

DOCKET FILE COPY ORIGINAL

Henry Mayfield
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Washington, DC 20024-4102

April 28, 1998

Mr. William F. Caton, Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, NW
Washington, DC 2054

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

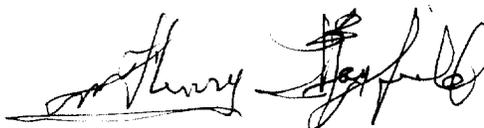
Re: Amendment of Parts 73 and 74
of the Commission's FM
Broadcast Service Rules to
create three new classes of
lower power stations to
provide small-scale, low-cost
radio service that would provide
enhanced broadcasting opportunities
for individuals and small business ...
Report Nos. 2261 & 2262, RM 9242

Dear Mr. Caton:

Transmitted herewith for filing in the above-captioned proceeding, are an original and nine copies of Comments of Henry Mayfield on the Notice of Proposed Rule Making for Low Power FM (LPFM) Broadcast Radio Service. My computer crashed yesterday. As a consequence, I am filing a day late. I would appreciate you crediting me with yesterday's filing date.

Please contact me if you have any questions about filing.

Sincerely,



Henry Mayfield
(703) 617-4953

Enclosures

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Before The
THE FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of:)
)
Pleading cycle established for)
Comments on Petition For)
Rulemaking To Amend Parts 73 and)
74 of Commission's FM Broadcast)
Service Rules to create three new)
classes of lower power stations to)
provide small-scale, low-cost radio)
service that would provide)
enhanced broadcasting opportunities)
for individuals and small business)
to offer local/niche programming,)
special event coverage and other)
specialized broadcasts not routinely)
available on full power FM stations)

PUBLIC NOTICE
REPORT Nos. 2261 & 2262

RM 9242

To: The Commission

COMMENTS RE NOTICE OF PROPOSED RULEMAKING

1. Mr. Henry Mayfield, "I", hereby submit comments to Public Notice, Report Nos. 2261 & 2262, Rulemaking No. 9242, released March 10 & 12, 1998, respectively, in the above captioned-proceeding. In this proceeding, J. Rodger Skinner, Jr of TRA Communications Consultants, Inc, "Petitioner's," goal is the creation of Low Power FM (LPFM) Broadcast Service across America to better serve the public interest, convenience and necessity by lowering the barrier to entry of radio station ownership for women, minorities and individuals with limited financial means.

The petition stresses diversification of ownership of radio stations and increased listening choices for the public. It emphasizes that broadcast ownership is no longer limited to just the wealthy. It also emphasizes that many LPFM stations may be constructed for less than the price of a new car.

2. I am an African American engineer, former mathematics professor, and one of three petitioner's to file an Informal Petition to Deny the assignment of Noncommercial Educational Radio Broadcast Station WDCU (FM), Washington, DC from the University of the District of Columbia (UDC) to National Cable Satellite Corporation D/B/A C-SPAN. Accordingly, I have the background and experience to assess this petition.

3. I strongly support the petition to create LPFM Broadcast Service across America to better serve the public interest, convenience and necessity by lowering the barrier to entry of radio station ownership for women, minorities and individuals with limited financial means. Moreover, I propose that the Commission implement very restrictive rules for ownership, control, and assignment of licenses as well as the flexibility for licensees to increase the coverage area by interconnecting with other licensees.

A. The petition requires owners to live within 50 miles of the station antenna site so that the community will benefit by having station owners who have intimate knowledge of the community's needs and interests. I agree with the petition but this requirement does not assure that local or city residents, where most minorities live, will become station owners. Inner city residents have always resented suburban residents owning and controlling their rights and property. I propose that the Commission develop more restrictive requirements to assure that inner city residents will have the opportunity to become owners, controllers, and operators of LPFM stations in their locality.

B. I also propose that assignment of licenses be more restrictive. When writing the petition to deny the assignment of the noncommercial license of WDCU-FM, I discovered that the Commission had no rules because of deregulation to deny the sale. This was frustrating because the station not only supported the curriculum at UDC, Historically Black College and University (HBCU), but it also provided special services to the community, such as the WDCU Mentors Program for Washington inner city youth.

Moreover, the station was so well liked that many of us considered it as being a National treasure yet there was no mechanism in place to deny its sale. The irony is that the financial problems that led to the sale of WDCU-FM were caused by the Board of Trustees and former Presidents mismanaging UDC's resources for over 20 years, yet these public trustees were allowed to sell the station at the detriment of UDC and listeners. I would like to see the Commission implement rule restrictions for LPFM stations to prevent duplicating the sale of another WDCU-FM.

C. I also propose that the Commission provide licensees with the flexibility to interconnect their respective coverage areas to extend coverage, specifically for the event station, for events like running or bicycle marathons, multiethnic events. This kind of flexibility can also be used to enhance cross-ethnic marketing deals. Traditionally, African Americans have always targeted African Americans and Asians have always targeted Asians. However, as minority populations increase many Asian stores and restaurants are locating in urban neighborhoods where African Americans shop. This trend is bringing business people from different ethnic groups together to look for ways to collaborate, attract capital and break into new markets, reduce racial tensions.

Being able to extend the coverage area can enhance minority businesses by increasing cross-ethnic marketing deals.

4. In summary, I propose that the Commission implement the petition for LPFM Broadcast Service as well as more restrictive rules for ownership, control, and assignment of licenses. I also propose that the Commission provide flexibility for licensees to increase the coverage area by interconnecting with other licensees.

Date: April 27, 1998

Respectively submitted,

A handwritten signature in cursive script, appearing to read "Henry Mayfield".

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