

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # IX.B.

Urgent

Routine

AGENDA DATE May 5, 2009

CEO Concurs with Recommendation YES NO

4/5 Vote Required YES NO

(Information Attached)

SUBJECT:

Approval for the Chairman to Sign a Letter of Support of the West Side Theatre Foundation's Application for a Full-Power Non-Commercial Educational FM Radio Channel to Serve the Gustine and Newman Communities

STAFF RECOMMENDATIONS:

Approve the Chairman to sign a letter of support of the West Side Theatre Foundation's application for a full-power non-commercial educational FM radio channel to serve the Gustine and Newman communities.

FISCAL IMPACT:

There is no fiscal impact associated with this item.

BOARD ACTION AS FOLLOWS:

No. 2009-311

On motion of Supervisor DeMartini, Seconded by Supervisor Chiesa and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Grover, Monteith, and Chairman DeMartini

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) Approved as recommended

2) Denied

3) Approved as amended

4) Other:

MOTION:

Christine Ferraro

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

File No.

DISCUSSION:

The West Side Theatre Foundation is actively pursuing the establishment of a community access radio station that would serve the communities of Gustine and Newman. Based on information received, the FCC opened a brief window in October, 2007, during which applications for full power (100 watts or more) NCE (Non-commercial Educational) channels on the FM (88.1-91.9) band. Project proponents have asked that the Stanislaus County Board of Supervisors provide a letter of support for the project.

The intent expressed by the West Side Theatre Foundation is to provide a community access radio station to serve the communities of Gustine and Newman. According to Foundation representatives, the station would provide a variety of programming options, including the following:

- Communicating social programs available locally
- Reaching out to underprivileged, isolated, and disabled audiences
- A reading service for the blind
- Art, poetry, local affairs, and music shows focused on nontraditional formats not heard on "top 40" or NPR
- Educational programming of all sorts
- Public debate, social and voting issues, and non-corporate, independent news
- Involving the local schools to provide training to aspiring broadcasters
- Local Emergency Alert System (EAS) for weather and other alerts
- Local issues such as urban planning, preservation, land rights, local rights
- Forums for local community organizations (e.g. historical society, VFW, garden clubs, senior organizations, chamber of commerce)
- City Council meetings.

The County of Merced has already indicated its support for this initiative in a letter dated October 12, 2007.

POLICY ISSUES:

The establishment of a community access radio station serving the communities of Gustine and Newman would add a new communications option to the region and enhance the community's ability to disseminate important information. This action supports the Board Priority of Effective Partnerships, a Strong Local Economy, the Efficient Delivery of Public Services and a Safe Community.

STAFFING IMPACT:

There are no staffing impacts associated with this item.



BOARD OF SUPERVISORS

William O'Brien, 1st District
Vito Chiesa, 2nd District
Jeff Grover, 3rd District
Dick Monteith, 4th District
Jim DeMartini, 5th District

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Phone: 209.525.4494 Fax: 209.525.4410

May 5, 2009

Rick Nagle
West Side Theatre Foundation
P.O. Box 202
Newman, CA 95360

Re: Support for Gustine/Newman, CA – NCE Application

Dear Mr. Nagle:

The Stanislaus County Board of Supervisors is very supportive of the efforts of The West Side Theatre Foundation to establish a new NCE station to serve Gustine and Newman, CA, and areas immediately adjacent to these communities. We sincerely appreciate the Foundation's attempts to provide a much needed community access radio station to serve this rural region.

For rural communities the size and location of Gustine and Newman, a station like this will be an essential lifeline for the residents. Radio is an excellent medium for noncommercial educational programming as proposed by the Westside Theatre Group. The quality programming that would be offered will greatly benefit these communities and will improve the quality of life of its residents.

The Board of Supervisors wishes you every success in this important and beneficial endeavor.

Sincerely,

Jim DeMartini
Chairman, Board of Supervisors