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Federal Communications Commission
Office of the Secretary

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Date: December 14, 2007

To: Chairman Kevin J. Martin
Federal Communications Commission

Fax Number: 202-418-2801

From: John R. Shreves, Jr.
President, Television
Lincoln Financial Media
(704) 374-3515
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Re: Localism NPRM

of Pages (including cover): 2

Please see attached.

Not a copy as rec'd 0
LJ: JMS/DC

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President, Television

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December 14, 2007

Dear Chairman Martin:

Those of us at Lincoln Financial Media are aware that the Federal Communications Commission has announced that it will consider a report on broadcast localism and a Notice of Proposed Rule Making, suggesting new rules for broadcasters.

Lincoln Financial Media owns and operates three full service broadcast television stations - WBTV Channel 3 in Charlotte, North Carolina, WWBT Channel 12 in Richmond, Virginia, and WCSC in Charleston, South Carolina - each of our television stations produces more than 30 hours of Local News per week and literally hundreds of community service initiatives on an annual basis. Localism is our mantra and we are intensely aware that without local support and indeed local approval, we would not be in business and would certainly not be the top ranked station in two of our markets and an extraordinarily strong number two ranked station in the third.

We urge you, especially in this intensely competitive digital age, to not turn back the clock and reinstate broadcast television programming and reporting requirements that were eliminated more than 25 years ago.

If local television broadcasters, such as Lincoln Financial Media, are to compete and succeed in this new digital age, we will need to devote every ounce of our energy and a substantial portion of our revenues to delivering high quality, Local News and local community support. Please reject the thinking that such resources should be diverted to managing a new round of archaic programming and reporting requirements.

With deep appreciation for your interest and willingness to consider our perspective, I remain most sincerely yours,

John R. Shreves, Jr.
President, Television