with job posting and if a judgment is then made to eliminate this personnel procedure, the station agrees to first advise the Women's Advisory Committee of its determination and the reasons therefor.

- I. Existing jobs at WXYZ-TV were recently evaluated to assure that job titles and salaries conform with respon-

# and National Organization for Women (NOW)

sibilities performed, and the Company's Personnel Department will evaluate station positions and pay standards periodically on an on-going basis.

J. WXYZ-TV has evaluated, and an on-going basis will continue to evaluate, the performance and potential of all employees of the Company to insure against underutilization of personnel in their present positions and to ascertain their potential for promotion.

K. WXYZ-TV is prepared to consider the institution of series of sensitivity sessions for management level employees and employees with programming responsibilities. The station would consider any proposal for sensitivity sessions either from NOW or the Women's Advisory Committee. The possibility of implementing any such proposal could be discussed at future WAC meetings. WXYZ-TV does not oppose this concept and readily agrees that such sessions, if properly conducted, could assist station personnel in enhancing their understanding of the needs and problems of women in the community.

L. ABC is presently developing a computerized talent, skills and interest inventory for all employees. This new personnel system will be operational in 1973; it will include the career aspirations of all employees and will be available when seeking qualified and interested applicants for vacant or newly created positions. WXYZ-TV believes the computerized skills and interest inventory will accomplish two very important objectives; hopefully, all employees will have a better opportunity to be considered for promotion or transfer to positions for which they are qualified or interested and, the Company will be able to find the best candidate for each job to be filled more readily.

M. WXYZ-TV will also consult Job Information Bulletin of Women in Communication Metropolitan Detroit NOW Talent Bank and AWRT Affirmative Action Committee Talent Bank when seeking applicants for employment.

## II. News, Public Affairs and Other Programming

A. WXYZ-TV will produce and present between 6 and 11 PM a minimum of 90 minutes of special programming per year throughout the three-year renewal period which will focus on matters of special significance or primary interest to women. Where feasible, WXYZ-TV will utilize women in the production of these programs. Efforts will be made to feature women on camera, where appropriate, as moderator or narrator. These prime-time specials will either be issue-oriented (dealing with subjects such as child-care, abortion, etc.) or will relate to the emerging women theme which includes the accomplishments of women in sports, the new woman in politics or other themes which portray women affirmatively or in nonstereotyped roles. WXYZ-TV will consider the suggestions of the Women's Advisory Committee when selecting the subjects or topics to be included in these special programs.

## III. Programming in General; Commercial and Public Service Announcements

A. WXYZ-TV invites the Women's Advisory Committee, and other women's organizations, to provide continuing comment upon, and suggestions for, the stations programming, commercials and public service announcements. WXYZ-TV will give consideration to any such suggestions or recommendations and will act upon them where appropriate.

B. Program matter presented on WXYZ-TV will be governed by the following standards:

ABC will accept no program which misrepresents, ridicules or attacks any individual or group

on the basis of race, creed, color, national origin or sex.

Words (especially slang) derisive of any race, color, creed, nationality or sex except where such usage would be for the specific purpose of effective dramatization such as combatting prejudices are forbidden even when likely to be understood only by part of the audience. Words which have been acceptable in the past but acquire undesirable meanings shall be eliminated.

In the event ABC concludes that any proposed broadcast matter is violative of the foregoing standards, such material will be rejected until modifications are made which effect compliance with the above standards.

C. WXYZ-TV will consider for broadcast any public service announcements which are informational rather than controversial in nature and are related to the women's movement for equality and women's role in American society. Any such public service announcement(s) accepted for broadcast by WXYZ-TV will be scheduled for presentations as follows:

(1) such public service announcement(s) shall be scheduled in accordance with the station's evaluation of the competing demands for available public service time.

(2) in scheduling such public service announcement(s), WXYZ-TV will endeavor to place as many feasible during the daytime segment of the broadcast day when the proportion of women viewership is particularly high.

D. WXYZ-TV agrees to present an average of 10 public service announcements per month concerning women's changing role and the women's movement for equality, provided such announcements are available (available meaning announcements readied for airing through NOW) and provided such announcements conform with WXYZ-TV's policies and broadcast standards.

E. WXYZ-TV has made studio facilities and technical crews available, free of charge, to the Detroit Chapter of NOW for taping public service announcements during the expiring license period. WXYZ-TV is prepared to assist in the production of two (2) public service announcements at a single tape session during the renewal license period by providing studio facilities and technical crews free of charge. NOW will be responsible for all creative elements and talent utilized in any such public service announcement. This commitment is independent of and unrelated to the station's review of such announcements for acceptability for broadcast in accordance with Company standards.

## IV. Women's Advisory Committee

A. To insure the implementation of this agreement, WXYZ-TV welcomes the formation of a Women's Advisory Committee with members to be selected by NOW.

B. The Women's Advisory Committee will be given the opportunity to:

1. Recommend program topics for public affairs series.

2. Recommend formats and treatments for programs.

3. Recommend means for executing programs.

4. Recommend personnel including talent, to be used in program production.

5. Recommend subjects to be covered in locally produced public service announcements and organizations which should be considered for access to PSAs.

6. Recommend areas of station operations for minority training programs.

7. Recommend applicants for vacancies at the station.

8. Recommend individuals and groups to be consulted by WXYZ-TV as part of the station's continuing ascertainment.

9. Consider proposals for sensitivity session for station employees.

C. WXYZ-TV will adopt and implement such recommendations of the Advisory Committee as, in its judgment, are required by, or are consistent with, station operation in the public interest. WXYZ-TV retains final authority with respect to all matters affecting operation of the station.

D. WXYZ-TV management personnel shall meet with the Advisory Committee once a quarter. Additional meetings, as necessary or in emergency situations, will be held upon reasonable notice of either management or the Committee. All meetings will be held at mutually agreeable times.

E. WXYZ-TV's management will advise the Committee on matters pertaining to the implementation of this agreement at each regularly scheduled meeting, including progress in the areas of programming and employment.

F. Upon notification that the Women's Advisory Committee has been formed, WXYZ-TV will convene the first and subsequent meetings. WXYZ-TV will also arrange for the facilities for the meetings, for giving appropriate notice of the meetings, maintaining such notes or minutes of the meetings as necessary.

#### V. General

A. WXYZ-TV shall transmit a copy of this agreement to appropriate members of the staff of WXYZ-TV.

Very truly yours,  
/s/James R. Osborn  
James R. Osborn  
Vice President and  
General Manager  
WXYZ-TV

/s/Joan Israel  
Accepted by Joan Israel, Pres.  
National Organization for Women,  
Metropolitan Detroit Chapter

*The above is an exact copy of the agreement. All grammar and punctuation errors are in the original.*

## Complaint Filed By:

Center for the Public Interest  
415 Second St., N.E. Washington, D.C. 20002

September 26, 1973

Federal Communications Commission  
1919 M Street, N.W.  
Washington, D.C. 20554

Gentlemen:

This is a complaint against station WXYZ-TV, Detroit, Michigan. . . . Station WXYZ-TV has entered into a written agreement with a private, radical political action group, a copy of which is attached. This document is in total derogation of the station's duty to operate in the public interest and gives rise to the following charges: . . . . .

III. WXYZ-TV agrees to a financial and prestige benefit to the NOW group which is a shocking purchase of cooperation from a complainant. It is also an agreement by the station to limit its purchasing of space effectuating a restraint of trade. See Section C-2 of the agreement.

IV. WXYZ-TV agrees in Section K to subject employees to bogus psychiatric treatment for acquiring and/or retaining management and programming level positions. In effect, only those persons who have been psychologically preconditioned in the direction of a radical, political-action group will determine what the viewing public may see from WXYZ-TV.

V. Further, such psychiatric brain washing is to be under the auspices of this same special interest political group.

VI. In Section M, the station agrees that preferential treatment in job opportunities will be funneled through a political action group which represents a narrow spectrum of views limited perhaps to its executive board.

VII. In Division II, the station agrees with NOW to structure a major portion of its special programming for the benefit of and subject to the control of NOW. It also agrees to load the programming to the benefit of NOW.

VIII. In Section III C, the station agrees to provide for a controversial, radical political action group advertisements for its product at station expense. This involves the station in making political contributions and in producing and exhibiting, to the public detriment, radical political messages without disclosing to the unsuspecting viewers the station's own contractual political bias.

The mere existence of such a contract impugns the integrity of the parties to it. NOW is attempting to use such secret deals to disguise as news and entertainment its essentially partisan, political and revolutionary objectives. The station in acquiescing betrays its public trust and has agreed to delude the public.

We demand that WXYZ-TV's license be immediately suspended and a full investigation be made in the name of the public's right to protection from undisclosed bias.

Sincerely,

/s/ James T. McKenna  
James T. McKenna