

FORM: Request to station to meet its general obligation to serve the community.

Date

John Doe
Station Manager
WLBT (WJTV)
Channel
Lamar Broadcasting Co. (Capitol Broadcasting Co.)
Address
Jackson, Mississippi

Dear Sir:

On behalf of (eg., CORE), I am writing to call your attention to what I consider to be deficiencies in your program operation in the area of local live programming..

It is my understanding that under the Communications Act of 1934, as amended 47 U.S.C. 151, et seq., you are obligated to serve the needs and interests of the entire population of Jackson, Mississippi, including the approximately 40% who are Negroes. See also: Report and Statement of Policy Re. July 1960 En Banc Programming Inquiry, 20 Pike and Fisch R.R., 1901, at page 1913.

However, it appears that during the course of the debate over the Civil Rights Bill now pending in the United States Congress, there have been no local broadcasts on the importance of the bill and its implication for the people of Jackson, again, particularly those who are Negro. Nor has the meaning of the bill been clearly explained.

I am sure you will agree that programming of the nature I have described is of great importance to and would serve a substantial need and interest of the Negro population of Jackson.

Therefore, we ask that you allocate time for extensive debate and discussion of the most important domestic legislation of our time -- the Civil Rights Act of 1964 -- by prominent members of the community. A debate will provide an opportunity for whites and Negroes with opposite and conflicting views to present them on the same program. It is eminently reasonable for the community to receive a presentation of many sides of this most vital issue of our time.

Your attention is also directed to the fact that there have been no public service announcements or discussions concerning the voter registration drive, freedom schools and community centers operating this summer in Mississippi. As a service to the community, Negro leaders should be given broadcast time to make appeals to citizens to register to vote and to explain the voter registration program and the law pertaining to the subject to the people of Mississippi.

We also note that the hearings held by the Mississippi Advisory Committee to the Civil Rights Commission have not been adequately explained or presented as to content.

Of course, we (I) are (am) available for discussion of the above matters with you at a mutually convenient time.

Very truly yours,