

FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

951a

Office of Commissioner
James H. Quello

August 8, 1996

Edward O. Fritts, President/CEO
National Assn. of Broadcasters
1771 N St., NW
Washington, DC 20036

Dear Eddie,

I hope others appreciate as I do the stellar role you played in negotiating the much-needed flexibility for Children's TV implementation that was eventually considered by the FCC.

Everyone must realize that the FCC had to render independent judgment considering all factors regardless of an initial agreement between the executive branch and the industry.


I also want to acknowledge your spoken appreciation to me of the vital role Commissioner Chong played in defending broadcasters' First Amendment rights.

None of the parties got everything they wanted, but the NAB, through your efforts, did the early "heavy lifting" in getting rid of the objectionable, outdated "scarcity" rationale in the original draft. Hopefully, our office and Commissioner Chong added some constructive final edits.

I'm going along with the item as the price of peace and to end the contentious impasse at the FCC. I also believe three hours of children's programming is a reasonable number as long as the FCC rationale does not establish a precedent for future First Amendment incursions.

But again, congratulations for your constructive all day Saturday and Sunday strong First Amendment advocacy that was fully considered in our acceptance of the final proposal.

Sincerely,


James H. Quello
Commissioner

Enclosure