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## **John Avalos calls on San Francisco to do more to help stop sale of KUSF**

SAN FRANCISCO -- August 25, 2011 -- The fight to save KUSF 90.3 FM continued on Thursday with a rally in front of the Entercom studios in San Francisco. Supervisor and San Francisco Mayoral candidate John Avalos spoke at the rally, calling on the city to do more to help fight the proposed sale of KUSF 90.3 FM. Avalos, spoke about the commercialization of the radio dial and called KUSF 90.3 FM, “an island against that.”

“It was a San Francisco station,” Avalos told the crowd. “We need to do more to make sure that KUSF does continue.”

The protest continued the momentum Save KUSF has built in the seven months since the deal, negotiated behind closed doors, became public. The University of San Francisco announced on January 18 that it was proposing to sell KUSF 90.3 FM to Classical Public Radio Network (CPRN). Later that day, the signal at 90.3 FM began rebroadcasting the formerly commercial programming heard on KDFC 102.1 FM. Those programs are broadcast from studios within Entercom.

KUSF 90.3 FM is an award-winning non-commercial educational station, broadcasting for over 33 years to the San Francisco community. KUSF 90.3 FM is world renowned for broadcasting groundbreaking music as well as cultural programs aimed at parts of the community ignored elsewhere on the broadcast dial. Since the shutdown, San Francisco has been without those programs on the airwaves.

On Thursday, a group of over 40 protesters assembled in front of the building holding Entercom's studios on 3<sup>rd</sup> Street in San Francisco. Speakers included KUSF DJs, Tracy Rosenberg of Media Alliance, a local media advocacy group, and lawyer Alan Korn, who along with Peter Franck has been waging the legal fight to stop the sale at the Federal Communications Commission. In documents filed with the FCC on August 11, Korn and Franck called for the FCC to hold a hearing on the proposed sale.

Following that filing, industry trade journal Inside Radio reported that the proposed sale of KUSF 90.3 FM might be a test case for the FCC to rule on the legitimacy of non-commercial educational radio station operating agreements. The item quoted broadcast attorney John Garziglia saying, “The FCC's staff for some time now has been aware that non-commercial stations have been entering into (Local Marketing Agreements) for what is essentially the sale of broadcast time. It appears that the FCC's staff is finally asking questions about this.” Garziglia added, “In a sense, the buyer and the seller dared the FCC's staff to ask more questions.”

Avalos was part of an 8-3 majority on the San Francisco Board of Supervisors that passed a resolution in February opposing the sale. “The resolution we passed doesn't do enough,” he said Thursday. “We can do a new one to call for (an FCC) hearing.”

Said Save KUSF spokesperson Irwin Swirnoff of the rally, “No one thought that seven months later that our fight would still be alive and well. This just proves that this is a community that is determined to fight and keep community radio in San Francisco.”

Entercom, the nation's fifth-largest for-profit commercial broadcast license holder, sold its commercial classical music station KDFC to CPRN, so that it could simulcast its San Jose classic rock station KUFX on KDFC's old signal at 102.1 FM. At the same time, Entercom arranged for CPRN to purchase the broadcast license for 90.3 FM from USF. KDFC's listenership fell from over 600,000 prior to the sale (when it ranked seventh in the market, according to Arbitron) to barely 100,000 in April.

The proposed sale is part of a national trend as several colleges and universities have put their licenses up for sale over the past few years, including KTRU (Rice University, Houston), WRVU (Vanderbilt University, Nashville, Tenn.) and WDUQ (Duquesne University, Pittsburgh).

Since being taken off the air, former KUSF DJs and volunteers as well as members of the community have worked to stop the sale of the license. Partnerships have been established, both locally and nationally, including with WFMU (91.1 Jersey City, N.J./90.1 Hudson Valley, N.Y.), which has been providing an Internet stream, called KUSF in Exile, since March ([www.wfmup.org/kusf.pls](http://www.wfmup.org/kusf.pls)).

Community members have weighed in against the sale, including the San Francisco Board of Supervisors, San Francisco mayoral candidate Leland Yee and Supervisor and sheriff candidate Ross Mirkarimi. For more information, go to [www.savekusf.org](http://www.savekusf.org).