

1 about New Jersey elections. One station had
2 only seven. The three others ranged between
3 eighteen and thirty-three.

4 WWOR-TV had the least percentage
5 of New Jersey stories when compared with
6 Philadelphia stations, and they did not pay a
7 lot of attention to New Jersey, much fewer
8 than New York stations. WWOR-TV did have
9 longer stories and had the longest sound bites
10 of candidates speaking; however, seventy
11 percent of these stories appeared in the final
12 week of the election.

13 This picture means that the
14 citizens of New Jersey had less chance to
15 learn from WWOR-TV, fewer stories than other
16 stations, and concentrated over a shorter
17 period, probably with little predictability
18 when they would see something about the state.

19 But, once a story was produced and aired by
20 WWOR-TV, more time was devoted to it and to
21 hearing the candidates speak.

22 Clearly, there is potential to do

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1 better and to build on that performance. Let
2 me say again how much we appreciate the
3 Commission's attention to New Jersey and to
4 our station, WWOR-TV. You will hear from many
5 informed individuals in groups, today. But
6 from my experience, I can say there are
7 thousands who would gladly tell you in
8 informal ways that they wished the television
9 news they see would help them understand
10 what's happening in their state and who the
11 public leaders are who have the responsibility
12 for solving those problems.

13 All stations that surround us
14 deserve rigorous examination of their
15 performance in serving our state, but
16 especially this station located in our state.

17 We look to you to inform us about what we
18 should expect from WWOR-TV. I think you would
19 find willing partners in New Jersey to use the
20 requirements for coverage of public affairs
21 and local news to assure that we have the
22 highest level of performance from WWOR-TV, our

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1 TV station, who we hope we will look forward
2 to seeing at the State House. Thank you.

3 MODERATOR SIGALOS: Thank you, Ms. Reed.

4 Ms. White?

5 MS. WHITE: Thank you. I would
6 also like to thank the Commission and the
7 senator for this opportunity. I am a proud
8 Rutgers grad -- go Scarlet Knights -- and also
9 born and raised in north New Jersey. So this
10 is a wonderful opportunity, so thank you for
11 that. I, I do want to share with you just the
12 main focus of The Three Doctors Foundation and
13 that would focus on four core areas, health,
14 education, leadership, and mentoring. And our
15 relationship with My9 has extensively helped
16 us achieve those goals throughout the years,
17 so I do want to thank you for that. We
18 actually have great partnerships with
19 individuals on both sides of this discussion
20 today and I do want to say that I'm here today
21 to tell the truth about the great relationship
22 that we do have with our friends at My9. As I

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1 mentioned, The Three Doctors Foundation
2 focuses on health, education, leadership, and
3 mentoring. And I can confidently say that the
4 support from My9 has definitely helped us
5 reach success in these areas, as I mentioned
6 before, certainly through event promotion,
7 because we completely rely upon word of mouth
8 and the media coverage to make sure that we
9 reach our target audience. And My9 has done
10 that year after year, to make sure that we are
11 able to reach the community and they are able
12 to come to our health events, and they are
13 able to meet the three doctors, and are able
14 to understand what we have to offer and why.
15 Also, My9 has more directly provided us with
16 their television personalities who, as you saw
17 from the film, have volunteered of themselves
18 time and time again to come up to the
19 community, to meet with our young people, to
20 meet with our donors, to help them understand
21 why it is important to support our
22 organization. I can say that Ms. Brenda

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1 Blackman this year hosted our annual fund
2 raising gala, as well as Ms. Linda Lopez on a
3 separate occasion hosted our fund raising
4 gala, which was critically important to us
5 because that particular event is the only way
6 that we have to generate support for our
7 outreach programs. Our organization, if
8 you're not familiar with it, is based upon
9 three young physicians who are from north New
10 Jersey, they're from the community, and they
11 made a promise that they were going to beat
12 the odds and succeed, and they have. And My9
13 has been extensively supportive of making sure
14 that we've been able to share that message
15 with the New Jersey community. Without them,
16 I don't know that we would have been able to
17 do as much as we have in New Jersey. I do
18 want to personally thank Ms. Brenda Blackman
19 for all the help that she did this year. We
20 have supporters from all over the country.
21 And our biggest sponsor is actually in
22 Seattle, Washington, and they commented on how

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1 wonderful the level of support we received
2 from the media, My9 especially, as well as our
3 other New Jersey constituents. So I do want
4 to thank you for that. We have also had My9
5 television personalities come out as mentors
6 for our mentoring program that we have every
7 year. The kids especially continue to be
8 impressed with seeing recognizable role
9 models, people who they see on television, on
10 a daily basis, who give back to the community.

11 For us, we cannot put a price on that because
12 the kids naturally respond to them and they
13 see them with the doctors, and that helps to
14 give us credibility as an organization and
15 make sure that we're able to do what we do
16 year after year. My9 has also featured the
17 doctors on a number of their television
18 stations. And that, in itself, has generated
19 a lot of support, a lot of unsolicited donors,
20 a lot of unsolicited other coverage from other
21 partners throughout the country, as well as
22 locally, and again we thank you for that. I

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1 do want to also mention that, you know, the
2 doctors wanted to be here tonight, but they
3 are physicians and they couldn't today. But
4 they did want to also extend their personal
5 thanks for your support year after year to our
6 organization and making sure that we are
7 successful. Thank you for your time.

8 MODERATOR SIGALOS: Thank you, Ms.
9 White. And I would like to thank all of our
10 invited speakers for their participation this
11 afternoon. We will now transition to the open
12 public comment period for those people who
13 have registered to speak. And I want to
14 remind anybody who may not have registered
15 that the registration which is at that front
16 desk in the lobby will close in five minutes.

17 So if you want to speak, you have five more
18 minutes to register. Before I go over the
19 ground rules, will the following people go to
20 either one of these iron microphones. This is
21 the closest one. Chuck Lovey, Suzy Kass,
22 Bill Hassall, Patrick Adams, Tim Karr, Christa

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1 Pugh, Harold Winard, Reverend Jacques DeGraff,
2 just either one of those two microphones.
3 Okay, the ground rules for this portion of our
4 hearing are really quite simple. Each public
5 commenter will be allotted two minutes for
6 their statements. Please keep an eye on the
7 clock as you do that, so we ensure that you
8 get your most important comments to us within
9 that time period. We will be strictly
10 enforcing this time limit so that everyone
11 will have an opportunity to be heard. Please,
12 audience, still do abide by our request for
13 basic decorum during this public comment
14 period. All right, Mr. Lovey?

15 MR. LOVEY: Thank you. I'd like
16 to thank the FCC commissioners for calling
17 this hearing and coming to New Jersey today to
18 speak with us. My name is Chuck Lovey. I'm a
19 lifelong resident of New Jersey, I currently
20 reside in Plainfield, and I'm a member of
21 Voice for New Jersey. I'd like to share with
22 you some data that we developed from WWOR's

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1 FCC filings. For those who are not aware, the
2 FCC requires broadcast licensees to submit
3 quarterly reports documenting programming that
4 addresses key issues in the broadcaster's
5 local community. For the first three quarters
6 of 2006, WWOR reported less than ten hours of
7 news programming that was responsive to
8 community issues, scarcely less than two
9 minutes per day of programming. Perhaps
10 coming to a sense of shame, the station
11 stopped reporting the airtime of its public
12 interest programming altogether in the fourth
13 quarter of 2006. Speaking for Voice for New
14 Jersey, we view this level of programming as
15 so minimal that it is tantamount to a complete
16 abdication of the station's public interest
17 obligations with respect to news coverage.
18 Now in its petition -- or in its response to
19 our petition, WWOR stated that the reports
20 that VNJ analyzed were never meant to be all
21 inclusive. The station would like us to
22 believe that its actual performance is better

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1 than what we have portrayed. If this is so,
2 let WWOR show us the real numbers and let them
3 do it today. If they cannot, the Commission
4 must accept that WWOR's own reporting
5 abundantly proves the case against it as
6 documented in the Voice for New Jersey
7 petition. To do otherwise would be to accept
8 that the station's own reporting failures
9 should somehow be construed to its benefit,
10 and would be a gross violation of the public
11 trust. Let me again thank the commissioners
12 for coming to New Jersey today. Thank you
13 very much.

14 MODERATOR SIGALOS: Ms. Kass?

15 MS. KASS: Yes. My name is Suzy
16 Kass. I'm from Montclair, New Jersey. I co-
17 chair the media reform group for Blue Wave New
18 Jersey. This issue is near and dear to our
19 hearts because we don't see this as a red
20 issue or a blue issue, this is simply about
21 getting the information we need to know as
22 citizens. We can't fix what we don't know is

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1 broken. We can't care about people we don't
2 know about. We can't fix problems that we
3 don't know exist. You at WWOR will hear a lot
4 about what you're not doing. But what I want
5 to tell you is that the New Jersey residents,
6 what many of us want from you, we want to hear
7 something real, so talk to us. Talk to us
8 about how we're doing environmentally in New
9 Jersey. Tell us about our veterans coming
10 back from Iraq. Tell us about our candidates
11 running for office. Better yet, offer to give
12 them some air time so they can tell us about
13 themselves. Tell us about post 9/11 New
14 Jersey, how safe are we and what will you do
15 in the event of an emergency. Tell us about
16 our legislature. Perhaps you could do a
17 visual crawl underneath the news at night so
18 we know how everybody voted and what the
19 issues are. You do a little of this, but you
20 don't do enough. In a complicated world where
21 the stakes are so high, we cannot allow you to
22 squander our airwaves, and they are our

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1 airwaves. We own these airwaves and stations
2 need to prove themselves worthy of their use.

3 I implore the FCC to be a better voice for
4 the individual. Start the great wave across
5 this country and hold WWOR accountable to its
6 public interest obligation and its mandate to
7 serve our area, because the caliber of our
8 actions and our decisions depend on your
9 responsible stewardship of our media.
10 Finally, on behalf of Blue Wave New Jersey and
11 myself, thank you so much for this
12 opportunity.

13 MODERATOR SIGALOS: Thank you.

14 Mr. Hassall?

15 MR. HASSALL: Hi, the name is Bill
16 Hassall from Galloway, New Jersey. First of
17 all, I'd like to thank the FCC for giving this
18 subject the specialized attention that it
19 deserves. I would also like to thank Senator
20 Frank Lautenberg for the work -- for his work
21 to give New Jersey its own voice. I have
22 lived in New Jersey my whole life and I can

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1 never remember hearing about any major news
2 coverage that didn't have either Philadelphia
3 or New York as its target audience. Being the
4 most educated and densely populated state in
5 the nation, one would think that more, not
6 less local community outlets would be here.
7 For a state that's trying to re-identify
8 itself with New Jersey, come see for yourself.
9 We sure aren't seeing for ourselves what New
10 Jersey has to offer the media market. I was
11 doing research on publicintegrity.org, a
12 website that tracks media ownership. And I
13 found that of the commercially licensed TV
14 stations that serve my hometown of Galloway,
15 only thirty-six percent are actually located
16 in New Jersey. It's no wonder that when
17 election time is near, I hear mostly about
18 out-of-state politics. We need to stop being
19 overshadowed by our neighboring states and
20 embrace our own local communities. And maybe
21 it's just me, but I don't understand how a
22 station that calls itself My9 New York could

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1 even begin to claim that its aim is to serve
2 the people of this state. I'm surprised to
3 see they are even here covering this event,
4 today. WWOR really doesn't serve the public
5 interest. Therefore, I urge you to deny the
6 request for license renewal. Also, I am very
7 excited that this event is happening.
8 However, I would like to know why Senator
9 Lautenberg attached an amendment to the Local
10 Community Radio Act in 2007 that will prevent
11 low power FM from helping communities in New
12 Jersey. Senator Lautenberg should make sure
13 that communities have access to local media.
14 Thank you.

15 MODERATOR SIGALOS: Thank you.
16 Mr. Adams?

17 MR. ADAMS: My name is Patrick
18 Adams. I'm from Union, New Jersey. I'd like
19 to thank the FCC and Senator Lautenberg for
20 having this hearing. First thing I notice, I
21 watch a lot of news, that on Channel 9, the
22 news is rarely on, especially in the morning

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1 they don't really have news coverage, although
2 it's on in the evening. And when it is on,
3 it's news to me that, that it's based in New
4 Jersey. I thought it was just another New
5 York channel. They do kind of the same type
6 of stories that the Fox 5 and, you know,
7 Channel 11 do. So there's really not a big
8 difference between the type of news that they
9 report and the type of news that Fox 5 and
10 Channel 11 report. And when I do want to see
11 New Jersey news, I usually go to News 12 New
12 Jersey, because this is a much more accurate
13 representation of New Jersey news. So for
14 this reason, I urge the FCC not to renew the
15 license of WWOR. All we need is another
16 organization that represents New York based in
17 New Jersey. We already have the Giants. We
18 already have the Jets. The Mets are moving to
19 Brooklyn. So that's all I have to say. Thank
20 you very much.

21 MODERATOR SIGALOS: Thank you.

22 Tim Karr?

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1 MR. KARR: Hi, I'm Timothy Karr,
2 the campaign director for Free Press, National
3 Media Reform Group, but I'm a longtime
4 resident of Hoboken, New Jersey. That we're
5 having this hearing today in Newark is a bit
6 of a miracle. It's a miracle because business
7 as usual at the FCC requires a television
8 station to do little more than mail a postcard
9 to Washington for a rubber stamp approval of
10 its license to broadcast. It's a miracle
11 because so many people in New Jersey took the
12 time to say enough business as usual, we
13 demand that you hear our concerns, concerns
14 about a conglomerate owned station that has
15 the gall to call itself My9 New York, in open
16 defiance of its mandate to serve the people of
17 northern New Jersey. But here's where the
18 miracle evaporates. If we're denied this
19 opportunity to remove WWOR's license today,
20 we'll have to wait another eight years before
21 we have an opportunity to challenge its
22 license again. It didn't always used to be

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1 this way. It used to be that every three
2 years, a broadcaster had to demonstrate that
3 it was meeting a long list of FCC public
4 interest guidelines. But lobbyists working
5 for commercial broadcasters didn't like that
6 and they strong-armed the FCC to change their
7 renewal process to eight years, a postcard,
8 and a rubber stamp. Eight years is a long
9 time. Newark simply can't afford eight more
10 years of too little news and too much My9 New
11 York. Newark can't wait eight more years for
12 a station that doesn't even pretend to serve
13 our local interest while serving up a junk
14 news diet of murder, car crashes, and reality
15 television. The real reality is the people
16 before you today. We're sick and tired of
17 more business as usual at the FCC. We're sick
18 and tired because local newscasters like WWOR
19 have snubbed us. We aren't going to wait
20 another eight years. The FCC should stop this
21 neglect immediately and hand over WWOR's
22 license to a local broadcaster who really

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1 cares about interests. Thank you.

2 MODERATOR SIGALOS: Thank you.
3 Christa Pugh?

4 MS. PUGH: Thank you for this
5 opportunity to speak today. My name is
6 Christa Pugh and I am the regional management
7 director for the Eastern Region of the Ad
8 Council. I work with all local media outlets
9 in the New Jersey area to secure time and
10 space for our fifty-plus public service
11 campaigns. For over six decades, the Ad
12 Council has been successfully using public
13 service advertising to address the most
14 pressing social issues, to raise awareness in
15 spite of change, and make a positive
16 difference in our society. Because of WWOR-
17 TV, fewer wildfires have started in places
18 like the Pine Barrens, fewer friends across
19 the state have let friends drive drunk, fewer
20 of our neighbors have experienced
21 discrimination. The Ad Council does not pay
22 for any media and relies solely on donated air

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1 time. Because of My9, the people of New
2 Jersey are receiving critical information on a
3 host of pressing, locally important issues
4 including the prevention of youth reckless
5 driving, education on childhood obesity
6 prevention, the promotion of financial
7 literacy, the recruitment of mentors for local
8 Big Brother and Big Sister Chapters, autism
9 awareness, the reduction of gun violence, and
10 increasing parental involvement in schools.
11 And when the need is urgent, WWOR-TV responds
12 quickly. Recently, New Jersey and the greater
13 New York area experienced a critical blood
14 shortage. Within days, My9 was airing Ad
15 Council PSA's to help rapidly restore blood
16 link supplies. And for the past two years,
17 Lew Leone has served on our local leadership
18 committee representing all the TV stations in
19 the tri-state area, helping us to identify and
20 to respond to critical local issues. My9 has
21 demonstrated a remarkable commitment to public
22 service. They help raise awareness, change

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1 behaviors, and ultimately save lives. On
2 behalf of all Ad Council nonprofit sponsors, I
3 am honored to be here today to thank and to
4 congratulate WWOR-TV for their terrific
5 support of local social issues --

6 MODERATOR SIGALOS: Thank you.

7 MS. PUGH: -- that make a positive
8 difference in the New Jersey area.

9 MODERATOR SIGALOS: Thank you very
10 much. Before I announce the next speaker,
11 would the following people please come
12 forward. Kate Blofson, Debbie Spigner, Dale
13 Alexander, Bill Lavin, Louis Zanoni, Curtis
14 Farrow, Sharon Brown, Diane Doctor, and Faris
15 Jebara. Harold Winard? Mr. Winard, please,
16 step forward.

17 MR. WINARD: Thank you very much.
18 I would first like to thank Senator
19 Lautenberg for facilitating this meeting and
20 the commissioners for being here in this
21 unusual meeting to air what you hear are the
22 grievances of the New Jersey public toward the

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1 situation in broadcasting in New Jersey. I
2 would first like to emphasize that this is not
3 a new problem. My own personal involvement
4 and interest, and it goes back almost forty
5 years, I have here a letter from the
6 Commission that was sent to the late Senator
7 Clifford Case about the situation of
8 television broadcasting in New Jersey, and it
9 was from Mr. Cahill, legal assistant to the
10 chairman, and it's dated August 1968. That's
11 almost forty years ago. I have here clippings
12 that I maintain. TV plea by Harris, this is
13 from the New York Star Ledger, charging that
14 New York television stations have not lived up
15 to their pledge to improve their coverage in
16 New Jersey, Newark City Council President Earl
17 Harris has called on the members of FCC to
18 give the Garden State its own commercial
19 station. This is dated July 1977. Here's
20 another Star Ledger article, FCC asks New
21 York, Philly to increase Jersey news. This is
22 dated 1976. This is a problem that has been

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1 going on for a very, very long time without
2 resolution. I hope this forum can serve as
3 the impetus for resolution of the problem, not
4 just with WWOR, which is an icon of the
5 problem, but for all stations that are
6 involved. Another issue, I hope the
7 Commission is not taken in by slick production
8 and commercial type presentation of what, what
9 Channel 9, WWOR-TV does by way of its news
10 coverage. What we see here is tokenism. We
11 see here news stories that are vetted against
12 the interest not of people in New Jersey, but
13 how much that story will appeal to the
14 interest of a listener in Brooklyn, New York.

15 We need New Jersey stories that are of
16 interest to people in New Jersey. I hope the
17 Commission sees fit to reject the application
18 of WWOR-TV and hopefully another --

19 MODERATOR SIGALOS: Thank you very
20 much. Reverend Jacques DeGraff?

21 REVEREND DeGRAFF: Good evening.
22 I'd like to thank the Commission for being

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1 here and the leadership of Senator Lautenberg.
2 My name is Reverend Jacques DeGraff. I'm
3 with the 100 Black Men. I would like to say
4 that I'm a Baptist and I'm a Democrat, and I'm
5 also a resident of New Jersey. In the
6 experience of African Americans and many other
7 people, media in general has disappointed,
8 stigmatized, and stereotyped many of us. And
9 so we approach all media with, with skepticism
10 at best. But I am here today to support the
11 license renewal for WWOR 9 because of my
12 specific and our specific experience with
13 them, the leadership from top to bottom, not
14 just Lew Leone but Gene Fuentes, Ian Moore,
15 Rupert Murdoch himself, who signed agreements
16 and kept their word, and exceeded their
17 expectation in providing resources for
18 mentoring and internship programs. And then
19 they went beyond that. They provided coverage
20 to the issues that were important in our
21 community. I serve on the board of the Newark
22 Community Health Centers in seven locations in

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1 Essex County and they cover the issues that
2 are of concern to our communities. They are
3 people who have kept their word and kept their
4 commitment. The issues about the coverage and
5 the other concerns every person in New Jersey
6 whose safety and feeling shares those
7 concerns. But the license renewal, they are
8 the best ones to fulfill the obligations of
9 the license and to get it right. I want to
10 reward them for what they have done. And so
11 since they have done the right thing by us, we
12 want to stand with them today and continue to
13 support them. Thank you.

14 MODERATOR SIGALOS: Thank you.
15 Kate Blofson?

16 MS. BLOFSON: Hi. Thank you,
17 commissioners, for taking the time to hold
18 this important hearing. My father is an
19 independent film maker who has lived and
20 worked in New Jersey for over thirty years.
21 He has produced documentaries on New Jersey
22 organizations and the important community

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1 issues they work on like domestic violence,
2 child abuse, environmental degradation,
3 poverty, and housing among, among others,
4 mostly in Trenton. New Jersey -- NJN public
5 television is the only outlet in New Jersey
6 for documentaries like the ones my father
7 worked on. And according to him, NJN now has
8 its own stock that's been decades since
9 they've hired independent producers. There's
10 no other outlets in New Jersey that
11 independent producers like my dad can turn to.

12 The Philly and New York markets are very
13 difficult to break into and they're not
14 interested in the pieces that focus on New
15 Jersey communities. While I commend WWOR for
16 its community service and PSA's, community
17 service is not the same as providing broadcast
18 service and PSA's are often used by stations
19 to use up unsold airtime. My father ends up
20 showing his documentaries and workshops to
21 community organizations and at the library,
22 not on New Jersey's airways. I want New

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