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RE: DA 16-367 / Section 25.281 (b)

To Whom It May Concern;

If you force companies such as First Call UPLinks to comply with the Carrier ID on all broadcast signals, it will render our present Encoders/Modulators useless and force an additional \$150-\$200,000 reinvestment with compliant units. These costs will be absorbed by First Call and not capable of passing along to the customer. We are looking to get several more years of use with the units we presently have in service.

I don't understand why you feel it necessary now to enact such legislation. The legitimate companies that work daily for most news and sports organizations take great pride in their work. And they make sure that they access satellite space with the direction of the satellite provider along with the particular network. These companies including First Call should not be punished monetarily for doing a great job each and every day.

It's only ROGUE broadcasters out there looking to steal satellite time that should be punished. Let's face it, they are not going to be compliant with your demands anyway. For you to think that this is going to solve any problem, you are mistaken. It may cause serious financial harm to all of us who are trying to do it right...every time.

Please consider grandfathering in those companies like First Call who have perfectly good Encoders/Modulators in their fleet presently. Require manufacturers to put the CID in all new units, but refrain from making it obligatory.

Sincerely,

Jim Massaro

President

First Call UPLinks

800-951-6707