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DATE FILED



Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

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August 24, 1995

In RE: MM Docket No. 93-48

Additional Children's Television rules are not needed. The current Children's Television Act more than adequately outlines the expectations and requirements for Television Broadcasters. Children are well served by local broadcasters, as evidenced by the growth of children's educational and informational program offerings by local stations since enactment of the Children's Television Act. WTWO-TV, for example, produces and airs a weekly half-hour science based program specifically designed for children 12 and under. Produced in cooperation with the local Children's Museum of Science and Technology, this program airs each Saturday at 11:30 am.

What fruitful purpose will additional rules, in particular numerical quotas, serve? Is some prescribed hourly quota each week going to result in better programming or more programming for our children? Certainly not! In fact, prescribed quotas will have the opposite effect, reducing the abilities of local broadcasters to respond to the needs and interests of children in our local communities. If we must satisfy some "quota" we will be forced to divert funding and other support from the ancillary and non-broadcast activities now conducted by local broadcasters.

The Federal Communications Commission has made great strides in recent years in deregulation. Now is not the time to place further regulation on local broadcasters and Children's Television.

Respectfully,

Christopher W. Jones
Vice President and General Manager

cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong
Mr. Edward Fritts, NAB

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August 22, 1995

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

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FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, DC 20554
AUG 23 1995

RE: MM DOCKET NO. 93-48

Dear Secretary:

WESH-TV has complied with both the letter and the spirit of The Children's Television Act. We have increased both the quantity and quality of our programming aimed at children. We understand the current definition of "educational and informational children's programming" --- this needs no change.

The rules are working. No new rules are needed.

Thank you.

Sincerely,

Jeffrey H. Lee

JHL/lb

- cc: Chairman Reed Hundt
- Commissioner James Quello ✓
- Commissioner Andrew Barrett
- Commissioner Susan Ness
- Commissioner Rachelle Chong
- NAB

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QUINCY BROADCASTING COMPANY

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NOTICE OF PROPOSED RULE MAKING FILED

August 22, 1995

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

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FEDERAL COMMUNICATIONS COMMISSION
MAY 19 1995

Dear Secretary,

I am writing concerning a Notice of Proposed Rule Making in implementing the Children's Television Act (MM Docket No. 93-48). We specifically oppose the establishment of numerical quotas for educational and informational children's programming.

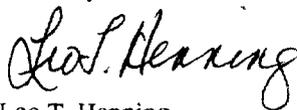
The Children's Television Act and the current FCC rules are already working to increase programming for children. WGEM-TV has significantly increased educational and informational programming for children in response to the Act. We understand the current definition of "educational and informational children's programming." Our public filings on children's programming reflect the letter and spirit of the Act and FCC rules. No change is needed.

Quotas for required programming are unnecessary. We are already responding to the Act with an unquantified obligation in the current rules. Quantification will do little to advance to goal of better television programming for children. While establishing a minimum, quotas would also tend to set the maximum.

We have made progress in increasing long-form programming for children. We should also get credit for short form programs which are equally informative and educational.

We have made substantial progress since the adoption of the Act. We do not need the new rules to ensure continued progress.

Sincerely,



Leo T. Henning
Station Manager/Director of Operations

- cc: Chairman Reed Hundt
Commissioner James Quello
Commissioner Andrew Barrett
Commissioner Susan Ness
Commissioner Rachelle Chong

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