



Families Under Urban & Social Attack

February 4, 2008

DOCL FEB 11 3:26

04-233

**FUUSA**  
**Board of Directors**

**Board Chairperson**  
*Curtis V. Flowers*  
**Sr. Vice President**  
**Loop Capital Investment Corporation**

**Vice President & Secretary**  
*Annie L. Thomas*  
**Associate,**  
**Wealth Development Strategies L.P.**

*Anthony Norris*  
**Director of Northwest Lending**

*Diedra B. Fontaine*  
**Director Sales Development**  
**Continental Airlines**

*Jené Guess-Cash*  
**CEO Guess Group, Inc.**

*Loren Leidinger Avila*  
**Field Organizer CARE USA**

*Reverend Fred D. Broussard*  
**Chaplain**

*Reverend Leslie Smith II*  
**Chief Executive Officer/ Founder**

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

Dear Chairman Martin:

Families Under Urban and Social Attack, Inc. (FUUSA) recently became aware of the FCC's Notice of Proposed Rulemaking on broadcasting localism, which asserts that broadcasters may not be adequately serving their local communities. FUUSA is a non-profit, community-based organization whose mission is to "empower families to help themselves." I am writing to commend our local television station, KTRK-TV (ABC 13) for their outstanding efforts and commitment to serve Houston and its surrounding counties.

FUUSA serves on the front line, in the trenches, where casualties of the urban and social ills of our city and nation can be seen daily. We are tending to the wounds left by poverty, poor health care, a knowledge chasm, and hope deferred. KTRK is busy with its camera's and professional journalist telling the story of organizations like FUUSA through on-air interviews, event coverage, and special features. From my perspective, we have been in this war against urban and social attack together.

Throughout the greater Houston area, KTRK has actively sought to televise not only the graphic plight of hurting people, but also by airing the many efforts to address these concerns locally, they give a voice to all our hope. In our efforts to advocate for minorities, the disabled and elderly, children and youth living in impoverished and moderate income areas, KTRK has stood by our side. They are at FUUSA's health and job fairs, local community forums, community calendar events, town hall meetings and public service announcements with camera's rolling. FUUSA is but one of many such organizations that benefit from KTRK's coverage of community news. The entire channel 13 viewing area is likewise benefited. After natural disasters such as hurricanes Katrina and Rita, KTRK was there to cover the many outreach efforts to the victims of these natural disasters with an humanistic perspective that engendered wide spread community participation from every part of our citizenry.

KTRK is no stranger to the FUUSA mission or vision. The station has aired coverage of our history and work in the community by providing opportunities to appear on public affairs programs and through other on-air awareness activities. By putting a face on our battle they have helped to make it real to those who do not know this struggle personally. The KTRK mission to better the lives of their viewers through increased awareness of the plight of "the forgotten" inner-city wards has also helped to chip away at the social and economic barriers that divide, fan hatred, suspicions and discord in this city. KTRK's coverage of the work and

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vision of FUUSA expands, exponentially, our presence to those we serve and to those who care enough to join us in service. Consequently, KTRK has inadvertently helped to grow FUUSA's donor base and expand our programs and service capacity. Our target population – the neglected and those willing to help them – all watch television.

Our aim at FUUSA is to educate our clients to new possibilities and KTRK is a partner in that process. FUUSA recognizes that the rest of our journey calls for the goodwill of able bodied citizens in Houston and beyond. KTRK has helped to generate some of that goodwill for FUUSA in its quest to inform, educate and foster positive change for its viewers through careful, purposeful dissemination of the news. Further, KTRK has joined FUUSA over the years as participants in our annual fundraiser. Though our programmatic services are largely funded through state and federal grants, some of our service components must be covered by private funding. We, at FUUSA, are grateful for partners like KTRK who have put their money and mouth in unified motion. They not only cover local news responsibly, they give of their time, talents and resources to help make positive change happen.

I think FUUSA and KTRK have a common philosophy – “People perish for a lack of knowledge”. Knowledge is power and KTRK is managing its power responsibly and respectfully in our local community.

Sincerely

A handwritten signature in black ink, appearing to read "Leslie Smith II". The signature is fluid and cursive, with a large initial "L" and "S".

Rev. Leslie Smith II  
CEO/Founder

cc: Michelle Carey



Families Under Urban & Social Attack

February 4, 2008

DOCKET FILE COPY ORIGINAL 3: 25

04-233

**FUUSA  
Board of Directors**

**Board Chairperson**  
*Curtis V. Flowers*  
Sr. Vice President  
Loop Capital Investment  
Corporation

**Vice President &  
Secretary**  
*Annie L. Thomas*  
Associate,  
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Strategies L.P.

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Director of  
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USA

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

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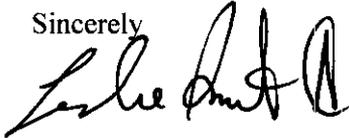
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K. B. B. B.

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Sincerely

A handwritten signature in black ink, appearing to read "Leslie Smith II". The signature is fluid and cursive, with a large initial "L" and "S".

Rev. Leslie Smith II  
CEO/Founder

cc: Michelle Carey



# Southern California Earthquake Center

University of Southern California, 3651 Trousdale Parkway, Suite 169, Los Angeles, CA 90089-0742  
Phone: 213-740-5843 Fax: 213-740-0011 E-Mail: [scec@usc.edu](mailto:scec@usc.edu) Web: [www.scec.org](http://www.scec.org)

an NSF+USGS center

**BUCKET FILE COPY ORIGINAL**

2/4/08

2008 FEB 11 P 3: 22

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

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

Dear Chairman Martin,

KABC-TV has been a valuable partner in our efforts to communicate earthquake preparedness information to the public, an important service to the local communities of southern California, where earthquakes are an ever-present threat.

I understand that The FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism and that you are concerned that broadcasters may not be adequately serving their local communities. While I do not know what is considered adequate, I have been very impressed with the commitment and performance of ABC7 to provide community-oriented information and services in southern California for the region as a whole but also for the many cultural and geographic communities throughout the area.

In particular, in 2007 KABC-TV initiated and implemented a broad partnership of emergency preparedness organizations to create the "Ready SoCal" campaign with the goal of providing preparedness information and materials. KABC-TV developed a series of news features on earthquakes, fires, flooding, bioterrorism, and other hazards, and ran a series of public service announcements throughout September that promoted a special webpage within its Community website. The partner organizations worked together to distribute a pamphlet with preparedness instructions (in both English and Spanish) and a special documents holder for storing copies of identification, insurance, and other essential items. Also, a local preparedness fair was held in an inner-city community of Los Angeles.

We have already discussed continuing the partnership and developing the campaign into a year-round effort with increased involvement of organizations throughout the many counties of Southern California. Providing a consistent source of quality information is very important in our goal to help people prepare themselves for disasters.

In short, it seems that no further regulation is needed to ensure that KABC-TV continues to serve the local community in these and other ways.

Sincerely,

Mark Benthien  
Director for Communication, Education and Outreach

Cc: Michelle Carey, FCC  
Teresa Samaniego, KABC-TV

SEARCHED \_\_\_\_\_  
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FEB 11 2008  
FBI - LOS ANGELES



**NCIRE**

NORTHERN CALIFORNIA INSTITUTE  
FOR RESEARCH AND EDUCATION

February 4, 2008

**DOCKET FILE COPY ORIGINAL**

2008 FEB 11 P 3: 21

Chairman Kevin Martin  
Federal Communications Commission  
445 12<sup>th</sup> 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:

I recently became aware of the FCC issued Notice of Proposed Rulemaking regarding the promotion of public interest programming. While I applaud the Commission's concerns on behalf of the nonprofit and under-represented segments of the public, I do not believe national regulation could improve upon the community service provided by our local media resources. One such example I can offer is the coverage and sponsorship we received from our local ABC-7 KGO in San Francisco, and I am delighted to share with you the efforts they recently extended on behalf of NCIRE – the Veterans Health Research Institute.

By way of introduction, NCIRE is a 501 (c) 3 nonprofit corporation established to support veterans health research at the San Francisco Veterans Affairs Medical Center. We hosted our first "Above & Beyond" gala on October 11, 2007, and the extremely generous coverage and promotion we received from ABC-7 in San Francisco was critical to our successfully raising community awareness and garnering support for our mission to advance veterans health through research.

ABC-7 KGO involvement included, but was not limited to:

- Sending their own film crew to record our gala entertainment rehearsal and airing portions of that video on the September 17 *The View from the Bay*, along with an interview with the San Francisco VA Medical Center Director of Research, and a showing of the "wearable art" fashions redesigned from hospital garments which were part of our gala entertainment.
- Providing on-going Public Service Announcements with gala information.
- News Anchor Cheryl Jennings even donated her own time to host the event, and provided a moving and personal tribute to our service men and women
- Ms. Jennings and the crew and ABC-7 KGO also filmed a post-event piece for us which we incorporated into a promotional video for our next event.

This was our first experience with reaching out to the community to raise awareness and support, and the encouragement, on-air time, guidance, and collaboration we received from ABC-7 KGO surpassed our every hope. We anticipate a long-standing partnership with Ms. Jennings and the staff at ABC-7 KGO, and we will rely on them to promote our future success. Given the amount of support they committed to us – and to similar community based entities and issues – I cannot imagine that additional national directives are necessary; in fact, my concern is that unnecessary regulations may curtail the very enthusiasm and creativity local media affiliates freely share with their communities.

Very truly yours,

Robert E. Obana  
Executive Director

Cc: Michelle Carey

4150 Clement Street, 151NC, San Francisco, CA 94121-1545  
t 415 750 6954 f 415 750 9358 www.ncire.org



# CITY OF HOUSTON

**Bill White**

Mayor

P.O. Box 1562  
Houston, Texas 77251-1562

[www.cityofhouston.gov](http://www.cityofhouston.gov)

DOCKET FILE COPY ORIGINAL

2008 FEB 11 P 3: 21

February 6, 2008

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

04-283

Dear Mr. Martin:

I understand that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that broadcasters may not be adequately serving their local communities. I write this in support of our longstanding media partner KTRK/ABC-13. While the station has been a great news and educational resource for Houstonians throughout its existence, detailed below are specific examples of it's diverse community programming.

For the past decade, KTRK has been the exclusive television partner with Houston's Official July 4<sup>th</sup> Celebration, "Chevy's Freedom Over Texas". With their assistance, annually the viewing audience has increased and last year the city of Houston received 2,2021,582 viewers. *Red, White and WOW!*, the three-hour live broadcast on KTRK, was the most watched program of the night. KTRK syndicated the event statewide in eight other television markets, including Dallas/Ft. Worth, San Antonio, Austin, Abilene, Lubbock, Lufkin/Tyler/Longview, Albuquerque/Hobbs, New Mexico and Shreveport, Louisiana.

They produce and sponsor many major civic celebrations, including our city's largest annual parade for the Houston Livestock Show and Rodeo. Other broadcast specials include: the Bayou City Arts Festival, the Houston International Festival, Essence Festival, Houston Marathon, the Shell Houston Open and pre-season games with the Houston Texans. To spotlight our city's art scene, KTRK was instrumental in featuring the Theatre Under the Stars Tommy Tune Awards, Houston Museum of Natural Science "Lucy" exhibit, Gem Vault, Bodyworlds, Kremlin Gold, and the Quilts of Gee's Bend sponsored by the Museum of Fine Arts, Houston.

Houston is one of the country's most diverse cities and much of the on-air programming is relevant to that diversity, including programs that pertain to health awareness and education such as, *Preventing Drop Outs, Prostate Cancer Awareness and Breast Cancer Awareness.*

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KTRK excels in local political programming through its public affairs shows and by producing town hall specials that debate issues facing our community. Most importantly, KTRK is there in times of crisis. Much of Houston turned to KTRK for up to date, minute-to-minute news coverage during the back-to-back disasters of Hurricane's Katrina and Rita.

The city of Houston is grateful for the support and dedication given by KTRK and I encourage the station to continue finding new ways to serve the community. Their partnership is vital to keeping our citizens informed and aware of the issues at hand.

Sincerely,

A handwritten signature in black ink that reads "Bill White". The signature is written in a cursive, flowing style.

Mayor Bill White  
City of Houston

cc: Michelle Carey  
Denise Bates

DOCKET FILE COPY ORIGINAL

04-233

February 5, 2008

Chairman Kevin Martin  
Commissioner Michael Copps  
Commissioner Jonathan Adelstein  
Commissioner Deborah Tate  
Commissioner Robert McDowell

2008 FEB 11 P 3:20

Federal Communications Commission  
445 12<sup>th</sup> 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:

I recently became aware that the FCC has issued a Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

As President & CEO of The Help Group, a large nonprofit located in Los Angeles dedicated to children with special needs, I have firsthand knowledge of KABC-TV's commitment to its local communities. General Manager Arnold Kleiner and the entire KABC-TV team have consistently proven their dedication to public service and to enriching the quality of life in the Los Angeles Area.

KABC-TV is actively involved in the community through its programming and participation in and support of community and philanthropic events. For example, KABC-TV produced a news segment "Early Intervention Benefits Autistic Children - Experts Say Every Child Can Be Helped" during 2007's Autism Awareness Month that featured The Help Group's Young Learner's Pre-School for Autism. This segment provided important information on early identification and early intervention. The print version of this segment can be viewed at <http://abclocal.go.com/kabc/story?section=health&id=5187549>. Additionally, news anchor Philip Palmer served as co-host at one of The Help Group's major events, The Teddy Bear Picnic this past June.

In October 2007, The Help Group presented its Media Excellence Award to KABC-TV at our annual Summit. This award recognizes significant media contributions in promoting public awareness of children's health issues through the dissemination of quality information to the public.

Recently, KABC-TV committed to producing a one-hour special that will be aired on April 26, 2008 during National Autism Awareness Month. This special is based on my recently published book "Autism Heroes: Portraits of Families Meeting the Challenge" (all author royalties benefit The Help Group). Autism Heroes carries a message of hope and support to families confronting the challenge of autism. Today, 1 in every 150 children is affected by an Autism Spectrum Disorder and the need for this type of programming has never been greater. KABC-TV's leadership in this area is extraordinary.

The Help Group's very positive experiences mirror the experiences that many other nonprofits have had as well. KABC-TV is a truly a role model of excellence and should be commended rather than more tightly regulated. We believe that the children and families of Los Angeles benefit greatly from KABC-TV's community affairs efforts.

Sincerely,

A handwritten signature in cursive script, reading "Barbara Firestone".

Barbara Firestone, Ph.D.  
President & CEO  
Vice-Chair, Calif. Legislative  
Blue Ribbon Commission on Autism.

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

**DOCKET FILE COPY ORIGINAL**  
February 5, 2008

Chairman Martin, and  
Commissioners Copps, Adelstein, Tate and McDowell  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20036

04-233

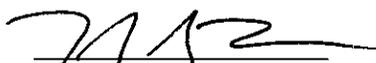
Dear Commissioners of the Federal Communication Commission:

I am writing on behalf of the Broadway League, the national trade association for the Broadway industry, an industry that creates nearly \$5 billion in annual local spending. Our 600-plus members bring the Broadway experience to more than 30 million people in New York and more than 240 cities across North America. The League supports a wide array of programs and events that promote Broadway as a vibrant national entertainment medium.

We would like to express our strong support for WABC-TV. Local news and community issues are a principle component of the network's broadcast schedule. WABC-TV consistently provides Public Service Announcements concerning local events and offers viewers access to local debates and programs addressing public affairs. In addition, local broadcasters immediately respond to community emergencies, such as explosions and power outages, inform the public of such occurrence, and recommend immediate safety measures.

WABC-TV also airs a variety of programs designed to educate local communities, including Operation Save-A-Life, Breast Cancer Awareness and Prostate Cancer Run. For the foregoing reasons, we believe that WABC-TV provides exceptional service to local neighborhoods and that further FCC regulation in this area is unnecessary.

Sincerely,



Thomas S. Ferrugia, Esq.  
Director of Government Relations

cc: Rebecca Campbell  
President and General Manager,  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

2008 FEB 11 P 3:20



DOCKET FILE COPY ORIGINAL

YMCA of Greater Houston

Association Office  
P.O. Box 3007  
Houston, Texas 77253-3007  
Tel 713.659.5566 Fax 713.659.7240  
www.ymcahouston.org

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

04-233

February 4, 2008

Dear Chairman Martin:

As President and CEO of the YMCA of Greater Houston, I wanted to take a moment to make you aware of some of the outstanding community outreach being done by the Houston ABC affiliate, KTRK Channel 13.

2008 FEB 11 11:33:18

I am aware that the FCC recently initiated a Notice of Proposed Rulemaking on broadcast localism, which asserts that some broadcasters may not be adequately serving their local communities. However, such is not the case with KTRK.

KTRK's community affairs department actively supports the YMCA of Greater Houston in its efforts to reach out to the underserved. For the past two years, KTRK has served as the media sponsor for YMCA Operation Backpack, a school supply and backpack collection drive that in 2007, provided 11,800 backpacks and close to 152,200 school supplies for children and families in need. As the media sponsor, KTRK provided us with tens of thousands of dollars worth of public service announcements, along with additional air time in the form of community affairs show interviews. Without KTRK's support, thousands of Houston-area children would have gone back to school without the supplies they needed to succeed.

KTRK partners with various community organizations, conducting food and toy drives, gathering supplies for indigent families with newborns, supporting breast cancer awareness and more. Also, KTRK's community affairs programming provides a valuable resource for the YMCA and other organizations whose messages about education, youth programs, child care, strong families and health and wellness might not otherwise reach those who need to hear them most.

In addition, over the past few years, KTRK has conducted several town hall meetings with representatives of various community organizations, including the YMCA of Greater Houston. These meetings allow community and service agency leaders to voice their concerns to KTRK and its management regarding the issues that impact our children and families.

The FCC should be proud of the work done by KTRK. The YMCA of Greater Houston is pleased to work with such a strong community partner.

Sincerely,

Clark D. Baker  
President & CEO

\_\_\_\_\_  
Title



**OKIZU**

Supporting Families with  
Childhood Cancer

1600 Regal Drive - Novato, CA 94945 TEL: 415.897.9063 FAX: 415.382.8384 info@okizu.org www.okizu.org

**DOCKET FILE COPY ORIGINAL**

2008 FEB 11 P 3: 18

February 5, 2008

04-233

John H. Bell  
Kato's President, London Beer Travel

Michael L. Amylon, M.D.  
Professor of Pediatrics, Emeritus  
University of Wisconsin

Suzanne B. Randall  
Executive Director, Okizu

A. T. Albini, M.D.  
Professor Emeritus  
UCSF

Mark London  
President/CEO and Entrepreneur

Dyanne C. Crudo  
Executive Director, Family Associates

Dee L. Crudo  
Executive Director, Child & Co.

Timothy R. Crudo  
Manager, US Airways X-Office

John J. Bobb  
Senior Staff Counsel  
California Department of Health Services

Katherine Sullivan  
Assistant Director, Let's Eat, Beat It

John Hartung  
President, San Francisco Chronicle

Leanne Hilow  
Senior Associate, Global Capital

Ken Jolly, M.D.  
Otolaryngology & Otolaryngology  
The Permanente Medical Group

Constance McCullagh  
Vice President & Regional Sales Mgr.  
Walt Disney

Chris Kuhn  
Executive VP for Personnel Operations  
Cable News Networks

Michael Spencer  
Vice President, Sun Belt Industries

James N. Swisher, Jr.  
Chief Executive Officer & President  
Sunshine Pharmaceuticals, Inc.

Chairman Kevin Martin  
Commissioner Michael Copps  
Commissioner Jonathan Adelstein  
Commissioner Deborah Tate  
Commissioner Robert McDowell  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

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

I was very interested to see that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. I understand that this is intended to ensure that broadcasters are appropriately addressing the needs of their local communities. I wanted to tell you that in the view of Camp Okizu and thousands of families in northern California dealing with childhood cancer, KGOTV has been a partner with us for many years through the growth of the need for more and more programs dealing with the needs of these family members.

Cheryl Jennings, one of the news anchors, has done a story on our programs every year for the last 15 years. She and her cameraperson come to camp every summer in the 100 degree heat and tell the story of these families and show their courage and the need for support. It helps make us known to families who have a need for this service (which is free) since privacy laws prevent the hospitals from giving us contact information. It also helps us get the 500 volunteers we need each year and of course funding.

We must raise over \$1.8mm every year to support this program as families are unable to pay for these services during such a difficult time. Cheryl, along with Dan Noyes has hosted our annual fundraiser for many years as well, and in the few instances she could not attend, the other anchors have filled in. Indeed they now host another annual event for us. Between these two events we raise more than one third of our annual funds.

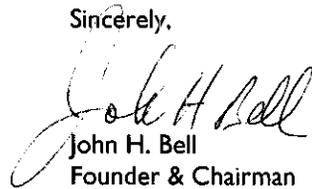
Several years ago we ran out of money due to the increasing number of children with cancer so we were forced to cancel two of our family camp weekends. KGO put out the story of our need for funds to save the summer. The response was more than we needed and saved that year for a number of kids who would not have had another opportunity to have a special summer where they can be happy fun-loving kids again.

\_\_\_\_\_  
Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

We are very grateful to KGO and cannot say enough about the cooperation, kindness and care they have shown toward these very deserving children and their families.

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

Sincerely,



John H. Bell  
Founder & Chairman

JHB/mek

DOCKET FILE COPY



February 5, 2008

04-233

Chairman Kevin Martin  
Commissioner Michael Copps  
Commissioner Jonathan Adelstein  
Commissioner Deborah Tate  
Commissioner Robert McDowell

2008 FEB 11 P 3:17

Federal Communications Commission  
445 12<sup>th</sup> 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 Federal Communications Commission recently issued a Notice of Proposed Rulemaking regarding broadcast localism. It appears this proceeding is seeking to ensure that broadcasters fulfill their obligation of addressing the needs of their local communities.

On behalf of the nonprofit American Sports Institute, I wish to say that it has been our experience over the past 20 years that KGO-TV and KGO-Radio, the local ABC television and radio affiliates in San Francisco, have gone above and beyond their local broadcast responsibility to the community.

Since 1989, both KGO-TV and KGO-Radio have supported the efforts of the American Sports Institute through our educational programs that address the serious issues facing America's troubled public-school system. During this time, both KGO-TV and KGO-Radio have produced countless news stories about the work we do and have helped generate much-needed funds to support our efforts. Through this process, we have positively impacted the lives of thousands of students, many of whom come from low-income, disadvantaged backgrounds. In fact, researchers affiliated with the Office of Educational Research and Improvement (OERI) in the United States Department of Education have hailed one of our programs as "a model for total school reform . . . that addresses the needs of the whole learner." It is safe to say that without the support of KGO-TV and KGO-Radio, our chances of generating this type of success would have been seriously compromised.

And while KGO-TV and KGO-Radio have been instrumental regarding the results we have produced to date, they continue to work with us to further our efforts to help transform our nation's public-school system. On February 28, 2008, in just a few weeks, both KGO-TV and KGO-Radio will carry on their respective websites (abc7news.com and kgoam810.com) the first-ever, day-long, videostreaming telethon on the internet—or web-a-thon—to raise funds for a

AMERICAN SPORTS INSTITUTE

P.O. Box 1837, Mill Valley, CA 94942, USA • Tel 415-383-5750 • Fax 415-383-5785

info@amersports.org • www.amersports.org

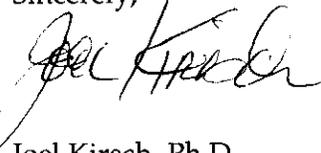
tuition-free, privately-funded, community-based school that is modeled after the program that the researchers at OERI call "a model for total school reform." Both broadcast organizations have donated tens-of-thousands of dollars worth of staff, equipment, and facilities to help the American Sports Institute produce the programming that makes the web-a-thon possible. Quite simply, KGO-TV and KGO-Radio are instrumental in helping us create this school that will include a large proportion of students and families from low-income, disadvantaged backgrounds. And not only will the web-a-thon raise funds for the school, it will generate a tremendous amount of visibility because the it will be on the internet and will be accessed by Americans all across the country.

The web-a-thon will include highly-visible and highly-respected presenters from education, sports, and health, including researchers from Harvard, Stanford, UCLA, the University of Illinois, the University of California at Berkeley, and other universities. Sports figures will include Tony La Russa, Dusty Baker, Joe Morgan, Jennifer Azzi, Brad Gilbert, Al Attles, John Doyle, and Omar Vizquel. And we'll have representatives from the California Legislature and local philanthropic communities.

Given all that KGO-TV and KGO-Radio have done and continue to do for the American Sports Institute, it goes without saying that additional regulations related to broadcast localism and community responsibility are not needed. Both organizations are already going beyond what is required of them. We consider KGO-TV and KGO-Radio to be champions in the communities they serve throughout the San Francisco Bay Area.

If I can be of further assistance regarding this matter, please do not hesitate to call upon me.

Sincerely,



Joel Kirsch, Ph.D.  
President

c: Michelle Carey  
Rick Chesson  
Rudy Brioche  
Amy Blankenship  
Cristina Pauze  
Monica Desai  
Nancy Pelosi  
Lynn Woolsey



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February 4, 2008

2008 FEB 11 P 3: 15

04-233

Chairman Kevin Martin  
 Federal Communications Commission  
 445 12<sup>th</sup> 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:

I recently became aware of the FCC issued Notice of Proposed Rulemaking regarding the promotion of public interest programming. While I applaud the Commission's concerns on behalf of the nonprofit and under-represented segments of the public, I do not believe national regulation could improve upon the community service provided by our local media resources. One such example I can offer is the coverage and sponsorship we received from our local ABC-7 KGO in San Francisco, and I am delighted to share with you the efforts they recently extended on behalf of NCIRE – the Veterans Health Research Institute.

By way of introduction, NCIRE is a 501 (c) 3 nonprofit corporation established to support veterans health research at the San Francisco Veterans Affairs Medical Center. We hosted our first "Above & Beyond" gala on October 11, 2007, and the extremely generous coverage and promotion we received from ABC-7 in San Francisco was critical to our successfully raising community awareness and garnering support for our mission to advance veterans health through research.

ABC-7 KGO involvement included, but was not limited to:

- Sending their own film crew to record our gala entertainment rehearsal and airing portions of that video on the September 17 *The View from the Bay*, along with an interview with the San Francisco VA Medical Center Director of Research, and a showing of the "wearable art" fashions redesigned from hospital garments which were part of our gala entertainment.
- Providing on-going Public Service Announcements with gala information.
- News Anchor Cheryl Jennings even donated her own time to host the event, and provided a moving and personal tribute to our service men and women
- Ms. Jennings and the crew and ABC-7 KGO also filmed a post-event piece for us which we incorporated into a promotional video for our next event.

This was our first experience with reaching out to the community to raise awareness and support, and the encouragement, on-air time, guidance, and collaboration we received from ABC-7 KGO surpassed our every hope. We anticipate a long-standing partnership with Ms. Jennings and the staff at ABC-7 KGO, and we will rely on them to promote our future success. Given the amount of support they committed to us – and to similar community based entities and issues – I cannot imagine that additional national directives are necessary; in fact, my concern is that unnecessary regulations may curtail the very enthusiasm and creativity local media affiliates freely share with their communities.

Very truly yours,

Robert E. Obana  
 Executive Director

Cc: ✓ Michelle Carey

4150 Clement Street, 151NC, San Francisco, CA 94121-1545  
 t 415 750 6954 f 415 750 9358 www.ncire.org

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04-233

February 5, 2008

Chairman Kevin Martin  
Commissioner Michael Copps  
Commissioner Jonathan Adelstein  
Commissioner Deborah Tate  
Commissioner Robert McDowell

2008 FEB 11 P 3:15

Federal Communications Commission  
445 12<sup>th</sup> 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:

I recently became aware that the FCC has issued a Notice of Proposed Rulemaking on broadcast localism. It is my understanding that this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities."

As President & CEO of The Help Group, a large nonprofit located in Los Angeles dedicated to children with special needs, I have firsthand knowledge of KABC-TV's commitment to its local communities. General Manager Arnold Kleiner and the entire KABC-TV team have consistently proven their dedication to public service and to enriching the quality of life in the Los Angeles Area.

KABC-TV is actively involved in the community through its programming and participation in and support of community and philanthropic events. For example, KABC-TV produced a news segment "Early Intervention Benefits Autistic Children - Experts Say Every Child Can Be Helped" during 2007's Autism Awareness Month that featured The Help Group's Young Learner's Pre-School for Autism. This segment provided important information on early identification and early intervention. The print version of this segment can be viewed at <http://abclocal.go.com/kabc/story?section=health&id=5187549>. Additionally, news anchor Philip Palmer served as co-host at one of The Help Group's major events, The Teddy Bear Picnic this past June.

In October 2007, The Help Group presented its Media Excellence Award to KABC-TV at our annual Summit. This award recognizes significant media contributions in promoting public awareness of children's health issues through the dissemination of quality information to the public.

Recently, KABC-TV committed to producing a one-hour special that will be aired on April 26, 2008 during National Autism Awareness Month. This special is based on my recently published book "Autism Heroes: Portraits of Families Meeting the Challenge" (all author royalties benefit The Help Group). Autism Heroes carries a message of hope and support to families confronting the challenge of autism. Today, 1 in every 150 children is affected by an Autism Spectrum Disorder and the need for this type of programming has never been greater. KABC-TV's leadership in this area is extraordinary.

The Help Group's very positive experiences mirror the experiences that many other nonprofits have had as well. KABC-TV is a truly a role model of excellence and should be commended rather than more tightly regulated. We believe that the children and families of Los Angeles benefit greatly from KABC-TV's community affairs efforts.

Sincerely,

A handwritten signature in cursive script, appearing to read "Barbara Firestone".

Barbara Firestone, Ph.D.  
President & CEO  
Vice-Chair, Calif. Legislative  
Blue Ribbon Commission on Autism.

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