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R.E. MM Docket 99-25

Dear Sir or Madam

I'd like to weigh in on the subject of low power FM, which I think is a great idea. As a record producer, I feel that the present state of radio, with its ever increasing degree of consolidation, is an impediment to the maintenance of a healthy pop music culture. Currently, programming is extremely centralized - individual DJ's have almost no say in what is played. The resulting playlists are determined by market research; their sole purpose is to captivate target audiences so as to maximize advertising revenue. This creates an extremely conservative climate and has a stifling effect on the few artists who manage to "break in". Market research is fine for determining what people already want, but not so effective in determining what they are going to want in six months.

This is one area where low power FM could play an important role. It would allow for a much needed alternative to the centralized planning we now have. Autonomous programmers and DJ's, with their own sensibilities and idiosyncracies, will do much to improve the vitality of pop music.

In view of this, I support, and urge you to adopt the following:

- 1) The new low-power stations should be strictly non - commercial.
- 2) Ownership should be restricted: one station per owner.
- 3) 10-watt stations should be allowed.

I feel most strongly about establishing low-power radio as non-commercial. To do otherwise would negate its beneficial effect by involving it in the same system we are currently so ill served by.

I have confined myself to the area with which I am most familiar - popular music - but would like to add that low power FM, in my view, would have a similarly beneficial effect on our democracy in general. The development of mass media is something the founding fathers did not foresee; fundamental questions about the role of media in a democracy and the balance between ownership interests and public interests need to be addressed. Greater access to offbeat music, minority opinions, and local perspectives are sorely needed to counterbalance the homogeneity offered by the conglomerates. Non-commercial low power FM would be an excellent first step. Thank you for your consideration.

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