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As president of the MVRG, Inc. and holder of an LPFM construction permit for FID# 193035, I urge the FCC to grant the LPFM service the same power levels as the Transmitter service has by permitting any eligible LPFM stations to operate at 250 watts, either in rural areas or urban areas. The current level of 100 watts is not enough to permit the signal to penetrate buildings very well, and this causes a drop off of listeners. While helping to operate FID# 131911 over ten years, I often heard the complaints of listeners who stated they wanted to listen to the station but tried to tune in the station in their homes and could not, even in the center of town where our signal strength was suppose to be at its best. To rectify this we tried to change frequencies first and then even moved the transmission system closer to town, allowing us more power but that still did not rectify the situation. Also, many of the rural stations have terrain issues that a higher tower with more power would overcome. This would not only improve reception in the 60 dBu service area but it would also increase the size of this area, increasing potential listeners.

In my current operation (FID# 193035), we estimate that if we were able to increase power to 250 watts, we could move our tower to a higher location only 2 miles from our current proposed location and it would double our potential listeners (from 23,254 to roughly 50,000 potential listeners in our 60 dBu service area). This would vastly improve our signal strength in our principal city and neighboring 3 towns to the point where people would have no trouble tuning the station in inside buildings. This is significant and would be repeated throughout the entire LPFM service for many LPFM stations, especially those in areas where there are several towns within 6 miles of each other. Transmitter service has 250 watts and the LPFM service should be given the same power level to ensure its survival as a viable radio service.