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Since the deregulation of the radio ownership rules, many of the small town radio voices have been moved by the big groups to the large adjacent communities simply to produce a bigger bottom line. There is no care for small town local programming any more, it is all "cookie cutter" radio. Ownership Deregulation was the biggest injustice ever to happen to radio! Now we have LPFM. Many of the LPFM stations are filling the void created by the loss of the full power stations. The LPFM that I am responsible for, KWGH-LP is on the air from 7am to midnight each day with programming and information for the residents of our rural county. Our county, which is about 24 miles by 20 miles is covered by our station but poorly on the edges and in any buildings. A power increase to 250 watts ERP at 30 meters or an increase of HAAT to maybe 50-75 meters with still 100 watts would certainly help us in the flatlands of Iowa.