



NCIRE
NORTHERN CALIFORNIA INSTITUTE
FOR RESEARCH AND EDUCATION

February 4, 2008

Ms. Monica Desai
Chief Medical Bureau
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 Ms. Desai:

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



Southern California Earthquake Center

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2/4/08

Monica Desai, Chief
Media Bureau
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 Ms. Desai,

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: Teresa Samaniego, KABC-TV

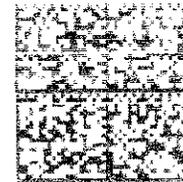


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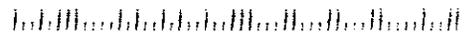


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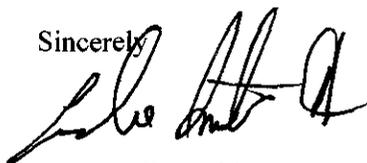


vision of FUUSA expands, exponentially, our presence to those we serve and to those who care enough to join us in service. Consequently, KTRK has inadvertently helped to grow FUUSA's donor base and expand our programs and service capacity. Our target population – the neglected and those willing to help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

Rev. Leslie Smith II
CEO/Founder



Families Under Urban & Social Attack

February 4, 2008

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Reverend Leslie Smith II
Chief Executive Officer/
Founder

Monica Desai, Chief Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington DC 20554

Dear Ms. Desai:

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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February 5, 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:

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

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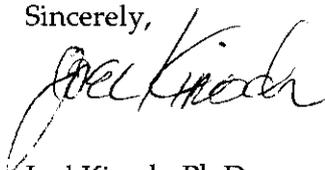
tuition-free, privately-funded, community-based school that is modeled after the program that the researchers at OERI call "a model for total school reform." Both broadcast organizations have donated tens-of-thousands of dollars worth of staff, equipment, and facilities to help the American Sports Institute 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 Chessen
Rudy Brioche
Amy Blankenship
Cristina Pauze
Monica Desai
Nancy Pelosi
Lynn Woolsey



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