



**WFFF**

1360 AM

96.7 FM

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**RADIO**

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REGARDING MB 18-184

MY NAME IS RONNIE GEIGER, I OWN AND OPERATE WFFF-FM, 96.7, IN COLUMBIA, MS.

I SUPPORT THE FM CLASS C4/73.215 PETITION FILED BY SSR COMMUNICATIONS, INC. AND URGE THE COMMISSION TO ADOPT THE PROPOSAL.

WE HAVE A LONG TRACK RECORD OF COMMUNITY SERVICE...AIRING LOCAL INTERVIEWS WITH OFFICIALS DURING CALM AND STORMS. WE CONNECT ON A PERSONAL BASIS WITH OUR AUDIENCE, AS MOST OF OUR STAFF ARE HOMETOWN FOLKS. WE COVER LOCAL SPORTS, AND LOTS OF LOCAL NEWS...EVEN DOWN TO THE OBITUARIES. MORE COVERAGE FOR US WILL OPEN US UP MORE TO NEIGHBORING COMMUNITIES, OF WHICH WE GIVE NEWS COVERAGE ALREADY. AFTER HURRICANE KATRINA, WHEN GENERATORS WERE NOT AVAILABLE FOR SALE LOCALLY...WE RENTED, AT A HIGH COST, A LARGE GENERATOR FROM A LOCAL OILFIELD COMPANY TO RUN OUR STUDIOS AND AN EMERGENCY LOW POWER FM. SO WE ARE HERE TO SERVE, AND THIS WILL HELP.

PLEASE CONSIDER FULL IMPLEMENTATION OF THE MB18-184 PROCEEDING WITHOUT DELAY.

SINCERLY,

RONALD E. GEIGER....WFFF FM