



James H. Quello
 Apt. 415
 309 Yoakum Pkwy.
 Alexandria, VA 22304-3928

FYI

April 25

Commissioner McDowell is a solid forward-thinking individual. He could be interim chairman with a Republican president.

Best,
 Jim

Support Our Troops - Remember Our Veterans

V7716

already underway between the AMPTP and the Screen Actors Guild a chance to succeed and, while AFTRA is ready to begin negotiations now, we believe we can best serve our members' interests by briefly postponing our negotiations."

MCDOWELL DECRIES 'ALBATROSS' OF MORE REGULATION—FCC Commissioner Robert McDowell outlined a dizzying array of market-driven media choices in a speech Wednesday in Washington, then asked his audience why policymakers, "like us," were considering, and in some cases placing, the "proverbial albatross" of more regulation on broadcasters.

His audience was for a keynote speech at the Quello Communications Law & Policy Symposium, which carries name and imprimatur of Former FCC Chairman James Quello.

McDowell said adding more regulation, like new reporting requirements for stations, comes at a "tip[ping point]"

Save

ROM B & C e Read Business Information

tv fax

www.broadcastingcable.com

history when broadcasters can least afford a regulatory handicap "vis-a-vis unregulated platforms like the Internet."

McDowell said that requiring broadcasters to identify categories of programming they have aired, religious, civic affairs, is "regulating with a wink and a nod." Reporting of "independently produced" programming smacks of a return to the days of the FCC's financial interest and syndication rules, he said, which were struck down by a court in 1992.

"Simply put," he said, capping his pitch for a busy marketplace rather than busy regulators, "government cannot outsmart an unfettered and competitive market. The better course is to equip the private sector with the freedom and flexibility necessary to resolve challenges and satisfy consumer demand on its own, while remaining vigilant - and ready - to jump in to resolve genuine harms that cannot be addressed any other way."

RC #1
 PERIOD
 1/3PM
 +21%
 2.9
 2.4
 W 25-54

HH

Dr. Phil

CBS TELEVISION DISTRIBUTION Source: NSI WRAP Sweeps+ as dated. M-F in TP. Rtg. Live+.

OXYGEN READY TO LIVE OUT LOUD—NBC Universal's Oxygen unveiled a brand makeover Wednesday including the slogan "Live Out Loud." The changes -- set to be revealed to advertisers next week and to consumers in June -- also included a revised logo with the word "Oxygen" in

a light yellow "O" that is slightly askew. The network's top executives detailed the rebrand, as well as several new programs in production and development, at a presentation to members of the press Wednesday morning at Soho House here. Young female-focused Oxygen is making the changes after finding that the network "created a lot of buzz with young women" through shows like *Tori & Dean: Inn Love* and *Bad Girls Club*, but failed to get viewers to associate those shows with the network itself, general manager Jason Klarman said.

Save

THE BUSINESS OF TELEVISION



BROADCASTING & CABLE

THURSDAY

04/24/08

tvfax

www.broadcastingcable.com

SAG, AMPTP EXTEND TALKS—The Screen Actors Guild and the Alliance of Motion Picture and Television Producers agreed to extend their bargaining session by one week, through May 2.

As a result, honoring a request by the AMPTP, the American Federation of Television and Radio Artists agreed to delay the start of negotiations between those two parties on primetime television until May 5, from April 28.

The AMPTP issued a notice to the companies it is representing in the SAG talks, alerting them to the fact that it requested that AFTRA postpone the start of its negotiations from April 28 to May 5, and that it agreed.

"At the request of the AMPTP, AFTRA has agreed to postpone the commencement of its primetime television negotiations until May 5," AFTRA said in a statement. "The AFTRA negotiating committee would like to give the negotiations already underway between the AMPTP and the Screen Actors Guild a chance to succeed and, while AFTRA is ready to begin negotiations now, we believe we can best serve our members' interests by briefly postponing our negotiations."

MCDOWELL DECRIES 'ALBATROSS' OF MORE REGULATION—FCC Commissioner Robert McDowell outlined a dizzying array of market-driven media choices in a speech Wednesday in Washington, then asked his audience why policymakers, "like us," were considering, and in some cases placing, the "proverbial albatross" of more regulation on broadcasters.

His audience was for a keynote speech at the Quello Communications Law & Policy Symposium, which carries the name and imprimatur of Former FCC Chairman James Quello.

McDowell said adding more regulation, like new reporting requirements for stations, comes at a "tip[ping point]"

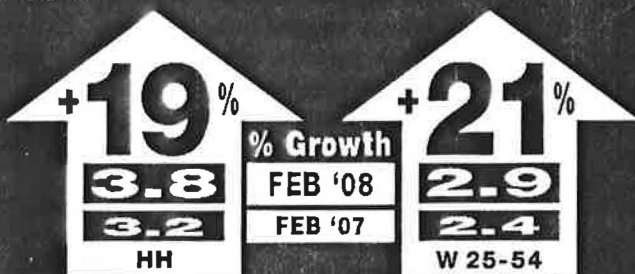
in history when broadcasters can least afford a regulatory handicap "vis-a-vis unregulated platforms like the Internet."

McDowell said that requiring broadcasters to identify categories of programming they have aired, religious, civic affairs, is "regulating with a wink and a nod." Reporting of "independently produced" programming smacks of a return to the days of the FCC's financial interest and syndication rules, he said, which were struck down by a court in 1992.

"Simply put," he said, capping his pitch for a busy marketplace rather than busy regulators, "government cannot outsmart an unfettered and competitive market. The better course is to equip the private sector with the freedom and flexibility necessary to resolve challenges and satisfy consumer demand on its own, while remaining vigilant - and ready - to jump in to resolve genuine harms that cannot be addressed any other way."

RANKS KPRC #1 IN THE TIME PERIOD

HOUSTON/3PM



Dr. Phil

CBS TELEVISION DISTRIBUTION

Source: NSI WRAP Sweeps+ as dated. M-F in TP. Rtg. Live+.

OXYGEN READY TO LIVE OUT LOUD—NBC Universal's Oxygen unveiled a brand makeover Wednesday including the slogan "Live Out Loud." The changes -- set to be revealed to advertisers next week and to consumers in June -- also included a revised logo with the word "Oxygen" in

a light yellow "O" that is slightly askew.

The network's top executives detailed the rebrand, as well as several new programs in production and development, at a presentation to members of the press Wednesday morning at Soho House here.

Young female-focused Oxygen is making the changes after finding that the network "created a lot of buzz with young women" through shows like *Tori & Dean: Inn Love* and *Bad Girls Club*, but failed to get viewers to associate those shows with the network itself, general manager Jason Klarman said.