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September 28, 1999

SEP 01 1999

Mr. Edward O. Fritts, president/CEO
National Association of Broadcasters
1771 N. Street. NW
Washington, DC 20036

Dear Mr. Fritts:

I've noticed how reference to a February NAB pledge seems to resurface in news accounts of mergers, under-representation of minorities and NAB opposition to LPFM.

NAB OFFERS \$10 M FOR MINORITY PLAN
Issue: Ownership

The National Broadcaster's Association (NAB) would like to support minority ownership of radio and TV stations: "A broad-based, major effort by the industry on an independent, voluntary basis would demonstrate that solid industry initiatives can be a more effective means of achieving the FCC's goals than government regulation," NAB fund organizers wrote. The NAB pledged \$10 million last week to help minorities buy TV and radio stations. "NAB has long supported increasing ownership and employment opportunities for minorities," said Eddie Fritz (sic), NAB president, which in turn allows local broadcasting to remain relevant to local communities. CBS Chief Executive Mel Karmazin and Clear Channel Communications CEO Lowry Mays, are organizing the fund and say that there is industry interest in the fund and hopes it will grow. 50 major radio and TV stations have been asked to launch the fund and are looking into "volunteer initiatives" such as training programs that would prepare minorities (sic) employees for station management. The idea for a minority fund has been in the works for a while but industry execs shied away from the idea when Federal Communication Commission Chairman William Kennard revealed plan (sic) to tighten ownership rules last fall. Chairman Kennard has voiced

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concern of minorities being shut out after consolidations following the 1996 Telecommunications Act. The NAB would like to see an industry solution, instead of a regulatory one and plans to go ahead with the fund even if the FCC imposes new ownership restrictions. David Honig, executive director of the Minority Media and Telecommunications Council was pleased: "This is broadcasters doing something voluntarily, and they don't appear to be asking for anything." [SOURCE: Broadcast & Cable (p. 14); AUTHOR: Bill McConnell]

I have three questions regarding the pledge.

1. Is it genuine or more grandstanding on the part of the NAB?
2. Are there programs in place to help minorities develop business programs and obtain financing?
3. How does one obtain information about these program if they are in existence?

I am part of a group of Black and Latino broadcasters interested in broadcast ownership. Any information would be greatly appreciated.

Thank you.

Sincerely,

A handwritten signature in cursive script that reads "Charles Tarver".

Charles Tarver

cc: William Kennard, Chairman FCC