

To the FCC
From Lou Adler

I'm a tenured professor of journalism at Quinnipiac University in Hamden, Connecticut. I am also a broadcast journalist, having anchored and reported news for a major New York City metropolitan radio station over a 30-year period dating back to 1960. I have also been in radio broadcast management and have, at one time, held an FCC license as an AM station owner.

Local programming is absolutely necessary for any given station to maintain credibility in the community it serves. And this is true no matter the format. It is just as vital for a music-oriented station, utilizing local talent, as it is for a news and information station, the local/area coverage of which is inextricably linked to its commercial viability.

I believe it's vital for the Commission to come up with a definition of "local programming" that is clear, and which mandates local service as at least one measure of its worthiness as a licensee.

The definition of "local programming" should be precise -- not general. It must indicate the necessity for a licensee to serve its coverage area in a very broad sense...including but not limited to news and public affairs, but also to a wide variety of local interests, including such things as covering local business organization meetings, school events including sports, music and dramatic presentations by students and/or teachers.

The management of any licensee should be held to account in some way for its integration into the public and business affairs of the community it serves. It should be no less responsive to individual needs and interests than the local restaurant or bank.

I am pleased that the FCC is addressing this issue with a public proceeding and thank you for your efforts.