

Greetings,

My name is Ted Killian. I am 51 years old. I am a musician and recording artist. I am a member of ASCAP (both as a performer and as a writer/publisher). I am serious about what I do. My music straddles the nexus of several different styles and occasionally pushes the outer boundaries of some others. But it's not so "avant garde" that it's THAT difficult to listen to. I have performed widely in the Western US. But, it was only in July of 2001 that my first recording as a soloist made it to the public marketplace. My music has some things in common to some popular musical forms but it also challenges several obvious paradigms as well. Nonetheless, my CD has received abundant, published critical praise from reviewers across the globe. It is work that I am very proud of.

I have been fortunate enough to have gotten my recorded work played on radio stations worldwide, including (but not limited to) the following: WNCW 88.7 FM Spindale NC USA; WSIA 88.9 FM Staten Island, NY USA; WSUM 91.7 FM Madison, WI USA; KUCI.88.9 FM Irvine, CA USA; WOMR 92.1 FM Provincetown, MA USA; KDSU 91.9 FM Fargo, ND USA; KCSB 91.9 FM Santa Barbara, CA USA; WXYC 89.3 FM Chapel Hill, NC USA; KLCC 89.7 FM Eugene OR USA; WORT-FM 89.9 Madison WI USA; KZSU 90.1 FM Stanford, CA USA; KDVS 90.3 FM Davis, CA USA; KSDS 88.7 FM San Diego, CA USA; WPKN 89.5 FM Bridgeport, CT USA; KBCS 91.3 FM Bellevue, WA USA; KFJC 89.7 FM Los Altos Hills, CA USA; WHUS 91.7 Storrs, CT USA; CKUT 90.3 FM Montreal, Quebec Canada; CFLX 95.5 FM Sherbrooke, Québec Canada; CJAM 91.5 FM Windsor, Ontario Canada; CIUT 89.5 FM Toronto, Ontario Canada; 3D Radio 93.7FM Adelaide, Australia; RTR 92.1 FM Perth, Western Australia; FRK 105.8 FM Kassel, Germany; RCV 99 FM Lille, France; 90.1 FM Sens, France; RCV 100

.4 FM Barcelona Spain; RF 91.5 FM Barcelona Spain; KAPSAI FM 100.2 Marijampole, Lithuania; Radio Indonesia 102.1 FM Mekarsari - Cimanggis, Indonesia.

In my efforts to get airplay in Medford, Oregon (where I reside) I have met mostly indifference from local radio station program directors. The few times I have not been totally ignored, and my CD was actually listened to by someone, it has gotten high praise -- particularly from the Program Director of the local NPR station. But, largely, most other local stations are all preprogrammed from afar -- and the programming process is based more on statistics relative to selling commercial airtime than any real love of music. These stations seem to play the same two dozen (or so) songs over and over again. I must say, a little variety in their playlists would be appreciated by almost everybody I know and would be a long overdue improvement. It seems to me that (with the exception of publicly supported stations) the airwaves exist solely as a way to sell advertising rather than share music publicly. I realize that these are "for profit" companies and I have no objection to profit.

But the airwaves are a "trust" leased to these operators for the public "good." Profits should not be the beginning, middle and end of the story. It is hard to discern what public good many stations imagine that they are accomplishing with what they broadcast.

If the status quo is the result of current FCC guidelines, regulations and practices, then I certainly would like to see A LOT of changes. I am not totally certain what form those changes should take but redefining "local programming" would be an excellent place to start.

"Local programming" should mean nothing less than programmed by locals. The programming should be done by people with an actual stake in the community

they serve -- not by someone in an office on the other side of the continent reading a sheet of statistics on what people in our region may or may not like to hear (but are going to hear anyway if we like it or not). Additionally, all radio broadcasts should contain some percentage of local CONTENT as well. Local programs are as important as local programming. There are two aspects to the issue of "localism."

The local "content" I am talking about should NOT be limited to the hourly five minute spots for news weather and sports. This is not enough. The rest of the time, talk/commentary, music, comedy -- all of what was previously excepted as "entertainment" should be "localized" too to some percentage.

Involvement in local fundraising and "goodwill" generating events is a very positive thing. All good businesspersons recognize the benefits of public opinion and prestige. However this has little to do with what is most needed in regards to the kind of "localism" I'm speaking of. Broadcasters should be doing these sorts of things anyway -- if they know what's good for themselves and the community -- like every other business. These kinds of activities should NOT count as "local programming."

As difficult as it is to get one's music played on the air, I have not encountered any instance where "payola" was a known and obvious practice. It may occur, but I am unaware of it. One might assume that it is happening somewhere -- how else would one explain the rising fortunes of so many talentless, manufactured and prepackaged national musical "stars" on the short, rotating playlists of so many stations.

The issue of "voice-tracking" is, on the other hand, one that really steams me up. Phony "local" broadcasts should be outlawed. I hear it all of the time and it is a travesty that approaches fraudulent levels at times. If an all-out ban on the practice is not practical it should at least be limited in some way. We have to put the brakes on the homogenization of radio culture. There is no regional flavor to radio anymore -- or at least very little. What's happening is the "MacDonaldization" of broadcasting and the "Taco Bellization" of our culture.

Unless there are changes in how the FCC defines local content, radio will gradually decline in quality to the point that no one really listens anymore. It may still be an ever-present background noise. But it will no longer be something people attend to consciously. This would be sad. Radio used to play such a big part in our culture. It can again. Our country is rich with talented individuals from border to border and coast to coast. Do the corporate purveyors of "national playlists" actually think that talent is so rare that the tiny number of "artist" that they broadcast to us on the nations airwaves is actually ALL that there is? Is this the best we can do? I say no. Very definitely, a local station should be compelled to offer a percent of locally CREATED content (or at least regionally created). Take a look at the internet. The web is crawling with musicians, performers and writers who are more than a match for what is currently offered. Inclusion of these people will r
evitalize broadcasting.

Though I have never actually heard one. Granting low power FM radio licenses seems an interesting idea. It may work in some communities. This is another creative idea that may contribute to a rejuvenation . . . a renaissance in radio as we know it. But I am not sure this will work in all communities. How will it work in rural areas?

Thank you for your time. I hope to see a new and brighter future for radio broadcasting in the years to come -- not only for businessmen broadcasters but for the potentially millions of "content creators" out there -- of which I am one.

Best regards,

Ted Killian