

Congressional efforts to revive the fairness doctrine are generating a steady stream of letters and calls—pro and con—to key Hill committees. Staff for the Senate Commerce Committee and the House Energy and Commerce Committee say that radio talk show host Rush Limbaugh is responsible for much of the outpouring of public sentiment. Limbaugh, who opposes reimposition of the doctrine, devoted a program to the subject last month.

The Senate committee has received more than 100 letters, about a third in support of the doctrine and two-thirds in opposition. The House committee already has gotten mixed views. Reports from the Hill also indicate that broadcasters have been relatively quiet on the issue. According to staff, the Radio and Television News Directors Association has been the most vocal opponent of the doctrine.

Making a surprise appearance at last week's National Association of Black Owned Broadcasters meeting, singer Dionne Warwick rapped rap music and the negative message it sends to African American children about women.

"We must reclaim our households," she said, speaking for the National Political Congress of Black Women. The record industry "cannot be permitted to continue exploiting women. Women must take full responsibility for leaving the door open and the sleaze walked in."

She urged other black women to wrest control of record companies by investing in them. "We must remember that it's about money and ownership.

"But as Malcolm X stated, 'By any means necessary' we must get our children back, or we will have been responsible for leaving behind an illiterate and morally bankrupt society."

In a luncheon address, NAACP Executive Director Ben Chavis offered to forge a "strategic alliance" with NABOB to make sure African Americans get their piece of the broadcasting pie. "We have more to do in the next seven years than in the last 30 for economic development," he said.



Torie Clarke, former press secretary for the Bush re-election campaign, has a new assignment. Come Oct. 1, she will join the National Cable Television Association as vice president, public affairs/strategic counsel.

During her work for the Bush campaign, she acquired a reputation as a "real fireball," whose sharp retorts to the press added to the often vitriolic nature of the 1992 campaign.

Clarke says she's enthusiastic about her new job, despite cable's negative public and Washington image. Cable is a

"very hot and exciting industry."

She says she is also undaunted by the fact that the association is in transition as top industry officials search for a new president. Indeed, cable insiders see Clarke's appointment as a sign that the search has just begun and is nowhere near a decision.

"I feel very comfortable...there are a lot of good people in the industry," Clarke says. And, she adds, she's well acquainted with NCTA Vice President Pam Turner from their days together at the Reagan White House.

Clarke succeeds Elise Adde, who left NCTA in June for a PR post at noncommercial WETA(TV) Washington. In addition to her responsibilities in public affairs, Clarke will be "deeply involved in the development and implementation of NCTA's public policy strategies," says Acting NCTA President Decker Anstrom.

Since June, Clarke has been senior vice president of Edelman Public Relations in Washington. Prior to her work on the Bush campaign in 1992,

Clarke was the principal spokesman for the U.S. Trade Representative's office. She is also a former press secretary to Arizona Republican Senator John McCain and a former press assistant to Bush when he was vice president.

The FCC last week granted Time Warner and US West an 18-month waiver of its cable-telco crossownership ban, clearing the way for US West to move ahead with its purchase of 25.5% interest in Time Warner Entertainment for \$2.5 billion. The ban prohibits common ownership of cable and telephone systems in the same market. Time Warner has eight cable operations in US West's service territory and asked for the waiver to give it more time to divest the systems.

Motion Picture Association of America President Jack Valenti said last week that V-chip legislation is a misguided means of controlling TV violence in the home. The government "doesn't belong in the creative community at all, not even peripherally," Valenti said at a Media Institute luncheon. Backed by House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), the V-chip would equip TV sets so that parents could black out programs rated for high violent content.

In place of further governmental and industry restrictions, Valenti said, parents have to accept greater responsibility in regulating what their children watch. "The way to deal with this is in the home," he said. "The alternative is chilling."

The FCC's new spectrum fees won't kick in until April 1, 1994, the FCC says. The commission says it needs time to come up with new rules to implement the fees and hopes to have a rulemaking completed by the first of the year. Under the proposed fee schedule, approved by Congress, the FCC expects to collect \$82 million a year. Broadcasters would contribute up to \$18 million; cable, \$20 million; telephone, satellite and other common carriers, \$25 million, and private radio operators, \$19 million.

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