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February 27, 2014

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
Office of the Secretary, Room TW B204
The Portals
445 12th Street, SW
Washington, DC 20554

**Re: Notice of Ex Parte
MB Docket Nos. 13-249, 09-182, 07-294 and 04-256
GN Docket No. 12-268
BO Docket No. 12-30**

Dear Ms. Dortch:

This letter is submitted pursuant to Section 1.1206 of the Commission's rules to disclose the communications made in the above-referenced proceedings. On Tuesday, February 25, 2014 approximately 12 representatives of the Missouri Broadcasters Association (the "MBA") including both radio and television broadcasters and the undersigned counsel met with Clint Odem, Policy Director to Commissioner Jessica Rosenworcel. The discussion touched on the following topics: the proposed study on critical information needs of communities, AM Revitalization, the Incentive Auction of television spectrum, the Commission's potential revision of the attribution rules as they relate to television joint sales and shared services agreements and the possibility of future attention to retransmission consent negotiations between television licensees and cable systems.

Critical Information Needs: Broadcasters made the point that survey of newsroom news judgment practices by a government agency such as the FCC and as proposed in the study posed significant First Amendment issues and that such a survey is not necessary to examine the barriers to entry into communications businesses faced by minorities and others seeking new entrance, as required by Section 257. Broadcasters expressed their belief that the study should be abandoned, but if it should reappear, it should not include any questions regarding newsgathering or newsroom practices.

AM Revitalization: MBA broadcasters expressed broad support for the AM revitalization effort underway in MB docket 13-249. In particular, support was expressed for the proposals to allow a

special window for FM translators for AM stations. Support was also offered for the all the proposals of, and the comments of the Minority Media and Telecommunications Counsel and the specific comments the MBA submitted in the docket. As reflected in those comments, it was suggested that the Commission should reexamine the concept of “community” and the coverage requirements in a mature AM broadcasting industry, pointing out that service to a the entire city of license does not necessarily reflect the current marketplace realities and restricted technical choices for AM facilities.

TV Sharing Arrangements: MBA broadcasters expressed their grave concerns for the loss of public service opportunities should the Commission proceed to attribute TV joint sales and shared services agreements. Mr. Odem asked why television should be treated differently than radio for joint sales agreements. MBA broadcasters responded that while both are “broadcasters,” amendments to the Communications Act and Commission’s own regulations already permit local market multiple station ownership in even in the smallest markets. In contrast, the TV rules allow only limited multiple ownership and in only the largest markets. The rules make it extremely difficult to respond to market economics consolidation outside those markets. Given the competition faced from other forms of media, there is often insufficient revenue to support the local programming each station seeks to provide. The efficiencies afforded by JSAs and sharing arrangements make that local public service possible. The benefits of some specific joint operating agreements, including increased local news and the ability to support a variety of minority audiences with programming specific to their interest groups was cited by broadcasters.

The MBA broadcasters also offered that the Department of Justice comments on joint arrangements failed to recognize the reality that television does not compete in the an exclusive over-the-air broadcasting market, but is actually in a fiercely competitive multi-modal electronic medium marketplace.

Retransmission Consent: MBA broadcasters offered that retransmission consent is working properly as a market based negotiation and should remain so. Broadcasters drew the comparative programming cost to cable for some satellite networks, particularly sports networks and suggested those costs that were real cause of increased cable subscriber rates. This was followed with a discussion of an a-la-carte approach to cable programming.

Should there be additional questions regarding this submission, kindly contact the undersigned.

Sincerely,



Gregg P. Skall

Counsel to the Missouri Broadcasters Association

cc: Clint Odem