3- copies INFORMAL Objection sent

mailed or delivered to one of the FCC addresses above. An informal objection need not contain the affidavit required for a Petition to Deny. It should, however, contain sufficient information to establish any violation alleged. Additionally, an informal objection not received by the time the station's license renewal is granted will not be considered.

Filing Positive Comments. Affirmative comments concerning a licensee's service during the prior license term should be filed by the Petition to Deny deadline through the Office of the Secretary at the addresses listed in the next section.

Mailing Address for Petitions to Deny, Informal Objections, and Comments

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When filing Petitions to Deny, informal objections, or positive comments, please include an original and two copies of any filing.

As indicated above, an additional copy of any filing may need to be served on (mailed to) the station licensee via a separate mailing.

Send the documents to the locations listed herein: Addresses for filing documents with the FCC.

Additional Suggestions for Filers. To help the staff expeditiously associate a Petition to Deny, informal objection, or positive comment with the proper license renewal application, the pleading should prominently identify:

1. The station's call sign; WSPA TV Channel 7 and 62
2. The station's facility ID number; 66391 ? (SPARTANBURG, S.C.) ?
3. The license renewal application file number. (UNABLE to Find) !

This information, which is available on CDBS through the Commission's website, should be listed on the first page of the submission. The filing must also state whether it is a Petition to Deny, Informal Objection, or a comment. If a cover sheet is used, it should be attached to each copy of the pleading. Failure to include this information may cause delays in associating a pleading with a license renewal application.

Additional Information about Television Broadcast Station Renewals

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For more information about this issue, please call the Video Division at (202) 418-1600.

FCC > Media Bureau > Video Division
Bureaus & Offices: Media

(Media GENERAL Broadcasting of S.C. Holdings Inc.) 2012 APP

Herbert Max Brady
P.O. Box 424
Lynn, NC 28750-0424

ORIGINAL

Herbert Max Brady

Received & Inspected
AUG 08 2012
FCC Mail Room

AUGUST 5, 2012 INFORMAL OBJECTION

ORIGINAL

MAX BRADEY (A DISGUSTED CITIZEN IN POLK COUNTY, NORTH CAROLINA)

312 MERRICK ROAD

TRYON, N. C. 28782 828-859-9227

Received & Inspected

AUG 09 2012

FCC Mail Room

Herbert Max Bradey
P.O. Box 424
Lynn, NC 28750-0424

TO: FCC LICENSING PROCESS REGARDING TV STATIONS

SUBJECT: FORMAL REQUEST TO DENY FURTHER RENEWAL OF LICENSE TO BROADCAST FOR WSPA TV CHANNEL 7 AND 62, SPARTANBURG, S. C.

IN FORMAL DISGUST WITH WSPA AND DETAILS OF THEIR VIOLATIONS OF PUBLIC TRUST AND WHY THEY SHOULD BE DENIED.

DEAR FCC AND WSPA:

WSPA HAS BEEN UNRESPONSIVE TO SEVERAL CONTACTS MADE WITH THEM TO THEIR PUBLISHED ADDRESS REGARDING DISGUST WITH THEIR ONGOING FORMAL SPONSORSHIP OF THE BLUE RIDGE BARBECUE ANNUAL ALCOHOL EVENT IN TRYON, N.C. HELD AT HARMON FIELD IN JUNE EACH YEAR AND 2012 IS THE FIRST YEAR OF THEIR SPONSORSHIP. WSPA TOOK OVER SPONSORSHIP AFTER WLOS TV OF ASHEVILLE, N. C. DUMPED THE EVENT AFTER SEVERAL YEARS OF EFFORT, IN DISGUST.

WSPA HAS GONE FAR FAR FAR BEYOND WHAT WOULD BE NORMALLY SEEN OR HAS BEEN SEEN IN THE LAST 18 YEARS OF THE EVENT IN TERMS OF ON LINE ADS AND ON AIR COVERAGE OF THE EVENT PRIOR TO AND DURING THE BARBECUE. THIS HAS RESULTED IN THE LARGEST CROWDS EVER AND THE GREEDY PROMOTERS ARE VERY, VERY PLEASED IT WAS SUCH A SUCCESS. OF COURSE SINCE WSPA SPONSORS THE EVENT THE GREEDY PROMOTERS GOT A FINE DEAL.

THIS HAS BEEN AN ABUSE OF THE PUBLIC TRUST PLACED IN WSPA AS A BROADCASTER AND I FORMALLY REQUEST THEIR LICENSE NOT BE RENEWED AS A RESULT OF THIS ABUSE OF PUBLIC TRUST FOR THE FOLLOWING REASONS:

1. THIS HAS BEEN A PURELY POLITICAL SPONSORSHIP OF FRIENDS HELPING FRIENDS WITH NO CONSIDERATION WHATSOEVER OF THE CONSEQUENCES AND WSPA IS REALLY OUT THERE ON THE FRINGES OF ETHICAL BEHAVIOR. TO BEGIN WITH, THIS IS OVER THE STATE LINE IN NORTH CAROLINA AND WSPA IS A SOUTH CAROLINA STATION MEDDLING IN THE POLITICAL AREAS OF AN ADJOINING STATE AFTER WLOS DROPPED THE EVENT. CLEARLY WSPA WAS JUST WAITING FOR A CHANCE TO JUMP INTO THE MATTER WHEN WLOS DROPPED THEM IN DISGUST.

2. THE EVENT IS TOUTED BY GREEDY PROMOTERS OUT TO MAKE A PROFIT AS HAVING SO MANY VOLUNTEERS, DOING SO MUCH GOOD FOR THE COMMUNITY, AND AS PUTTING SO MUCH BACK INTO THE COMMUNITY AND THE REALITY DOES NOT MATCH THE HYPE. THIS IS JUST ANOTHER GREEDY PROMOTER WITH AN ALCOHOL EVENT. THE DIFFERENCE BEING THIS ONE IS HELD IN A SMALL COMMUNITY, WITH NO BIG BOX STORES AROUND, LOW POPULATION, ONLY TWO LANE ROADS, AT A LOCATION NOT DESIGNED FOR A LARGE OPEN END NUMBERS OF A CROWD, WITH ENORMOUS DISRUPTION AND RISKS TO THE LOCAL RESIDENTS IN A SITUATION WHICH FAR, FAR MORE THAN DOUBLES THE LOCAL POPULATION OF THE COUNTY, NOT JUST THE TOWN, AND OVERWHELMS ALL LOCAL RESOURSES.....MAINLY AIDED BY THE TV COVERAGE OFWSPA.

3. THIS IS REALLY AN ADULT ONLY EVENT WITH ALCOHOL PRESENT USING A SOCCER FIELD AS THE ALCOHOL SALES AREA WITH NO EFFECTIVE PERIMETER AND IT IS NOT A STADIUM.....AND THE ALCOHOL SALES AREA BLOCKS THE ONLY EMERGENCY HELICOPTER MEDICAL EVACUATION AREA LANDING ZONE NORMALLY USED BY THE MEDICAL EVAC

PILOTS. THIS PLACES ENORMOUS RISK ON OUR COMMUNITY AND IS NOT IN THE PUBLIC INTEREST. THIS YEAR FOR THE FIRST TIME THE WSPA NEWS 7 HELICOPTER OVERFLEW THE EVENT FOR THE ENTIRE DAY ON SATURDAY ADDING YET ANOTHER HIGH RISK ELEEMENT TO THIS CONFINED AIRSPACE, RISKY MOUNTAIN TURBULENCE, POTENTIAL FOR DISASTER MIX OF A DISASTER WAITING TO HAPPEN.

4. VERY LITTLE LOCAL ACCOMODATION EXISTS IN TERMS OF POTENTIAL PLACES LIKE MOTELS, BED AND BREAKFASTS, AND HOTEL ACCOMODATION IN THE LOCAL AREA OF THE EVENT. AS I SAID THIS IS A LOW ACCOMODATION, SMALL POPULATION AREA, UNLIKE SPARTANBURG WHERE THE TV STATION HAS ITS MANAGEMENT. NO UNDERSTANDING OF THIS EXISTS WITH WSPA MANAGEMENT AND NO CONSIDERATION OF THE RESIDENTS WHO LIVE NEAR HARMON FIELD. WE WERE IGNORED AND OUR PLEAS TO WSPA TO CHARGE FOR THEIR SERVICES INSTEAD OF SPONSORING AT A HIGH LEVEL AND REDUCED RATES OF ADVERTISING.....FELL ON DEAF EARS. THIS MEANS WLOS ACCOMPLISHED ONLY ONE THING AND THAT WAS TO PUT HUNDREDS OF DRUNKS ON OUR ROADS. THEN.....OVER TIME AND YEARS WHEN WLOS MANAGMENT FINALLY GOT THE MESSAGE OF LOCAL RESIDENTS AND BACKED OFF.....WSPA IN SPARTANBURG WAS JUST STANDING WAITING WITH BATED BREATH AND ANTICIPATION TO JUMP INTO THE VOID LEFT BY WLOS AFTER THEY QUIT AS SPONSORS. LITERALLY, WSPA MANAGMENT COULD NOT WAIT TO GET THEIR HANDS OF THE OPPORTUNITY TO PROVE THEY COULD DO EVEN A WORSE JOB AND USE LESS COMMON SENSE THAT THEIR PREDECESSOR IN TERMS OF GOING ALL OUT AS SPONSORS OF THE EVENT. THE DEVIL MAY CARE ATTITUDE IS AN ENOUMOUSE MISUSE OF POWER IN OUR COMMUNITY AND IT IS A CLEAR, OBVIOUS VIOLATION OF PUBLIC TRUST. WE, AS CITIZENS OF POLK COUNTY, LIVING NEAR HARMON FIELD DID NOT DESERVE THIS HELICOPTER LOOKING INTO OUR BACK YARDS ALL DO LONG FOR MANY HOURS AND WE DID NOT DESERVE ALL THESE DRUNKS ON OUR ROADS.....ALL THESE TRAFFIC PROBLEMS.....AND THE POTENTIAL DISASTER OF HAVING OUR EMERGENCY HELICOPTER LANDING ZONE BLOCKED WITH THE ENORMOUS RISKS POSED BY HAVING THE NEWS HELICOPTER LOW OVERHEAD FOR MANY, MANY HOURS OVERHEAD WITH WILD MANUEVERS. OUR CONCLUSION BEING THE PILOT MUST HAVE BEEN DRINKING AND FLYING AND WE FIND NO OTHER EXPLANATION. THE FOLKS COME TO THE EVENT, GET DRUNK, AND HAVE NO CHOICE BUT GO BACK ON THE ROADS TO GET HOME. NO PLACE IN POLK FOR MORE THAN A HANDFUL OF FOLKS TO STAY AS OUR LOCAL ACCOMODATIONS FILL UP QUICKLY AND THOUSANDS OF PATRONS ARE DRAWN TO THE ALCOHOL AND BARBECUE BY WSPA TV ADVERTISING. MANY WHO NEVER BEEN HEAR BEFORE HAVE NO IDEA OF THE SITUATION AND THEY LOOK AROUND FOR A PLACE TO STAY NEAR THE EVENT AND THEN FIND THEY MUST DRIVE HOME A LONG, LONG WAY AFTER DRINKING..... THIS IS JUST A VIOLATION OF THE PUBLIC TRUST BY A GREEDY PROMOTER WITH THEIR EYES ON ALCOHOL PROFITS FROM ALCOHOL SALES THE THE DEVIL MAY CARE SHOW MUST GO ON ATTITUDE PREVAILS YEAR AFTER YEAR.

5. ALCOHOL ACCIDENT STATISTICS ARE IGNORED AND THIS THIS IS ANOTHER OBVIOUS ABUSE OF PUBLIC TRUST BY WSPA.

6. THE WSPA NEWS HELICOPTER OVERFLEW THE EVENT AND NEAR BY HOMES ALL DAY ON SATURDAY AT A LOW LEVEL IN OBVIOUS DISPLAY OF OUTRIGHT DISGUST FOR US DISSIDENTS WHO LIVE NEAR THE EVENT. NOW WE HAVE BIG BROTHER LOOKING INTO OUR BACK YARDS FOR HOURS AT A TIME JUST BECAUSE WE AS AMERICANS ARE THE ONLY ONES WHO RECOGNIZE THE HAZARDS AND SEE THROUGH THE LIES OF THE GREEDY ALCOHOL EVENT PROMOTERS WHO EACH YEAR TAKE OVER HARMON FIELD FOR THE ONLY ALCOHOL EVENT HELD THERE EACH YEAR.....IN DEFIANCE OF LOCAL RESIDENTS. THE HELICOPTER FLOWN LOW OVER OUR HOMES FOR MANY, MANY HOURS IN OBVIOUS VENDETTA AGAINST US IS THE LAST STRAW.....

SAY NO TO WSPA. THEY HAVE VIOLATED THE PUBLIC TRUST. THEY DO NOT DESERVE TO RENEW THE CHANNEL 7 AND CHANNEL 62 BROADCAST LICENSE.

SAY NOT TO THE 250 INTERNATIONAL DRIVE MANAGEMENT WHICH IS NOT CONTENT WITH SOUTH CAROLINA INFLUENCE.....WHICH INSISTS ON COMING TO POLK COUNTY TO CARRY OUT A POLITICAL VENDETTA AS THE

SPONSOR OF THE BLUE RIDGE BARBECUE ALCOHOL EVENT.

IN DISGUST,

HERBERT MAX BRADEY

This is an informal objection against! WSPA TV Channel 7 + 62 in Spartanburg, S.C.

Informal Complaint against!

MEDIA GEWERAL BROADCASTING of S.C. Holdings Inc. - Including WSPA-TV-Channel 7 + 62

Facility # Believed to BE! 66391?

SIGNED, Herbert Max Brady

WSPA channel 7, THE KEY POINT IS NOT TO BE MISSED!! AS CEO OF WSPA YOU HAVE MADE A VERY POOR DECISION TO SPONSOR THE BLUE RIDGE BARBECUE EVENT AND YOUR SPONSORSHIP DOES YOU NO CREDIT AND IT IS IN FACT.....DETRIMENTAL MATTER FOR YOUR STATION IN THIS COMMUNITY. PERHAPS IT IS ONLY A RUMOR.....WE said!!!! WE ARE IN POLK COUNTY, N. C. AT TRYON. AND THE BLUE RIDGE BARBECUE IS HELD YEARLY AT HARMON FIELD. PLEASE KEEP THIS ON FILE SO YOU WILL KNOW THE SCORE ABOUT THIS MATTER.....AS THE LOCAL CHAMBER OF COMMERCE DEMANDS SPONSORSHIP FROM YOU AS A TV STATION ON ONGOING BASIS. Now we find it is NOT a rumor and you have taken over as sponsor from WLOS who dumped them in utter disgust!

THIS IS THE WORK OF A GREEDY PROMOTER INTENT ON ALCOHOL SALES PROFITS WHO LIES ABOUT THE GOOD THEY DO.

THIS BARBECUE EVENT IS A FOR PROFIT EVENT AND VERY, VERY LITTLE OF THE MONEY MADE AT THE EVENT ENDS UP DOING ANY SORT OF GOOD FOR OUR COMMUNITY. IN FACT, THE LOCAL HARMON FIELD, WHILE TAX PAYER SUPPORTED.....WHILE TAX PAYER SUPPORTED..... ENDS UP GETTING ONLY 50 CENTS FROM EACH TICKET SOLD. AND THEY DEMAND TO REDUCE THAT TO 25 CENTS AS WE SPEAK. As a matter of fact the same newspaper, Tryon daily, which announced your sponsorship also ran an article by Leah Justice regarding this issue and the fact they still do not have a contract with the town and STILL have not paid for the last use of Harmon Field and they demand to reduce the contribution from local ticket sales further still from 50 cents down to 25 cents and actually let people in free for many hours to further reduce what Harmon Field gets from the ticket sales. Ridculous matter!

IN FACT THE PROMOTERS CHARGE ONE THOUSAND DOLLARS FOR A TEN FOOT SQUARE SPACE FOR VENDORS!!! All of that goes into the promoters pockets! So they can afford to pay for their advertising and you are being very foolish WSPA management and these promoters are taking advantage of you.....as they took advantage of the taxpayers, the highway patrol, WLOS, the police, the sheriff, the state alcohol enforcement, the fire officials and countless volunteers.....all of whom have finally realized their mistake and now understand this is a for profit alcohol sales profit event by a greedy promoter who deceives the community successfully for years with claims of the good they do.....when in fact it is a for profit event. Chamber of Commerce funds entire operation with it.

IN FACT AFTER 20 YEARS THE PROMOTERS HAVE PUT IN NO PARKING INFRASTRUCTURE AND VERY, VERY LITTLE OTHER INFRASTRUCTURE FOR THE EVENT AND POCKET THE MONEY, USING IT TO FUND OPERATION OF LOCAL CHAMBER OF COMMERCE ALL YEAR LONG AND CONTINUING TO TALK BIG ABOUT ALL THEY DO FOR THE COMMUNITY DEMANDING VOLUNTEERS TO HELP WITH THE EVENT.....

FACT IS IT IS A FOR PROFIT EVENT TO LINE THE POCKETS OF THE PROMOTERS AND KEEP SECRET THE BOTTOM LINE..... THESE ARE GREEDY FOLKS AND THE EVENT IS DRIVEN BY ALCOHOL SALES. LOCAL TOWN HAS THE POLITICS JUST RIGHT TO IMPOSE THE EVENT ON THE COMMUNITY OVER PROTEST OF NEAR BY CITIZENS..... AND CHURCHES. It causes much local kaos each year.

FACT IS.....LIKE THE DISASTER IN NEAR BY STATE LAST YEAR, A TEMPORARY STAGE IS USED AND THIS EVENT IS A TICKING TIME BOMB AND A DISASTER WAITING TO HAPPEN IN MY OPINION.....THIS IS WRITTEN BECAUSE I AM A CONCERNED CITIZEN VERY AFRAID POLK COUNTY MAY END UP BEING FAMOUS FOR SOMETHING WE DO NOT WANT TO BE FAMOUS FOR.....

THE MIX OF ALCOHOL AND MANY CHILDREN HERE TO ENJOY THE FAMILY ASPECT OF THE EVENT.....THUNDERSTORMS.....MEANS CHILDREN ARE LIKELY TO BE TRAMPELLED IN THE STAMPEDE OF THE LIKELY RIOT SO FAR AVOIDED.....ADVERTISED BY THE GREEDY PROMOTERS AS A FAMILY EVENT.....THIS IS REALLY A PURELY ADULT ALCOHOL EVENT AND ADVERTISING HAS LONG BEEN MISLEADING. This is an adult event being imposed on countless young children.

TOO MANY RISKS GO UNHEEDED YEAR AFTER YEAR.....NO ONE WILL LISTEN. GREEDY, DETERMINED PROMOTERS PLUNGE AHEAD WITH DEVIL MAY CARE ATTITUDE FOR THIS EVENT.

SHAME ON YOU WSPA CHANNEL 7 FOR SPONSORING THIS EVENT!!! THEY CAN PAY.....DO NOT SPONSOR THEM PLEASE!!!

THE FACT IS.....NO MATTER HOW MUCH THE CHAMBER OF COMMERCE SAYS THEY HAVE DONE OVER THE YEARS TO HELP THE COMMUNITY THEY CANNOT DODGE THE TRUTH OF THE MARCH 23, 2012 ARTICLE IN THE TRYON DAILY BULLETIN NEWSPAPER IN TRYON, N. C. WHICH CLEARLY POINTS OUT HOW THEY HAGGLE WITH HARMON FIELD BOARD OVER PENNIES.....PENNIES RETURNED TO HARMON FIELD FROM ACCOUNTING OF THE LAST EVENT OF 2011 .....WAITING MANY, MANY MONTHS TO EVEN PROVIDE ACCOUNTING OF HOW MANY FOLKS ATTENDED TO BEGIN DISCUSSION OF HOW MUCH THEY OWE HARMON FIELD AND THEN BICKER OVER PENNIES RETURNED TO HARMON FIELD WHEN IN FACT THEY CHARGE ONE THOUSAND DOLLARS TO THE LITTLE OLD LADY VENDORS FOR A TEN FEET SQUARE VENDOR PLOT AT THE EVENT TO SELL THEIR SEWING, DOLLS, WOODTURNINGS, AND THE LIKE. IT IS A RIDICULOUS GREEDY EVENT BY A PROMOTER INTENT ON ALCOHOL SALES FOR THE ONE TIME A YEAR ALCOHOL IS ALLOWED AT HARMON FIELD. THE COMPLICATION IS THAT POLK COUNTY IS A VERY SMALL COUNTY AND THERE IS NO PLACE HERE FOR THE THOUSANDS WHO COME HERE AND DRINK ALCOHOL TO STAY SO THEY MUCH GO BACK ON THE ROADS TO DRIVE SOME PLACE..... SO YOUR ADVERTISING IS REALLY A PUBLIC NUISANCE CHANNEL 7 and 62.. ALL YOU ARE DOING IS PUTTING DRUNKS ON THE ROADS..... IT IS SIMPLY NOT ETHICAL TO SPONSOR THIS EVENT FOR THIS GREEDY PROMOTER WHO LIES ABOUT THEIR MOTIVES YEAR AFTER YEAR.

THE FACT IS FOR THE ONLY TIME EACH YEAR THIS ALCOHOL SALES AREA BLOCKS THE HELICOPTER EMERGENCY LANDING ZONE AT HARMON FIELD. SO THAT MEANS THE GUNSHOT VICTIM, THE NEWBORN BABY.....ETC. WHO DIES BECAUSE YOU ARE A SPONSOR OF THIS EVENT WHEN THE PERSONAL DISASTER HAPPENED AND THAT LANDING ZONE WAS BLOCKED.....WELL YOU CAN SHARE THE BLAME FOR THAT WSPA CHANNEL 7 and 62. PLEASE BE FULLY AWARE OF THIS MATTER OF THE BLOCKED EMERGENCY HELICOPTER LANDING ZONE. As, you will share the blame for the life lost IF this scenario happens, WHICH IT CERTAINLY COULD HAPPEN.

BLUE RIDGE BARBECUE CAN AFFORD TO PAY TOP DOLLAR FOR THEIR ADVERTISING AND YOUR SPONSORSHIP SHOULD BE WITHDRAWN. THE N. C. HIGHWAY PATROL, AND ALL OTHER LOCAL GOVERNMENT FORCES LONG SINCE DEMANDED PAYMENT FOR SERVICES IN CONNECTION WITH THE EVENT BECAUSE IT GOES ON FOR YEARS AS A SPECIAL EVENT WITH NO INFRASTRUCTURE PERMANENTLY IN PLACE WHASOEVER.....wE PRAY YOUR SPONSORSHIP IS ONLY A BAD MISTAKE WHICH YOU WILL SOON CORRECT.

WLOS TV management saw the error of their sponsorship and then you have come along and become the innocent victim of the lies of this greedy promoter. It is NOT too late to tell them no. They can afford to pay for advertising and their cause is NOT a just cause.....it is the greedy cause of a deceptive alcohol event promoter intent only on making the maximum profit.

VERY RESPECTFULLY WRITTEN,

This is an informal OBJECTion

Robert May Bradley