

The second benefit that would occur as a result of 250 watt LPFM stations is better penetration of signal into buildings. Homes and businesses within a near proximity of our transmission site can currently receive our signal. We anticipate this includes no more than 25 percent of our listening audience. The other 75 percent can only tune-in while driving in their vehicles. An increase in wattage would allow those within our broadcasting proximity to listen not only in their vehicles, but in their homes as well.

Finally, the increase to 250 watts would allow us more flexibility in locating our transmission site. We are currently quite limited because we need to stay so close to town in order to maintain the proper dBu signal. An increase in wattage regulation would make available more transmission sites from which we could broadcast a higher quality signal to our listeners.

In view of the foregoing, Divine Mercy urges the Commission to initiate a proposed rulemaking to study and to promulgate improvements to the LPFM service,

including in particular the proposed increase to 250 watts in the authorized power level available to LPFM facilities.

Respectfully submitted,

DIVINE MERCY RADIO, INC.

By: /s/ Bryce Lungren

Bryce Lungren
P.O. BOX 1021
Worland, WY 82401
(406) 231-6045
Its President

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