

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554**

In the Matter of)
)
2018 Quadrennial Regulatory Review –) MB Docket No. 18-349
Review of the Commission’s Broadcast)
Ownership Rules and Other Rules Adopted)
Pursuant to Section 202 of the)
Telecommunications Act of 1996)
)
To: Office of the Secretary
Attn: The Commission

COMMENTS OF KING CITY COMMUNICATIONS CORPORATION

King City Communications Corporation (“King City”) hereby submits comments in response to the Federal Communication Commission’s (“FCC” or “Commission”) 2018 Quadrennial Notice of Proposed Rulemaking.¹ King City is the licensee of FM station KRKC-FM in King City, California, AM station KRKC also located in King City, California and FM translators, K228FT, K285FW and K295BZ. King City has been a locally-owned, broadcast radio station licensee serving the King City, California community for decades.

King City respectfully requests that the Commission retain the current local radio ownership rules and the cap on station ownership to avoid large companies coming into radio markets and buying up all of the independently-owned radio stations. Elimination of the broadcast radio ownership cap would wipe out the few independently owned stations that still exist in broadcast radio markets.

¹ 2018 Quadrennial Review Notice of Proposed Rulemaking, FCC 18-179 (December 13, 2018) (“Quadrennial Review NPRM”).

King City fondly recalls the days when broadcast radio stations were owned by the people who lived in the communities served by the station, when owning a radio station was not only about profit, but also about making sure the station served the community in the best way possible. As larger radio conglomerates have gulped up these independent station groups, servicing the local community is no longer a priority. Eliminating the ownership cap will hasten the demise of the independent, family-owned broadcast radio station and destroy the localism that is at the center of such stations.

King City urges the Commission to retain the broadcast radio ownership rules as they stand today and not lessen the hurdles for large station groups to obtain more of the broadcast radio market share.

Respectfully submitted,

King City Communications Corporation



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