

Benjamin L. Hooks FCC COMMISSIONER



At long last, the Federal Communications Commission has instituted an inquiry and rulemaking proceeding (as prescribed by Communications law) preparatory to issuing firm equal employment opportunity guidelines to all of its broadcast licensees.

Comments on its proposals and policy clarifications are being requested from the general public by September 11, with replies set for October 1. I would urge all interested public interest, Black, Latino and women's groups to participate.

For my part, I am happy to see the Commission issue this Notice of Inquiry and Proposed Rulemaking regarding non-discrimination in the employment practices of broadcast licensees and setting forth its view that EEO is an important aspect of the Commission regulatory function.

In a 10-page concurring statement that was attached to the Notice, I commended the Commission for taking this action.

This has been a long time in the making. When I came aboard the Commission, July 1972, EEO had been a Commission policy for three years. On June 4, 1969, the Commission adopted rules forbidding discrimination on the basis of race, color, religion or national origin and requiring that equal opportunities in employment... be afforded by all licensees or permittees... to all qualified persons."

The FCC was the first and I believe is still the only one of the so-called "Big Eight (ICC, FTC, FPC, SEC, CAB, etc.) federal regulatory commissions to adopt the rules.

I was quickly named EEO Commissioner and we set about establishing an in-house EEO unit and an external EEO unit, the latter to deal with the industries we regulate.

It never dawned on me that it would take nearly three years before the Commission would agree on a set of EEO guidelines on non-discrimination.

I disagree with the term the Commission insisted on keeping--"qualified." I said I felt it could be used to eliminate minorities and women from broadcast employment consideration and that it could thus, become "an escape hatch."

"Unfortunately, women and minorities are often told that they are not 'qualified' to take a job or be promoted, but they are then told to instruct a non-minority or a male on the specifics of how to do the very job they were told they (minorities, women) could not do.

"In many instances, it seems that women or minorities cannot win for losing. They are either 'not qualified,' 'underqualified' or 'overqualified'. Where does the 'buck' stop? Common sense dictates the answer. Employers know if a person can do the job, or be trained for the job. The question becomes, 'If the applicant were a white male, would I bring up the 'qualifications' issue?'"

There are several other portions of the proposed rules and guidelines I am not happy with: I wanted goals and timetables established for all stations; the Commission is wavering between exempting those stations with 10 or those with 15 employees.

I favor a "self analysis" approach (Executive Order 11246) for two reasons, as opposed to the "Title 7" approach the Commission finally adopted.

I also would have preferred requirements that stations with 25 employees instead of 50, list all job titles by race and sex, and that there be requirements that the FCC act on all complaints instead of referring them to other agencies.

Oh, well you can't win 'em all. And as this present package stands barring any later revisions for the worse, I think minorities and women can live with it.

'75 Housing Survey Underway

The 1975 Housing Survey being conducted in the Las Vegas Valley area by the Clark County Regional Planning Council, through the cooperation of the Nevada Power Company, will be completed in the early part of September.

The survey is being conducted to assist in determining housing needs of citizens of the Las Vegas Valley.

To date, the returns of the survey form is averaging about 10 per cent of the forms mailed.

Success of the survey depends on citizen participation in returning a large percentage of the forms. Most of the completed returned forms have been received with the Power Company payments. The Clark County Regional Planning Council requests that those who have received the survey form to fill them out and return them promptly so they can help determine the housing needs of our area.

The Language Of Dentistry

Have you ever looked at the sign outside your dentist's office and wondered what D.M.D. meant? Or, when told the root canal work was needed, did you know what this procedure entailed?

The following is a glossary of terms offered by Block Drug Company, Inc., makers of a number of dental products, to help you understand some commonly used dental terms, conditions and procedures.

Endodontics--diagnosis and treatment of the dental pulp to avoid tooth extraction.

Oral Surgery--extractions and other surgical procedures in mouth and jaw.

Pedodontics--prevention and treatment of children's dental disorders.

Periodontics--study, prevention and treatment of diseases of the gums and bones supporting the teeth.

Dental hypersensitivity--extreme sensitivity to hot or cold food or drink, cold air, dental procedures or the touch of a toothbrush, producing mild discomfort to severe pain. (Block Drug Company makes Sensodyne toothpaste and toothbrush to help relieve hypersensitivity.)

Dental caries--tooth decay, cavities.

Plaque--A sticky, colorless layer of bacteria and protein film that constantly forms on the teeth and which can contribute to decay, especially if not removed through daily brushing.

Malocclusion--irregularly positioned teeth that function improperly.

Root canal therapy--removal of the center core, or pulp of an infected tooth to the tip of the root, which is then cleaned, filled and sealed.

D.D.S.--doctor of dental surgery

D.M.D.--doctor of dental medicine, who, like a D.D.S., is a graduate of a four-year school of dentistry.



Left to right; Dr. Heinz Rettig, moderator, Channel 13 THINK show, interviewed during the weekend, Clark County Community College's advisors, Col. Oscar Heinlein, J. David Hoggard, Sr., and Dr. Marvin Sedway on the subject of predicting what's ahead for youth over the next 20 years in light of current social problems.

Hoggard, executive director of Economic Opportunity Board as well as college advisor, stated some of the major problem areas among

the disadvantaged while Dr. Sedway stressed the over-abundance of the "white collar" college graduates and the consequent immediate need for more two-year vocational training.

Colonel Heinlein, when challenged by the "gadfly" moderator, as to why a military type of performance could not be applied to peace time human needs, concurred by citing examples of how the military qualifies its personnel.



Why Me?

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Two merchant ladies--affectionately and universally called "Market Mammies"--walk past cluttered stalls in the open air Makola Market in Accra, Ghana. This West African nation is in flux, holding on to ancient values but experimenting and reaching out for new ways, new products in its quest for a better life.

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