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I'm in full agreement with the FCC on the issue of changing the allocation rules. To me, the most critical issue here is in being free to serve our local communities to the fullest extent possible. Under existing rules, this is impossible during certain hours of the day or night, because radio stations serving isolated communities usually have to drop power significantly so that more powerful stations can take advantage of sky wave broadcasting at night. Existing rules were created prior to World War II, when war concerns were a hot topic. There was limited capability to radio technology at the time and the political unrest in Europe gave a sense of unease in America. In that climate, it was thought necessary to set up ?protections? for radio signals of higher power and vast coverage. Smaller stations were asked, in effect, to step aside so that primary signals could reach as many communities as possible in order to pass along crucial emergency information to listeners. But now, the times, politics, technologies and attitudes have changed exponentially. There are dozens of other technologies existing today which can fulfill these concerns. For example, digital streaming audio, which does not interfere with radio signals. The point is the need for national r.f. manipulation is not the same. Why should we in small markets have to continue giving up our full night time potential? Why are we forced not to serve our own communities to the best of our abilities? Should we still protect the signal of distant primary giants who aren't concerned with, and scarcely care about the needs of isolated small communities? Another factor is diversity. We don't have cookie cutter communities, and one size does not fit all. AM radio at the local level is the only place you can find diversity for each little community. The signals blasting in from hundreds of miles away too often don't offer the kind of diversity consistent with needs in the smaller markets. I don't grasp the logic. Are weaker stations in small towns really capable of causing interference in local markets of big cities? We need to think about this if we truly take our responsibility to the public seriously. Try to imagine the nation's powerhouses actually sending their sales staffs out hundreds of miles? Does that really happen? Will they lose big clients and revenues if their fringe coverage is degraded by a weaker signal from an outlying community? I can't deny it's possible, but the loss, if any, seems like pretty small potatoes, compared to their core revenues. The large companies with AM stations typically have their own Internet streaming services anyway. If there does happen to be a far off listener in these fringe areas, they can tune in via mobile apps such as iHeart Radio and get a better sound quality anyway. Meanwhile, the lost potential in that small market IS significant under existing rules. In my estimation, we are operating under a set of outmoded principles, and I believe the time has come for a change. Fair is fair, and why shouldn't everyone be on equal footing? If the allocation rules are allowed to be modified, and if these changes are well planned and carefully conceived, then I think it unlikely the big boys would even notice the difference. At the same time, small market AM radio would have a better chance at truly fulfilling their mandate to serve the communities where they live. I presently work for a small stand alone AM in the midwest, where we are extremely active in the local communities. Removing some of the power limits will allow stations such as ours to serve our communities even better.

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