

# Marshall Calls for Service and Accountability From Broadcasters

Deregulation has long been a thorn in the side of the black community and finally Congress realized that it had become a detriment to the broadcast community as well. In order to restore balance to the situation, the Senate Sub-committee on Communications recently held hearings on the effects of deregulation on the broadcasting industry an S.1277 (amendment to the Communications Act of 1934).

Pluria Marshall, chairman of the National Black Media Coalition (NBMC) was among those who offered testimony on the proposed bill, the "Broadcasting Improvements Act of 1987".

Marshall testified that while NBMC is not generally opposed to the concept of deregulation, "we do have serious doubts as to its success in light of the RCC regulations which allow ownership of up to thirty-six media properties". Marshall stated further that deregulation in its current state has resulted in less opportunities for Black ownership of broadcast properties.

The NBMC chairman indicated that deregulation had affected employment, ownership and programming. Not only did deregulation policies relieve broadcasters of paperwork, he said, "it also relieved (broadcasters) of their responsibility to program their stations in the public interest".

Public affairs programming seemed to disappear with the onset of deregulation and has since been replaced with "dance shows and MTV", Marshall said.

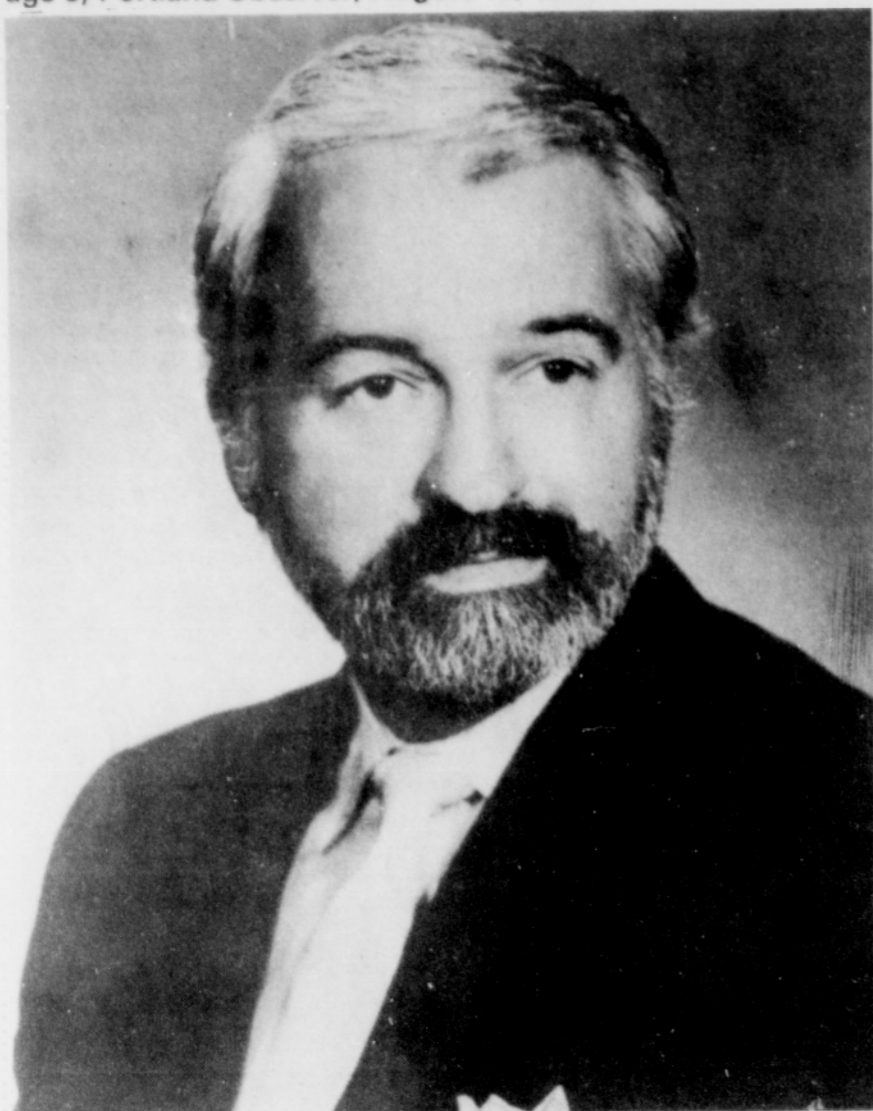
"... Radio has been turned loose completely, and in the black community it is a very special problem..." because all other radio stations point to the 'black formatted stations' as the stations who are supposed to serve you, "he said". Outside of the hearings, Marshall later commented that in many cases the black formatted stations refused to inform and educate, instead they concentrate their energies on pure entertainment.

Marshall asked that the Congress ensure that the distress sale policy, tax certificate policy and the minority preference be "enhanced and strongly promoted", confirming that before such policies minorities had no chance of successfully and effectively participating in the broadcast entrepreneurial process. Marshall concluded that without these policies the "old boy network" would "continue to prevail".

"I think that the Congress should require the RCC to increase utilization of its minority preference policies (and) its tax certificate policies..." Marshall said, that since the Reagan Administration policies had begun to reflect in the actions of the FCC, there have been little to no distress sales in nearly six (6) years.

In his final statements, Chairman Marshall requested that the Congress do two things: 1) direct the Federal Communications Commission to revisit the question of accountability and responsibility in public affairs, public service and children's programming; and 2) delete sections 101(J)(4) and 103(K)(1) which would prevent NBMC and other public interest groups from challenging license renewals and receiving compensation when entering agreements with media companies.

Marshall called the restraint on public interest groups, regarding agreements "an interference with free enterprise". "... You are telling the



Rick Lace, General Manager/Sr. Vice President, Davis, Johnson, Mogul & Colombatto (DJMC) Advertising, Inc., Portland Office.

## DJMC/Portland Names New General Manager

Twenty-year ad veteran Rick Lace has joined Davis, Johnson, Mogul & Colombatto (DJMC) Advertising, Inc., as general manager of its Portland office, and senior vice president, heading up the offices' Portland Metro and Western Washington Toyota business, according to Brad Ball, president, DJMC.

Lace has an extensive automotive advertising background, ranging from Pontiac and Cadillac at D'Arcy, Masius, Benton & Bowles, to more than 15 years with Chrysler Plymouth at Young & Rubicam and Gerber. He most recently supervised the Nissan Dealer business in Portland, Washington and Northern California with Portland-based Kobasic, Harris, Savage.

"Rick knows cars, but he also knows pizza, pancakes and real estate, and will be a valuable addition to our new business efforts in the Pacific Northwest," Ball said. Lace has also managed the Godfathers Pizza, International House of Pancakes and Red Carpet real estate accounts, among others.

Jane McKenzie will continue in her capacity as senior vice president and operations manager, focusing her efforts on the agency's McDonald's business in Northern Oregon, Southwest Washington and Southern Oregon.

In 1981, DJMC established a Portland office to service the Toyota account. In March 1985, DJMC acquired McKenzie, Bassett, Inc., to form the full-service, 12-person office of DJMC/Portland, with current billings in excess of \$6 million.

Los Angeles-based DJMC is one of the largest independent advertising agencies in the West, with billings approaching \$130 million. DJMC/Portland is located at 101 S.W. Main St., Portland, Ore.



Pluria Marshall, chairman of the National Black Media Coalition.

broadcaster who they can and cannot do business with", he said, that many of the deals NBMC had been involved with depended solely on the abilities of NBMC to pull a deal through the Commission, when without its assistance those deals would have failed.

The National Black Media Coalition has long been in the forefront of civil rights issues concerning black Americans regarding mass communications. This year marks NBMC's fourteenth year in operation.

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