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June 6, 2006

Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Re: Digital Must Carry, CS Docket No. 98-120

Dear Secretary Dortch:

As a service to our member, Peter E. Mathes, we file the attached letter sent by him to Chairman Martin on June 6, 2006 as notice of an *ex parte* presentation in the above-referenced docket.

Thank you for your attention to this document. If you have any questions, please contact me at the number listed above.

Sincerely,

A handwritten signature in black ink that reads "Ann West Bobeck". The signature is stylized, with a large, looped initial "A" and a horizontal line extending from the end of the name.

ASIANMEDIA GROUP

The logo for AsianMedia Group features the company name in a serif font, with a thin, curved line underneath that arches from the 'A' to the 'P'.

Peter E. Mathes
Chairman

June 6, 2006

The Honorable Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Carriage of Digital Television Broadcast Signals
CS Docket No. 98-120

Dear Mr. Chairman:

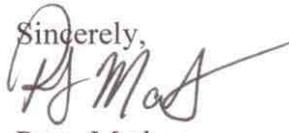
Subsidiaries of AsianMedia Group, LLC, hold licenses for two full-power commercial television stations. KSCI-TV/DT serves the Los Angeles, California television market and its sister station, KIKU-TV/DT, is licensed to serve the Honolulu, Hawaii market. Both of these metropolitan areas have large Asian populations. KSCI and KIKU provide substantial amounts of Asian-language programming for the benefit of this large and growing audience segment. The KSCI schedule includes programs in twelve Asian languages, with three hours of locally produced news, talk shows, and lifestyle features Monday through Friday. We have constructed full-power digital broadcast facilities for both KSCI and KIKU, which currently simulcast our analog signals.

The variety of different languages that we present on KSCI demonstrates the cultural diversity within the Asian communities of Los Angeles and Honolulu. Our current Pan-Asian broadcast schedule provides a little programming to a lot of different ethnic groups. We would like to continue this Pan-Asian approach on our primary

broadcast channels and expand through digital multicasting to provide 24-hour-per-day, seven-days-per-week channels specializing in programming in just a few languages, thereby offering a more focused schedule to underserved Asian viewers.

Our expansion plans depend on advertiser support, which requires that we reach our target audiences. Many of these viewers rely on cable operators for their broadcast signals. Because the Commission's rules do not require cable operators to carry digital multicast channels, none of the systems in Los Angeles or Honolulu are likely to carry our proposed offerings and viewers would be unable to receive the expanded Asian-language programming we could broadcast. Without those viewers and the advertising revenues that they could generate, it would be economically reckless to multicast focused foreign-language programming.

We urge the Commission to adopt rules requiring cable operators to carry all non-subscription multicast channels aired by full-power television stations. This requirement would make it economically feasible for broadcasters to provide focused programming for significant, underserved segments of our population.

Sincerely,

Peter Mathes
Chairman/CEO

cc: The Honorable Michael J. Copps, Commissioner
The Honorable Jonathan S. Adelstein, Commissioner
The Honorable Deborah Taylor Tate, Commissioner
The Honorable Robert M. McDowell, Commissioner