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FEDERAL COMMUNICATIONS COMMISSION
 OFFICE OF SECRETARY

September 1, 1995

**Before the
 FEDERAL COMMUNICATIONS COMMISSION
 Washington, DC 20554**

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In the Matter of

**Establishment of Rules and Policies
 for the Digital Audio Radio Satellite
 Service 2310-2360 MHz Frequency Band**

) IB Docket No. 95-91
) GEN Docket No. 90-357
) RM No. 8610

COMMENTS OF PANDORA DATA CORPORATION

Pandora Data Corporation is a Virginia corporation formed in 1989. Pandora was created to provide on line political and military information through a wide area network accessible through local and long distance telephone lines to subscribers in the United States and around the world. Pandora believes that more powerful microprocessors and cheaper and more powerful multiuser operating system and data base software enable smaller, more specialized companies to exploit niche markets in the information business and compete successfully with larger companies with much greater resources, except for highly specialized knowledge.

Pandora is currently preparing a proposal for members of the House of Representatives and Senate, as well as other lawyers, politicians, journalists and other private persons, to create a data base of information on certain matters of current political concern. Again, this information offering will be narrowly focussed but require specialized expertise and individual legal and technical attention. The internet and other consumer information services will play an integral part in the distribution of this product to our customers.

Pandora has a commercial interest in finding and marketing information that is highly specialized and yet undoubtedly unmarketable were it not for the efficiencies that are possible because of advances in technology and easy access to telecommunication services of all kinds. Electronic distribution and the ability to reach our customers in unconventional ways are integral to our survival and growth. My company would be stymied in all its efforts were it required to overcome the obstacles that promoters of satellite radio face in marketing their particular products. I and my company are especially interested in seeing that there are as many alternate channels of communica-

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tion available in the United States, especially for the kinds of specialized political information that we believe has been unavailable for too long. The American voter, in particular, has suffered from a lack of access to meaningful political information that is rarely available through conventional media channels. The phenomenal success of newsletters and talk radio attest to the market that exists for narrowcasting of political, financial and other information.

To cite another example, we have all seen how network television news is now but one information source among many. The time of network dominance has passed. The networks have been bypassed by technology — and human creativity with access to that technology. Today, satellite radio offers an exceptional opportunity to expand even further the ways in which we partake of our vast artistic, literary, political, and cultural resources. As much as possible, technology should free us from remote and unresponsive programming decisions of large media managers.

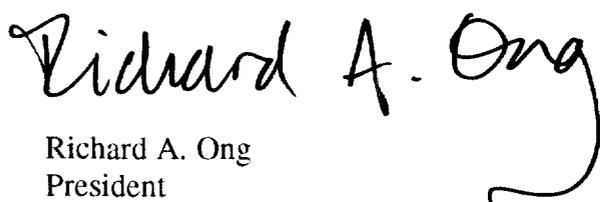
I believe my company is capable of producing the highest quality of information for its customers. I assume others are capable of doing the same. I therefore support enthusiastically any further expansion of the means of transmitting information and entertainment that

- increases the numbers of providers of information;
- expands the listening area of worthy regional writers, journalists, and commentators;
- increases the number of competitors of existing media companies; and
- increases the access that our citizens have to the best of our Nation's and the world's thinking.

I have a personal interest in opening the door to satellite radio. I remember the excitement of listening to an "alternative" FM radio station in the early 1960s in St. Louis. Some of the offerings were unbelievable in their quality and the window they opened on the world for that particular young man were exciting indeed. Much of what was broadcast fell short. But so can the larger media companies be said to fall short even today.

The revolution in communication that our wonderful technology has made possible, starting with radio in all its varieties and broadcast bands earlier in this century, has not run its full course. Who could have foreseen in 1945 what was over the horizon? Satellite radio — a truly exciting development with fantastic implications — should be given its chance, just as all the others got theirs before.

Respectfully submitted,

A handwritten signature in black ink that reads "Richard A. Ong". The signature is written in a cursive, flowing style. The first name "Richard" is written in a larger, more prominent script, followed by "A." and "Ong". The signature ends with a long, sweeping underline that extends to the right.

Richard A. Ong
President