

December 16, 2009

The Honorable Julius Genachowski  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Genachowski:

As President and General Manager of WVPT-TV, the PBS station that serves the Shenandoah Valley region and Central and Northern Virginia, I want to share with you our appreciation and the appreciation of our many viewers for the digital television spectrum that has been allotted WVPT.

In addition to providing our non-commercial, education and entertaining programming in High Definition for the growing number of HD viewers, WVPT provides a two additional programming services through Standard Definition digital broadcasting.

One of our multi-cast digital services is *v-Me*, a 24-hour Spanish language service providing non-commercial (PBS-type) programs for the growing Hispanic population in our region (in particular Harrisonburg, Virginia). This important programming service is the **ONLY** free, over the air service that reaches the Hispanic community in our region.

WVPT's second digital multi-cast service is a 24-hour "life-style" program service called **CREATE**. WVPT is in its 5<sup>th</sup> year of providing **CREATE** to our viewers, with a program line-up that features home improvement, travel, cooking and other "how-to" lifestyle enhancing programs. Again, this is the **ONLY** free, over the air program service of its type in our region.

With this said, I respectfully request that strong consideration be given regarding WVPT's impact on our region through the effective use of the station's entire digital television spectrum allocation.

Thank you.



David Mullins  
President and General Manager