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AUG 2 1999

MM DOCKET 99-25  
RM-9208 and RM-9242  
COMMENTS

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Docket Number MM Docket No. 99-25

I have been licensed by the FCC since 1936... (63 years). I am proud to serve the public with an award winning, quality group of locally oriented radio stations. Radio is my life. Radio is in my blood and the blood of my sons who follow in my footsteps.

We have won national awards for our localism. We editorialize with the benefit of highly researched and responsible preparation. Radio in America is rooted in localism. Localism of radio makes good sense and it makes good business as well.

America has the finest radio system in the world. We must be careful not to allow it to deteriorate in the name of well meaning but unwise and destructive actions. To be local and to be listened to in this highly media competitive 1990's world, requires professionalism. The public is accustomed to an abundance of highly sophisticated media production. To be competitive and attract and hold an audience, your radio station, regardless of the class or power, must meet those required professional standards. That is expensive and demands a robust revenue stream.

In the interests of making more you can only dilute and adulterate a large pot of soup to a point. There comes a time in the process where you have no choice but to pour what you made...down the sewer. You see, all the time you were 'well meaningly' diluting and adulterating your soup there were myriads of food stands sprouting up all around you offering more and more attractive and better products.

Low Power FM, as proposed, will not achieve what the Commission wants. As a broadcaster of over half a century I understand people, markets, and programming. I also understand the principals of business. I see it as folly to ruin a world premier FM service in this manner as proposed.

If the Commission thinks the Citizen Band implementation and enforcement was a nightmare, you will have another monstrosity in the making in this LPFM proposal Docket No. 99-25. If for no other reason...does the FCC have the resources and budget to cope with the hundreds and thousands of new radio station applicants who will have no experience in operating a station in the public interest, applicants that will not have bred into them the concern for operating under FCC regulations.

Does the FCC really have the stomach to work through that?

Respectfully submitted

Vern Kaspar, Kaspar Broadcasting Co., Inc

*Vern Kaspar*

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