

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
MONTEREY, CALIFORNIA
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**Statement of Kathy Baker
Executive Vice President/
General Manager
Buckley Radio
KWAV 97FM - KIDD 630AM**

Good evening Commissioners, Ladies and Gentlemen. I am Kathy Baker Executive Vice President of Buckley Radio and General Manager of KWAV 96.9 FM and KIDD 630 AM here in Monterey.

I am pleased to be here tonight speaking about how broadcasters serve their local communities and how my stations in particular fulfill that role.

I have been involved with local media in the Monterey market for over twenty-four years. I have been the General Manager at KWAV for sixteen years and KIDD for nine years. In addition to my duties as General Manager in Monterey I am the Executive Vice President for Buckley Radio overseeing stations in California. I was the chairman for the California Broadcasters Association in 2003.

KWAV and KIDD are privately owned. Our parent company Buckley Radio owns ten stations in California and nine stations on the East Coast. This in many ways translates to answering to "Main Street" not "Wall Street". The company's philosophy has always been to be involved in local communities. At my stations we invest in enough personnel and resources to keep that mission alive and we believe that it is just smart business and what the community looks for in their local radio stations. Being local creates a relationship with the audience and therefore makes for a successful business. It is not only the right way to be but the smart way to be.

I was born on the Monterey Peninsula and you don't get any more local than that. My concern for the community and our radio audience carries over to my personal philosophy in running a radio station and the things that are important to the people that live and work in this community. When Buckley radio purchased radio station KIDD it had been off the air and the owners had gone bankrupt. In 1994 we launched a nostalgia music format offering a style of music and information not previously available in the market. Over the last nine years KIDD has offered an outlet for local musicians to showcase their music. We have a program which runs every week called "Call On The Arts" which features a local musician, music teacher or music program. We also have a show called "Central Coast Swing" which is dedicated to promoting local musicians, their venues and their recordings. We have our own local band called the Magic 63 All

Star Band which is made up of all local musicians. Throughout the week we will highlight and give airplay to local acts and put on our own Summer Music Festival each year with local musicians. Our annual Summer Music Festival is free to the public.

Both KWAV and KIDD feature locally generated newscasts along with CNN and NBC national news, public affairs programming, public service announcements in addition to our sponsored community events and our music formats. We are heavily involved in our local community, working side by side with non-profits, governmental agencies, city governments and government officials to get their message out over the airwaves. The following are just a few of the organizations we have been involved with.

Children's Miracle Network:

Over the last two years KWAV and KIDD have been responsible for raising over \$160,000 for a local non profit, Children's Miracle Network. This is an organization that benefits numerous local organizations related to children's health and well being. We ran over 80 hours of live programming during a radiothon consisting of live interviews with local non profits and health workers from various local programs along with giving out a phone number to call to donate funds. The entire KWAV and KIDD staff was involved in this effort.

Jazz Masters:

Jazz Masters is a music and education program dedicated towards teaching music to the youth in our area. Working closely with director Bruce Foreman we are able to get the word out about his events and workshops in our area. Bruce is a frequent live in studio guest on our stations and we have assisted him in many of his fund raising efforts including recent coverage of his trip across the United States called the "Route 66 Challenge". Bruce and his band raised money for Jazz Masters by traveling the original Route 66 and played music along the way to raise funds. We covered his travels live and on our website over a two week period of time.

Big Brothers Big Sisters:

KWAV and KIDD work closely with Big Brothers Big Sisters of Monterey and Santa Cruz Counties helping with their fundraising efforts on their Bowl for Kid Sake events. We feature live interviews with the directors and our on air staff participates in this bowling event. We produce and run live announcements publicizing their events and programs. We also sponsor their Day and on Bay Regatta which is a sailing event to raise money for their programs. These events feature live on air interviews as well as coverage several weeks out of each event.

Food Bank of Monterey County:

We assist the Food Bank of Monterey County in their mission to help build awareness and elimination of hunger in Monterey County. We do this by getting

involved during the Holidays in their food drives by offering live on-site distribution points and recorded and live announcements promoting the need for increased donations. We do live on air interviews with the Food Bank educating the public on food drop off locations and getting the word out about what their organization does.

Hospice:

During December KWAV and KIDD are involved in the Hospice Tree lighting ceremonies in Monterey Salinas and Hollister. Our announcers broadcast live from each location to light three different trees simultaneously. This event is preceded by several weeks of announcements educating our listeners on Hospice programs and how to purchase a light for the trees to raise funds for the program. For the past fifteen years we have helped them to raise awareness and over \$80,000 in donations.

City of Monterey:

For twenty years we have sponsored and assisted the City of Monterey in their efforts to put on a safe entertaining Fourth of July. We run public safety tips as well as recorded and live announcements about the event. We also provide a 20 minute musical synchronized sky concert for the fireworks show. Our on air staff participate in the day and evening activities.

Meals on Wheels, Alliance on Aging, SPCA, City of Seaside, Monterey Public Library, Monterey County Aids Project, American Cancer Society, The American Red Cross and the Monterey Museum of Art are just a few of the organizations we work with. Our active memberships in the Monterey Peninsula Chamber of Commerce, Salinas, Pacific Grove, Capitola, Carmel Valley, Santa Cruz and Aptos Chambers help in our outreach in the communities to target the needs and interests of our listening audience. Obviously there are many more organizations we work with too numerous to mention them all. We have an active participation of staff members volunteering their time as an announcer for an event or as on site help.

I thank you for the opportunity to speak here tonight. I understand your need to reach out to the local communities and get the public's feedback on the job we are doing. I can proudly say I feel we have done our job well. This is the place I have chosen as my home and running a business that also supports the local community is the bonus.

I would be happy to answer any questions. Thank you.