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5,000 Watts Strong
NBC Affiliate

GADSDEN'S
Leader in
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July 29, 1999

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Office of the Secretary
Federal Communications Commission
445 Twelfth Street, S. W.
Washington, D. C. 20554

RE: MM Docket No. 99-25

Dear Sirs:

I am a fifty year veteran in the field of broadcasting My experience spans College broadcasting, pre-TV network oriented formats, Top 40, the origin of FM, (which doubled the number of stations), the infamous "Docket 80-90" (which created too many stations and brought on massive consolidations), the rise and fall of CBs and all the rest.

Now MM Docket No. 99-25 wants to create "neighborhood" stations or "block party" licenses and more havoc in an already turbulent industry.

The excuse for this idea is to make it easier for minorities to enter the fascinating business of radio.

Well, let me tell you that radio has been an interesting, challenging business, mostly home-owned and operated small businesses whose owners were rewarded to a great extent with the public service, news and information that they could offer their beloved communities. Now, with the enormous chain operations, whose primary concern is the bottom line, much of this enjoyment and pride is disappearing.

THE BIGGEST PROBLEM IN RADIO BROADCASTING TODAY IS TOO MANY STATIONS! WITH SMALLER REVENUES TO WORK WITH, EACH STATION HAS HAD TO TIGHTEN THE BELT, CUT OUT OR DOWN-SIZE NEWS EFFORTS, AUTOMATE, AND DO EVERYTHING POSSIBLE TO JUST SURVIVE!!

Another influx of radio stations such as that proposed by MM Docket No. 99-25 has the potential of destroying the finest broadcasting industry in the world. Please don't let this happen!

Thank you for your prayerful consideration of this observation!

Yours truly,

Ed Carrell

Ed Carrell, Pres. & GM

EC/j

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