

To Whom It May Concern:

I would like to voice my strong support for MM Docket 99-25 (Low Power FM Radio Stations). I have been extremely frustrated, especially in the last few years, about the quality and variety of programming available over commercial radio. It seems as though the broadcast radio medium, in some sense a symbol of freedom and diversity, has become less and less diverse and instead controlled by a few media conglomerates. Unfortunately, programming on these stations caters to a "segmentation group" which will bring in the most advertising dollars.

Often these stations are "national" and only have a playlist of 30 or so songs on high rotation that fit the marketing profile. The local DJ is unable to play anything that is not on their list, and often the songs they play are merely advertising for an upcoming concert, which the station is sponsoring. Additionally, the national character of the station makes spending airtime playing local music or community news unprofitable as their advertising dollars often come from national accounts.

In a sense there is a vertical monopoly on the type of media broadcast because radio stations are often owned by the same entities that are trying to sell and distribute music. So there will naturally be a push to play music that other entities of the company are trying to sell.

As a frequent business traveler, I have been to a number of metropolitan cities across the US and have been as frustrated by the lack of choice on the radio there as I am when home in Seattle. Imagine if every city only had space for 8 different types of restaurants, and you had a choice of eating in one of 8 places everywhere you went... one fast food place (McDonalds), one seafood place (Red Lobster), one salad bar, one steak house, etc. The diversity and appeal of the local community would disappear.

In the end this hurts local citizens who deserve more choice in what is broadcast over the "free" bandwidth of radio. FM frequencies were not commercially auctioned off like recent blocks of spectrum have been, and opening up the spectrum for more local choice is a fantastic idea.

I encourage the FCC to strongly take into account the desires of local citizens and not give way to the commercial interests of the National Association of Broadcasters.

Thank you,
Sven Liden