

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
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**COMMENTS OF WARREN TRUMBLY
PRESIDENT, COMMUNITY BROADCASTERS ASSOCIATION**

Thank you for the opportunity to speak today. I am Warren Trumbly, President of the Community Broadcasters Association, (the CBA). We represent over 600 Class A and 2,000 low power television stations (LPTV stations). There about twice as many of these television stations as full power television stations. These stations are received over the air ways just like full power station on you your television set. The only difference is the amount of power we are allowed by the Commission. Our Class A stations are required to broadcast 3 hours a week of locally produced programming. We are the only service to have this requirement.

There are LPTV and Class A television stations in every television market in the country from New York City, Los Angeles and San Francisco to Hopkinsville, Kentucky; Kerrville, Texas, and Wenatchee, Washington. The Univision and Telemundo affiliates in Washington, DC are Class A stations. These 2600 plus stations represent the broadest spectrum of programming and the greatest diversity in ownership of any media. There are more minority owned and operated LPTV and Class A television stations than all other media combined.

Local ownership and local programming are the heart of our industry. In over 35 years of broadcasting, I have never worked with a better group of people than I have since becoming involved with the CBA. In light of what this task force is looking at, I say look to LPTV and Class A television stations as an example.

Just east of here is Fresno, where KJEO-LP, channel 32, is the only station airing high school football for the Central Valley. The station has received calls from coaches and parents, asking where the games are on television and calling the local cable company and even disconnecting their cable to receive the games over the air. KJEO-LP also televises local Triple A Baseball for the Fresno Grizzlies and Fresno City College home basketball games. The stations' "New Business Showcase", features six new businesses in the Fresno area per show with no fees charged. Many of the owners have said without being featured on television they might not have made it and keep their business open.

My wife and I operated Class A stations in San Francisco and San Jose for over 10 years. We've had independent Spanish programming with a daily newscast from San Francisco's Fisherman's Wharf. We have also produced San Francisco 49er pre-season football in Spanish, and professional soccer in Spanish. We have also given free air time to all local and regional political candidates, and we had one hour a night of local news in Korean.

Full power stations offer DMA-wide service, but our stations focus on more specific demographic segments and narrower issues. We have stories of community involvement, where we have worked with the Mexican consul to return children who had been kidnaped by a family member and taken to Mexico. The Santa Clara Count Sheriff's office brought us a nanny and two very young children who were lost, they spoke no English. They had been riding a city bus all day trying to find where to get off the bus. Within 15 minutes of putting an announcement on, the nanny and children were reunited with the parents.

Mary Silver in Kerrville, Texas, with KVHC-LP is an example of localism. They are 70 miles outside San Antonio in a valley surrounded by hills so there is very little off air reception from the big San Antonio stations. They serve a community of about 25,000 people. They work with the local school system to produce Club Ed a thirty minute educational program, and they also telecast the local high school ball games. Mary told me the story of an elderly lady who was physically unable to attend the high school football games and climb the steps in the stadium. She called the station in tears, after seeing her son for the first time playing his trumpet in the high school band during the game. This is one of ten locally produced shows each week including a nightly half hour newscast for Kerrville. They are the only local emergency outlet in the community. Mary Silver is committed to her community. So committed, she has refinanced her home twice to be able to build and operate KVHC-LP, because the community needs the local attention from a local station.

Vernon Watson, in Panama City, Florida is another example of commitment to localism. Vernon is Vice President of the CBA, he is an African-American and is employed full time with the US Navy. On top of his full time job, Vernon owns and operates WBQP-CA, channel 12. He does significant local programming for the local African-American community.

Lou Zanoni, has the only television station in Trenton, New Jersey's state capitol. WZBN is a news station. To Lou it was only natural for the state capitol to have a television station, and there was a significant need for local news. Lou has also had to make personal financial sacrifices to build and keep WZBN on the air.

"WZBN-CA broadcast the very first missing child report of 7 year old Megan Kanka who was abducted and murdered by a pedophile neighbor. Megan Kanka's name was given to the federal law known as "Megan's Law".

When we talk about "Localism" and what is "Local", the best definition is an example. I believe these stations and the people provide a fine definition.

What can be done to increase localism? Here are five specific things the Commission can do. They are:

1. Give positive recognition of LPTV and Class A stations by the Commission. A kind word from the top will go a long way to encourage stations to do more local programming and community involvement. Frankly LPTV and Class A station owners and operators feel abandoned by the Commission. As an example, in the latest NOI from the Commission, LPTV only rated a footnote. You talk promoting low power FM all the time, but never low power TV. Is there any reason we should not feel orphaned?
2. Insure that LPTV's and Class A stations get a second channel for the DTV transition and that we are given the time and support from the Commission to complete the transition. The coming DTV transition will be costly and this investment needs to be protected by granting permanent status to the stations willing to step up and toe the local programming as required.
3. Provide a future and continuing opportunity for LPTV stations to transition to Class A as soon as possible. The coming DTV transition will be very costly and this investment needs to be protected by granting permanent status to the stations willing to step up and do the local programming as required.
4. Don't let anyone tell you that we are interfering with the full power DTV transition. That's just an excuse to get rid of local competition. LPTV stations are secondary, and Class A stations even though a permanent license must yield when a full power station can't get to digital any other way.
5. Change the definition of "local" programming, so that when we go to the state house to interview the governor, the program is not disqualified just because the state house is outside our community. And let us negotiate for exclusive program rights, as proposed in RM-10335, which the Media Bureau has sat on for three years with out any action.

In conclusion, of the hundreds of LPTV and Class A station licensees I've meet over the years they have all had one objective, to serve their local community. Localism is the heart and soul of LPTV and Class A stations. These people have hocked and given everything to fill the need in their communities for local service.

If you truly want more localism in the media, then LPTV should be promoted by the Commission and given incentives to do more.

Thank you for the opportunity to speak today we as an industry look forward to working with the Localism Task Force to provide more and better service to our communities.