

Received & Inspected

January 23, 2011

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FCC Mail Room

Office of the Secretary
FCC Headquarters
445 12th St., SW, Room TW-A325
Washington, DC 20554

Dear Sirs:

I would like to Submit a Filing: No. 10-238. This filing is to make comments on other alternatives to the use of DMAs to define local markets that would provide more consumers with in-state broadcast programming.

We have lived in Durango Colorado (LaPlata County) since 1980. At that time we had one television station. This station had local news and weather but was associated with Farmington, NM. Although this had its constraints we were able to view and find what we needed to know about our area. About ten years later we were able to get cable television. This allowed us to receive Denver CO news stations and New Mexico stations. We were able to see all information about elections and what was going on in our state of Colorado as well as New Mexico. The new wave of technology caused the cable company to fold. We had no alternative but to switch to satellite television. We lost all contact with local and state news and now only receive news about Albuquerque and what this city has to offer consumers to purchase.

This has caused many hardships, we only have what the only local news paper prints to determine who we vote for and what we need to learn about our state. This creates a limited and biased way for us to determine how we are governed and a limited amount of information regarding how we spend our money. In the last six months our local news paper now offers ad's for the grocery stores in both Durango and Aztec, but still has limited information about other consumer goods. As it stands now we only have the ability through television to know about Albuquerque which is 250 miles away. We can't even find out about things in cities 25 miles away in our state and the neighboring state. How nice it would be to be able to support our local communities before the event not after the event has happened.

In the 1980's we employed many young adults with the local television station. This gave jobs to them and allowed them to stay in the area. It also helped our local economy by showing the consumer what the local community had to offer. Local advertising would show the younger generation that there are alternatives to moving to the large cities to survive. We need to keep jobs in the community so to promote housing and local business. To expand our community would be a benefit in all areas.

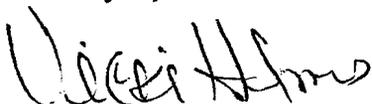
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The effects of alternatives to the use of the current DMAs would be overwhelming. The following would be some of the effects:

1. Being able to have our basic rights to determine who we want to govern us without bias.
2. Something as simple as to be able to determine the weather to make safe travel plans.
3. To have the ability to see through local advertisements the ability to spend our money wisely. We do not want to drive 250 miles for diner, pizza or to buy a car.
4. To be able to assist the economy of small towns in our area and state with our tax dollars.
5. To give the local business the ability to expand and enlarge their business and have more employees.
6. Improve our local schools with more tax dollars.
7. To be able to reduce fuel in comparison pricing to find the best deals for the items we want and need. It is hard to drive to Cortez, Farmington and Durango to purchase a dishwasher for the best price. Find one and then learn that it is out of stock and must come back two weeks later.

We would like to be able to know and understand our geographical area and promote it and be able to live not in a vacuum but in a sustainable forward way. How much more would we be willing to purchase if we did not have the problems and lack of knowledge? It is easier to just keep things as is than to go through the hassles. There would be less apathy towards our state government if we knew the current issues in our state and felt that we could discuss them with understanding. Then we would want to and be able to vote for or against ideals that are close to our own values, wants and wishes.

Thank you,



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Cc: Office of the Secretary, Federal Communications Commission, FCC Headquarters