

Broadcast Localism
MB Docket No. 04-233
Comment Summary

educational programming that is aired. Further, E/I programs were almost exclusively broadcast on Saturday and Sunday mornings, even though these are some of the time periods when children are least likely to be watching television, she adds. Generally, she states, Children NOW believes that local broadcasters in the Monterey-Salinas area are not meeting their public interest obligations to children to provide access to a variety of programming especially designed to meet their educational needs, and not just entertaining cartoons with a “vaguely pro-social” message.

Hearing on Broadcast Localism - Monterey, California
Heston, Joseph, President and General Manager of KSBW-TV in Salinas,
California (7/21/04)

Mr. Heston states that KSBW-TV’s success stems from its commitment to localism, by providing programming responsive to the specific needs and interests of the Central Coast communities it serves. He indicates that the station has three full news bureaus in Salinas, Monterey and Santa Cruz, respectively. Mr. Heston adds that KSBW utilizes news vans and ENG receive sites for live, on-the-spot news as it happens.

In addition, Mr. Heston explains that the station has made enormous public service investments in the local community. He adds that KSBW has provided \$2.6 million dollars for local charities each year through television fundraising initiatives and public service announcements.

Mr. Heston states that KSBW, which is owned by Hearst-Argyle, provides a minimum of five minutes of free broadcast time each night during the election season. He states that Hearst-Argyle stations, including KSBW received the Walter Cronkite Award from the Annenberg School of Communication at the University of Southern California for their political coverage. Mr. Heston states that local managers of Hearst-Argyle stations are given discretion to make programming decisions that reflect the specific needs and interests of their local communities.

Mr. Heston asserts that broadcasters need support from the FCC regarding full carriage of their digital signals by cable operators. He states that although KSBW was carrying the Monterey hearing live on Station KSBW-DT, only viewers watching over the air on a digital TV set could receive the signal because local cable companies and satellite carriers do not carry the digital signal of KSBW-DT. Mr. Heston indicates that the Commission should also clarify the rules on indecent broadcasts, particularly as they pertain to news, and clarify the right of local affiliates to reject national network programs.

Mr. Heston adds that KSBW is looking for opportunities to provide programming for its digital station, KSBW-DT, such as airing the localism hearing. He states that political coverage has to be relevant in order to have an impact. He notes that the ‘talking heads’

Broadcast Localism
MB Docket No. 04-233
Comment Summary

format of public affairs will not get the public's attention, but rather capturing the real issues in a robust, highly rated local news program is what KSBW attempts to do.

Hearing on Broadcast Localism - Monterey, California
Kaplan, Martin, Associate Dean of the Annenberg School for Communication,
University of Southern California (remarks delivered by Joseph Salzman, Associate
Dean, Annenberg School, USC) (7/21/04)

According to Mr. Kaplan's statement, in 2002 he and his colleagues at the Annenberg School analyzed more than 10,000 news broadcasts that aired during the last seven weeks of the political campaign season. They conducted a scientific sample of top-rated early and late evening half hours of news on 122 stations in the top 50 markets.

According to his statement, Mr. Kaplan's study reveals the following: (1) only 44% of the broadcasts contained any political coverage at all; (2) almost 6 out of 10 top-rated news broadcast contain no campaign coverage whatsoever; (3) most of the campaign stories that aired were broadcast in the final 3 weeks of the campaign; (4) nearly half of the stories were about horse-race strategy, not about the issues; (5) the average campaign story lasted less than 90 seconds; (6) fewer than 3 out of 10 campaign stories that aired included candidates speaking, and when they did speak, the average candidate's sound bite was 12 seconds long; (7) campaign ads outnumbered campaign stories by nearly four to one; (8) 60% of campaign stories were about state races, such as governor and the U.S. Senate, not local campaigns; (9) races for the state House of Representatives comprised only 7% of the stories, and races for state senate or assembly comprised only 3%; (10) stories about regional, county or city campaigns comprised 4%.

Mr. Kaplan's study concludes that the size of the station impacts the campaign coverage. For example, the 45 stations in the sample that were owned by large owners, with over 20% audience reach, carried less campaign news than the national average, while stations owned by small or mid-sized owners beat the national average. Mr. Kaplan states that the campaign coverage broadcast by Hearst-Argyle stations was notable because, on average, 40% of their coverage focused on local races. On that basis, according to Mr. Kaplan's statement, Hearst-Argyle did more than two and a half times better than the national average and more than four times better than the California average. Hearst-Argyle is the exception, not the rule.

Mr. Kaplan states that campaign coverage should not depend on the good will of broadcasters. He adds that in 1998, the Gore Commission suggested that broadcasters adopt voluntary standards of five minutes a night of candidate-centered discourse in the month before the election. He states that the results of that proposal show that in election year 2000 the average station ran 74 seconds per night of campaign coverage.

Mr. Kaplan concludes that the lack of political coverage and localism must be addressed by establishing explicit standards of performance for local news. The obligations that

**Broadcast Localism
MB Docket No. 04-233
Comment Summary**

stations owe in service to the public interest in exchange for their license need to be spelled out in law and regulation. Second, according to Mr. Kaplan, the public needs to know if these obligations are, in fact, being met. He adds that the public inspection files, which stations are required to maintain, are useless for assessing broadcasters' public affairs and news programming.

**Hearing on Broadcast Localism - Monterey, California
Kaplan, Martin, Associate Dean of the Annenberg School for Communication,
University of Southern California (remarks delivered by Joseph Salzman, Associate
Dean, Annenberg School, USC) (7/21/04) (continued from prior page)**

Third, he states that there should be a link between stations' performance on their public interest obligations and the renewal of their licenses. Mr. Kaplan asserts that broadcasters must be held accountable if they break their promises to serve the public interest.

Mr. Kaplan adds that efforts to address localism should not be voluntary because media companies will continue whatever behavior results in profits.

**Hearing on Broadcast Localism - Monterey, California
McLaughlin, Sean, President and CEO of Akaku: Maui Community Television
Kahului, Hawaii (7/21/04)**

Mr. McLaughlin states that commercial media minimize local programming in order to maximize profits and therefore that the needs and interests of lower income communities – who lack buying power – are ignored or misrepresented. He states that the best way to ensure locally oriented programming is to ensure local and diverse ownership and to set aside bandwidth for noncommercial public service media in each local community. Mr. McLaughlin states that consolidated ownership of media further reduces local content through the elimination of expensive local programming in favor of lower cost regional or national syndicated programming.

According to Mr. McLaughlin, community access media provide a model for localism that could be used for broadcast, satellite, and IP-enabled media. He notes that noncommercial public, education and government access channels produce over one million hours of original local TV programming each year. Mr. McLaughlin adds that through a locally accountable process, broadcast, broadband wireline, and satellite transmission capacity could be set aside to benefit local communities. He states that local regulation and local governance over public service media resources are essential principles of the community access media model. Mr. McLaughlin indicates that state and local governments must have meaningful and well-defined roles to adequately protect media consumers and to effectively advocate for local needs and interests to be met. He notes that federal regulation is a centralized process that favors corporate

Broadcast Localism
MB Docket No. 04-233
Comment Summary

interests; federal consumer protections are too fragile to address even the most basic communication needs of local communities.

According to Mr. McLaughlin, local TV journalism in Hawaii has had its employer base reduced by 25% as a result of recent ownership consolidation. He adds that the viewing public and broadcast journalists in Hawaii suffer from the loss of independent voices. Mr. McLaughlin states that the Internet and the national networks are not substitutes for local broadcast news. He states that they represent alternative sources for news and public affairs, but cannot help citizens decide how to vote in local elections. Mr. McLaughlin asserts that marketplace diversity ensures that there will be diversity in the coverage of local issues.

Hearing on Broadcast Localism - Monterey, California
Tweedle, Chuck, Senior Regional Vice President of Bonneville International's San Francisco and St. Louis Divisions; General Manager of KOIT-AM/FM in San Francisco, California (7/21/04)

Mr. Tweedle states that he has management responsibility for three Bay area stations, including KOIT, KDFC, and KBZR. He states that all of the on-air talent at the stations are local residents; all programming decisions are made locally; and all three stations are locally programmed.

Mr. Tweedle states that the three stations combined spent more than \$290,000 in 2003 researching the attitudes and concerns of Bay Area residents, including topics such as music and non-music programming content, life issues, and the needs of the community.

He adds that Bonneville also believes in giving back to the community. According to Mr. Tweedle, in 2003, their stations aired more than 215,000 minutes of public affairs programming, public service announcements and other on-air community service projects worth \$50 million dollars. In addition, he states, Bonneville employees contributed another \$1.2 million dollars in volunteer time in their communities. Mr. Tweedle notes that each of the local Bonneville stations has over the past five years received the National Association of Broadcasters Crystal Award for Excellence in Community Service.

In addition to fundraising, the local Bonneville stations have created Public Service Announcement Workshops to teach local non-profit organizations how to write PSAs and how to market their groups to the media. The total value of airtime contributed by area Bonneville stations in 2003 was \$15,730,000. The three stations' websites include listings of more than 5,200 volunteer opportunities, fundraisers and events for children's health and education. In addition, the website for Station KOIT, koit.com, can be read in Chinese, Spanish, Japanese, Korean, Russian, and Italian.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

Mr. Tweedle states that Bonneville produces and airs three local public affairs programs each week that cover a range of issues, including health, education, crime prevention, child abuse, energy, and the environment. He states that the three local stations also broadcast more than four hours of locally-produced news.

Mr. Tweedle adds that stations “live or die” by the Arbitron ratings. He states that stations’ commercial failure or success depends on their ability to deliver an audience.

Hearing on Broadcast Localism - Monterey, California
Pappas, Harry, President and CEO of Pappas Telecasting Companies in Visalia, California (7/21/04)

Mr. Pappas states that the public has a legitimate concern that localism and diversity would be threatened by increased network dominance of over-the-air television. He states that the increase in profanity and indecency on television has occurred as a consequence of this increased network dominance in the past 15 years. He adds that recent hearings in Congress on broadcast indecency demonstrate that local broadcasters can be the best defense against indecent and profane network program content.

Mr. Pappas states that the ability of local broadcasters to discharge their statutory obligations to program in the best interests of local viewers is limited by some of the practices of the top four networks. He asserts that the Network Affiliated Stations Alliance petition, which was filed with the Commission in March 2001, highlights the true nature of the network-affiliate relationship. He states that local affiliate TV stations do not have the right to receive network programming in advance in order to evaluate its content. Mr. Pappas states that affiliates pay compensation to the networks, and risk losing their affiliation if they preempt more than a specified number of hours of top four network programming. He adds that some top four networks also seek control over all of their affiliates’ digital spectrum by attempting to require them to carry unspecified digital content in violation of the Commission’s option time rules. Without action by the public and the Commission, Pappas states that local stations will eventually become passive network conduits for national network programs to the detriment of our local viewers and our democracy.

Additionally, according to Mr. Pappas, the elimination of the financial syndication rules has strangled independent television production. Mr. Pappas states that the repeal of those rules, in addition to the unwillingness of the Commission to enforce its network affiliation rules for much of the last decade has effectively assured that independently produced programming is shut out of prime time or prime access time periods.

Mr. Pappas states that the continued viability of free over-the-air local stations is important, in part, because of the unmatched record of community service and of broadcasting in the public interest. He notes that his company had recently announced its participation in the Election 2004 Voter Awareness initiative, a public service campaign

Broadcast Localism
MB Docket No. 04-233
Comment Summary

of enhanced candidate and issue coverage in the 30 days preceding Election Day 2004. As part of this initiative, all of the Pappas Telecasting news-producing network affiliated stations will devote a minimum of five minutes per day to election issue and candidate coverage in their local daily newscasts.

Hearing on Broadcast Localism - Monterey, California
Connolly, John, National President of the American Federation of Radio and Television Artists (7/21/04)

Mr. Connolly states that localism and the public interest are inextricably linked. He states that the central question in this localism process is whether market-driven forces can ever offer sufficient protection to the needs and interests of local communities and individual artists, or whether an unregulated marketplace will ultimately sacrifice the free exchange of ideas that represent diverse points of view.

Mr. Connolly states that voice-tracking is one of the most insidious byproducts of consolidation. He states that Clear Channel Radio records hundreds of air shifts in remote locations, splices in music, adds generic recorded calls from listeners, including calls from other markets, and presents the result as live, local programming. He adds that up to 70% of Clear Channel's radio broadcasts are voice tracked, including some in major markets like Los Angeles and San Francisco, and that voice-tracking is more prevalent in small markets.

According to Mr. Connolly, Sinclair Broadcasting recently announced an initiative that would eliminate local production of news and weather. Mr. Connolly states that many Sinclair stations have eliminated locally produced weather reports as a cost-cutting measure, and many Sinclair-owned stations will broadcast weather reports generated from a weather center at Sinclair headquarters in Baltimore, Maryland. He states that in the event of local weather emergencies, stations will not have meteorologists on staff, leaving communities without a viable source of information.

Mr. Connolly states that consolidation has denied local artists and local musicians access to the local airwaves because radio station groups have centralized their decision-making about playlists and which new songs to add to the playlists. He states that these centralized playlists have reduced the local flavor and limited the diversity of music played on radio. Mr. Connolly adds that consolidation in radio ownership has also exacerbated problems with payola – payments from independent radio promoters to stations – because many group owners have established exclusive arrangements with independent promoters. As a result, states Mr. Connolly, record companies and artists must pay the station's exclusive independent promoter, who is often located out of town, if they want to be considered for radio airplay. In addition, because vertically integrated corporations also hold interests in promotion companies and concert venues, artists are often pressured to appear at company venues or use the services of company-owned concert promotion entities. Mr. Connolly states the Commission should examine this

Broadcast Localism
MB Docket No. 04-233
Comment Summary

issue and ensure that radio stations do not use the ability to receive airplay as leverage to force artists to use the station owner's other businesses.

Hearing on Broadcast Localism - Monterey, California

Baker, Kathy, Executive Vice President of Buckley Radio; General Manager of KWAV-FM and KIDD-AM in Monterey, California (7/21/04)

Ms. Baker states that Buckley Radio stations KWAV and KIDD are privately owned, and the company's philosophy has always supported involvement in the local community. KWAV and KIDD invest in enough personnel and resources to keep that mission alive. She indicates that over the last nine years, KIDD has offered an outlet for local musicians to showcase their music through weekly programs.

Ms. Baker states that KWAV and KIDD feature locally generated newscasts in addition to CNN and NBC national newscasts, public affairs programming, public service announcements and sponsored community events. She indicates that the stations work with non-profits, governmental agencies, city governments and government officials to get their message out over the airwaves.

According to Ms. Baker, KWAV and KIDD have a number of partnerships with community organizations, including the Childrens' Miracle Network, Jazz Masters, Big Brothers Big Sisters, Food Bank of Monterey County, Hospice and the City of Monterey. She states that staff members volunteer their time to serve as announcers for events or as on site help.

Hearing on Broadcast Localism - Monterey, California

"Davey D", Disc Jockey of KPFA-FM in Berkeley, California (7/21/04)

Davey D, who states that he is a former employee of Clear Channel, states that the radio industry is skilled at presenting an attractive image to the public but that the average person is unaware of industry practices behind the scenes. He states that few professional disc jockeys will speak publicly about industry practices and the inner workings at radio stations. He notes that the spokespersons for radio stations at events such as the localism hearing are generally station managers or owners who present a positive picture, and adds that the audience should question the motivation of such station representatives.

Davey D states that there may be disc jockeys that support the local community but outreach and concern is not institutionalized throughout the industry. He states that special outreach or service to the community today is too dependent on the personal interests and favorites of station managers, leaving those out of favor or without personal connections at a disadvantage. Davey D states that radio stations tend to address the needs, interests, and tastes of the majority of their audience. He notes, for example, that even if 51% of the public agrees with what the station wants, the remaining 49% may not

Broadcast Localism
MB Docket No. 04-233
Comment Summary

be served. He suggests that broadcasting should support a more vigorous debate of issues important to society.

Davey D discusses several campaigns sponsored by community organizations that launched boycotts against radio stations, including the "Turn Off the Radio" campaign and the "Black Friday" campaign in Detroit. He states that none of the radio stations discussed these events or covered them in their local news. He also criticizes Clear Channel for poor coverage of elections and other political matters.

Davey D notes that one of the main complaints on San Francisco radio stations is that local artists are not receiving airplay. He states that lack of airplay of local artists was one of the underlying reasons for the boycotts in Detroit and other urban areas. He states that an unnamed station in San Francisco recently made "cosmetic changes" with respect to airplay for local artists, but only after a competing station started to fill the void by airing more local music groups and public service announcements.

Davey D states that individuals employed by large radio station groups will not speak out at localism hearings for fear of being "blackballed" in an industry that is consolidating.

Davey D adds that some in the industry have begun to use their positions to "bully" advertisers, community groups, and local artists. He cites as an example the problems encountered by an unnamed station in San Francisco when it began to compete with the dominant station in the market, owned by Clear Channel. According to Davey D, the artists have told him that they are fearful of giving interviews to the new station because they are fearful of being boycotted by the Clear Channel stations.

He adds that the problem of access to the airwaves also applies to community groups, such as those that promote awareness of the issue of media consolidation and broader public access for local viewpoints. Finally, Davey D states, public affairs programming is not provided by radio stations at times when audiences are likely to be listening.

Hearing on Broadcast Localism - Monterey, California
Saldivar, Delia, Regional Manager of KHDC-FM in Salinas, California (7/21/04)

Ms. Saldivar explains that Radio Bilingüe, Inc. is a statewide network of 5 full-powered FM radio stations serving California, with affiliates across the United States, Mexico and Puerto Rico. She states that KHDC-FM, a community-based, Latino-controlled public radio station in Salinas, California, is a member of this network.

Ms. Saldivar indicates that the need for reliable information from local sources continues to grow as the demographics of California and the nation shift. She states that currently, 32% of California's population is Latino. According to Ms. Saldivar, by 2025 Latinos are projected to comprise 43% of the California population, and this state-wide population is expected to account for one-third of the nation's total Latino population. In comparison,

**Broadcast Localism
MB Docket No. 04-233
Comment Summary**

she notes, the number of radio outlets, commercial and noncommercial that are owned or controlled by Mexican-Americans in California is less than 0.10%, except for the Radio Bilingüe stations.

Ms. Saldivar states that the Latino community in California and nationwide can utilize media outlets to address issues, such as health disparities, in a linguistically and culturally competent way. She adds that Latinos have health issues that media outlets can help address with information and outreach. Ms. Saldivar notes that for the majority of Latinos, English is not their language of preference, so Spanish-language programming better serves their community.

Ms. Saldivar states that consolidation of Spanish-language media outlets also has grown. She states that these corporate media offer less information, less cultural programming, and virtually no local informational programming to local Latino communities, and that they do not represent or produce programming to address the needs of the growing majority of Californians and Latinos across the nation.

**Hearing on Broadcast Localism - Monterey, California
Robins, Harry B., Emergency Services Manager for Monterey County (7/21/04)**

Mr. Robins explains that Emergency Services management includes the media, law enforcement, government, and citizenry. He states that Monterey County, like other counties in the state, imports standardized emergency management systems mandated by the state. Mr. Robins adds that the Office of Emergency services originates and coordinates all public information and the releases that go out to the media.

Mr. Robins states that accurate, timely promulgation of information to maximize coverage is essential to Emergency Management, and that it requires close coordination with the media. He adds that because more local stations are becoming “automated,” access to the audience is compromised, because the stations are controlled from a remote location, and often, a live person is not available at the local station facility. He stresses the importance of having available personnel at local stations to receive emergency information.

Mr. Robins adds that the Office of Emergency Services in Monterey finds that because there is no infrastructure in place to keep the local emergency services management staff informed of changes involving various local stations, his office is sometimes left in the dark regarding changes in frequency allocations and call signs, which can negatively impact the delivery of emergency information. In addition, Mr. Robins notes the need for Spanish language personnel in his office, or assistance from the media, to help disseminate emergency information to foreign language populations in Monterey County.

**Broadcast Localism
MB Docket No. 04-233
Comment Summary**

**Hearing on Broadcast Localism - Monterey, California
Trumbly, Warren, President of the Community Broadcasters Association (7/21/04)**

Mr. Trumbly indicates that the Community Broadcasters Association (CBA) represents over 600 Class A and 2,000 low power television stations (LPTV stations). He states that these stations represent the broadest spectrum of programming and diversity in ownership of any media, and many are locally-owned. He adds that there are more minority-owned and operated LPTV and Class A television stations than all other broadcast media combined.

Mr. Trumbly states that Class A stations are the only broadcasters required to broadcast 3 hours a week of locally produced programming. He notes that local ownership and local programming are the heart of the industry. He details the community-based programming at many low power TV stations, including coverage of school sports and political campaigns, stories of community involvement, programming targeted to African-Americans, and Spanish and other foreign-language programming.

Mr. Trumbly notes five specific things he believes that the Commission could do to preserve localism:

- Give positive recognition to LPTV and Class A stations.
- Insure that LPTV and Class A stations get a second channel for the DTV transition and that they are given the time and support from the Commission to complete the transition.
- Provide a future and continuing opportunity for LPTV stations to transition to Class A status to help them protect their investment.
- Don't listen to arguments that LPTV and Class A stations are interfering with the full power DTV transition.
- Change the definition of "local" programming to include state-level programming such as state-house coverage, and allow LPTV stations to negotiate for exclusive program rights, as proposed in RM-10335.

**“OPEN MIKE” SPEAKERS AT
LOCALISM TASK FORCE FIELD HEARING**

Location of Hearing: Monterey, California

Date of Hearing: July 21, 2004

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- Art Polaski (California Labor Federation): Speaker provides his opinion that FCC regulation is necessary to ensure that all sides of political issues are aired.
- Orionna Parenti: Speaker states belief that ownership consolidation decreases the diversity of viewpoints in news programming.
- Tyler Johnson: Speaker articulates his view that the FCC needs more than five commissioners.
- Colin Gallagher (Service Employees Int'l. Union): Speaker provides his opinion that social change is necessary to accomplish localism.
- Marcia Fineland (U.S. Senate candidate- Peace and Freedom Party): Speaker indicates that more diverse local news, programming and political coverage is necessary.
- John Higgins (professor; public access channel volunteer group): Speaker urges expanded FCC regulation of localism and that the Commission should require public access to broadcast facilities.
- Jeff Perlstein (Media Alliance): Speaker advocates more aggressive FCC review at license renewal, reinstatement of the fairness doctrine and requiring more public affairs programming.
- Lindsay Kelleher (broadcast employee): Speaker suggests that ownership consolidation decreases stations' localism efforts.
- Liam O'Donoghue (Indy Media): Speaker expresses his belief that non-local ownership decreases local news coverage.
- Tran Lin (Vietnamese community): Speaker complains that broadcasters do not adequately serve the Vietnamese community.
- Sam Bozzo (Gilroy Garlic Festival): Speaker praises broadcasters' localism efforts and their support of his organization.
- Martha Diehl: Speaker cites the unavailability of sufficiently strong broadcast signals and complains of stations' coverage of controversial issues. She urges greater community access to stations.
- Kim Greer (National Steinbeck Center Museum): Speaker praises broadcasters' localism efforts and their support of her organization.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- Dr. Alan Haffa (professor): Speaker advocates licensee accountability for localism efforts.
- Leslie Shull (volunteer broadcast programmer): Speaker expresses view that community radio is necessary to achieve music diversity.
- Michael McManus (student broadcaster): Speaker suggests that broadcasters need to hear from their communities in order to properly provide locally-oriented programming. He also believes that the media manipulates youth.
- David Barber: Speaker states his view that ownership consolidation decreases news diversity.
- Hebrard Olsen (local programming producer): Speaker states his belief that broadcasters must provide more local programming, with particular attention to minority communities.
- Pika Panyagander (reading testimony of Patti Miller): Speaker states that the amount of children's programming being aired is inadequate.
- Ann Farmington (Media Watch): Speaker articulates her belief that licensees should be held accountable for their localism efforts and programming.
- Bill Melendez (United Latin American Citizens): Speaker states his belief that ownership consolidation and deregulation have decreased stations' localism efforts, particularly minority programming.
- Michael Zwerling (radio licensee): Speaker indicates that ownership consolidation decreases localism efforts. He urges that the FCC revise its rules to decrease ownership consolidation and prohibit licensees from providing radio industry software or programming.
- Dennis Osmer (County Planning Commission): Speaker praises one local broadcaster's localism performance, but believes that ownership consolidation decreases stations' localism efforts.
- Mary Ann Mueller: Speaker expresses her view that ownership consolidation decreases stations' diverse news coverage.
- Peter Quick (Service Employees Union): Speaker complains of the lack of the treatment of labor side of issues in broadcast programming and the prevalence of sensational news coverage.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- *Paul Johnston (Monterey Bay Central Labor Council):* Speaker complains of the absence of the viewpoint of labor in issue programming.
- *Eliva Lopez (Democracy for America):* Speaker states her belief that ownership consolidation decreases stations' localism efforts, particularly the amount of Hispanic programming.
- *(Unidentified):* Speaker provides his opinion that FCC broadcast regulation favors corporate media.
- *Mark Pointer:* Speaker complains of lack of coverage of all sides of Colombian issues. He urges that licensees be held accountable for their performance.
- *"Dillon:"* Speaker expresses his view that broadcasters do not provide their audiences with useable information.
- *Mark Carbonaro (broadcaster):* Speaker relates his station's localism efforts, and voices his opposition to the FCC's adoption of IBOC digital radio standard.
- *Michael Cousins (communications attorney):* Speaker urges that the Commission open a filing window for new TV applications and provide an opportunity for entry by new digital radio licensees.
- *Howard Gustason:* Speaker advocates requiring cable to provide cable a la carte options. He also expresses his concern about channel blocking.
- *India Weeks:* Speaker expresses her concern about the prevalence of broadcast indecency.
- *Zack Shiller (graduate student):* Speaker expresses his belief that LPFM licensees offer substantial localism efforts.
- *(Unidentified):* Speaker articulates view that ownership consolidation leads to broadcaster abuses.
- *Nick Eliach:* Speaker offers his view that ownership consolidation decreases diversity and localism efforts by stations. Instead, he urges rules that will increase local ownership.
- *Tony Acosta (Citizenship Project)* Speaker complains of limited broadcaster support for his organization. He advocates a more stringent FCC license renewal process.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- *Kathy Bissi (community access show producer):* Speaker expresses her belief that ownership consolidation decreases diversity, localism and news efforts. She advocates that the FCC hold licensees accountable for their performance.
- *John McManus (Stanford University news monitoring project):* Speaker is critical of television coverage of election issues.
- *Joy Messenger (National Center for Missing and Exploited Children):* Speaker praises broadcasters' localism efforts and their support of her organization, particularly of the Amber Alert program.
- *Ron Stephens (Manager, People's Radio, a locally-owned licensee):* Speaker relates licensee's localism efforts.
- *Mary Adams (United Way):* Speaker praises broadcasters' localism efforts and their support of her organization.
- *David Dillworth (Helping Our Peninsula's Environment):* Speaker offers criticism of local television coverage of both sides of environmental issues.
- *Laura Kirschner (American Red Cross):* Speaker praises broadcasters' localism efforts and their support of her organization.
- *Tammy Charlton:* Speaker praises PBS diverse news coverage. She cites the lack of the same from commercial licensees.
- *Arlen Grossman:* Speaker states his view that ownership consolidation decreases localism by stations.
- *Robin Goodfellow:* Speaker cites the need for alternative broadcast programming.
- *Margaret Smith:* Speaker expresses her concern over what she perceives to be licensee bias.
- *Marcello Balvey (NCMU California Media):* Speaker articulates the need for more minority broadcast ownership.
- *"Kendra" (Children's Miracle Network):* Speaker praises broadcasters' localism efforts and their support of her organization.
- *Bruce Campbell (Waiting Child Network-foster care):* Speaker praises broadcasters' localism efforts and their support of his organization.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- Thor Rasmussen: Speaker expresses his view that ownership consolidation decreases localism. He also states his opposition to FCC approval of utility company provision of broadband internet service over power lines (BPL) due to interference concerns, which he believes will destroy the ability of Amateur Radio operators and emergency officials to communicate on shortwave frequencies in emergency situations.
- George Fuller (broadcast employee): Speaker states his belief that Arbitron favors large, group-owned licensees, to the detriment of small, locally-owned stations.
- Harry Wardwell (member, various community organizations): Speaker offers his opinion that ownership consolidation does not hurt localism because nationally-owned licensees are responsive to local needs.
- Eric Neville: Speaker complains of lack of local television news coverage, lack of publicity for FCC hearing.
- Jim Burns: Speaker expresses his concern about the prevalence of broadcast indecency.
- Bill Frish (public access TV): Speaker offers his view that ownership consolidation adversely impacts diversity.
- Kimber Neelan: Speaker criticizes what he views to be the lack of political balance in Armed Forces Radio programming.
- Pete Shanks (National Writers Union): Speaker urges more broadcast ownership diversity.
- Carlos Bodras (gang intervention counseling agency): Speaker asks that FCC require LPFM stations to address community problems.
- Sidney Levy (activist): Speaker complains that commercial broadcasters refused to cover 2003 media ownership hearing.
- Howell Hearst: Speaker offers concern for government collusion with big business and its impact upon the media.
- Mark Kennedy (member, various civic organizations): Speaker praises broadcasters' localism efforts and their support of his organizations.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

- Tom Carvey (Common Ground): Speaker praises support of some broadcasters to air discussion of pertinent issues.
- Laura Cameron (National Writers Union): Speaker relates her concern about government bias toward big business, dangers of media consolidation.
- (Unidentified): Speaker cites need that stations provide audiences with access to all sides of issues.

Hearing on Broadcast Localism - Rapid City, South Dakota
Shaw, Jim, Mayor of Rapid City, South Dakota (5/26/04)

Shaw speaks based on his perspective both as an elected official and a former broadcaster in Rapid City. He highlights three aspects of local broadcasting: 1) the Emergency Broadcast System, which provides secure communications in the event of a disaster; 2) election news, in which local broadcasters provide time on radio and TV devoted to the candidates and community issues, and 3) providing a forum for the Undoing Racism effort. He states that local broadcasters are doing a good job of covering the issues. He states that, in the Rapid City area, there are broadcasters who live locally and care about the local community. He adds that several people who own broadcast outlets in the Rapid City area are in the audience at this hearing, and asserts that the suggestions they hear at this meeting will help them do more.

One of the efforts the Mayor discusses is the Undoing Racism Task Force. The group has had several large meetings with several hundred people in attendance. However, to communicate with the 60,000 people who live in Rapid City, the task force depends on the media. In his view, the media has been outstanding in its coverage.

Regarding political programming, the mayor, as an elected official, states his understanding of the importance of communicating political issues to the community before an election. The broadcasters have done an outstanding job of providing radio and TV time in the Rapid City area to make political issues as well as candidates' positions well-known.

The issue of undoing racism is a very important issue in the Rapid City community. According to the Mayor, the Rapid City media, as well as the Native American stations, have covered this issue extensively, enabling the information to reach a much wider forum via broadcast than just those who would attend meetings.

According to the Mayor the Emergency Alert System and the manner in which it is operated could be replicated elsewhere at relatively insignificant cost to broadcasters, who should welcome it. It would be nearly impossible for a mayor, police chief and fire chief to rapidly deliver a single, coordinated message across all types of media. Although

Broadcast Localism
MB Docket No. 04-233
Comment Summary

Rapid City has not yet used its EAS, knowing it exists is valuable, and the broadcasters have been open to having such a system in place.

According to the Mayor, broadcast stations behave as if the FCC's former rules were still in effect, and even go beyond those prior requirements with their local newsgathering activities on radio, TV and the newspaper. Localism in the form of blood drives and fundraisers is important, and there are many examples of that in the Rapid City community.

Hearing on Broadcast Localism - Rapid City, South Dakota
Daugaard, Dennis, Lieutenant Governor of South Dakota (5/26/04)

Lieutenant Governor Daugaard notes that South Dakota is a sparsely-populated state and that, therefore, many consider the entire state to be local. He notes that, in 2002, all state broadcasters preempted 30 minutes of airtime for the Governor, where he discussed the 2010 Initiative and his vision for South Dakota for the next six years. To support a battered women's shelter, Sioux Falls broadcasters aired seven free live or taped interviews, some up to 30 minutes long, in seven days. Other broadcasters in Sioux Falls and the Black Hills supported a fundraiser to benefit homes for abused and neglected children, an estimated \$75,000 gift. Broadcasters' PSAs advertise programs to victims and the need for volunteers and donors for local charitable causes.

Hearing on Broadcast Localism - Rapid City, South Dakota
Daschle, Tom, United States Senator of South Dakota (remarks delivered by Ace Crawford) (5/26/04)

According to Sen. Daschle, residents of Rapid City and those of other small towns in South Dakota need to be able to find news, weather, and other programming designed to meet local needs (*i.e.*, agriculture-related programming) and appeal to local audiences.

He adds that radio is especially important to rural states like South Dakota, where the large distances and sparse population limit the viability of broadcast television. Radio is a critical source of information, news, and cultural programming for Native Americans. The reservations offer a case study why localism in broadcasting is so critical. In many South Dakota counties, radio is often the only option for broadcast news and the most effective way to warn of a local danger.

He notes that local broadcasting has been under pressure in recent years with consolidation increasing in the industry as both regional and national chains purchased independent television and radio stations. According to Sen. Daschle, consolidation has been particularly severe in radio. He asserts that localism is a central concern resulting from changes that the FCC proposed last year in media ownership rules. Senator Daschle strongly opposes the Commission's decision to relax the media ownership rules and to

Broadcast Localism
MB Docket No. 04-233
Comment Summary

allow greater consolidation of media ownership based on his view that relaxation of the rules negatively affects localism.

Hearing on Broadcast Localism - Rapid City, South Dakota
Johnson, Tim, United States Senator of South Dakota (remarks delivered by Darrell Shoemaker) (5/26/04)

According to the Senator, rural America offers unique challenges and opportunities for communications policies. Senator Johnson notes that he disagreed with the Commission's media ownership rule changes, but, he is pleased that the Commissioners came to South Dakota to hear from the public, including consumers, industries, civic organizations, broadcasters and others on the importance of localism in broadcasting.

Hearing on Broadcast Localism - Rapid City, South Dakota
Duhamel, Bill, President of Duhamel Broadcasting and Licensee of KOTA (ABC) in Rapid City (5/26/04)

Mr. Duhamel details his stations' localism efforts, including local news and public affairs programming, as well as other efforts to serve his communities. According to Duhamel, his stations present about two and a half hours each weekday of local news and public affairs. He states that his stations also provide political programming and election information, including debates, as well as public service announcements. One PSA dealt specifically with voting rights on Indian reservations. He notes that his stations also assist charities and other community groups.

After the flood in 1972, Duhamel states that Rapid City broadcast stations learned the importance of broadcast programming in an emergency. He asserts that bigger communities could use the Rapid City EAS model. He asserts that a major challenge is the proliferation of Direct Broadcast Satellite (DBS) services. He notes that Duhamel Broadcasting has lost a large number of viewers to distant DBS signals, and has been inundated with repeated requests for waivers under the Satellite Home Viewer Act. When DBS subscribers receive distant network signals, he adds, Duhamel loses them as part of its audience and the viewers lose access to all of Duhamel's local service. Mr. Duhamel emphasized the need for local-into-local in every market.

According to Duhamel, times are tough for local television in small and medium markets. He adds that there are four full-power TV stations in Rapid City: one of these stations is in bankruptcy, a second has reduced operations, and a third is a limited-staff satellite for a Sioux Falls station. He asserts that all four stations face challenges posed by declining network compensation, increasing competition and the costs of digital transition. Duhamel invested \$4 million in digital television.

Mr. Duhamel states that he does not think a station's commitment to localism would change if it were sold to a major media conglomerate. He contends that station

Broadcast Localism
MB Docket No. 04-233
Comment Summary

ownership is not the right question. Instead, it's whether a station group has management in the community, and is involved with the community on a daily basis.

He notes that he had not received a report from the Alliance for Better Campaigns that showed that Rapid City stations were devoting 4.3% of airtime to local news coverage.

Hearing on Broadcast Localism - Rapid City, South Dakota
St. John, Eleanor, Majority Owner and General Manager of KQEG-CA (UPN) in
LaCrescent, Minnesota (5/26/04)

St. John speaks about the localism efforts of her station, a Class A TV station and UPN affiliate. The station has developed and produced a weekly show highlighting activities for younger people, such as popular local music and local bands. She asserts that local programming is a commitment that management and ownership makes. She asserts that programming does not have to be produced within the station's Grade B contour to be local. She notes that local stations should get credit for programming produced elsewhere, especially if the subject is local (*e.g.*, interviewing the local Congressman in Washington, D.C., or broadcasting an away sports game back to the home audience).

According to St. John, Class A stations are the only stations that have a legal requirement to broadcast local programming. She states her approval of the FCC's increased recognition of the value of local programming in a media world that, in her view, is consolidating and centralizing. She believes that Class A and LPTV stations may be running counter to today's trends, but they are the ones doing the real job of communicating with their communities. She notes that she was introduced to broadcasting because of the EEO initiative. Before that time, she had an interest in broadcasting, but she states that she did not have the opportunity. She notes that Class A stations are overburdened when they must comply with the full power rules (*i.e.*, the main studio must be staffed by two people during all regular business hours, including a manager). She notes that Class A stations are small economic units, and it is wasteful, if not financially prohibitive, for any staff member not to be active all the time wherever that person is needed. She adds that often that staff person is away from the station working on local programming. She asserts that Class A stations should be required to have only one person at the studio during the posted hours, that four hours each business day should be sufficient coverage, and that it should be permissible for the manager to be on call and able to come to the studio within an hour or two. She says the Commission should consider news to be "local" even if it's produced outside the station's Grade B contour yet focuses on local issues. She notes that the three-hour weekly local programming requirement should be averaged over a month, so that local stations do not have to provide "filler" local material just to meet the law when they are working on special events and other local programs. She notes that reporting positive news is difficult in the midst of a crisis affecting the community and that a half-hour program dedicated to the heroics of a sand-bagging crew is more likely to appear in a documentary after the emergency has passed.

Broadcast Localism
MB Docket No. 04-233
Comment Summary

Ms. St. John contends that stations' commitment to localism would not stay the same if stations were sold to a major media conglomerate. She notes her experience in selling a previous FM station, when several large groups made bids. She sold to a smaller locally-owned group to ensure a continued commitment to localism.

Hearing on Broadcast Localism - Rapid City, South Dakota
Owens, Park, Director of Emergency Management for Rapid City and Pennington County, South Dakota (5/26/04)

Mr. Owens states that from an emergency management perspective, broadcasters in the Rapid City area have been very supportive. It has been a collaborative process, a partnership for the local good. One of the initiatives of which Mr. Owens is especially proud is the Emergency Alert System (EAS), through which his organization can take to the airwaves directly with either a live broadcast or a recorded message in the event of a civil emergency. He believes it can be used as a model for larger communities. Emergency Management also works locally with broadcast outlets that have made their engineers available to help in programming the group's equipment. Mr. Owens's group is also the local backup to the National Weather Services.

From his perspective, the coordination that's required to implement emergency plans and broadcasting can happen in larger communities as well.

Hearing on Broadcast Localism - Rapid City, South Dakota
Harris, Alan, President of Wagonwheel Communications and Licensee of KUGR-AM in Green River, Wyoming (5/26/04)

Harris states that radio is, and always will be, a local medium, with service to local communities at its core. He notes that radio programming presents the same challenges and opportunities regardless of the market size or the operator. In a world of countless sources of entertainment and information, a radio station must attract an audience from its local community. Mr. Harris described the local broadcasting efforts of his stations, including local newscasts, political events, PSAs, Spanish language programming, Little League play-by-play, a showcase for local performers, live election coverage, and interruptions of programming when the volunteer fire department is summoned. He says that his stations also help communities with fundraising. He states that stations provide broadcasting to serve the public interest as required by law. In addition, he says the stations serve an even higher authority – the local community – and they therefore provide programming that addresses local needs out of necessity.

Hearing on Broadcast Localism - Rapid City, South Dakota
Short Bull, Thomas, President of Oglala Lakota College in Kyle, South Dakota (5/26/04)

Broadcast Localism
MB Docket No. 04-233
Comment Summary

According to President Short Bull, the common perception among the non-Indian population in South Dakota is that "Indians are drunks and good for nothing people." When there are too many news reports about crimes committed by Native Americans, he adds, this reinforces negative perceptions. When there are positive stories on the reservations, he asserts, there has been a reluctance on the part of the broadcast media to cover the story, because it takes too much time to travel to the reservations. An example of this is that Oglala Lakota College annually sends out a press release on its graduation, and Mr. Short Bull states that he knows of only one time the broadcast media came to cover the graduation. Oglala Lakota College has been much more successful when it has had press conferences in Rapid City, and he wants to thank the broadcast media for this coverage.

Mr. Short Bull suggests a weekly series that would highlight individual Native Americans who are hard working and respected. He says that this series would go a long way in helping improve the image of Native Americans. He contends that TV and radio exaggerate misconduct of a few Native Americans, especially around election time, to motivate other voters. According to Mr. Short Bull the legislature reacted to these exaggerated reports by passing a law requiring Native Americans to show a photo ID in order to vote. Regardless of whether stations are locally owned, stations across the country find it easier to report negative reports about minorities, than work to produce positive reports about minorities.

Hearing on Broadcast Localism - Rapid City, South Dakota
Meyer, Maynard, President and General Manager of KLQP-FM Radio in Madison,
Minnesota (5/26/04)

Mr. Meyer states that he has been involved in the radio business in announcing, sales, engineering and management for about 36 years. His experiences are in communities of 5,000 people or less. Currently he is the President, General Manager and co-owner of KLQP-FM, a 25,000 watt commercial station located in Madison, Minnesota with a population of 1,767 people. KLQP airs six local newscasts daily. It also airs local obituaries, weather related announcements, worship services, etc. KLQP annually helps different organizations raise funds. This is what local radio means to Mr. Meyer. Many stations used to operate this way but much of that has changed, and he adds his view that localism should be restored to the radio marketplace. According to Mr. Meyer, the end of local broadcast service started in the 1980's when, in Docket 80-90, the FCC reduced minimum mileage separation between stations and allowed for the creation of hundreds of new FM stations, followed by situations in which programming is originated far from the community of license.

Mr. Meyer would like to see changes in the main studio rule. He wants the main studio rule to require at least some minimal program origination from the city of license. He asserts that there should be a requirement for a physical presence in the form of an actual studio or office in the city of license and at least a minimal staff with predictable office

**Broadcast Localism
MB Docket No. 04-233
Comment Summary**

hours. He adds that formalized procedures to ascertain community needs should be reinstated. Finally, he wants the system of auctioning off frequencies to the highest bidder to come to an end. Instead, some form of comparative hearings should be restored, he believes. Mr. Meyer asserts that station ownership is less important to localism than whether a station has managers in the community that are involved on a daily basis. Local stations purchased by buyers outside the area “are still fine even though they are owned by someone else” if the local managers are retained.

**Hearing on Broadcast Localism - Rapid City, South Dakota
Sughrue, Tim, Chief Operating Officer of Rapid City Regional Hospital (5/26/04)**

Rapid City Regional Hospital is a not-for-profit, community-based organization committed to preserving and strengthening health care for people in the region. According to Mr. Sughrue, the hospital feels fortunate that, in western South Dakota, there are three local television stations and numerous radio stations. He adds that there is an emphasis on localizing health care news. He notes that the TV stations in Rapid City report daily about health care topics, but the hospital would like radio stations to increase reporting of important local health care information for their listeners.

He states that economic efficiency in production requires station owners and media conglomerates to produce outputs at minimal costs. However, this increase in economic efficiency could be at the expense of localism, he believes. He notes that broadcasters must carefully calculate the value of economic efficiency vs. the risk of abandoning or minimizing local coverage. He believes that broadcasters should remain dedicated to addressing local issues.

**Hearing on Broadcast Localism - Rapid City, South Dakota
Casey, Tom, Program Director at KILI Radio in Rapid City (5/26/04)**

KILI is an independent FM radio station broadcasting 18 hours a day, seven days a week on the Pine Ridge Reservation. KILI’s programming includes news and information, cultural celebrations, sports, public affairs and a variety of music programs including traditional Lakota, other tribal music, Indian contemporary, country, rock, blues and jazz and some hip-hop and rap. KILI promotes itself as a voice of the Lakota nation and celebrates the Lakota culture each day through language, music, stories and history of the Lakota people. Mr. Casey says that it is a struggle for community stations to survive financially. KILI is one of 30 native stations in the U.S. and one of only three community radio stations in South Dakota. South Dakota Public Radio covers the entire state. Rapid City itself does not have its own community station, which limits access opportunities for community (including tribal) groups.

**Hearing on Broadcast Localism - Rapid City, South Dakota
Bravin, Phil, Technology Research and Development Officer for the
Communication Service for the Deaf in Sioux Falls (5/26/04)**

Broadcast Localism
MB Docket No. 04-233
Comment Summary

Mr. Bravin speaks on behalf of the deaf and hard of hearing community in South Dakota. He addresses the need for real-time captioning so that people who cannot hear audio can obtain immediate information during an emergency, such as a tornado or chemical explosion. Mr. Bravin says that "crawl" captions take a long time to cross the TV screen and often do not convey as much important information as the voice overtones. Political debates and addresses are not real time captioned, which makes it difficult for deaf and hard of hearing persons to be informed about civic affairs. He notes that stations in small areas such as Rapid City and Sioux Falls cannot draw sufficient advertising dollars to pay for special needs equipment. Mr. Bravin suggests that the FCC consider using the Universal Service Fund to increase the availability of real time captioning in smaller communities.

Hearing on Broadcast Localism - Rapid City, South Dakota
Antonitis, Mark, President and General Manager of KELO Television in Rapid City
(5/26/04)

Mr. Antonitis lives in Sioux Falls, although TV station KELO is owned by Young Broadcasting, a publicly-traded company based in New York. KELO-TV is the only South Dakota TV station that has won a national Emmy (in 2000, for public service). It devotes one-seventh of its broadcast time to local news, and also devotes time to local sports, South Dakota politics, community fundraising, and other political coverage. The station also invested \$2 million in a Doppler Radar System to improve its local weather coverage.

Hearing on Broadcast Localism - Rapid City, South Dakota
Heart, Carole Anne, Executive Director of the Aberdeen Area Tribal Chairmen's
Health Board in Rapid City (5/26/04)

Ms. Heart encouraged stations to hire Native American news reporters to improve local news coverage of the Native American communities. Indian people in North and South Dakota, Nebraska and Iowa are underserved by broadcasters, according to Ms. Heart, and their activities are largely unreported.

Hearing on Broadcast Localism - Rapid City, South Dakota
King, Dennis, Vice Chairman of the Oglala Sioux Tribe (5/26/04)

Mr. King states that Rapid City sits in Indian country. He states that he would like to introduce Mr. Harvey White Woman, a representative of the Oglala Sioux Tribe, to discuss race relations.

Hearing on Broadcast Localism - Rapid City, South Dakota
White Woman, Harvey (Representative of the Oglala Sioux Tribe) (5/26/04)

Broadcast Localism
MB Docket No. 04-233
Comment Summary

Mr. White Woman says that media portrayals of Native Americans are stereotypes in which Indians are perceived as heathen savages and radicals. He urges the FCC to realize the importance of diversity in radio and television to prevent false images from being perpetuated. Mr. White Woman states that ownership of the air waves is similar to ownership of natural resources within treaty territory. He states that the FCC, in acting for the U.S. Government, has a fiduciary trust responsibility to assist the Tribe in utilizing trust resources for the benefit of the Tribe, in accordance with the Fort Laramie Treaties of 1851 and 1868, and the 1908 Winters Doctrine.

Hearing on Broadcast Localism - Rapid City, South Dakota
Skyhawk, Sonny, Founder of American Indians in Film and Television (5/24/04)

Mr. Skyhawk objects to the time limits imposed on Native American speakers representing their tribal government vis-à-vis the speaking time allotted to Rapid City officials, and refused to deliver his prepared remarks.

Hearing on Broadcast Localism - Rapid City, South Dakota
Marcus, Linda, Chairman of the South Dakota Broadcasters Association (5/26/04)

Ms. Marcus, General Manager of four radio stations in Huron, S.D., describes the on-and off-screen contributions of South Dakota broadcasters in such areas as health, violence prevention, poverty and homelessness, and emergency preparedness.

Hearing on Broadcast Localism - Rapid City, South Dakota
Laskowski, Dawn, Executive Director of the Black Hills Area Chapter of the American Red Cross (5/26/04)

Ms. Laskowski describes her organization's partnership with local radio and TV stations. To facilitate good communication and close relationships, the organization ensures that individuals working in media are on the board of directors. She said that a public service announcement on disaster training has been produced and will be shown as part of a news story on emergency preparedness.

Hearing on Broadcast Localism - Rapid City, South Dakota
Reed, Mark, Actor and Native American Member of the Equal Employment Opportunity Committee of the Screen Actors Guild (5/26/04)

Mr. Reed states that Native American actors do not get a proportionate number of roles in the mainstream media. He adds that the roles they get are minor roles in westerns and period pieces, while Native American cultures are not exposed to mainstream audiences. He states that the FCC could help resolve this problem by dispersing ownership and control of media. He states that SAG, along with other groups, have urged the FCC to adopt regulations requiring the networks to fill a minimum of 25 percent of all prime time

**Broadcast Localism
MB Docket No. 04-233
Comment Summary**

programming hours with content from independent producers. Such regulations would result in greater diversity in programming and more diversity in casting, he believes.

**Hearing on Broadcast Localism - Rapid City, South Dakota
McKeon, Jim, President and CEO of the Rapid City Area Chamber of Commerce
(5/26/04)**

Mr. McKeon states that local broadcasters are serving the community. He describes the coverage that local TV and radio stations provide to Chamber efforts, such as news conferences, public service announcements, new business openings, and business refurbishments. The presence of local management or involvement is important, he believes. Members of the business community are precluded by their budgets from purchasing advertising on all the many stations in the area, and they feel like they are not getting all the coverage that they need.

**Hearing on Broadcast Localism - Rapid City, South Dakota
Usera, John, Cheisman Foundation (5/26/04)**

Dr. Usera describes how local stations covered the Kids Voting program, which promotes voting and the democratic process from kindergarten through the 12th grade. Dr. Usera states that the attention the local stations pay to the project helps the children understand the importance of democratic participation, and that their views are heard.

**“OPEN MIKE” SPEAKERS AT
LOCALISM TASK FORCE FIELD HEARING**

Location of Hearing: Rapid City, South Dakota

Date of Hearing: May 26, 2004

- Matt Gassen (community food banks): Speaker praises broadcasters' support of his organization.
- Tim Henderson (college administrator): Speaker describes licensing problem at the FCC involving renewal of college station license.
- Lindsey McLean: Speaker relates concern about impact upon shortwave and Amateur Radio operations by broadband service over power lines (BPL).
- Barb Evenson (songwriters' organization): Speaker praises broadcasters' airplay of members' music.
- Dow McLain: Speaker articulates need for more satellite carriage of distant network TV signals.