

KURV710TALKRADIO

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20 May 1994

To Whom It May Concern:

Please accept this letter and four copies filed in
response to the notice of inquiry in MM Docket No.94-34



Davis Rankin
President

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KURV 710 TALK RADIO

May 9, 1994

Mr. William F. Caton
Acting Secretary,
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

Re: Response to notice of inquiry in MM Docket No. ⁹⁴⁻³⁴~~93-34~~

Sir:

Whether or not the FCC's new Equal Employment Opportunity rules do, indeed, result in more minorities and women applying for jobs in broadcasting and, being hired, remains to be seen. The rules will certainly result in huge amounts of time, effort, and money going into paperwork and record-keeping. We will be diverted from being broadcasters to broadcast file clerks.

Clearly, we as broadcasters work in a regulated industry and accept the fact of regulation, and the commission is well intentioned in its effort to promote the hiring of more women and minorities by broadcasters and, surely, must have a way to audit and measure broadcasters' efforts. But, gentlemen, the guidelines as announced 1/31/94, as we understand them, are onerous, dense, complicated and hold out the prospect of financial ruin for some broadcasters including those who made good faith efforts to comply with the FCC's EEO rules hitherto January 31, 1994.

The new rules will be especially burdensome on medium and small market radio broadcasters who do not have the staff or expertise to properly comply with the rules, nor the revenue.

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Indeed, many are losing money now. Thus EEO fines will put some people out of business. Failure to comply, which is an arbitrary judgement, results in fines which can only be described as Draconian and which will beggar and break many broadcasters. I don't believe it is the Commission's intent, in pushing for the hiring of minorities or women, to cripple or destroy the very industry it regulates.

Finally, I do believe making the 1/31/94 rules retroactive is fundamentally unfair, indeed, unAmerican. It's one thing to hold us accountable for rules of which we are clearly warned; it is quite another, and astonishing, to hold people accountable for rules during a period of time when they were not clearly known.

As regards the idea that broadcasters be required to encourage minority and women entrepreneurs to conduct business with all parts of our operations, what this would mean to us is unclear.

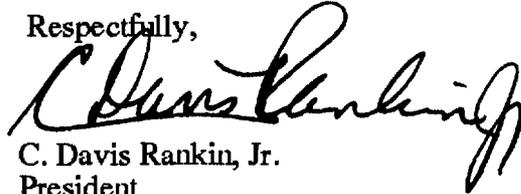
If the FCC says it is a good thing to do business with women and minorities, who can disagree? If, on the other hand, the FCC requires us to do a certain amount of business with women and minorities, or to contact them in order to solicit their business, this would be a problem.

We already have relationships with businesses, some going back years, and as a policy try to steer our business to our advertisers. I can envision a scenario in which we would have to stop buying goods and services from some in order to do business with someone else in order to satisfy the FCC. This would wreak havoc with us, our suppliers and advertisers and we would lose advertising. And it would, of necessity, create another paperwork monster. It is a well-intentioned but would impose yet another burden on broadcasters.

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In closing let me assure the Commission that we here at KURV are committed to full opportunity for employment for women and minorities. It is not just the right thing to do, it is also good business.

Respectfully,

A handwritten signature in black ink, appearing to read "C. Davis Rankin, Jr.", written in a cursive style.

C. Davis Rankin, Jr.
President