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455

SENATE COMMITTEE REPORT
FIRST COMMITTEE OF REFERRAL

DATE: 2/8/90

FURTHER: Finance

Date of 5-Day Notice: 3/15/90
(in accordance with Uniform Rule 23)

DATE TURNED INTO OFFICE: 3/22/90

Labor & Commerce

Committee considered

SB 455

"An Act prohibiting advertising to promote the use or sale of alcoholic beverages on the satellite television project."

and recommended:

- replace with _____ CS _____ same title
- attached amendment(s) new title
- _____ letter of intent adopted

do pass

do not pass

no recommendation

individual recommendations

further referral to _____

ATTACHES NEW FISCAL NOTE(S):

Department(s)/Date:

Department(s)/Date:

fiscal note(s) _____
Dept of Admin 3/20/90

zero fiscal note(s) _____

appropriation-no fiscal note

Governor's bill w/fiscal note

SIGNING DO PASS:

OTHER RECOMMENDATIONS:

[Handwritten signatures: John Smith, Patrick Bodery, J. K. Smith]

[Handwritten signature: Do Not Pass - [Signature]]

[Handwritten signature: [Signature]]
Chair: Signature and Recommendation

FISCAL NOTE

REQUEST:

Revision Date: March 20, 1990
Title: Prohibiting Alcohol Advertising on RATNet
Sponsor: Senator Binkley
Requestor: _____

Agency Affected: Administration
BRU: Information Services
Components: RATNet

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY91	FY 92	FY 93	FY 94	FY 95	FY 96
PERSONAL SERVICES	45.1	46.6	48.0	49.6	51.3	53.0
TRAVEL	12.0	12.0	12.0	12.0	12.0	12.0
CONTRACTUAL	1825.2	1825.2	1825.2	1825.2	1825.2	1825.2
SUPPLIES	0	0	0	0	0	0
EQUIPMENT	0	0	0	0	0	0
LAND & STRUCTURES	0	0	0	0	0	0
GRANTS, CLAIMS	0	0	0	0	0	0
MISCELLANEOUS	0	0	0	0	0	0
TOTAL OPERATING	1882.3	1883.8	1885.2	1886.8	1888.5	1890.2
CAPITAL	0	0	0	0	0	0
REVENUE	0	0	0	0	0	0

FUNDING: (Thousands of Dollars)

GENERAL FUND	1882.3	1883.8	1885.2	1886.8	1888.5	1890.2
FEDERAL FUNDS	0	0	0	0	0	0
OTHER	0	0	0	0	0	0
TOTAL	1882.3	1883.8	1885.2	1886.8	1888.5	1890.2

POSITIONS:

FULL-TIME	1	1	1	1	1	1
PART-TIME	0	0	0	0	0	0
TEMPORARY	0	0	0	0	0	0

ANALYSIS : (Attach a separate page if necessary)

See analysis attached:

Prepared by: *Paul Monette* Paul Monette, Director Phone: 465-2220
Division: Information Services Date: 3/20/90
Approved by Commissioner: *Frank S. Bakter* Frank S. Bakter Date: 3/20/90
Agency: Administration

Distribution (by preparer) :
Legislative Finance
Legislative Sponsor
Requestor
Office of Management and Budget
Impacted Agency(ies)

SB 455 -- Fiscal Note

SB 455 is not expected to have any fiscal impact during FY 90. Starting in FY 91, however, and for each succeeding fiscal year, the bill's fiscal impact would be substantial, at approximately \$1,882,300 per year.

The major component of the impact after FY 90 would be the cost of replacing sports and evening entertainment programming that currently is obtained free, with programming purchased from syndicated sources. Purchase of the programming would be necessary because a major requirement of the free programming currently obtained from network affiliates is that it is transmitted in its entirety from start to finish, with no deletion of information (including commercials) within the program.

The cost of purchasing the programming is estimated at roughly \$1,825,200 annually. This figure is based on an informal review of RATNet programming for the month of February 1990, which showed that an average of approximately 5.5 hours per night of weekday programming, and an average of 15.5 hours per day of weekend programming, carried alcohol advertising. At an estimated purchase price of \$600 per hour for syndicated commercial programming, the calculation of total annual purchase costs is as follows:

Weekday:	5.5 hours x 5 days x \$600/hr.=	\$16,500
Weekend:	15.5 hours x 2 days x \$600/hr.=	<u>\$18,600</u>
	Estimated Weekly Cost=	\$35,100
	Estimated Annual Cost=	\$1,825,200

In addition to these purchase costs, there also would be the personnel cost of one new position that would be required at the Anchorage Tape Delay Center to coordinate the identification and purchasing of this programming. The total personnel cost of such a project assistant, at a Range 16A salary level, would be approximately \$45.1 thousand first year cost.

One additional RATNet Council meeting would be required since the potential for major programming issues will impact its Council's decision process. In addition to network offerings, the Council will select programs from a wide variety of syndicators. The additional volume of programming decisions will require at least one additional Council meeting each year.

Total annual costs:	RATNet Council Meeting	12.0
	Personal Services	45.1
	Contractual	<u>1,825.2</u>
		1,882.3

ISSUE STATEMENT
SB 455
Division of Information Services
Department of Administration
March 21, 1990

SB 455 prohibits the Satellite Television Project, known as the Rural Alaska Television Network (RATNet), from broadcasting programs which include advertising that promotes the use or sale of alcoholic beverages. If the bill is enacted, programming that includes alcohol advertising may not be broadcast on RATNet.

Issues raised by this proposed legislation include:

- Enactment of SB 455 could jeopardize the current method of acquiring and distributing programming from network affiliated stations to rural Alaskan communities. Potentially, this could affect as much as 66% of the programming currently aired. Schedules of programs sponsored by the alcoholic beverage industry cannot be created in advance, since local broadcasters do not know who the national sponsors are until a day or two before air time, and often not even then.

- Dismantling the current programming distribution method could limit programming choices currently available, impact the current selection process and possibly dilute the ability of the RATNet Council to choose programming that is desired by the rural viewers.

- Nationally, many groups such as Mothers Against Drunk Drivers are lobbying Congress to address this issue. Although the final outcome is yet to be known, lobbying efforts on similar issues, such as eliminating hard alcohol and cigarette advertising on television, have met with success. Perhaps the final, long-term solution for eliminating alcohol ads will be the result of Congressional action.

- Changing the method of choosing and acquiring programs to be aired on RATNet could create a period of adjustment for viewers who have become accustomed to network programs since 1971. A transition period could develop while the RATNet Council attempts to select and schedule alternative programs to viewer satisfaction. This would probably require more Council meetings than the one a year for which current funds provide, as noted in the attached fiscal note.

ISSUE DISCUSSION

Informal reviews of programming and advertising during February, 1990 indicate that much of the programming between 7:00 p.m. and 1:30 a.m.,

Monday through Friday, and 10:00 a.m. through 1:30 a.m., Saturday and Sunday, carries alcohol advertising. **In addition, an alcohol disclaimer is aired three to four times each day.** Because it is not possible to identify in advance which programs will be sponsored by the alcohol industry, there is no mechanism to select or reject programs based upon sponsorship.

This review has led to the following findings: 1) most sports and prime-time programming will be lost because there is no way to identify programs containing alcohol advertising; 2) programs such as national and statewide news, along with the Alaska weather report, (typically aired between 5:00 and 7:00 p.m. each week night), carry no alcohol ads; 3) if the current method of distributing programming is changed by SB 455, RATNet would likely be limited to programs that must be acquired from syndicated sources, rather than from the major networks, and 4) live sports programs are very popular with RATNet viewers; should SB 455 become law, it would be difficult to preserve those live programs since many of them are sponsored by alcohol beverage companies.

Programs purchased from syndicates are estimated at \$600.00 per hour. As noted in the fiscal note analysis, a new position would be necessary to handle the increased program acquisition duties, such as locating programs and coordinating purchases.

Senator John Binkley

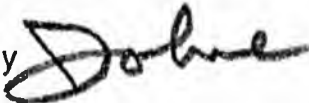
Senate Finance Committee
P.O. Box V • Juneau, Alaska 99811 • (907) 465-4985

Finance Committee
Co-Chairman

MEMORANDUM

February 23, 1990

TO: Senator Dick Eliason, Chairman
Senate Labor and Commerce Committee

FROM: Senator John Binkley 

RE: SB 455, prohibiting alcohol advertising on RATNet

The above-referenced bill has been referred to your committee. It amends statutes regarding RATNet to state that the network may not broadcast nor broadcast any programming which contains advertising promoting the sale of alcoholic beverages.

I've enclosed for the committee members' files copies of RATNet schedules and a copy of the memo prepared for my office by the Legislative Research Agency on this issue. We have asked Legal Services to answer the question regarding the continuing validity of the 1977 verbal agreement referenced in that memo. The attorney has offered an initial opinion that the agreement would no longer be valid due at least in part to the change in technology since that time.

I would appreciate your scheduling this bill for a hearing in your committee as soon as possible. Please let Janice Adair in my office (4985) know when that might be. Also, don't hesitate to get in touch with us if you have any questions or would like additional information.

Alaska State Legislature

P.O. Box Y
Juneau, AK 99811-3100
Phone: (907) 465-3991
Fax: (907) 463-3351

Legislative Research Agency



January 8, 1989

MEMORANDUM

TO: Senator John Binkley

ATTN: Janice Adair

FROM: Sheila F. Helgath *SHH*
Legislative Analyst

RE: Alcohol Advertising on RATNET
Research Request 90.052

You requested this agency to investigate the possibility of removing alcohol advertisements from programming broadcast by Rural Alaska Television Network (RATNET). Also you requested that a House Research Agency memorandum to Representative Clocksin on liquor advertising be updated. Finally, you wanted to know the arguments that are made for and against alcohol advertising.

Three arguments have been advanced by RATNET staff and representatives of local television stations (network affiliates) against the removal of alcohol advertising from RATNET: (1) a contract between the state of Alaska and the networks and separate contracts between affiliates and the networks prohibit removal; (2) Alaska state law and Federal Communications Commission (FCC) regulations prohibit removal of advertising in programming; and (3) the technical feasibility of removing all the advertisements would make the costs prohibitive. Each argument is discussed below. They may be surmountable if the state of Alaska desires to remove alcohol advertising from RATNET.

RATNET BROADCAST TECHNOLOGY AND THE "CONTRACTS"

RATNET staff and network affiliates say that two sets of contracts exist which prohibit the removal of advertising from RATNET programming. The first is a verbal agreement between the state of Alaska, the affiliates and the networks. The second is a set of operating agreements between the affiliates and the networks. The origin of these contracts and changes in technology and corporate structure affecting them are explained below.

RATNET is the state-subsidized television system which transmits programs to areas of Alaska that do not receive commercial television. Programs are obtained from the networks (ABC, CBS, and NBC) through their local affiliates (stations) in Anchorage. At present, programs are transmitted from the networks' television satellite to the RATNET center located in Anchorage. These transmissions are redirected to receivers in rural Alaska.

Senator John Binkley
January 8, 1990
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Satellite transmissions did not exist in 1977 when the state of Alaska agreed to buy tapes of network news programs and some sporting events. These tapes were then broadcast in urban areas by the affiliate network stations and in rural Alaska by RATNET. In return, the networks gave other programming free of charge to the state of Alaska for use on the RATNET system. There was a "gentlemen's agreement" that the state would accept the programming from beginning to end, or "credit to credit", including the advertising. This verbal agreement was reached in 1977 among state personnel, representatives of local affiliates and representatives of the networks at a meeting in New York.

I have made repeated requests for copies of any written material which would confirm that a verbal agreement existed. Staff of neither RATNET or the affiliates were able to provide written documentation. However, both RATNET and affiliate staff affirm that a "gentleman's agreement" existed that bound the state to use programming "credit to credit." After 1984, when direct satellite transmission became available to the affiliates, it was no longer necessary to use and therefore purchase tapes. The continuing validity of this verbal agreement, with the passage of time and many changes in technology since it was made, should be carefully analyzed by legal staff.

The other set of contracts that may inhibit the affiliates' cooperation in the removal of alcohol advertisements is between the affiliates and the networks. The affiliates argue that in their contracts with the networks they have agreed to protect the programs from credit to credit, including advertising. Recent corporate changes at the networks have given the affiliates greater freedom to control programming. According to a New York-based network executive, who requested anonymity, the affiliates have considerable latitude in this area. Because these are contracts between private parties, copies of the contracts were not made available to verify these assertions.

RATNET officials and affiliate management also argue that "common practices exist in broadcasting" which prohibit using part of a program without presenting all of the program including advertising. Some of the broadcasters at the Anchorage stations implied that if the advertising were removed, the networks might be inclined to revoke permission for the state to use any of their programming. I was unable to obtain written documentation that the networks would respond in this manner or to otherwise verify this possibility.

ALASKA LAW AND FCC REGULATIONS

Alaska State Statutes and Federal Communication Commission Regulations have been advanced as reasons why the state can not prohibit alcohol advertising on RATNET.

Alaska Statutes

John Morrone, Deputy Director for the Division of Telecommunications, stated that Alaska law would prevent removal of advertising from RATNET, even if there were no contract obligations, unless the RATNET Council agrees. He referred to AS 44.21.320 (c) and (d) which state:

(c) Decisions and policies relating to programming under the satellite television project, including scheduling and allocation policies, may not be made by the department, but may only be made by a network that is representative of participating rural television users, by commercial broadcast users or by other affected participating user groups and entities under procedures provided by statute or, if no statute applies, then by agreement of the affected user networks or groups. The department shall assist users in preparing agreements that may be required under this subsection.

(d) The department may not engage in any activity which interferes with a contract or program right relating to commercial television programming, including but not limited to any right protected by copyright.

According to Mr. Morrone, Subsection (c) means that only the RATNET Council has the authority to control programming subject to any agreements that have been made with affected networks or groups. The issue of removing alcohol advertisements was brought before the RATNET Council on February 19, 1988. The council heard from Mr. Morrone who presented the three arguments stated earlier in this memorandum against removal of advertisements. No action was taken by the council. However, attorneys at both the Attorney General's Office and Legislative Legal Services have indicated that the legislature could specifically direct the RATNET Council to prohibit alcohol advertising with a simple amendment to this subsection.

Subsection (c) refers to contracts and program rights which have the potential to affect removal of alcohol advertisements. As suggested earlier, the validity of a twelve-year-old verbal agreement may be questionable. Similarly subsection (d) hinges on whether a valid contract between the state and network exists and what is implied in programming rights. Legislative Legal Services might be requested for an opinion on the validity of the verbal contract and how subsection (d) relates.

Federal Communication Commission (FCC) Regulations

Transmissions across state boundaries are regulated by FCC. Several of the broadcast affiliates, RATNET personnel, and House Research memoranda have asserted that FCC regulations exist which prohibit removal of advertisements.

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I have asked the above parties to identify the regulation, but no one can cite the reference. Louise Stewart, Public Affairs Specialist for the FCC in Anchorage, said that FCC regulations would not prohibit the state of Alaska from removing liquor advertisements. The FCC considers what happens to programming to be a transaction between "private parties"--in other words it is an unregulated agreement between the state of Alaska, the affiliates and the networks. I also spoke with staff in Senator Glenn's office. Senator Glenn is chair of the Governmental Affairs Committee which has oversight of the FCC. It was their opinion that there is nothing in the FCC law that prevents the state from removing alcohol advertising.

TECHNICAL FEASIBILITY AND COST

The final case against removing liquor advertising from RATNET is the technical difficulty and expense of doing so.

Technically, there are two ways to eliminate alcohol advertising from RATNET. The most expensive means is to "tape delay" the programming. The station would tape all the programs coming off the satellite and then edit it and remove alcohol advertisements. It is the most effective way to insure all of the targeted advertising is removed. RATNET staff object to this approach because they are trying to bring current programming, such as live football and news telecasts, to rural residents.

The other way to remove the advertising is to have an engineer at the RATNET Alaska receiving station remove the advertisements as they are being transmitted from the satellite to the other stations. RATNET staff object to this approach because it would leave gaps in the programming which would be difficult and expensive to fill. RATNET officials say it would be difficult to toggle 100 percent of the advertisements since they do not know when alcohol advertisements will come through in the programming. Nancy Long, Production Manager for KTOO, offered this suggestion. RATNET staff could target evenings, weekends, and sports events. This method would require additional equipment such as a tape machine, time base corrector, and switches, costing about \$100,000 and an engineer to toggle the switches and put the replacement tapes on the air. RATNET memoranda state that it would require five AV Technicians I and two editing bays for a cost of \$255,440 the first year (see attached memorandum). Selective targeting of weekend sports and evening programming might reduce these costs and get the majority of the advertisements out of the programs.

Other technical and cost reduction possibilities exist and could be explored. Senator Glenn's staff told of a barcoding mechanism which would warn the receiver ahead of time when alcohol advertisements were being transmitted. Beer marketing executives said they had mechanisms (used to test the effectiveness of commercials) which selectively send and receive

Senator John Binkley
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advertisements. These are some of the technological possibilities available to RATNET staff to remove the majority of alcohol advertisements from programming. Federal grant money might be used to reduce the cost of alternative programming. The Center for Science in the Public Interest has identified federal funding for anti-drinking public service announcements that target minority groups. RATNET or another entity in the state might be able to use grant funds to produce public service announcements. Use of federal grant money would lower the cost of filling the gaps left by eliminating alcohol advertisements.

PRO ALCOHOL ADVERTISING POSITIONS

The primary lobbying position of the alcohol industry is that it self-regulates its advertising and therefore government should not. The spirits industry allows coolers (6% or less alcohol in content) and beer to be advertised in the broadcast media. The industry is very concerned about any legislation that might set a precedent. Therefore they oppose limiting alcohol advertising in areas that are "dry" such as rural Alaska.¹ Industry spokesmen claim that there is no scientific evidence showing that advertising promotes drinking to "excess." It is their claim that they are advertising only for a market share of people who already drink.

The industry maintains that controlling advertising violates free speech. The industry has aggressively challenged attempts to control limitations on free speech through court challenges. Attached is the "briefing book" obtained from the Anheuser Busch lobbyist which documents the industry positions and includes a list of the court cases that have been favorable to its position. The state of Alaska could expect a court challenge by the industry to any efforts to remove advertising. Issues in such a challenge might include the following: Is the removal of advertisements from a state subsidized television broadcast an inhibition of an individual's right to free speech or control of commercial speech? Does the state's right to protect the welfare and health of its citizenry counterbalance the free speech issue? Does the local options law which allows communities to control the sale and possession of alcohol affect this issue?

ANTI-ALCOHOL ADVERTISING PERSPECTIVE

Those who oppose any form of alcohol advertising on television believe that alcohol advertising is targeted at non-drinkers, light drinkers, ethnic

¹The Beer Institute is the lobbying group that represents the pro-alcohol advertising stance. I was directed by institute staff to contact the Anheuser Busch company which is the largest beer advertiser.

minorities, women and youth. Those targeted have traditionally had low per capita consumption. The Center for Science in the Public Interest (CSPI) has written a short but pointed book titled The Booze Merchants: The Inebriating of America which details the advertising strategies of the alcohol industry². Excerpts from this book are attached. The authors stress the use of marketing which promotes the use of alcohol to obtain a glamorous lifestyle. Researchers identify patterns of values, norms, and behaviors in a sub-group of the population which marketing specialists then tie to their product through advertising. For example, if a young person wanted to be successful with friends and the opposite sex, the car or a beverage being sold is associated with a party.

Other alcohol advertisements encourage people who already drink to drink on a daily basis and at times other than the "normal" times such as weekends, parties, or special events. These advertisements are designed to encourage people to drink every day and promote the idea that alcohol beverages are like soft drinks, fruit juice and similar beverages. The Booze Merchant authors also pointedly suggest that advertisements are targeted at heavy drinkers to convince them to continue drinking. If heavy drinking were eliminated, a 40% drop in sales would occur. In short, CSPI refutes the claims made by the industry that advertising is for a market share. CSPI asserts that alcohol advertising is for market expansion.

The free speech arguments seem the least troubling to anti-alcohol advertising advocates. A precedent has been set nationally with the removal of cigarette advertisements from broadcast media. CSPI staff suggested that the argument about free speech might be countered with an argument for the state's right to protect the health and safety of the public. Further they argue that two recent Supreme Court Cases clearly delineate the right to control commercial speech versus the right of individual speech. These cases are Posadas de Puerto Rico Association vs. Tourism Company Puerto Rico 478 US 328 1986 and Board of Trustees of University vs. Fox 57 USLW 5015 (June 29, 1989)³.

²The Center for Science in the Public Interest is the lead lobbying group nationally against alcohol advertising. CSPI is a non-profit health advocacy group with ties to the American Medical Association, National Council on Alcoholism, the National Parent Teachers Association, the American Academy of Pediatrics and others.

³Legislative Research Agency is in the process of obtaining an analysis of these two cases.

Senator Johne Binkley
January 8, 1990
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SUGGESTIONS FOR FURTHER ACTION

Arguments advanced against the legality and practicality of removing liquor advertisements, although forcefully made, may not be definitive in the opinion of some knowledgeable people with whom I spoke.

If further investigation of this matter is pursued, it might include:

- . legal research into the nature of contractual agreements between the of Alaska and the networks, and between the networks and affiliates;
- . legal interpretation and possible amendment to AS 44.21.320;
- . analysis of the fiscal impact on RATNET of editing transmissions.

PERSONAL COMMUNICATIONS

Bramstedt Jr., Al, Channel 2 Anchorage Broadcaster, Telephone Conversation September 9, 1989.

Hiebert, Augie, Channel 11 Anchorage Broadcaster, Telephone Conversation, September 9, 1989.

Cramer, Terry, Legal Services Lawyer, Legislative Affairs Agency, Telephone Conversation, December 26, 1989.

Lauber, Richard, Lobbyist, Anheuser Busch Inc., Interview and Telephone Conversations, September-December, 1989.

Long, Nancy, KTOO Production Manager, Telephone Conversation, September 1989.

Morrone, John, Deputy Director Division of Telecommunications, interview about RATNET on September 9, 1989.

Randelett, B. J., Channel 13 Anchorage Broadcaster, Telephone Conversation September 12, 1989.

Stewart, Louise, Public Affairs Specialist, Federal Communications Commission, September 9, 1989.

Taylor, Pat, Director, Alcohol Policies Project, Center For Science in the Public Interest, Telephone Conversations, September-December, 1989.

Wagner, Tom, Assistant Attorney General, Alaska Attorney General's Office, Telephone Conversation, December 26, 1989.

TAB 1
RATNET PROGRAMMING SCHEDULES FOR SAMPLE WEEKS

March 14 - 20, 1988	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	20 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	All Night Programming 2 & on	All Night Programming 2 & 30 a.m.
6:00	ABC World News	ABC World News	ABC World News	ABC World News	ABC World News	Cartoons	Sunday Fobby
6:30							
7:00	Good Morning America	Good Morning America	Good Morning America	Good Morning America	Good Morning America		
7:30							
8:00							Cartoons
8:30							
9:00	Wheel of Fortune	Wheel of Fortune	Wheel of Fortune	Wheel of Fortune	Wheel of Fortune		Sesame Street
9:30	Sully Jessy Rakael	Sully Jessy Rakael	Sully Jessy Rakael	Sully Jessy Rakael	Sully Jessy Rakael		
10:00	Muppet Babies	Mighty Mouse	Flinstones	Fraggle Rock	Flinstones	College Basketball	College Basketball
10:30	Muppet Babies	NASA Launch Vehicle Prep	Mighty Mouse	The New Archies	She Ra		
11:00	Sesame Street		Sesame Street	ID/Sesame Street	Sesame Street		
11:30		Dennis the Menace					
12:00	All My Children	All My Children	All My Children	All My Children	All My Children	College Basketball	
12:30							
1:00	The Price is Right	The Price is Right	The Price is Right	The Price is Right	The Price is Right		
1:30							
2:00	General Hospital	General Hospital	General Hospital	General Hospital	General Hospital	College Basketball	
2:30							
3:00	Mr. Rogers	Mr. Rogers	Mr. Rogers	Mr. Rogers	Mr. Rogers		
3:30	Governor's Window	Governor's Window	Governor's Window	Governor's Window	Governor's Window		
4:00	3-2-1 Contact	3-2-1 Contact	AK Delegation Report	3-2-1 Contact	3-2-1 Contact		
4:30	News Clips	News Clips	News Clips	News Clips	News Clips		
5:00	Capital '88	Capital '88	Capital '88	Capital '88	Capital '88	Star Trek: The Next Generation	Lorne Greene's Wilderness 1987 Picture Annual
5:30	Beetlejuice	Mr. President	Growing Pains	Full House	227		
5:50	NBC News Night	NBC News Night	NBC News Night	NBC News Night	NBC News Night	NBC News Night	NBC News Night
6:30	KIMO News 13	Channel 2 News	Channel 2 News	KIMO News	KIMO News	Channel 2 News	Channel 2 News
7:00	Alaska Weather	Alaska Weather	Alaska Weather	Alaska Weather	Alaska Weather	Dolly	Sixty Minutes
7:30	A Different World	Hooperman	All	Arctic Weather Movie	Arctic Weather		
8:00	Superman's 50th Birthday	Arctic Winter Games	Arctic Winter Games		Arctic Winter Games	Day By Day	Arctic Winter Games
8:30		Our House, Pt. 1	Iditarod Finish		Dallas	Arctic Winter Games	Day By Day
9:00	Iditarod Update/Movie				20/20	MacGyver	Movie
9:30		Cheer	Arctic Games/Amen				
10:00		Iditarod Update/Moonlighting	Dynasty		Arctic Winter Games	L.A. Law	
10:30				Arctic Winter Games	North America Sled Dog Race		
11:00	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	N Amer. Sled Dog Race	N Amer. Sled Dog Race
11:30	Mailbox	ABC Nightline	Perfect Strangers	Mama's Family	Mama's Family	Boys Will Be Boys	She's the Sheriff
12:00		Married With Children	Slap Maxwell	Thirtysomething	Thirtysomething	St. Elsewhere	Hunter
12:30	Spenser: For Hire	Sunny Spoon	Late Night Space Hunter		Friday Night Video		
1:00				Tracey Ullman		Night Court	Worrell
1:30	ID and Disclaimer	ID and Disclaimer	ID and Disclaimer	ID and Disclaimer	ID and Disclaimer	ID & Alcohol Disclaimer	ID & Disclaimer
2:00	UAA TAPE FEED		UAA TAPE FEED	All Night Programming	All Night Programming	All Night Programming	

TABLE 1 (Continued)
 RATNET PROGRAMMING SCHEDULES FOR SAMPLE WEEKS

July 4 - 10, 1988	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	20 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	All Night Programming 2 & 6 am	All Night Programming 2 & 30 am
6:00	ABC World News	ABC World News	ABC World News	ABC World News	ABC World News	Cartoons	Sunday Today
6:30	Business This Morning	Business This Morning	Business This Morning	Business This Morning	Business This Morning		
7:00	Today Show	Today Show	Today Show	Today Show	Today Show		
7:30							
8:00							ID & Schedules
8:30							
9:00	Wheel of Fortune	Sale of the Century	Scrabble	Wheel of Fortune	Wheel of Fortune		Sesame Street
9:30	Sally Jessy Rakael	Sally Jessy Rakael	Sally Jessy Rakael	Sally Jessy Rakael	Sally Jessy Rakael	Major League Baseball	Cable Kitchen
10:00	Muppet Babies	Muppet Babies	Flinstones	Mighty Mouse/Papaya & Sun	All "Cartoon"		Sports World
10:30			She Ra		Animal Crack ups		
11:00	Sesame Street	Sesame Street	Sesame Street	Sesame Street	Sesame Street		
11:30							
12:00	All My Children	All My Children	All My Children	All My Children	All My Children		Anheuser Busch Golf
12:30						Anheuser Busch Golf	
1:00	Sale of the Century	The Price is Right	The Price is Right	The Price is Right	The Price is Right		
1:30	Scrabble						
2:00	General Hospital	General Hospital	General Hospital	General Hospital	General Hospital		
2:30						Seahunt	Cartoons: Bullwinkle
3:00	Mr. Rogers	Mr. Rogers	Mr. Rogers	Mr. Rogers	Mr. Rogers	Disney Magic	Alaskan River
3:30	Governor's Window	Governor's Window	Governor's Window	Governor's Window	Governor's Window		Racing the Wind
4:00	3-2-1 Contact	3-2-1 Contact	AK Delegation Report	3-2-1 Contact	3-2-1 Contact		Mr. Marathon Race
4:30	Andy Griffith	Gilligan's Island	Eight Is Enough	Bugs Bunny & Tweety	I Dream of Jeannie	Alissa in Action	NOVA: Land of Polar Bears
5:00	Twilight Zone	Lassie	Growing Pains	Double Dare	I Love Lucy	Star Trek: The Next Generation	Lorne Greene's Warnings
5:30	Bewitched	My Two Dads		Full House	NBC Special: The Big Five		A Different World
6:00	NBC News Nightly	NBC News Nightly	NBC News Nightly	NBC News Nightly	ABC News	NBC National News	ABC National News
6:30	KIMO News 13	KIMO News 13	KIMO Statewide News	KIMO News	KIMO News	Channel 2 News	Channel 2 News
7:00	Alaska Weather	Alaska Weather	Alaska Weather	Alaska Weather	Alaska Weather	Mountain High Rangers	Susy Minutes
7:30	Highway to Heaven Special	Our House	Head of the Class	Family Ties	Cony Show		
8:00			All	Movie	The Love Boat	Best of Blaupunkt	Austin City Limits
8:30		Hooperman	Amen				
9:00	Movie	Golden Girls	Blue Skies		20/20	Drugs: A Plague on the Land	Movie
9:30		Cheers	O'Hara		Miami Vice	L.A. Law	
10:00		Moonlighting					
10:30							
11:00	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	Movie	Tour of Duty
11:30	Mattack	ABC Nightline	America's Most Wanted	Summer Showcase	Thirtysomething		Munter
12:00		Married With Children	Late Night: Many Happy Returns				
12:30	Spenser: For Hire	Sonny Spoon	Slap Maxwell	Dirty Dozen	Friday Night Videos	Night Court	Wormwell
1:00			Schedules	Schedules	ID & Alcohol Disclaimer	ID & Alcohol Disclaimer	ID & Disclaimer
1:30	ID and Disclaimer	ID and Disclaimer					
2:00				All Night Programming	All Night Programming	All Night Programming	

TABLE 1 (Continued)
 BAYNET PROGRAMMING SCHEDULES FOR SAMPLE WEEKS

October 10 - 16, 1988	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	10 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	20 Minute Workout	All Night Programming 2-6 a.m.	All Night Programming 2-6:00 a.m.
6:00	ABC World News	ABC World News	ABC World News	ABC World News	ABC World News	Cartoons: Beany & Cecil	Sunday Today
6:30	Business This Morning	Business This Morning	Business This Morning	Business This Morning	Business This Morning	Winnie the Pooh	
7:00	Good Morning America	Good Morning America	Good Morning America	Good Morning America	Good Morning America	The Real Ghostbusters	ID & Schedule Roll
7:30							
8:00	Nat'l League Baseball					Garfield & Friends	NFL Today
8:30						Hey Vern, It's Ernest	NFL Doubleheader
9:00		Family Feud	Family Feud	Family Feud	Family Feud	Flip	
9:30		Wheel of Fortune	Wheel of Fortune	Wheel of Fortune	Wheel of Fortune	Sports Special	
10:00		Kissylur	My Pet Monster/ Flinstone Kids	Muppet Babies	Mighty Mouse/ Popeye & Son	College Football	
10:30		Ducktales	Sesame Street	Ducktales	Sesame Street		
11:00		Sesame Street					
11:30	General Hospital						
12:00	Cartoons: Kissylur	All My Children	All My Children	All My Children	All My Children		
12:30	Flinstones						
1:00	Growing Pains (Home KIMO Sub)	The Price is Right	The Price is Right	The Price is Right	The Price is Right		
1:30	Too Close for Comfort						
2:00	The Price is Right	General Hospital	General Hospital	General Hospital	General Hospital	Cartoons: Garfield	
2:30						Hey Vern, It's Ernest	
3:00	Mr. Rogan	Mr. Rogan	AK Delegation Report	Mr. Rogan	Mr. Rogan	Akershaal Special: Dave Rapa	Cartoons: Garfield
3:30	Governor's Window	Governor's Window	Governor's Window	Governor's Window	Governor's Window	World Series Baseball	Hey Vern, It's Ernest
4:00	J-2-1 Contact	Nat'l League Football	Nat'l League Football	J-2-1 Contact	J-2-1 Contact		World Series Baseball
4:30	Andy Griffith			Full House	Double Dare		
5:00	Light Zone			Presidential Debate	Finders Keepers		
5:30	Unscheduled				I Dream of Jeannie		
6:00	KIMO Statewide News						
6:30	NBC News Nightly				KIMO Statewide News		
7:00	NFL Football						
7:30				KIMO Statewide News	Alaska Weather	Webster	National Geographic Special
8:00		KIMO Statewide News/ AK Weather Update	KIMO Statewide News Special: Wonders of the Circus	Alaska Weather	Carby Show	Cadets	Sixty Minutes
8:30		All		Murder, She Wrote	Charlie Brown Special	Disney Magic	
9:00		Movie	Live Dick Clark Presents	Movie	20/20		Movie
9:30							
10:00	The Hogan Family		Simon & Simon		Air Wall	Special: Back on the Road With Charles Kuralt	
10:30	Perfect Strangers						
11:00	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	Channel 2 News	Movie	Sonny Spoon
11:30	Country Music Awards Special	ABC Nightline	America's Most Wanted	Unsolved Mysteries	Rodney Dangerfield Show		Special: Tonight Show, 26th Anniversary
12:00		Married With Children	Late Night: Night Heat	The Reporters	Friday Night Videos		
12:30		Rawhide	Mama's Family	Schedules	ID & Alcohol Disclaimer	She's the Sheriff ID & Alcohol Disclaimer	ID & Schedules
1:00							
1:30	ID and Disclaimer	ID and Disclaimer					
2:00				All Night Programming	All Night Programming	All Night Programming	

Note: Actual programming occasionally varies due to sports or news events running over their allotted times.

Source: Department of Administration/Division of Telecommunications programming logs.

Prepared by the Legislative Research Agency, November 1989 (90.032A,B,C).

REVISION DATE: 3/20/89

RATNET

MEMBER	APPT	REAPT	REAPPT	TERM
Linda Davidovic: Maniilag Assoc., Box 256 Kotzebue 99752 Maniilag	0/00/00	0/00/00	0/00/00	0/00/00
Chris Gene P.O. Box 124 Gakona 99586 Copper River Assoc.	0/00/00	0/00/00	0/00/00	0/00/00
Gary Harrison Box 1105 Chickaloon 99674 Cook Inlet	0/00/00	0/00/00	0/00/00	0/00/00
Harold Hopper Box 245 Haines 99827 Public	81/10/30	0/00/00	0/00/00	0/00/00
Isaac Kayutak Box 27 Barrow 99723 Inupiat Community	0/00/00	0/00/00	0/00/00	0/00/00
Rhea Mae Knagin Box 265 Port Lions 99550 Kodiak Native Association	0/00/00	0/00/00	0/00/00	0/00/00
Arnold Melsheimer 722 Oceanview Terrace English Bay 99603 North Pacific Rim	0/00/00	0/00/00	0/00/00	0/00/00
Russell Nelson Box 161 Dillingham 99576 Bristol Bay	0/00/00	0/00/00	0/00/00	0/00/00
By RATNET Not Yet Appointed	0/00/00	0/00/00	0/00/00	0/00/00

Kawerak

REVISION DATE: 3/20/89

RATNET

MEMBER	APPT	REAPT	REAPPT	TERM
Dimitri Philemonof c/o APIA, 1689 "C" Street Anchorage 99501 Aleutian/Pribilof	0/00/00	0/00/00	0/00/00	0/00/00
Velma Schafer Box 70 Huslia 99746 Tanana Chiefs Conf.	0/00/00	0/00/00	0/00/00	0/00/00
Kay Shepherd Box 727 Whittier 99693 Public	81/10/30	0/00/00	0/00/00	0/00/00
Peter Twitchell Box 703 Bethel 99559 AVCP	0/00/00	0/00/00	0/00/00	0/00/00
Nellie M Vale P.O. Box 193 Yakutat 99689 Tlingit-Haida CC	0/00/00	0/00/00	0/00/00	0/00/00

BOARD: RURAL ALASKA TELEVISION USERS NETWORK - RATNET

BOARD NUMBER: 93

TITLE: Rural Alaska Television Users Network

DEPT: Department of Administration

AUTHORITY: AS 44.21.320 (1977); FCCS HB 50 "Letter of Intent"

STATUS: ACTIVE

REQUIREMENTS:

PROHIBITIONS:

TERM: No term specified

DESCRIPTION: 14 members - 2 selected at-large by Governor; plus 1 consumer selected by each regional nonprofit native association in Alaska; (FCCS HB 50 letter of intent).

SPECIAL FACTS:

FUNCTION: Policy committee for programming state satellite TV project.

COMPENSATION: Standard travel/per diem.

MEETINGS: 4 times per year, 1-2 days each; 8 days maximum.

*FOR FURTHER INFORMATION CONTACT: Deputy Director, Division of Telecommunication Services, Dept. of Administration, 5900 East Tudor Road, Anchorage, AK 99504 PHONE: 269-5744