

My name is Cliff Shank, I am President & General Manager of Ad Astra per Aspera Broadcasting, Inc. A.A.P.A. owns and operates three FM radio stations in Kansas.

The future of radio is to be local, it's how we can successfully compete with internet radio, satellite radio, cable radio, and all of the other competitors we are facing on a daily basis. At Ad Astra per Aspera Broadcasting we do local news, weather, public service announcements on a daily basis. We broadcast hundreds of local sporting events every year. I personally cover severe weather events and have broadcast live, local tornado coverage that has saved lives. We participate in almost every major local event in the central Kansas area.

I am also Chairman of the Board of Directors of the Kansas Association of Broadcasters. Localism is a way of life for Kansas broadcasters. It's good business to be local!

If free, over the air, radio broadcasting is going to survive in the future, it will be LOCAL.

The government and the F.C.C. does not need to legislate localism. I could better serve my community if I did not need to spend so much of my time and energy dealing with outdated F.C.C. Rules & Regulations. Dealing with Washington, D.C. is the furthest thing I do from being local.