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FCC Mail Room

February 13, 2008

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

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, American Red Cross-Central Valley Region, KFSN-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

The Central Valley Region American Red Cross Chapters and KFSN-TV have worked together to significantly raise local awareness of the services local Red Cross volunteers' deliver to families that have lost their homes to fires or flooding. They have partnered with us to bring awareness in our community on the importance of being prepared before a disaster strikes. KFSN-TV has aired several stories as part of their coverage of local and community news that have raised the profile on these issues.

KFSN-TV works closely with the three chapters in the Central Valley Region, which covers six counties, Merced/Mariposa Counties Chapter, Tulare/Kings Counties Chapter and the Regional Chapter in Fresno/Madera Counties. It is because of my first-hand experience with such a long-standing partnership

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

Sincerely,

A handwritten signature in cursive script that reads "Ellen Knapp".

Ellen Knapp
Regional Chief Executive Officer – Central Valley
American Red Cross