

Dear FCC,

I like to express my views on M.B. Docket 10-25 on localism. Localism is still important to the state and community you live in. My parents are DIRECTV subscribers since January 2009, and Greenwood, SC is in the Greenville, SC/Asheville, NC DMA. The TV stations in the Greenville/Asheville area tells irrelevant North Carolina and Georgia local news along with in-state relevant South Carolina local news. I don't live in North Carolina or Georgia, I live in South Carolina. I want to know what's happening in South Carolina since I'm a resident of that state. The Nielsen's DMA system is broken. We need more choices on DIRECTV, get out-of-market in-state locals from Columbia, SC and Charleston, SC markets because both markets tells 100% relevant in-state South Carolina local news. Besides Greenville, I wanted to know what's happening on the other side of my state like Columbia and Charleston. But the problem? The controversial program exclusivity rules haven't been eliminated, and it needs to be. Even Greenville, SC's NBC affiliate does not carry NBC's Today Show 4th hour with Kathie Lee Gifford and Hoda Kotb in the mornings while Columbia, SC and Charleston, SC NBC affiliates do carry it in its entirety live at 10am Eastern Time. We also live in a moderate to bad over the air TV reception despite getting three adjacent markets over the air (one in state of Columbia, SC and two out-of-state ones from Augusta, GA and Charlotte, NC).

It's common sense that all South Carolina residents who have DIRECTV for example should watch in market and out-of-market in-state local channels from South Carolina, that includes:

- WIS-TV 10 (NBC) Columbia, SC
- WLTX-TV 19 (CBS) Columbia, SC
- WOLO-TV 25 (ABC) Columbia, SC
- WZRB-TV 47 (ION O&O) Columbia, SC
- WACH-TV 57 (FOX) Columbia, SC
- WKTC-TV 63 (The CW/MNT) Columbia, SC
- WCBD-TV 2 (NBC) Charleston, SC
- WCBD 2.2 (The CW) Charleston, SC (on channel 3 on DIRECTV in Charleston, SC market)
- WCIV 36.1 (MNT) Charleston, SC
- WCIV 36.2 (ABC) Charleston, SC (on channel 4 on DIRECTV in Charleston, SC market)
- WCSC-TV 5 (CBS) Charleston, SC
- WTAT-TV 24 (FOX) Charleston, SC

Along with the locals I get on DIRECTV in Greenwood, SC

- WYFF-TV 4 (NBC) Greenville, SC
- WSPA-TV 7 (CBS) Spartanburg, SC
- WLOS-TV 13 (ABC) Asheville, NC
- WGGS-TV 16 (Religious Independent) Greenville, SC
- WHNS-TV 21 (FOX) Greenville, SC
- WNTV 29 (South Carolina ETV/PBS) Greenville, SC
- WUNF-TV 33 (UNC-TV/PBS) Asheville, NC
- WMYA-TV 40 (MNT) Anderson, SC
- WYCW-TV 62 (The CW) Asheville, NC

Please take this into conseration. Thank you.

Sincerel y,

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Spencer Karter
Greenwood, SC