

**Maggie, Steve,**

***Here are some thoughts I Have about local radio, AM Radio band revitalization and Low Power FM radio.***

***Local AM & FM stations are licensed to local communities to serve a particular area such as a county or small region. It was never intended for these stations to reach out or compete with stations in a metro area. Most AM band local stations are often 500 – 1000 watts. Larger metro area stations were created with more power, sometime as high as 50,000 watts. The larger stations were created first to serve a huge area, sometimes multiple states to prove coverage of major events. Small local stations were later created to serve a smaller area such a county. Now it seems the local station where possible, are ignoring the local community of license in an attempt to compete for revenue in a more metro setting. While every business owner has every right to seek revenue to keep in operation, this in some local areas, has left communities without the coverage they deserve and need. My possible solution is this; A local station must serve it's community/ area of license with programming that serves that community with information that is pertinent. Local news, regular weather updates, public service information, civic discussion programs, etc. This should be a part of a local stations programming for at least 40% of each broadcast day M – F excluding Federal, State & local holidays. Make this an enforceable and finable offense. Also many of these local stations are being programmed for the owner's personal amusement and entertainment. Not what broadcast media was intended to be.***

***AM revitalization. I realize the AM band is crowded. Reducing coverage of these giants at face value looks good. The big power stations have had an advantage over lower powered stations. Just their size alone is advantage by having a much better marketing area. Most of the big stations were created during the early to middle of the last century long before lower powered local stations were created. By lowering the power of the giants, it may allow some smaller stations the opportunity to not only nighttime hours of service, it may permit increase in daytime coverage too. Doing that may put us right back where we are now. FCC is now allowing some AM stations that don't have nighttime authorization to apply for FM Translators of up to 250 watts. While in the right situation this could help, it can eventually clog up the FM band as well. There is one national company that owns at least 50 translators tied to small AM stations. None of the combinations are serving their local communities either as there is no local programming or information. That's over 100 stations in Ohio alone, not counting stand alone FM stations that are programming without local content.***

***LPFM in some areas are doing what commercial higher power stations should be doing. I have often said, "If commercial Radio did the job they were intended to do, there would be no need for LPFM".***

***One resolution is, if LPFM is doing the job, we need to have a better coverage areas. At the very least allow us to have Translators to boost coverage. Currently we have 100 watts of power. We don't cover even all of our home county. If no one is going to provide the information and fill the needs of the community, then allow the LPFM community to do that job. Interviews with public officials, local news, local weather, public discussion of issues, Etc.. Sure some people want to***

***hear music on radio. LPFM's do that as well, but in the case of WALH here in Wilmington, we are going out of our way to serve our hometown community!***

***Thank you for your time...***

***Lee Hendee***

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