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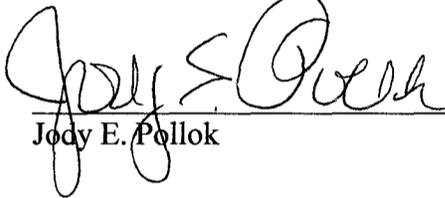
Received & Inspected

SEP 28 2012

FCC Mail Room

AFFIDAVIT

I, Jody E. Pollok, hereby attest that the information I have provided in this request for exemption for closed captioning for the Michigan Farm and Garden Show from the Federal Communications Commission is true and accurate.



Jody E. Pollok



Date

Notarized by:

AMY GARCIA
NOTARY PUBLIC - STATE OF MICHIGAN
COUNTY OF INGHAM
My Commission Expires Aug. 15, 2013
Acting in the County of Ingham



SEP 28 2012

FCC Mail Room

September 26, 2012

Federal Communications Commission:

My name is Jody Pollok and I am following up on behalf of the Michigan Farm and Garden television show's request for an exemption from the closed captioning rules. I want to clarify that the Michigan Farm and Garden show has served a public service niche for Michigan residents for more than 30 years. The show is not a profit center, but a public service that provides information to Michigan residents on issues important to them regarding the food supply, food safety, animal health, disease issues, healthy eating, Michigan activities, buying Michigan to support the local economy and other pertinent rural and ag-related issues.

Per your request I am providing more information that will illustrate that the compliance with the closed captioning rules at this point in time will result in an undue burden which will mean the dissolution of the Michigan Farm and Garden Show. The dissolution of the Michigan Farm and Garden show will leave a void in public education regarding food safety and the food and farming systems in our state.

One of the points of your letter noted that the information I provided was for 2011. I have enclosed that information again, along with information and projections for 2012 and 2013 which are all encompassing. It sounds from your letter that I was not clear last time in explaining that the Michigan Farm and Garden show is a stand alone entity. The only staff of the program are myself and my husband who helps me as needed. Neither of us receive monetary compensation for working on the show, so even though the profit and loss may seem small compared to what other shows may have, this is all I have. It is a very small show done on a small budget in which all funds received from sponsors are put back into the show to be used for additional education by covering the costs associated with the show.

The attached expenses to date and the income are those of the Michigan Farm and Garden tv show. The Michigan Farm and Garden tv show does not exist in any other business format except for the tv show. There is a website, a facebook page and I opened a twitter account, but those do not have any economic ramifications, they are a consumer of time, but not of financial resources. All of the financial resources from the sponsors of the tv show are put back into the expenses for the tv show. Labor for the tv show on my part is free, so I guess you could say that is in-kind.

As you will see from the 2012 and the 2013 projected numbers, the show is in tough financial shape. Unfortunately Mother Nature has not been very good to the state's agricultural commodities and therefore the organizations are experiencing severe budget reductions. Three of my sponsors are experiencing budget reductions, one of them is looking at a budget reduction of probably 75 to 80 percent, as their fruit crop was decimated by a spring freeze. Another fruit crop organization has had to lay off a staff member of more than 20 years because of their budget cuts due to the lack of a crop. With budget reductions like that, funding for the Michigan Farm & Garden show is being cut, too.

As you can see from my attached financials, if you look at the projections, there is more expected in expenses than income this year and overwhelmingly more in 2013. I have asked other commodity organizations about their financial support and I know

that most commodities and commodity organizations are in tough shape. Crop size is down which means budgets are down for crop, fruit and vegetable commodities. Livestock producers are in tough shape as they are buying the higher-priced commodities which has and will result in some liquidations due to the poor pricing situation. I do have one sponsor which is going to be ok, as their check-off is based on price and the price for row crops has increased. That sponsor is still supporting the show with no reduction, as is one sponsor who supports the show for 6 weeks prior to their event. That funding is included in the projections for 2012 and 2013. As you can see, I kept expenses flat and that leaves me in a very tough spot with expenses exceeding income.

Per your letter you did ask about a bank statement. I am not sure how a bank statement is pertinent as I don't mail checks to the tv station until I have the funds in the account to pay for them. I do have the past due notices from the stations, as I did not pay them when I did not have the funds to send them a cashable check. Payment from the sponsors also varies as some pay prior to their quarterly funding and others pay after the shows have aired and I provided reports on what aired and how I covered their commodity. Those differences in funding also don't show through in the bank statement. At the end of the year if there are not enough funds to pay for all the air time, production and distribution; I have to take funding from the next year, to complete the current year's expenses. If the overages are in any area except for airtime, distribution and production, I cover those throughout the year as I have to have food for recipes and basic needs covered at the time they occur. Those are also much less than the bills for airtime, production and distribution.

You may ask why someone would do this when you look at the challenges of both the economics and the time. First of all, if I do not do it, no one else will. It is a huge job to be the only person lining up guests, sponsors, paying bills, managing the communications, website and keeping things going. As I explained in my first letter, I grew up on a farm and work in agriculture and thus have a love for the topic. As consumers get further away from the farm, they do not understand what happens on the family farm and what it means to our economy. If you look at Michigan, we have had a very tough time of things economically. Agriculture has been a strong industry and is a shining light for our state. I feel it is essential to share the story of agriculture with the citizens of Michigan and the best way to do that is through the Michigan Farm and Garden show.

Also, from past experience with the show, it has not been a lucrative endeavor and it does not own anything or have any assets, so I don't see any value there. My past sponsors should be back supporting the show after next year's growing season, but for the next year, there will not be funds to move forward with anything new and current airtime is in jeopardy. It is a double-edged sword because if I cut a station, I then find myself in a tough situation as sponsorship is not worth as much if the show is airing on fewer stations. If I then have to cut the amount sponsors pay, I now need more sponsors and will face a harder time increasing sponsorship again in the future.

I have and will continue to work to gain sponsors. I have contacted fruit, vegetable, floriculture, Christmas tree, youth and livestock organizations regarding funding. They are very supportive, but many of them have very small budgets and can not afford to be involved in television. Not only would they have the sponsorship expense, but depending upon their product and involvement they would need

development of their sponsorship materials. After investigating these options, there are no more additional sponsors.

I have also worked with University programs like Michigan State University Extension and Michigan State University Ag BioResearch as I frequently support their programming on the show. Due to the tough economic times in the state of Michigan, those government supported entities have also had their funding cut. They are very supportive of the show, but are not able to provide economic support at this time, as they are facing budget cuts, too. I am hoping in the future that as Michigan's economy rebounds, additional funds will become available and then the Michigan Farm and Garden show will have options for more sponsors. At this point, there are not other options for sponsors.

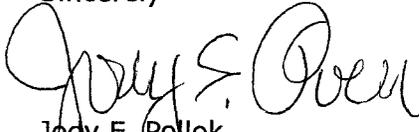
One of the other challenges to closed captioning is that the shows are taped close to the air date. In some cases we are taping Wednesday or Thursday the show that airs Saturday and Sunday. Once we complete the show it has to be copied and then distributed to the stations. To be current with agricultural issues, especially as we looked at weather issues this summer, we had to tape the show just in time to make sure we had the latest information on the drought to get out to viewers.

In addition to the additional timing required by closed captioning we also would have the additional expense of \$250 to \$300 per show. As you can see from the enclosed financials, it will increase show costs about 25%. At a time when funding from sponsors is decreasing, this will be a financial burden that is insurmountable and will cause the shutdown of the Michigan Farm and Garden show.

Thank you for your time and attention to this matter and for reviewing my situation and considering my request. I did my very best in pulling together information to satisfy your request and your questions. If you do decide the exemption will not be granted, I would very much appreciate enough notice to be able to shoot and air a good bye segment. After the 9 ½ years of the show being statewide and the 11 years I have hosted or co-hosted the show, I have many viewers I now call friends. I would like the opportunity to thank them for their support and viewership and to say good bye.

I hope this letter clarifies the information from my first submission. If you need further information, please do not hesitate to contact me at 517-490-0280.

Sincerely



Jody E. Pollok
Michigan Farm and Garden Producer and Host

**Michigan Farm and Garden
Profit & Loss**

	<u>Jan '11 - Dec '11</u>
Expense	
Production	
Taping, dubbing, mailing	15,600.00
Airtime	44,200.00
Master tapes	332.94
Total Production Expenses	<u>60,132.94</u>
Website/Email	<u>537.70</u>
Office Expense	
Postage-all	522.39
Other	774.59
Total Office Expense	<u>1,296.98</u>
Recipe-Related Expense	152.51
Other	
Loan	<u>5,520.00</u>
Total Expense	<u><u>67,640.13</u></u>
Income	64,400.00
Net Income	-3,240.13

**Michigan Farm and Garden
2012 Projected Profit & Loss**

	<u>Jan '12 - Dec '12</u>
Expense	
Production	
Taping, dubbing, mailing	15,600.00
Airtime	44,200.00
Master tapes	332.94
Total Production Expenses	<u>60,132.94</u>
Website/Email	<u>537.70</u>
Office Expense	
Postage-all	522.39
Other	774.59
Total Office Expense	<u>1,296.98</u>
Recipe-Related Expense	152.51
Other	
Loan	<u>5,520.00</u>
Total Expense	<u><u>67,640.13</u></u>
Income	60,300.00
Net Income	-7,340.13

**Michigan Farm and Garden
Projected 2013 Profit & Loss**

	<u>Jan '13 - Dec '13</u>
Expense	
Production	
Taping, dubbing, mailing	15,600.00
Airtime	44,200.00
Master tapes	332.94
Total Production Expenses	<u>60,132.94</u>
Website/Email	<u>537.70</u>
Office Expense	
Postage-all	522.39
Other	774.59
Total Office Expense	<u>1,296.98</u>
Recipe-Related Expense	152.51
Other	
Loan	<u>5,520.00</u>
Total Expense	<u><u>67,640.13</u></u>
Income	22,800.00
Net Income	-44,840.13