



Received & Inspected
JAN 12 2012
FCC Mail Room

January 9, 2012

Office of the Secretary
Federal Communications Commission
Attention: Disability Rights Office, Room 3-B431
445 12th Street, SW
Washington, DC 20554

Re: **Petition for Exemption from Closed Captioning Requirements**
CG Docket No. 06-181, CGB—CC-_____

Introduction

Describe the background of the church: First Baptist Church was organized and established in Knox County, Tennessee in 1843 to provide a place for the community to worship God and study the Bible in the Baptist faith. In 1975, as part of its community outreach efforts, First Baptist Church established a television program broadcast live each Sunday morning.

Describe the program generally: *Worship from First Baptist Church of Knoxville* broadcasts the traditional worship service from First Baptist Church of Knoxville each Sunday morning. This service, broadcast live, provides worship and Bible study opportunities for those who are unable to attend congregational worship each week.

Describe the program specifically: *Worship from First Baptist Church of Knoxville* is a weekly one hour broadcast of the traditional worship service. It is produced by a team of volunteers and is broadcast on the local Fox Network, WTNZ each Sunday at 11 am (Eastern Time). WTNZ coverage area includes 557,040 households. In First Quarter 2011, approximately 1400 households watched the program. In Second Quarter, 700 households watched while in Third Quarter, this number was 800. In the final quarter of 2011, the number of households watching the program was approximately 600. The program is also rebroadcast at 6 pm (Eastern Time) on Fridays on the local, non-commercial community access network and shown via cable providers.

Providing captioning for this program would result in significant difficulty or expense for 2012. Thus, for the reasons set forth below, First Baptist Church of Knoxville hereby requests an "economically burdensome" temporary exemption for 2012 from the closed captioning rules for *Worship from First Baptist Church of Knoxville*, pursuant to §79.1(f) of the Commission's rules.

No. of Copies rec'd 0+2
List ABCDE

510 W. Main Street, Knoxville, Tennessee 37902

phone (865) 546-9661 fax (865) 546-3732 web www.fbcknox.org

Nature and Cost of Closed Captions

Provide details on the cost of closed captions: The Director of Communications of First Baptist Church has sought information and estimates regarding closed captioning options from providers. One option is to purchase the equipment at an estimated cost of \$10,000 and contract with WTNZ for an operator. Another and the least expensive option is offered to the church by WTNZ to not purchase the equipment, use the station's equipment and pay for the operator on a weekly basis. The weekly cost for an operator is \$85 per week. No viable alternative to closed captioning exists since, other than musical performances, since there is no script.

Impact on the Operation of the Program Provider

Describe the impact that these costs would have on the program: Because the program is produced in-house and by a team of volunteers, cost of producing the program is limited to the transmission and broadcasting of the hourly show by WTNZ. The weekly cost is \$2290 or \$119,080 per year. The closed captioning would require an additional expenditure of \$85 per week or \$4420 annually representing a 3.7 percent increase in the cost of production. The church currently invests 6.2 percent of its overall budget into the Television Ministry to produce and broadcast the live worship service.

Financial Resources of the Program Provider

Explain the financial position of the church: First Baptist Church of Knoxville is recognized as a tax-exempt, non-profit corporation. The only source of income is from donations of its members. All production costs are borne by First Baptist church from the donations of its members and no other source of revenue. In addition to the television program First Baptist Church operates numerous other activities for the benefit of the local community. The needs of the community are many and the donations of the members do not meet all the needs. Consequently, First Baptist Church cannot fund every identified worthy activity. Funding the closed captioning requirements will have a negative financial impact on existing programs. WTNZ has extended an offer to the church to provide closed captioning at a rate of \$85 per one-hour program.

Type of Operations of the Program Provider

Describe the operations of the church: First Baptist Church of Knoxville, a tax-exempt, non-profit corporation, exists to reach out to the world with the good news of Jesus Christ, to love God through worship, to encourage the family of faith through fellowship, to equip believers through discipleship, and to serve the needs of the world through missions.

Conclusion

As shown by the Petition and its attachments, the Commission should grant a waiver of closed captioning requirements in this case, because requiring closed captioning would be economically burdensome for the fiscal year beginning January 1, 2012. The costs of captioning would have an impact on Petitioner's operations, undermining its ability to provide the program. The Petitioner's type of operations and financial resources are different in kind and magnitude from a mainstream programming provider. Because of the additional unbudgeted expense of providing closed captions, a temporary

waiver under §79.1(f) is warranted. If more information is needed, please contact me at the address provided below.

Respectfully submitted,
First Baptist Church of Knoxville

By:

A handwritten signature in cursive script that reads "Kelly Rose". The signature is written in black ink and is positioned above a horizontal line.

Kelly Rose, Interim Church Administrator
510 W. Main Street
Knoxville, TN 37902
865-546-9661
Fax: 865-546-3732

STATE OF TENNESSEE
KNOX COUNTY

AFFIDAVIT OF KELLY ROSE

I, Kelly Rose, being first duly sworn, depose and state:

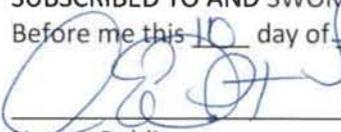
1. I am the Interim Church Administrator at First Baptist Church of Knoxville, a church in Knoxville, Tennessee. I am over the age of 21.
2. I have reviewed the Petition for Exemption for Closed Captioning Requirements filed on behalf of First Baptist Church of Knoxville, and upon information and belief, believe the statements regarding our organization and Worship from First Baptist Church of Knoxville to be true and accurate.

FURTHER AFFIANT SAYETH NOT.



Kelly Rose

SUBSCRIBED TO AND SWORN
Before me this 10 day of January, 2012.



Notary Public

My Commission expires: May 4, 2014



Vision & Mission Statement

| Print |

Vision

"Where there is no vision, the people perish." (Proverbs 29:18) These words from the Bible challenge First Baptist Church in Knoxville to have a focus on the future and an understanding of God's vision and direction for our church. Without this vision we will wander aimlessly and finally perish. With this vision, we will bear fruit for the Kingdom of God.

Mission Statement

The church exists . . .
to reach out to the world with the good news of Jesus Christ,
to love God through worship,
to encourage the family of faith through fellowship,
to equip believers through discipleship,
and to serve the needs of the world through missions.

Vision Statement

First Baptist Church
Ministers in the name of Christ by
Building bridges in faith which
Open doors of hope and
Meet needs with love



Tennessee Corporation Annual Report Form

AR Filing #: 02657133

Status: Complete

File online at: <http://TNBear.TN.gov/AR>

Due on/Before: 02/01/2011

Reporting Year: 2010

This Annual Report has been successfully paid for and submitted. Your Annual Report will be reviewed by Business Services and filed within 48 hours. Please keep this report for your records.

Annual Report Filing Fee Due:

\$20 if no changes are made in block 3 to the registered agent/office, or
\$40 if any changes are made in block 3 to the registered agent/office

SOS Control Number: 202628

Corporation Non-Profit - Domestic

Date Formed: 10/04/1871

Formation Locale:

(1) Name and Mailing Address:

FIRST BAPTIST CHURCH OF KNOXVILLE, TENNESSEE
510 WEST MAIN STREET
KNOXVILLE, TN 37902

(2) Principal Office Address:

510 W. MAIN STREET
KNOXVILLE, TN 37902-2539

(3) Registered Agent (RA) and Registered Office (RO) Address: Agent Changed: No

WADE M BOSWELL
603 MAIN ST
STE 707
KNOXVILLE, TN 37902

(4) Name and business address (with zip code) of the President, Secretary and other principal officers.

Title	Name	Business Address	City, State, Zip
President	Steve Bowman	510 W Main Street	Knoxville, TN 37902
Secretary	Bill Coley	510 W Main Street	knoxville, TN 37902

(5) Board of Directors names and business address (with zip code). (___ None)

Name	Business Address	City, State, Zip
Steve Bowman	510 W Main Street	Knoxville, TN 37902
Eddie Crook	510 W Main Street	Knoxville, TN 37902

(6) This section applies to non-profit corporations ONLY.

A. Our records reflect that your non-profit corporation is a public benefit or a mutual benefit corporation as indicated.

If blank or incorrect, please check appropriately: Public Mutual

B. If a Tennessee religious corporation, please check here if blank: Religious

(7) Signature: Electronic

(8) Date: 05/17/2011 9:38 AM

(9) Type/Print Name: Amy E DePriest

(10) Title: Financial Asst.

First Baptist Church of Knoxville
 Balance Sheet
 December 2011

Accounts

		Assets	
Current Assets			
Cash Accounts			
0101000 - Church Checking		\$62,256.33	
0101001 - Petty Cash		\$250.00	
0102000 - Designated Funds Checking		\$142,737.55	
0103000 - SunTrust-Estate Gifts & Loan Retire		\$32,391.92	
Total Cash Accounts		\$237,635.80	
Other Special Gift Accounts			
0111000 - Beulah Wright Gift		\$3,959.29	
0112000 - Monday Gift		\$48,810.07	
0120000 - Money Scholarship Fund		\$6,184.02	
Total Other Special Gift Accounts		\$58,953.38	
Total Current Assets			\$296,589.18
Facilities Investments			
0118000 - Sanctuary, Organ, TV & CT Improvment		\$396,091.61	
0118010 - FTP Campaign Balance		\$89,957.83	
Total Facilities Investments			\$486,049.44
Foundation Accounts			
0114000 - Mission Fund		\$126,389.44	
0115000 - Endowment Fund		\$233,448.77	
0116000 - McPherson Deaf Endowment		\$105,966.20	
0117000 - Monday Fund		\$988,231.28	
0119000 - McGinley Estate Gift		\$517,354.02	
Total Foundation Accounts			\$1,971,389.71
Total Assets			\$2,754,028.33
Liabilities, Fund Principal, & Restricted Funds			
Liabilities			
Current Liabilities			
0201000 - Payroll Taxes W/H - Church		\$10,453.80	
0202000 - SunTrust Loan		\$423,486.85	
Total Current Liabilities			\$433,940.65
Other Payroll Deductions			
2015000 - Health Insurance Deductions		\$551.72	
2015003 - Annuity Deduction		\$202.02	
Total Other Payroll Deductions			\$753.74
Other Current Liabilities			
2012000 - Beulah Wright Expenses		(\$3,798.27)	
2013000 - Monday Fund Expenses		(\$23,913.32)	
Total Other Current Liabilities			(\$27,711.59)
Total Liabilities			\$406,982.80
Fund Principal			
0301000 - General Fund Balance		\$148,341.54	
Excess Cash Received		(\$10,917.84)	
Total Fund Principal and Excess Cash Received			\$137,423.70
Restricted Funds			
Total Temporarily Restricted		\$235,087.64	
Total Permanently Restricted		\$1,974,534.19	
Total Restricted Funds			\$2,209,621.83
Total Liabilities, Fund Principal, & Restricted Funds			\$2,754,028.33



**9000 EXECUTIVE PARK DRIVE, BLDG. D SUITE 300
KNOXVILLE, TN 37923**

**(865) 684-1509
(865) 691-6770 FAX**

SACHAMARTIN@WTNZFOX43.COM

12/23/11

Brandon,

Please be advised that the cost for providing Closed Captioning services is \$85 per one-hour program. Please let me know if you have additional questions.

Thanks!

A handwritten signature in black ink, appearing to read "Sacha Martin", is written over a light blue horizontal line.

Sacha Martin
Sales Manager
WTNZ

**First Baptist Church of Knoxville
Budget 2012
December 2012**

Accounts	Annual Budget 2012
Expenses	
Missions Expense	
Missions Ministry	
1308000 - WMU and Auxiliaries	\$2,000.00
1602004 - Compassion Coalition	\$400.00
1602005 - Fish Program	\$16,504.00
1602006 - Cooperative Missions	\$19,323.00
1602012 - Mission Friends	\$612.00
1602013 - RA's	\$750.00
1602014 - GA's	\$1,500.00
1603001 - Knox County Bapt. Assoc	\$2,000.00
1603002 - KCBA UT-BCM	\$2,800.00
1603003 - KCBA Mont. Village	\$500.00
1603004 - KCBA Western Hgts.	\$500.00
1603005 - Volunteer Ministries Center	\$4,800.00
1603007 - Strategic Missions	\$16,017.75
1603010 - Family Promise	\$1,050.00
1603011 - Kids' Hope	\$2,000.00
1603013 - Deaf Missions	\$500.00
1603015 - ESOL	\$250.00
1603018 - Handyman Ministry	\$1,500.00
1603020 - Buckner Intern	\$3,000.00
Total Missions Ministry	<u>\$76,006.75</u>
Total Missions Expense	<u>\$76,006.75</u>
Program Ministries Expense	
Spiritual Formation	
1301001 - Literature	\$14,000.00
1301002 - Supplies	\$250.00
1301004 - Leadership Training	\$500.00
1301005 - VBS	\$5,500.00
1301006 - Fellowships	\$250.00
1302000 - Discipleship Training	\$2,500.00
1302003 - Stephen Ministry	\$5,346.00
1302004 - Counseling Assistance	\$3,000.00
1309000 - Library	\$1,500.00
Total Spiritual Formation	<u>\$32,846.00</u>
Worship	
1314001 - 8:42 Music	\$300.00
1314002 - Video	\$600.00
1314003 - Drama	\$300.00
1314004 - Guest Supply	\$600.00
1314006 - Training & Supplies	\$200.00
1314007 - AV Supplies	\$1,000.00
1315001 - Instrument Maintenance	\$2,500.00
1315002 - New Equipment/Supplies	\$2,500.00
1315003 - Choral Literature	\$3,000.00
1315004 - Visiting Musicians	\$4,000.00
1315005 - Recognition & Appreciation	\$1,000.00
1315006 - Music Training	\$500.00
1315007 - Instrumentalist Supply	\$800.00
1315008 - Graded Choirs	\$2,500.00
1315009 - Handbells	\$300.00
1315010 - Youth Choir	\$8,500.00
1315012 - Sr. Adult Choir	\$500.00

**First Baptist Church of Knoxville
Budget 2012
December 2012**

Accounts	Annual Budget 2012
1315015 - Special Events (Fine Arts)	\$1,000.00
1406002 - Lord's Supper	\$300.00
1508000 - Sanctuary Flowers	\$500.00
1601010 - Licensing Contract	\$430.00
1604005 - Baptism	\$300.00
1605000 - Worship LRP Projects	\$5,500.00
Total Worship	<u>\$37,130.00</u>
Television	
1601002 - Television	\$119,071.00
Total Television	<u>\$119,071.00</u>
Deaf Congregation	
1310001 - Deaf Worship	\$900.00
1310002 - Deaf TV Ministry	\$250.00
1310003 - Deaf Fellowship	\$750.00
1310005 - Deaf Discipleship	\$750.00
1310006 - Deaf Administration	\$1,300.00
1310007 - Deaf Student Ministry	\$2,000.00
Total Deaf Congregation	<u>\$5,950.00</u>
Family Life	
1312005 - Picnics & Special Events	\$3,250.00
1312008 - Receptions/Fellowships	\$1,200.00
1312011 - Fellowship Supplies	\$500.00
Total Family Life	<u>\$4,950.00</u>
Preschool	
1304001 - PS-Teaching Supplies	\$3,000.00
1304002 - PS-Training	\$500.00
1304003 - PS-Special Events	\$1,800.00
1304004 - PS-Ministry	\$300.00
1304005 - PS-Area Improvement	\$2,000.00
1304006 - PS-Ministry Development	\$500.00
1304007 - PS-MOPS	\$500.00
1304008 - PS - Parent Ministry	\$600.00
1304009 - PS - Children's Worship	\$1,000.00
Total Preschool	<u>\$10,200.00</u>
Children	
1306001 - C-Teaching Supplies	\$1,500.00
1306002 - C-Leadership Training	\$500.00
1306003 - C-Camps	\$4,000.00
1306004 - C-Special Events	\$2,000.00
1306005 - C-Supplies	\$500.00
1306007 - C-Van Charges	\$400.00
1306009 - C-Ministry	\$200.00
1306010 - C-Retreats	\$1,000.00
1306012 - C-Area Improvement	\$1,000.00
1306013 - C - Parent Ministry	\$500.00
Total Children	<u>\$11,600.00</u>
Youth	
1305001 - Y-Retreats & Camps	\$8,500.00
1305002 - Y-Events & Activities	\$2,000.00
1305003 - Y-Programming	\$2,500.00
1305005 - Y-Administration & Publicity	\$800.00
1305007 - Y-Special Recognition	\$1,260.00
1305009 - Y-Transportation	\$9,000.00

**First Baptist Church of Knoxville
Budget 2012
December 2012**

Accounts	Annual Budget 2012
1305011 - Y-Leader Training	\$1,000.00
Total Youth	<u>\$25,060.00</u>
College	
1300002 - Events & Activities	\$500.00
1300013 - Campus Partners	\$1,000.00
Total College	<u>\$1,500.00</u>
Senior Adults	
1307001 - Materials	\$200.00
1307002 - Vans	\$250.00
1307003 - Special Events	\$1,600.00
1307004 - Saints Alive	\$650.00
1307005 - Transportation	\$500.00
Total Senior Adults	<u>\$3,200.00</u>
Outreach/Advertising	
1412400 - Outreach/Advertising	\$17,282.00
Total Outreach/Advertising	<u>\$17,282.00</u>
Total Program Ministries Expense	<u>\$268,789.00</u>
Personnel Expense	
Personnel Ministries	
1201001 - Ministerial Salaries	\$415,731.00
1201002 - Secretarial Salaries	\$140,278.00
1201003 - Janitorial Salaries	\$80,955.00
1201004 - Part Time Salaries	\$91,226.00
1201005 - Annuity	\$58,251.00
1201006 - Staff Insurance	\$120,391.00
1201007 - Nursery & Kitchen Salaries	\$42,230.00
1201008 - Staff Social Security	\$57,676.00
1201012 - Part Time/Special Salaries	\$6,000.00
1201014 - Youth Interns	\$2,000.00
1201015 - Buckner	\$42,709.00
Total Personnel Ministries	<u>\$1,057,447.00</u>
Staff Travel Allowance	
1203241 - ST-Michael McEntyre	\$1,500.00
1203250 - ST-Kely Hatley	\$1,500.00
1203252 - ST-Greg Johannsen	\$500.00
1203253 - ST-Dave Ward	\$2,800.00
1203254 - ST-Bill Shiell	\$4,000.00
1203259 - ST- Moeller	\$1,500.00
1203260 - ST-Susan Tatum	\$500.00
Total Staff Travel Allowance	<u>\$12,300.00</u>
Staff Development	
1203041 - SD-Michael McEntyre	\$5,500.00
1203050 - SD-Kely Hatley	\$1,500.00
1203052 - SD-Greg Johannsen	\$250.00
1203053 - SD-Dave Ward	\$500.00
1203054 - SD-Bill Shiell	\$5,000.00
1203059 - SD- Moeller	\$1,500.00
1203060 - SD-Susan Tatum	\$500.00
Total Staff Development	<u>\$14,750.00</u>
Ministry Expenses	
1203141 - ME-Michael McEntyre	\$750.00
1203150 - ME-Kely Hatley	\$750.00
1203152 - ME-Greg Johannsen	\$375.00

**First Baptist Church of Knoxville
Budget 2012
December 2012**

Accounts	Annual Budget 2012
1203153 - ME-Dave Ward	\$500.00
1203159 - ME-Mark Moeller	\$750.00
1203160 - ME-Susan Tatum	\$500.00
1203161 - ME-Carol McEntyre	\$2,500.00
Total Ministry Expenses	\$6,125.00
Misc. Personnel Expense	
1406001 - Pastor's Expenses	\$6,152.00
1406003 - Bonuses Kitchen/Nursery	\$600.00
1601007 - Pulpit Supply	\$2,000.00
1601008 - Staff Training Fund	\$550.00
1601009 - Contingency Fund	\$15,896.25
Total Misc. Personnel Expense	\$25,198.25
Total Personnel Expense	\$1,115,820.25
Administrative Expenses	
Administrative Ministries	
1302001 - Special Ministries	\$10,500.00
1401001 - Newsletter	\$22,000.00
1402000 - Stewardship & Printing Supplies	\$6,000.00
1403000 - Office Supplies	\$10,500.00
1404000 - Postage	\$11,250.00
1405000 - Office Equipment	\$24,000.00
1409000 - Miscellaneous Admin Expense	\$12,000.00
1410000 - Data Processing	\$15,500.00
Total Administrative Ministries	\$111,750.00
Building and Grounds Expenses	
1311000 - Van Ministries	\$3,000.00
1502001 - Gas	\$37,000.00
1502002 - Electricity/Water	\$106,000.00
1502004 - Telephones	\$21,000.00
1503000 - Janitorial Supplies	\$4,100.00
1504001 - Insurance Bldg. Vans	\$27,000.00
1505000 - Building and Equip Repairs	\$78,000.00
Total Building and Grounds Expenses	\$276,100.00
Kitchen	
1506001 - Food Purchased	\$49,590.00
1506005 - Kitchen Expenses	\$500.00
1506007 - Kitchen Equipment Repairs	\$1,000.00
1506008 - Kitchen Equip. Replacement	\$2,000.00
1506009 - Kitchen Equip. Upgrades	\$500.00
1506010 - Kitchen Training	\$1,000.00
1506011 - Coffee Cart	\$3,000.00
1506012 - First Community	\$2,000.00
Total Kitchen	\$59,590.00
Total Administrative Expenses	\$447,440.00
Total Expenses	\$1,908,056.00
Net Total	(\$1,908,056.00)



FIRST BAPTIST CHURCH - KNOXVILLE 2011 Ratings

Sacha Martin

Schedule Dates: 01/02/2012 - 12/30/2012
 Advertiser: FIRST BAPTIST CHURCH - KNOXVILLE
 Advertiser Product: OR40
 Spot Length(s): :30

Agency:
 Buyer:
 Estimate #:
 Proposal ID: 7562

Acct. Exec: Sacha Martin
 Phone #: 865-693-4343
 FAX #: 865-691-6904
 Email: sachamartin@wtnzfox43.com

Market: Knoxville [61]

Program Name	Time Period	DMA HH		
Book		Rtg	Shr	HUT

First Baptist-Knoxville Paid	Sun 11:00a-12:00p			
Feb/2011LP (pav)		p1.4	3.0	46.1
May/2011LP-pa		p0.7	1.5	43.4
Jul/2011LP-pa		p0.8	1.9	44.7
Nov/2011LP-pa		p0.6	1.3	46.8



First Baptist Church
Knoxville

Kelly Rose <krose@fbcknox.org>

FBC Ratings

3 messages

Kelly Rose <krose@fbcknox.org>

Wed, Dec 28, 2011 at 10:31 AM

To: sachamartin@wtnzfox43.com

Sacha: I have a copy of the ratings that you sent to Brandon for FBC Knoxville's worship service. However, can you explain a little bit of the jargon and how to read them?

Also, how many households are in the WTNZ viewing area?

Martin, Sacha <sachamartin@wtnzfox43.com>

Wed, Dec 28, 2011 at 5:36 PM

To: Kelly Rose <krose@fbcknox.org>

Hi Kelly,

The ratings information I sent to Brandon for your worship service is broken out across 4 months: Feb, May, July, & Nov. These are our major measurement periods as determined by Nielsen. While viewership varies by day, hour and even by the minute, these months are generally used to show a snapshot of how many people are viewing a particular show at a specific time. We use Feb information to estimate how many people were viewing your program in 1st Quarter, May for 2nd and so on. Your ratings are highest in 1st Quarter, with approximately 1400 households watching your program! 2nd Quarter has around 700 households watching, 800 in 3rd Quarter, and 600 in 4th Quarter. These ratings are quite good and even rival some of our popular programs during the day and evening-something you don't find very often! I've also attached a Coverage Map that has all the information on the counties we cover, # of households in the area, and some other information you may find useful. If you have other questions, please don't hesitate to contact me.

Best Regards,

Sacha

Sacha Martin | Sales Manager | WTNZ-TV FOX43
9000 Executive Park Dr, Building D, Suite 300, Knoxville, TN 37923

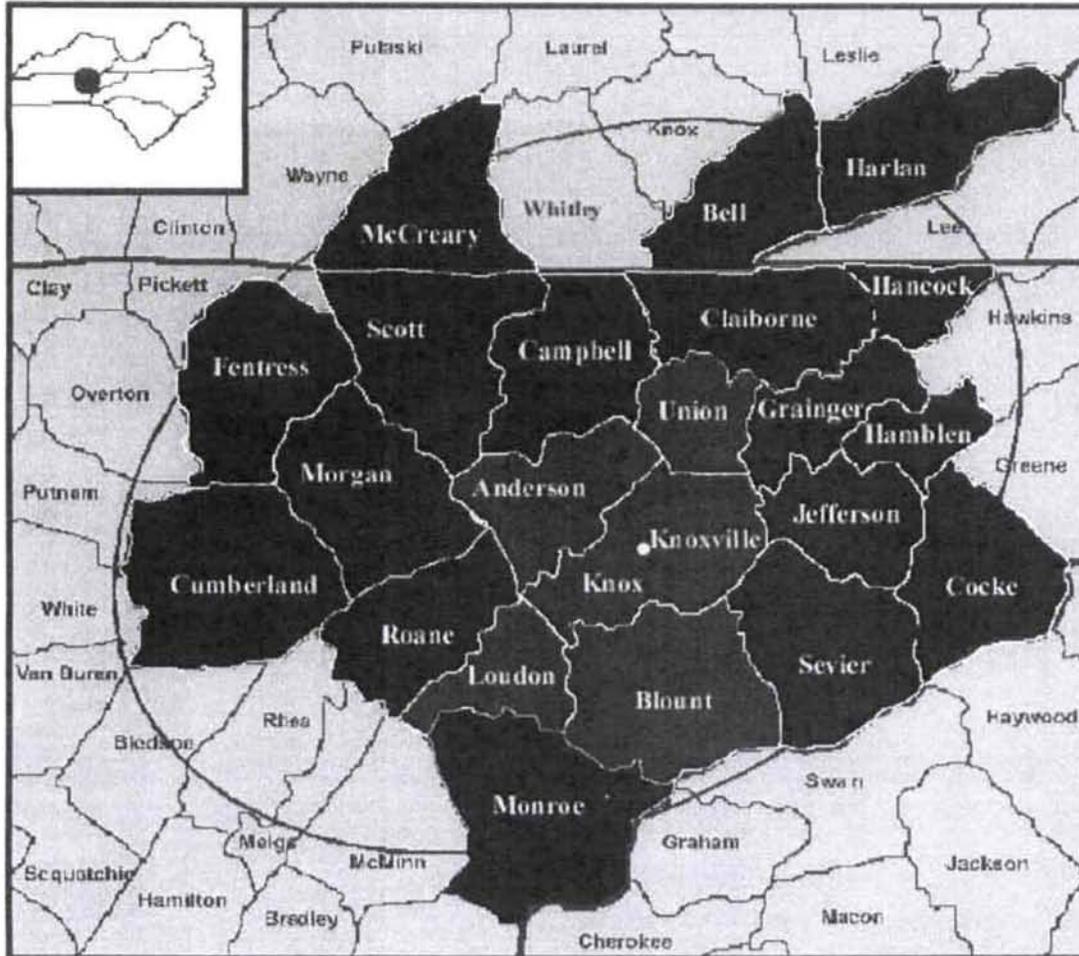
865-684-1509 | 865-712-8331 cell | 865-691-6770 fax



Please consider the environment before printing this email.



Coverage Map



-  **Local DMA**
-  **Metro Area**

*Knoxville DMA

TV Households – 557,040

Rank – 59

Cable Penetration – 58%

ADS Penetration – 35%

Premium Cable HH's – 63%