

Jack N Goodman

From: Marci Burdick <mburdick@schurz.com>
Sent: Tuesday, January 22, 2013 9:24 AM
To: Mignon.clyburn@fcc.gov
Cc: Jack Goodman
Subject: Thanks & meeting follow-up

Dear Commissioner Clyburn,

I am late in sending you my thanks for the meeting Dave Grimaldi had with me and Joan Barrett, Pres/GM of KWCH, the Schurz station in Wichita, Kansas. I am sorry we missed seeing you!

We had a terrific conversation with Dave about the JSA-SSA KWCH has with Entravision. It created the opportunity for Entravision to enter the Wichita market sooner than it had planned and, very soon thereafter, launch the first (and still only) *local* Spanish news programming in Kansas. KWCH created new jobs in the market, almost all of them going to people of Hispanic heritage. This partnership demonstrates the unique value JSA-SSAs can bring to smaller markets that would be impossible without the economic benefits of these operations. And, as we told Dave, and Entravision has since confirmed to the FCC, these diversity benefits could not continue if we have to terminate the JSA part of our relationship.

KWCH's experience is important in another area. In 2008, we bought KSCW, a failing station owned by a talented and experienced broadcaster, Lyle Banks. Lyle, an African American man, was backed by LIN Broadcasting. Even with his substantial skills, he was unable to make a "go" of his small station portfolio because of the embedded operational costs of stand-alone stations in small and medium markets. Those costs can be dramatically reduced and sales increased (through experienced staffs) in a JSA. We were able to increase local programming on this CW station from a half-hour under previous management to *23 hours* each week now.

JSA-SSA's preserve stations that may otherwise fail or provide minimal service. They create increased opportunities for diverse voices and employment in the small and medium markets we serve. Stations that cannot survive economically cannot provide useful service to minority or other communities. As a champion of diversity, I hope that you will oppose proposals to make JSA's attributable or otherwise to prevent efficient operations of stations in these markets. At a minimum, I hope that you will insist that the Commission grandfather existing combinations that stations entered into relying on favorable FCC staff decisions.

Congratulations on your re-appointment to the FCC. I'm glad we'll have an opportunity to see each other over the coming years!

--

Marci Burdick
Senior Vice President

Schurz Communications, Inc.

1301 E. Douglas Rd.

Mishawaka, IN 46545

[574.247.7224](tel:574.247.7224)-direct

[574-247-7237](tel:574-247-7237)-main

[574-229-1010](tel:574-229-1010)-cell