



Missouri Grocers Association

"Committed to Growth & Profitability of Our Members"

Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

To the Honorable Commissioners of the FCC,

Missouri is home to great football fans and legendary game day experiences. From border to border our professional football fans tailgate, celebrate and host friends and family on any given Sunday. Those fans come into our stores before their celebrations. The Missouri Grocers Association is concerned about proposed changes to the FCC's Sports Blackout rule that could limit fan access to Kansas City Chiefs football games, meaning less celebrating and less business for area grocers. This is why the Missouri Grocers Association is asking you to reconsider the proposed changes to the rule.

Our local grocers are made up of chain stores and corner markets who are the backbone of the local community. Week in and week out our members sell food to tailgaters, frequently hosting promotions on the items before a game. Our members see the surge in sales on game days with a full stadium.

The sports blackout rule also allows for the free, over-the-air broadcast of Chiefs games in the Kansas City media market. The sports blackout rule ensures the stadium is sold out every week, but changes to the rule could remove the incentive for fans to attend. This could result in fewer fans, fewer tailgates, and less revenue for area grocers.

Please, reconsider any changes to the Sports Blackout Rule. The rule works, it ensures the maximum economic benefit of professional sports for local businesses, especially our members.

Sincerely,

Dan Shaul
State Director