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June 9, 1999

BY HAND DELIVERY

Ms. Magalie Roman Salas
Secretary
Federal Communications Commission
The Portals II
445 12th Street, S.W.
Washington, D.C. 20554

Re: Ex Parte Filing
Digital TV Proceeding
MM Docket No. 87-268

RECEIVED
JUN 9 1999
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

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Dear Ms. Salas:

Pursuant to Section 1.1206 of the FCC rules, I am submitting herewith two copies of a letter sent to the Commission by Alan McGlade, the President of The Box Worldwide, Inc., which may bear upon issues pending in the above-referenced proceeding, and thus should be included in its docket file. Should there be any questions in connection with this filing, please contact me directly.

Respectfully submitted,

[Handwritten signature of Christopher G. Wood]

Christopher G. Wood
Counsel For The Box Worldwide, Inc.

Enclosures
101055

CC: Alan McGlade

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music network

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June 8, 1999

William Kennard, Chairman
Federal Communications Commission
The Portals
445-12th Street, S.W., Room 8-B201
Washington, D.C. 20554

RE: LPTV Rulemaking

Dear Chairman Kennard:

I am writing to you as President and CEO of The Box Worldwide, Inc. ("TBW"). TBW operates VJN LPTV Corporation, the licensee of 20 low power television stations ("LPTV"). In your statement submitted to the House Subcommittee on Telecommunications, Trade and Consumer Protection last April, you indicated that you expected the Commission to seek public comment on a proposal to grant at least certain LPTVs "primary" regulatory status, to protect against future disruption to their viewers during the transition to digital television ("DTV"). As of this date, no such proposal has been released.

TBW would certainly welcome the opportunity to discuss proposals that should help to protect and preserve existing LPTVs during the transition to DTV. LPTVs often provide programming services that are particularly responsive to the interests and tastes of special segments within a larger television market, such as the local minority communities. As your Statement to Congress recognized, these are often under-served or unserved audiences.

For example, TBW's affiliated programming service, The Box Music Network ("The Box"), which consists of music videos on demand, is typically customized to each LPTV affiliate's local community. Depending on that community, the playlist may reflect Latin, R&B or other musical formats. The Box currently provides its programming to some 65 LPTV affiliates, including TBW's own stations, representing some 26 million-broadcast households. In many of our markets The Box's format is of particular interest to minority youths. Our research indicates that of all viewers who watch The Box, 46 percent are non-white and 16 percent are Spanish-speaking. In addition, TBW's LPTV stations serve their viewers by providing a calendar of local music events broadcast throughout the day, tailored to our audience and its needs.

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Chairman William Kennard
June 8, 1999
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In addition to special, localized programming formats such as The Box's, LPTVs provide important opportunities for minority ownership, at a time when the ownership of broadcast outlets is increasingly concentrated. Of The Box's affiliated LPTVs, for example, eleven are owned by minorities, who are African-American, Asian-American and Hispanic-American. Indeed, of the television households reached by The Box's affiliated LPTVs, approximately 34 percent are served by a minority-owned affiliate. LPTV ownership may provide an important – and increasingly rare – stepping stone for new entrants into television station ownership.

In short, the preservation of LPTV service is an important regulatory issue warranting immediate discussion. The appropriate amount and type of local program service to qualify for primary LPTV status, and the type of protection to be provided to qualified LPTVs are topics for public comment in the rulemaking itself. Given that the implementation of DTV by full power stations is already well under way, however, there is absolutely no reason to further delay public comment and action on these issues involving the future of LPTV service to this country.

Because these issues were first raised in the DTV proceeding, MM Docket No. 87-268, a copy of this letter is being sent to the Secretary's office for inclusion in that docket file.

Sincerely,



Alan McGlade
President and CEO
The Box Worldwide, Inc.

cc: Commissioner Susan Ness
Commissioner Harold Furchtgott-Roth
Commissioner Michael Powell
Commissioner Gloria Tristani