

O.C. INC.

A TRADITION OF ADVOCACY

Standing alone at the beginning and sometimes at personal physical risk to its employees and representatives, the Office of Communication of the United Church of Christ, Inc. was the first voice to demand that broadcasters be held accountable and responsible to the public which has entrusted them. With its groundbreaking efforts and landmark legal victories stripping the racist ownership of WLTV of its license during the civil rights movement, O.C. Inc.'s tradition of advocacy on behalf of the under-represented and disenfranchised was born. Not before or since has any other single action gone so far as to protect the access of all segments of society to the public airwaves.

Created in 1959 to protect its parent body, the United Church of Christ, from nuisance law suits and other litigation, by broadcast companies, O.C. Inc. has since successfully fought for the rights of people of color and women in the broadcast industry workplace, through EEO rules adopted by the FCC. It has battled to ensure minimum hours of children's programming be broadcast by television stations. It has worked in neighborhoods to educate and help people secure responsible, quality and community-based programming at fair rates from their cable provider. It battled long and hard before the FCC and the courts to preserve the Fairness Doctrine

It has worked with the NAACP and other civil rights groups to force utility companies to promote qualified women and people of color. It supported the effort to spur competition among telephone companies resulting in now lower rates. It has worked in neighborhoods to end electronic redlining.

Today O.C. Inc. continues to work to promote diversity in the marketplace. It works in marginalized neighborhoods to ensure an equal and fair distribution of the newly approved low power FM radio bands which are now being let for license. Today O.C. Inc.'s advocacy has grown to include safeguarding the recent, but never-the-less now basic, right of all to affordable access to computers and the internet and all the knowledge, information and means of personal self expression they offer.

O.C. Inc. It is a legacy of accomplishment on behalf of the public. It is a living advocacy which has literally changed the way America sees itself.