

recruitment tool also, and as a result the website has more traffic than it's counterparts in Hartford, Connecticut, Atlanta, Georgia, and the State of Rhode Island.

MR. ENSSLIN: Mary Alice, your time is up.

MS. CROFTON: Thank you.

(Audience applause.)

MR. ENSSLIN: Brenda Quinn. Brenda, you have two minutes.

MS. QUINN: Good evening, Commissioners. My name is Brenda Quinn, and I'm with the American Heart Association's Maine Division. Portland Radio Group and its stations have supported the efforts of the American Heart Association in Maine for several years. Two of their stations, WPOR and WYNZ, have produced and aired PSA's to promote the southern Maine Heart Walk here in Portland and the central and western Maine Heart Walk in Lewiston.

In addition to the stations' support of the Heart Walk, WPOR became our first year-long Go Red For Women radio sponsor last year, and are continuing their commitment in '07. The campaign raises awareness that heart disease is the leading cause of death for women and provides important health tips. Our Maine Goes Red Campaign strives to localize our important health

messages and bring Go Red close to home.

WPOR morning host Annie Snook is our local spokesperson and an MC at several events, often on weekends and evenings. But more important than that, she has conducted numerous interviews with local women who have survived heart disease and stroke and conducted interviews with local health experts to provide health information to women to lower their risk of these diseases. In fact, she had a 28-year-old stroke survivor call her in response to one of her announcements saying she would love to share her unique story with the public. Since then, that local survivor from Biddeford, Maine, has been very involved with the Heart Association, sharing her story and events, and on -- in the media as well.

Thanks to partners such as WPOR and Portland Radio Group, we are spreading lifesaving messages and hopefully saving the lives of many women so they can be there for their families and taking better care of themselves. In fact, the campaign increased awareness from only 13 percent of women recognizing heart disease as their number one risk to over 50 percent today, and that's due in large part to our ability to spread these messages through the local media.

Thank you.

THE REPORTING GROUP

(Audience applause.)

MR. ENSSLIN: Thank you, Brenda.

Tim Moore. You have two minutes.

MR. MOORE: My name is Tim Moore. I'm the Program Director for WHOM and WJBQ here in Portland. I also serve on the Board of Directors for the Maine Association of Broadcasters, and am the immediate past chair.

I've worked in Portland at the same stations for nearly 17 years under three different owners, and I can tell you from direct experience that we are local in focus. There is no centralized control regarding programming at my company, Citadel Broadcasting.

If the argument against consolidation is based on the premise that fewer owners is equal to fewer points of view and a lack of localism, would it not then be mandatory that programming decisions from these companies be influenced heavily by or even handed down from some corporate office at some far away location?

I can tell you that at Citadel, all programming decisions are made locally. This bears repeating. At Citadel, all programming decisions are made locally. I have never received a playlist from anywhere or anybody or told by anybody what or what not to play. Our ownership encourages each market to operate as a

separate entity, to serve the community and to be a good citizen.

I think there's a mistaken notion that somehow there must be a sinister plan among big companies to control viewpoints or programming, and this is a charge without the facts to back it up. All stations are ultimately governed by the audience. Stations that serve their communities are rewarded with the loyal listening of that community.

In the Portland metro area there's a radio station for every 10,000 or so people. Almost every music and talk format imaginable is represented. In this hearing, broadcasters will deliver a long list of charitable accomplishments, our inclusion of local music, and responses to our communities. This is not fiction. The sad truth is that our opponents don't want to hear about the good things we do.

No politician wins 100 percent of the vote, even in a landslide; and we know there are people who disapprove of the job that we do. But it is a fact that broadcasters are here for our communities.

In closing, if you take anything from this hearing, please understand this, the managers and employees of Maine broadcast media are part of the community.

MR. ENSSLIN: Tim, your time is up.

MR. MOORE: Thank you.

(Audience applause.)

MR. ENSSLIN: Actually, Randi, before you start, I think we'll have time for three more speakers before the 7:30 break. And if they could gather at that microphone. Ethan Minton, Lara Seaver, and Elizabeth Ellis.

And now we're going to hear from Randi Kirshbaum. You have two minutes, Randi.

MS. KIRSHBAUM: Thank you. I'm Randi Kirshbaum. I'm Program Director at WMGX and WYNZ, part of the Portland Radio Group owned by Saga Communications. I've worked in radio for 37 years, seen a lot of changes over that time. In fact, when I started there were no women in radio. I was the first woman on the air in Minneapolis and St. Paul and worked at an AM/FM station where we had to walk 20 minutes out in the swamp to take readings on the AM towers.

Some of the changes have been for the worse, but many have been for the better. I've worked in my current job for 25 years, both under local ownership and corporate ownership. Localism is a goal to which we all aspire, but I must say local ownership does not necessarily mean better ownership or greater responsiveness to the community.

When I started here in Maine we were owned by local owner Sunshine Broadcasting. Saga Communications purchased us in 1990, and since that time our localism and commitment to the local community has increased dramatically primarily because with Saga we now have greater resources that enable us to better serve our community.

In addition to being program director, I do a daily radio show. I spend the show talking about this area, what's going on around town, how we can get involved, what makes southern Maine unique. When we coach our air personalities who work on our air staffs, the one thing we constantly stress is localism. It's that localism and ability to respond immediately to community needs that differentiates us from satellite and Internet radio.

We are part of the fabric of this community. We are local. We are part of this community. We live here and work here. We love this town. What localism means to us is being a good neighbor. We are proud to say that the quality of life in southern Maine has been improved over the 25 years I've been here, in no small part due to the efforts of our radio stations. We are locally managed. We are owned corporately, but we are part of southern Maine, and localism is job one for us.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Randi.

Ethan Minton. Ethan, you have two minutes.

MR. MINTON: Hi. I'm Ethan Minton. I grew up in Portland, and I live in Brunswick. I'm the afternoon host and assistant program director at WMGX.

As a broadcaster, I care deeply about our community because I'm part of our community. For years I've been passionate about ending hunger around the world and here in Maine. As a volunteer in the '80's and '90's, I relied on broadcasters to help. The late Bob Anderson, then at WIGY, was instrumental in helping those in need.

I'm proud to now be on the other side of that long-standing tradition. I'm proud that for 14 years Portland Radio Group stations have collected money and food for Preble Street. We encourage listeners to donate, and I believe of equal importance, we make them aware of the plight of those less fortunate.

In the words of Preble Street Executive Director Mark Swan, the WMGX food drive is the base of our food supplies for the most severe months of the year. We could not make it through the winter without their help.

For 15 years, WMGX has worked with the Center for Grieving Children, helping to raise money for and awareness about their program. As a result of our involvement, I became a volunteer at the center working with children and young adults dealing with the loss of a loved one. Because of our long-standing relationship in the days following 9-11, staff members became more aware, they provided tremendous support to listeners, and, perhaps more importantly, specific guidance for parents seeking to comfort their children. We're fortunate to have an organization like the Center for Grieving Children in Portland, and it's my hope that they feel the same way about us.

Despite corporate ownership, I'm not just allowed to, but encouraged to be local. And it drives me not only to feed the hungry and to lead a pet walk, but to relate stories of local interest; from Jason Spooner's CD release party to the Sea Dogs second baseman hoping to make it one day to play at Fenway Park.

We're committed to serving the interests of our community because we're part of the community. We know the community, and as a for-profit business we know that if we stop serving the interests of our community to entertain, to inform, and to aid, they'll push the button and we'll be out of business.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Ethan.

Lara Seaver. Lara, you have two minutes.

MS. SEAVER: Hi. My name is Lara Seaver. I've worked full time at the Portland Radio Group for over seven years. My husband and I own a home in South Portland where we live with our infant daughter, and I'd like to take this chance to read excerpts from a letter from a local musician, Don Campbell.

Don writes: Thank you for the opportunity to share my thoughts with you this evening. I'm sorry that I'm unable to make these comments in person; however, I'm performing this evening.

I work full time performing singer -- as a performing singer/songwriter with a business headquartered in Portland. I was born in Portland, raised in the area, and my independent music business has been largely here in my home state of Maine.

For over 10 years I've had the opportunity to work with nearly every radio station in greater Portland. I've done live studio interviews, appearances and performances. I've done phone interviews, and I've done remote broadcasts with radio.

Many times I'm asked to participate by local radio

personnel, but in many circumstance I've initiated the request to be on air. Across the board, from company to company and station to station, I've been welcomed in and been given time and access to listeners.

I'm also fortunate to work with the areas TV broadcasters. Once again, I have been a guest on many different programs, I've partnered with different TV personalities and hosts to support fundraisers, and I've also been given time to share my own music and events. The relationship I have with so many of our broadcasters is active and productive, like an ongoing conversation about our communities, events and music.

To illustrate the kind of access I have mentioned, this is three examples of media support I've had since June 14th. That's just over the last two weeks. I've had the opportunity to perform three original songs live on air on a morning radio show broadcast, I've conducted a phone interview with an Augusta radio station, and I've performed for a noontime TV broadcast and a news program that went on location to feature the community, culture, and music traditions of a 25-year-old local festival.

Thanks again for the opportunity to share these thoughts with you today.

Sincerely, Don Campbell, Don Campbell Music,

Portland, Maine.

(Audience applause.)

MR. ENSSLIN: Thank you, Lara.

Elizabeth Ellis. Elizabeth, you have two minutes.

MS. ELLIS: Hi. My name is Elizabeth Ellis, and I'm an intern at the Portland Radio Group. I've lived in Maine my entire life. Today I'm speaking on behalf of Steven J. Pogney, the Executive Director of the Portland Public Library. He says: I am sorry I cannot be there in person today to express my sincere appreciation and acknowledgment of all the local media outlets do to support, engage, productive civic life in Maine.

I believe that our local TV and radio affiliates perform extraordinarily in this regard, consistently providing news coverage, PSA time, discussion, local news, magazine shows, and financial and volunteer support for individuals and organizations, including the library and our community.

The library works particularly with news radio WGAN who has served our media sponsors for several years now. WGAN hosts interview authors who are engaged to speak at the library, promotes our programming efforts, and regularly ensures that issues relating to the library get air time, which provides desperately needed

publicity for our work that we simply would not be able to afford otherwise. We could not ask for a more supportive sponsor of the important work we do in the community.

Thank you.

(Audience applause.)

MR. ENSSLIN: Thank you, Elizabeth.

By my watch, the time is now 7:30. Unless Commissioner Copps has any other ideas, we'll stick to the schedule, which is to return -- to take a 30 minute break at this time, return here at 8:00, at which time we'll have the second panel; and then following the presentation of the second panel, we'll hear more two minute speeches; and I've got the list. Everybody that signed up before is on my list, and I'll hold on to it. So we'll be back in 30 minutes.

CERTIFICATE

I, Daphne G. Estes, a Notary Public in and for the State of Maine, hereby certify that this hearing was stenographically reported by me and later reduced to print through Computer-Aided Transcription, and the foregoing is a full and true record to the best of my ability.

IN WITNESS WHEREOF I subscribe my hand this

day of \_\_\_\_\_, 2007.

Dated at Old Orchard Beach, Maine.

Notary Public