

**Comments Submitted
Concerning the Amendments of the Rules to RM-11727
Before the
Federal Communications Commission
Washington, D.C.**

by

**John Butler
Butler7media, LLC
KWBJ RADIO**

As a broadcaster and small market broadcast station owner, these comments are respectfully submitted in response to the Commission's July 17, 2014 Notice of Proposed Rule Making concerning RM-11727 soliciting comments to proposals to amend the FM Rules to permit a new Class C4 FM Station Class.

By way of background, I first became a broadcaster while in high school in the mid sixties. As the owner of the ONLY broadcast station in Canton and our rural Texas county of Van Zandt, we are especially hampered by the Commissions current rules. Our AM station is a day time only 500 watt operating on a clear channel reserved for a Nashville station at night, so there is no chance of 24 hour service to our local community except via an FM translator. However, with limited protection for translators, another one on the same frequency two counties over has just started operating with syndicated satellite programming causing listener reported signal interference within miles of our local studio. Thus, with limited power, no protection from the commission and no foreseeable filing window, we are not able to cover the small unserved towns in our county. Our programming

is focused on local programming such things as live broadcasts of the city council meetings, school district events, men and women's high school sports, local public service announcements, local news/sports on the half hour, etc. Such stations as ours are becoming rare, as they will never be able to generate more than minimal profit. Stations such as ours operate as a public service to the community ... the way broadcasting was meant to be. We are happy to give our comments and suggested changes to the commission rules as follows:

1. Return to a DEMAND BASED system of new FM station allocation.
2. We would like to see the Commission return to a FIRST COME FIRST SERVE station application basis with priority given to existing AM stations in counties that are underserved. Allow applications any time, so an underserved area does not have to wait for a "window" and then compete with speculators. The Filing Windows only serve to attract self serving speculators and delay new or improved service to a community. These delays can last for long periods of time including many which have lasted for a year or more. This is clearly not in the Public Interest.
3. We would recommend DOING AWAY WITH ALL FILLING WINDOW. The windows that present delays in obtaining service for areas that need it. The windows also tend to favor speculators who are not interested in providing broadcast services, but rather driving up the prices between the FCC filing cost and the end user's final price. This depletes the capital funds available for construction and operation of the facility that an end user broadcaster needs for delivering services to the local community of service.

4. We recommend DOING AWAY WITH VARIOUS FM CLASSES. Using an interference evaluation system, a station should be allowed to operate with a power level suitable to serve the local community if it creates a signal with a contour overlap not prohibited to stations in existence or with construction permits authorized.

5. We recommend the evaluation of applications be done based on INTERFERENCE STUDIES. Full interference studies should be required showing any affected facilities before a construction permit is granted by the commission with a notification and brief period for affected stations to respond.

Respectfully submitted,

John Butler
Butler7media, LLC

September 29, 2014