

FESTA ITALIANA

ORIGINAL

Sacramento's Italian Radio Program
12 noon Saturdays on KJAY (1430 AM)
(916) 447-0192 • (916) 321-1118

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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D>C> 20554

FEDERAL COMMUNICATIONS COMMISSION
GENERAL INVESTIGATIVE DIVISION

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In the Matter of

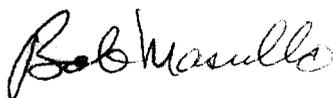
Establishment of the Rules and Polices) IB Docket No. 95-91
for the Digital Audio Radio Satellite) GEN Docket No. 90-357
Service 2370-2360 MHz Grequency Band) RM No. 8610

COMMENTS OF THE "FESTA ITALIANA" RADIO PROGRAM AND ITS NON-PROFIT SPONSOR, THE ITALIAN CULTURAL SOCIETY (of Sacramento, Calif.)

The Italian Cultural Society of Sacramento, Calif., is a 15-year-old, non-profit membership organization designed to promote Italian culture and Italian American interests. One way it does that is by underwriting the weekly radio program, "Festa Italiana," which features Italian music and news and interviews with an Italic perspective. (It airs from 12 noon to 1 p.m. every Sunday on KJAY, 1430 AM.)

We recommed the licensing of Digital Audio Radio Service because we have found there is a definite need and audience for the type of program we currently do in Sacramento and firmly believe a similar type of service would be of immense value nationwide. The Italian American community is one of the largest ethnic communities in the nation (25 million strong) and is woefully underserved by existing radio broadcasters. DARS could change that for the better immediately.

Sincerely,



BOB MASULLO
Vice-president of the Italian Cultural Society
and host of the "Festa Italiana" radio program

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