

MB: Policy Div.

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FCC Mail Room

The Partnership for a Drug-Free America®

February 19, 2008

Media Bureau Chief Monica Desai  
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 Chief Desai:

I have been made aware that the FCC has 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 would like to inform you, in my view and in the view of my organization; KGO-TV already serves the San Francisco community in a number of ways that makes any additional federal regulation unnecessary.

The Partnership for a Drug-Free America has worked with KGO-TV for more than 13 years and during this time they have been our strongest supporters in the San Francisco market. They air a significant number of public service announcements that have raised considerable awareness of the drug issue which my organization works so hard to do. In fact, KGO-TV has received our prestigious Crystal Award for outstanding message support, honoring a select few across the country. KGO-TV also has produced and aired stories as part of their coverage of local and community news that have raised the profile on the issues on which my organization works. A recent example of KGO's commitment to the community was February 3, 2008 airing their weekly Sunday public affairs show, Beyond the Headlines, devoting the entire program to Prescription and Over-The-Counter Medicine Abuse.

To put it simply, our organization could not have the impact it does without the significant support that KGO-TV provides. I want to assure you that KGO-TV's role - including both on-air and off-air time - is critical to getting our message out to the community-at-large.

In my view, the San Francisco community is well-served by KGO-TV and national regulation would not create or enhance the kind of great local partnership that we already enjoy.

Sincerely,

*Teri D. Christensen*

Teri D. Christensen  
SVP, Director of Field Operations  
Partnership for a Drug-Free America

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