

Commissioners;

Thank you for allowing me to comment on localism in radio. I am the licensee of KFLP-AM in Floydada, TX (population 3,500). Seeing the decline of local stations serving their communities of license, my wife and I moved to this community in 1996 to rescue their radio station. We are one of a few small broadcasters still attempting to serve our communities in rural West Texas. It is not easy.

Earlier this week you received comments from Farm Bureau in regards to declining farm programming in rural areas. Today I submit to you that West Texas is seeing just the opposite. Four years ago we launched the only ALL FARM formatted station in Texas. Our signal reaches the largest cotton growing region in the U.S., and is available to one-sixth of the state. Seven of the eleven hours of programming are produced in-house by our staff - and another two hours are produced within the region. In addition, we make our programming available on-line via the internet with live-streaming at [www.kflp.net](http://www.kflp.net).

We also hold the license to KFLP-FM, which is still locally-programmed and serves the interest of Floyd County. We carry live play-by-play of Floydada High School sports, produce local newscasts and update the weather hourly. In severe weather we provide coverage for a seven county area surrounding Floydada. We are local broadcasters attempting to fulfill our obligations by serving the public's interest. We know that the success of our stations depend on our ability to deliver what the community wants.

Ironically, we have been able to syndicate our programming to other radio stations in the region. During the Fall, we provide a live two-hour high school scoreboard show to more than thirty stations in West Texas (from the Oklahoma panhandle to San Angelo, eastern New Mexico to Wichita Falls) at no cost to the affiliates. Our entire focus is high school football in West Texas. During the spring, we provide live play-by-play (15 hours worth) to affiliates from the Texas high school track finals in Austin - again at no cost to the affiliates. The broadcast gives local communities the opportunity to experience the excitement of the event without leaving home.

So as you make your decisions regarding local programming - and programming to rural areas in particular - I urge you to consider two things: first, recent determinations by this Commission have allowed owners to move stations to more populated areas and to leave their communities unserved - I can name almost ten within a 75-mile radius of Lubbock. Second, there are still a few of us operating within our communities and acting as good citizens in broadcasting and business. Please do not add more regulations and burdens on us as you attempt to rectify the situation caused by the consolidation you have allowed.

Thank you for your time and consideration, but most of all for the opportunity to serve our communities through the public airwaves.

Sincerely,  
Anthony L. Ricketts

KFLP-AM / KFLP-FM  
CEO, Paramount Broadcasting Corp.