

# Town of Jonesville

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Office Of The Mayor



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January 3, 1995

The Secretary  
Federal Communications Commission  
1919 M Street, NW  
Washington, D. C. 20554

DOCKET FILE COPY ORIGINAL

Re: Counterproposal Reply Comments  
MM Docket 94-116, RM-8567,  
RM-8507

Dear Mr. Secretary:

As Mayor of Jonesville, Virginia, I am troubled by Holston Valley Broadcasting Corporation's proposal requesting an allotment of an FM Broadcast Station to our Town.

I am aware that Holston Valley Broadcasting Corporation has filed their request for an allotment at Jonesville as a Counterproposal to a Rule Making Petition by Eaton Govan and Berton Cagle. I am further aware of the competitive position of Holston Valley relative to Govan and Cagle. I am deeply concerned that Holston Valley Broadcasting Corporation is attempting merely to hamper Govan and Cagle and does not have the best interest of Jonesville in mind. Should the Commission adopt the Holston Valley Counterproposal and Holston should be licensed to operate a station at Jonesville I fear that Holston would merely use the station as a "repeater" for WTFM-FM and not provide a new local listening service. Holston already simulcasts three AM stations that it either owns or controls (WKPT, Kingsport; WKTP, Jonesboro; and WOPI, Bristol, all in Tennessee) and has sought to purchase WITM at Elizabethton for the same purpose.

Jonesville currently receives broadcast signals from a number of stations including localized service from Stations WSWV-AM (1570 kHz.) and WSWV-FM (105.5 MHz) at Pennington Gap, Virginia, just 6 miles away. These stations have provided Jonesville, Virginia, with outstanding broadcast services, both nighttime and daytime. They have provided a forum for the citizens of Jonesville to discuss local issues and an outlet for local self expression. I have found their local news coverage and community participation to be exceptional, and they have provided my office broadcast time whenever requested to discuss the issues and concerns facing our town.

Jonesville, Virginia, is a very small community with an extremely limited commercial and economic base. Thus, local advertising revenues are limited. I certainly do not believe that there is enough local advertising revenues in Jonesville and

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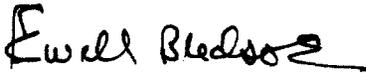
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Pennington Gap combined to sustain another broadcast station in the region. With the existing stations that already provide our community with excellent broadcast services struggling economically to continue their operations, the addition of another station would have devastating effects. The present stations would likely curtail or discontinue their valuable services in the face of such an added economic assault.

Because of the foregoing, I am strongly opposed to Holston's proposal to add a new FM Broadcast Station to our community, thereby threatening the survival of the stations that already provide excellent service to our town. It is particularly not in the best interest of the citizens of Jonesville to grant Holston a new station here if, as I suspect, that new station only rebroadcasts a station that we can readily receive locally now.

As Mayor of Jonesville, Virginia, I urge the Federal Communications Commission to reject the Holston Valley Broadcasting Corporation Counterproposal which will clearly not serve the best interest of the citizens of Jonesville.

Respectfully submitted,



Ewell Bledsoe  
Mayor  
Jonesville, Virginia

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Berton B. Cagle, Jr.  
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