KBIM News Talk 910 AM

KBIM 94.9 FM

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FEDERAL COMMUNICATIONS COMMISSION
1919 M Street, NW
Washington, D.C. 20554

Re: Reply Comments to:
File numbers: 9208 and RM 9242

Dear Commissioners:

This is an appeal to the Commission to reject the proposal of allowing low power radio stations to operate in the United States. The Commission yields an awesome amount of power in the lives of many industries. The lives of thousands of people who work in radio from DJ's to sales people are influenced by your decisions. Over the years Radio in the United States has evolved into a remarkable blend of Service to Community and service to advertisers. The Radio Industry is very much like a delicate "eco" system that balances itself between the ever changing rules and regulations of government and the whimsical demands of the public and of the unforgiving economic law of supply and demand.

Therefore, when a new commission comes along it must seek out the historical development of this delicate "eco" system. Your predecessors on the commission created an earthquake in the "eco" system called Docket 80-90. It was about 8.5 on the Richter scale in Roswell. Docket 80-90 is directly responsible for all the consolidation going on in radio today. Please, let's not

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compound things by creating another earthquake or tidal wave by allowing low power radio stations.

Low power radio in any form would register about a 10 on the damage scale. It would be devastating especially to small market broadcasters.

Flooding the nation with low-power radio stations will destroy the historic system of broadcasting in the public interest. Low power broadcasting in small markets will cause even further cutbacks in staff and resulting services. It is common for a small market station to have a sizable investment in land for tower location, transmitter facilities, studio equipment, and personnel to accommodate the many ways the public is served. The low power operator with very little investment could stick an antenna out the window of an office building and with his 2.5 watts cover the small city with a signal. He would need no staff, He could sell his time at a much lower rate with one hand, and ring the bell, tolling the death of his 100,000 watt competitors with the other.

The public will be the worse off. The stations that the public can now carry in their cars for miles and miles will be squeezed out economically. Radio as we know it will be destroyed. Jobs will be lost. And the low-power operator, benefiting from the regulation nightmare at the FCC, will not have to broadcast in the public interest after all, but only in his own interest.

Please don't let this happen.

Sincerely,

John King

John King
General manager