



SAN FRANCISCO AIDS FOUNDATION

995 MARKET STREET, SUITE 200, SAN FRANCISCO, CALIFORNIA 94103  
VISITORS' ENTRANCE: ONE 6TH STREET AT MARKET

2008 FEB 20 P 2:19

February 11, 2008

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

Dear Commissioner Kevin Martin:

I understand that you are seeking comment from local constituents regarding the FCC's recent Notice of Proposed Rulemaking on broadcast localism (MB Docket No. 04-233) and its assertion that local broadcasters may be failing to serve local communities. I appreciate the opportunity to share my feelings about our local media partners including KGO-TV and other broadcasters in the San Francisco area.

The San Francisco AIDS Foundation is charged with educating citizens all over the Bay area about HIV. We seek opportunities to raise awareness about HIV transmission, treatment and care, to reduce HIV-related discrimination, and to share opportunities with the community to contribute time and resources to our work. Without the cooperation of Bay area local broadcasters, these objectives would be far less successful.

KGO-TV alone has provided support for myriad programs and activities of the San Francisco AIDS Foundation. The station's news department frequently produces stories on HIV and AIDS which have an important role in furthering our mission. For AIDS Walk San Francisco, one of our largest fundraising events, KGO sponsors a team, matches funds raised by employees who participate, and promotes the event by linking to the AIDS Walk website. The station has been an underwriter of our annual Leadership Recognition Dinner and has featured the AIDS Foundation on its local public affairs programs, "The View from the Bay" and "Beyond the Headlines," which invited me as a guest to discuss the scope of our efforts to reduce new HIV infections in San Francisco.

Other broadcasters, both radio and television, give incalculable assistance in the fight against HIV including KPIX, KNGY and KNTV to name a few. It is because of these organizations that San Franciscans have a solid base of knowledge about HIV, and we look forward to continuing and strengthening these relationships as our need to disseminate information and cultivate support continues to grow.

Sincerely,

Mark Cloutier,  
Chief Executive Officer

Cc: Michelle Carey

# alzheimer's association™

2008 FEB 20 P 2: 26 February 14, 2008

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FEB 21 2008

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**With Offices In:**

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

cc: Honorable Nancy Pelosi  
Michelle Carey

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

Dear Chairman Martin:

It is my understanding that the Federal Communications Commission recently began a process regarding a Notice of Proposed Rulemaking on broadcast localism. This is due, I have learned, because the Commission is concerned that broadcasters may not be serving local communities adequately.

We at this Northern California chapter of the Alzheimer's Association commend the commission for its examination on the issues of appropriate service on issues of deep import to local viewers. Please know that we believe local station KGO-TV 7 has done – and continues to do, an exemplary job of reaching out to our local community when it comes to Alzheimer's disease and related disorders, increasingly described as the Public Health Crisis of the 21<sup>st</sup> Century.

The Alzheimer's Association is the largest private funder of Alzheimer's research and the world leader in Alzheimer's support. Since beginning our research grants program in 1982, we have awarded over \$200 million to more than 1,400 peer-reviewed projects, including for important work here in the Greater San Francisco Bay Area. The Alzheimer's Association is the premiere provider of services and programming for all individuals, families and communities touched by Alzheimer's disease and related disorders, including information, support, referrals, education and training, advocacy and research.

Currently, there are over 5 million Americans who have Alzheimer's or a related dementia – over 200,000 live in Northern California and about 90,000 live in the Greater San Francisco Bay Area. Currently 1 in 10 Americans report that they have a family member with Alzheimer's; 1 in 3 Americans know someone with Alzheimer's. If no cure is discovered, we estimate that by 2050 there will be up to 16 million Americans with Alzheimer's and most Americans will likely either have Alzheimer's or be caring for someone with Alzheimer's.

The mission of our 501(c) 3 organization is three-fold: *To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all*

No. 1117  
Lit. ABC 7

0

the compassion to care, the leadership to conquer

**Alzheimer's Association:**

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

February 14, 2008

Page 2 of 3

*affected; and to reduce the risk of dementia through the promotion of brain health.* Public awareness is essential if we are to reach individuals living now with Alzheimer's, to provide hope and help, and to give them an opportunity to learn about the latest strides in science that range from earlier diagnosis to very promising therapies, a number of which are now in various stages of the FDA clinical trials pipeline.

KGO-TV 7 station efforts, to raise awareness and to inform local families and communities about Alzheimer's have included:

1. On-air Public Service Announcements and online Community Calendar announcements.
2. Participation in local community ascertainment meetings, where chapter representatives were able to present the current status and local impact of Alzheimer's disease, as well as what they can find through the Alzheimer's Association for support, information, family education and professional health care provider training, as well as advocacy and research.
3. On the news side, we have worked with KGO-TV 7 journalists as they develop and present broadcast pieces reporting on the latest Alzheimer research regarding: diagnosis improvements, promising treatments and the potential for life style changes that may improve brain health and lessen the changes for developing Alzheimer's symptoms, or at least delaying their onset.

The most recent (12/17/07) broadcast piece was a lengthy feature, "*Understanding the mysteries of Alzheimer's,*" reported by Carolyn Johnson, including interviews with: one our Early Stage, Early Onset couples now receiving extensive assistance from our chapter staff; our Chapter's Chief Program Officer, Dr. Elizabeth Edgerly; and the head of the University of California/San Francisco's Alzheimer's clinical trials operations, UCSF neurologist Dr. Adam Boxer, who serves on the Alzheimer's Association's Clinical Trials Initiative Physicians Task Force. KGO-TV 7 included contact information for the public (Web site and 24/7 Helpline).

4. An innovation of recent years has been to place these stories and features on the KGO-TV7 web site so that Alzheimer's family members, health care professionals and researchers, and the general community where developing Alzheimer's has become a major concern, can continue to see these pieces and benefit. To facilitate connection between the public and the Alzheimer's Association, our chapter contact information is included.
5. KGO-TV7 is also one of the major broadcasters we regularly contact during dementia Wandering emergencies, to help us reach a broad public audience as part of search and rescue activities. About 60% of those with Alzheimer's dementia will likely wander away. If they are not discovered within the first 24 hours, we have found that their health can be seriously compromised, and most important, they are in sufficient danger to jeopardize their lives.
6. The diversity and multiculturalism of the Greater San Francisco Bay Area is a major impetus for this Alzheimer's Association chapter's pioneering initiatives.

**Alzheimer's Association:**

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

February 14, 2008

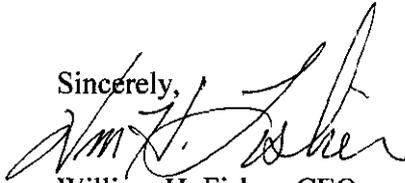
Page 3 of 3

We have prioritized our limited non-profit resources and we focus on the local Chinese, Latino, African American and Vietnamese communities, working in collaboration with a number of local community agencies. KGO-TV 7 staff have been very supportive and helpful in these efforts. For example: For our 6<sup>th</sup> Annual Asian Community Fund Event, held March 18, 2007, station Director of Public Affairs Mimi Kwan, served on the event's Honorary Committee and was active in promoting public awareness of the event as well as outreach via KGO to the local community to raise awareness of special services for Asian families touched by Alzheimer's and facing unique cultural challenges.

Thanks to the public awareness KGO-TV 7 helps us generate, more people know the difference between Alzheimer's and healthy aging, more families know where to find help and support, and more of those concerned about the devastating personal and public impacts of Alzheimer's know they can join us as the national movement to defeat Alzheimer's through support of advocacy and research.

Thank you for this opportunity to give witness to the ongoing contributions of KGO-TV 7 in support of our public mission.

Sincerely,



William H. Fisher, CEO  
Alzheimer's Association  
Northern California & Northern Nevada



FLINT INSTITUTE OF MUSIC  
J. Dallas Dort Music Center  
1025 East Kearsley Street  
Flint, Michigan 48503  
810.238.1350 ph • 810.238.6385 fx  
FlintInstituteofMusic.org

2008 FEB 20 P 2: 24

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FEB 21 2008

Federal Communications Commission  
Washington, D.C.

Paul Torre  
*President*

Enrique Diemecke  
*Music Director and Conductor  
Flint Symphony Orchestra*

Tom Glasscock  
*Manager  
Flint Symphony Orchestra*

Davin Pierson Torre  
*Director  
Flint School of Performing Arts*

Bradley Bloom  
*Director  
Flint Festival Chorus*

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February 13, 2008

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

It has been brought to my attention that the FCC recently issued a Notice of Proposed Rulemaking on broadcast localism. I believe this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." In my view and in the view of my organization, WJRT already serves our community, and additional federal regulations are unnecessary.

The Flint Institute of Music (FIM) has a very close working relationship with many of WJRT/ABC12's news anchors, reporters, production staff and the executive office. WJRT is a tremendous resource for public service announcements, news stories, features, and the live broadcast of programs. The FIM has benefited from each of these modes of communication, annually, for decades.

WJRT broadcasts live the Holiday Pops with the Flint Symphony Orchestra and the July 4<sup>th</sup> Festival with the Flint Symphony Orchestra at Flint's Riverbank Park. They have broadcast classical concerts, as well. The FIM is a wonderful organization, and WJRT has played a key role in communicating to the public the resources we have here.

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**Chairman Kevin Martin**  
**Federal Communications Commission**  
**Page Two**

The FIM could not survive without the support of WJRT. I feel strongly that no further regulations are necessary. I believe the relationship between the FIM and WJRT could not be improved upon.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Torre". The signature is fluid and cursive, with a large initial "P" and "T".

Paul Torre  
President

PT:rsj

cc: Michelle Carey



**William E. Kerr**  
President

**Michael J. Cantor**  
Chairman of the Board

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FEB 21 2008

2008 FEB 20 P 2: 23

FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, DC 20541

February 14, 2008

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 am writing in regards to the above initiative, Notice of Proposed Rulemaking, that asserts broadcasters may not be serving their local community and I wanted to personally affirm that this is not the case with WJRT ABC12 in our community and I feel that this regulation is not needed.

The Food Bank of Eastern Michigan is a 501(c)3 organization focused on feeding the hungry of our community based on our mission of a "community solution to a community problem." Quite frankly, without the dedication and commitment of ABC12 the Food Bank of Eastern Michigan would not have grown to what it is today in serving 22 counties of eastern Michigan with over 17 million pounds of food.

In 1996, ABC12 spearheaded the Food Bank's annual Holiday Campaign and propelled the Food Bank into a spotlight of community awareness. At that time, the Food Bank distributed just over 6 million pounds and had a donor database of around 200 donors. Through this decade long effort, the Holiday Campaign has grown to increase donors to over 25,000 people and over \$4.3 million, with \$662,000 this past season alone. What's incredible, is that the Food Bank is able to leverage this money at a 14 to1 ratio – making this \$4.3 into over \$60.2 million worth of food for those in need. These donors give at other times throughout the year as well, resulting in over \$550,000 in direct mail gifts each year as well. ABC12 brought the story of neighborhood hunger to the community and propelled people into action and support of the Food Bank.

Without the support from ABC12 each and every year with public service announcements, countless on-air interviews and guest spots and highlights of the envelope insert in the local newspaper none of this would have been possible. ABC12 has brought the community to the mission of the Food Bank and has generated amazing results through their commitment to the cause. This generosity and dedication is not exclusive to the Food Bank, but is demonstrated by ABC12 time and time again with local non-profit groups and community causes.

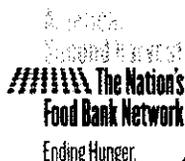
Based on these outstanding experiences with such a long-standing partnership, I am curious as to why the FCC deems it necessary to issue additional regulations. In my view, our community already is well-served by WJRT ABC12 and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

William E. Kerr, President

Cc: Michelle Carey

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810.239.4441 PHONE / 810.239.4498 FAX  
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**SAN FRANCISCO BAY AREA COUNCIL, No. 28  
BOY SCOUTS OF AMERICA**

*Preparing young hands to reach higher*

FILED/ACCEPTED

2008 FEB 19 P 2:08

FEB 21 2008

Federal Communications Commission  
Office of the Secretary

February 8, 2008

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

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 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, KGO-TV already serves our community in a number of ways that would make any additional federal regulation unnecessary.

We have worked with KGO-TV on any number of public service announcements that have significantly raised local awareness of the work that the Boy Scouts of America has been doing in our community for nearly 100 years. KGO-TV also has produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the vital issues of community service and hunger. Specifically KGO-TV has sponsored the Annual Scouting for Food Campaign that is the largest food collection for our local food bank each year; this project could not take place with KGO-TV's participation.

KGO-TV's active participation in our Annual Gala & Auction is the primary reason that more than \$170,000 is raised to benefit our Character Education and Citizenship training programs of our organization. Morning News Anchor Kristen Sze's personal participation is the most significant factor in this success. I want to assure you that KGO-TV's role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

SAN FRANCISCO BAY AREA COUNCIL #28  
is funded entirely by private businesses and individuals.

**YOUTH LEADERSHIP TRAINING CENTER**

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(800) 231-7963                      www.sfbac.org

February 4, 2008

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

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

2008 FEB 19 P 2:08

FILED  
FEB 11 2008  
Federal Communications Commission  
Washington, D.C.

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 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, ABC7/KGO TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

Our organization is greatly supported by ABC7/KGO TV. The on-air stories that are presented during peak times drum up support of our annual fundraiser. Since we only have one fundraiser a year, the airtime ABC7/KGO TV provides us is crucial to our success. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. I want to assure you that ABC7/KGO TV’s role – including both on-air and off-air time – is critical both to our fundraising efforts and to getting our message out to the community-at-large.

In addition to the promotional support ABC7/KGO TV has given us, they have also donated their time and resources to film and produce our marketing DVD. One of the nightly news anchors, Cheryl Jennings, provided the voice over for the seven minute segment. This DVD goes out to all potential sponsors and donors. Without the help of ABC7/KGO TV, we would not be able to reach as many supporters as we have been.

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 ABC7/KGO TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,



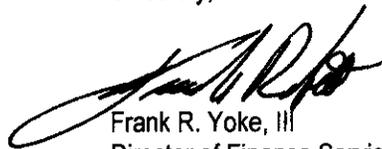
June Johnstone  
Executive Director

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

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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-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank R. Yoke, III". The signature is fluid and cursive, with a large initial "F" and "R".

Frank R. Yoke, III  
Director of Finance Services

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



**NEW YORK  
ROAD RUNNERS**

FILED/ACCEPTED

FEB 21 2008

Federal Communications Commission  
Office of the Secretary

New York Road Runners  
9 East 89th Street  
New York, NY 10128

Mary R. Wittenberg  
President and CEO  
Race Director,  
ING New York City Marathon

Tel 212 423 2230  
Fax 212 860 8421  
E-mail mwittenberg@nyrr.org

2008 FEB 19 P 1: 59  
February 12, 2008

04-233

Chairman Kevin J. Martin  
Commissioner Jonathan S. Adelstein  
Commissioner Michael J. Copps  
Commissioner Robert M. McDowell  
Commissioner Deborah Taylor Tate  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20036

Dear Chairman and Commissioners:

It has come to our attention that the Federal Communications Commission is questioning whether or not broadcast stations are adequately serving their local communities. We are writing to express our concern that an alteration of current rules and policies would negatively affect one of our key partners, WABC-TV, and we wish to highlight WABC-TV's efforts to support and cover local community events of importance to our organization.

New York Road Runners, a New York Not-for-Profit Corporation, is one of the world's leading running organizations, committed to promoting fitness across all ages and abilities through the sport of running. WABC-TV is our broadcast media partner of the NYC Half-Marathon Presented by NIKE, as well as the longtime title sponsor of the WABC Father's Day Fight Against Prostate Cancer. In addition, WABC-TV's point-by-point coverage of our annual ING New York City Marathon—the largest marathon in the world—succeeds in bringing the dynamic, international spirit of a world-class event to local viewers, enabling New Yorkers to experience the excitement of this globally celebrated competition on a local scale.

With regard to the broadcast area served by WABC-TV, localism is alive and well-represented in Public Service Announcements, debates, and numerous public affairs shows. Local stations are also prompt responders to emergency situations and are able to broadcast safety measures immediately—a particularly sensitive issue for New Yorkers in the post-9/11 era. Specific to the interests of New York Road Runners, WABC-TV regularly provides coverage of local sporting events, races, and community initiatives for healthy lifestyles. WABC-TV's local coverage contributes to our mission by informing the public of NYRR events and educating viewers about the benefits of healthy living.

We feel that no further regulation is needed to ensure that WABC-TV serves the local community.

Sincerely,

Mary Wittenberg  
President and CEO  
New York Road Runners

CC:Rebecca Campbell, President and General Manager, WABC-TV  
MW/tb

New York Road Runners' Premier Event is the ING New York City Marathon

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