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SORENSON BROADCASTING

600 N. KIWANIS, SIOUX FALLS, SOUTH DAKOTA 57104 • TELEPHONE (605) 334-1117

Friday, April 24, 1998

Federal Communications Commission
Room 222
1919 M Street N. W.
Washington, D.C. 20554

RE: RM-9208 and RM-9242

Dear Friends:

I am writing today, out of concern for the above Rule-Making....and the direction of the FCC toward granting permits for construction of a new series of low power radio stations.

Our company operates a group of radio stations.....all in small midwestern markets. Our "cities of license" range in population sizes up to about 16,000, with our Iowa community at 24,000 population.

The first station, purchased by our company 26 years ago is licensed to Pierre, SD. I would like to use this community as an example for our request to the FCC.....to not consider a new level of low power radio stations in America.

Pierre is a city of 15,000 population. The five county area which we serve has a population of 37,000. There are 4 commercial radio stations licensed to Pierre, another commercial station operates from studios in the City. (Total 5). There are translators for 2 other commercial radio stations, a non commercial public station (with studios in Pierre), and 2 or 3 satellite delivered religious signals. This makes 10-11 stations committed to the needs and concerns of the Pierre listeners.

On the next page of this letter.....I would like to review what the Radio Stations in Pierre, SD do.....to deserve their "spot in the hearts/minds" of the listeners and community leaders.

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⇨ Our station works regularly with the March of Dimes walkathon, The Easter Seals telethon, Crisis Center for Battered Spouses, the Chamber of Commerce's activities and broadcasts play by play sports from 3 communities. The Mayor of Pierre, and the local Executive of the Chamber of Commerce have regular programs on the station.

⇨ Our competitor annually raises funds for the local Hospital Foundation, grants hundreds of hours monthly to cover local farm issues, and last year headed a multi-state fund drive for North Dakota and South Dakota flood victims.

⇨ The State Public Broadcasting station regularly airs State Government News from Pierre, and has a daily 1 hour (4 times weekly) Forum program offering free 800# phone contact with leaders all across South Dakota.

My point is simple....the Radio Broadcasters in Pierre seem to be competing with each other to seek ways to help the area. If one or more of the Licensees are failing in their License to Serve the Community, please address that falling-short.

I could provide, and would be honored to be asked to, similar examples from each of the markets where we operate. We have strong competitors who every bit as good as we....and truly offer opportunities to many segments of the population.

Please don't address a "*perceived problem*" with a new class of radio stations which has not been proven to be technically viable.....or for that matter...needed.

Thank you for hearing my comments....and please abandon the plans to increase the number of radio stations.....until proven needed and technically possible.

Respectfully submitted,

Dean Sorenson

Dean Sorenson, President