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March 23, 1999

Secretary
Federal Communications Commission
445 12th Street SW
Washington, DC 20554

Dear Sir:

I am writing this as an informal comment concerning the proposed new LPFM service. In theory this is an exceptional idea because the premise is to get more minorities and individuals in broadcasting. This reminds me of the old 80-90 docket that was based on the same idea. In my opinion, this new LPFM proposed service would hurt all minorities and others already in broadcasting.

Consider my case, I am an African American and have been in radio since the late 60s. I partnered with two other to buy and operate a stand alone AM in Sanford, NC. After four years I left the group to form my own corporation and purchased a daytime stand alone AM station in Warrenton, NC.. It has been a challenge the past several years but we are still on the air. After constantly spending thousands of dollars to improve the station in all aspects, we are on the verge of seeing some returns.

Now with this proposed new service that would incorporate that if you are a current license holder, you would be ineligible to apply for this new LPFM service. It has the potential or overriding all the work that I have done over the past four years in this community.

I also understand that with some class of this service can begin operation with as little as a thousand dollars. With the restrictions placed on current broadcasters, specially the struggling one, summarily this would be the death knell for us.

I am not saying that LPFM is all bad. I am saying that this new proposal may have far reaching ramifications that may not be seen or thought of at this time.

Sincerely,



Jimmy Johnson
President, JMG Inc.

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