

Royce Sherlock

From: Tvcreators2@aol.com
Sent: Wednesday, October 15, 2003 9:25 AM
To: Localism
Cc: bworsham@wxlv.sbgnet.com
Subject: WXLV/WUPN Meeting community needs
To whom it may concern,

As a former television broadcaster in Greensboro, NC and Richmond, VA, it was my job to maintain FCC ascertainment files, and to make certain that our local programming effectively addressed the needs and concerns of our viewers. Back then, we did that via any number of locally produced public affairs programs. Today, the only local programming offered by TV stations is News.

Upon my return to NC last year I mentioned to Beth Worsham, General Mgr. of WXLV/WUPN that she should consider a return to the days when TV stations were dedicated to public affairs and meeting community needs. To my pleasant surprise, Beth soon thereafter launched TRIAD TODAY, a weekly, 30 minute public affairs program, which is aired on both of her Sinclair owned stations. I am serving as the "volunteer" producer for the show, and Beth and I are attempting to secure local sponsors to help defray some of our production costs. Right now, though, it is not a profit-making venture, which is why I particularly admire Beth's commitment to community over profit. In the few weeks since TRIAD TODAY has premiered, the station and I have been inundated with calls from various community groups wanting exposure and a forum for promoting their mission to the public. Two weeks ago we interviewed a physician who warned of the link between smoking and skin disease. He had never appeared on TV before and did a great job. Two days ago, the NBC affiliate "found" our doctor and interviewed him for their newscast. Hopefully, Beth's leadership in bringing back the Triad's only public affairs program, will have a rippling effect on the other TV stations in this market, and there will be local programming on every station instead of "Paid Programming" and other filler trash that has no redeeming value to the community.

I have been made aware that the FCC is conducting a hearing in Charlotte NC next week, and I wanted to make certain that those in charge of reviewing community involvement will take particular note of what Beth and Sinclair has done in that regard.

I am not an employee of Sinclair, nor am I paid by any TV station for my work in the community. I serve on the Board of Directors for several area organizations, and I am proud to be involved in what I hope will be the resurgence of local programming in North Carolina.

Sincerely,
Jim Longworth, Jr.