

**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 BRISTOL COUNTY BROADCASTING, INC./SNE
BROADCASTING, LTD.**

Bristol County Broadcasting, Inc. and SNE Broadcasting, Ltd. (the “Licensees”) hereby submit comments in response to the Federal Communication Commission’s (“FCC” or “Commission”) 2018 Quadrennial Notice of Proposed Rulemaking,¹ specifically with regard to the FCC’s review of the Local Radio Ownership Rule.² Bristol County Broadcasting, Inc. is the licensee of AM station WSAR in Fall River, MA, and FM translator W240EB, in Fall River, MA, which rebroadcasts WSAR. SNE Broadcasting, Ltd. is the licensee of AM station WHTB in Fall River, MA, and FM translator W229DC, in Fall River, MA, which rebroadcasts WHTB. The stations are independent, family-owned radio broadcast stations.

The Licensees respectfully request that the Commission maintain the current radio ownership regulations that are now in place. The suggested elimination of the ownership cap would be detrimental to small station owners, as it would lead to larger station owners being able

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

² 47 CFR §73.3555(a).

to increase their hold on the radio broadcast market and create an unfavorable and untenable form of competition. Elimination of the cap would lead to large corporations buying up, in bulk, radio broadcast stations in small communities and regional AM stations. As a result, local communities would ultimately suffer the loss of community inspired broadcasts in exchange for syndicated content that is national-, rather than local-, centric. The Licensees urge the Commission to retain the status quo and allow existing stations as much room as possible to grow within their existing radius, so that they may continue to support the interests of their local communities.

Respectfully submitted,

**Bristol County Broadcasting, Inc./SNE
Broadcasting, Ltd.**



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