

Congress of the United States
Washington, DC 20515

July 10, 2025

328

Chairman Brendan Carr
Federal Communications Commission
45 L St NE
Washington, DC

Chairman Carr;

We are reaching out on behalf of the Beresford City Council and Beresford Cable TV, a municipally owned service provider, regarding the designation of the Sioux City Designated Market Area (DMA) for residents of northern Union County, South Dakota—specifically in ZIP codes 57001, 57004, and 57034.

According to local officials and constituents, this assignment has led to a misalignment between the mandated DMA and the actual geographic, cultural and economic ties of the community, which are much stronger with the Sioux Falls media market. This creates a service disparity for Beresford residents—especially older and fixed-income individuals—who are unable to access Sioux Falls local news, emergency alerts and weather updates through streaming or satellite services due to outdated DMA restrictions.

In light of these concerns, we respectfully request the following:

1. Clarification on FCC's rationale for assigning the Sioux City DMA to northern Union County, despite its proximity and stronger alignment with Sioux Falls.
2. Whether a community-wide waiver or exception to the DMA rules can be granted for Beresford and surrounding ZIP codes, allowing residents to choose Sioux Falls local channels through streaming and satellite platforms.
3. An outline of the process by which a local government entity—such as Beresford Cable—may petition the FCC for such a change or participate in any pilot initiative that allows limited market flexibility.
4. Identification of any existing mechanisms within FCC rulemaking or adjudication that would allow for consumer DMA choice or reassignment based on community needs in rural or mixed-county towns.

We would appreciate a written response and, if possible, a briefing with relevant staff from the FCC to discuss potential solutions that would allow these communities better access to regionally appropriate content.

Thank you for your attention to this matter. We look forward to working with you to support the information access needs of South Dakota's rural seniors and families.

Sincerely,



M. Michael Rounds
United States Senator



Dusty Johnson
Member of Congress