

BROMO COMMUNICATIONS

BROADCAST
TECHNICAL CONSULTANTS
Inc.

May 8, 2019

Clifton G. Moor
George Stephen Crissey

Federal Communications Commission
Washington DC, 20554

Mail:
3600 Dallas Highway
Suite 230 – PMB 164
Marietta, GA 30064

RE: Comments – RM - 11836

Phone: (404) 636-2257

www.bromocom.com

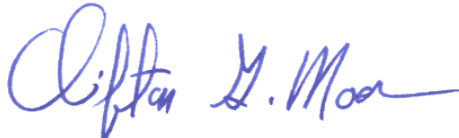
Dear Sirs:

These comments regard RM-11836 which would allow AM stations to broadcast in a digital-only mode.

My limited listening experience with AM digital radio has been good. I could not believe the fidelity through my car AM radio when I first heard digital AM. The cars I have owned over the last 14 years have enabled me to listen to digital AM but there are few stations broadcasting in that mode. I am confident that millions of other listeners have the same digital listening ability whether they realize it or not.

A migration from analog to digital was prescribed and enacted for the television industry. Why not the same thing for AM radio? All current licensees would be given the ability to migrate to digital should they want to stay in the AM business with a digital transmitter. Most broadcasters would make the switch. A few would opt out. It appears to me that digital AM would help to level the playing field for traditional AM broadcasters competing against higher fidelity competition. Assumedly a greater variety of musical formats would be broadcast.

As a former shareholder of a major-market AM station, it matters not how good a broadcaster's signal is if it is drowned out by local static from power lines, cable lines or traffic signals. Digital AM would help relieve this growing analog problem. Next, it would be incumbent on the industry as well as the Commission to educate the public on how to find the new digital AM band on their radios and how to hear new high-quality programming.



Clifton G. Moor, President
Bromo Communications, Inc.