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ORIGINAL

March 16, 2004

By Hand Delivery

RECEIVED

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W
Washington, D.C. 20554

MAR 16 2004

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: Ex Parte Notice in CS Docket Nos. 98-120 and 00-96

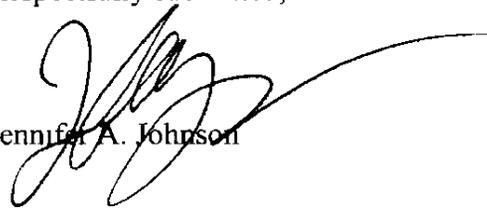
Dear Ms. Dortch:

The attached correspondence was sent via electronic mail and/or facsimile by Terry Mackin, Executive Vice President of Hearst-Argyle Television, Inc and Vice Chair of the NBC Television Affiliates, to those at the Commission who met with representatives of the NBC Television Affiliates on March 2, 2004 with respect to the issue of digital cable carriage.

Pursuant to Section 1.1206(b) of the Commission's Rules, an original and three copies (two for each docket number) of this notice are being submitted to the Secretary's office, with a copy to those at the FCC who participated in the meetings on March 2, 2004.

Please direct any questions regarding this notice to the undersigned.

Respectfully submitted,


Jennifer A. Johnson

Attachments

cc: Commissioner Kathleen Q. Abernathy
Commissioner Kevin J. Martin
Stacy Fuller, Esq.
Jon Cody, Esq.
Jordan Goldstein, Esq.
Johanna Shelton, Esq.
Catherine Bohigian, Esq.

No. of Copies rec'd AB
List ABCDE

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:56 AM
To: kathleen.abernathy@fcc.gov
Cc: DBarrett@hearst.com; Ogden Roger; Johnson, Jennifer
Subject: Multicast Carriage

Commissioner Abernathy,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

The NBC Digital Program Suite contemplates a total of five separate program streams. We discussed our first "Big idea" which is our NBC Weather/Alerts channel. Local weather is a business where we have significant expertise and investment. If there ever was a brand that needs a 24/7 channel, it is local weather. Weather needs range from what to wear to concerns for safety. The alerts side of our NBC Weather Alerts channel responds to the overwhelming concerns our citizens have for their own personal safety and the safety of their families.

Our vision for these new program ideas has required significant investment and will require even more planning and execution. Without a guarantee that cable companies will carry these local program ideas, we have little chance for success. Consumers don't watch our television stations for technology. They watch us for the rich content that we customize to suit their interest and needs.

Thank you for taking the time to hear our plea. Digital must-carry for local television stations will provide more quality local programming for our communities while leaving another 90% of the spectrum for other media.

Sincerely,

Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:56 AM
To: kjmweb@fcc.gov
Cc: DBarrett@hearst.com; Johnson, Jennifer; Ogden Roger
Subject: Multicast Carriage

Commissioner Martin,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Sincerely,
Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:57 AM
To: stacey.fuller@fcc.gov
Cc: DBarrett@hearst.com; Johnson, Jennifer; Ogden Roger
Subject: Multicast Carriage

Stacey,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Sincerely,
Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Thursday, March 11, 2004 6:35 PM
To: jonathan.Cody@fcc.gov
cc:
Subject: Must-Carry of Digital Multicast

Jon,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Sincerely,

Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:55 AM
To: jordan.golstein@fcc.gov
Cc: DBarrett@hearst.com; Johnson, Jennifer; Ogden Roger
Subject: Multicast Carriage

Jordan,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Please convey our best wishes to Commissioner Capps on the birth of his new grandchild.

Sincerely,
Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:56 AM
To: johanna.shelton@fcc.gov
Cc: DBarrett@hearst.com; Johnson, Jennifer; Ogden Roger
Subject: Multicast Carriage

Johanna,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Sincerely,
Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.

From: tmackin@hearst.com
Sent: Friday, March 12, 2004 9:56 AM
To: catherine.bohigian@fcc.gov
Cc: DBarrett@hearst.com; Johnson, Jennifer
Subject: Multicast Carriage

Catherine,

I appreciated the chance to meet with you to present the NBC affiliates' vision for use of the additional spectrum made possible by our investment in the digital platform. Rest assured that we have many local program plans to serve the citizens in our communities. As we develop new program brands, we will leverage our local knowledge to shine a light on the interesting and important parts of our cities. Our local program prospects are simply unlimited as we develop the natural categories of highest interest first, like weather, education, health, culture, government, high school sports, community service, charities, town meetings, just to name a few.

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Terry Mackin
Executive Vice President
Hearst-argyle Television, Inc.