

Talent, Oregon Indicia

Talent easily qualifies as a community for FCC allotment purposes.² As noted, it is listed in the U.S. Census. The U.S. Postal Office associates ZIP code 97540 with Talent. The community of Talent has its own unique identity and history. The story of Talent began in 1852 with the arrival of the first recorded settler, Jacob Wagner. He named his settlement "Wagner". In 1854, the military came and setup a fort on Jacob's property. The fort was named "Fort Wagner" and was intended to protect travelers and early settlers. Fort Wagner soon became a center for social activities and religious services. In 1889, A.P. Talent plotted a town site and named it "Talent." On November 2, 1910, Talent became an incorporated town. Talent is located in Rogue River Valley, just off Interstate 5. In the last few years, Talent has experienced a period of residential and commercial growth. New subdivisions and apartment complexes have been constructed or are being constructed. The Talent Industrial Park has attracted new businesses and provided opportunities for employment. The government of the City of Talent functions independently of any other governmental unit. The City of Talent has a councilor/manager form of government with an elected Mayor and six City Councilors. City services are provided through a

² While Talent is located within the Medford, Oregon Urbanized Area, the Joint Parties are not required to make a showing under *Faye and Richard Turk*, 3 FCC 5374 (1988), because they are not seeking a first local service preference. In any event, Talent is sufficiently independent of Medford that it would pass any such test. The 2000 population of Talent is 8.7% of Medford (63,154) and, as shown by a review of Attachment 3, a majority of the *Tuck* factors are in Talent's favor. The community of Talent maintains its own webpage and publishes its own monthly newsletter, which is sent to each Talent household and is also available on the web. Talent has its own unique history that separates it from Medford. It has its own local government and elected officials. It has its own ZIP code. It has its own commercial establishments and health facilities. And it has its own schools, library and community services, which operate independently of any other jurisdiction.

City Manager, Municipal Judge, Administration/Finance Department, Community Development Office (planning and building code inspection), Police Department and a Public Works Department (water, streets and park maintenance). Talent belongs to the Phoenix - Talent school district. Talent Elementary School and Talent Middle School are located within the City of Talent. The City of Talent publishes its own monthly newsletter - - The Flash - that is mailed to each resident. The city also maintains its own website, www.cityoftalent.org. By accessing this webpage, city residents may access a wide variety of facts and events concerning Talent, including information regarding city officials, public services, community events and job opportunities.

The City of Talent is home to the Talent Chamber of Commerce and a variety of business and commercial establishments. Several of the businesses identify with the community by using "Talent" in their name, for example, Talent Club, Talent Emporium, Talent Physical Therapy and Talent Ace Hardware. Other Talent retail businesses include Medicap Pharmacy, Wal-Mart, Robert Gavora Fine and Rare Books, New Look Hair Care and Umpqua Bank. There are a number of healthcare providers located in the city of Talent including Talent Dental Office, Self & Soul Center and Talent Physical Therapy. Talent is also home to religious organizations such as Talent-Friends Church, Valley Bible Fellowship and the Methodist Church of Talent. Talent also has its own public library.