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July 23, 2015

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Re: MB Docket No. 14-90
In the Matter of Applications of AT&T, Inc. and DirecTV
for Consent to Assignment or Transfer of Control of Licenses

Dear Chairman Wheeler and Commissioners:

This is a follow up to my letter of July 2, 2015, supporting a letter sent by ZGS Communications, Inc. about DirecTV’s practices with respect to carriage of local Spanish language television stations. Both ZGS and I explained how difficult it is to obtain carriage by DirecTV, even though our stations provide significant local news and informational programming along with popular Telemundo network programming.

As a broadcaster, I recognize the clear importance of localism and our responsibility to provide relevant and essential local information to our viewers. It is equally important for MVPDs to do the

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same, especially when there are only two local Spanish television stations producing consistent local news in the Atlanta market.

The Atlanta community supports my effort. Community leaders have gone on record by video, explicitly asked DirecTV to carry my station, WKTB-CD. Please listen to them at.

<http://youtu.be/XCHQOMK-tbs> A transcript of the video is also attached.

Testimonies from the following Atlanta leaders are included in the video: Mayor of the City of Atlanta, Minority Leader of the Georgia General Assembly, State House Representative, Latin American Association Executive Director, Georgia Hispanic Chamber of Commerce CEO and President, Chief of Police of Atlanta Police Department and State Senator.

As stated previously, our station, despite not having legal must-carry rights, is carried by every major MVPD in the market, including both cable and DISH Network, in both standard and high definition formats, and on the basic tier. We have earned this distribution based on the merits of our service. *ONLY* DirecTV refuses to carry our signal. Instead they carry a national Telemundo network feed in SD, undermining our attempt to enjoy the benefit of our network affiliation and depriving their customers of the local component of our service, despite the fact that Hispanics make up 10% of the population of our DMA.

Respectfully, we hope that Chairman Wheeler and the commissioners will encourage AT&T to serve and more importantly provide access of quality local news and information as well as HD quality programming in Spanish to the Hispanic community in Atlanta. Currently, on DirecTV there is only access to one local Spanish language TV station that provides a local newscast which severely restricts a viewer's choice when it comes to essential local news and information in Spanish.

Again, this letter is not intended to harm or impede the merger between AT&T and DirecTV, rather open doors for serious dialogue and consideration for carriage and how the Hispanic community in Atlanta can be further served.

Respectfully submitted,



Susan Sim Oh, President

cc: Michael D. Nilsson, Esq., Counsel for DirecTV
Peter J. Schildkraut, Esq., Counsel for AT&T

Importance of Localism on DirecTV: *On-Camera Testimonies from Atlanta's Leaders*

<http://youtu.be/XCHQOMK-tbs>

On-Screen Graphic: Thousands of Signatures and Requests. Atlanta Needs Telemundo Atlanta on DirecTV

Mayor of Atlanta, Kasim Reed:

"The Metropolitan Atlanta Region is the 9th largest metropolitan area in the United States of America and has a thriving and vibrant Hispanic community. Telemundo has been covering that community well for years; it is a trusted source and a trusted voice and I think it is essential for DirecTV to support Telemundo and to carry Telemundo if they really want to be in touch with the heart and soul of the Metropolitan Atlanta region."

Stacey Abrams, House Minority Leader of Georgia General Assembly:

"Hello, my name is Stacey Abrams and I serve at the House Minority Leader for the GA General Assembly. I've been proud to work with Telemundo during my tenure as leader because they have done an amazing job reaching out to the fastest growing part of the GA population. The Latin American community needs access to current information that is timely, that is relevant and that is consistent and Telemundo does that every single day. I'd be very honored to have Telemundo covered by and carried by DirecTV because I think that the more people who can have access to their information, the better citizens they can be, the better residents they can be and the better they can do in their businesses and in their families. So, I strongly encourage the inclusion of Telemundo in DirecTV's lineup b/c Georgia deserves it, Georgia's Latino community deserve it and Georgia families deserve it. "

Jeffrey Tapia, Fmr. Executive Director of Latin American Association:

"I'm Jeffrey Tapia and I'm Executive Director of the Latin American Association. The Latin American Association is Atlanta, really Georgia's largest, oldest most comprehensive service provider to the Latino community. We provide a broad array of services that support Latino families. We rely on the media, Telemundo Atlanta to really get to the heart of the information that the community needs and bring that education and information to them. It is really essential. I think that the Latino population, Latino market is a very diverse and sophisticated market and like any market that is sophisticated and diverse -- you must have choice for them. There has got to be choice so they can get the coverage that they must have. To me, this is really a win-win situation; the Latino community needs choice and they need to be able to get that kind of coverage and it is a wonderful for DirecTV to serve the Latino community. If you ask me, this is a clear cut and obvious choice to add Telemundo Atlanta to the DirecTV line up."

Representative Pedro Marin, House State Representative of Georgia:

"My name is Pedro Marin and I'm State Representative for the State of GA. I became the first Latino elected to the State House of the State of Georgia back in 2002. Telemundo Atlanta is an incredible TV station that not only educates our community, but is engaged in our community. And that is very important, that you don't just broadcast news or shows, but you are engaged. You are in the community and helping out the community and knowing the needs and wants of the community."

Tisha Tallman, President and CEO of Georgia Hispanic Chamber of Commerce:

"I'm the president and CEO of GA Hispanic Chamber of Commerce. We serve Hispanic-owned businesses and non-Hispanic owned businesses that are interested in doing business with Hispanic market - both domestically and internationally. Telemundo Atlanta is a vital resource for our community in general. It provides our community with the information that we need in a timely fashion regarding the latest news and regarding the latest events. I really don't know of any other organization that can provide that information in that manner."

Chief George Turner, Atlanta Police Department:

"The Atlanta Police Department is proud to work with the local Spanish language Station, Telemundo Atlanta. This vital station helps our department disseminate important information to the Hispanic community. Essential information such as safety concerns, unsolved cases and changes in laws. There is a great need to reach out to the Hispanic community because it is such a large part of the community - a sizeable community that can't be ignored. Viewers need access to relevant local news and information about their city and their community. Telemundo Atlanta has been helpful in their efforts to forge trust and openness between the Atlanta Police Department and the Hispanic community and we value their efforts of providing a valuable service to the community."

State Senator Curt Thompson, District 5

"State Senator Curt Thompson. I represent District 5 along the 85 corridor in Gwinnett County. Well in a district that is 40% Latino or Hispanic, it is incredibly important that you be able to communicate with your district, to be able to get your voice out to folks in your district b/c they really are the bulk of your community and having things like local programming, like having the local Telemundo station online is an incredible way of accessing folks to let them know what is going on here locally. It is very easy to find out from the national networks what is going on nationally, but it is hard to find out what is going on locally. And honestly what happens locally affects their lives so greatly from anything like simple things like school closings to the changing laws which we are always changing during session."

Telemundo Atlanta Commentary:

We are Atlanta's premier full service Spanish language station in Atlanta offering the very best in news, information and entertainment.

On-Screen Graphic: Atlanta needs Telemundo Atlanta on DirecTV