



SOUTH CENTRAL COMMUNICATIONS CORPORATION  
P. O. BOX 3848 · 1162 MOUNT AUBURN ROAD  
EVANSVILLE, INDIANA 47736 · TELEPHONE (812) 464-1150

ORIGINAL  
FILE

July 26, 1991

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Commissioner Alfred Sikes  
Chairman  
Federal Communications Commission  
1919 M Street, N. W.  
Washington, D. C. 20554

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Dear Commissioner:

I am writing to ask you to take action and institute rulemaking on Amendment of Part 74 of the Rules Governing the Low Power Television Service.

Our company operates station W52AZ in Evansville, Indiana. We are programed like any other full power station in the market, only do more local community service than any other station in the market.

We program:

1. A weekly Mayor's Hotline call in show
2. A weekly Sports Talk call in show
3. Local news updates throughout the day
4. A minimum of three high school sporting events each week
5. Two to three secondary college games each week
6. Periodic coverage of local parades, church extravaganzas and significant local events in their entirety, not just 15 seconds in the 6 pm News.

Our ability to compete in the marketplace is severely hampered by several factors: our limited transmitter output power, lack of cable carriage and our awkward call letter designation.

I sincerely hope you will take action on the amendment to Part 74 of the rules. It would undoubtedly be in the public interest to do so.

Sincerely,

John D. Engelbrecht,  
President

JDE/eg