COMMISSIONER QUELLO'S PROPOSAL FOR
A CHILDRENS' TELEVISION COMPROMISE

KEY ELEMENTS OF THE PROPOSAL:

1. APPLY THE NEW, EXTENDED LICENSE TERM PROVISIONS OF THE 1996 ACT TO **ALL** TELEVISION RENEWAL APPLICATIONS FILED AFTER MAY 1, 1996 SO AS TO EXTEND THE <u>EXISTING</u> LICENSE TERM TO A <u>TOTAL</u> OF EIGHT YEARS.

2. ISSUE A REPORT AND ORDER IN THE CHILDRENS TELEVISION PROCEEDING TIGHTENING UP THE DEFINITION OF QUALIFYING CHILDRENS' PROGRAMMING AND GIVING GENERAL GUIDELINES ON THE AMOUNTS OF SUCH PROGRAMMING, AND/OR OTHER NONPROGRAMMING EFFORTS, THAT THE COMMISSION WOULD CONSIDER TO BE IN COMPLIANCE WITH THE ACT.

3. IN THE CHILDRENS TELEVISION REPORT AND ORDER, STATE THAT **EVERY TELEVISION BROADCASTER**, ON A SPECIFIED DATE, MUST FILE WITH THE COMMISSION ITS PLAN FOR COMPLYING WITH THE CHILDRENS' TELEVISION ACT RULES BETWEEN THE TIME THE EXTENDED LICENSE TERM IS GRANTED AND THE TIME THE NEXT RENEWAL APPLICATION IS FILED.

4. IN JUDGING WHETHER TO GRANT AN EIGHT-YEAR RENEWAL, THE COMMISSION WILL ASSESS THE EXTENT TO WHICH THE LICENSEE'S REPRESENTATIONS COMPLIED WITH THE CHILDRENS' TELEVISION RULES AND THE EXTENT TO WHICH THE LICENSEE FULFILLED THE REPRESENTATIONS IT MADE.

HOW THIS PROPOSAL WOULD WORK:

For example, for the television license renewal group whose applications are due to be filed June 3, 1996, the Commission would (1) **extend** these licenses for an incremental three-year period, to bring their **current** license term up to eight years; but (2) require these licensees, as well as all other broadcast licensees, to file with the Commission on the date established in the Childrens' Television Report and Order their proposals for how they intend to comply with the new rules for the remainder of their extended license term; and (3) when, at the end of their extended terms, renewal applications are filed, each application would be evaluated based on the extent to which the renewal applicant's representations complied with the Childrens' Television rules and the extent to which the applicant has done what it affirmatively promised it would do.