

Creation of a new low power fm service would benefit many small communities who are being denied local radio service currently. A local questionnaire generated over 2000 positive comments. Our growing community is approximately 50 miles outside the Kansas City metro and would be served greatly by a small radio facility, through timely news, weather, community events and local sports broadcasts.

I feel care should be taken in not allocating too many additional frequencies while relaxing adjacent channel guidelines. I would think the average top 100 market could be better be served by half a dozen or less smaller facilities serving localized communities with well thought out programming offering an alternative to what some consider the limited, mass-appeal, sterile programming by the large group operators. Community news, lifestyle interests and diversified music formats not currently being broadcast.

Allowing for these stations to broadcast commercial content fosters the objective of small business growth several ways. The mere fact of allowing these newly created stations to broadcast revenue producing commercials will create a business opportunity unavailable if the service is created as non-commercial only. Operators would be able to construct more viable facilities to better serve community needs. Very importantly it would allow other small businesses to advertise at a fraction of the cost of placing commercials on full power stations that have extended coverage beyond the needs of the small, local businesses. Since small business growth is mentioned several times in the notice of proposed rulemaking I truly feel the FCC should consider strongly allowing a commercial as well as non-commercial LPFM service.