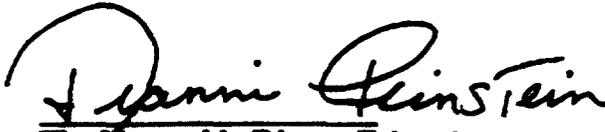
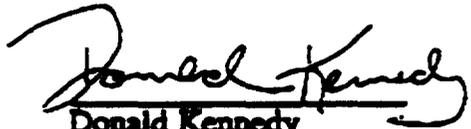


We wholeheartedly encourage you to support a quantitative weekly minimum for full-length, regularly-scheduled educational programming. It is important for our community and for the educational benefit of all our nation's children.

Sincerely,

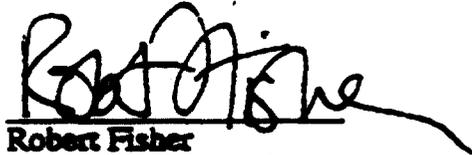

The Honorable Dianne Feinstein
U.S. Senator, California


Donald Kennedy
President Emeritus, Stanford University


Chancellor Chang-Lin Tien
University of California, Berkeley

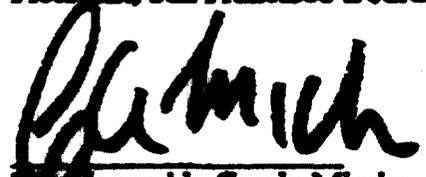

George Roberts
Kohlberg Kravis Roberts & Co.


The Honorable Allen E. Broussard
California Supreme Court - Retired

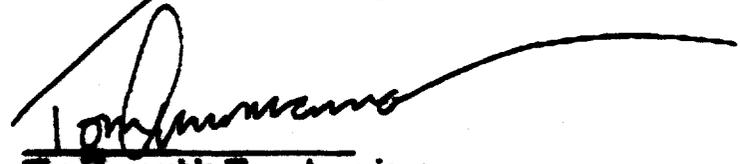

Robert Fisher
EVP & CFO, The Gap Inc.


Dr. Dan Kelly
President, San Francisco Board of Education


Richard Atlas
Goldman, Sachs & Co.

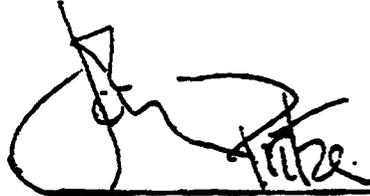

The Honorable Carol Migden
San Francisco Board of Supervisors


The Honorable Mabel Tang
San Francisco Board of Supervisors


The Honorable Tom Ammiano
San Francisco Board of Supervisors



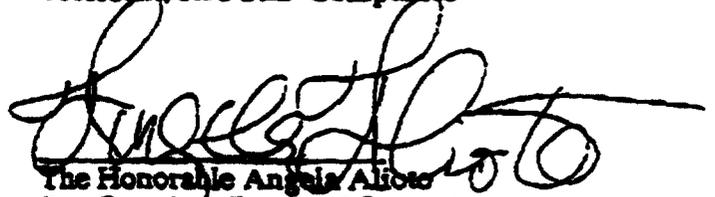
Michael Klein
Vitel International



John Pritzker
President, Red Sail Companies



The Honorable Sue Bierman
San Francisco Board of Supervisors



The Honorable Angela Alioto
San Francisco Board of Supervisors



The Honorable Barbara Kaufman
San Francisco Board of Supervisors



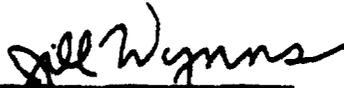
The Honorable Susan Deal
San Francisco Board of Supervisors



The Honorable Willie Kennedy
San Francisco Board of Supervisors



The Honorable Steve Phillips
San Francisco Board of Education



The Honorable Jill Wynns
San Francisco Board of Education



The Honorable Leland Yee
San Francisco Board of Education



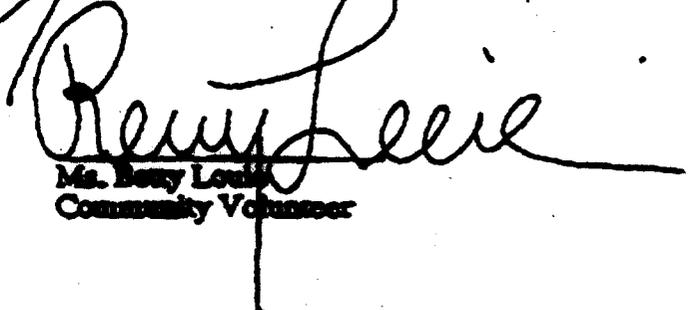
The Honorable Lawrence Wong
San Francisco Board of Education



The Honorable Leslie Katz
San Francisco Board of Education



The Honorable Robert Burt
San Francisco Board of Education



Ms. Betty Louie
Community Volunteer

KIM MATTHE



S M N

NEWS RELEASE

RECEIVED

For Release: August 22, 1995

NOV 7 1995

Contact: Margaret Pena
Lorena Hernandez
Mari Bellas

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF PUBLIC AFFAIRS (NOCAL)
310-268-2444 (SoCal)

DOCKET FILE COPY ORIGINAL

**BUSINESS AND COMMUNITY LEADERS CALL FOR MORE
EDUCATIONAL TELEVISION FOR CHILDREN**

Group Supports New Regulations at the Federal Communications Commission

San Francisco: As the Federal Communications Commission's deadline for public comment approaches, Senator Dianne Feinstein and a distinguished group of California business, education and political leaders today came out in support of new regulations requiring television stations to provide a specific amount of educational programming for children each week.

Their position was revealed in a letter the group signed to members of the Federal Communications Commission, urging Commissioners to support new rules implementing The Children's Television Act. The Commission is currently receiving public comments on a draft proposal to revise the Act, and is expected to vote on the matter this fall. The letter was organized by the nonpartisan children's advocacy organization Children Now.

"At a time when everyone is criticizing the television industry for the bad messages it sends kids, here is a chance for the FCC to encourage stations to do something positive for kids," said Vicki Ridenow, director of Children Now's Children & the Media Program. "Television can be an enormously positive force with kids, teaching them how to read and write as well as how to share and cooperate."

The letter to the FCC was seen as significant because of the wide range of individuals supporting the requirement for more educational TV. The group included several high-level representatives of the normally anti-regulatory business community, such as George Roberts of Kohlberg Kravis Roberts & Co., Robert Fisher of The Gap, and Richard Atlas of Goldman, Sachs.

Children
310 BROADWAY
SUITE 930
OAKLAND, CA
5 4 5 1 2
310-763-2444
San Francisco
925 J STREET
SUITE 1400
SACRAMENTO, CA
9 3 8 1 4
916-443-2444
Los Angeles
1015 PAVANOWAN AVE.
SUITE 130
LOS ANGELES, CA
2 0 0 2 5
210-288-2444
New York City
600 THIRD AVE.
52TH FLOOR
NEW YORK, NY
7 0 0 2 2
212-446-9225
Washington, D.C.
1000 MONTGOMERY AVE. SW
WASHINGTON, DC
2 0 0 3 4
202-332-4552

-- MORE --

ADD ONE

"We are concerned that in the absence of specific guidelines, broadcasters will continue to fill the airwaves with mediocrity, ignoring their vast potential to educate and inform children," the group stated. "We feel it is essential to specify the number of hours of educational TV that broadcasters must air per week."

Also signing the letter were the Chancellor of the University of California at Berkeley, Chang-Lin Tien, and the President Emeritus of Stanford University, Donald Kennedy.

Today broadcasters receive the use of the public airwaves for free, in exchange for an agreement to serve the public interest, including broadcasting educational programming for children. However, as the letter noted, many stations try to skirt the current rules by submitting shows such as "The Jetsons" or "The Mighty Morphin Power Rangers" as educational. The new rules supported by the group would prohibit such practices.

"This letter demonstrates that people from all across the political spectrum are coming together on behalf of quality TV for kids," Children Now's Rideout added.

"Broadcasters use the public airwaves for free to make a profit; it's only appropriate that they should give something back to society by devoting a small portion of their air time to educational shows for kids," she continued, "and it need not be at a total commercial sacrifice on their part."

Children Now will be submitting formal comments to the FCC on their new proposed guidelines. The Commission's public comment period will close on September 15th.

Board of Directors

- Richard Atlas
Goldman, Sachs & Co.
- Hon. Jean E. Broussard
California Supreme
Court - Ret.
- William Coblenz
Coblenz, Cahen,
McCabe & Breyer
- Anita DeFrancis
Amateur Athletic
Foundation
- Robert Fisher
The Gap, Inc.
- Denny Goldberg
Warner Bros. Records
- Mimi L. Haas
Community Volunteer
- Kasi Haycock
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- Doris Hayes
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- Michael Klein
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- Hon. Edward Liu
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- Hon. Cruz Reynoso
UCLA, School of Law
- George Roberts
Kohlberg Kravis
Roberts & Co.
- Susan Rotstein
The San Francisco School
Steve Stanford
ICM
- Ligh Sabinberg
Sports Attorney
- James Sayer
President,
Children Now
- Thomas Sayer
Farallon Partners
- Kaye Thimer, Ph.D.
Psychologist
- Chang-Lin Tien
University of
California - Berkeley
- Michael Tolin
Tolin/Robbins
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- Reed V. Tuckman, M.D.
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of Medicine and Science
- Iain Watson
HAL Investments Inc.



James P. Sayer
President
Los Angeles
Executive Director

August 22, 1995

**Chairman Reed Hundt
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554**

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt:

As California business and community leaders and advocates for the rights and interests of children, we are writing to congratulate you on the FCC's latest work toward improving children's access to quality, educational television. We are pleased about the issuance of the notice of proposed rule making (NPRM) and applaud your efforts to fully enforce the intent of the Children's Television Act (CTA).

New guidelines are desperately needed in order to increase educational TV for children. We are concerned that in the absence of further specific guidelines, broadcasters will continue to fill the airwaves with mediocrity, ignoring their vast potential to educate and inform children. With this in mind, we hope you will vote to require broadcasters to air a specific number of hours per week of educational shows.

Despite industry claims that children's educational programming has increased since passage of the CTA, we are seeing more and more mediocre shows and fewer quality ones. We are also disturbed to find that stations are attempting to skirt the intent of the CTA by submitting shows such as "The Jetsons" and "The Flintstones" as "educational" programming.

We feel it is essential to specify the number of hours of educational TV that broadcasters must air per week. Given that children spend an average of 28 hours per week watching television, kids and their parents should have the option to make at least a small percentage of those hours educational.

As you know, the Children's Television Act is a product of 20 years of hard work by parents, children's advocates and concerned citizens. Yet since its passage, we have all been frustrated and disappointed by the failure of broadcasters to reach the CTA's intended goal of significantly increasing the amount of children's educational programming. You now have the opportunity to make that goal a reality.

We hope you will seize this opportunity to influence the lives and futures of our nation's children. Broadcasters have at their disposal an invaluable resource for children. Yet the record shows that without stricter regulation, this positive potential for kids will remain unfulfilled. With your vote for substantive and meaningful regulations of the CTA, our kids will have the opportunity to benefit by this vast untapped resource for education and information outside the classroom.

Oakland

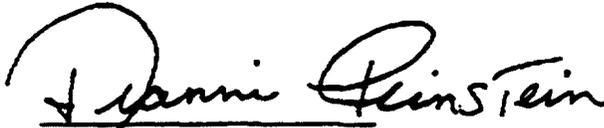
1212 BROADWAY
SUITE 530
OAKLAND, CA
94612
510-763-2644

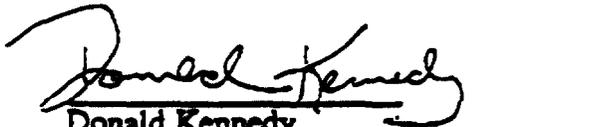
Additional Offices

LOS ANGELES.
SACRAMENTO.
WASHINGTON, D.C..
NEW YORK CITY

We wholeheartedly encourage you to support a quantitative weekly minimum for full-length, regularly-scheduled educational programming. It is important for our community and for the educational benefit of all our nation's children.

Sincerely,

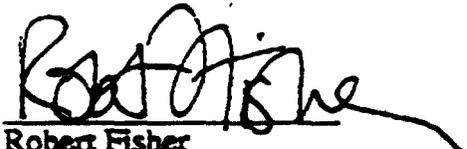

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U.S. Senator, California


Donald Kennedy
President Emeritus, Stanford University


Chancellor Chang-Lin Tien
University of California, Berkeley

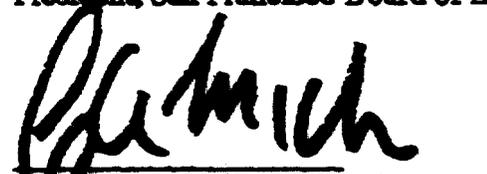

George Roberts
Kohlberg Kravis Roberts & Co.


The Honorable Allen E. Broussard
California Supreme Court - Retired

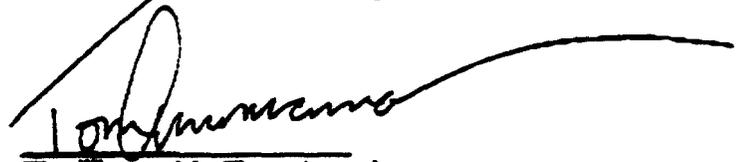

Robert Fisher
EVP & CFO, The Gap Inc.

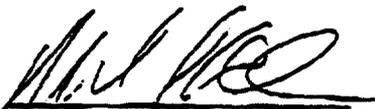

Dr. Dan Kelly
President, San Francisco Board of Education


Richard Atlas
Goldman, Sachs & Co.

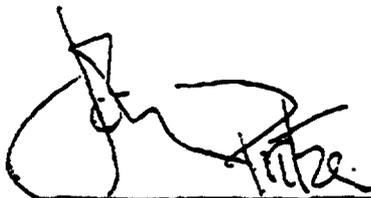

The Honorable Carole Migden
San Francisco Board of Supervisors


The Honorable Mabel Tang
San Francisco Board of Supervisors


The Honorable Tom Ammiano
San Francisco Board of Supervisors



Michael Klein
Vitel International



John Pritzker
President, Red Sail Companies



The Honorable Sue Bierman
San Francisco Board of Supervisors



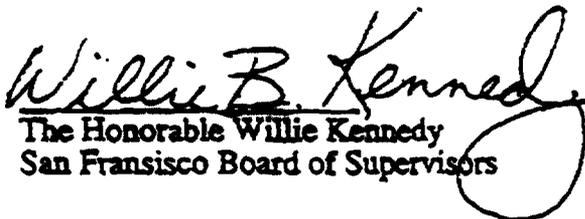
The Honorable Angela Alioto
San Francisco Board of Supervisors



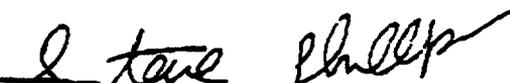
The Honorable Barbara Kaufman
San Francisco Board of Supervisors



The Honorable Susan Deal
San Francisco Board of Supervisors



The Honorable Willie Kennedy
San Francisco Board of Supervisors



The Honorable Steve Phillips
San Francisco Board of Education



The Honorable Mill Wynns
San Francisco Board of Education



The Honorable Leland Yee
San Francisco Board of Education



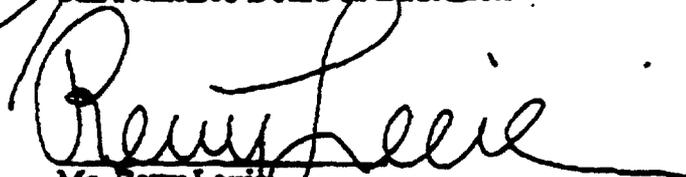
The Honorable Lawrence Wong
San Francisco Board of Education



The Honorable Leslie Katz
San Francisco Board of Education



The Honorable Robert Burton
San Francisco Board of Education



Ms. Betty Louis
Community Volunteer

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NOV 7 1995

NEWS RELEASE

For Release: August 22, 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

Contact: Margaret Pena
Lorena Hernandez
Mari Bellas

916-441-2444 (Sacto)
510-763-2444 (NoCal)
310-268-2444 (SoCal)



DOCKET FILE COPY ORIGINAL

**BUSINESS AND COMMUNITY LEADERS CALL FOR MORE
EDUCATIONAL TELEVISION FOR CHILDREN**

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- MORE -

Oakland
.....
212 BROADWAY
SUITE 830
OAKLAND, CA
9 4 6 1 2
510-763-2444

Sacramento
.....
926 J STREET
SUITE 1400
SACRAMENTO, CA
9 3 8 1 6
916-441-2444

Los Angeles
.....
7001 S. WASHINGTON AVE.
SUITE 100
LOS ANGELES, CA
9 0 0 7 8
310-268-2444

New York City
.....
603 THIRD AVE.
40TH FLOOR
NEW YORK, NY
1 0 0 2 7
212-666-9215

Washington, D.C.
.....
1885 CONNECTICUT AVE. NW
WASHINGTON, DC
2 0 0 3 6
202-232-4962

ADD ONE

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###

10/13/95 10:40

NO. 845

P001/003



11/1/95

Kuhio School Community Association
2759 South King Street
Honolulu, Hawaii 96826

RECEIVED

NOV 7 1995

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C.

October 12, 1995

The Honorable Reed Hundt, Chairperson
The Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554
MM Docket 93 - 48

DOCKET FILE COPY ORIGINAL

Dear FCC Commissioner:

Thank you for the opportunity to comment upon the Children's Television Act (CTA), and children's television shows in general. The Kuhio School Community Association, a PTSA organization, represents 397 children in grades K - 5. Our membership includes the above children, parents, siblings, teachers and staff at our school and our newsletter reaches an audience of over 700 people monthly.

At our monthly meeting, of October 10th, we voted to support the following: THE FCC SHOULD

- Set a standard of at least one hour per day of specifically-designed educational and information programs on all TV stations. The sponsoring of this hour, or a portion thereof, on another station should not be allowed.
- Redefine its definition of "educational and informational" programming in order to prevent regulatory loopholes which permit stations to cite programs such as "The Jetsons" and the "Flintstones" in their license renewal applications.
- Permit only standard length, regularly-scheduled educational programs that meet each station's "core" programming requirement under the CTA.
- Exclude programs aired before 6:00 a.m. or after 10:00 p.m. from counting toward the "core" requirement of children's programming.

Post-Net Fax Note	7871	Class 10/13/95	3
To: Fed. Comm. Comm.		From: K S C A	
Co./Dept. MM Docket 93-48		Ca. (808)	
Phone #		Phone # 973-0085	
Fax #		Fax #	

10/13/95 10:41

NO.845

P002/003

MM Docket 93 - 48

Kuhio School Comm. Assoc. Page 2

Shows that we like, but are not limited to, include the following:

Pooh Corner
Barney
Sesame Street
The Know Zone

Puzzle Place
Carmen San Diego
Ghostwriter
Muppets
Bananas in Pajamas

Bobby's World
Scooby Dooby Doo
Sing a Story
Bill Nye, the Science Guy

These shows avoid stereotypes, refrain from namecalling, offer no combat violence, and yet show inter-relationships and conflicts between characters, that are resolved by critical thinking, teamwork and imagination.

We oppose programs such as Saban's V R Troopers and Saban's Power Rangers that pay only lip service to providing an educational message with significant purpose for their target audience. These shows use a one-minute educational message at the show's conclusion which, in our opinion, does not dissuade children from mimicking the sinister combat violence observed in each 30 minute show. While we accept the fact that as parents we have the ultimate form of censorship, turning off the television, we are asking the FCC to offer us another option - good, educational shows.

V R Troopers condones ridicule and humiliation of the character Percy as normal behavior. Percy is portrayed as one who never does anything correctly, suffers severe allergic conditions, is costumed as a 1950's throwback, and is treated as a moronic buffoon by every character on the show. Even the dog on the show trips and humiliates Percy. One of the insults hurled on the playground, by the K - 2 age group is, "you're just like Percy."

10/13/95 FRI 21:08 FAX 2024182813
10/13/95 10:41

FEDCOMCOM WASH DC USA
NO. 845

P003/003

003

MM Docket 93 - 48

Kuhio School Comm. Assoc. Page 3

We, the Kuhio School Community Association feel that because
broadcasters use the public airways free of charge; the FCC
representing the public has the responsibility to ensure that
these broadcasters offer regularly scheduled educational programs.
We are not asking the FCC to ban any program or the content of
any program. We are asking that the FCC provide us, the public,
more sound selections in television programming in order to help
us safeguard our children's television viewing.

Respectfully,



Ronald N. Lockwood
President, KSCA

cc: Hawaii State PTSA
National PTSA

MMP



Kuhio School Community Association
2759 South King Street
Honolulu, Hawaii 96826

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NOV 7 1995

October 12, 1995

The Honorable Reed Hundt, Chairperson
The Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554
MM Docket 93 - 48

FEDERAL COMMUNICATIONS COMMISSION
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Post-It® Fax Note	7671	Date	10/16	Page	3
To	Fed. Comm. Comm.	From	K S C A		
Co./Dept.	MM Docket 9348	Co.	(808)		
Phone #		Phone #	973-0085		
Fax #	202-418-2813	Fax #	973-0087		

10/16/95 09:53

NO. 853

P002/003

MM Docket 93 - 48

Kuhio School Comm. Assoc. Page 2

Shows that we like, but are not limited to, include the following:

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Barney
Sesame Street
The Know Zone

Puzzle Place
Carmen San Diego
Ghostwriter
Muppets
Bananas in Pajamas

Bobby's World
Scooby Dooby Doo
Sing a Story
Bill Nye, the Science Guy

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10/16/95 09:53

NO. 853

P003/003

MM Docket 93 - 48

Kuhio School Comm. Assoc. Page 3

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Respectfully,



Ronald N. Lockwood
President, KSCA

cc: Hawaii State PTSA
National PTSA

DOCKET FILE COPY ORIGINAL

October 2, 1995

Federal Communications Commission
Office of the Secretary
1919 M Street, NW
Washington, DC. 20554

RECEIVED
OCT 6 1995
FCC MAIL ROOM

DOCKET FILE COPY ORIGINAL

Dear Sirs and Ladies,

I have received a memo that states that the 5 commissioners who make the decisions concerning the quality of television that is offered to our children would welcome comments from parents and children on ways to improve what is presently offered. So, here goes, and thank you for this opportunity!!!!

THE PROGRAMS THAT I HATE and why....

THE SIMPSONS tops the list because of the constant perverse humor made by demeaning everything that I hold of value. I believe this should only be shown at night for adult viewing.

BEETLEJUICE is of worthless value.

BOBBY'S WORLD presents adults in demeaning roles, children as invincible and knowing too much, and parents without the ability to be in charge.

ALL TALK SHOWS IN THE AFTERNOON should be moved to the evenings...they are filled with bigoted, angry people that have multitudes of problems who spew out their anger and thwarted values that children think must be O.K. because an adult said so.

CHILDREN'S MOVIES THAT DEPICT SEXUAL CONNOTATIONS such as **Beethoven II**. Why did that have to have the unfulfilled rape scene in a child's movie!????

DOUG because it depicts disrespect, twisted values, and sexual innuendos.

ROCKO'S MODERN WORLD because of disrespect and twisted values.

MY BROTHER 7 ME, SAVED BY THE BELL, CLARISSA EXPLAINS IT ALL because they all depict children in real life experiences where decisions have to be made that are of importance in their lives and development toward being responsible adults and there is seldom an adult around who helps to guide them or teach or encourage them to make the right choice.

AAH, REAL MONSTERS...it has no redeeming value.

PROGRAMS THAT I JUST DISLIKE AND WHY...

HOME IMPROVEMENT because many programs have sexual connotations and often disrespect for one another. Other than that its OK.

THE PROGRAMS THAT I LIKE AND WHY:

Sesame Street

Mr. Rogers

Lassie

Andy Griffith

Flipper

Jeopardy

Where in the World is Carmen San Diego?

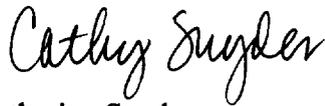
National Geographic

Any one of these either depicts the family as whole and strong, parents as capable and needing to be respected, values to be learned, or they are simply educational. I don't want or expect television to teach my Son my values, but I will not allow him to watch those programs listed on top which serve to tear apart the things that I am teaching him. For now it is enough that I just don't let him, and that narrows his choice and his time to sit and vegetate. If there were many valuable programs then our choices would be easier and then again harder because of limiting those choices. But that is O.K. because I and any other parent who wishes can handle that.

The things that I would like to see in more programs are ones that portray good family values such as caring for one another, respect for our brothers, sisters, family, neighbors, friends, teachers, and all adults in authority; programs that depict that school is fun and its 'popular' to learn and to try to be smart; that life is to be valued and killing is not fake. Again, this has been fun, and I look forward to seeing some great changes that will more truly reflect the desires that I believe most every parent in the United States shares with me concerning what television can offer.

Thank you very much for taking the time to read this!!!!

Sincerely,

A handwritten signature in cursive script that reads "Cathy Snyder".

Catherine Snyder

RECEIVED

SEP - 1 1995

FCC MAIL ROOM K C R G - T V

NEWS

RADIO SERVICES
DIVISION
AM BRANCH

5 9 18 AM '95

RECEIVED

DOCKET FILE COPY ORIGINAL

Secretary
Federal Communications Commission
1919 M St., NW
Washington, D.C. 20554

August 28, 1995

Re: MM Docket No. 93-48

Dear Sir or Madam:

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SEP 5 10 18 AM '95

AM BRANCH

The Cedar Rapids Television Company, licensee of KCRG-TV and KCRG-AM, Cedar Rapids, Iowa, offers the following comments regarding MM Docket No. 93-48.

The Commission is now considering new, stricter rules implementing the Children's Television Act, including the possibility of numerical "quotas" requiring broadcasters to devote minimum amounts of time to educational and informational children's programming.

We are opposed to more and stricter regulations for the following reasons:

1. **The amount of children's educational programming has increased.**

As a local broadcaster we have significantly increased the amount of children's educational and informational programming in response to the Children's Television Act. Furthermore, we devote **prime time** in addition to other time periods to this type of programming, to assure that the largest possible audience can see it. Yet we get no more credit for prime time programming than programming broadcast to much smaller audiences in other time periods.

We continue to produce significant amounts of local and national children's programming. As a licensee for the Cedar Rapids-Waterloo-Dubuque market, we've determined what's best for our community's children in consultation with local community leaders. Establishing national quotas and definitions administered by Washington imposes a national censor's ideas about what's educational upon the people of our community.

2. **Establishment of government-mandated quotas may force our station to curtail local news programming.**

We produce six (6) major newscasts every day, Monday through Friday.

Monday-Friday Local News Programming

Program	Time Period	Length
TV 9 Early Morning News	5:30 to 6:00 a.m.	30 minutes
TV 9 Morning News	6:00 to 7:00 a.m.	60 minutes
TV 9 11:30 News	11:30 to 12:00 p.m.	30 minutes
Live at Five	5:00 to 5:30 p.m.	30 minutes
TV 9 News at Six	6:00 to 6:30 p.m.	30 minutes
TV 9 Nightcast	10:00 to 10:35 p.m.	35 minutes

On Saturday we produce three major newscasts including three hours of morning news:

Saturday Local News Programming

Program	Time Period	Length
TV 9 Sat. A.M. News	6:00 to 9:00 a.m.	3 hours
TV 9 Sat. 5:30 News	5:30 to 6:00 p.m.	30 minutes
TV 9 Sat. Nightcast	10:00 to 10:35 p.m.	35 minutes

On Sunday we produce three major newscasts including two hours of morning news.

Sunday Local News Programming

Program	Time Period	Length
TV 9 Sun. A.M. News	6:00 to 8:00 a.m.	2 hours
TV 9 Sun. 5:30 News	5:30 to 6:00 p.m.	30 minutes
TV 9 Sun Nightcast	10:00 to 10:35 p.m.	35 minutes

Significantly, a great deal of our local news is broadcast on weekend mornings, which are time periods usually scheduled with programs for children. If the Commission imposes numerical quotas upon us, we may be forced by government edict to replace our local news with children's programming to comply with those quotas. Thus, the Commission will have substituted its judgment for ours.

3. Quotas are unnecessary.

Broadcasters are responding to the Act and the unquantified obligation the Act imposes for more and better educational programming for children. Quotas set the maximum...as well as the minimum.

The National Association of Broadcasters recently filed a study with the Commission which shows that the amount of time broadcasters devote to informational and educational children's programming has increased more than 100% since passage of the Children's Programming Act.

4. Quotas and government definitions of what is "educational" or "informational" children's programming may be Unconstitutional.

The establishment of programming type-specific quotas and imposition of the Commission's definition of what is and is not educational programming may violate the Free Speech provisions of the U.S. Constitution.

Broadcasters understand the current definition of "educational and informational children's programming. No changes are needed.

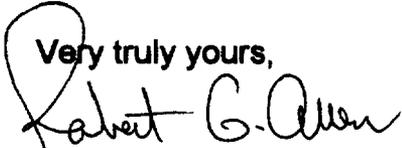
5. Broadcasters should get credit for short-segment programming.

Presently our station gets no credit for educational and informational segments which are less than five minutes in length. Yet, given the attention span of children and the hundreds of viewing choices available to children in today's electronic universe, short segments may be one of the most successful ways to deliver educational or informational material to children.

Licensees are discouraged from using these short segments because the Commission gives them no credit for broadcasting them.

In short, we feel that national programming quotas and national definitions of what constitutes "informational and educational children's programming" are unnecessary, burdensome, and Unconstitutional. We urge the Commission not to expand the rules, despite pressure from pressure groups who would like to substitute their judgment for the judgment of the broadcast licensees of this nation.

Very truly yours,

A handwritten signature in cursive script that reads "Robert G. Allen". The signature is written in black ink and is positioned above the typed name.

Robert G. Allen

Vice President and General Manager

UNIVISION TELEVISION GROUP, INC
1901 AVENUE OF THE STARS, SUITE 680
LOS ANGELES, CALIFORNIA 90067
(310) 556-7600

ROBERT V. CAHILL

April 20, 1995

DOCKET FILE COPY ORIGINAL



Chairman Reed E. Hundt
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

Re: **A Permitted Section 1.1206 FCC Ex Parte
Presentation for Inclusion in MM Docket No. 93-48**

Dear Chairman Hundt:

I am writing this on behalf of the Univision Television Group, Inc. (UTGI) to provide additional information of interest relative to your ongoing Children's Television proceeding, MM Docket No. 93-48. UTGI is the licensee of eleven full power television stations, plus a number of associated LPTV's and translators, serving all of the major United States centers of Hispanic population. It is an affiliate of, and enjoys some common ownership with The Univision Network. The Univision Network is one of the two national Spanish language networks serving the United States, with Univision being the largest, accounting for two-thirds of the Spanish language viewing in the country.

At your June 28, 1994 Children's Television En Banc Hearing, Mr. Jaime Davila, Chairman of The Univision Network, described ongoing plans for augmenting and improving programming service to the Hispanic children's television audience. Specifically discussed were plans to obtain Plaza Sesamo, the Spanish language version of the acclaimed children's television program, Sesame Street. Mr. Davila noted that Plaza Sesamo was being developed as a joint production of the Children's Television Workshop and Televisa, a part owner of both UTGI and The Univision Network.

I am now extremely pleased to inform you that these efforts and plans are starting to come to fruition. Three of our stations serving three of the largest Spanish speaking population centers in the United States have now started to carry Plaza Sesamo, viz KMEX-TV, Los Angeles, California; WLTV(TV), Miami, Florida and KUVN, Garland (Dallas), Texas. This show airs Monday-Friday at 7:30 a.m. to 8:00 a.m. and there are currently some sixty-five episodes which will be presented. As soon as practicable, and

Chairman Reed E. Hundt
Federal Communications Commission
April 20, 1995
Page Two

when details are worked out, the show will be made available to the eight other UTGI stations and the remaining unrelated Affiliate Stations of The Univision Network.

We view this as a significant and concrete advancement in the provision of quality educational/informational programming to the growing Spanish speaking children's television audience. We are very proud of this accomplishment, and knowing of your keen interest in this subject, we wanted to share this information with you and the other Commissioners.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Robert V. Cahill". The signature is fluid and cursive, with a large initial "R" and "C".

Robert V. Cahill
Executive Vice President
Univision Television Group, Inc.

RVC:ls

cc: Commissioner James H. Quello
Commissioner Andrew C. Barrett
Commissioner Rachelle B. Chong
Commissioner Susan Ness
Commission Secretary, 2 copies

MAY 15, 1995

MR. ERIC NEUVERT
P.O. BOX 617
JAMESTOWN, CALIFORNIA 95327

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RECEIVED
JUL 10 4 13 PM '95
INFORMAL COMPLAINTS
ENFORCEMENT BRANCH
COMMUNICATIONS DIVISION
COMMON CARRIER BUREAU

MR. REED HUNDT
CHAIRMAN
FEDERAL COMMUNICATIONS COMMISSION
1919 M. STREET NW
WASHINGTON, DC 20554-0001

Dear Chairman Hundt,

I am writing with regards to the FCC's proposed changes to encourage Television Stations to air more Educational Programming.

One can glean a tremendous amount of knowledge by the way a Nation treats its valuable resources. The fabric of a society is determined by how aforementioned resources are either squandered or protected. The very foundation of our great nation can be strengthened or weakened by our actions now. Our country's future positioning as a major power, as a purveyor of kinder, gentler values, as a Nation that is beyond a present-oriented, short-sighted approach to education is at stake.

It has come to my attention that the FCC is presently considering changes to either mandated or voluntary guidelines for Children's Television Programming. Our Children are the raw material for producing greatness as per industrial, social and emotional applications.

Our classrooms are overcrowded, our education budgets are being eroded by budgetary constraints and some of our educational infrastructures are being jeopardized by poor fiscal management. Presently, in our society, Television is a vital tool for disseminating information and affecting change. This tool also has the potential to be a valuable educational resource for instilling positive mores and acting as a supplement to the formal education system we now have.

I would like to voice my concerns as a parent, and as a victim of a less stringent programming policy. I am a convicted felon, serving a three and one-half year prison term. I have in the past and am currently participating in educational programs that are an integral part of the California Department of Corrections. The focus of these voluntary programs are to a large degree geared towards teaching new patterns to employ upon release with regards to conflict resolution, good parenting and life skills. We have studied, in depth, the impact of Television and how it affects society in general, and, Children in particular. There needs to be a change. Guidelines need to be set.

As an American who believes in the Constitution and freedom of speech, I am adamantly opposed to forcing major Networks to air mandated minimums. However, I would be very much for encouraging the FCC to explore other options, e.g., setting voluntary guidelines that the stations could utilize as a litmus test as per an educational value factor, and would not be opposed if, as an adjunct, this were linked with the benefit of possibly easing their license renewal process.

HUNDT
MAY 15, 1995
PAGE 2

Just as Recommended Daily Allowances (RDA) are utilized by parents for fostering healthy bodies, Recommended Daily Minimums (RDM) for Children's Programming may be used by both programming managers and parents as a determinant for healthy minds.

There also exists the possibility of the stations to be able to utilize these RDM's as marketing tools to put the controls back into the hands of the parents in rearing their Children.

The FCC has within its reach, to act as a causality conduit for setting the standards, based on research, to influence this valuable educational resource, The Television, which in turn, will create an atmosphere for learning and parental instruction. I strongly urge the FCC to be the fulcrum for implementation of a voluntary program which stations could use.

Along with this letter are several written testimonies of concern for "our" Children from men with experience from the adverse effects of the lack of programming guidelines.

Thank you for sharing our concerns. You have much support.

Sincerely,



Eric T. Neuvert
(H-42822; Dorm II)