Harry –
Common Cause
Complaint /
Video News Release

August 5, 2005

Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: WDRB(TV), Louisville, Kentucky
Facility Identification Number 28476
FCC File No. BRCT-20050401BHN
Response to Letter Filed About License Renewal Application

Dear Ms. Dortch:

On behalf of Independence Television Company ("Independence"), licensee of WDRB(TV), Louisville, Kentucky, we hereby submit, in duplicate, the licensee's response to a letter dated June 29, 2005, filed with the Commission and referencing the license renewal application of WDRB(TV) (and the renewal applications of other Louisville television stations). While the filing claims to have been filed by "citizens of Louisville," Internet searches and correspondence sent to WDRB(TV) indicate that the real party in interest behind the filing is Common Cause/Kentucky, which more recently appears to be using the name "The Television Licensure Working Group."

The letter does not qualify as a petition to deny WDRB(TV)'s license renewal application for three reasons. First, the letter makes factual allegations that are not supported by affidavits or declarations under penalty of perjury from persons with personal knowledge of the facts set forth therein. 47 U.S.C. § 309(d)(1); 47 C.F.R. § 73.3584. Second, the filing does not include a certificate of service. *See* 47 C.F.R. § 1.47. In fact, the authors of the filing apparently did not serve WDRB(TV) until roughly one week after they submitted the filing to the Commission. Third and perhaps most importantly, the Common Cause letter does not request that the Commission deny the WDRB(TV) license renewal application. Rather, it merely asserts – falsely – that WDRB(TV) and other television stations violated Commission requirements.

The Common Cause letter does not even qualify as an "informal objection" because it does not object to the Commission's grant of the WDRB(TV) license renewal application. Moreover, notwithstanding the obvious distinctions between petitions to deny and informal objections, informal objections like petitions to deny must meet the threshold requirements of Section 309(d) of the Act. *See, e.g., License Renewal Applications of Certain Broadcast Stations Licensed to Communities in Maryland, Virginia, West Virginia, and the District of Columbia*, 9 FCC Rcd 2143, ¶ 8 (1994) (citing *Area Christian Television, Inc.*, 60 RR 2d 862, 864 (1986)), *affirmed in pertinent part, Achernar Broadcasting Company v. FCC*, 62 F.3d 1441 (D.C. Cir. 1995) ("[T]he FCC is correct in stating that Lindsay lacks standing [to advance informal objections] because it cannot demonstrate that it suffered any harm by the FCC's grant of the renewals, *see Valley Forge Christian College v. Americans United for Separation of Church and State, Inc.*, 454 US 464, 471-72 (1982).").

Section 309(d)(1) states, in pertinent part, "[t]he petition shall contain specific allegations of fact sufficient to show that the petitioner is a party in interest and that a grant of the application would be prima facie inconsistent with [serving the public interest, convenience, and necessity]." Consequently, an informal objection must include adequate and specific factual allegations sufficient to warrant the relief requested. *See, e.g., id.; License Renewal Applications - Los Angeles, California, Area*, 68 FCC 2d 75 (1978). Mere allegations of "ultimate, conclusory facts or more general allegations based on information and belief" are inadequate. *Bilingual Bicultural Coalition v. FCC*, 595 F2d 621, 629 (DC Cir 1978) (quoting S. Rep. No. 630, 86th Cong. 1st Sess. 3 (1959)).

The Common Cause letter fails these standards. It does not include an affidavit or sworn declaration from a person with personal knowledge of those facts. The record therefore includes no evidence that any signatory to the letter actually watches WDRB(TV) or even resides in the television station's service area. In addition, the letter fails to provide "specific allegations" of direct injury to any of its signatories or any other local residents. *Rainbow/PUSH Coalition v. FCC*, 330 F.3d 539 (D.C. Cir. 2003) (declarant failed to state how "regular viewers" of television stations at issue suffered from alleged loss of "program service in the public interest"). Consequently, the letter's signatories lack standing to advance an informal objection, and, in any event, they have not objected to the grant of the WDRB(TV) license renewal application. The Bureau therefore can and should dismiss it without consideration.

Should the Bureau elect to consider the letter notwithstanding the lack of evidence and procedural infirmities, it must conclude that the filing is utterly lacking in merit. As demonstrated by the enclosed Declaration of WDRB(TV) President and General Manager Bill Lamb, the allegations in the letter are false.

For the reasons stated above, the Bureau should dismiss the Common Cause letter forthwith. If you have any questions about the enclosed response, please contact us directly.

Respectfully submitted,

John R. Feore, Jr.
Kevin P. Latek

Enclosure

Declaration of Bill Lamb

1. I am Bill Lamb and I serve as the President and a Director of Independence Television Company ("Independence") and the General Manager of WDRB(TV) in Louisville, Kentucky, which is licensed to Independence. WDRB's main studio is located at 624 W. Muhammad Ali Boulevard in Louisville.

2. In early April 2005, Victoria Strange visited WDRB's main studio and asked to review WDRB's public inspection file. We provided her with full access in accordance with her request.

3. During that visit, Ms. Strange requested to meet with me. I rearranged my schedule and met with her for about one hour. During the course of our meeting, Ms. Strange repeatedly assured me that she was acting in her individual capacity and did not represent any group or organization. She asked me several questions about WDRB's use of "video news releases," or VNRs. I explained to her that WDRB apparently aired a total of seven VNRs over three years, none of which included any indication that they were furnished by the government, corporations, educational institutions, or charities. I explained the station's policy against knowingly airing VNRs, I detailed the steps we take to identify VNRs, and I showed her how our computer system now deletes VNRs when they arrive at the station.

3. On June 6, 2005, I received a letter signed by a Tom Louderback, apparently of Common Cause/Kentucky. The letter began, "In connection with the upcoming renewal of your FCC license, we urge you to make a formal 'Citizens Agreement' [that] would prevent any broadcast of video news releases from government agencies or corporations over the public airwaves your television station controls." I regarded this letter as a threat to file a petition to deny WDRB's upcoming license renewal unless Independence acceded to Common Cause/Kentucky's demand. Nevertheless, because the letter contained several false and disparaging remarks about WDRB, I responded to Mr. Louderback on June 10, 2005. That response reiterated the explanations I provided to Ms. Strange in our earlier meeting.

4. On June 18, 2005, Mr. Louderback replied to my letter. The letter failed to withdraw the false and disparaging remarks leveled in his June 6th correspondence, and it instead reiterated the groups' demand for what they characterized as a "citizens agreement." WDRB does not surrender to threats, and WDRB responds to its viewership at large rather than to special interest groups. Accordingly, Independence did not respond to Mr. Louderback's second letter.

5. On June 20, 2005, Ms. Strange returned to WDRB with a second woman who identified herself as Anita Solomon. They presented a letter identifying themselves as "members of a local citizens group." (The letter contradicts Ms. Strange's repeated statements to me earlier regarding her connection with a special interest group.)

6. In their letter, Ms. Strange and Ms. Solomon requested that WDRB furnish to the authors "all materials pursuant to 47 CFR 73.1212(e)." Under that rule, WDRB must make "available for public inspection at the location specified by the licensee under Sec. 73.3526 of this chapter." Accordingly, WDRB maintains such a list and makes it available as part of its political public file, which is located at WDRB's main studio.

7. After the ladies presented their request to review the Section 73.1212(e) list, WDRB staff directed them to the station's public file. Neither Ms. Strange nor Ms. Solomon requested that

WDRB make copies of any public file documents at that time. While they apparently reviewed all the materials that they wished to see during that visit, WDRB nevertheless arranged to copy its Section73.1212(e) list for them. The materials remain in an envelope bearing the women's names at the station's reception desk.

8. In early July 2005, I received a copy of a letter apparently filed with the FCC referencing the license renewal application of WDRB and certain other Louisville television stations that bears the signatures of Ms. Strange, Ms. Solomon, and others. This letter was transmitted under a form letter dated July 7, 2005, that was signed by The Television Licensure Working Group, Louisville, Kentucky.

9. The Common Cause letter falsely and recklessly asserts that WDRB broadcast seven VNRs in 2004 without disclosing the pieces as VNRs. As Ms. Strange, Ms. Solomon, and Mr. Lauderback all know, WDRB broadcast a total of seven VNRs over the course of *three years*. WDRB, like most other local television stations, unwittingly broadcast a handful of seemingly *bona fide* news material that outside news organizations provided to us without disclosing the true origins of those seven pieces.

10. The Common Cause letter also falsely accuses WDRB of violating Commission rules. In particular, WDRB complied with its public inspection file obligations with respect to Ms. Strange and Ms. Solomon, and it acted within its rights by requesting their names and addresses. Likewise, WDRB fully complied with the Commission's requirements regarding the nature and format of records concerning its broadcast of programming responsive to ascertained issues. Finally, WDRB's programming extensively covers the issues that we have ascertained to be important to the Louisville community, including dozens of newscast stories on environmental issues this year alone.

I declare under penalty of perjury that the factual matters stated herein, other than those assertions of which the Federal Communications Commission may take official notice, are true and correct to the best of my knowledge and belief.

By: Bill Lamb
Bill Lamb

August 5, 2005

July 7, 2005

Mr. Bill Lamb
General Manager
WDRB-TV
624 W. Muhammad Ali Blvd.
Louisville, KY 40203

Dear Mr. Lamb:

On June 29, 2005, twenty-nine concerned local citizens filed the enclosed complaint with the Federal Communications Commission. We have requested that the FCC conduct a hearing in Louisville prior to granting your station a license on August 1 so that local residents have an opportunity to discuss specific ways in which WDRB-TV can improve its coverage of important issues and be more responsive to the citizens of this community.

However, our group also believes that a conversation with you and key members of your staff to talk face-to-face about the issues outlined in the complaint and to discuss the potential formulation of a citizens' agreement with your station might also be a productive avenue to pursue.

A citizens' agreement could include such important items as a decision to halt the airing of all Video News Releases without proper on-screen attribution, more consistent record-keeping in the station's public file, greater public accessibility to archived broadcast materials, and other items that we might mutually agree upon to ensure that our community is being well served by your station's use of the public airwaves.

If a discussion of this nature interests you, please contact Anita Solomon (451-4967) or Victoria Strange (802-4411) so that we can arrange a meeting at your convenience.

Sincerely,

The Television Licensure
Working Group
Louisville, Kentucky

June 29, 2005

Video Division
License Renewal Processing Team
Room 2-A665
FCC, Office of the Secretary
445 12th Street, S.W.
Washington, D.C. 20554

Re: WHAS-TV
Facility No. 32327
License Renewal Application No. 20050401BGR

WDRB-TV
Facility No. 28476
License Renewal Application No. 20050531BYR

WAVE-TV
Facility No. 13989
License Renewal Application No. CDBS-0050401AVR

WLKY-TV
Facility No. 53939
License Renewal Application No. 20050401BRD

KET-TV (WKPC)
Facility No. 21432
License Renewal Application No. BRET-20050331ATP

To the Commissioners:

We, the undersigned citizens of Louisville, Kentucky, believe that the above-referenced television stations in our community have violated certain FCC regulations and that the FCC should carefully consider holding a hearing in Louisville to explore these issues prior to the August 1, 2005 deadline for renewal of the stations' licenses. Our issues of concern are enumerated below.

- In 2004, WDRB-TV broadcast at least seven Video News Releases, all produced to push a particular agenda and at least one of which was produced for a government agency, without disclosing to its viewers the source of the information. All of these VNR's featured Karen Ryan (a former journalist for ABC and PBS), masquerading as a reporter while in reality working as a public relations consultant. This was reported in the *New York Times* on March 13, 2005.

- On April 21, 2005, the undersigned Victoria Strange and Carol Smith visited the offices of WHAS-TV to view the public inspection file. On April 27, Ms. Strange contacted Ms. Joy Pritchett, the Assistant to the station's General Manager, to

make an appointment to return to the station and get copies of some of the information in the file. Ms. Pritchett informed her that no copies of any of the information in WHAS's public inspection file can leave the building. Ms. Strange said her understanding was that TV stations are required, in accordance with FCC regulations, to make copies of any documents in the public inspection file that are requested by citizens. Ms. Pritchett's response was that the policy of WHAS was to allow no copies of such documents to be made or to leave the premises of WHAS and that this policy had been issued by the General Manager, Mr. Robert Klingle.

- On May 20, 2005 at approximately 4:10 p.m., the undersigned Valerie Smith arrived at the offices of KET Channel 15 in Louisville, Kentucky to view the public inspection file and was told that the file was kept at KET Channel 68 in Lexington, Kentucky. She was advised to go to that location to see the file. On June 3, 2005 at approximately 12:00 noon, Ms. Smith arrived at the Lexington corporate headquarters of KET, where she was provided access to the files of KET Channels 15 and 68. However, she was told that she would have to make appointments at a later date with each of three Designated Chief Operators in order to view the files of KET's other local stations. Even though all of these files are located at KET's Lexington offices, KET's regional representatives must be present for a member of the public to view the files of the 16 KET affiliate stations across the state. This policy makes public access to these files unduly difficult.

- As a result of KET's decision to merge its Louisville affiliate (WKPC) with its Lexington affiliate (WKMJ), there is an almost complete absence of any local, Louisville-based programming. The Louisville station is not much more than a transmission facility. This is a real disservice to the city of Louisville, which has by far the largest population base in the state.

- On June 16, 2005 at 11:00 a.m., the undersigned Victoria Strange and Anita Solomon met with Jeff Hoffman and Steve Langford (the News Director and General Manager, respectively, of WAVE-TV) to discuss various issues. At the conclusion of the meeting, the women presented a written request for WAVE to furnish all materials pursuant to 47 CFR 73.1212(e). To date, no response has been forthcoming.

- On June 20, 2005 at approximately 4:30 p.m., the undersigned Victoria Strange and Anita Solomon visited the offices of WDRB-TV to view the public inspection file. The staff was helpful and provided copies of the documents requested, but required that the women provide identification in the form of a driver's license, which they then copied for the station's records. The women complied, but felt this requirement to be needlessly intrusive and contrary to the spirit of public access.

- During the same June 20th visit to WDRB-TV, Ms. Strange and Ms. Solomon hand delivered to the receptionist a letter addressed to the station's General Manager, Bill Lamb, requesting that WDRB furnish all materials pursuant to 47 CFR 73.1212(e). To date, no response has been forthcoming.

- The format of the issues and programming files varies dramatically from station to station. For example, the way in which WLKY-TV presented this information was clear, detailed, and thorough, and should be used as a template by the other stations. At several of the other stations, the recordkeeping in this area was far less specific, making it difficult for the public to assess the breadth of coverage of issues of importance to the local community.

- The undersigned believe that all of the above-referenced stations are seriously lacking in their coverage of crucial local issues. To cite just one example, although the Environmental Protection Agency has determined that the Louisville metropolitan area suffers from the most severe air pollution of any community in the southeastern United States, no station that we have visited listed the environment among its key issues of coverage.

- None of the above-referenced stations maintains a publicly accessible archive of its local news broadcasts. This makes it exceedingly difficult for citizens to monitor the quality and quantity of coverage of issues that are vitally important to their community.

To the undersigned citizens, many of these issues appear to be actionable. Therefore, we respectfully request that you assert your authority to approve the five above-referenced licenses contingent upon giving the residents of our community the opportunity to discuss with you and the management of those stations specific ways to improve their public access and be far more responsive to their audiences.

Respectfully submitted:

Victoria N. Strange
Print Name

Victoria N. Strange
Signature

ANITA SOLOMON
Print Name

Anita Solomon
Signature

Carol Smith
Print Name

Carol Smith
Signature

JOHN WILBORN
Print Name

John E Wilborn
Signature

Print Name	Signature
DAVID R. CLARK	David R Clark
Darrell Huddleston	Darrell Huddleston
David Runge	David L. Runge
JAMES McMILLIN	James McMillin
Judy Munro-Leighton	J. Munro-Leighton
Mark McKinley	Mark McKinley
Daniel Borsch	Dan Borsch
John Baker	
MARY A. HILTON	Mary A. Hilton
FREDERICK K. HILTON	Frederick K. Hilton
JOHN R HICKS	John R Hicks
SCOTT B PULLIAM	Scott B Pulliam

Print Name	Signature
Richard Belles	Richard Belles
Sherree Drake	Sherree Drake
KARINA STRANGE	Karina E. Strange
CheriseWilliams	C Williams
David W.S. Vernon	David W.S. Vernon
VALERIE J. SMITH	Valerie J. Smith

June 29, 2005

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Respectfully submitted:

Thomas F. Moffett
Print Name
1552 S. 34th St 40211

Thomas F Moffett
Signature

Eddie Davis
Print Name 1304 So. 43rd St 40211

Eddie Davis
Signature

Robert O Moorman
Print Name 3519 Herman

Signature

Print Name

Shameka Parrish
Signature

2401 W. Jefferson St #2
Louisville KY 40212

Print Name	Signature
Anne Braden Print Name 4403 Virginia Ave. Louisville KY 40211	Anne Braden Signature
Print Name	Signature
Gracie Lewis Print Name 1711 South 36th St Louisville, KY 40211	Gracie Lewis Signature
Print Name	Signature
Alice WADE Print Name	Alice Wade Signature
Print Name	Signature
Print Name	Signature
Print Name	Signature
Print Name	Signature
Print Name	Signature
Print Name	Signature

Media Democracy Midwest Convergence

FAKE NEWS

Press Release

For Release 12 a.m. EST, 6-9-05

For Details, Contact: David Silverman or Victoria Strange

Direct Phone: 502 802 8725 or 502 802 4411

Phone: 502 802 8725
Email: open@theopencommunity.org
Website: http://theopencommunity.org

"Fake News" Charges Spark Call for TV License Intervention, Creation of Community Media Centers, and News Alternatives

Citizens from Kentucky, Tennessee, and Indiana Converge on Louisville to Plan Visits to TV Stations and Startup of Community Media Centers and News Systems

6;45 PM PRESS CONFERENCE On Citizen Interventions in TV License Renewals and Community Journalism Alternatives

What: Media Democracy Midwest Convergence
When: Thursday, June 9, 1 p.m. - 9 p.m.
PRESS CONFERENCE: 6:45 PM
Where: JFVS / Louis and Lee Roth Family Center, 3587 Dutchman's Lane, Louisville, KY
Sessions: (See www.theopencommunity.org for details)

1 – 3 PM **Be the Media:** Neighborhood Media Centers and Community Journalism
3 - 5 PM **Reclaim the Media:** Television Station License Renewal: What citizens can do Now to intervene in license renewal and shape the future of media democracy
Stop Fake News: Identifying and stopping commercial and government propaganda
7 – 9 PM **Media Democracy:** The Time is Now. Town Hall meeting

Regional leaders meet today in Louisville to expand their campaign for media accountability and community journalism. "This campaign is particularly important for the Louisville region as TV stations in Kentucky, Indiana, and Tennessee prepare to renew their FCC licenses this summer," said Tim Karr, Campaign Director for Free Press, the national media reform coalition. The deadline for citizen comments and filing is June 30.

Leaders from diverse community groups have come together to stop corporate- and government-sponsored "fake news" before it infiltrates local news outlets. Revelations in the New York Times on March 13, 2005 detailed the role of local TV stations in airing propaganda, particularly Louisville Fox affiliate station WDRB-41. At the same time, ALL TV stations in Kentucky, Tennessee, and Indiana are up for renewal this summer and citizen activists are acting to help bring positive change to local news.

"Not only can we file complaints to stop fake news and covert product placement," said Victoria Strange, a citizen from Louisville, "but we can also research and ask for more coverage and a diversity of viewpoints on issues that concern our communities, such as the environment, local ownership, citizens oversight councils, and children's programming. Every community group should look into this. The majority of Americans get their news from television, and if we want our communities and democracy to thrive, we must have real news."

All it takes to start the process is to look at the station's FCC "public file." Stations are required to make the file available. The group has researched a number of local stations this way, and is making the results and "how to" handbooks for citizens and journalists available through a community journalism web site, http://theopencommunity.org. They hope to have reviewed the majority of the stations in the region by the June 30 FCC comment deadline.

"What we've found is that studying the media is a way for us to become community journalists, and that with new technologies, there are now many ways for us as citizens to tell our own stories at the neighborhood level," said Lisa Abell, a Nashville, Tennessee resident who is active in media center and community radio work in her community. Participants are also meeting to plan regional community news networks and independent neighborhood media centers as positive alternatives to the crisis in the mainstream media.

Bill Lamb
President
and General Manager
billlamb@fox41.com

June 10, 2005

Mr. Tom Louderback
Secretary Treasurer
Common Cause/Kentucky
3020 Bardstown Road #200
Louisville, KY 40205

Dear Mr. Louderback,

I received your letter dated June 6. I'm sorry you feel we may be at odds with you on this issue of our station (or any other) using Video News Releases (VRN) without properly disclosing their source. I don't feel we are at odds.

While it is true *The New York Times* singled WDRB-TV out in their news story in March, we were disturbed to learn we had even done this. We had an informal policy in place against airing VNRs but some slipped through the cracks. We now do have a formal policy and safeguards in place.

Two things must be noted: First, the article mentioned that we used seven VNRs over the course of three years. Considering the thousands of pieces of video we produce or use each year, I would hardly say it was "excessive" as you put it. Second, almost every station in the country used (or uses) VNRs either knowingly or unknowingly. That's why the government and many corporations are so enamored with producing them. The *Times* article you cite even stated that VNRs from the Office of National Drug Control Policy aired on 300 stations. We were certainly nowhere near "one of the top purveyors of propaganda!" as you claim and I am offended you would make such a reckless statement.

In our case, we unknowingly used VNRs. They were packaged and sent by CNN as part of a news service we subscribe to. They were disguised as news and we have expressed our outrage to CNN for this practice. Now all VRN's sent to us by CNN are identified as such by them, separated from the legitimate news stories, and then deleted. We have a policy in place now that says we will not air packaged VNRs, nor will we even use their footage in a story we are producing unless that footage is not available to us in any other way i.e. video from inside the space shuttle. If we do use the video, we always identify the source.

I find it disturbing that you feel the necessity to use such inflammatory and alarmist verbiage in trying to communicate your point, Mr. Louderback. We're with you on this one!

Sincerely,

Bill Lamb

Bill Lamb
President

June 6, 2005

Station Manager
WDRB - TV
624 W. Muhammad Ali Blvd.
Louisville, KY 40202

Your FCC License Renewal

Dear Station Manager,

In connection with the upcoming renewal of your FCC license, we urge you to make a formal "Citizens Agreement" with Common Cause/Kentucky and the Jefferson County League of Women Voters which would prevent any broadcast of video news releases from government agencies or corporations over the public airwaves your television station controls. As we know, these kinds of video news releases are commonly known as "fake news."

When we read about the excessive use of these videos by Channel 41 in *The New York Times* last March, we were shocked. What's happening to our First Amendment freedoms when we are fed propaganda in place of independent news reporting? We must immediately put a stop this practice. Common sense tells us that our freedoms of expression cannot function on manipulated information. We know that our freedoms require independence.

We were also greatly disturbed by this shocking story as a matter of civic pride. Our hometown ought to make the national news for its culture, beauty, industry, and the admirable character of its citizens; definitely not as one of the top purveyors of propaganda!

You might already have an internal policy prohibiting this practice. That would be a good first step. What we are urging you do now is step up to the next level. Make a formal agreement with representatives of our citizens such as Common Cause/Kentucky and the Jefferson County League of Women Voters.

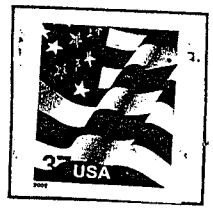
Sincerely,

Tom Louderback

Tom Louderback, Secretary Treasurer
Common Cause/Kentucky
3020 Bardstown Road #200
Louisville, KY 40205
502-592-5381
commoncauseky@hotmail.com

Copy to Richard Beliles, Chair, Common Cause/Kentucky

Common Cause Kentucky
3020 Bardstown Road, Unit 200
Louisville, KY 40205



Station Manager
WDRB - TV
624 W. Muhammad Ali Blvd.
Louisville, KY 40202

40202+1632

June 18, 2005

Bill Lamb, President
WDRB - TV
624 W. Muhammad Ali Blvd.
Louisville, KY 40202

Your FCC License Renewal

Dear Mr. Lamb

Thank you for your thoughtful reply to our letter of June 6th, 2005. It's our thinking that VNRs are propaganda whether we say so or not. Therefore, we might as well say so.

That said, we are absolutely delighted to read that you are with us on this issue and likewise concerned that many stations across our nation are using VNRs, unknowingly so in some cases. Your comments make a very convincing argument for the citizens' agreement we have suggested. This gives us the impression that you are indeed ready to take the next step.

Let's discuss the citizens' agreement in more depth. Our principal representative is Richard Beliles, the chair of Common Cause/Kentucky. Give him a call at your convenience; *592-5381*.

Sincerely,

Tom Louderback

Tom Louderback, Secretary Treasurer
Common Cause/Kentucky
3020 Bardstown Road #200
Louisville, KY 40205
502-592-5381
commoncauseky@hotmail.com

Copy to Richard Beliles, Chair, Common Cause/Kentucky

June 20, 2005

Mr. Bill Lamb
General Manager
WDRB TV 41
624 W. Muhammad Ali Blvd.
Louisville, KY 40203

Dear Mr. Lamb:

As members of a local citizens group that is exploring media issues, we are interested in WDRB's policy with regard to Video News Releases. Several weeks ago, you met with one of the concerned citizens (Victoria Strange) who make up our group and discussed this policy (providing a copy of WDRB's policy with regard to VNR's), as well as other aspects of WDRB's news operations. As a follow-up to that discussion, we would like to request that WDRB furnish us all materials pursuant to 47 CFR 73.1212(e).

We thank you for your time and consideration.

Yours sincerely,

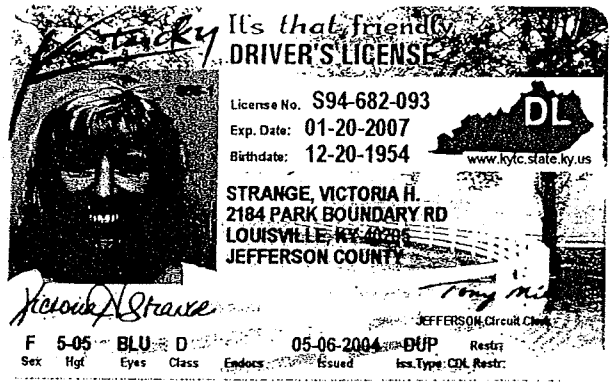
Anita Solomon

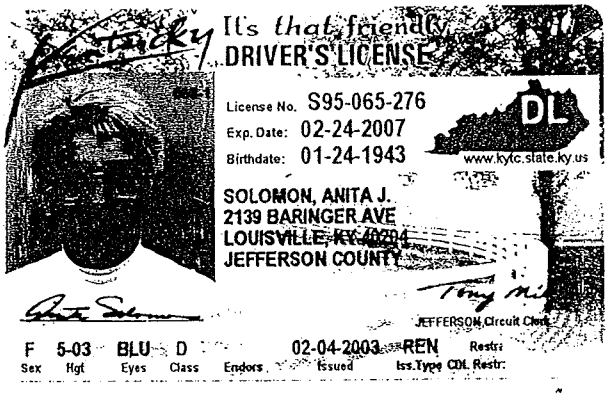
Anita Solomon

Victoria H. Strange

Victoria H. Strange

AS/VHS/vhs


Kentucky
It's that friendly
DRIVER'S LICENSE
License No. S94-682-093
Exp. Date: 01-20-2007
Birthdate: 12-20-1954
DL
www.kytc.state.ky.us
STRANGE, VICTORIA H.
2184 PARK BOUNDARY RD
LOUISVILLE, KY 40205
JEFFERSON COUNTY
JEFFERSON Circuit Clerk
F 5-05 BLU D 05-06-2004 DUP
Sex Hgt Eyes Class Endors Issued Iss.Type CDL Restr:


Kentucky
It's that friendly
DRIVER'S LICENSE
License No. S95-065-276
Exp. Date: 02-24-2007
Birthdate: 01-24-1943
DL
www.kytc.state.ky.us
SOLOMON, ANITA J.
2139 BARINGER AVE
LOUISVILLE, KY 40204
JEFFERSON COUNTY
JEFFERSON Circuit Clerk
F 5-03 BLU D 02-04-2003 REN
Sex Hgt Eyes Class Endors Issued Iss.Type CDL Restr:

WDRB-TV

Memo

To: Fox 41 News Employees

From: Barry Fulmer, Acting News Director

Date: April 19, 2005

Re: Video News Release Policy

I wanted to address the use of VNR's or Video News Releases. Our newsroom will no longer use them on air for any newscast. We have not used them consciously in the past but some VNR's are cleverly disguised as medical reports or news features. VNR's are corrupt because they only share one point of view and are not a balanced news report.

We will also avoid using any video a company releases of their facility. If they won't allow us to shoot the video, then that video could be used to support a story or an agenda they have. If you have any questions please ask me, but when in doubt leave it out.

We are taking this action to protect our journalistic integrity. Our image as a credible news outlet is our most valuable asset and viewers have come to expect nothing less from Fox 41 news.