

Durand Broadcasting, LLC  
114 West Main Street  
Durand, WI 54736  
Office: (715) 672-8989  
Fax: (715) 672-8258  
[www.reelcountry1430.com](http://www.reelcountry1430.com)  
[wrn@realcountry1430.com](mailto:wrn@realcountry1430.com)

April 27, 2019

Federal Communications Commission  
Washington DC

Re: Public Comments on RM-11836

As owner of WRDN-AM in Durand, Wisconsin I would like to submit my comment on the proposal to allow full digital broadcasting on the AM Band.

Our station is a small rural station in Western Wisconsin, and have taken advantage of the recent FM-Translator addition. We have had many comments about how our FM signal at night is so much cleaner than the AM because there is no skywave interference.

I fully support the proposal from Bryan Broadcasting to allow stations the opportunity to broadcast in the full digital mode. I have been following the full digital test from WWFD in Washington DC and have been impressed not only with its sound, but also that it is not interfering with adjacent channels like the digital hybrid mode has caused. My engineers assure me that even in full digital mode, our station would not be affected any worse than we are with skywave at night.

If there is one suggestion I would like to submit is that the Commission encourage, (not mandate), radio receiver manufacturers to have desktop and car receivers not only decode the digital signal, but also to decode the C-Quam Am-Stereo signal as well. With that, smaller stations like ours that cannot afford to upgrade to digital at this time, could upgrade to C-Quam and those that can upgrade to digital could do so. Us smaller stations in C-Quam would have an incentive to promote the digital receivers. This would help with further market penetration of the HD receivers in all markets, and give more incentive for stations to upgrade to either digital or C-Quam, and make the entire band sound better for the public. I would then hope as time goes on that the ability to upgrade to full digital for smaller stations like mine would become more affordable.

Its time to let broadcast owners who want to take advantage of the benefits of full digital broadcasting on the AM Band to do so.

Thank you.

Brian Winnekins  
Owner, Durand Broadcasting  
Licensee of WRDN-AM

Durand Broadcasting, LLC  
114 West Main Street  
Durand, WI 54736  
Office: (715) 672-8989  
Fax: (715) 672-8258  
[www.reelcountry1430.com](http://www.reelcountry1430.com)  
[wrdn@realcountry1430.com](mailto:wrdn@realcountry1430.com)