



**Sunday, October 31, 2004**

**First I want to show you the amount of regular Community Service/Information/News/Public Affairs programming KXLO and KLCM airs...**

**KXLO/KLCM Radio Localism Comments**

**Oct. 31, 2004**

**THIS IS LOCALISM PROGRAMING:**

**1. News...**

Our news is headed up by a full time person collecting community news.

There are 17 newscasts per day. Three are live. With all news based on local content first, state news second. National news is left to ABC to cover.

**2. Public Affairs**

KXLO LIVE radio talk show airs 50 minutes per day, Monday thru Friday. Segments are used for local news. Guests are local citizens involved in community issues such as health care, employment opportunities, youth activities and more.

**3. Emergency Programming**

We are involved with local Disaster and Emergency Services planning. The law enforcement uses our stations to alert and inform the public.

- a. Such as a gas leak at the Junior High School
- b. fire dept. informs the community about suspicious home fires.

c. Monitor EAS for informing public about weather advisories and updates for travel safety. We also relate any Amber Alerts in association with the Montana Broadcasters Association.

#### 4. Cultural, Civic, Community Responsive

We air farming information programming...livestock reports from Lewistown livestock, billings livestock, and Pays. Extension reports.

Reporting live from the county fair.

Sundown Saunters is a locally produced radio drama airing twice weekly for 30 minutes.

We are the service for our schools to inform the public about activities including; Red Ribbon Week.

PSA's

#### 5. Participation in community events

Relay for Life

Angel Tree for seniors

Red cross blood drives

School Board Meetings

City Commission Meetings

KXLO and KLCM serves a 50 mile radius in Central Montana. We have served this area in this manner since April 1973 when the Fred Lark family became owners and operators of the properties.

We have felt from the beginning our "dedication", "commitment", "involvement", along with genuinely becoming an integral part of our Central Montana would benefit the entire community which would then reward us with a wonderful atmosphere to raise our family and serve our community with pride and integrity for the benefit of everyone.

Our programming and our operations reflect what the FCC used to require, "To broadcast in the Public Interest, Convenience, and Necessity". The FCC has allowed "mega" ownerships to degrade and disrespect that philosophy where MONEY, the

almighty dollar, has become the focus of these “mega” owners, NOT, the basics of serving their communities for the public interest, convenience, and necessity.

Now our society has risen in unified voices with criticism toward our broadcasting industry classifying “us” as not providing programming in the public interest, convenience, and necessity even though “we” at KXLO KLCM produce superb local broadcasting. **Yes, our residents in Central Montana recognize our efforts**, but across the nation in the larger populated areas “broadcasters” are criticized now with the public perception that “we” are not complying with local programming.

It’s unfortunate that the “mega” owners have created such a poor and disgusting image, however, I feel my peers – the mega owners – have fallen to the bowls in broadcasting for the worship of the almighty dollar!

Yes, I am very concerned about our industry, as we do everything we possibly can do for our Central Montana community but are still classified in the FCC’s uninformed and liberal view a noncomplying broadcaster because many members of the FCC have lost site through pressure from the “mega” owners of what broadcasting in the Public Interest, Convenience and Necessity really all about.

Am I upset, you bet! There is a solution, the FCC needs to have the courage, the knowledge, the vision, to bring the philosophy of “Broadcasting in the Public Interest, Convenience, and Necessity” as a requirement once again, including having each ownership conduct a “Community Service Survey” prior to allowing ownership changes and requiring each owner to review that commitment during each renewal period.

Yes, I do hope you have had the courage to read this entire comment, furthermore, I would appreciate your consideration with a response so I know Some One in the FCC really cares enough to do something and resolve this serious issue.

