

The authorization of HD Radio multiplexing will be critical to the decision of WJCT-FM to convert to digital transmission, in that it will allow us to broaden our public service to the community.

Our station strives to provide in-depth programming to our region. At the current time, there are no available frequencies on which we could expand our service to some underserved segments of the population. The authorization of multiplexing will allow us to offer alternative programming, such as music and culture, in addition to the news and information service we currently provide. It would be a tremendous expansion in our public service to the community. Multiplexing provides our station with a cost-effective means of expanding the quantity, and quality, of local, diverse programming, which will improve our overall offerings to the community we serve.

Current analog radio technology limits our radio station to providing only one programming service to our community. Digital broadcasting, with multicasting capabilities, will enable our radio station to use existing programs in expanded fashion and to develop new, more varied and diverse programming formats whose appeal may be more targeted and defined.

Another exciting aspect of the supplemental audio channel capability is its tremendous cost effectiveness. It presents enormous efficiencies compared to the difficulty and cost associated with acquiring additional frequencies. As mentioned earlier, in this market, no additional frequencies exist, and as public broadcasters, we would have a very difficult time competing with deep pockets of religious broadcasters who often acquire non-commercial frequencies that become available. The resource savings that digital audio multiplexing will afford can be directed into programming that expands services.

Beyond authorizing the use HD Radio technology to offer supplemental audio channels, the FCC's goals will be well served by providing non-commercial educational stations with maximum flexibility to serve the needs and interests of our listeners. Public radio stations share a mission to serve the public's educational needs and have a proven track record of successfully doing so.

Public radio counts on the FCC to fully protect our ability to serve that programming mission. Public radio stations also need to generate revenue to fund our activities. The potential use of SAC technology for remunerative purposes will strengthen our ability to continue to serve the public better into the future.