

MAY 20 1999

Federal Communications Commission

# The Jim Rouse Communications Group

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**The Minority Voice Newspaper**  
Eastern  
North Carolina's  
No. 1 Black Weekly  
Newspaper

**WOOW Radio**  
Joy 1340 AM  
Eastern  
North Carolina's  
O-Jest  
Black Radio Station  
Greenville

**WTOW Radio**  
Joy 1320 AM  
Washington, NC's  
Premier  
Black Gospel Talk  
Radio Station

**"Minority Voices"**  
Since 1989  
WYDO 14 Fox TV  
WCZI Cable 7  
Public Affairs & News  
Programming

**"La Voz Latina"**  
with Javier Castillo  
Since 1991  
Eastern North Carolina's  
Oldest Hispanic Radio  
Program

April 12, 1999

Mr. William Kennard, Chairman  
Federal Communications Commission  
Washington, DC 20054

RE: FCC Low-Power FM Radio Proposal

Dear Mr. Kennard:

*Doc-99-25*

OFFICE OF THE CHAIRMAN

Apr 19 4 31 PM '99

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I enjoyed meeting you and hearing your speech last month in Washington, DC at the National Association of Black Owned Broadcasters meeting. I believe American radio broadcasters and their listeners benefit from FCC rules and policies, but as you navigate turbulent and uncharted airways, I ask that you become increasingly cognizant of the Black-owned and operated radio stations and their difficulties in generating sufficient revenues (See KATZ memo in Radio Inc.) for much-needed growth and expansion.

I presently own two AM radio stations in the growing and expanding markets of Greenville and Washington, North Carolina. Here's my dilemma: Low Power FM 1000 can be ideal for small (black-owned) broadcasters like myself or it can be the proverbial "final nail in the coffin." Allow me to explain further. With your concurrence, Low-Power FM 1000 could help us (Black owned broadcast stations) if the necessary concessions needed to compete with the "big boys" that own the big FM station that receives more than the "lion's share" of advertisers' revenues.

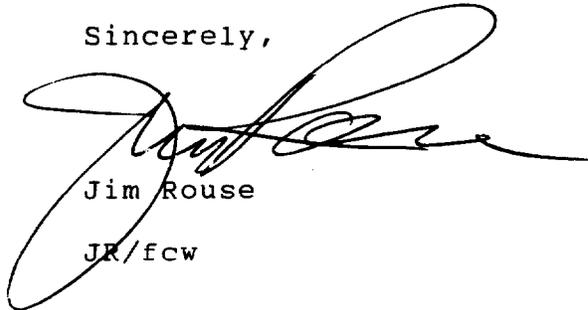
Also, with your concurrence, the FCC must work to level the playing field. If not, FCC rules and policies and Low-Power FM 1000 will knock us off the air permanently and the FCC should be reminded, in a level playing field, American radio broadcasters and listeners will be dealt a great injustice that, I believe, will ultimately redefine the meaning of our Constitution's first amendment, which is the bedrock of our industry and my existence as a broadcaster.

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Also, with your concurrence, the FCC must work to level the playing field. If not, FCC rules and policies and Low-Power 1000 will knock us off the air permanently and the FCC should be reminded, in a level playing field, American radio broadcasters and listeners will be dealt a great deal of injustice that, I believe, will ultimately redefine the meaning of our Constitution's first amendment, which is the bedrock of our industry and my existence as a broadcaster.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read 'Jim Rouse', is written over the typed name. The signature is fluid and cursive, with a large loop at the beginning and end.

Jim Rouse

JR/fcw