

*Rule RM 9242*

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Olga D'Alessandro  
94 Angola Estates  
Prince George Drive  
Lewes, Delaware  
19958

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JUN 26 1998

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Dear Senators and Congressmen,

Thank you for acknowledging my letter. My husband Joseph and I have been corresponding with you and the other representatives of our state of Delaware and the rest of our Union.

I know the rules of the FCC concerning obtaining a radio station. This is not the information that I was seeking from you. We have been in constant correspondence with the FCC.

What we were asking from you is for you to initiate some new rule changes with the FCC concerning the method in which individuals are able to obtain a broadcast liscense from the FCC. As it stands right now, no individual that doesn't have at least a \$100,000 can obtain a radio station.

As I stated in my previous letters to you, our dilemma is this:

If I hire a consulting engineer and pay him \$2,000 to find us a frequency, then file for a liscense for that paarticular frequency, there is no guarantee that that frequency will be granted to me. Do you have \$2,000 to throw into the wind. I know that we don't.

After you file for that frequency with the FCC for the sum of \$750, it is then put into a pool where other individuals or other broadcasting corporations can also file for that same frequency at really our expense. This is the problem.

I don't mind spending the \$2000 dollars for the engineer and also spending the \$750 for the filing fee, but I don't think it is right that other individuals or corporations can then just move in and put a claim on my frequency.

I hope this time you understand what I am trying to explain to you. I don't think you understood my first letter.

I believe that this practice is totally unconstitutional. Where are my rights as a citizen of this country? Why are only those endowed with wealth entitled to own a radio station? Why is the NAB allowed to dictate the procedure by which the FCC is allowed to legalize a radio station to a particular individual?

What we need is for the FCC to pass RM 9242 allowing those whose financial means are less than those of the big corporations. We need LOW POWER FM RADIO STATIONS is become a viable entity in the broadcast industry.

We are honest hard working individuals that want to own and operate a LOW POWER FM RADIO STATION. We want to see a low power network with anywhere from 20 to 100 watts of power. This would not interfere with those larger broadcast corporations that own radio stations with anywhere from 2000 to 100,000 KW. We would strictly be a community station, and we would serve the community where our stations would be located. Is this to hard to understand?

Did you ever have a dream? I know that you did because you are one of our representatives. Well we have a dream too, and that dream is to own and operate a radio station.

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*I have been reading our Constitution and we should have the right to follow our dream, regardless of our financial stature. Not only the rich, but us the poor have the same inalienable rights, but today it seems to be the haves against the have nots. This is not American. I could see that happening in a dictatorship or in one of the third world countries, but this should not be the way it is in this country.*

*The way the rules and regulations are written in the FCC documents are totally UNCONSTITUTIONAL!!! They need to be revised and revised right away. This cannot wait until the next millenium. People in this country are getting very disgusted, and they will be demanding a change from their representatives in our Nations Capital. If our representatives won't hear us, we will then make changes. This dilemma with the FCC will not go away or be swept under the carpet. What is more important to you, the NAB or your CONSTITUENTS? This is a chose that you and all the other Senators and Congressmen will have to make. Your future may hang on this one issue. Look deep into your heart, and I hope the chose you make, you will be able to live with. This may not seem a very important issue to you, but there are many people in this country that are seriously watching your decisions, because to them, this is a very important issue.*

*Step forward for your constituents and make a sound decision for RM 9242 - Low Power FM radio stations, with at least 20 to 100 watts of power. Rember this is a Government by and for the people, you and the FCC work for me and the NAB, but be fair the NAB is in the business to Deceive, you know we just might FIRE YOU.*

*Thank YOU*

*Olga and Joseph D'Alessandro  
94 Angola Estates  
Prince George Drive  
Lewes, Delaware 19958*

*Phone: 302-945-1554*

*E-mail: [jaman@magpage.com](mailto:jaman@magpage.com)*



# PD MEMO

L. J. SMITH - BP CONSULTING GROUP

5/6/1998

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According to the latest Duncan's American Radio Report, radio listening is down for the fourth straight year. Using the Average Persons Rating (APR), Duncan measures the number of 12+ listeners using radio in any given quarter hour between 6 a.m. and midnight.

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While the drops over the last four years have been minimal, listenership has dropped about 9% since 1989.

The exact cause for the continued decline is unclear, but one of the contributing factors is the appearance of other forms of entertainment: the internet, CD-ROM players, and more cable channels than ever before.

Duncan's also cites consolidation as a primary reason for the decline. Mainly, it's a matter of less marketing for individual stations. When stations promote themselves, they also promote radio in general. When fewer ads (TV, billboard, direct mail, etc.) run in a market, the medium as a whole can lose out. Increased commercial loads may also be driving listeners to other places.

There is one bright light of hope. Listeners are using radio at work more -- an average of 17% more since 1990. According to the Edison Media Research Study, done in conjunction with Arbitron, 65% of workers say they listen while they work. This is a great argument for targeting the at-work listener with special "nest marketing"-type tactics.

*Comments RM 9272  
OKGA + 45 Unergie Music  
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