

TRI-CITIES RADIO CORP.
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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

May 13, 1994

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

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RE: MM Docket No. 94-34

Dear Mr. Caton:

Thank you for the opportunity to comment on the FCC Equal Employment Opportunity rules and regulations as they pertain to broadcast stations.

Tri-Cities Radio Corp. operates in the Johnson City, Tennessee MSA. At this time, our minority representation in the metro is below 5% relieving us of any direct responsibility to report our EEO activities. However, you may be assured we take our EEO responsibilities seriously. We make every effort to assure that we hire employees without regard to race, color, national origin, age, sex or disability. My concern though we are not subject to it, is that the FCC's current approach to EEO seems to be punitive in nature. The fines levied against broadcasters who fail to recruit the percentages necessary seem to be very steep.

I am sure there are broadcasters in our industry who may not have taken their EEO responsibilities as seriously as they should but I am confident they are not representative of the mainstream broadcaster in our industry. For broadcasting to be successful, we must have talented people. Talent and commitment cross all demographic lines. Most broadcasters attempt to hire people whose talents and commitment will allow us to successfully discharge our responsibilities to the public and serve our listeners and advertisers.

I hope you will review your rules and regulations to ensure that these rules and regulations create an environment in which we can focus on the true need in our business to allow us to hire the very best possible talent without regard to race, color, national origin, age, sex or disability.

Thank you for allowing me to have input into your rulemaking process. I am confident the outcome will serve the public well.

Cordially submitted,

Ken Maness by Hen

Ken Maness
President
Tri-Cities Radio Corp.

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