

Separate Statement  
of  
Commissioner James H. Quello

In the Matter of: Review of the Commission's Regulations  
Governing Television Broadcasting (MM Docket No. 91-221, 87-8)

In general, I support the three items we have adopted today to reexamine the Commission's television multiple ownership rules, the broadcast attribution rules, and our incentives to promote minority and female ownership of mass media facilities.

I have long been outspoken in my support for relaxing the television multiple ownership rules so that television broadcasters can be freed up to compete in this increasingly competitive **multichannel** world. Rules that may have been necessary 10 years ago when fewer video options were available to viewers may no longer be necessary given the dramatically different landscape of today: a land where consumers are able to graze through potentially hundreds of channels, talk back to their television sets, order goods and services, play video games, and order movies they want to see, when they want to see them. For television broadcasters, who currently have available to them in any given market one video channel, the regulatory barriers this Agency imposes should be minimally intrusive to allow broadcasters to deal most efficiently with the competitive barriers they face in the marketplace. Diversity remains a vitally important goal; and yet, if broadcasters become dinosaurs in the video marketplace of tomorrow, diversity could become an endangered species.

Toward this end, we should consider very carefully the following: increasing the national ownership limits, particularly the audience reach cap; modifying the relevant measure for determining compliance with the television duopoly from the Grade B to the Grade A contours of the subject stations; allowing common ownership of two UHF stations in the same market; and eliminating the radio-television cross-ownership rule.

Perhaps more important, we should not undermine any deregulatory strides that we make in this proceeding by taking regulatory strides backward in the attribution proceeding. I will closely scrutinize any efforts to tighten up our attribution rules to ensure that they do not have a chilling effect on the ability of broadcasters, including minority, female and small broadcasters, to secure financing. This financing is particularly crucial now, when the turn of the next century will demand investment in new technologies to ensure the continuing vitality of free, over the air television and radio.

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