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September 17, 2014

VIA HAND DELIVERY

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554
Attn: Chief, Media Bureau

ACCEPTED/FILED

SEP 17 2014

Federal Communications Commission
Office of the Secretary

**Re: Opposition to Petition for Special Relief
CSR-8889-N
MB Docket No. 14-131**

Dear Ms. Dortch:

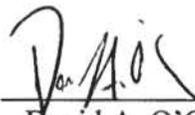
Transmitted herewith, on behalf of Capitol Broadcasting Company, Inc., are an original and one (1) copy of its Opposition to Petition for Special Relief in connection with the above-captioned proceeding.

Please direct any questions concerning this matter to the undersigned.

Respectfully submitted,

WILKINSON BARKER KNAUER, LLP

DOCKET FILE COPY ORIGINAL

By: 

David A. O'Connor
Counsel for Capitol Broadcasting
Company, Inc.

Enclosure

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**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)
)
Media General Communications Holdings, Inc.)
WNCT-TV, Greenville, North Carolina)
Facility ID No. 57838)
)
Petition for Waiver of Sections 76.92(f) and)
76.106(a) of the Commission's Rules)

CSR-8889-N

MB Docket No. 14-131

ACCEPTED/FILED

SEP 17 2014

**Federal Communications Commission
Office of the Secretary**

To: Office of the Secretary
Attn: Chief, Media Bureau

OPPOSITION TO PETITION FOR SPECIAL RELIEF

Capitol Broadcasting Company, Inc. ("CBC"), licensee of television station WRAL-TV, Raleigh, North Carolina, Facility ID No. 8688 ("WRAL-TV"), by its counsel and pursuant to Section 76.7(b)(1) of the Commission's Rules, hereby submits its opposition to the Petition for Special Relief ("Petition") submitted by Media General Communications Holding, Inc. ("Media General") in the above-captioned proceeding.¹ In the Petition, Media General asks the Commission to waive the "significantly viewed" exceptions in Sections 76.92(f) and 76.106(a) of its Rules so that cable systems in the communities of Greenville and Kinston, NC, may delete WRAL-TV's programming for the benefit of Media General's Greenville station, WNCT-TV.² It is CBC's understanding that the cable operator serving Greenville and Kinston will drop

¹ By e-mail dated September 8, 2014, the Media Bureau granted CBC's request for an extension of CBC's opposition deadline from September 10, 2014 to September 17, 2014. *See* Request for Extension of Time filed by Capitol Broadcasting Company, Inc., CSR-8889-N, MB Docket No. 14-131 (filed Sept. 5, 2014).

² Both WRAL-TV and WNCT-TV are CBS affiliates.

WRAL-TV altogether if the Petition is granted. For the reasons set forth below, the Petition should be denied.

I. MEDIA GENERAL'S VIEWERSHIP STUDY IS A MISLEADING ANALYSIS OF WRAL-TV'S VIEWERSHIP IN GREENVILLE AND KINSTON.

Notably, Media General's Petition is silent as to how or why the loss of WRAL-TV in Greenville and Kinston would be of any benefit to viewers who live in those communities. Instead, Media General relies exclusively on a Nielsen study of off-air viewing in various community zip codes, purporting to show that WRAL-TV has insufficient off-air viewership in Greenville and Kinston, and thus no longer can be deemed "significantly viewed" in either community under the statistical benchmarks in Section 76.5(i) of the Rules.³

Media General contends that the study's methodology is consistent with what the Commission has accepted in these types of cases, and that no further examination is required.⁴ The fact remains, however, that the study paints a misleading picture of how many people watch and value WRAL-TV's programming in Greenville and Kinston. First, both Greenville and Kinston fall comfortably inside WRAL-TV's noise-limited contour, and the station delivers a viewable off-air signal to both communities.⁵ For that reason alone, the Commission should be

³ See Petition at 4; *id.* at Exhibit A.

⁴ *Id.* at 3, 5.

⁵ See Exhibit 1 hereto (map of WRAL-TV's noise-limited contour). Both WRAL-TV and WNCT-TV are listed as stations providing over-the-air service to Greenville and Kinston. See, e.g., <http://tvlistings.aol.com/listings/nc/greenville/over-the-air/27834> (last viewed Sept. 13, 2014) and <http://tvlistings.aol.com/listings/nc/kinston/over-the-air/28501> (last viewed Sept. 13, 2014).

highly skeptical of any claim that WRAL-TV, the most-watched television station in North Carolina,⁶ has no off-air viewership *at all* in Greenville or Kinston as the Nielsen study suggests.

Further, according to Nielsen data as of July 14, 2014, there are 6,190 off-air television households in Pitt County (in which Greenville represents approximately 51% of the population) and 3,094 off-air households in Lenoir County (in which Kinston represents approximately 37% of the population).⁷ The Nielsen study submitted by Media General is drawn from as few as four (4) and no more than (8) off-air households in Greenville, and as few as three (3) and no more than nine (9) off-air households in Kinston.⁸ Commission precedent notwithstanding, this is hardly a meaningful sample of off-air homes (much less all television viewing homes) in Greenville or Kinston, and any Commission decision based on such a small sample is likely susceptible to a challenge under the “arbitrary and capricious” standard under the Administrative Procedure Act.⁹

⁶ WRAL’s News at 6:00 pm is watched by more people than any other regularly scheduled weekday newscast in North Carolina. Source: NSI Media Research -- Average Persons 2+ viewing local newscasts Monday through Friday in Survey Periods Nov ’13, Feb ’14, May ’14 and July ’14 in the following markets in North Carolina: Charlotte, Greensboro-High Point-Winston Salem, Greenville-New Bern-Washington, Raleigh-Durham-Fayetteville, and Wilmington.

⁷ See Nielsen Station Index Viewers In Profile Raleigh-Durham (Fayetteville) July 2014: Market Data, Page 2, Table 5 (TV Households And In-Tab Diary Households By Sampling Area). The cited number of off-air households was manually derived from the sum of the Nielsen-supplied data for Cable Households and ADS Households data for each county, minus the supplied data for Total Households in each county. For population data, see <http://-quickfacts.census.gov/qfd/-states/37/37107.html> and <http://www.census.gov/popest/data/cities/totals/2013/SUB-EST2013-3.html>.

⁸ Petition at 4.

⁹ 5 U.S.C. § 706(2). The Administrative Procedure Act requires the Commission to examine the entire record before it and “articulate a satisfactory explanation for its action[,] including a ‘rational connection between the facts found and the choice made.’” *Motor Vehicle Manufacturers Ass’n v. State Farm Mutual Automobile Insurance Co.*, 463 U.S. 29, 43 (1983), (continued)...

Other evidence confirms that any study based solely on off-air viewership substantially understates the number of people in Greenville and Kinston who watch and value WRAL-TV's programming, and who controvert the Nielsen study. See, for example, the comments already submitted in this docket by WRAL-TV's Greenville and Kinston viewers:

- “WRAL is widely viewed in Kinston. [It is] an important source of state government information essential to many businesses and organizations in this area. Ordering the removal of WRAL from our cable system would be a disservice to many people for the sole economic benefit of WNCT.”¹⁰
- “I live in Greenville, NC and view WRAL . . . on the Suddenlink cable system. I concur with others who have commented on the detailed news that WRAL provides regarding events surrounding the State Legislature and other governmental agencies in Raleigh.”¹¹
- “I live in Kinston NC. . . WRAL has full coverage of the legislature and allows the citizens of Kinston a chance to voice our opinions to our representatives before votes are cast. Please do not allow this vital resource to be removed.”¹²

quoting Burlington Truck Lines, Inc. v. United States, 371 U.S. 156, 168 (1962). See also *Achernar Broadcasting Co. v. FCC*, 62 F.3d, 1441, 1446-7 (D.C. Cir. 1995), *quoting Cities of Carlisle and Neola, Iowa v. FERC*, 741 F.2d 429, 433 (D.C. Cir. 1984) (“Failure to weigh the entire record would constitute reversible error . . . ‘While agency expertise deserves deference, it deserves deference only when it is exercised . . .’”). Likewise, “‘an agency must cogently explain why it has exercised its discretion in a given manner’ and that explanation must be ‘sufficient to enable [a court] to conclude that the [agency’s action] was the product of reasoned decision making.’” *A.L. Pharma, Inc. v. Shalala*, 62 F.3d 1484, 1491 (D.C. Cir. 1995) (internal citation omitted) (*quoting Motor Vehicle Mfrs.*, 463 U.S. at 48, 52).

¹⁰ Comments of Donald Shiffler, PhD, MB Docket No. 14-131 (filed Sept. 10, 2014).

¹¹ Comments of Mike Benson, MB Docket No. 14-131 (filed Sept. 9, 2014).

¹² Comments of Ginger Dixon, MB Docket No. 14-131 (filed Sept. 9, 2014). See also Comments of Ken Deal, MB Docket No. 14-131 (filed Sept. 9, 2014); Comments of Ernest F. Rouse, MB Docket No. 14-131 (filed Sept. 8, 2014); Comments of Ashley Everett, MB Docket No. 14-131 (filed Sept. 8, 2014); Comments of Susan Gower, MB Docket No. 14-131 (filed Sept. 8, 2014); Comments of Evelyn Dove-Coleman, MB Docket No. 14-131 (filed Sept. 8, 2014).

Likewise, within the past two weeks alone, hundreds of Greenville and Kinston viewers have voiced their concerns directly to WRAL-TV. During the weekend of September 6, 2014, WRAL-TV ran advertisements in Greenville's and Kinston's local newspapers and on their online platforms, asking viewers to confirm that they watch WRAL-TV and to provide their reasons for doing so. Viewer response was strong: the station received approximately 200 telephone calls (including voicemail messages) and 150 e-mails attesting to the value of WRAL-TV's programming. By way of example, attached hereto are WRAL-TV's transcriptions of over 100 telephone calls and voicemail messages along with a sampling of the 150 e-mails the station received from supportive viewers in Greenville and Kinston.¹³

It is not surprising that WRAL-TV has vocal viewer support in this matter, as the station has long covered news stories in Greenville and Kinston as well as regional or statewide stories of interest to the station's viewers in those communities. From September 2 through and including September 7, 2014, WRAL-TV ran a geo-targeted survey on its website (www.wral.com) in which it asked viewers in Greenville and Kinston to identify the specific aspects of WRAL-TV's news coverage that they rely on. Within that six-day period, the station received responses from 117 Greenville or Kinston viewers who cited, among other things, WRAL-TV's weather coverage (particularly during severe weather events), college football coverage, and announcements of weather-related school, business and church closings.¹⁴

¹³ The telephone call and voicemail transcriptions and the sample e-mails are attached hereto as Exhibit 2 and Exhibit 3, respectively.

¹⁴ See Exhibit 4 hereto (chart summarizing viewer responses to survey). Twenty-five (25) schools, government agencies, businesses or churches in Greenville or Kinston have subscribed to the station's weather alert service (meaning they are included in the station's announcements of weather-related closings). These entities are listed in Exhibit 5 hereto.

Likewise, WRAL-TV broadcasts important local public affairs programming of interest to Greenville and Kinston viewers. Within the past 12 months, WRAL-TV's public service "call-in" programs have received calls from over 150 viewers from Greenville or Kinston. The programs covered, among other things, the Affordable Care Act, foreclosure prevention, and tax and other legal issues, with some programs devoted to charitable efforts such as coat and hunger drives.¹⁵

Obviously, the discrepancies between the results of Media General's off-air study and WRAL-TV's actual viewership in Greenville and Kinston stem in good part from the fact that cable and DBS are the predominant means of distributing off-air signals to television households in those communities.¹⁶ Importantly, while the Commission has frequently relied exclusively on off-air viewership in these types of cases, it has also recognized that the growth of multichannel video programming distributors may limit the value of off-air viewership studies and thus should not be forgotten. The Commission stated as much in its response to the dissent in *KCST-TV, Inc. v. FCC*:¹⁷ "While not particularly germane in the [KCST-TV] case (in which cable penetration in the San Diego ADI at the time the pertinent data was collected was about 40 percent), *the penetration rate of the cable system could be a factor in determining significantly viewed status.*

¹⁵ See Exhibit 6 hereto.

¹⁶ See Nielsen Station Index Viewers In Profile Raleigh-Durham (Fayetteville) July 2014: Market Data, Page 2, Table 5 (TV Households And In-Tab Diary Households By Sampling Area) (as of July 14, 2014, cable and DBS combined serve 87% of the television households in Pitt County, where Greenville is located, and 91% of the television households in Lenoir County, where Kinston is located).

¹⁷ 699 F.2d 1185, 1199 (D.C. Cir. 1983) (Scalia, J., dissenting).

. . . *In appropriate circumstances, this will be a concern of the Commission in evaluating off-air viewing data submitted.*"¹⁸

All of the above demonstrates why off-air viewership by itself is not a reliable means of measuring how many viewers in Greenville and Kinston watch WRAL-TV's programming. The reality is that WRAL-TV has a substantial number of viewers in Greenville and Kinston who highly value the station's programming and do not want to lose access to it. Unfortunately, that is precisely what will happen if the Petition is granted. The cable operator serving both Greenville and Kinston, Suddenlink, has already advised CBC that it cannot accommodate partial carriage of WRAL-TV in either community, and that it would therefore drop the station altogether if the Commission grants the Petition.

In sum, whatever the merits of the Commission's historical approach may be, the facts of *this* case show that it would not be appropriate here. Rather, and in the spirit of *WAIT Radio* and its progeny, CBC respectfully urges the Commission to give *all* the evidence a "hard look" before taking the draconian step of denying the citizens of Greenville and Kinston full and fair access to WRAL-TV programming that they watch and rely on.¹⁹

¹⁸ *KCST-TV, Inc.*, Memorandum Opinion and Order, 103 FCC 2d 407, 413 n.10 (1986) (emphasis added). The relevant cable and DBS penetration rates for Greenville and Kinston, see *supra* note 16, show that the vast majority of television viewing in these communities is via cable and DBS. Indeed, they are more than *double* the penetration rate that the Commission examined in *KCST-TV, Inc.*, and therefore should be a factor in determining WRAL-TV's significantly viewed status.

¹⁹ See *BellSouth Corp. v. FCC*, 162 F.3d 1215, 1224-25 (D.C. Cir. 1999) (Waiver requests "are not subject to perfunctory treatment, but must be given a hard look.") (quotation omitted); *WAIT Radio v. FCC*, 418 F.2d 1153, 1157 (D.C. Cir. 1969) (subsequent history omitted) (the Commission must give waiver requests "a hard look," but an applicant for waiver "faces a high hurdle even at the starting gate").

II. GRANT OF THE RELIEF REQUESTED BY CBC DOES NOT REQUIRE A RULEMAKING OR A CHANGE IN COMMISSION POLICY.

In previous cases similar to this one, the Media Bureau (“Bureau”) typically has deemed the requesting station’s off-air study to be fully dispositive (assuming its methodology otherwise complies with the Commission’s rules), even when the study relies on an extremely small sample size.²⁰ The Bureau has steadfastly refused to stray from this approach, citing the need to avoid unfair surprise to the waiver applicant. In *Gulf-California Broadcast Company and Journal Broadcast Corporation*, for example, the Bureau found that “[i]t would be unfair to the Petitioners, in this instance, to impose a different and more difficult test than has been sufficient in the past even though employing the statistical techniques discussed by Time Warner’s consultant could theoretically produce more precise results. The methodology used for significant viewing showings is unique to the particular purpose and without further study should not, and cannot, be changed in the context of this petition, even if we think we should consider modifying these requirements.”²¹ None of these decisions has been decided at the Commission level.

CBC believes that the Bureau has misstated the problem and thus overstated what is necessary to solve it. The issue is not the Bureau’s reliance on off-air viewership studies *per se*; it is the use of those studies to create, however unintentionally, a *de facto* un rebuttable presumption that a waiver of the significantly viewed exceptions serves the public interest. The

²⁰ See, e.g., *Barrington Kirksville Licensee LLC*, Memorandum Opinion and Order, 28 FCC Rcd 2843, 2849-50 (MB 2013).

²¹ *Gulf-California Broadcast Company and Journal Broadcast Corporation*, Memorandum Opinion and Order, 26 FCC Rcd 15027, 15039 (MB 2011) (footnote omitted).

Bureau can fix this simply by returning to the fundamental principle of agency discretion – a rulemaking or change in policy is not required:

The Commission may exercise its discretion to waive a policy or rule where the particular facts make strict compliance inconsistent with the public interest. In addition, the Commission may take into account considerations of hardship, equity, or more effective implementation of overall policy on an individual basis. However, waiver of the Commission's policies or rules is appropriate only if both: (i) special circumstances warrant a deviation from the general rule, and (ii) such deviation will serve the public interest.²²

Hence, the Bureau is not absolutely obligated to mechanically apply its off-air test in all waiver cases. Rather, the Bureau has ample discretion to calibrate its approach as needed to account for the unique facts of each case, to ensure that its decision adequately addresses the concerns of all affected parties. This would not be as disruptive as the Bureau appears to believe. In some or perhaps most cases, the off-air test will continue to dictate the result. In other cases, however, such as this one, countervailing facts may justify a reassessment of whether the “special circumstances” presented through the off-air study are outweighed by other public interest considerations. Again, this is nothing more than agency discretion at work. CBC is merely asking that the Bureau exercise that discretion here.²³

* * *

²² *David Oxenford, Esq.*, Opinion, 28 FCC Rcd 9308, 9310 (MB 2013) (footnotes omitted).

²³ The Bureau also should consider whether it would be prudent to decide on the merits of the Petition at the same time that the Commission is considering whether to eliminate its network nonduplication and syndicated exclusivity rules. While CBC is not advocating that the Commission eliminate those rules, it nonetheless believes that a decision in this proceeding would be premature, because if those rules were to be eliminated, the Bureau would have no basis for giving WNCT-TV program exclusivity protection against WRAL-TV, thereby rendering the Petition moot. *See Amendment of the Commission's Rules Related to Retransmission Consent*, Report and Order and Further Notice of Proposed Rulemaking, 29 FCC Rcd 3351, 3384-3395 (2014).

WHEREFORE, for the reasons set forth herein, CBC requests that the Petition be denied.

Respectfully submitted,

**CAPITOL BROADCASTING
COMPANY, INC.**

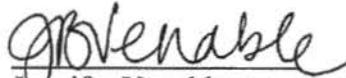
By: 

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Robert D. Primosch
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2300 N Street, N.W., Suite 700
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(202) 783-4141
Its Counsel

September 17, 2014

DECLARATION

I, Jennifer Venable, the Vice President & General Counsel of Capitol Broadcasting Company, Inc., hereby declare under penalty of perjury that the statements of fact contained in the foregoing "Opposition to Petition for Special Relief" are true and correct to the best of my knowledge and belief.


Jennifer Venable

Dated: September 16, 2014

Exhibit 1

WRAL-TV Map

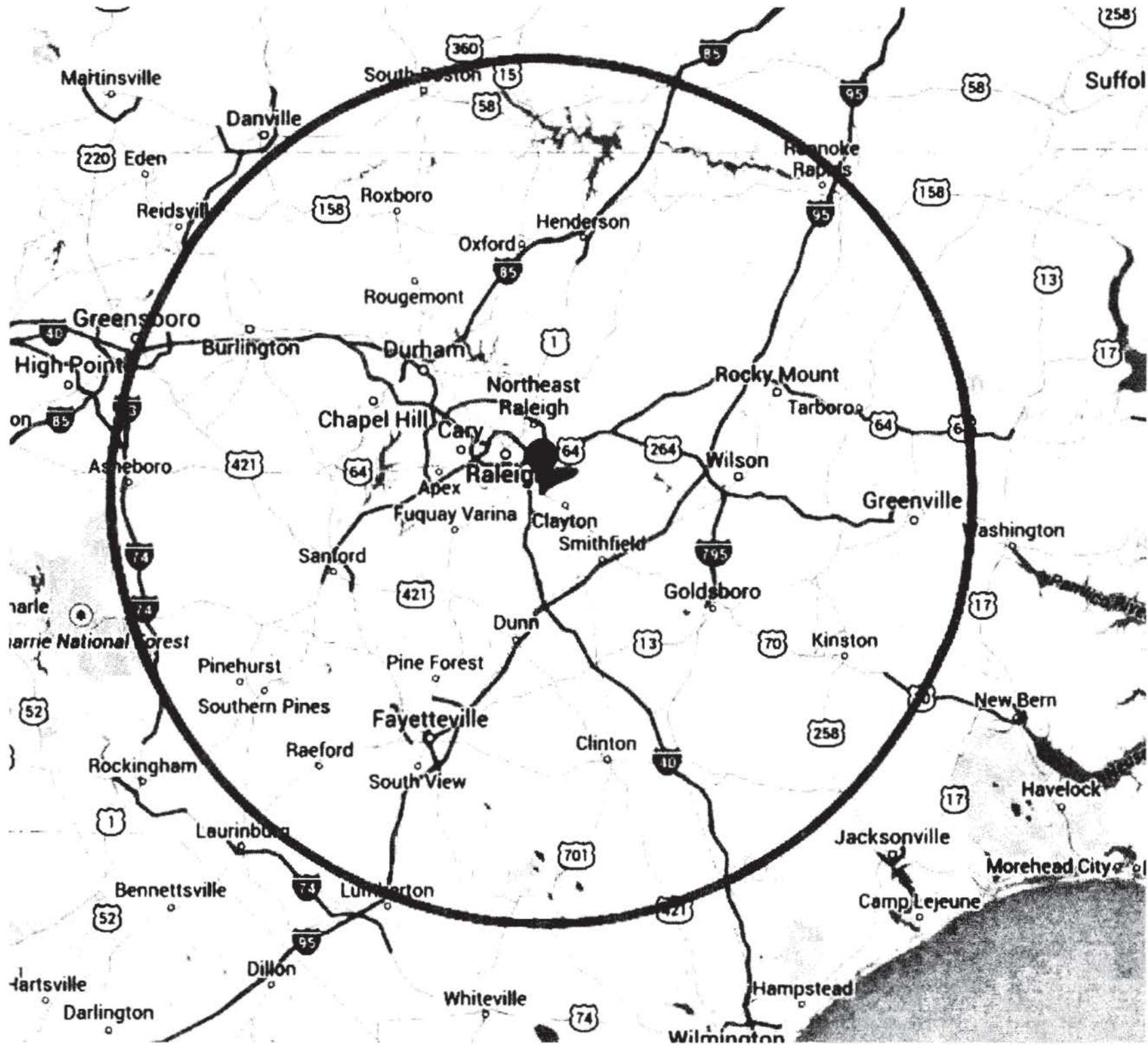


Exhibit 2

Telephone Call and Voicemail Transcriptions from WRAL-TV Viewers

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Monday, September 08, 2014 9:07 AM
To: iwatch

, Kinston, NC, Suddenlink, WRAL's coverage of state government is unparalleled. She feels like WRAL keeps her abreast about what is going to happen in state government, whereas the other local station tends to give information after it has already happened. She feels WRAL keeps her connected and able to be engaged with local government. She also appreciates the other news coverage, including ACC coverage. She loves WRAL so much she has contacted her representatives in the hopes of getting them involved in keeping WRAL on air in Kinston.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Monday, September 08, 2014 9:51 AM
To: iwatch

, Kinston, NC, Suddenlink, WRAL is one of the main reasons that they switched to Suddenlink, Her daughter lives in Raleigh and she loves to know what's happening in Raleigh.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Monday, September 08, 2014 10:18 AM
To: iwatch

, Kinston, NC, WRAL provides shows that do not air on other stations.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Monday, September 08, 2014 10:36 AM
To: Iwatch

, Greenville, NC, WRAL's news team present the news in a thorough and dignified way. Weather coverage is excellent. Breaking news coverage is excellent.

o

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 12:20 PM
To: Iwatch

, Greenville, NC, Suddenlink, WRAL covers Raleigh and Fayetteville better than other local stations, it helps keep her and her family in touch with what's happening around the state.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 12:13 PM
To: iwatch

; Kinston, NC, Suddenlink, WRAL provides coverage for Raleigh which allows her to feel more connected to the state. She also spends a great deal of time in Raleigh and WRAL helps her when she visits.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 11:41 AM
To: Iwatch

; Greenville, NC, Suddenlink, WRAL's 5 pm news cast has a lot about the state and state government that they are not able to get otherwise. They love the sports coverage for more of the teams, the pet of the day and all of the good news that WRAL tries to cover in addition to the grittier stuff. Positive and professional.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 12:30 PM
To: iwatch

, Kinston, NC, Suddenlink, He says losing WRAL would be like losing a family member, it is the only news that he watches.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 12:46 PM
To: Iwatch

, Greenville, NC, Sundelink. He loves WRAL, particularly the weather coverage. WRAL covers the world and the state, in particular, better than local. He cannot make it without WRAL.

Primosch, Robert

From: Lail, Brandy <blail@wral.com>
Sent: Friday, September 05, 2014 12:50 PM
To: Iwatch

, Greenville, NC, Cable, WRAL news is a mainstay in her home. Her daughter lives in Raleigh and she feels WRAL helps keep her connected to the state as well as her family.

Transcriptions of Voicemail Messages

City of Calling Party	Comments
Kinston	I watch in Kinston! Please don't let us lose WRAL!
Kinston	We definitely watched if you're interested all the time.
Kinston	I do rely on WRAL for weather reports and anytime I want to watch a program that CBS, I watch it on WRAL because the sound quality is better, I hope you stay.
Greenville, NC	I have always and still only watch WRAL TV 5 please please please stay on our cable...if you don't, I don't know what I will do! WRAL is one of the best channels on our Suddenlink cable. NEWS!!!! I love all of the anchors, the accuracy and in-depth explanations of the weather forecasts, and the consumer information!!! I watch the first half hour of your lunch news and most of all 3 evening newscasts. It is my link to my wonderful life in Raleigh. There is no comparison between the local news broadcasts and WRAL. I cannot stand to watch any of the local channels.
Greenville, NC	WRAL is my favorite news broadcast. Fishel's weather is better than the local guys. More sports coverage. WRAL is my go-to station for CBS programming. I hope WRAL stays, I've been a viewer for over 30 years. You feel like the newscasters are your friends. They are just wonderful.
Greenville, NC	We watch channel five news everyday between five and six.
Kinston	I have watched WRAL since 1976, I depend on it. It is the only station I really ever turn to, so I would just have a heart attack if you all do not provide services for us.
Greenville, NC	I certainly do watch WRAL. I like all the news and the weather. I love to watch Greg because he does such a good job. I certainly do hope that they do not remove WRAL from Greenville.
Greenville, NC	WRAL news gives me better insight into what's going on on a state-wide basis.
Greenville, NC	I watch your news all the time. You have the best weather in the whole country as far as I'm concerned. You're just so informative and so nice and I just want to keep watching you in Greenville.
Kinston	I enjoy watching the news from the capitol city, I like to keep an eye on the politics. I like the anchors and I've felt like I've spent a lifetime with these people and I want to keep them on my television.

Transcriptions of Voicemail Messages

Kinston We enjoy WRAL news, knowing what's going on in Raleigh, particularly the sports and coverage of NCSU. We certainly want you to continue to be broadcasted in the Kinston area.

Greenville, NC I certainly hope you will continuing showing WRAL news. They are very good at what they do and I certainly enjoy looking at it. I certainly hope that they don't drop the station. You're the most professional station.

Greenville, NC I love watching WRAL because I lived in Raleigh. It's a good TV station, please keep it on cable.

Greenville, NC We enjoy your commentators on WRAL. Please stay on our cable.

Kinston WRAL is the best CBS affiliate available to us. We get better news and better state news from WRAL than any other providers.

Greenville, NC I watch you everyday. I catch you early in the morning and every afternoon. You guys cover sports better than any station here in the Greenville area. Love Greg fishel and the whole weather team. I hope by gosh you are not dropped. Thank you for your good work.

Greenville, NC My wife and I watch WRAL, particularly the news all during the day. Morning, noon and night. We enjoy the news. It's the best state type of news and weather and sports there is. We would be really really upset if you were discontinued on our cable. Professional 7 days a week. We loves the news you carry all over the state, particularly for eastern NC.

Kinston Originally from Harnett County, it keeps me in touch with home but we also have to go the VA in Durham and Raleigh. It keeps us aware of what's going on in Raleigh with weather and news. It keeps us in touch with home.

Greenville, NC We watch WRAL because we like to see a variety of news from across the state and we like to compare how the same news is broadcast from east to west. We hope we can keep WRAL on our Suddenlink cable.

Kinston We watch WRAL news everyday. You're a more statewide coverage and we enjoy watching your news.

Kinston My husband and I watch WRAL news everyday at 5, 6, 11 and also early in the morning. Your team is very professional and we rely on you because you report the news from everywhere and that's what we like. We also like your professionalism. Even when you laugh and cut up its still very professional, much better than the news channel we have in our area. We hope that you will continue to bring our area the news because we would be devastated if you didn't.

Kinston I love to watch WRAL in Kinston. One half of our road in Kinston does not get cable, if it did we would watch WRAL news.

Transcriptions of Voicemail Messages

Kinston I watch WRAL every morning. I enjoy it very much. I've watched for almost 30 years. I like to know what's going on with state government. I like the weather service. I'm very happy with WRAL and I would hate to lose it.

Greenville, NC I watch WRAL every morning. It gives more in depth news, more in depth programs and more of the programs that benefit and lets you know the activities that are going on in NC. I can learn more about my area than my local station as far as the news is concerned and I would love to keep WRAL on our cable.

Greenville, NC I watch WRAL news because Raleigh is the capitol and I like to know what's happening in that area as well as in Greenville. I do watch and I hope you stay on our line up.

Greenville, NC I depend on WRAL for my news more than I do the local channel. I just hope that we can still get it. I turn there because I feel like your news is more relevant to me than my local news is. I want to keep watching WRAL. Thank you.

Greenville, NC I watch your news frequently. It gives me a broader picture of what's going on in NC. I have family in the western part of the state and you give more coverage about what's going on there than the local news. Thanks.

Greenville, NC My husband and I watch WRAL all the time. We especially rely on the weather but we do like the news. And many of the special programs on WRAL, especially the government programs. Please do whatever you can not to drop WRAL from our cable. coverage because we will ditch cable if WRAL is removed and try to get it by other means.

Kinston I watch the 12, 5 and 6 news and the soap operas on WRAL. We really enjoy WRAL. Thank you.

Kinston I do watch WRAL. Sometimes I don't even want to watch the local news channel. I just enjoy WRAL and what you have to offer and I hope we can still continue to have you here in the east.

Kinston I do watch WRAL most every day. I like to keep up with the news in Raleigh because I have children who live in Raleigh. I started watching WRAL when I lived there and have kept it up ever since.