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To: All Broadcast Clients

January 10, 2008

## FCC ADOPTS LOCALISM PROPOSALS TO ENSURE PROGRAMMING THAT IS RESPONSIVE TO NEEDS OF LOCAL COMMUNITIES

The FCC recently adopted its Report on Broadcast Localism and Notice of Proposed Rulemaking, which sets forth multiple proposals to increase local programming content and diversity. The text of the Report has not yet been released.

The report makes tentative conclusions regarding the following proposals on which the FCC will seek comment:

- Qualified LPTV stations should be granted Class A status, which will require that they provide three (3) hours per week of locally-produced programming. While it is unclear which LPTV stations will be deemed "qualified," it will likely include stations that originate their own programming.
- Licensees should establish permanent advisory boards (including representatives of underserved community segments) in each station's community of license, and shall consult with them periodically regarding community needs and issues. The FCC may seek comment on whether this requirement should apply to LPTV, Class A and LPFM stations.

- The Commission will adopt renewal application processing guidelines that will ensure that all broadcasters will provide some locally-oriented programming.

In addition, the Report states that the Commission will:

- Better educate members of the public as to the obligations of broadcasters and the Commission's procedures so that viewers and listeners can become more actively involved in ensuring that stations offer locally oriented programming.
- Investigate other ways to assist prospective radio licensees to identify suitable available commercial FM spectrum in the communities in which they wish to broadcast.

We will provide more details once the full text of the Report is released.

If you have any questions concerning these proposals, please contact any attorney in our office.

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This memorandum is intended only as a general discussion of these issues and should not be regarded as legal advice. We would be pleased to provide additional details or advice about specific situations if desired. To discuss any of the issues presented here, please contact any attorney in our office.