



To Whom it May Concern:

The WMRC First Class Radiothon, the Hometown Hope Non-profit Marketing Grant Initiative, and our annual Make Change for the Milford Food Pantry.....are just three of the hundreds of worthy causes helped by public service campaigns each year on WMRC, First Class Radio, in Milford, Mass. As a second generation broadcaster, WMRC Owner and General Manager, I was raised with discussions of public service and community outreach every night at the family dinner table. For over five decades, this small AM radio station has done more to serve their communities than any other station in all of Massachusetts, and possibly the entire country. Committed to the community and always going the extra mile to help those in need, WMRC is the epitome of the FCC's mandate of serving in the Public's Interest, Concern or Necessity (PICON). It isn't just a marketing slogan, it is the right way to run a business. WMRC has been named the Massachusetts Broadcasters Association "Station of the Year" five times for these very reasons. Despite being a low powered, family operated, stand-alone AM station in a sea of corporate owned FM flame-throwers, WMRC raises the bar of community service to a new level year after year after year.

As mentioned, WMRC is but a small, low powered AM in one of America's largest competitive radio markets. Despite this distinct disadvantage, we persevere by focusing on local programming and our community's best interests. However, a commitment to community and local programming only means something if there is an audience.

To remain viable in this modern age, we need an FM translator to deliver a better signal. WMRC has proven again and again that it has a tremendous local following but WMRC could do so much more with a translator.

For example, we'd be able to cover nightly town meetings and sporting events for an additional 6 towns, add weekly live broadcasts from several local performing arts centers, and launch a nightly local public affairs talk show.

There are currently three commercial translators within eligible (Mattoon Waiver) distance to the WMRC AM tower. Our research shows that two of these translators are owned by Clear Channel/IHeart and the third by another commercial operator. Realistically, none of these three

translators will ever be available for sale...and even if they were, the price would be prohibitively expensive.

In fact, these translators themselves are very likely valued higher than the entire WMRC license. There are alternatives, however. Four FM frequencies in our area do show potential for translator operation, but there is no way for us to obtain and use a translator without a filing window being opened by the FCC. I am ready and willing to take whatever steps are needed to better serve my community by rebroadcasting our signal on FM.

I respectfully ask the Commission to look at the engineering studies provided and work with WMRC, First Class Radio, to find any possible way to address this challenge.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tom McAuliffe II".

Thomas McAuliffe II

President

First Class Radio corp.