



Stamp & Return

January 14, 2014

BY HAND DELIVERY

RECEIVED - FCC

JAN 16 2014

Federal Communications Commission
Bureau / Office

Ms. Susan L. Kimmel, Deputy Chief
Consumer & Governmental Affairs Bureau
Disability Rights Office
Federal Communications Commission
445 12th Street South, SW
Washington, D.C. 20554

Re: KCBD(TV), Lubbock, TX
Response to Closed Captioning Complaint of Tamara Joyce-Wylie
Case No. 13-C00546330 (SK)

Dear Ms. Kimmel:

KCBD License Subsidiary, LLC, licensee of full-power, commercial television station KCBD(TV), Lubbock, Texas (“KCBD” or “Station”), hereby responds to the above-referenced Notice of Informal Complaint dated December 31, 2013 (“Notice”) concerning the closed captioning complaint filed by Ms. Tamara Joyce-Wylie (“Complainant”) regarding the Station’s provision of closed-captioning during the Station’s 5:00 p.m. newscast on December 5, 2013.

KCBD takes seriously its responsibility to make its programming accessible to viewers with hearing impairments and appreciates this opportunity to address Ms. Joyce-Wylie’s concerns on the record.

In her complaint, Ms. Joyce-Wylie asks that all portions of KCBD’s newscasts be closed captioned, in particular weather reports and on-location reports. As a station located in a market that is not among the top-25 ranked markets in the country (Lubbock is the 143rd largest market in the country), KCBD is permitted to rely on the electronic newsroom (“ENR”) technique to caption its live news programming. The ENR technique captions scripted portions of newscasts but does not caption live, unscripted portions of the newscasts or impromptu dialogue. Because they are live and unscripted, the weather reports and on-location reports contained within KCBD’s newscasts are not captioned using the ENR technique.

Contrary to Complainant’s allegation, the December 5, 2013 newscast did not contain emergency information. In the event of a life-threatening, emergency situation, KCBD makes available the critical details of the emergency using crawls and other visual methods, including maps and graphics. Further, although not required to do so under FCC rules, KCBD has contracted with U.S. Captioning to provide closed captioning service during unscheduled breaking news broadcasts involving emergency situations.

Coverage You Can Count On!

5600 Avenue A, Lubbock, TX 79404 • KCBD.com • 806-744-1414 • Fax 806-744-0449



To the extent Ms. Joyce-Wylie experiences difficulties with closed captioning in the future or has specific programming concerns, KCBDO encourages her to contact the Station directly in order to receive the most prompt response. In accordance with FCC requirements, KCBDO has designated liaisons at the Station for viewer inquiries concerning closed captioning. KCBDO's contact for immediate captioning concerns is Ricky Price, who can be reached by phone at (806) 744-1414, by facsimile at (806) 744-0449, and by e-mail at closedcaptioning@kcbd.com. KCBDO's contact representative for written closed captioning inquiries is Dan Jackson, General Manager of the Station, who can be reached via the same contact information above. KCBDO's mailing address for this purpose is 5600 Avenue A, Lubbock, Texas 79404.

For the foregoing reasons, KCBDO respectfully requests that the Informal Complaint promptly be dismissed or denied.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Dan Jackson".

Dan Jackson
General Manager, KCBDO

cc: Ms. Tamara Joyce-Wylie (via Federal Express)
Ms. Susan Kimmel (via e-mail)
Ms. Sherita Kennedy (via e-mail)