



1776 K STREET NW  
WASHINGTON, DC 20006  
PHONE 202.719.7000  
FAX 202.719.7049

7925 JONES BRANCH DRIVE  
McLEAN, VA 22102  
PHONE 703.905.2800  
FAX 703.905.2820

www.wileyrein.com

April 16, 2009

Eve Klindera Reed  
202.719.7404  
ereed@wileyrein.com

**VIA ELECTRONIC FILING**

Marlene H. Dortch  
Federal Communications Commission  
445 12th Street, SW  
Washington DC 20554

**Re: Notice of Ex Parte Presentation  
Broadcast Localism, MB Docket No. 04-233**

Dear Ms. Dortch:

On April 15 and 16, 2009, Jessica Marventano, Senior Vice President, Government Affairs, for Clear Channel Communications, Inc., spoke separately by telephone with: (1) Rick C. Chessen, Senior Legal Advisor and Legal Advisor for Media Issues to Chairman Michael J. Copps; (2) Rudy Brioché, Legal Advisor for Media Issues to Commissioner Jonathan S. Adelstein; (3) Rosemary C. Harold, Legal Advisor for Media Issues to Commissioner Robert M. McDowell; (4) Peter Doyle, Chief of the Audio Division of the Media Bureau; and (5) Rudy Bonacci, Assistant Chief of the Audio Division of the Media Bureau.

The discussions centered on several initiatives that Clear Channel has recently undertaken to expand and enhance the local programming offerings of its stations and communications between its stations and their local communities, as those initiatives relate to certain matters under consideration in the FCC's broadcast localism docket. For example, Clear Channel has recently announced the expansion of its already-existing Local Advisory Board ("LAB") program, which allows local station staff to work regularly in partnership with community leaders to identify important local needs that stations can serve. All Clear Channel stations will also now be required to air a minimum number of public service announcements ("PSAs") across all dayparts, and stations will be stepping up their efforts to open lines of communication to better learn of local causes that local listeners believe are worthy of PSAs. Clear Channel is also expanding its commitment to local public affairs programming, by, for example, facilitating the ability of local program directors to utilize higher profile local talent for local public affairs programming, encouraging the placement of such programming in different timeslots to increase availability to listeners, and making resources available to allow production of short local segments to run in addition to regularly scheduled public affairs programs. In addition, Clear Channel is enhancing the 24/7 access to station management that local officials already enjoy, making three levels of managers responsible for each station available around the clock. Further, Clear Channel is enhancing its



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commitment to local artists, building upon the already impressive array of local music programming with new programs on additional stations, developed by local program directors. With these exciting new initiatives – some of which are similar to proposals set forth in the localism docket – Clear Channel is seeking to ensure now more than ever its commitment to local communities.

Ms. Marventano also discussed the new programming options that Clear Channel will be making available to local program directors, who will choose whether to air the new programming in the local markets that their stations serve, and to audiences on multiple additional platforms such as the “iheartradio” application for iPhone and Blackberry, and the positive impact that these new choices will have on program diversity. In addition, Ms. Marventano provided copies of the Press Releases attached as Exhibit 1 hereto to Mr. Chessen following their conversation, and the information regarding websites attached as Exhibit 2 hereto to Mr. Brioché following theirs.

In accordance with Section 1.1206 of the Commission’s Rules, 47 C.F.R. § 1.1206, one electronic copy of this letter (with attachments) is being filed in the above-referenced docket. Please direct any inquiries concerning this matter to the undersigned.

Respectfully submitted,

/s/ Eve Klindera Reed  
Eve Klindera Reed

cc: Rick C. Chessen  
Peter Doyle

Rudy Brioché  
Rudy Bonacci

Rosemary C. Harold

EXHIBIT 1



**Contact:**

Lisa Dollinger  
Clear Channel Communications  
(210) 832-3348  
[lisadollinger@clearchannel.com](mailto:lisadollinger@clearchannel.com)

Michele Clarke  
Brainerd Communicators  
(212) 986-6667  
[clarke@braincomm.com](mailto:clarke@braincomm.com)

## **Clear Channel Radio Launches Unparalleled Support for Local Communities**

**SAN ANTONIO – April 15, 2009** – Clear Channel Radio today announced an impressive new level of commitment to local community affairs that will define a new, higher ‘minimum level of service’ for all markets. The commitment spans five areas: charitable partnerships, public-service announcements (PSAs), local public-affairs programming, local advisory boards, and 24/7 access to station management for local officials.

“We are materially increasing our commitment to community programming, increasing our accountability, and broadening our public-service contributions in every local market we serve.” said John Hogan, president and CEO of Clear Channel Radio. “We believe when radio focuses on serving local communities, it is radio at its finest.”

Included are improvements to and expansions of existing programs, as well as the launch of entirely new programs. In several cases, the company is expanding the reach of individual market’s “best practices” as well as adding new local-service programs.

These new additions build on the broad array of audience-engagement programs already in place at many of Clear Channel Radio’s local stations. Clear Channel Radio has long led the industry in both the quantity and breadth of community-service programs at the local, regional and national levels. It has been the largest single contributor of media time to The Advertising Council for the past five years.

“Clear Channel has been an exemplary media partner for several years,” said Peggy Conlon, president and CEO of The Advertising Council. “The company’s ongoing commitment to our organization is an indication of how Clear Channel values its relationship with its audiences and embraces public service. We are thrilled to have Clear Channel represented on our board of directors as well as our local leadership committees and our Outdoor Steering Committee.”

– more –

**\* Programming improvements to be generated locally and nationally**

Expanded charitable partnerships will be determined at both the local and national level, and will in some cases extend to national public-service sponsorships.

Clear Channel has already forged long-standing and extensive relationships with a number of vital organizations operating locally, including the Ad Council, National Multiple Sclerosis Society, and St. Jude Children's Research Hospital. Other major programs have previously benefited the American Red Cross, Salvation Army and Habitat for Humanity (for disaster relief) and UNICEF and CARE (for global awareness campaigns), as well as USO, March of Dimes, and many others.

The company also today announced significant increases in on-air PSAs and its intention to invite local community leaders and citizens to submit information for future PSAs. Moving forward, PSAs will be required multiple times a day, throughout all day parts. That will total a minimum of 12 minutes a day and 84 minutes per week.

In addition to the many initiatives that occur at the local level across all markets, the company will choose one national cause to be highlighted company-wide each quarter for coordinated campaigns. The first national campaign will support Feeding America, the nation's leading domestic hunger-relief charity.

"Clear Channel Radio's community engagement programs are designed to ensure that our programming and stations are relevant, resonant, and meaningful to our communities, which is the cornerstone of great radio," said Lisa Dollinger, chief communications officer at Clear Channel Communications. "With one in eight Americans struggling with hunger – including millions of children, senior citizens and the working poor – using our local voices, radio stations and Web sites to drive donations and volunteerism at local food banks in every community is a perfect match to radio's power to drive action."

On the programming side, Clear Channel Radio plans expansions and improvements for local public-affairs programming. Improvements in the company's signature weekly public affairs shows include moving to higher-audience time slots and using high-profile local talent during broadcasts to generate more community interest.

And in a totally new approach, Clear Channel Radio stations will also be creating short local segments that will run during the week. Ranging from 60 seconds to five minutes, the content, length and placement of the segments will be determined by local program directors.

**\* Expanded support for local music artists**

Adding to the direct support of local audiences is an expanded programming commitment to music from local artists. Select AM and FM stations will add to existing new-music shows (e.g., urban, some country and some rock), and some stations will also develop customized programs showcasing local artists.

In addition, the company will expand its highly acclaimed *NEW!* program for new, local and unsigned artists currently available on hundreds of local-station Web sites to its highly successful mobile broadcasting application, [iheartradio](#). More than 15,000 new, local and unsigned artists have already been promoted to millions of online and on-demand listeners through the program.

**\* Direct community support touches citizens directly**

The company's expanded support extends beyond the broadcast as well.

Clear Channel Radio announced it will also establish Local Advisory Boards in every market in which it broadcasts. This is a significant expansion of a highly successful program begun five years ago in select markets.

“From the moment we created the first boards in 2004, we improved our ability to effectively collaborate with community partners to meet important local needs,” added Dollinger. “In developing deeper and broader relationships with business and civic leaders, we have been able to bring in people and organizations we had not historically worked with on a regular basis. This meeting of ideas, reference points, and broad-based expertise has strengthened our platform and helped us fully utilize our powerful resources to make our local communities better for everyone.”

Led by local station management, Local Advisory Boards bring together community leaders, business owners, listeners and advocacy groups to advise market managers and program directors on community issues, programming concepts and civic opportunities.

Also in this vein, a new program enabling 24/7 access to station management - three levels deep - for local officials is set to be implemented market-by-market over the next several months.

**About Clear Channel Radio**

Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, via iPod, cell phone, and in navigation systems from BMW, Volvo, TomTom, Garmin and others. The company's operations include radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (OTCBB:CCMO), a leading global media and entertainment company. More information on the company can be found at [www.clearchannel.com](http://www.clearchannel.com).

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**Contact:**

Lisa Dollinger  
Clear Channel Communications  
(210) 832-3348  
[lisadollinger@clearchannel.com](mailto:lisadollinger@clearchannel.com)

Michele Clarke  
Brainerd Communicators  
(212) 986-6667  
[clarke@braincomm.com](mailto:clarke@braincomm.com)

## **Clear Channel Radio Launches Plan to Improve Program Quality for All Day Parts**

### ***Plan Includes New Channels, Premium Choice for Local Program Directors, and Sophisticated Talent Analysis***

**SAN ANTONIO – April 15, 2009** – Clear Channel Radio today announced a multi-point plan to raise the bar for radio programming across all day parts and platforms, including online and mobile. The plan includes the launch of new programming and makes programming and on-air talent that's proven to be most popular with audiences, available more broadly to local program directors in all markets for all day parts.

“Our programming objective is to increase audience size and engagement across all day parts and all platforms,” said John Hogan, president and CEO of Clear Channel Radio. “At the same time, we face a particularly difficult economy that makes it extremely challenging for some local stations to invest in developing the highest-quality programming and talent. Despite the difficult economy, we see enormous long-term opportunity in investing in things that immediately improve the competitive situation of our stations.”

Local Clear Channel Radio program directors will have total choice and flexibility in choosing the Premium Choice programming elements. They can elect large portions, single pieces, or none of the offered programming. All of the Premium Choice elements were determined in full consultation with the company's most experienced and trusted programming and operations managers.

“These improvements have been part of the company's long-term strategy to strengthen its competitive position,” added Hogan. “We're accelerating these pieces because of the undeniable competitive opportunity presented by this market,” he said.

Some 266 radio stations in the U.S. have gone dark since the fourth quarter of 2007, unable to compete effectively for audiences and advertising dollars, according to data from the Federal Communications Commission and Radio-Locator.com.

– more –

**\* Premium Choice and proven results**

A primary element of the plan is “Premium Choice”, an ongoing, rigorous analysis that identifies Clear Channel Radio’s most effective content across music genres and on-air talent and presents significant expansion opportunities for both. Content and talent are selected for the program based on the evaluation of new PPM-based audience-measurement reports and data produced by Clear Channel Radio’s proprietary talent performance tool.

Over the past two years, the company has rigorously evaluated all of the programming at every station across every day part. Based on tests of the programming elements, audience growth and ratings have grown dramatically.

- On Air with Ryan Seacrest increased audience share in San Francisco by some 86% within three months of beginning its broadcast there; and the show increased audience share in Denver by some 46% in the same timeframe.
- Similarly, Steve Harvey has improved ratings in all 10 markets into which he’s expanded.

“Alongside music artists, on-air talent contributes enormously to the quality of an AM or FM broadcast,” added Hogan. “Now, local talent can be rewarded for extraordinary success.”

Clear Channel’s performance analysis tools evaluate a wide range of variables connected to a broadcast program and/or specific on-air talent and identifies properties with significant potential to succeed in other markets. The company believes it is the most sophisticated tool of its type in broadcasting. The performance analysis tool and the Premium Choice program will combine to build the careers of lesser-known talent that consistently outperform their peers.

**\* Creating new channels, by genre and by personality**

Also central to the plan is an expansion of the programming currently being created for the company’s online and on-demand broadcasting platforms. The new channels will focus on either a specific music genre or specific on-air personality.

Launching imminently in the genre category are Country Road and Soft Rock. They join existing channels including irockster, Pride, Smooth Jazz, slow jams, and others.

In the personality-driven side, new channels for Kid Kradick and Lex & Terry are on tap, joining already successful channels focused on AT40 (Ryan Seacrest), Elvis Duran and JohnJay and Rich.

As with the existing online and on-demand channels, this new programming will be available directly to audiences during a testing phase via the three platforms: Clear Channel Radio’s local-station Web sites, the **iheartradio** mobile broadcast application for iPhone and BlackBerry, and the company’s HD2 multicasts.

**\* Important opportunities for new, local and unsigned music artists**

The third element of the program is the expansion of the company’s already industry-leading programming showcasing new, local and unsigned music artists. Select AM and FM stations will add to existing new-music shows (e.g., urban, some country and some rock), and some stations will also develop customized shows.

In addition, the company will expand its highly acclaimed *NEW!* program for new, local and unsigned artists available to its highly successful mobile broadcasting application, **iheartradio**. More than 15,000 new, local and unsigned artists have been promoted to millions of online and on-demand listeners through the program. *NEW!* is currently available on hundreds of local-station Web sites.

Most recently, **iheartradio** has seen astounding success on both the iPhone/iPod Touch and BlackBerry platforms.

- Engagement among users with the iPhone/iPod Touch is dramatically better than with most AppStore applications. Weekly unique users continue are up by some 43% and the application saw more than one million downloads in just 20 weeks.
- And earlier this week, the company disclosed that its BlackBerry App World version rose to the #2 position among all BlackBerry applications, achieving the #1 position among media apps of any kind. The BlackBerry version is on track for astounding success, having been downloaded more than 250,000 times in less than a month.

Also coming soon to **iheartradio**: traffic-on-demand expands to 10 markets and the company's highly regarded *NEW!* program. Since its inception, *NEW!* has showcased more than 15,000 new, emerging and unsigned music artists to millions of listeners.

"This year is a level-setting year in which we're taking responsibility for the health and success of our company," concluded Hogan. "We will continue to actively evaluate economic and market conditions and our competitive position. We'll also continue to make adjustments throughout the year so we are best poised to take advantage of the upturn as soon as it occurs."

#### **About Clear Channel Radio**

Clear Channel Radio is a leading radio company focused on serving local communities across the U.S. with more than 110 million listeners choosing Clear Channel Radio programming each week. The company's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, via iPod, cell phone, and in navigation systems from BMW, Volvo, TomTom, Garmin and others. The company's operations include radio broadcasting, syndication and independent media representation. Clear Channel Radio is a division of Clear Channel Communications, Inc. (OTCBB:CCMO), a leading global media and entertainment company. More information on the company can be found at [www.clearchannel.com](http://www.clearchannel.com).

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EXHIBIT 2

Here is the iheartradio streaming music home:

[http://www.iheartmusic.com/national\\_radio\\_tuner/](http://www.iheartmusic.com/national_radio_tuner/)

Here is the NEW! Music home page:

<http://www.iheartmusic.com/new2/discover/index.html>

Here is the blackberry download sight for apps and there is the iheartradio streaming radio station app:

[http://na.blackberry.com/eng/services/appworld/?CPID=KNC-SEMD\\_rimggl99300000050215s&HBX\\_PK=rimggl99300000050215s&](http://na.blackberry.com/eng/services/appworld/?CPID=KNC-SEMD_rimggl99300000050215s&HBX_PK=rimggl99300000050215s&)

Here is the same iheartradio app for the I-Phone:

<http://www.appsafari.com/fun/6634/iheart-radio/>