

What are the Information Needs of Communities & Citizens? My community needs to know more about what is happening in our community as well as having better access to news about what is happening around the nation and the world. President Obama today spoke at a commencement ceremony for a graduating 2010 class of the urgency and the need for citizens to remain well informed. Whatever your opinions may be don't just trust one source of news and information, if you watch FOX News fine but also watch CNN or MSNBC and verify what FOX is saying against those networks. If after watching the other networks you feel frustrated with what those networks say and liked FOX's reporting better fine but at least individuals would have heard both sides of the story.

Also we need news reporters to spend more time reporting news and less time injecting their opinion into it. Now in respect to the informational needs of Yuma AZ we need to know about efforts in Washington D.C. to pass a federal immigration reform bill since The State of Arizona unfortunately recently passed a racial profiling papers please immigration law allowing law enforcement to stop anyone under suspicion because of the way they look etc and demand proof they are not an illegal immigrant. We need to be kept informed about things done in our town, our state and in our nation.

We need to hear all sides of a story so we can be properly kept informed. Unfortunately, a court recently struck down from what I've heard FCC media ownership rules that protected the public and prevented further media consolidation that was not in the best interests of the public. So as the FCC reclassifies broadband to protect its legal authority to protect Net Neutrality and implement The National Broadband Plan the FCC must also find a way to restore media ownership limits and maintain them as constitutional in the threat of another court lawsuit. Reassert your authority on this issue as well and use statutory legal authority to do it. Don't just do it because its been FCC policy do it because its in the best interests of the public and do it because you have the authority -- decide you have the authority and act on that decision.

How is Commercial Media Serving Your Community?

Commercial media is okay in the community at the local level -- The Yuma Sun newspaper is a good paper and they have a website at [www.yumasun.com](http://www.yumasun.com) for people choosing to read the news online. We also have KYMA a NBC owned affiliate channel on channel 11 that provides KYMA News every day. We only have 1 local newspaper company though and 1 commercial local news affiliate. However, KYMA is not all that local -- for people choosing to work for KYMA they have to submit job applications to the corporate office which is in Las Vegas Nevada. Hence, the corporate office is not also in Yuma. All of the Yuma Sun's operations though are in Yuma. They are not an independently owned company anymore at least. They once were but are now owned by Freedom Communications Inc., however, if you want to work for The Sun and they have job openings available their HR department is also in Yuma whereas KYMA's HR department is at the corporate offices in Las Vegas Nevada.

What is the State of Noncommercial, Nonprofit, and Public Media?

In Yuma AZ we have KAWC a nonprofit based radio station owned and operated by Arizona Western College a local community college. I have an iPhone app called Public Radio Tuner on my iPod Touch that when connected to the Internet lets me stream Internet radio content from public broadcasters. KAWC is the only provider of noncommercial radio I can easily access in my community. KAWC has at least 2 channels last I checked, but it doesn't matter how many stations they have what matters is how many independent noncommercial providers are available. On television cable channel 74 is operated by Arizona Western College but all they do on that channel is play music, provide news announcements of educational opportunities at the bottom in the form of a ticker -- text based news updates appear on the screen and keep moving along the bottom until they disappear but then another set of text appears and so on and so on.

ON the screen it says Arizona Western College, has a photo of a campus building, music is played in the background and the campus's physical mailing address and phone appear appear at the bottom of the screen with news updates. So this channel while operated by AWC sometimes plays music or does news reporting via radio and shows info about the different campuses AWC has --they have a Main Campus out in Yuma County, they have a smaller campus location in the City of Yuma, and they hold classes in Somerton AZ some times. The audio from KAWC radio broadcasts is played on this channel and the only video shows an image of a campus building and as noted states Arizona Western College Your Community, Your College, Your Future. At this time of my writing previously jazz music was being played but now KAWC is broadcasting NPR news reports the audio of which is being broadcast on tis TV channel.

I know Arizona Western College sometimes has courses where they use television to broadcast faculty lectures to students when the students are on campus in a classroom and the instructor is unable to be in the same room -- much like there are online courses offered -- an instructor may broadcast a live lecture to students in a television broadcast.

Channel 70 on cable in Yuma shows information about events etc from The Yuma County Library District -- that is events being held at each of the libraries in the Yuma County Library District (Yuma Main Library, Yuma's Heritage Library, the Foothills Library etc), channel 75 also used for educational purposes is used by NAU In Yuma. for promotional/advertising reasons to promote the degrees NAU In Yuma offers and at this time is playing music in the background.

Channel 70 is a channel used by the City of Yuma apparently to report on events happening at AWC and other happenings at the Yuma County Library District as mentioned above. Currently, an audio lecture is being broadcast on that channel and news about events etc are appearing on the screen in print.

Between channels 70-78 there are some channels operated by City of Yuma and others by AWC or NAU in Yuma. Yuma AZ either does not have PBS or am unaware what channel it comes on. The City of Yuma AZ has two government access channels City 73 and Ciudad 72 which exist to make public meetings more accessible to City of Yuma residents and to facilitate involvement in local government decision making by providing programming that increases viewers' awareness of the local government decision making process, local government activities, public issues, and services available from City departments and agencies.

City 73 includes Local Programming as does Ciudad 72 a Spanish version of City 73. The following local programs are available on either/or or both City 73 and Ciudad 72:

#### CityNews

A half-hour magazine format program featuring news and events affecting the Yuma Community. CityNews is produced weekly and hosted by the City's Public Affairs Coordinator, Dave Nash. Guests from throughout Yuma join Dave and discuss topics vital to our citizens. CityNews is shown on City 73 seven days per week at 7:00 a.m. and 10:00 p.m. and Thursdays at 4:00 a.m.

#### Yuma le Informa

An hour long magazine format program where guests from the Yuma community join host Javier Morales to discuss topics ranging from water service to Community Oriented Policing. Yuma le Informa runs exclusively on Ciudad 72 at 9:00 a.m., 3:00 a.m., 6:00 a.m., 12:00 Noon, 6:00 p.m., and 11:00 p.m. daily. Yuma le Informa is produced in Spanish.

#### CityOutlook

An hour-long interview format show, where guests from throughout the Yuma community join host Dave Nash to discuss topics relevant to the Yuma area. CityOutlook, produced weekly, features up to eight different topics and runs on City 73 every day at 9:00 a.m. and 9:00 p.m. as well as Thursday mornings at 2:00 a.m. CityOutlook is produced in English.

So not only does Ciudad 73 and City 73 include "live" coverage of all City Council Meetings and Worksessions, As well as Planning & Zoning Commission and Historic District Review Commission meetings, but also locally produced programs made by The City's Communications and Public Affairs Department to serve the Yuma community in both English and Spanish. So there is some good news about local media, we do have government based city run programming. In fact, for users with Internet access they can watch City 73 and Ciudad 72 programs streamed over the Web.

The following link provides information about City 73 and Ciudad 72 along with links to watch

programs from these channels online: <http://www.ci.yuma.az.us/5837.htm>

Yet I feel the market could be better served with even more options. What about when we want to hear national or international news? For a number of years now as corporate media consolidation has continued and the U.S. corporate news media have shuttered foreign news bureaus, reduced diversity and the number of independent voices on the radio dial and on television for news broadcasts the only viable choice today for investigative journalism and good reporting of international coverage is BBC World News on BBC America. Yes the national channels CNN, MSNBC, FOX News still have some international coverage but the quality of reporting is not as well as on BBC World News and the quantity -- time devoted to international stories may not be good enough either.

We do have some good sources of news at the local level and City News is more local than KYMA though so the situation is not terrible in Yuma AZ but could still be better in my opinion with a few more noncommercial sources, and even if we have commercial sources there should be more independent commercial sources.

What is the Impact of the Internet and Mobile Information?

High speed Internet access in my community enables me and others in my town to connect with the world's computer networks and share information, ideas etc. The Internet enables local as well as global communication. We can communicate with others at a local, national or global level. The Internet and mobile services are essential for commerce, innovation, telecommunication and sharing information freely. Mobile services provide a way to access the Internet using mobile devices. Whether I use a fixed wireline provider of broadband Internet access be it cable or phone company DSL or I use a wireless provider and use mobile broadband to connect to the Internet by accessing a wireless phone carrier's 3G network. I can use the Internet on my phone using my carrier's service or get a laptop connect card etc from a wireless phone carrier to connect to the Internet using a laptop computer.

When everyone can have fast, equal, affordable high speed access to the Internet more jobs can be created. We need wholesale open access, and wireless Net Neutrality so we can choose the phones of our choice and the carrier of our choice separately thus we can choose our carriers based on the merits of the carrier's service. If I want an iPhone I'm not required to sign with AT&T exclusively. I can get the phone and service provider of my choice separately and my carrier cannot discriminate against what Internet enabled mobile applications I choose to run over the carrier's network.

The Open Internet has to be protected and remain open at the same time the FCC seeks to implement its National Broadband Plan and as I've stated before we need more competitive, and affordable service. Expanding broadband deployment will help but alone is not enough we need to

encourage higher adoption. If broadband is available in your area but too many people can't afford the prices the incumbents charge then there is still a Digital Divide.

The FCC has to reclassify broadband under Title II of the 1996 Telecommunications Act to protect its legal authority to defend the Open Internet and implement the National Broadband Plan and has to do these things the sooner the better.