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January 6, 1997

Mr. Leonard Downie, Jr.  
Washington Post Executive Editor  
The Washington Post  
1150 15th Street, N.W.  
Washington, DC 20071

Dear Mr. Downie;

Your January 1, 1997, Business Section article on retiring FCC Commissioner James Quello could leave readers with the mistaken impression that he dealt only with broadcast issues during his long and distinguished tenure at the Commission.

Throughout his years of government service, Jim Quello was an active and effective advocate on wireless telecommunications issues, and a key player in decisions which have made the wireless industry a model of the competition, consumer choice and innovation which the entire telecommunications industry now aspires to.

Nowhere was the vigor and leadership of the Commissioner more evident than in his service as Interim Chairman during the 1993 transition of administrations. The rulemaking which launched new Personal Communications Services could easily have been a casualty of the bureaucratic inertia of a "caretaker" chairmanship. Incumbent wireless providers who are today facing competition from new PCS providers would have been delighted to see that decision delayed for as long as possible. Jim Quello refused to let that happen, establishing a collegial partnership with his fellow Commissioners and bringing a highly complex rulemaking to a close in record time.

Sincerely yours,

Jay Kitchen  
President

9676



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# James Quello Plans to Leave the FCC

## Champion of Broadcast TV Clashed With Administration Over Policy

*By Rajiv Chandrasekaran*

Washington Post Staff Writer

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James **Quello**, a 22-year member of the Federal Communications Commission who has been a staunch defender of TV broadcasters in their battles with cable and other media, said yesterday he will not ask the Clinton administration to nominate him for another term.

The 82-year-old Democrat has clashed recently with the administration over the scope of government regulation of the communications industry. **Quello** said he would not seek a new term so as to avoid a bruising battle between the White House and his supporters in Congress and industry.

"The fact is that it wasn't worth making an all-out fight for reappointment and cashing in every chip known to man," **Quello** said in an interview yesterday. "I'm going to be 83 in April, and I still have 75 percent of my marbles. I think in show business, it's good to leave when you're still wanted."

It was unclear when **Quello** actually would leave the commission.

His term formally expired in June 1996, but he has stayed on under rules that are meant to keep the commission whole as the government nominates and confirms a successor. Commissioners are allowed to serve for as long as a year after the congressional session in which their term expires, which could carry **Quello** through 1997.

"I will serve as long as the administration wants me and until they can find somebody else," **Quello** said.

Communications industry watchers and several trade publications have reported that FCC general counsel William Kennard is the leading candidate to replace **Quello**.

White House officials would not comment yesterday on **Quello's** plans.

Nominated by President Nixon in 1974, **Quello** has evolved into an institution at the commission, outlasting chairman after chairman. He is best known as a champion of broadcast TV, which he has depicted as

and the Internet are cutting into its franchise.

He served as an acting chairman of the commission in 1993 when the FCC enacted, with his support, an important cable television law imposing new rate regulations and other rules on cable companies.

During his tenure as acting chairman, **Quello** also convinced other members to loosen restrictions that prohibited television networks from profiting from reruns.

At times, he has parted ways with TV broadcasters. For instance, in the early 1980s, he opposed an industry effort to water down licensing requirements.

Industry experts have long speculated that he would not be reappointed because of incompatibility with the White House and with Reed Hundt, the FCC's chairman and a Clinton appointee.

**Quello's** biggest disagreement with the Clinton administration and Hundt centered on the issue of requiring broadcasters to run three hours of children's educational programming each week. He initially opposed the proposed rules, saying last summer they would "put broadcasting in a regulatory straitjacket."

**Quello**, a former Capital Cities executive whose nomination in 1974 was delayed because of allegations he was too closely tied to the broadcast industry, yesterday downplayed the children's TV controversy, calling it "a very divided issue."

After leaving the commission, **Quello** said he plans to finish a book he has been working on and to teach at Michigan State University, his alma mater.

@CAPTION: JAMES QUELLO

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