

Office of the Secretary
Federal Communications Commission
Room 222
1919 M Street NW, Washington DC 20554

July 20th, 1998

**Before the
Federal Communications Commission
Washington DC 20554**

In the matter of
Proposal for creation of the Low Power FM (LPFM) Broadcast Service

FCC RM-9242

To: Federal Communications Commission

Reply Comments of Scott D. Hicks

In response to the comments of the National Association of Broadcasters, the points that I hear over and over again are how poorly the micro-broadcasters will serve the community, and how well the major-broadcasters are doing in this regard. Let me remind those who are willing to listen to reason, if the major stations were serving the community so well, this wouldn't be an issue to begin with. I remember very well the days before class-D licenses were eliminated. I remember hearing local music, hearing advertising for local businesses, hearing much more diversity in programing and less commercialism. The question I would like to ask is this. If the major stations are serving the community so well with the 12,000 stations that exist today, then why are some citizens of this country ready to risk lengthy jail terms and ridiculously high fines in order to express their indignation at the status quo. It reminds me of a quote from movie called "Star Wars" that many of us saw in the late 70's. As princess Leah was being held prisoner and scheduled for execution on the death star she said "The more you tighten your grip, the more star systems will slip through your fingers".

Ask any resident in any major city in the US about diversity on the radio today. The majority of citizens that I speak to are disgusted with the major broadcasters today. They rely on sensationalism to get us to tune in. Most of the programing is recycled junk. The NAB has stated that there is more diversity in the market thanks to the consolidation. You tell that to the hundred-thousand or so listeners that lost their beloved WQRS in Detroit, MI. They will tell you to take a hike. Oh sure we have more stations playing different types of music. We have a hard rock station, a modern rock station, a country station, a jazz station, an alternative station and an oldies station. What they won't tell you is that they all play the same ten songs over and over again all day long. They rarely vary the format except to introduce a new song maybe every other week if your lucky. As for serving the community interests, when did reading tabloid like news in the morning and having a few token public service announcements for a grand total of ten minutes a day amount to serving the community (Time Warner's WPLT people know

exactly what I'm talking about).

LOW POWER FM DOES SERVE THE COMMUNITY. They fill a need for people like me who are tired of hearing the same garbage over and over again. I grew up listening to and enjoying music for the pure satisfaction of the artistic medium that it is. That is why I am involved in the music business today. When I hear a good quality artistic and creative work on one of the more free form stations, I am inclined to purchase that piece of work in the future. Unfortunately I am unable to receive signals from any of the stations that still truly offer a diverse format (like college stations do). I would welcome a Micro-broadcasting station in my area with open arms.

We live in a society that is filled with an incredible amount of diversity. I would love to be able to tune into a station and hear music from all cultures and ethnic backgrounds. We have libraries filled with so many books you could not read a thousandth of them in a single lifetime. We have museums and galleries that display the artifacts and works of humans going back thousands of years. You can travel all over the world and never see identical geological formations. You can sail around the world and you will never see a port that looks the same as another. We have millions of hours of music from all over the world and yet we hear a minuscule fraction of it. Why do we dare to tolerate such devastating treatment of our musical heritage. The answer is that we don't. While some of us can tolerate repetition for short periods of time, the fact is that most of us can't. The major stations have lost a great percentage of their listeners due to this very fact. In the never ending quest for market share, they have target-audienced themselves down to a smaller and smaller percentage of the population. If they are losing listeners it is their own damn fault.

Lets all be honest here. The so called "pirate stations" arose out of a need for diversity that hasn't been filled by the major stations. If the major stations were truly diverse, people like myself would not be speaking out so forcefully about this issue. We are at the precipice of a major change in the history of our country. The citizens of this country who do care about this issue will tolerate nothing less than our right to hear what we want to over our airwaves. As a Michigan entrepreneur, I support RM-9242.

Signed:


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CERTIFICATE OF SERVICE

I Scott D. Hicks do hereby certify that a true and correct copy of the foregoing : Reply-Comments on **RM-9242** was sent via first-class mail this 20th of July, 1998 to the following parties:

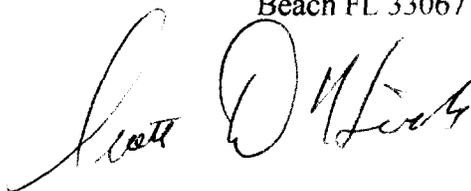
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A handwritten signature in black ink, appearing to read "Scott D. Hicks". The signature is written in a cursive style with a large, looped "H".