

UNCW is now the state's fastest-growing public university, with a campus population of about 11,000. Our radio station was once cable-FM and recently went ultralow power (campus-only). Its signal is unable to reach much of our 660-acre campus, yet student interest in the station is at its highest level ever.

LPFM offers great promise for the station's viability and for the university's service to its students and the surrounding community. Our city is currently serviced only by commercial radio and one public radio station, the latter having a classical-music format. The wider variety of programming made possible by a LPFM educational station would provide a much-needed alternative for both the campus and the surrounding residents (who are largely students living off campus).

Wilmington is a wealthy, fast-growing community which could easily support the underwriting needed to help our station grow and remain viable. Our station now receives base funding from student fees. These fees are fixed at a certain rate and therefore restrict the station's growth and evolution. Underwriting is the most viable way for our station to continue to serve the community, to provide up-to-date training for our student staff, and to develop programming.

It is also my opinion that LPFM should be restricted to noncommercial programming such as what educational institutions provide; otherwise, such institutions stand little chance of competing for available frequencies with better-funded, more agile private enterprises, and substantial segments of the community, especially those considered marginal in terms of commercial demographics, would go unserved.

We at UNCW, as the only public institution in southeastern North Carolina, are committed to public outreach and education. A LPFM license would greatly assist us in fulfilling that mission. We strongly support the implementation of LPFM. Thank you.