

The logo for Media Alliance, featuring the word "Media" in a bold, sans-serif font and "Alliance" in a lighter, sans-serif font, both in white on a black rectangular background.A banner with a yellow and orange background. It contains the text "Action & Resources" in a bold, black, sans-serif font, followed by "for a More Just, Accountable and Diverse Media System" in a smaller, black, sans-serif font. There are also some faint icons of a microphone and a camera in the background.

www.media-alliance.org

February 5, 2011

Future of Music Coalition
1615 L Street Northwest, Suite 520
Washington DC 20036

Dear Colleagues,

We are writing to express our concern regarding the three-way license sale/swap in the San Francisco Bay Area between Entercom Inc, the University of San Francisco and the University of Southern California, brokered by Public Radio Capital.

As you may know, the deal brings an additional classic rock station to the San Francisco market – which according to recent commercial advertisements will feature artists like Aerosmith, Pink Floyd and the Greg Kihn Band - and moves the existing classical music station KDFC to the 90.3 frequency formerly occupied by KUSF, thus ending KUSF's radio broadcasting.

KUSF has been, for over thirty years, a cradle for new and alternative music and one of the very few outlets for independent musicians. Many would say there is no other outlet that is accessible to them in the nation's 4th largest radio market. The importance of KUSF to the community of independent musicians in the Bay Area and throughout the country is beyond question. It is not an asset that can be easily replaced.

That is why it is disappointing to find out that Future of Music Coalition board member (Farnum Brown) sits on the board of PMC and also on the advisory board of Public Radio Capital. From our local vantage point, it is our perspective that the destruction of KUSF is somewhat at cross-purposes with FMC's mission statement:

Future of Music Coalition is a national nonprofit organization that works to ensure a diverse musical culture where artists flourish, are compensated fairly for their work, and where fans can find the music they want.

We ask you to look into this situation and consider whether FMC can play a constructive role in preventing the loss of KUSF for independent musicians and fans of alternative and contemporary in the Bay Area and nationwide.

Tracy Rosenberg
Executive Director
Media Alliance