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CAPITOL HEIGHTS MD 20743

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RECEIVED & INSPECTED
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ETC-MAN...

ART SHOWCASE AUCTION
877-692-4328
ART SHOWCASE AUCTION
1840 GLENDALE BLVD.
LOS ANGELES CA 90026

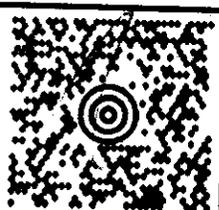
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SHIP TO:

CGB ROOM 3-B431
877-692-4328
OFFICE OF THE SECRETARY FEDERAL
445 12TH ST SW
WASHINGTON DC 20554

SHIP TO:

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9300 E HAMPTON DR
CAPITOL HEIGHTS MD 20743



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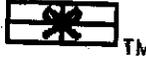
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3/8/2007 5:30 PM

Art Showcase Auction

326 N. Western Ave., Ste. 169, Los Angeles, CA 90004
tel 323.663.4910 fax 323.663.4909 toll 877.MyBid2U

March 8, 2007

Office of the Secretary
Federal Communication Commission
Attention: CGB Room 3-B431
445 12th St. SW
Washington, DC 20554

Petition for Exemption from Closed Captioning Requirements

To Whom It May Concern:

Art Showcase Auction is an independent live art auction. Due to the nature of the broadcast and the subsequent fluctuating profit margin per show, closed captioning would be a burden not only in price, but also in usefulness.

Overview:

Art Showcase Auction is locally produced by Siam Productions and began airing in November of 2005. The show airs on KJLA on Saturday evenings for two hours from 8pm-10pm Pacific. The show showcases fine art and auctions it off over live television. The viewers at home participate by calling the number at the bottom of the screen and placing a bid with the phone operator, who then relays the bid on to the auctioneer. The auctioneer says the bid over the air, and the graphics person, changes the bid in the graphics. The graphics also include the name of the piece, the artist, the art medium, our toll-free telephone number, our website, and a 45 second clock which operates at the request of the auctioneer. Siam Productions has two managing Partners, Amber McCandless and I. Art Showcase Auction has roughly two dozen employees, both part-time and full-time. We are a small "ma & pop" shop, with high overhead and low margins.

Nature and Cost of Closed Captioning:

We have solicited quotes from various vendors for captioning with the most cost effective solution at \$200 per hour, plus encoding fees. To have these services would add an additional \$31,200.00 annually. We are a new company, and a small company, and we will be recording a loss for 2006. With the added expense of closed captioning, our business model does not work and we are put out of business.

There is also an alternative to closed captioning. The show is really self explanatory by looking at the graphics provided on the screen which provides ample information about the artwork and the current bid, not to mention our phone number and website.

March 8, 2007

Type of Operations of the Program Provider:

This business is for-profit. Unlike most sales channels and auctions like QVC and Christies Auctions where there is the benefit of name recognition and community awareness, we have nothing to gain in that way. We are not affiliated with those types of organizations and are completely independent. Thus, we are unable to obtain sponsors for our closed captioning.

Other Factors:

The show is very fast paced and sales oriented, with customers competing with one another to gain the highest bid, which would put any person with a hearing disability at a distinct disadvantage. New bids come in almost constantly to a point where even our graphics operator has a hard time keeping up with them. Someone who is hearing impaired would have a hard time participating in competitive bidding with the communication over the phone the way it is. We do have talks of implementing a website that will allow viewers to submit bids online, which would eliminate the need for a telephone (ideal for the hearing impaired) and since most everything anybody needs to hear from the show is in the graphics already, it seems that Closed Captioning would be unnecessary and irrelevant at that point.

Conclusion:

Art Showcase Auction is in its infancy slowly maturing through the start up phase. This is our 2nd year of business and we've experienced positive growth since the beginning. With that being said it's still not a profitable business nor does it provide any sort of income for Amber and me. Our production costs increase every year with the need to maintain and upgrade our equipment. The cost to purchase the airtime will and has increased as we aim to expand our distribution, and airtime rates are constantly going up. Closed Captioning cost will stunt our growth by adding to our already increasing operation and production costs.

Thank you for considering our program for exemption, I greatly anticipate your response.

Sincerely,



Taylor Howard
Art Showcase
CEO