



ESNE

El Sembrador Nueva Evangelización

June 7, 2012

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Written Ex Parte Communication in
CS Docket No. 98-120

Dear Ms. Dortch:

On behalf of El Sembrador, we write to offer our strong support for the Federal Communications Commission to continue its viewability rules for cable television service for three additional years. El Sembrador is a Los Angeles, California based group whose mission is to bring the message of the Roman Catholic Church to Latinos in Los Angeles who otherwise do not participate in Church activities. We do so by providing Spanish-language Church programming on Station KXLA, so that Roman Catholics, who might otherwise not attend Church services, can receive the messages of the Church on television sets in their homes.

From our work, we know well who watches our programming and how they undertake their viewing. Our viewers tend to be those unable to come to Church, either because of their economic situation, their work schedules, or disabilities they face. We know that their incomes are limited and where they have the discretionary funds to purchase cable television service, it is for the lowest price service, which is analog basic cable. Therefore, we are surprised and shocked that the FCC is taking an action that will cut off our ability to reach those Latinos in our community that wish to bring their Church into their homes and hearts.

We urge the FCC to rethink a plan that is so important to the neediest in our community. There is no reason we can think of that would justify our being able to communicate with the wealthier of our viewers while leaving those in most need out without the ability to view our programming. We can't fathom any justification for such a result and ask the FCC why this must be so?

We have been told that the solution to our problem would be to have our viewers purchase and install some form of box that would make the KXLA signal available to them. While this sounds good in practice, we know that our viewers will have trouble paying for a box, finding the time to visit a cable operator's offices to acquire it, and, finally, being able to install a box without

www.elsembrador.org

Tel: (818) 260-0222

2636 North Ontario Street
Burbank, CA 91504

[e-mail:elsembrador1@aol.com](mailto:elsembrador1@aol.com)

Fax: (818) 557-7796



ESNE

El Sembrador Nueva Evangelización

professional assistance. They will, we fully believe, give up on watching our programming before going through the effort needed to continue viewing.

In reaching its decision to allow cable television systems to drop local broadcast stations from their analog service, the FCC is saying to our viewers, who either cannot afford or choose not to take on the added expenses of digital service, that they are not entitled, except for additional expense and the need to secure and install special equipment, to continue to view the programming choices they now enjoy and, in turn, to harm economically the television station which provides the broadcast services that appeal to our members. We do not understand why the FCC is taking an action that will benefit cable operators at the expense of the viewers and the television station that is providing them with a valuable service.

For the reasons stated above, the FCC should recognize that it is making a terrible mistake in preventing all subscribers from being able to view those local broadcasters who serve them. The benefits that accrue from doing so far outweigh any need on the part of cable operators that will only result in the provision of hundreds of channels of nearly identical programming that have no connection with the people of Los Angeles.

We urge the FCC not to ignore those who are the neediest in our community that are not served by giant broadcast concerns, but by small local entities that can and do provide access to groups such as El Sembrador.

Very truly yours,

Noel Diaz

President

cc: Chairman Julius Genachowski
Commissioner Robert McDowell
Commissioner Mignon Clyburn
Commissioner Ajit Pai
Commissioner Jessica Rosenworcel

2636 North Ontario Street
Burbank, CA 91504

www.elsembrador.org

[e-mail:elsembrador1@aol.com](mailto:elsembrador1@aol.com)

Tel: (818) 260-0222

Fax: (818) 557-7796