



— LOYOLA COLLEGE IN MARYLAND —
GREYHOUNDS

07-42

Men's Basketball

October 26, 2007

JIMMY PATSOS
Head Coach
410-617-2437
Cell: 410-790-6131

The Honorable Kevin Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Chairman Martin:

As you know, sports are a fundamental part of a university's culture. At Loyola University we are proud of our strong tradition of competitive and successful collegiate programs. As leaders in the region's academic and athletic communities, we are committed to sustaining and improving college sports.

A Regional Sports Network, the Mid-Atlantic Sports Network, is now available on expanded basic cable to 5.2 million households throughout MASN's seven-state region. Seven-hundred thousand (700,000) of these households are located in North Carolina. However, over one million North Carolina households don't have access to MASN.

Making our games available to the widest possible audience is essential to the continued growth and success of Loyola's collegiate athletes. By the end of this season MASN will have televised approximately twenty games involving our men's and women's basketball and lacrosse programs. MASN also provides programming content, commercial inventory, on-air announcements and marketing assistance to help our school's endeavors.

MASN is an extremely valuable resource for Loyola. Our school and our athletic programs gain unparalleled exposure by having our games televised on MASN.

Not only can students, faculty, and fans watch Loyola's programming, but because MASN's television footprint extends from Charlotte, N.C. all the way to Harrisburg, Pennsylvania, MASN provides our athletic programs with significant promotional opportunities. The exposure to millions of fans who might not otherwise be aware of our athletic programs is enormously beneficial for recruiting. It allows us to sustain our high-caliber athletic programs and to compete for the best and most gifted student-athletes.

MASN is currently available on the expanded basic service of twenty-one cable and satellite providers throughout the Mid-Atlantic region, including DirecTV, Dish Network, Mediacom and Charter in North Carolina. Unfortunately, the largest cable provider in North Carolina, Time Warner, refuses to carry MASN on the same terms as these four carriers have already agreed.

Time Warner's refusal to carry MASN prevents 1.1 million North Carolina households from watching their favorite local NCAA programming, and harms all universities by depriving them of the marketing, alumni relations and recruiting potential available through MASN.

On behalf of Loyola and for the sake of our fans, alumni and athletic programs, we urge you to reaffirm your support for local sports programming and require cable companies to provide this "must carry" programming on the most widely distributed tier of cable service.

Sincerely,

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GREYHOUNDS

Men's Basketball

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The Honorable Kevin Martin
Chairman
Federal Communications Commission
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Washington, D.C. 20554

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