

I am Christopher Politano writing on behalf of Evansville Real Radio, Evansville, IN. in support of RM 11573 filed by LPFM-AG. I am asking that the FCC support this petition for rule making.

I am particularly in support of power increase to 250 watts to allow better building penetration. This may not work in many metropolitan areas in the top 50 markets. It would likely not even help the station we are hoping to build in Evansville, due to terrain and the large number of full power stations that are protected from our low power signal. However, if we had decided to build just a few miles to our West, we would need the full 250 watts to reach a reasonable amount of the population. I support being able to broadcast on any wattage from 0-250 watts, particularly for those in rural areas.

My original home was Boston. LPFM is nearly impossible to start in a major market area such as Boston due to interference issues. Thus, I also hope the FCC would allow broadcast of LPFM signals at any wattage from 10 – 50 watts in these very spectrum crowded markets located near major cities.

The major difficulty in trying to start an LPFM is cost. This is mostly caused by restrictions on having commercial advertising and having to comply with underwriting guidelines designed for full power broadcasters that are underwritten by government funding. This is not to mention the lack of clarity with FCC guidelines on the subject. Unfortunately, I think that the FCC will probably not allow us to have the right to use advertising. I am asking that if concessions are made, that not for profits be allowed to have LPFM's solicit (including calls to action) on their behalf. At an absolute minimum, this should be allowed for regional not for profits located near an LPFM's market.

I have been through several training sessions on not for profit fundraising and through grant writing classes put on by the local United Way. None of these strategies fit for the extreme restrictions placed on our little LPFM's due to underwriting restrictions. We can't help other not for profits to the same degree that commercial stations can. We are hindered by underwriting from getting our stations started. The look of incredulity when explaining the restrictions on what a business can say if they become one of your underwriters is amazing. They are looking for return on investment of their advertising dollars. If they only have a small amount designated, they are reluctant to use it on an underwritten station rather than a full power station, because they can't call customers to action, which is the purpose of advertising.

I will say that with the limits placed on LPFM's, Evansville Real Radio may perish before it is given a chance to flourish, due to lack of funds. We will join the more than 600 other stations silenced by poor policy.

We had an extremely hard time finding a tower location that would fit within the limited available frequencies available in Evansville. There is a need for protection of LPFM's especially if we are required to move due to full power station making changes. Thus we support protections for LPFM's.

I concur with the statements of the LPFM from Terre Haute Indiana. They have very real struggles staying afloat fettered by the ability to bring funds in from small local business and we do also. Indiana is a state with a better economy during the economic downturn that started in 2008. I imagine this struggle is even harder in nearby states like Illinois.

Respectfully Submitted by,

Christopher Politano on behalf of Evansville Real Radio.

