



FOX BROADCASTING COMPANY  
A UNIT OF FOX INC.

DUPLICATE

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Federal Communications Commission  
Office of Secretary

BY HAND DELIVERY

Mr. William F. Caton  
Acting Secretary  
Federal Communications Commission  
Room 222  
1919 M Street, N.W.  
Washington, D.C. 20554

Re: **Ex Parte Presentation**  
**Fox Broadcasting Company**  
**MM Dockets 94-150, 92-51, and 87-154**

Dear Mr. Caton:

This is to advise the Commission, pursuant to Section 1.1206(b)(2) of the Rules, that Peggy Binzel and Maureen O'Connell, representatives of Fox Broadcasting Company, met on April 15 with Gretchen Rubin, Legal Advisor to Chairman Reed Hundt, and Roy Stewart, Renee Licht, Ray White, and Doug Webbink of the Mass Media Bureau. In addition, on April 16, Ms. Binzel, Ms. O'Connell and Steve Vest of Fox met with Anita Walgren, Legal Advisor to Commissioner Susan Ness. In all of the aforementioned meetings, we discussed the "equity or debt plus" attribution standard that has been proposed in the above-referenced rule making proceeding. A detailed summary of our presentation is set forth in the attached document that was provided to the FCC personnel during our meeting.

If there are any questions regarding this matter, please contact the undersigned.

Respectfully submitted,

Maureen A. O'Connell  
Vice President, Regulatory and  
Government Affairs

cc: Gretchen Rubin  
Roy Stewart  
Renee Licht  
Ray White  
Doug Webbink  
Anita Walgren

Attachment

**Fox Broadcasting Company**  
**Ex Parte Presentation**  
**FCC Policies on Attribution and National TV Ownership**

**Proposed “Equity or Debt Plus” Attribution Standard**

- An “equity or debt plus” attribution standard should not be adopted with respect to program suppliers because it would have an adverse effect on: (1) the ability of local stations to attract the capital needed to invest in high quality programming, including locally-originated programming, and in facilities improvements, particularly those that will be needed for the upcoming transition to digital broadcasting; (2) the ability of program suppliers to strengthen their affiliates and secure distribution of their programming; and (3) the ability of minority entrepreneurs to raise capital.
- Creating a regulatory climate that promotes, rather than inhibits, investment in local stations will: (1) enhance competition and diversity in the local market by ensuring the financial viability of the largest possible number of stations in the market; (2) enhance national competition by allowing existing and emerging networks to build and strengthen their program distribution system; and (3) provide an additional opportunity for access to capital for minority entrepreneurs.

**Applicability of Attribution Rules To National Versus Local Ownership Limits**

- At a minimum, the Commission should **not** attribute, for purposes of the national ownership cap, an equity and/or debt interest held by a network where that network holds no other attributable interest in the market. Therefore, a network could invest in a station in a market where the network holds no other attributable interest and not have that interest count toward the network’s national audience reach limit. In this way, local competition and diversity would be enhanced by ensuring that a network investment in a local station occurs only in markets where that network has no other interest.