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Goodwill Industries of Mid Michigan, Inc.

501 S. Averill Ave. * Flint, MI 48506 * 810-762-9960 * Fax 810-762-9957

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Federal Communications Commission
Office of the Secretary

February 15, 2008

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

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

Dear Chairman Martin and Commissioners Copps, Adelstein, Tate and McDowell:

It has come to my attention that the FCC recently issued a Notice of Proposed rulemaking on broadcast localism. I understand this Notice is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

As President & CEO of Goodwill Industries of Mid-Michigan, and as Treasurer of the Kiwanis Club of Flint, Michigan, I can affirmatively assert that, in my view, and in that of these two local, community organizations which I represent, WJRT abc 12 already serves our community in numerous ways, making any additional federal regulation unnecessary.

WJRT has produced and aired numerous stories as part of their coverage of local events which has raised local awareness of both of my organizations. For example, WJRT aired several interviews and public announcements for Kiwanis of Flint, promoting its first annual TRYathlon, a community fund-raising event for Special Olympics and the Kiwanis community grant programs, then gave extensive coverage the day of the event, interviewing both organizers and participants. In addition, the reporter, cameraman and station manager actually participated in the event, raising funds for these two local charities.

WJRT has recently expanded its coverage of local news and events by allocating more morning and afternoon airtime to local news, sports and weather. The station manager, Mr. Tom Bryson, serves on the Board of Directors of Goodwill Industries of Mid-Michigan and is the current President of the Kiwanis Club of Flint. Those in management positions in WJRT's news department frequently attend Kiwanis events, including our annual luncheon honoring outstanding high school student athletes in our community.

WJRT has covered Goodwill's annual awards ceremony, where we honor outstanding achievers at Goodwill, for several years. Within the past month, the station produced and

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aired a significant story on Goodwill's computer recycling program, highlighting the benefits of electronic recycling for both the local community and the people we serve.

Our employees and clients at Goodwill rely on WJRT for weather-related warnings and announcements affecting our operation. The station also supports the arts with local airing of holiday musical events in our local cultural center and keeps citizens informed by sponsoring local political candidate forums and debates.

In short, I believe additional regulation by the FCC to be totally unnecessary. As a lifelong resident of this community, and given my first-hand experience with WJRT, I can assure you this community is well-served by the station and that no additional federal regulations could create the caring and community-minded spirit WJRT already displays.

Sincerely,

Gary F. Smith,
President & CEO

Cc: Michelle Carey
Rick Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai