

250 Wind Canyon Rd  
Silver City NM 88061  
March 9, 2015

Proceeding 15-17  
Federal Communication Commission  
445 12<sup>th</sup> St. SW  
Washington DC 20554

FCC Staff:

I am writing to strongly support KENW's Petition for Emergency Relief filed with the Commission on December 16, 2014 (Proceeding Number 15-17). I am very disappointed that both Dish and DirecTV were forced by Nielsen Media Research to stop broadcasting KENW-TV's signal on January 1, 2015. Where I live in a rural mountainous area west of Silver City, Dish and DirecTV are my only options for receiving an acceptable quality TV signal. KENW was the 'local' PBS station that I routinely watched and my chief reason for subscribing to satellite TV service.

When I learned in early December 2014 that Nielsen had advised KENW-TV that both Dish and Direct would cease to broadcast their signal on January 1, 2015, I wrote a protest letter to both satellite providers, to Nielsen and to the FCC. I also sent my protest letter to Senator Martin Heinrich and Senator Tom Udall and have been in phone contact with their legislative assistants since then. Duane Ryan, KENW-TV's Station Manager also provided me with a .pdf of the station's December 2014 Petition for Emergency Relief prepared by the Sanchez Law Firm in Santa Fe. Responses from Dish and DirecTV as well as Nielsen indicated that the transfer of KENW-TV's satellite signal from the Albuquerque NM DMA to the Amarillo TX DMA was to comply with FCC policy and that only the FCC or Congress could reverse this policy. I find it incomprehensible that a private for-profit corporation such as Nielsen could deny New Mexico residents access to the satellite signal of their local non-profit PBS station that is supported by contributions from its viewers and from taxes they pay to the state of New Mexico. Nielsen's decision to shift the KENW-TV's DMA assignment from New Mexico to Amarillo TX becomes even more ludicrous when one learns that Amarillo TX already has its own regional PBS station (KACV-TV).

My reading of KENW's Petition for Emergency Relief before the FCC convinces me that this PBS station presents a compelling case for allowing Dish and DirecTV to continue to broadcast its signal to residents of New Mexico. Affiliation of KENW-TV with Eastern New Mexico University promotes both teacher training and distance learning in the largely rural areas of eastern and southern New Mexico. KENW's broadcasts are also essential to keep local residents informed of emergency situations. The station's local programming and its choice of nationally available PBS programs are also much more appropriate for this largely rural area that is physically separate and culturally distinct from the areas of northern New Mexico served by KNME-TV based in Albuquerque/Santa Fe. Loss of KENW's 'satellite TV members' in New Mexico as a consequence of its signal being transferred to Amarillo TX could result in a financial hardship for this station as well.

For all of the foregoing reasons, I strongly urge the FCC to order Nielsen to restore KENW-TV to the Albuquerque DMA as soon as possible.

Yours sincerely,

John E. Boynton,  
Professor Emeritus of Biology  
Duke University  
575-388-2300

cc: Duane Ryan, KENW Station Manager