

Wennes Communications Stations, Inc.

From the desk of Greg Wennes, Chm. ~ C.E.O.

Ch. Pai and Members of FCC,

July 24, 2017

PLEASE MOVE FORWARD TO EFFECTUATE THE IMPLEMENTATION OF THE ZONECASTING

TECHNOLOGY. In this regard we are in total support of the comments submitted by Shainis & Peltzman, Chartered in the above-referenced docket.

Wennes Communications Stations is a SMALL market group that constantly seeks every technological advancement to improve service to our audiences. Because a great deal of our signal coverage falls over bluffs and hilly terrain and to a variety of small towns, Geo Broadcast Solutions new Zonecasting opportunities hold many solid and strong benefits for small market broadcasters like us. In 50 years of broadcasting we have rarely been more interested and excited about technological advancements as we are about the advancements Zonecasting will bring to our industry.

Geo Broadcasting has developed an invaluable set of powerful tools to aid on air broadcasters to move forward by leaps and bounds to better serve the public interest through Zonecasting technology.

BETTER SERVICE TO ALL LISTENERS; Since we are a SMALL market group in northeast Iowa, also serving western Wisconsin and southeastern Minnesota we have many different audiences with a variety of specific broadcast service needs which Zonecasting could resolve for us. With Zonecasting for example, we could broadcast High School sports events to our audience in the

City of License while at the very same time, and on the very same frequency, provide different programming such as highly specific emergency and weather information along with other valuable content simultaneously for example; to those in LaCrosse, Wisconsin on a Zonecasting booster that would be located in that city designed to cover and protect that immediate area. With several boosters located in different communities, we could better serve the individual interests and needs of various groups of listeners with important weather announcements and emergency information most pertinent to the area located within the booster signal coverage. This could occur as often as needed in that area without distraction to other listeners receiving information under other Zonecasting signals.

We could spend more time delivering more highly detailed emergency weather information and other more localized programming individually to several specific areas as needed and importantly WHEN needed. This could save lives.

COMPETITION WITH SOCIAL MEDIA; This terrific technology will not only help broadcasters to specifically target more localized programming with much greater effect, it will also give on air broadcasters an incredible set of tools to complement and compete with the huge movement to internet and social media. While social media is effective for those with eyes on a screen, radio has a great 'multi-tasking' advantage in that the radio audience can SAFELY operate vehicles and equipment and conduct work and recreational activities while they listen. This information, entertainment, community advancement and emergency service can only come from radio and Zonecasting in a highly condensed and effective manner can serve a cluster of individual communities instead of generalized larger audience contours.

We will certainly seek to acquire this technology the instant it becomes available.

Respectfully,

Greg Wennes, Wennes Communications Stations, Inc.

Decorah, IA 52101