

I am alarmed to hear that the NAB is attempting to use the FCC and Congress to keep their businesses afloat rather than innovating and providing the public something they want. The NAB is asking you to prevent satellite radio from providing locally oriented content such as traffic and weather reports.

I have been a satellite radio subscriber for about 6 months. Satellite radio provides me exactly what I want, when I want it. If I want music, I can tune to a commercial free station. If I want news, I can tune to one of a dozen or more news stations. If I want traffic and weather, I can tune to my local channel on satellite radio and hear the local traffic reports within two or three minutes. Satellite radio provides me exactly what I want, when I want it.

Radio and TV have similar attractions which are making consumers, such as myself, tune into local broadcasters. HDTV is a big attraction for myself and many other passionate consumers. High Definition Radio, another quality improvement to a broadcast source, is another technology that would make quality loving consumers such as myself triune in.

If local radio and TV provided an innovative service that provided what I want, when I want it, I would gladly listen/watch or even SUBSCRIBE. Satellite radio is a service I pay for in order to get exactly what I want, when I want it. Instead of innovating, the NAB is trying to use the FCC and Congress to keep a broken business model afloat by attempting to force listeners to tune to their station to get critical information like the traffic report.

Satellite radio is a perfect example of Free Speech -- It provides an alternative to the mainstream TV and radio outlets to those, like me, who want it. Please do not restrict free speech and prop up a failing business model by caving to the NAB's petition. Please reject petition 04-160 and clearly send the message that the NAB's business model will have to compete to succeed rather than being legislated to succeed.

Regards,  
Jeff Odell