

FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

OFFICE OF COMMISSIONER
JAMES H. QUELLO

October 9, 1990

Ronald D. Coleman, Chairman
International Televent, Inc.
Suite 815
2000 Corporate Ridge Rd.
McLean, VA 22102

Dear Ron,

I thoroughly enjoyed Intelevent and I'm always enlightened by the informal exchange of expert viewpoints. It provides me an opportunity to become better acquainted with the international operations and executives of the regulated industries.

My suggestion, Ron, is to invite the international film and TV movie producers for an afternoon segment of Intelevent. The international syndication market is an exciting growth area. Also, our largest TV-cable production companies are becoming internationally owned viz: Columbia-Sony (Japanese); MGM-Paretti (Italian); Fox-Rupert Murdoch (Australian parent company); MCA-in final negotiations with Matsushita (Japanese); Warner-owned by Time Newsweek -- American cable-print company with major international outlets and seeking more. American and foreign executives could be invited to attend. They could all become better acquainted in a voluntary conference atmosphere and exchange marketing and sales viewpoints (also acquisition viewpoints?). In addition, the networks may be interested in foreign productions (ABC bought a large French production company) and the foreign syndication market. Also, Disney and Paramount are major participants in the international market and would like to further increase their presence.

I personally couldn't actively endorse the Intelevent invitation process until after the Finsyn issue is resolved (probably by next April). I can say it is a great idea with beneficial implications for better understanding and communications in the vital program area -- an area of growing importance as we approach a global communications world.

I don't know if there are any international program conferences. It strikes me as a possible need -- should there be an international NATPE?

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We could discuss this further Ron at lunch or an office visit at your convenience.

In the meantime, congratulations on another successful event and best wishes for continued achievement.

Phi Alpha,


James H. Quello