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**KERN COUNTY BOARD OF TRADE
AND ECONOMIC DEVELOPMENT**

2101 OAK ST. • P.O. BIN 1312 • BAKERSFIELD, CALIFORNIA 93302 • (805) 861-3369

RECEIVED
OCT 17 1989
OFFICE OF THE CHAIRMAN

The Honorable Alfred C. Sikes
Chairman, Federal Communications Commission
1919 "M" Street NW
Washington, D. C. 20554

Dear Chairman Sikes:

WE URGE YOU TO CONSIDER FAVORABLY THE RELEASE OF CHANNEL 39 TO PUBLIC TELEVISION FOR THE OPERATION OF DIRECT, FIRST SERVICE TO BAKERSFIELD/KERN COUNTY.

Please know KCET has my full support in the effort to obtain FCC approval to provide more extensive public television to Kern County.

I may have a more informed opinion of just what KCET can mean to our County because I spent many years in television broadcasting, and was the President of Liberty Broadcasting, one of the applicants for the independent channel in Kern.

There is no question in my mind that we would benefit significantly from the resource available to KCET, both in the areas of programming and production (aside from that provided by the public broadcasting system), but also in KCET's already evidenced commitment to the County.

I am impressed with KCET's recognition of the growing importance of the Hispanic population in California. Kern County has a large number of Hispanics, and the promise of quality television aimed at this market has long-term benefits to our economic and cultural base.

No open-air public broadcaster presently serves this region, the Southern San Joaquin Valley. Public Broadcasting programming, (KCET's), is carried by cable. But many residents live in areas unattractive to cable operators, and others are unable to afford the monthly costs of cable service. In both cases, this is particularly true for low income families, the minorities, the handicapped, seniors, and for residents of isolated rural or mountain-bound communities. We need our very own direct access to Public Television programming.

We urge the Federal Communications Commission to act speedily in the interest of our area, and grant the release of Channel 39 for its original assignment Public Television service for Bakersfield/Kern.

Sincerely,



ANN GUTCHER
Manager

AG/ncn
cc: Don Youpa