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From: Parna Basu [mailto:parna@worldartswest.org]
Sent: Tuesday, February 12, 2008 7:05 PM
To: Kevin Martin
Cc: Michelle Carey; julie@worldartswest.org; Mimi.Kwan@abc.com
Subject: In the Matter of Broadcast Localism

February 12, 2008

FILED/ACCEPTED

Chairman Kevin Martin
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

FEB 15 2008

Federal Communications Commission
Office of the Secretary

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)
Report on Broadcast Localism and Notice of Proposed Rulemaking

Dear Chairman Martin,

I noted with great interest that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. From what I understand, this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I wanted to be one of the first to tell you that, in my view and in the view of my organization, World Arts West, KGO-TV already serves our community in many ways that makes any additional federal regulation unnecessary.

We have worked with KGO-TV on a number of public service announcements that have greatly raised local awareness of World Arts West. For several years, KGO-TV has helped our organization significantly through sponsorship of our programs, the San Francisco Ethnic Dance Festival and People Like Me. With their help we have been able to advance cultural understanding and increase appreciation of the world's diverse dance traditions, here in the San Francisco Bay area.

As part of their local and community coverage, KGO-TV has also produced and aired stories of several of our Festival performers. In 2004, KGO-TV aired a profile on former board member and Haitian dance master Blanche Brown. Features like these have raised the profile on our organization's works. Additionally, KGO-TV sent news anchors to emcee our annual fundraising Gala. Cheryl Jennings emceed our annual Gala last year and helped us raise over \$90,000 on our opening night.

For years, our residents have relied on KGO-TV for accurate and detailed emergency and weather information. This information goes far beyond a weather report to include advance warnings of weather emergencies, notifications of evacuation routes, locations of relief stations, and geographically targeted updates. KGO-TV's ABC7 news channel has been constantly proving reports on local weather and emergencies, e.g., California fires, Katrina, and tornados.

To put it simply, KGO-TV has helped promote World Arts West's branding. It has helped our organization move faster towards its goal of serving the needs of our diverse communities by way of inter-cultural understanding through music and dance. Moreover, KGO-TV's public service announcements, web promotions, profile and stories of our diverse performers have helped spread our message to the community-at-large. For this we are grateful to KGO-TV.

It is because of my first-hand experience with such a long-standing partnership that I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community

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already is well served by KGO-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

Julie Mushet
Executive Director, World Arts West

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