

This comment pertains specifically to the question whether the proposed low power FM radio rules should allow advertising.

Generally, a strong argument can be made that the primary dissatisfaction with commercial radio is over-use of advertising and promotions like "nth caller to win" etc. The secondary complaint, it could be argued, is the pervasive "lowest common denominator" approach broadcasters take with music selection whereby "top 40" lists and song repetitions are derived.

It is long overdue for low power FM opportunities for the modern "entrepreneurial class" who embrace social and economic values demonstrably different from those currently holding high power broadcast licences.

It is my view that advertising is essential for small, grass roots organizations and businesses to be financially viable in the low power FM. A look to the internet and WWW demonstrates the principle of non-invasive sponsorship and banner advertising used to facilitate the early stages of business development. KCRW in Santa Monica is an example of perfect radio. The goal of low power FM radio rules should be to foster the development of "mini KCRW's" in communities everywhere.

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