

M. B. Docket 15-43

This my reply to comments on M. B. Docket 15-43. I agree that localism is important especially during days of severe weather. But I strongly disagree with what the National Association of Broadcasters mostly say. Watching a newscast from a local TV station's website is 'not the same' as watching it on television for reasons 1.) It don't include commercials

2.) It don't include network programming 3.) It don't include syndicated programming just blank screen during commercials.

I agree with DIRECTV and WTA-Advocates for Rural Broadband on their comments. The DMA system is totally messed up.

In my market of Greenville, SC it has orphan counties, 14 in North Carolina and 4 in Georgia. But the main problem, those 4 counties in Georgia are denied to watch in-state news weather and sports. They know who the Governors of North Carolina and South Carolina look like but Northeast Georgians don't know who the Governor of Georgia look like and they lack Georgia political news.

Also 4 Georgia counties are forced to watch NFL games featuring the Carolina Panthers instead of Atlanta Falcons on Sunday Afternoons in the Fall. I would love to watch out-of-market stations from Columbia, SC and Charleston, SC DMAs on DIRECTV if the laws changed because they are in-state of South Carolina and tells South Carolina news. I do live in a moderate to bad TV

reception area despite getting three adjacent markets over the air from Augusta, GA Columbia, SC and Charlotte, NC which

the latter market has poor signal. The NAB believes in old-fashioned outdated business models that don't reflect today's

marketplace in the digital TV/HDTV era. The distance from Greenville, SC TV towers from my house is about 40-98 miles,

Columbia, SC TV towers distance to my house about 77 miles, Augusta, GA TV towers distance from my house is about 50-60

miles, and Charlotte, NC TV towers distance from my house about 100-110 miles since a typical Long Range TV antenna can go up to 100 Miles Lo-VHF, 100 Miles Hi-VHF, and 60+ Miles UHF.

Also in the Greenville, SC DMA the NBC station (WYFF Channel 4) does not air the fourth hour of NBC's TODAY SHOW which of

course hosted by Kathie Lee Gifford and Hoda Kotb every morning, also nearby stations like WIS channel 10 in Columbia, SC

do carry the Fourth Hour. Same story for WAGT Channel 26 in Augusta, GA, WCNC Channel 36 in Charlotte, NC, WSAV Channel 3

in Savannah, GA, WXIA Channel 11 in Atlanta, GA, and WCBD Channel 2 in Charleston, SC. The network non-duplication and

syndicated exclusivity rules need to be eliminated because they are a thing of the past. I'm glad the FCC eliminated

Sports Blackout Rules last year but that's a different subject. There are other 'orphan counties' (some mostly have bad

TV reception) like Garrett County, MD which is assigned to Pittsburgh, PA DMA instead of Washington, DC and Baltimore, MD

DMAs. Another examples La Plata County, CO which is assigned to Albuquerque, NM DMA instead of Denver, CO DMA.

Fulton County, PA is assigned to Washington, DC instead of York, PA DMA. Randolph County, AL is assigned to Atlanta, GA DMA

instead of Birmingham, AL DMA. Clay County, NC is also assigned to Atlanta, GA DMA too. Cherokee County, NC is assigned to

Chattanooga, TN DMA instead of a North Carolina DMA. Walker County, GA is also assigned to Chattanooga, TN DMA instead of

Atlanta, GA DMA. Beaufort, Jasper, and Hampton Counties in South Carolina are assigned to Savannah, GA DMA instead of

Charleston, SC DMA. Chester, York, Chesterfield, and Lancaster Counties in South Carolina are assigned to Charlotte, NC DMA

instead of Greenville, SC and/or Columbia, SC DMAs. Aiken, Allendale, Barnwell,

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Bamberg, Edgefield, McCormick are assigned to Augusta, GA DMA instead of a South Carolina DMA. Bristol County, MA is assigned to Providence, RI DMA instead of Boston, MA DMA. Pike County, PA is assigned to New York City DMA instead of Scranton, PA DMA. They do need in-state programming in its entirety with network programming, syndicated programming, local commercials, and sports programming. They're other 'Orphan Counties' I didn't mention they also deserved better. In Greenville, SC DMA the 4 counties in Georgia aka 'Orphan Counties' Stephens, Franklin, Hart, and Elbert are DENIED to watch in-state PBS from Georgia Public Broadcasting on DIRECTV and they're forced to watch PBS from South Carolina ETV and UNC-TV for shows from SESAME STREET to DOWNTON ABBEY.

The FCC is doing the right thing to fix this broken system and put us in more than one DMA which I like. Sorry NAB, the majority wants in-state programming and they want choices. I want to watch Charleston, SC locals on DIRECTV one day but silly laws won't let me because Greenwood County, SC (my county) is assigned to Greenville/Spartanburg/Anderson, SC/Asheville, NC DMA. We need to break the barriers. The 'Significantly Viewed' list is way outdated and so 1972. We need laws to fit 21st century standards, not the 1950s.

I like to thank you for your time for me to reply.

Spencer Karter
Greenwood, SC