

INTER-OFFICE MEMORANDUM

TO: Chairman Mark Fowler
Jim McKinney, Chief, Mass Media Bureau

FROM: Commissioner James H. Quello

SUBJ: AM Radio Service

DATE: December 10, 1986

Note the attached letter from the Chairman of the ABC Talk-radio Affiliate Board. I've held the letters pending an update on ABC plans for selling radio stations. This letter addresses a real need for AM radio, a service we are all dedicated to help. If ABC is forced to divest, they will lose the major AM O and Os that make possible this expensive quality all talk AM service.

By granting ABC AM waivers we would guarantee an informative network AM talk service that individual stations could not afford. The waiver would preserve economic viability for an important 110 station national segment of an otherwise faltering AM industry.

In my opinion and I hope yours, preserving a nationwide AM talk service constitutes a compelling valid public interest.

Now Mark and Jim, how do we effect this? Mark . . . if necessary, I would personally speak to other Commissioners.


James H. Quello

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3-W-S 95 FM

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Your Radio Marketing Source

October 27, 1986

JAMES H. QUELLO

Honorable James H. Quello
Federal Communications Commission
1919 M St. N.W.
Washington D.C. 20554

Dear Commissioner Quello,

It was a pleasure having dinner with you at the Pennsylvania Association of Broadcasters Banquet. I enjoyed our conversation very much.

As we discussed, the issue of granting waivers for the Cap Cities/ABC station's has implications beyond it's effect on the company. At the present time, there are over 110 AM radio stations which carry the satellite delivered ABC Talkradio Network programming. Currently, both KABC and KGO provide talent which are an important and integral part of the network programming.

KABC Talkhosts Michael Jackson, Dr. David Viscott, Ray Briem and Ira Fistell are all part of the talent which our AM and numerous other AM stations, depend on for quality programing. In addition, Dr. Dean Edell from KGO is carried daily by Talkradio affiliates.

The future of the Talkradio Network is of vital concern to those of us AM operators that have invested as much as four years time, energy and resources into making our AM properties viable entities in our marketplaces. In 1982, when the Talkradio Network began, our AM station, WTKN, signed on as an affiliate with a 1.5 12+ market share. Four years later, we are proud to have a 4.3 12+ market share and have had as high as a 4.7 share. We are obviously meeting a need in our community. Our company, Shamrock Broadcasting, and many others, invested research and promotional dollars to develop the talk format. This format takes time and consistency and builds slowly. We don't want to lose that consistency now.

We currently carry all 15 hours per day of the ABC Talkradio programming. The loss of that programming would be devastating to ours and countless other AM stations, and the audiences they serve. We currently rely on the network for quality, affordable programming.

As the Chair of the ABC Talkradio Affiliate Board, I know I speak for the other AM stations which depend on the Talkradio Network, when I ask the Commission to consider the positive effect the Cap Cities/ABC request for waivers would have on the 110+ AM stations and their audiences, currently being served by the Talkradio Network.

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Jim McKinney was recently quoted in the September 22, 1986 issue of BROADCASTING as saying "The government cannot save AM ... only you - the managers, program directors and engineers - can do it. The industry must save itself."

Talkradio has helped 110 AM's to do just that by providing quality programming that would not be possible without the network. Please do not let the government kill the same AM stations by denying us that programming.

Thank you for your consideration.

With best regards,



Diane Sutter
Corporate Vice President
General Manager WTKN/3WS
Chair, ABC Talkradio Affiliate Board

cc: Jim McKinney
Jim Arcara
Aaron Daniels

DS/kg

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