



November 16, 2007

**VIA ELECTRONIC FILING**

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

**Re: Notification of Ex Parte Communication  
MB Docket Nos. 06-121 and 02-277  
MM Docket Nos. 01-235, 01-317, and 00-244**

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that on November 15, 2007, George L. Mahoney, Vice President, Secretary, and General Counsel of Media General, Inc. ("Media General"), and I met with Rudy Brioché, Legal Advisor to Commissioner Jonathan S. Adelstein, to discuss the positions that Media General has previously taken on newspaper/broadcast cross-ownership, the reasons that repeal of the newspaper/broadcast cross-ownership rule is needed in small- and medium-sized markets, the proposed rule announced on November 13 by Chairman Kevin J. Martin, and possible approaches to resolving issues that have been raised in the proceeding. The attached material was provided at the meeting.

As required by Section 1.1206(b), as modified by the policies applicable to electronic filings, one electronic copy of this letter is being submitted for each above-referenced docket.

Very truly yours,

A handwritten signature in black ink, appearing to read 'M. Anne Swanson', with a long horizontal flourish extending to the right.

M. Anne Swanson

Enclosures  
cc w/encl. (by email):  
Rudy Brioché, Esquire

NOTE X to § 73.3555. Paragraph (d) of this section will not be applied so as to prohibit cross-ownership of a TV broadcast station and a daily newspaper, provided that the licensee of such TV broadcast station complies with the following requirements in the market in which it owns such daily newspaper:

1.
  - (a) Station shall provide, during the hours of 5 a.m. to midnight on its analog channel, and after February 17, 2009, on its most watched digital channel, an average of five percent locally relevant and responsive programming, of which half must be locally produced by licensee or its affiliate, as documented in the station's public inspection file and on its website.
  - (b) "Locally relevant and responsive programming" means local news and public affairs programming, and such programming also may include programming addressing issues and topics of local cultural interest, controversial issues of public importance, and issues of interest to minorities in the community; local sports; local weather information; educational or instructional programming; local children's educational programming; local and non-paid religious programming; and local or regional agricultural programming.
  - (c) Licensee shall determine the local relevance and responsiveness of the station's programming through quarterly interviews of community leaders and quarterly meetings with viewers, which shall include representatives from local minority organizations or institutions, as documented in the station's public inspection file and on its website.
2. In the four weeks preceding a general election, station shall provide, during the hours of 5 a.m. to midnight on its analog channel, and after February 17, 2009, on its most watched digital channel, an additional two hours per week of locally produced news programming, interviews, and other public affairs formats that provide for debates or a discussion of ballot measures, ballot referenda, or positions of candidates or political parties in the forthcoming election. Such time shall not include paid political advertisements or free time for political candidates.
3. Station shall provide on its analog channel or, after February 17, 2009, on its most watched digital channel, an average per week of 100 non-paid public service announcements ("PSAs") of 30-seconds duration (or an equivalent amount of total PSA time) directed to matters of interest and concern to the local community, at least half of which are locally produced by licensee or its affiliate and do not promote station-sponsored events, as documented in the station's public inspection file and on its website.
4. All averages are to be computed on a calendar quarter basis.
5. Licensee on an annual basis, on the anniversary of its renewal application filing date or other consistent reporting deadline, shall complete and place in the

station's public inspection file and on its website FCC Form 395-B ("Broadcast Station Annual Employment Report") or such successor form for the workforce of the station.

6. Station shall not have a blanket prohibition on the sale of advertising time to non-federal candidates.
7. Licensee shall file annually a declaration by an officer, partner, or member attesting that the station has substantially complied with the terms of this Note in all material respects.
8. In the event that a complaint relating to non-compliance with the terms of this Note is filed with the Federal Communications Commission and not acted upon by the FCC staff within 180 days, such complaint shall be deemed denied, and its filer eligible to submit an application for review by the full Commission.
9. For the avoidance of doubt, all obligations set forth in this Note shall continue throughout the licensee's ownership of the TV broadcast station and a daily newspaper in the same market.
10. Any licensee that demonstrates compliance with the terms of this Note in its application for renewal of the station's license may have that application reviewed and disposed of by the FCC staff, acting on delegated authority. If any challenge to the renewal application raises a substantial and material question of fact regarding compliance with the terms of this Note that challenge may similarly be reviewed and disposed of by the FCC staff, acting on delegated authority.