

CDN-C-KTSH (AM-FM-TV) El Paso, Tx.

June 28, 1974

Federal Communications Commission

Washington, D.C.

As stated in exhibit #15 of our application for renewal of license, Tri-State Broadcasting Company has held and continues to engage in discussions with the Committee for the Development of Mass Communications. Results of these discussions appear in several sections of our application.

The Committee feels there are several matters on which our Company and the Committee have reached agreement, that are not covered in our application. They have requested that all our areas of agreement be put forth in one document and that it be filed with the Commission. While many of the points included in this filing are repetitious, having been covered in other parts of our renewal application, we understand their concern and accede to their request by submitting the following points of agreement:

1. TSB, with the help of the Committee, will establish a Chicano Advisory Committee (hereafter CAC), not exceeding 7 members. The purpose of the CAC shall be to provide the licensee with continued information regarding the problems, needs and interest of the Mexican American community; to advise and make recommendations to the licensee as to how the station may meet those problems, needs and interests; and to advise and make recommendations to the licensee in the areas of ascertainment, programming, employment, and other matters relevant to the Chicano community.
2. The CAC shall meet with appropriate station management personnel four times a year at regular quarterly intervals at the offices of the licensee. Recognizing the hardship which may be placed upon some CAC members in their attendance at such meetings, the licensee shall reimburse members of the Advisory Committee for travel and babysitting fees, not to exceed \$7.50 per person, subject to FCC approval.
3. Nothing shall prohibit TSB from engaging the services of a member of the CAC as a paid consultant. It is clearly understood, however, that payment of services rendered to the licensee will be only upon the basis of a prior written contract.
4. In conducting its community leader and general public surveys, licensee will take into account the substantial Mexican-American population in the City of El Paso. Licensee will solicit recommendations from the Advisory Committee as Mexican-Americans individuals, groups and organizations who should be contacted as part of its ascertainment efforts.

Interviews will be conducted in appropriate locations, including the barrios. The ascertainment study shall include the solicitation of information regarding the positive aspects of the Mexican-American community, in addition to the ascertainment of problems, needs and interests. Furthermore, Spanish interviewers will be used, so as to communicate with Mexican-Americans who do not speak english.

5. In addition to programs primarily intended to deal with the problems of the Mexican-American community, TSB will also offer programs highlighting the positive aspects of the Mexican-American community- including tastes, cultures, history and civic and social efforts.

6. KTSM-TV will initiate a weekly, locally produced, Spanish language program, specifically oriented to the Mexican-American community of El Paso. Said program will be telecast on a weekly basis, will be carried at a time deemed appropriate by the CAC and TSB and will be hosted by a bilingual Mexican-American approved by CAC.

7. KTSM-TV will telecast and participate in the production of at least four locally-produced, half-hour, prime time specials per year, beginning June 30, 1974, specifically oriented to the Mexican-American community. Subject matter shall be developed in conjunction with CAC. KTSM-TV will meet all reasonable requests of the producer of such programs for equipment, personnel, studio time and technical assistance. As is standard industry practise, TSB and CAC will agree on a budget, prior to the start of production of each of the specials and, with exception of TSB facilities and personnel, all expenses will be charged to that budget.

8.. Programs produced locally before a live audience shall not discriminate against any part of the community.

9. KTSM AM and FM will broadcast not less than 360 minutes per year of programs of subject matter relevant to the Mexican-American community, including the barrios. Said programs shall be interspaced in the regular programming of the station.

10. Licensee will undertake to employ a Mexican-American bilingual news reporter to cover news events in the Mexican-American community, including the barrios. Said reporter shall cover civic and other positive aspects of the community as well as community problems.

11. KTSM-TV will produce and air a least 12 PSAs designed to correct misconceptions about the Chicano community, improve the image of the Chicanos, convey information to the Chicano community, or publize events, activities and programs re-

levant to the Chicano community. Such PSAs will receive equality of treatment as to times of broadcast with other PSAs carried on the station.

12. As reflected in its extend Equal Employment Opportunity Program, TSB shall not discriminate against employees or job applicants on the grounds of race, creed, color, national origin, or sex; shall not employ technics of testing which have the effect of discrimination against women or minority groups in their upward mobility towards higher pay and reasonable positions on or off the air. Licensee shall give timely notice to the CAC of job availabilities, in order that it may submit recommendations for such jobs.

13. TSB is cognizant that Mexican-Americans constitute a major portion of the El Paso population. Taking this factor into account, and in an effort to bring qualifiable Mexican-Americans and other El Paso students with economic needs into the radio and television field. TSB will establish 4 annual \$500 scholarships to be used in the Radio and T.V. Department of the University of Texas at El Paso. These scholarships will be available, with the start of the 1974 Fall semester. Selection of recipients will be made by a committee composed of one member from TSB, one member from the CAC and the Chairman of the Radio and T.V. Department of the University of Texas at El Paso. TSB will provide at least a total of 1,000 hours of on the job training to the scholarship recipients. Distribution of the 1,000 hours will be decided upon by TSB and the CAC.

In the licensee's judgement, the representations made here are consistent with the applicable rules and policies of the FCC. Nevertheless, TSB is aware that FCC rules and policies do not remain rigid. In this posture, TSB reserves the right to make changes and/or revisions which, in its judgement, would better reflect applicable FCC rules and policies.

Respectfully, submitted by the TRI-STATE BROADCASTING COMPANY, licensee of stations KTSM, KTSM-FM and KTSM-TV, all located in El Paso, Texas

Jack Rye
Executive Vice President

JR:mn

PROPOSED PROGRAM FORMAT FOR CABLE T.V.

THE FOLLOWING IS A LISTING OF PROPOSED PROGRAMS
TO BE PRODUCED AND/OR BROADCAST ON THE ASSIGNED CHANNEL.

PUBLIC AFFAIRS PROGRAM-

- A. POLITICAL FORUM: The objective of this program is to present and analyze the political stands and opinions of El Paso's political officials. This program will not be a propaganda program for politicians, but a frank question and answer period. The program will have a regular program host with a panel of "reporters" and representatives from the community (which will change according to the issue and guest on the program.) The format will be a combination of a "Meet the Press" and "Firing Line" formats (30 minutes, weekly)
- B. COMMUNITY GROUP FORUM: The objective of this program is to present and analyze the various positions and issues raised by community organizations in El Paso. Again the program is not a propaganda program but a frank question and answer period for organizations and their issues. The program will have a regular host and will feature an "open line" telephone line for call-in questions from the audience. (30 minutes, weekly)
- C. ISSUES IN THE COMMUNITY: The objective of this program is to present an analytical perspective of the issues confronting the chicano community.

Using a magazine format, the program will deal with two to five issues in the community per program.

(30 minutes, weekly)

- D. LATIN AMERICAN REPORT: The objective of this program is provide analytical reviews of the events of the month in Latin American countries.

(30 minutes, weekly)

- E. SPECIAL INTEREST CATEGORIES: The objective of this program is provide a forum for the discussion of issues relating to specific interest groups (but of concern to all). Such topics will include: Women, Youth, Labor, Education, senior citizens, etc.)

(30 minutes, weekly)

- F. NEWSPAPER REVIEWS: The objective of this program is to present/review highlight reports from the various chicano newspapers, from throughout the southwest and country.

(30 minutes, weekly)

- G. MEETING COVERAGE: This program will provide coverage of meetings of the different political bodies (county, city, school board, etc.) and other special groups (health agencies, hospital board, etc.)

- H. SPECIAL MEETINGS/CONFERENCES: On occasion, coverage will be provided of meetings or conference sessions, held in El Paso and/or the southwest.

CULTURAL VARIETY-

- A. VARIDADES: This program will present the various cultural talents of the chicano community: musica, poetry, bailes, etc.
(One hour, weekly)
- B. SINGLE GROUP PERFORMANCES: This program will present performances by single groups. The groups will perform each week; with projected performances by "Los Diferentes", "Los Romanticos" and other mairachi groups.
(30 minutes, per program, weekly)
- C. TEATRO PERFORMANCES: This program will present periodic performances by teatros in El Paso and the southwest.

LA CONCINA CHICANA

The objective of this program is provide instruction on the preparation of chicano foods with supplemental education on nutrition and healthy eating habits.

The program will have ~~regular~~ regular guest cook.

(30 minutes, weekly)

SPANISH INSTRUCTION-

The objective of this program is provide basic instruction in spanish for the following age groups:

- a. Elementary
- b. Secondary
- c. Adults

CHICANO STUDIES LECTURES-

The objective of this program is to present lectures on the history and politics of the chicano in the southwest. The program will have guest lecturer for each program.

(30 minutes, weekly)

CHICANO AMATUER SPORTS-

The objective of this program is to broadcast amatuer sports events in El Paso. Coverage of boxing "smokers", softball tournaments, soccer competition, etc.

(weekly, 1 to 3 hours)

PROGRAM EXCHANGE-

The objective of this program is to present spanish-language, chicano programs produced by other groups in other cities from throughout the country. Depending on the number of programs obtained the hours of broadcast is indefinite; at least 30 minutes per program; once a month for each program participating.

FILM SERIES-

The objective of this program is to air chicano productions from other parts of the country.

Scheduling of the productions is being arranged; thus the broadcast schedule is not set. Productions will brought in either on 16mm film or video cassettes.

RESOURCES NEEDED-

SETS: 4 8'x8'x15" high platforms with 6 8'x8' color
backgrounds; desks for host, tables for interviews.

FILM: Use of video portable
16mm film (Pssas, intros and outros, film stories
in color) (including development cost);
slide film and development;
video cassettes for productions and program
exchange project;

STAFF SUPPORT:

4 part-time salaried positions at \$3.00 per hour,
20 hours per week;
Mileage for travel in and out of city;
Press cards for staff (salaried and volunteer);
Legal aid coverage for staff;
Training in all aspects of production equipment.

PROMOTION:

Adequate promotion thru t.v., newspapers
(spanish and english), billboards, flyers, etc.
for programs and channel.

SUPPLEMENTAL REQUEST:

SCHOLARSHIP PROGRAM:

\$3000.00 per year, to be deposited at UTEP
Scholarship Office, to be awarded by a joint
committee of Teleprompter's and CDMC's re-
presentative, to 6 bilingual, low-income
students in mass communications; each year
(\$500 per student, per school year).

AFFIRMATIVE ACTION PROGRAM:

Teleprompter will assure that chicano employees
and applicants will be afforded every opportunity
(and training) to facilitate the employment and
promotion of said employees.

PROPOSAL TO LOCAL RADIO STATIONS

ONE HOUR LATINO (CHICANO) SALSA MUSIC PROGRAM

Title: To be Decided Later

Length: One Hour Weekly

Producers: Committee for the Development of Mass Communications

Objective:

To introduce into the "anglo-american" world of "rock", the contemporary sound of "Latino Salsa", the music of more than 15 million Latinos in the U.S., Puerto Rico, Cuba and other Latin American countries.

To give "Latino Salsa" its proper credit in the world of music, particularly here in the southwest (where most of the 15 million latinos are located).

To bilingualize/biculturalize the "mono-lingual/mono-culturalism" of the "American" youth.

To prevent the "angloization" of youthful chicano audience on your station.

Request:

The Committee request one hour's time in order to produce and broadcast a program of "Latino Salsa".

Rationale:

The Committee feels that we can not forsee a truly "bilingual/bicultural" El Paso unless the most basic institutions are "bilingualized/biculturalized" (this includes the institution of media).

"Bilingualizing and Biculturalizing" the media requires that each station recognize the existence of

CDMC PROPOSAL TO LOCAL RADIO STATIONS

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two languages and cultures in El Paso. And recognition is not so simple as acknowledgement of our existence in their FCC license; but "true" recognition can only come in its broadcasting programming; not only in their public affairs programs, but also in the music format.

Our proposal for injection of one hour of Latino Salsa will serve to "integrate" the two languages and cultures into your present "rock and roll/contemporary" format. It will break with tradition of your audience believing that "rock and roll" is an anglo institution.

Our basic position is that when a station adopts a format such as yours, it must take into consideration the "multi-ethnicity" of its audience (which listens to that format). El Paso's chicano youth like "rock and roll"; but they like both anglo rock and latin salsa (chicano rock). We interpret your "promise" to the FCC (to broadcast in your present format of "rock and roll/contemporary") to extend into the inclusion of chicano's rock and roll/contemporary" music: Latino Salsa.

We would equate our proposal to "Bilingualize/biculturalizing" your music with a similar proposal in the field of education. Bilingual education programs do not seek to destroy the basic objective (format) of the education system, but merely gives recognition to the existence of the spanish-speaking population and their use of the spanish language. The same objectives (to teach the children) are still intact. Our proposal with respect to music is the same.

Your stations objective, in addition to making money, seeks to entertain the public; there is no reason why your station can not only entertain and also interject a social message: "this a bilingual community".

Our proposal has met with some "shock" by traditionalist broadcasters, but it is not so "radical" as it appears. Over the years, KELP and other stations, have been playing such records by Santana, El Chicano, Freddy Fender (in english and spanish). The fact that your station has played such records destroys any argument that the FCC would frown on integration of spanish into what may be considered an "english language" format.

That such artist as Santana, El Chicano, Freddie Fender, etc. have risen to "prominence" in the "rock and roll" world destroys any argument that our proposed format would be "unpopular".

That KELP has played receords by any of the above artist is not sufficient evidence that KELP is sensitive to the "bilingual/biculturalism" of it's audience. As a people of 15 million, our music has been in existence for decades but has been segregated to spanish-language stations. But to depend on the spanish-language stations (of which there is only one in El Paso (KAMA), for the 300,000 chicanos in the El Paso broadcast range) is equivalent to the "seperate but equal" concept in education. It should be recognized that KAMA can not and should not be expected to meet the cultural needs of the chicano people. Each station

CDMC PROPOSAL TO LOCAL RADIO STATIONS

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must meet its own obligation and make its own contribution
to the chicano community.

The arguments in favor of our proposal are countless, but
we rest our case.

ONE HOUR PUBLIC AFFAIRS PROGRAM

Title: To be decided Later

Length: One Hour, Weekly

Producers: Committee for the Development of Mass Communications

Objective:

The program is aimed at addressing the many problems
in the chicano community; from housing, education, politics,
economics, health, drug abuse, transportation to attitudes
in the chicano and anglo community. The above mentioned
problems will be dealt with thru mini-documentary segments,
interviews and reports.

The Committee will provide the host and will produce
the program (select the topics of discussion and individuals
to be on the program).

Rationale:

The local stations, including KERP radio, have not done
an adequate job of dealing with problems of concern to the
chicano community. While El Paso Speaks has raised several
issues which are of concern (or should be) to the El Paso

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public, it has neglected issues which are particularly acute in the chicano community. The style and issues of the program are shaped by its producers. Anglo producers can not approximate the sensitivity to chicano issues which a Chicano host or producer can; particularly if that Chicano(a) is quite involved in the community.

The Committee is a coalition of eleven organizations; community based organizations. Without exception, the Committee represents a "knowledge" of community problems no other organization has been able to harness. The Committee is not only knowledgeable of community problems, they are involved in the community. For the past four years, the Committee has functioned as the primary contact for the local television stations with respect to community issues and events.

It is this knowledge and contacts which the Committee can interject into a public affairs program. The Committee is concerned that the issues raised in your station's ascertainment process be dealt with in a considerate and knowledgeable manner; not in a bias, ignorant and tokenistic manner. Because of the Committee's relationship with community organizations the program can enjoy a "mutual sense of trust" that the issues brought forth by the organizations will be dealt with in an honest and fair manner. A trust the chicano community does not share with your station at the present.

Format: The program will be a fast pace issue oriented program with a touch of culture, history and literature. More than one issue will be dealt with in a program.

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SIX ONE HOUR DOCUMENTARIES

Titles: To Be Decided Later

Length: One Hour, Six Times per Year

Producers: CDMC

Objective:

The documentaries will address themselves to the analysis of six major issues in the chicano community; to present to the listening audience such research and points of view which would lay the foundation for community action in resolving problems.

Rationale:

The Committee seeks to add to the present "superficial" coverage of issues (by newscast and present talk shows), by providing the public "harder" information on issues through these documantaries.

The Committee membership includes organizations which have an indepth knowledge of issues in the chicano community. Their knowledge is valuable and can be tapped for such productions.

We feel it is very important to do "indepth" investigative reporting of the issues. The local stations, including KELP has been negligent in this area; we want more than "tape recording" news reports.

Request:

\$500 per documentary. The funds will be used to contract the services of researchers and production personnel: In addition, we would require studio production time and facilities for production, including tape recording equipment.

CDMIC PROPOSAL TO LOCAL RADIO STATIONS
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SCHOLARSHIP PROGRAM

Objective:

To increase the number of chicanos enrolled at the Mass Communications Dept. at the Univ. of Texas at El Paso; with the ultimate objective of increasing the number of chicanos employed at the local stations (radio, t.v. and cable).

Rationale:

Local stations have failed to meet their obligation in employing an "adequate" number of chicanos and chicanas. The factors behind such a poor performance are many; but among the most obvious is the lack of opportunity for developing skills and obtaining the basic knowledge and experience in the field of mass communications.

In order to develop these skills, the Committee has taken several approaches; from developing interest and basic skills in our youngsters, thru the Youth Media Workshops; training young adults in use of 16mm sound and soundless, film camera; providing on-the-training at local radio or t.v. stations; to offering of scholarships to chicanos interested in mass communications degrees.

While "experience" speaks louder than "book learning", it is fundamentally established in any industry, a college degree helps, more than it hurts. With this in mind, we believe it essential that local stations participate in enhancing chicano opportunity in the media industry by providing scholarships. ®

Administration: SEE ATTACHED PROGRAM OUTLINE

Request:

\$1,000 per school year, for two individuals (\$500 per year).

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ON THE JOB TRAINING PROGRAM

OBJECTIVE:

To help chicanos gain a "smoother" entry into the media industry by providing "on the job" training in all different facets of the radio industry: announcing, book-keeping, management, sales, technicians.

Rationale:

The low number of chicanos employed at the local radio stations is indicative that the issue of "qualified" candidates amongst chicanos needs to move from dead center and onto a mere "affirmative" action in "qualifying" chicano candidates.

Thru o-j-t, we can realize a greater number of chicanos being "eligible" for employment at the stations.

Administration:

The station would be responsible for setting up a training curriculum for the trainees and assigning of trainees to job descriptions. Evaluation would be done by both the station personnel and the CDMC..

Request:

1000 hours of o-j-training hours at a base stipend of \$2.60 per hour, for two individuals (500 hours each) over a period of one year; to be repeated each year.

CDMC PROPOSAL TO LOCAL RADIO STATIONS
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BARRIO YOUTH PROJECTS

OBJECTIVE:

To bring the station closer to the people by having the station invest manpower and money into developing youth oriented projects in the barrios.

Rationale:

The issue of "neglect" on the part of the station of community issues is deep seeded in the relationship the stations have with the community; or better put, the lack of relationship the stations have with the chicano community.

The community views the radio or t.v. station as some uncontrollable "magician" at the top of the mountain, thus very few people in the barrios seek out the assistance of the media people; and the stations seem comfortable with that. The station owners and managers seem to feel their obligation to the public is limited to "good programming" (music or otherwise). But this is not so, radio and t.v. stations are like any other business; they can not be satisfied with just "selling their goods"; they must be more involved in the community. Radio and t.v. stations are no exceptions. The community and media entities are at a distance. Unless the two can come together (in something other than filing request for "top 40 hits"), one will not be able to be responsive to each other needs.

Request:

\$1000 per year, to be contributed to a youth project in the barrio; such as boxing, art centers, mural paintings, drug abuse programs etc.

FCC
1914 M Ave. NW
Wash.

Jorge Reina Schement
CMA 6-118
Univ of TX
Austin TX
471-4071

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ONLINE:

BUREAU LOCAL BUREAU

PR.

COMMUNICATIONS TO LOCAL RADIO STATIONS