

KIX 107.5

6/26/99

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Magalie Salas-Secretary
Federal Communications Commission
Washington, D.C. 20554

RE: Comments (Low Power fm Radio services)

Dear Ms. Salas:

As a small market radio broadcaster for over 40 years, I strongly protest the development of so called low power fm radio services as proposed under Docket # 99-25 (RM 9208 & RM 9242).

The small markets will be where this does the most damage..and threatens our industry. Those markets are already suffering economically because of Walmart's domination of the retail business and the independent customer base so necessary for small market broadcasters survival, are literally being wiped out. The big chains do not buy radio as a general rule...some don't even buy newspaper... and so these markets are already tenuous at best.

Just in our area alone....the "regular" small market stations are having a problem making it and surviving. Many of them in nearby Jonesboro, Farmerville, Columbia, and other markets have already CLOSED their-AM operations and gone dark with them. The fm stations that remain, even though they are 6 kw erp...are hanging on by a thread. Stations in nearby Homer closed in the last few years...the other markets are dangerously hanging on. A low power entrant into these markets will be devastating. It will happen more in these small rural markets than anywhere else..and that is really where the danger is.

While the best of intentions are behind this effort to open up more station and make them more readily available to those who don't have them...the reality is..it will be the last nail in the coffin for many small market broadcasters who are already about to throw in the towel.

Please do not go forward with this proposal. Go ASK some small market people how it will affect them!

Sincerely,



Dan Hollingsworth
President
Ruston Broadcasting co.,Inc.

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Covering All of North Louisiana KIX 107.5 (KXKZ)