

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
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**WRITTEN STATEMENT OF EDUARDO DOMINGUEZ
GENERAL MANAGER, KSTS(TV), SAN JOSE, CALIFORNIA**

Good evening, Commissioners, ladies and gentlemen. I am Eduardo Dominguez, Vice President and General Manager of KSTS(TV), the Telemundo owned and operated television station serving San Jose and the surrounding area.

I'm pleased to be here tonight speaking about broadcasters' service to local communities in northern California. I'm pleased because Telemundo and its owned and operated stations consider service to the local community to be essential to our business and to our role as local broadcasters.

I have spent many years in broadcast media, with a particular emphasis on California Spanish-language television stations. Immediately prior to my current role, I was station manager of Telemundo's owned and operated station in the Los Angeles market, KVEA(TV). Before that, I was station manager of KWHY-TV, Los Angeles, California, where I was responsible for the successful transition of that station from a Galavision Network affiliate to a local independent Spanish-language station.

All of that experience has taught me the three principles essential to a successful TV station: **local attention, local action, and local accountability**

Local attention means that a station must focus on events and issues that matter to its local audience. In Spanish-language programming, that sometimes means covering a news story about Mexico or El Salvador that would not make the national news, and sometimes it means addressing the fundamentals, such as a story about how to open a checking account or what immunizations are needed before a child can start school.

Local action means that the station must involve itself with its community in ways that advance the community. Whether that is by sponsoring the San Jose America's Festival earlier this month to benefit emergency housing and shelter, by broadcasting the San Francisco Carnaval Parade to benefit the Mission Neighborhood Center's Headstart Programs or by reaching out to the community at large by sponsoring and hosting weekly 'Foros de Inmigracion' (Immigration Forums) to address immigration concerns – what matters is that Telemundo's established commitment to our community of license goes beyond programming. In addition to the strong relationships we have with many non-profit community and cultural agencies serving the Latino population throughout our coverage area, KSTS maintains a solid relationship with the local business leaders through the 15 Hispanic Chambers of Commerce, from Sonoma County in the North to the Concord and Alameda Counties in the East to Monterey in the South, by sponsoring and participating in an array of local programs and initiatives.

And *local accountability* requires our community to be able to rely on us to cover what it needs to know in a timely and appropriate fashion. We measure that accountability not just in ratings or specific feedback, but by our sense of whether the community knows more today than yesterday. KSTS serves, if you will, as a bridge for the Spanish-speaking immigrant community to life in the U.S., covering issues of health, education and immigration. Our audience has told us in survey after survey that they want and need more of this kind of information so they can live a better life here in the United States. We strive every day to meet these unique community needs and interests and thereby to earn the trust and loyalty of our audience.

For us, these principles are not optional. This is not a matter of regulation; it is a matter of survival. We are the local face and the local presence of our network in each of the communities we serve. In a world where cable boasts hundreds of national channels, a television station that does not live by these three principles will fail, regardless of who owns that station or what regulation requires.

Upholding these localism principles is fundamental to any broadcaster's success, and Telemundo is committed to them. When General Electric acquired Telemundo several years ago, Telemundo did not de-emphasize these three key principles, but reinvigorated them, both at the station *and* network level.

At the station level, Telemundo has strengthened its local newscasts at 6 p.m. and 11 p.m. every weekday. Our news team has more resources, thanks to our ability to share the resources of our sister station KNTV, NBC's San Jose owned and operated station. KSTS serves both the San Francisco and Monterey markets and, working with NBC's local news team, we have been able to cover more live news events by use of their live trucks or helicopter for major breaking news stories. But it goes beyond having access to better technical resources. In fact, the benefits of our commitment to our local Hispanic American audience flow to KNTV as well. On numerous occasions, Telemundo has helped NBC cover stories where our reporters had access to Spanish-speakers in covering news events, thus enabling KNTV to broaden its coverage of issues that affect us all.

At the network level, that re-emphasis is best reflected in our new programming philosophy. For decades, much of prime time Spanish-language programming shown in the United States has been imported from other countries. This "outsourcing" of programming has meant little opportunity for Americans to develop television programming that addresses the uniqueness of U.S. Spanish-language audiences. Now, Telemundo has launched an ambitious – cost estimates for the last several months equal or exceed \$50 million – effort to develop more primetime Spanish-language programming, including telenovelas, here in the United States. In contrast to other major Spanish-language networks, which still acquire most of their prime time programming from Mexican or South American programmers, Telemundo produces more than half of its prime time programming in-house. And with our renewed focus on domestic production, Telemundo intends to develop Spanish-language programming that truly speaks to our American audiences.

That effort is paying off. In the past several months, Telemundo's national ratings have jumped as Hispanic Americans have responded to U.S. Spanish-language programming. And that has, in turn, strengthened KSTS. The result is the best of both worlds: a strong local station that has access to extensive resources and quality programming, both locally and nationally.

My point is this: **local attention, local action, and local accountability** are not motivated by the threat of sanctions; they instead are fundamental to our business. When Telemundo invests the tens or hundreds of millions of dollars necessary to acquire and operate a television station, we hardly intend to jeopardize that investment by airing programming that offends a substantial number of viewers, or that does not appeal to the local community. Indeed, because we want to expand our local audience, Telemundo is willing to spend even more in order to continue to produce truly locally oriented programming, to fund the community activities and to sponsor events that improve the social well-being of the communities we serve. These are the hallmarks of a successful television station.

Local attention, local action, and local accountability are essential to KSTS's past and future success. These three principles will continue to guide our strategies and performance as we move forward. The Commission need look no further than KSTS to confirm that successful broadcasters actively pursue local service to the communities in which they operate.