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Corporate Headquarters

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The Honorable Ajit Pai, Chairman  
Federal Communications Commission  
445 12<sup>th</sup> Street, SW  
Washington, DC 20554

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Dear Chairman Pai:

Federal Communications Commission  
Office of the Secretary

I cannot begin to tell you how pleased I am with your accomplishments as FCC Chairman. Your work as a champion of AM radio has been particularly encouraging.

Salem Media Group is a leading media company serving America's Christian and conservative communities. We operate 118 radio stations, 70% of which are on the AM band. Salem has effectively used AM radio to broadcast Christian Teaching/Talk and Conservative News/Talk content for much of its 33-year history. AM radio remains vital because Salem offers most of its content there.

Salem not only operates local radio stations, but the Salem Radio Network syndicates talk programming on more than 2,500 stations throughout America. Conservative talkers Dennis Prager, Hugh Hewitt and Mike Gallagher are part of our team, as is Christian talker Eric Metaxas. A great many of Salem's radio affiliates are on the AM band.

Chairman Pai, we are concerned about the likely effect that the removal of sub-caps will have on AM radio. With the prospect of FM ownership caps moving to 8 in the top markets, and no caps in smaller markets, dominant radio groups will likely move much of their talk programming to the FM band. If this continues to happen the AM band will be left for very specialized formats.

Most markets in America have a treasure-trove of quality content on the AM band that attracts a large audience. Talk radio audiences go to AM to hear the news, but also to engage with talk-radio hosts like Dennis, Hugh, Mike and Eric as they deliver messages of self-responsibility, good citizenship and strong families. If the AM band ceases to be the destination for popular programming, AM traffic will greatly diminish and the value of AM radio will collapse. You need look no further than WSB in Atlanta, GA as proof of this. For years, WSB, a news station in Atlanta, broadcast at 750 am. A few years ago WSB began simulcasting on 95.5 FM as well. Today, only 20% of WSB's total listening comes from the AM band. Most listeners have migrated to the FM, pulling audience away from AM radio and depleting traffic for other broadcasters on the AM band in Atlanta.

You have spent considerable time and energy to revive AM radio, but doing away with sub-caps cannot possibly further that end. Using great care and restraint on sub-caps is critical.

Thank you for taking time to consider this request, May I hear back from you as to your position regarding this growing debate?

Sincerely,

Edward G. Atsinger  
Chief Executive Officer  
Salem Media Group

David P. Santrella  
President Broadcast Media  
Salem Media Group

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