



The Phyllis Schlafly Report



VOL. 9, NO. 9, SECTION 2

BOX 618, ALTON, ILLINOIS 62002

APRIL, 1976

How To Cope With TV and Radio Bias

Three years ago, it became apparent that the radical women's libbers were making a concerted drive to compel television and radio stations to adopt their anti-homemaker and anti-family view of women and women's issues. Women's lib groups, particularly the National Organization for Women (NOW), began demanding that television and radio stations sign secret and exclusive contracts committing the stations to make full-length programs and public service announcements projecting the women's lib message, and committing the stations to adopt employment policies and practices providing reverse discrimination in favor of women libbers and NOW members at the expense of other more qualified employees and applicants.

The women's lib groups threatened individual stations that, if they refused to sign the contract, NOW would file a petition-to-deny the station's license renewal, and it would cost at least \$50,000 for the station to defend itself. Contracts signed by television and radio stations under such threats in various areas of the country have given NOW great influence over broadcast media programming and employment policies. These contracts vary in details; some are worse than others.

These secret contracts were first publicly exposed in the *Phyllis Schlafly Report* of October 1973. Our position is that such agreements should not be allowed because they favor special-interest groups at the expense of the general public interest. Under such agreements, the public airwaves are used to project women's lib objectives which are offensive to community and family values.

The Federal Communications Commission considered this problem for some two years. On December 19, 1975 the FCC issued a new policy statement that permits and even encourages the signing of agreements by television and radio stations with "community" groups under certain conditions. The FCC decided that it will not intervene even if a station decides to pay NOW for consultancy services.

The result is that NOW and other women's lib pressure groups will use the public airwaves, plus the government and industry funds that finance television and radio, in order to restructure society to conform to their anti-family goals.

It is not in the nature of television and radio managers to kowtow to any special-interest pressure groups or to abdicate their control over programming and policies. For example, television and radio networks

have almost always adamantly refused to permit business advertisers or private patriotic groups to produce and air *their own* programs projecting a patriotic, pro-free enterprise, or pro-national defense message. Even though business concerns pay the price to buy the time, they are permitted only to place advertising spots on programs which the networks produce and for which the networks determine the editorial content. This is why we witness the anomaly of private industry financing programs which degrade the free enterprise system, national defense, and the religious and moral values of the majority of Americans.

The reason why the women's lib groups have been successful in forcing television and radio stations to kowtow to women's lib demands for control over editorial policies, programming, and employment are: (1) the women's lib groups falsely propagate the myth that they speak for *all* women, and (2) the women's lib groups harass and threaten and indulge in obnoxious female histrionics until they intimidate the station managers. After the women's lib groups get some of their members hired on the stations, they can do this from within as well as from without.

What You Can Do

If non-lib groups do not immediately assert their rights under the new FCC policy, the women's lib special-interest groups will control the editorial programming and employment policies of all television and radio stations. Here is what you can do:

1. Write Eagle Forum, Box 618, Alton, Illinois 62002 and say: Send your "Position Paper on Agreements Between Broadcast Licensees and Women's Lib Groups."

2. Line up any and all organizations functioning in your broadcast areas which are willing to present our "Position Paper" to television and radio stations. These local organizations can include: Eagle Forum, Stop ERA, any and all religious groups, any and all political groups, pro-life groups, unions, conservative or liberal groups. The more the better, just so long as the groups are identified in your broadcast area. If you can get 20 separate groups to present the same "Position Paper" to every television and radio station in your broadcast area, you will give those stations the community backing to resist NOW's threats. In most cases, your presentation of our "Position Paper" will be warmly welcomed by television and radio station managers because you will be neutralizing NOW's pressure tactics and thereby leaving the broadcasters free to present both sides fairly.

Have You Ever Been Ascertained?

The broadcast media have a procedure known as an "Ascertainment Survey." The Federal Communications Commission requires each television and radio station to conduct an Ascertainment Survey every three years, usually six to ten months before license renewal time, in order to "ascertain" community attitudes in that particular broadcast area. The broadcast stations customarily invite selected community leaders to participate in this Survey or, in station lingo, to be "ascertained."

As a recognized community leader in your area, you may be called upon to be "ascertained." As many as 500 different people may be interviewed by each station over a period of months. You may be interviewed individually by one station at a time, or in a group by one station, or by several stations together.

Remember, each station has a responsibility only to the "community" reached by its broadcast facilities, regardless of state, city, or county lines.

The Ascertainment Survey is designed and structured to ascertain community problems, but to avoid including criticism of station policies on programming or management. The person being ascertained usually gives replies orally, not in writing, and he or she is often ascertained without prior notice so that the answers are impromptu and given without adequate reflection. As a result, we are missing a tremendous opportunity for input into the programming of the broadcast media.

It is time that broadcasters become more sensitive to the glaring subject-matter omissions in most media programming and news coverage.

It is time that broadcasters seek out and respond to the views of the majority of Americans who believe in and practice traditional moral and family values.

It is time that broadcasters stop permitting themselves to be a conduit for the constant portrayal of adultery, abortion, perversion, drugs, crime, and violence under cover of the shibboleth that they are portraying "life as it really is" and providing "entertainment."

It is time that broadcasters stop acquiescing in the strident demands and negative attitudes of the women's libbers who are seeking their own self-centered and special-interest goals.

It is time that broadcasters be made aware that *media programming itself* may be a major community problem because of the great influence television and radio have on our lives.

In order to help you prepare for participation in an Ascertainment Survey, we have listed below some problems that many Americans are concerned about. All of them obviously will not apply to your community, but it is probable that some of them will apply. This list may help you to formulate your answers to ascertainment questions. *You* can play a valuable role in making the broadcast media more responsive to community problems by voicing your concerns to your local television and radio stations.

What Are Your Community Problems?

1. *TV Violence.* Crime and violence on television is a continuing concern to all parents. *TV Guide* quoted one expert as estimating that the average child by the age of 15 will have witnessed 13,400 televised killings. Such a steady diet cannot help but have an adverse effect on the minds and morals of our children. Parents do not want explicit violence and immorality beamed into their homes every evening under the pretense of "entertainment."

2. *Public School Crime.* Crime inside the public schools is the fastest growing part of our current breakdown in social order. The National Education Association reported that last year on school grounds students committed 100 murders, 9,000 rapes, 12,000 armed robberies, 204,000 aggravated assaults, 270,000 burglaries, and they vandalized more than \$600 million worth of school property.

3. *Drugs and Alcohol.* The drug situation in the schools is a national scandal. Narcotics of all varieties, including liquor, are available in and near our schools, and peddled even to grade school children. The National Institute of Alcohol Abuse reported that 28 percent of our teenagers are problem drinkers. The combination of drugs and alcohol is a growing problem of even greater concern.

4. *High School Immorality.* Immorality among junior and senior high schoolers has become a way of life. Venereal disease, illegitimate pregnancies, and abortions among high school girls occur at a shocking rate. It is difficult for young people to adhere to standards in the permissive atmosphere fostered by the schools which deliberately refuse to teach that anything is *wrong*. Children need to be taught that moral standards exist and must be obeyed.

5. *Moral Vacuum and Permissive Practices.* Instead of teaching the fourth "R" -- right or wrong -- public schools have substituted a wide-open policy of deliberately exposing immature children to ideas, lifestyles, language, and books which are offensive to Judeo-Christian values and to the standards of most parents. The result is a generation of moral illiterates who have little or no respect for the persons and property of others.

6. *Academic Decline.* The steady decline in academic standards proves that the public school education is the most neglected consumer product on the market today. College entrance examination scores have declined for 12 straight years and confirm what parents, colleges, and employers have known for some time, namely, that our schools are failing to

teach students the essential verbal and math skills, including reading, writing, spelling, adding, subtracting, multiplying, and dividing. A few good documentaries ought to be made on the number of college students who can't read and write -- after having been given "social promotions" through grade and high schools.

7. *"Sexism" in the Schools.* Instead of addressing the serious problems in education, women's lib groups are making a frivolous flap with demands for the elimination of so-called "sexism" in school textbooks. This drive rests on the impudent assumption that traditional family lifestyles are somehow demeaning to women, and that girls should be "liberated" from home and marriage and encouraged into other lifestyles by the device of eliminating from school textbooks the pictures and concepts of women in the home as wife and mother.

8. *Textbook Censorship.* By the means of textbook selections, supplementary reading, and visiting lecturers, many grade schools, high schools and colleges have deprived our young people of knowledge and familiarity with the great books that have stood the test of time, and replaced them with books and ideas preaching profanity, obscenities, and a calculated attack on traditional values. A good documentary should be made on the narrow selection of radical speakers who lecture regularly on college campuses.

9. *Busing.* In many areas, the whole fabric of harmonious inter-personal relationships, a peaceful academic atmosphere, and a stable neighborhood life, has been torn asunder by the threat or the reality of court-ordered forced busing of school children out of their neighborhood schools. We need an investigation into alternative methods of giving a good education to all children which, after all, should be the principal objective.

10. *HEW Regulations on Schools and Colleges.* These radical Regulations became law in June 1975 without any public discussion about their radical provisions. They are now restructuring our educational system to conform to the women's lib demands for a "gender-free" society. They encourage tax-paid abortions, and other assaults on the integrity of the family unit, in addition to a pervasive Federal interference in the educational process.

11. *Equal Rights Amendment.* The national media has yet to come to grips with the substantive issues involved in the Equal Rights Amendment. In the states where ERA was ratified early, there has been practically no media discussion. The national media treatment is usually all-too-short, frivolous, trivial, and smothered in ridicule and exaggeration. ERA should be thoroughly examined as a takeaway of the most important rights that single, married, divorced, and senior women now enjoy under the laws of our land.

12. *Women in Industry.* We need some good documentaries showing how the women who do manual work are bearing the brunt of the elitist women's lib demand for "equality." Women in factories are getting the short end of a new male attitude which says: "So you want equality, sister? Well, we'll give it to you in spades." The result is that women in factory work are being forced into jobs that are too heavy, too dangerous, too hurtful to their health, and require too much compulsory overtime.

13. *Improper Federal Funding.* Let's turn the searching eye of publicity on how Federal money is spent to promote the radical women's lib proposals through such agencies as the Commission on International Women's Year. Its 13 employees are now spending a current budget of \$300,000 in order to push ratification of ERA, abortion on demand, population control, social engineering, and a further ripoff of the

taxpayers by a new Congressional appropriation of \$5 million.

14. *Secret TV and Radio Contracts.* The secret and exclusive contracts that television and radio stations have signed with the National Organization for Women should be a matter of public knowledge. Instead, it is still largely unknown to the general public that many television and radio stations have abdicated control over much of their programming and employment policies to representatives of NOW, who then proceed to use the public airwaves to promote their own narrow and negative view of women and society.

15. *Employment Discrimination.* The biggest discrimination at the present time is the employment discrimination against the husband and father who is trying to provide for his family. In both hiring and promotions, he has been shunted aside while reverse discrimination has been given to a second wage-earner in other families. This employment discrimination is not only unfair to the man who is a family provider, but it constitutes a direct attack on the economic integrity of the family and on the right of a wife to be a fulltime homemaker, and it increases the financial costs of welfare.

16. *The U.S. Canal.* The State Department has been working for years to give away the U.S. Canal to the pro-Communist dictator in Panama, under the guise of signing another treaty. The American people should be told that we bought and paid for the Canal Zone three times (once to Panama, once to Columbia and once to the individual land-owners), that we have a \$6 billion investment there of our tax money, and that our Canal is immensely important both militarily and economically.

17. *Loss of U.S. Military Superiority.* The greatest unreported issue on television and radio is the fact that, under the policies of Henry Kissinger, the United States has lost its former position as Number One military power in the world. Our military strength in relation to the Soviet Union is declining with each passing month, and the Soviets are rapidly approaching the point when they will be able to dictate terms of surrender to the United States or threaten us with nuclear blackmail. Why have the media not told the American people that, since Kissinger took office in 1969, the Soviets have built 1,000 additional ICBMs but the United States has not added a single ICBM to our forces? Why have the media not told the American people that, in the same period of time, the Soviets have been building Polaris-type submarines at the rate of about eight per year and now have 62, whereas we have only the same 41 we had the day Kissinger went into office? This is the overriding issue that concerns the very survival of America -- and it has been treated as a non-event on television and radio.

18. *Why Government Policies Cause High Prices and Unemployment.* The average American worker is being constantly ripped off from the fruits of his earnings by wasteful Government foreign and domestic giveaways that cause Federal deficits, which in turn drive up prices and export jobs. Our Government has given away billions of the taxpayers' dollars to almost every country in the world from Abyssinia to Zanzibar. Our Government has tolerated billions of dollars of fraud in domestic programs that allows cheaters to profit while the needy suffer. Our Government has subsidized the building of factories and the creation of jobs in foreign (and many Communist) countries, while at the same time making it unprofitable for businesses to invest in capital expansion within the United States which alone can create more jobs.

For consultation and advice on broadcast media problems, contact our Eagle Forum TV and Radio Chairman: Mrs. Elaine Donnelly, 19724 Dale, Detroit, Michigan 48219; phone 313/533-0999. She has had wide experience in dealing with the FCC and individual stations.

Getting Our Fair Share of the "Fairness Doctrine"

Television and radio stations are compelled by law and FCC regulations to abide by the "fairness doctrine." This means that station programming must be fairly balanced on controversial issues of public importance. When a station airs an editorial position, it must give reply time to some responsible person in the community. If you ask for it first, you can get it.

The station should program its news and features so that persons on both sides of controversial issues are given a fair opportunity to present opposing views. (The precise language "equal time" applies only to political candidates.)

If a station does not hear from the "other side," it may conclude that there *is* no other side. Therefore, anytime you see a women's lib advocate being interviewed on television or radio, it is up to you to request that the other side be presented.

It has become clear that many stations and programs are using one appearance by Phyllis Schlafly to camouflage programming that is heavily weighted in favor of women's lib. This is how it works.

After giving time to ten women's lib advocates, the station or program will invite Phyllis Schlafly to appear (usually in a debate format -- seldom with the soft-and-easy interviewing given to the libs).

Then the station or program will proceed to air another ten women's lib advocates, some of them two or three times.

When our women complain, the producer blandly replies, "We had Phyllis Schlafly on last year -- what more do you people want!"

There is only one way to cope with this. Dedicated women in every community must keep a tally on every station and program so that you will have the *names and dates* with which to confront the station and can accurately say: "Your station has presented ten libs over the last few months: Betty, Gloria, Martha, Florence, Shirley, Jill, Peggy, Karen, Bella, and Alan Alda. Now we want ten, too."

Nothing takes more perseverance than forcing yourself to watch television in order to compile this information accurately. Yet, this is one of the *most* important single jobs that must be done. A senior woman or man or a shut-in could thus provide one of the most needed services in the country today.

Will *you* keep the tally on television and radio in your area -- especially on network programs? If you don't do your part, then stop complaining about the steady stream of lib spokespersons who saturate the tube.

Broadcast Station License Expiration Periods

ALA.	APR. 1, 1976	NEV.	OCT. 1, 1977
ALASKA	FEB. 1, 1978	N.H.	APR. 1, 1978
ARIZ.	OCT. 1, 1977	N.J.	JUNE 1, 1978
ARK.	JUNE 1, 1976	N. MEX.	OCT. 1, 1977
CALIF.	DEC. 1, 1977	N.Y.	JUNE 1, 1978
COLO.	APR. 1, 1977	N.C.	DEC. 1, 1978
CONN.	APR. 1, 1978	N. DAK.	APR. 1, 1977
DEL.	AUG. 1, 1978	OHIO	OCT. 1, 1976
D.C.	OCT. 1, 1978	OKLA.	JUNE 1, 1977
FLA.	FEB. 1, 1976	OREG.	FEB. 1, 1978
GA.	APR. 1, 1976	PA.	AUG. 1, 1978
GUAM	FEB. 1, 1978	P.R.	FEB. 1, 1976
HAWAII	FEB. 1, 1978	R.I.	APR. 1, 1978
IDAHO	OCT. 1, 1977	SAMOA	FEB. 1, 1978
ILL.	DEC. 1, 1976	S.C.	DEC. 1, 1975
IND.	AUG. 1, 1976	S. DAK.	APR. 1, 1977
IOWA	FEB. 1, 1977	TENN.	AUG. 1, 1976
KANSAS	JUNE 1, 1977	TEX.	AUG. 1, 1977
KY.	AUG. 1, 1976	UTAH	OCT. 1, 1977
LA.	JUNE 1, 1976	VT.	APR. 1, 1978
MAINE	APR. 1, 1978	VA.	OCT. 1, 1978
MD.	OCT. 1, 1978	V.I.	FEB. 1, 1976
MASS.	APR. 1, 1978	WASH.	FEB. 1, 1978
MICH.	OCT. 1, 1976	W. VA.	OCT. 1, 1978
MINN.	APR. 1, 1977	WIS.	DEC. 1, 1976
MISS.	JUNE 1, 1976	WYO.	OCT. 1, 1977
MO.	FEB. 1, 1977		
MONT.	APR. 1, 1977		
NEBR.	JUNE 1, 1977		

The Phyllis Schlafly Report Box 618, Alton, Illinois 62002

Published monthly by Phyllis Schlafly, Fairmount, Alton, Illinois 62002.

Second Class Postage Paid at Alton, Illinois.

Subscription Price: For donors to the Eagle Trust Fund -- \$5 yearly (included in annual contribution). Extra copies available: 15 cents each; 8 copies \$1; 50 copies \$4; 100 copies \$8.