



MEET EACH NEED WITH DIGNITY

February 11, 2008

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

Federal Communications Commission  
445 12<sup>th</sup> St., SW  
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 has issued a Notice of Proposed Rulemaking, based on some concerns on your part that local broadcasters may or may not be adequately addressing or involved with community issues relevant to their local viewers.

I believe that no further regulation is necessary as my experience with local television stations, and in particular KABC-TV, has demonstrated a consistent and comprehensive commitment to supporting organizations and causes that are important to community health, civic engagement, and vitality in Los Angeles and surrounding areas.

I was privileged to participate in a well-attended community forum in Pacoima, CA on July 19, 2006 that involved the KABC-TV general manager and several station executives as well as on-air news anchors. Pacoima is one of the poorest areas of Los Angeles, and is a predominantly Hispanic and African-American neighborhood. These constituencies represented the majority of the hundreds who came to this event and who took part in the dialog with the KABC-TV representatives on concerns about local issues and how these issues are represented in the media.

Aside from large scale community forums which were held by KABC-TV throughout the City of Los Angeles, their executives and employees have demonstrated a direct concern for those living in poverty. As an example, station employees each year adopt very needy families for the holidays through my agency, MEND, and provide food, new toys, new clothing, and household items for these impoverished parents and their children. Whatever is spent by the

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10641 SAN FERNANDO ROAD  
PACOIMA, CA 91331  
PH 818.896.0246  
FX 818.897.5642  
WWW.MENDPOVERTY.ORG



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

MEND letter – Page 2

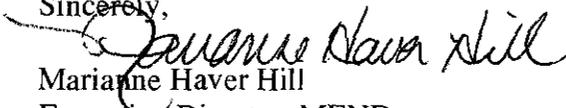
employees on this project is then matched by the station manager who makes a direct contribution to MEND to help us in our on-going services to the poor.

KABC-TV has regularly broadcast stories about MEND events and activities, and has demonstrated great sensitivity in its reporting on poverty issues. They created a public service announcement for our organization that they aired repeatedly during prime-time news broadcasts as well as other hours of the day, and they also put together an informational video on MEND. The art director at KABC designed a new logo for our agency and did some graphic design for a mailing project. Individual employees have donated clothing for distribution to our clients, and have assisted in other volunteer capacities. All of this support has lent credibility to MEND's fund raising efforts, in-kind contribution solicitation, and volunteer recruitment efforts, and in many cases, has prompted support from other donors and organizations.

When I watch KABC-TV broadcasts, I am always impressed by the variety of community projects in which they are involved beyond their involvement with my agency's particular focus on poverty. As an example, I have observed various health awareness campaigns (childhood obesity, cancer prevention, diabetes prevention and treatment, etc). Also, they regularly provide emergency assistance information regarding earthquake, fire, and storm safety, along with related weather and traffic reports, and offer their website as an additional resource for information. KABC-TV has provided comprehensive coverage of the presidential race as well as local ballot measures and races.

KABC-TV's commitment to community involvement runs deep within their organization and is an impressive testimony to residents in this broadcast area. All of this leads me to believe that additional regulation would be unnecessary. Los Angeles is well-served by KABC-TV, and we would like to keep it that way!

Sincerely,

  
Marianne Haver Hill  
Executive Director, MEND

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

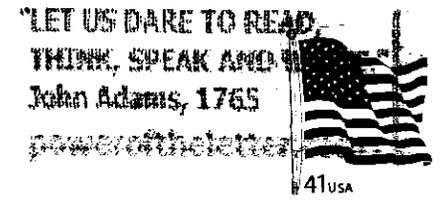
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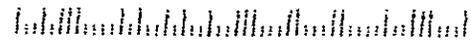
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SANTA CLARITA  
CA 913  
15 FEB 2008 PM 6 T



Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20054  
Attn: Monica Desai

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www.alz.org

**Northern California  
& Northern Nevada**  
1060 La Avenida Street  
Mountain View, CA 94043-1422

650 962 8111 **phone**  
650 962 9644 **facsimile**  
800 272 3900 **helpline**

alzheimer's  association™

2008 FEB 25 P 2:40

February 14, 2008

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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*

the compassion to care, the leadership to conquer

*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).

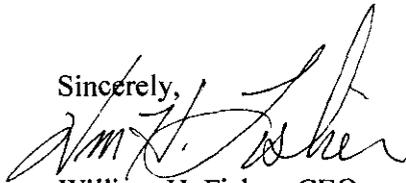
4. An innovation of recent years has been to place these stories and features on the KGO-TV7 web site so that Alzheimer's family members, health care professionals and researchers, and the general community where developing Alzheimer's has become a major concern, can continue to see these pieces and 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.

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

alzheimer's  association

Northern California & Northern Nevada  
1060 La Avenida Street  
Mountain View, CA 94043-1422

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

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February 11, 2008

Chairman Kevin Martin  
Commissioner Jonathan Adelstein  
Commissioner Deborah Tate 2008 FEB 25 P 2: 42  
Commissioner Robert McDowell

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MEND letter – Page 2

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Marianne Haver Hill  
Executive Director, MEND

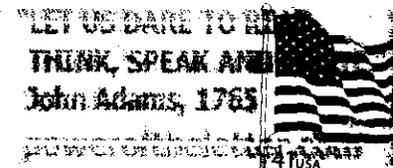
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Monica Desai



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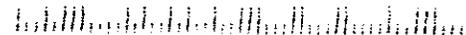
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Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20054  
Attn: Michelle Carey

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FEB 25 2008  
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ASIAN PACIFIC  
AMERICAN  
LEGAL CENTER  
OF  
SOUTHERN CALIFORNIA

1145 Wilshire Boulevard, Second Floor  
Los Angeles, CA 90017  
phone: 213-977-7500  
fax: 213-977-7595  
www.apalc.org

2008

25<sup>TH</sup>  
ANNIVERSARY

2008 FEB 25 P 2:39

February 11, 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 have taken great interest in the matter of the FCC recently issuing a Notice of Proposed Rulemaking on broadcast localism. I understand that this proceeding is intended for broadcasters to appropriately address the needs of their local communities. As the President and Executive Director of the Asian Pacific American Legal Center of Southern California (APALC), I believe that additional federal regulation is unnecessary because the KABC-TV serves our community in many different ways.

In connection with the work at APALC, KABC-TV has worked on many public service announcements to raise local awareness on issues. Furthermore, KABC-TV has produced several stories of local and community news that have raised the profile on the issues that we work closely with at APALC. KABC-TV has been a partner of APALC in the following ways:

- KABC-TV is a consistent sponsor of the Asian Pacific American Legal Center annual fundraiser dinner, providing financial support, news coverage, pre-event promotion and news talent to serve as emcees.
- KABC-TV was the media sponsor for the APALC Book Festival and provided financial support, on-air and online promotion and provided news talent to participate in the program.
- KABC-TV has demonstrated a strong commitment to diversity, both in front of the camera and behind it, and it truly reflects the diversity of its audience. As a viewer, I see that every anchor team on every news broadcast is a diverse team reflecting the diversity of stations audience.
- The President and General Manager of KABC-TV is an active participant with a multi-cultural group of community leaders that meet to explore, discuss and find

solutions to local issues of concern to the community. In addition, KABC-TV has several executives that serve on the APALC Executive Advisory Council.

- From the President and General Manager, Arnold J. Kleiner, to everyone on the KABC-TV team, KABC-TV consistently demonstrates a deep commitment and service to the community of Southern California.

It is because of my first-hand experience with such a long-standing partnership that I do not believe it is necessary to issue additional regulations. In my view, our community already is well-served by KABC-TV.

Sincerely,

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

Stewart Kwoh  
President and Executive Director





February 18, 2008

2008 FEB 25 P 2:45

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

*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 understand that the FCC has issued a NPR intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." WJRT-TV licensed to Flint, Michigan already serves that need in a number of ways, making this ruling unnecessary.

WJRT-TV has been the local broadcast leader when it comes to serving the needs of our community. With numerous daily newscasts, most all of them featuring a live report from an activity in Flint or some other Genesee County community, our community is very informed of what is happening both from a news standpoint and a community interest point of view.

WJRT-TV has featured broadcasts of everything from the Flint Symphony Orchestra, which was broadcast live from Whiting Auditorium during the Holiday Pops Christmas special to a live remote from Riverbank Park with the 5<sup>th</sup> Dimension last summer. They have also broadcast live during Car Cruises and the CRIM Festival of Races, which attracts more than 15,000 runners to downtown Flint. WJRT-TV also features a weeklong special each year broadcast from the Buick Open, Michigan's only PGA tournament with a local perspective of the tournament that benefits our local charities. Buick Open Charities have received benefits exceeding \$8 Million.

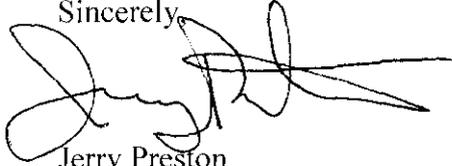
Almost weekly, WJRT-TV talent can be found serving as Master of Ceremonies at some charity event and serving on numerous committees in our community. Even members of the WJRT-TV engineering department can be found serving

our community, speaking at service club meetings explaining the intricacies of Digital Television and how that transition will impact our community.

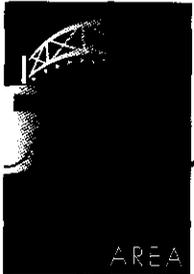
As the official promotional agency of Genesee County, I can attest to the fact that WJRT-TV provides great public service, as I have identified, and in several other ways too numerous to list here.

There is no benefit to regulation of this stations community service.

Sincerely,

A handwritten signature in black ink, appearing to read "Jerry Preston", with a long horizontal flourish extending to the right.

Jerry Preston  
President



AREA  
CONVENTION  
& VISITORS  
BUREAU

316 Water St.  
Flint, Michigan 48503

FLINT MI 485

19 FEB 2008 PM

LET US DARE TO  
THINK, SPEAK AND



RECEIVED & INSPECTED

FEB 25 2008

FCC-MAILROOM

Chairman Kevin Martin  
Commissioners: Michael Copps, Jonathan Adelstein,  
Deborah Tate, Robert McDowell  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

20884+0000



**LINCOLN  
CENTER**

for the  
Performing Arts

2008 FEB 25 P 2:45

February 15, 2008

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

Dear Chairman Martin:

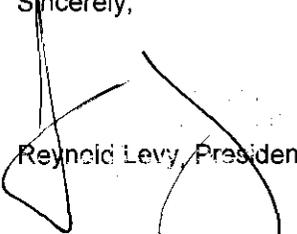
I write in support of our neighbor and partner, WABC-TV, and the strong, longstanding service to the community it provides. Lincoln Center and WABC not only share a zip code, but also a concern for our neighbors and a strong sense of public service.

We work closely with WABC throughout the year, collaborating most intensively on Lincoln Center's annual community holiday tree-lighting that is attended by thousands live, and seen by tens of thousands more New Yorkers who, through WABC, are able to experience the world class art presented at Lincoln Center.

But WABC's commitment to the community is ongoing, highlighting both the local issues and the local positive activities of New York mission-driven institutions like Lincoln Center and others through PSA's, public affairs shows, and educational series.

Given the broad range of services that WABC-TV already provides, I feel that no further regulation is needed to ensure continuation of serving our community.

Sincerely,

  
Reynold Levy, President

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

**Reynold Levy**  
President

70 Lincoln Center Plaza  
New York, NY 10023-6583  
T 212.875.5113  
F 212.875.5120  
rlevy@lincolncenter.org

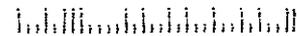
[www.lincolncenter.org](http://www.lincolncenter.org)

**LINCOLN  
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Performing Arts

70 Lincoln Center Plaza  
New York, NY 10023-6583



Kevin J. Martin  
Federal Communications Commission  
445 12th St, SW  
Washington, DC 20554



**United Way  
of Fresno County**



Received & Inspected

FEB 25 2008

FCC Mail Room

February 19, 2008

Chairman Kevin Martin  
Commissioner Michael Copps  
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Commissioner Deborah Tate  
Commissioner Robert McDowell  
**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 am writing in the matter of the FCC's recently issued 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 let you know that, in my view and that of my organization, KFSN-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with KFSN-TV on any number of public service announcements that have significantly raised local awareness of the community building issues on which the United Way of Fresno County works. KFSN-TV also has produced and aired stories and features annually as part of their coverage of local and community news and events, and these have helped us generate community support for areas of special need

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

Sincerely,

Ann Vermel  
Acting Chief Operating Officer

# Central California Blood Center

**A Non-Profit  
Organization**

## **Fresno**

(559) 224-2900  
Fax (559) 225-1602  
3445 N. First St.  
Fresno, CA 93726

## **North Fresno**

(559) 324-1211  
Fax (559) 324-1741  
8094 N. Cedar Ave.  
Fresno, CA 93720

## **Visalia**

(559) 625-3121  
Fax (559) 625-2136  
1515 S. Mooney Blvd.  
Visalia, CA 93277

## **Porterville**

(559) 781-5532  
Fax (559) 781-5914  
93 N. Main St., Suite D  
Porterville, CA 93257

[www.cencalblood.org](http://www.cencalblood.org)

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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 share with you that, in my view and in the view of my organization, KFSN-TV already serves our community in a multitude of ways that makes additional federal regulation unnecessary.

We have worked with KFSN-TV on hundreds of public service announcements that have significantly raised local awareness of blood center issues and the continual need for more donors. KFSN-TV has also produced and aired a multitude of blood center/donor/recipient stories as part of their coverage of local and community news and events. These have raised the profile on many important issues and, at critical times, to help us immensely. Whether a police officer is badly harmed and blood donations are needed ASAP or the blood center happily announces a million dollar gift, KFSN-TV willingly, accurately and quickly helps "get the word out." Furthermore, these are not new KFSN-TV efforts but, in fact, much of their direct assistance has been on-going for decades. One example in particular was helping create a summer blood drive (when blood supplies are notoriously low) that they co-sponsored and completely and solely promoted. Not only has this drive become an invaluable part of our summer blood collection schedule, but Baskin Robbins has taken the idea nationally to help other blood centers all over the US. The blood drive is called: *Pint for Pint* and together, with KFSN-TV, we celebrated our 20<sup>th</sup> Anniversary, last year, attracting close to 3000 donors.



Central California  
Blood Center

*Saving lives for over 50 years*

Whether helping raise money for the local children's hospital, promoting the many charities in need or the Central California Blood Center, to put it simply, our organization and many others around the valley could not survive, as well as we do, without the critical support that KFSN-TV provides.

It is because of our first-hand experience with this long-standing and valued media partnership that we are not sure why additional regulations might be needed. In our view, our community is already well served by KFSN-TV and additional (national) regulation doesn't seem necessary.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dean Eller', with a long horizontal flourish extending to the right.

Dean Eller  
President and CEO



Received & Inspected

FEB 25 2008

FCC Mail Room

February 19, 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

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 have recently learned that the FCC has 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, KFSN-TV generously serves our community in any number of ways that makes any additional federal regulation unnecessary.

KFSN-TV has worked with EPU on many public service announcements that have significantly raised local awareness of issues relating to children with disabilities and other special needs—which is the mission of Exceptional Parents Unlimited. KFSN-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 issues on which my organization works.

As a non-profit agency, we rely on the support of the media to let families know that our services are available, and KFSN-TV has created opportunities for us to get the word out. Also, as a non-profit agency, EPU has benefited from the generous support we have received for our annual fund raising event. This



exceptional parents unlimited



4440 North First Street | Fresno, California 93726 | ph: (559) 229-2000 | fax: (559) 229-2956 | tty: (559) 225-6059

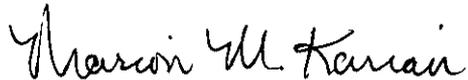
[www.exceptionalparents.org](http://www.exceptionalparents.org)

sponsorship has brought hundreds of individuals and businesses to our events and provided our agency with much needed resources to do our important work with vulnerable children and families.

To put it simply, our organization has benefited immeasurable from the generous support that KFSN-TV has provided to us. I want to assure you that KFSN-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.

It is because of my first-hand experience with our 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 very 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 "Marion M. Karian".

Marion M. Karian  
Executive Director

February 12, 2008

received & inspected  
FEB 25 2008  
FCC Mail Room



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

**Pathways: A Foundation for  
UCP of Central California**

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 KFSN-TV already serves our community in a number of ways that make any additional regulation unnecessary.

Over 30 years ago United Cerebral Palsy began its partnership with KFSN-TV. At that time the station aired the national and local telethon – this was a 24 hour event. KFSN told the story of United Cerebral Palsy through stories produced by the station and aired on the news and during the telethon.

As times have changed, KFSN never failed United Cerebral Palsy, but found new ways to promote and share our story. Currently they are featuring United Cerebral Palsy during the month of April. They are working with us to produce stories about our services and programs. We have never paid for this support of United Cerebral Palsy – it has always been generously donated.

In addition to the educational stories, KFSN’s Valley Focus show communicates to the community our current events and the stories of how United Cerebral Palsy has made a difference in the lives of people with disabilities.

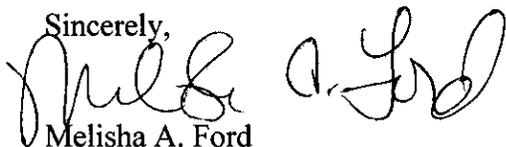
4224 N. Cedar Ave.  
Fresno, CA  
93726

tel 559-221-8272  
fax 559-221-9347

[www.ccucp.org](http://www.ccucp.org)

This dedication to our organization is priceless and so valuable to our sustainability. This is why I am curious as to why the FCC believes it is necessary to issue additional regulations. KFSN's commitment- not just to United Cerebral Palsy – but to the entire Central Valley is beyond the normal commitment of most corporations and I don't believe additional regulations would enhance this partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Melisha A. Ford". The signature is written in a cursive style with a large initial "M" and a distinct "A" and "F".

Melisha A. Ford  
Executive Director



Larry L. Powell  
Superintendent

fresno county  
office of education

Received & Inspected

FEB 25 2008

FCC Mail Room

February 15, 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

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 has recently issued a Notice of Proposed Rulemaking on broadcast localism. My understanding of this proposal is that it is to "ensure that broadcasters are appropriately addressing the needs of their local communities." It is my pleasure to share with you that KFSN-TV already serves our community so well that federal regulation of this type is completely unnecessary.

KFSN-TV has worked closely in partnership with the Fresno County Office of Education to provide local awareness on many issues of community importance. Their programming has included talk show appearances, half hour specials, and numerous thirty second promotions. Examples of the subjects that have been covered include: Parental Involvement, School Safety, Cyber Safety, READ FRESNO, Career Technical Education, Academic Achievement, Honored Scholars, and Scout Island's Outdoor Education Programs.

It has been and continues to be a wonderful partnership where a simple phone call is made and I have been able to count on KFSN-TV to step up to the plate and help us get a critical message across to our community. I can honestly report that I have never been turned down on a request to cover a critical issue in our community.

Fresno and the Fresno County Office of Education are truly blessed to have such willing partners as KFSN-TV and such a wonderful working relationship. I see no need for any additional regulations in light of the voluntary and positive local partnership which we currently enjoy.

Sincerely,

Larry L. Powell



**Big Brothers Big Sisters**  
of Central California

*Little Moments. Big Magic.™*

Received & Inspected

FEB 25 2008

FCC Mail Room

February 18, 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

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 learned that the FCC 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 thought it important that you know that KFSN-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with KFSN-TV on many public service announcements that have significantly raised local awareness on mentoring and youth development, on which my organization works so hard. KFSN-TV has also produced and aired several stories as part of their coverage of local and community news and events on related topics.

KFSN-TV sponsors our annual fundraiser "Bowl for Kids' Sake", providing tens of thousands of dollars of air time. They have linked our organization's website to their own and have helped us promote our agency throughout the year.

Their promotion of Bowl for Kids' Sake is critical to our agency, as the event raises about 8% of our budget. The on-air time over two weeks has helped raise community awareness of the importance of mentoring our area's youth.

In my view, our community is well served now by KFSN-TV and no national regulation could create the kind of great local partnership that we already enjoy.

Sincerely

Brooke Frost  
Executive Director

[www.Bigs.org](http://www.Bigs.org)

**Fresno County:**  
905 N. Fulton St.  
Fresno, CA 93728  
(559) 268-2447 Phone  
(559) 268-1006 Fax

**Kings County:**  
124 C Street  
Lemoore, CA 93245  
(559) 582-4583 Phone  
(559) 582-1534 Fax

**Madera County:**  
2300 W. Industrial Ave.  
Madera, CA 93637  
(559) 673-4863 Phone  
(559) 673-2718 Fax

**Tulare County:**  
948 N. "H" Street, Ste 2  
Tulare, CA 93274  
(559) 687-1108 Phone  
(559) 687-8392 Fax



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FEB 25 2008

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 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, 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

American Red Cross Fresno~Madera Counties Chapter  
2002 N. Fine Ave Fresno, Ca 93727  
559-455-1000  
[www.fresnomaderaredcross.org](http://www.fresnomaderaredcross.org)

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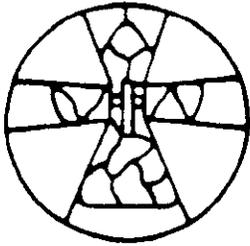
Lisa Ebersole  
Alex Delgado  
Michelle Jorgensen  
Glenn Hoffman  
Casey Lamonski  
Shelly Holland

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 black ink that reads "Ellen Knapp". The signature is written in a cursive style with a large initial "E".

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



# POVERELLO HOUSE

412 "F" Street • Fresno, California 93706 • (559) 498-6988 • FAX (559) 485-6548  
Mailing Address: P.O. Box 12225 • Fresno, CA 93777-2225

*"...In as much as ye have done it unto  
one of the least of these my brethren,  
ye have done it unto me."*

Matt. 25:40

Received & Inspected

FEB 25 2008

FCC Mail Room

February 20, 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

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:

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- We have worked with KFSN-TV on any number of public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. KFSN-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 issues on which my organization works.
- KFSN-TV has contacted us on many occasions throughout the years to promote our fundraising events, special events such as Papa Mike's Café, Thanksgiving and Christmas at Poverello House. They also with communicating to the public about the issues that we as staff members deal with daily but perhaps the public doesn't know how to handle. They allow us to place the human spirit into those we serve daily.

- We have been on the "Valley Focus" program a couples times per year throughout the last several years. KFSN-TV did their morning news show from Poverello House in Thanksgiving 2007 and promoted the Community of Hope program.

Poverello House is a private, non-profit, nondenominational organization that has been serving the hungry and homeless of the Fresno community since 1973. Mike McGarvin saw a need and addressed it simply: he began handing out sandwiches on the streets. Inspired by his example, others came to lend a hand, and with the help of churches, businesses, and volunteers, the outreach grew. In 1981, through the generous contribution of a supporter, Poverello House was established in its current location on "F" Street.

The staff, Board of Directors and volunteers believe in the dignity of every human begin and prides itself on serving those who may seem forgotten in the Central Valley. KFSN-TV continues to provide a much-needed media presence to the staff and clients of Poverello House so that we can continue to serve.

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 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 "Jim Connell".

Jim Connell  
Executive Director  
Poverello House



# MARJAREE MASON CENTER

Community Service Center  
1600 M Street  
Fresno, CA 93721  
(559) 237-4706  
Fax (559) 237-0420

*"Working to eliminate domestic violence"*  
*"Trabajando para eliminar la violencia domestica"*

February 19, 2008

Received & Inspected

**FEB 25 2008**

FCC Mail Room

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

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Over the years we have worked closely with KFSN-TV. They have spent countless hours and resources in helping us raise public awareness about domestic violence and where to seek help. ABC30 has helped us develop videos, sponsored events, and hosted our staff on talk shows and news programs to support the efforts of our non-profit organization.

KFSN-TV has also been our number one sponsor for the past 25 years for our Top Ten Women of the Year luncheon, which is responsible for bringing many dollars to support our organization. To put it simply, our organization could not survive without the critical support that KFSN-TV provides. KFSN-TV's fundraising for the Top Ten luncheon provides for a large share of our annual budget and helps sustain our organization. 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 KFSN-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.

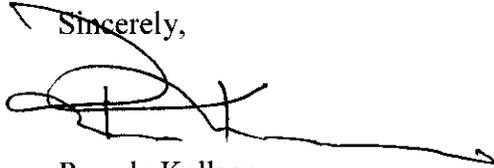
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Partially Funded by

Chairman Martin and Commissioners Copps, Adelstein, Tate, and McDowell  
February 19, 2008  
Page 2

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 KFSN-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 'P. Kallsen', with a long horizontal flourish extending to the right.

Pamela Kallsen  
Executive Director  
Marjaree Mason Center



February 19, 2008

Received & Inspected

FEB 25 2008

FCC Mail Room

Chairman Kevin Martin  
Commissioner Michael Copps  
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**Federal Communications Commission**  
445 12<sup>th</sup> Street, S.W.  
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RE: *In the Matter of Broadcast Localism* (MB Docket No. 04-233)  
Report on Broadcast Localism and Notice of Propose Rulemaking

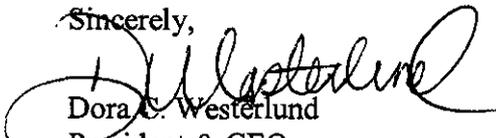
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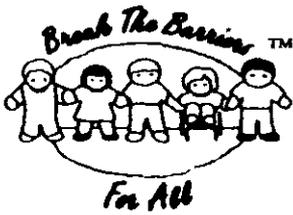
The Fresno Area Hispanic Chamber of Commerce could not outreach or deliver services to our community without the support of KFSN-TV. To put it simply, our organization the Fresno Area Hispanic Chamber of Commerce could not survive without the critical support that KFSN-TV provides. KFSN-TV’s fundraising drives are responsible for a large share of our annual budget and help sustain our organization. Moreover, the on-air time devoted to our fundraising campaign has helped raise community awareness of our issues and our organization. On July 19, 2008 the FAHCC will be hosting a “Downtown Health & Fitness Expo”, KFSN-TV has agreed to promote our event and be our media sponsor. KFSN-TV has also been kind enough to allow us to place our yearly events on their website. I want to assure you that KFSN-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.

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

Sincerely,

  
Dora C. Westerlund  
President & CEO

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# Break the Barriers, Inc.

...where barriers are explored and broken; celebrating all levels of victories and achievements.

Received & Inspected

FEB 25 2008

FCC Mail Room

STEVE HERGENRADER  
DEBY HERGENRADER  
Founders-Executive Directors

February 19, 2008

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Mat Teixiera

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**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**

**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:**

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We have worked with KFSN-TV on numerous public service announcements that have significantly raised local awareness of the issues on which my organization works so hard. KFSN-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 issues on which my organization works. Break the Barriers a non-profit corporation since 1985 has been given a stewardship of influence in the world of disability and inclusion in our Community, State, and Nation and now around the World. KFSN-TV has followed our mission, has carried our cause and has educated our Community with these issues that cross all Cultural Barriers. KFSN-TV has for many years highlighted and supported our Central Valley's gold mine of excellent non-profit corporations. And for making us proud to live here, we are so grateful!

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

Sincerely,

**Deby Hergenrader**  
**Executive Director/Co-Founder**  
**Break the Barriers, Inc.**

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Received & Inspected

February 22, 2008

FEB 25 2008

FCC Mail Room

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 response to the recently issued Notice of Proposed Rulemaking on broadcast localism. We at KFSN-TV in Fresno, California feel that we are doing everything we can to address the needs of our local communities. We believe that we share a direct relationship with the folks living in California's Central Valley. We also feel, because we serve our community in any number of ways, that additional federal regulation is unnecessary.

I am enclosing letters of support from just a few of our community partners, along with a copy of our latest KFSN-TV/ABC-30 Community Initiatives presentation. Thanks in advance for your time, and please feel free to contact me or any of our community partners directly.

Regards,

Bob A. Hall  
President and General Manager

Enclosures

2008 FEB 25 P 2:36

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Fresno City College

1101 East University Avenue, Fresno, California 93741 Phone: 559-442-4600 FAX: 559-265-5777

Office of the President

February 11, 2008

Received & Inspected

FEB 25 2008

FCC Mail Room

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)  
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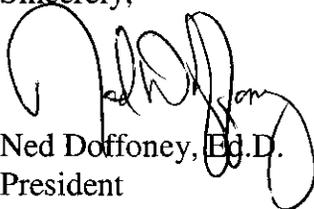
Dear Chairman Martin:

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, KFSN-TV already serves our community in any number of ways that makes any additional federal regulation unnecessary.

We have worked with KFSN-TV on any number of public service announcements that have significantly raised community awareness of the classes, programs, and services offered on our community college campus. KFSN-TV has also produced and aired several stories as part of their coverage of local and community news and events that have raised the profile on the issues on which our college works. Their support of the Old Administration Building Capital Campaign has been instrumental in the success we are experiencing with this project.

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

Sincerely,



Ned Doffoney, Ed.D.  
President

lmw

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FCC Mail Room

Fresno Chaffee Zoo • 894 West Belmont Avenue • Fresno, California 93728  
Phone (559) 498-5910 • Fax (559) 264-9226

February 12, 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

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 am writing in regards to the FCC recently issued Notice of Proposed Rulemaking on broadcast localism. It is my understanding this proceeding is intended to "ensure that broadcasters are appropriately addressing the needs of their local communities." I believe this additional federal regulation is unnecessary.

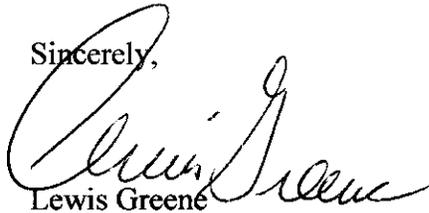
Fresno Chaffee Zoo is a leader in the central valley for recreation and education opportunities. It is through the support of partners such as KFSN-TV that we can bring our mission to life for the benefit of our community. In fact, KFSN-TV is our preferred and most enthusiastic and active media partner. A few examples of their support to the Zoo (and thereby the community) are as follows:

- KFSN-TV is our partner for several of our event fundraisers including Breakfast with the Animals, ZooToDo and ZooBoo. They produce and air public service announcements for each of these events resulting in a marked increase in ticket sales and providing needed revenue for the Zoo.
- KFSN-TV donated the production of our ad for last year's seasonal attraction *Stingray Bay: A Touching Experience*. Of course this spot aired on their station since they are the top network in the central valley, but they also provided copies which were utilized by other television stations so we could maximize our exposure within the market.

- Fresno Chaffee Zoo has a regular segment on the highly rated KFSN-TV mid-day news. These segments are an important vehicle to support our education mission and provide extra promotion for our events and activities.
- KFSN-TV is proactive in covering valley news and we have benefited from their extensive coverage of Fresno Chaffee Zoo.

This spirit of support by KFSN-TV is extended not only to Fresno Chaffee Zoo but is evident throughout the community. Much good work, and good will, is already being generated by KFSN-TV making the proposed regulation unwarranted.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lewis Greene".

Lewis Greene  
CEO/Executive Director

FRESNO CITY AND COUNTY  
HISTORICAL SOCIETY



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FEB 25 2008

FCC Mail Room

February 21, 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

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:

We recently became aware that the FCC issued a Notice of Proposed Rulemaking on broadcast localism. The intent of this particular proceeding is to "ensure that broadcasters are appropriately addressing the needs of their local communities."

**A broad range of organizations, including the Fresno Historical Society, have partnered with KFSN-TV on many projects over many years, and these organizations know first hand the remarkable effort KFSN-TV makes on an ongoing basis to serve the needs of communities up and down California's Central Valley. We, therefore, question the need for additional federal regulation to create what already exists.**

KFSN-TV has worked with us on any number of public service announcements as well as produced and aired several stories that have significantly raised local awareness of issues important to the Historical Society, including those related to the preservation and regional and California history, as well as social and cultural history education.

In addition, KFSN-TV's fundraising drives are responsible for a large share of our annual budget and help sustain our organization. The Historical Society's three major annual public events--a large-scale Civil War reenactment, an historic home tour and Christmas at an historic house museum--would not draw the large audiences they do without the support of KFSN-TV. And, this support not only translates into growing audiences, it also results in growing community participation in addressing issues important to the Historical Society.

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Again, I encourage you to rethink the notion of establishing additional regulations to create partnerships that already exist--partnerships that are currently helping make sure that there is an ongoing dialogue about key community issues and that the great many organizations which work on behalf of these issues thrive.

Sincerely,



John Boogaert  
Board President



Jill Moffat  
Executive Director

FEB 25 2008

FCC Mail Room

February 15, 2008

**Foundation**

9300 Valley Children's Place  
Madera, California 93636-8762  
T: 559.353.7100  
F: 559.353.7160  
[www.childrenscentralcal.org](http://www.childrenscentralcal.org)

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, 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 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, from Children's Hospital Foundation's perspective, KFSN-TV already serves our community in many ways that makes additional federal regulation unnecessary. For example:

- Children's Hospital has worked with KFSN-TV on numerous public service announcements related to our *Children's First* initiative that have significantly raised local awareness of issues which affect children and youth in our San Joaquin Valley—high school dropouts, teen pregnancy, vocational education, gang violence, among others. KFSN-TV has also produced and aired many Children's Hospital public interest stories as part of their coverage of local and community news and events that have raised the profile on children's health issues.
- Children's Hospital has benefited from significant air-time devoted to our community-wide fund-raising campaign related to our annual Kids Day. KFSN-TV's support enables Children's to recruit more than 5,000 community members across a highly, rural five-county area who hit the streets in March each year to sell newspapers to benefit Children's Hospital. In 2007, Children's raised nearly \$425,000 through this event.
- Each year the KFSN-TV news team partners with Children's communication department in identifying patients and families whose life-saving stories can help strengthen others' lives and encourage philanthropy at the same time. Each year

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in May, KFSN-TV dedicates one hour to feature the segment. In 2007, the segment, titled "Embracing Possibilities," was produced with the highest quality—something Children's would not have been financially able to do. In addition, because it features our local area's popular and talented news anchors, it draws much attention. KFSN-TV provides Children's with copies of each family story featured in the one-hour segment which we in turn share at numerous presentations we are invited to make around the San Joaquin Valley.

To put it simply, Children's relies heavily on KFSN-TV to broadcast its needs out into the community. As a nonprofit organization, Children's does not possess the financial means to be able to market its needs in the manner made possible by KFSN-TV.

KFSN-TV is a great community partner to Children's Hospital. It is because of this first-hand experience in such a long-standing partnership that it makes no sense to issue additional regulations. In my view, and from the view of Children's Hospital Central California, our community is already well served by KFSN-TV. No national regulation could create the kind of great local partnership that we already enjoy.

Thank you very much for your consideration.

Warmest Regards,



James Meinert, Ph.D.  
Vice President, Foundation  
Children's Hospital Central California



William Haug  
President & CEO  
Children's Hospital Central California