

**Jack N. Goodman**

+1 202 663 6287 (t)  
+1 202 663 6363 (f)  
jack.goodman@wilmerhale.com

November 5, 2007

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

**NOTICE OF EX PARTE COMMUNICATION**

*Re:* MB Docket No. 07-148

Dear Ms. Dortch:

On behalf of Sunflower Broadcasting, Inc., we are submitting for consideration in the above-referenced proceeding, an article that appeared today in *TV Newsday* describing the voluntary efforts that Sunflower has and will undertake to inform the public in the Wichita television market about the upcoming end of the digital television transition.

These efforts include a local DTV website that has been operating for more than a year, locally produced public service announcements, community outreach efforts, phone banks timed for times when television receiver sales are high, and training of consumer electronics retailers' sales personnel. Further details concerning this program will be supplied to the Commission in the next week.

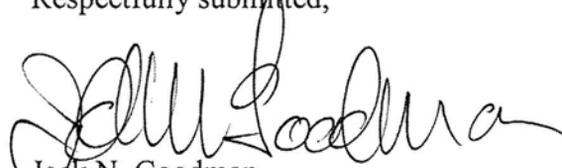
Similar programs will be implemented at the other television stations owned by Sunflower's parent company, Schurz Communications, Inc. These programs demonstrate the commitment of local broadcasters to making sure that viewers are prepared for the upcoming end of analog broadcasting.

Please direct any questions concerning this matter to the undersigned.

November 5, 2007

Page 2

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jack N. Goodman". The signature is fluid and cursive, with a large initial "J" and "G".

Jack N. Goodman

*Counsel for Sunflower Broadcasting, Inc.*

Attachment

cc: The Honorable Kevin J. Martin  
The Honorable Michael J. Copps  
The Honorable Jonathan S. Adelstein  
The Honorable Deborah Taylor Tate  
The Honorable Robert M. McDowell  
Monica Desai  
Barbara Kreisman  
Clay Pendarvis  
Eloise Gore

Monday, November 5, 2007



Your e-mail was sent successfully.

MARKET SHARE BY ARTHUR GREENWALD

## KWCH WICHITA SEIZES DTV EDUCATION INITIATIVE

TVNEWSDAY, NOV. 5, 7:18 AM ET

*GM Joan Barrett sees the digital transition not as some onerous obligation, but rather a hot opportunity—a fresh way to promote Schurz's CBS affiliate through exemplary public service.*

**By Arthur Greenwald**

As the February 2009 digital transition looms ever closer, things are starting to heat up in Washington. FCC Chairman Kevin Martin has proposed mandates requiring TV stations to broadcast a minimum number of PSAs to warn the public about the coming analog cutoff.

And **in Hill testimony last week**, broadcasters begged to differ—in a predictable yet eloquent rebuttal by David Barrett. The Hearst-Argyle Television president said the NAB-led voluntary awareness campaign “will be more effective than any government-mandated plan.”

With all due respect to David, another Barrett might have made a better witness. That would be **Joan Barrett**, president and general manager of **Schurz Communications' KWCH** Wichita-Hutchinson, Kan. She sees the digital transition not as some onerous obligation, but rather a hot opportunity—a fresh way to promote her CBS affiliate through exemplary public service.

“In part it's just who we are,” says Barrett. “This is a very strong station. We have a majority of the viewers. We have a responsibility to educate the viewers about their digital options and we don't take that lightly.”

Apparently not. KWCH is preparing to launch Ready, Set, Know—a multimedia umbrella campaign tailored to the unique digital challenges of the 69th DMA.

“Ours is one of the largest geographical DMAs in the country. We cover 65 counties and we've got issues that others don't face. For example, I have four full-power transmitters.” (Two of those telecast the other half of Schurz's Wichita duopoly, KSCW, a CW affiliate.) “We're going to have to convert all of them. Feel free to pay my electric bill,” laughs Barrett.

While many stations are just starting to run PSAs for the NAB's **DTVAnswers** campaign, *Ready, Set, Know* ties together elements of a campaign that Barrett's team launched late in 2006. It's designed to go deeper than DTVAnswers, and far more local.

“We put up a Web site over a year ago and we link to all the sites we can find, but all of our information is customized for Kansas,” says Barrett. “After all, we're content producers. It's what we do. So if we're going to produce a Web page, we want to produce the content for it.”

What's more, that local perspective is no accident. “Almost our whole management team has roots here in Kansas, particularly Western Kansas and that helps a lot,” she says.

Currently, KWCH's existing **Digital Television Made Easy** page is reachable only through the station's home page. While it's about to expand it already contains an original **DTV FAQ page**, derived from actual questions from Kansans and answers by KWCH managers and engineers. Viewers also encounter plenty of local

references in several clear, illustrated background articles, such as **How to Get the Most Out of Your HDTV**.

The bottom of the Web page also offers video playback of original PSAs featuring the station's major news talent. Each time a new PSA debuts, engineering department phones ring with incoming calls from confused viewers, which is all to be expected, says Barrett.

"One household can have cable in the living room but over-the-air in the kitchen or even the bathroom. If your TV was pre-programmed, we'll have to teach you to hit auto-tune or we won't be on your list of preferred channels. There are so many issues that we can only tackle them on the Web site. The big challenge is making the answers really simple."

In fact, Barrett is banking on viewer curiosity. For the second year, KWCH will offer viewers the chance to call their questions into special phone banks scheduled during the big TV buying seasons, just prior to Christmas and the Super Bowl. Each phone bank will run from the early through the late news. Highlights will be featured on air and on the Web site.

Eventually, Ready, Set, Know will include conspicuous sponsorships, including partnerships with appropriate local retailers. For the moment, Barrett is only prepared to announce her content-driven plans.

Barrett's determination to be first with the most digital information reflects her early career on air as both reporter and anchor in Topeka, Lubbock, Austin and Phoenix. Media General lured her into news management back home in Kansas, and, when Shurz bought the station last year, it elevated her the top job.

"Every winter in Texas, we'd do the same story," says Barrett. "We reminded viewers that if their water pipes are above ground, they will freeze solid. We'd warn them to insulate those pipes and shut off the water. And every year tons of people's pipes would freeze and burst. 'Oh, I didn't know you meant *me!*'" says Barrett in a pitch-perfect imitation of a viewer phone call.

To head off such quirks of human nature, and to meet the extra needs of what the NTIA calls "vulnerable populations," KWCH managers have already met with eight different community groups who represent the elderly, the underprivileged, minority groups and others who are statistically the most dependent on over-the-air broadcasting.

"One thing we've learned is that simpler is better. For example, we offered to distribute information on video. They'd rather have paper brochures because their populations aren't likely to have DVD players," she says.

According to the most recent NAB estimates, most Kansans will *not* be disenfranchised in February, 2009. In the entire state, only about 100,000 viewers rely solely on an over-the-air signal. By that time, Barrett is convinced that every breathing viewer will have gotten the message. But even that may not be quite enough.

"Our biggest challenge is the same reason many people don't vote," says Barrett. "We have to get past their apathy."

And KWCH is determined to do just that. And in doing so, it's turning something it has to do into a fresh opportunity to position itself a community leader.

Says Barrett: "Our station is generally the go-to station for news and information. I think there will be a station like us in every community that will position themselves as the digital leaders. Because that's the kind of stations they are."

---

*Surely your own station is doing something worthy of your colleagues attention. Don't toil away in analog anonymity, when you could shine in all your high-def glory. Every Monday Market Share by Arthur Greenwald showcases another winning campaign. Yours could be next! Write to Arthur at [greenwald@tvnewsday.com](mailto:greenwald@tvnewsday.com).*

---

*This article can be found online at: <http://www.tvnewsday.com/articles/2007/11/05/daily.3/>.*

*Please visit <http://www.tvnewsday.com/> for more on this and other breaking news concerning the TV broadcasting industry.*