

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of)
) RM - 11099
)
Amendment of Sections 74.1204(a))
and 73.807 of the Commission's Rules)
)

To: The Secretary
Federal Communications Commission

**COMMENTS OF PRESS COMMUNICATIONS, LLC
IN SUPPORT OF PETITION FOR RULEMAKING**

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Executive Summary

Press Communications, LLC ("Press") is the licensee of four Class A FM stations in New Jersey. Certain of the principals of Press have been involved in the ownership and operation of in-State radio stations for over 50 years. Press supports the Petition for Rulemaking (the "Petition") filed by the New Jersey Broadcasters Association ("NJBA") which initiated this proceeding.

Section 307(b) of the Communications Act requires the Commission to distribute broadcasting frequencies among the states and communities in a fair, efficient and equitable manner. In light of the data marshaled by the NJBA and submitted with the Petition, it is clear that New Jersey and its communities have not received a proper allocation of radio service. Rather, New Jersey is treated as a poor step-child to the dominant-facility stations primarily in New York City and Philadelphia. This empirical evidence is confirmed by the operating experience of Press and its principals. The impetus for the filing of the Petition and for Press' Comments herein is the deterioration of an already bad situation caused by an influx of FM translator and LPFM applications in New Jersey. These applications have the potential to greatly worsen the situation.

It is improbable that the Commission would undertake at this late date a broad reshuffling of commercial FM radio frequencies, and Press is not asking for such extreme relief. However, the Commission does have the ability and duty to adopt the rule changes proposed in the Petition in order to protect the local radio service provided by in-State full service radio licensees. Specifically, the Commission should:

- (a) require FM translators and Low Power FM 100 watt stations ("LPFM") in New Jersey to protect the 44 dBu (50/50) contour of all full service FM

stations licensed to communities in New Jersey (assuming maximum permitted facilities for each full service station);

(b) prohibit the future authorization of FM translators or LPFMs in New Jersey with an ERP of less than 100 watts; and

(c) adopt the use of the 20 dB desired-to-undesired signal ratio for second adjacent channels.

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**COMMENTS OF PRESS COMMUNICATIONS, LLC
IN SUPPORT OF PETITION FOR RULEMAKING**

Press Communications, LLC ("Press") offers the following Comments in support of the Petition for Rulemaking filed by the New Jersey Broadcasters Association (the "Petition"). Press is the licensee of four Class A FM broadcast stations and one AM station in New Jersey. Principals of Press have been involved in the ownership and hands-on operation of FM radio stations in New Jersey for over 50 years and are well aware of the difficulties of operating in the radio environment identified as the New Jersey Anomaly in the Petition.¹

PRELIMINARY STATEMENT

1. Background and Experience of Press. Press is the licensee of FM stations WHTG-FM, Eatontown, WWZY-FM, Long Branch, WBBO-FM, Ocean Acres and WBHX-FM, Tuckerton, all in New Jersey (collectively the "Press Stations").² Each of these stations is

¹ Press adopts the definition of the New Jersey Anomaly used by the New Jersey Broadcasters Association ("NJBA") in the Petition to describe the unfair, inefficient and inequitable distribution of radio service to the State of New Jersey. Petition, p.3.

² As noted, Press is also the licensee of one AM station, WHTG(AM), in Eatontown, New Jersey. Since the focus of this proceeding is the commercial FM band,

licensed as a Class A facility; however, as a consequence of the New Jersey Anomaly, each station is forced to operate with substantially less than maximum Class A power (6.0 kW ERP non-DA), although Press has pending an application that would permit WWZY-FM to operate with full non-directional Class A facilities. Notwithstanding the restricted technical facilities of the Press Stations, they are all operated in the finest tradition of local community oriented radio. The Press Stations produce and broadcast local New Jersey news and public affairs programming responsive to ascertained community needs. During an era of networked and automated radio programming, the Press Stations still use predominantly live on-air talent and strive to serve the needs of their local New Jersey audience. Indeed, Press is not atypical as there are several in-State organizations in addition to Press that own and operate radio stations in New Jersey and provide a high level of local service. Moreover, the arrival of national radio chains into New Jersey has been relatively limited. Petition, p. 30.

2. Although Press has acquired the subject stations in the past four years, its principals have been directly involved in the ownership and operation of full service FM radio properties in New Jersey for over 50 years.³ Press' approach to local radio can be traced back to its predecessor, which activated WJLK-FM in Asbury Park, New Jersey on November 20, 1947, and has remained the operating philosophy of Press' owners ever since. Principals of Press also have been active in the NJBA and in earlier formation of efforts by the New Jersey

WHTG(AM) is not included in references to the Press Stations. As noted in the Petition, AM service in New Jersey is also limited as evidenced in the case of Press; WHTG(AM) is limited to 500 watts D and 125 watts N.

³ Press was the licensee of two of the few Class B stations in the state, WKXW-FM, Trenton, and WBSS-FM (now WIXM-FM), Millville, both of which have been sold. Principals of Press were involved in operating WJLK-FM (and a companion AM station) in Asbury Park, New Jersey, since the 1940s. A related company, Asbury Park Press, Inc., put WJLK-FM on the air in 1947 and operated the station until it was sold in 1989.

Class A Broadcasters Association to address certain aspects of the New Jersey Anomaly, such as the proposal to permit an across-the-board power increase for all Class A broadcasters. *Notice of Proposed Rule Making in MM Docket 88-375*, 3 FCC Rcd 5941 (1988) (subsequent history omitted). In sum, Press and its principals have unique and relevant experience and are in position to provide the Commission with useful information on the issues presented in the Petition.

3. *Press Strongly Supports the Relief Requested in the Petition.* Based upon the evidence presented in the Petition which is confirmed by Press' own experience in operating Class A and Class B radio stations in the State, there is no argument that the New Jersey Anomaly is alive and well, and will only be acerbated by the influx of low power FMs and FM translators. However, it is equally beyond dispute that short of reallocating the existing FM band or adding spectrum,⁴ there is little the Commission can do at this time to create new or more powerful local full service radio stations to serve the needs of New Jersey residents. Perhaps the only and certainly the most immediately effective solution available to the Commission is to better protect what local New Jersey radio service exists. This can be done by adoption of the relief requested by the NJBA. Therefore, Press urges the Commission to adopt and implement expeditiously the specific proposals documented in the Petition. In particular, Press strongly supports the following rule changes:

- (a) require FM translators and Low Power FM 100 watt stations ("LPFM") in New Jersey to protect the 44 dBu (50/50) contour of all full service

⁴ The Commission should be open to more radical solutions such as making portions of television channels 5 and/or 6 available for additional noncommercial broadcasting. These channels are deemed to be of lesser value for digital television and could be reallocated to assist in alleviating the demand for more NCE radio outlets, and this one time opportunity should be considered.

FM stations licensed to communities in New Jersey (assuming maximum permitted facilities for each full service station);

- (b) prohibit the future authorization of FM translators or LPFMs in New Jersey with an ERP of less than 100 watts; and
- (c) adopt the use of the 20 dB desired-to-undesired signal ratio for the second adjacent channel.

4. Obviously, the relief requested by NJBA and supported by Press should have been acknowledged in the early days of AM radio and subsequently when the initial FM Table of Allotments was created in 1946 at a time when New Jersey served, in fact, as the "garden state" for New York City and Philadelphia. Those days are unfortunately long gone and what the Commission can realistically do to address the New Jersey Anomaly as noted above is limited. In recognition of these real-world factors, Press agrees that all previously authorized FM translators and LPFMs should be grandfathered,⁵ and that the relief requested herein be limited to the State of New Jersey. The NJBA has buttressed its Petition with facts that amply demonstrate that the New Jersey Anomaly exists and that the relief requested is reasonable and should be granted. Therefore, the Commission's decision should focus only on New Jersey, and the corrective action should be limited to full service radio stations licensed to communities in New Jersey.

⁵ Of course, previously authorized secondary services that, in fact, cause interference to the reception of full service stations whether licensed to cities in New Jersey or bordering states are subject to objections under the existing rules. Thus, a grandfathered LPFM or FM translator would only be required to protect the 60 dBu contour of a New Jersey Class A station, not its 44 dBu contour, which would be the standard for a new applicant if this proposal of the Petition is granted. However, if one of these grandfathered secondary services actual interference to the reception of a full service station, no matter where that interference occurs, it would be required to resolve the specific complaint or shut down under the Commission's current rules.

**NEW JERSEY HAS BEEN SHORTCHANGED UNDER
SECTION 307(b) OF THE COMMUNICATIONS ACT**

5. The Unfair Distribution of Radio Service to New Jersey. The documentation provided by the NJBA in the Petition clearly demonstrates that the New Jersey Anomaly exists and, unless the relief requested therein is granted, local New Jersey radio service will be further compromised without offsetting benefits to the public. Section 307(b) speaks in the present tense. Thus, the proper administration of Section 307(b) mandates the allocation of additional Class A and Class B full service and full power FM channels to New Jersey communities. Had this occurred, local radio service to the State would not have been overshadowed by out-of-state broadcasters or second class to dominant-facility stations licensed to and primarily obligated to serve the needs of New York City and Philadelphia.⁶

6. The Petition is replete with situations that confirm the New Jersey Anomaly, and the unfairness to in-State broadcasters and to New Jersey listeners. For example, the Petition references 20 communities in New Jersey with populations in excess of 50,000 residents up to communities with populations of almost 250,000 with no commercial channel allocations (Petition, pp. 9-10). In fact, there are five New Jersey Counties with populations ranging up to almost 900,000 persons with no commercial channel allocations (Petition, pp. 10-11).⁷ Not only is the entire state shortchanged in terms of FM channel allocations, but

⁶ The Commission requires radio stations to serve their city of license and its rules and policies promote this as their primary obligation. For example, the provision of a first fulltime aural service to a community is the first priority in FM rulemaking proceedings.

⁷ The Petition includes a sixth county, Burlington, but notes that a petition for rulemaking was pending to change the city of license of a Trenton station to the community of Burlington; that petition has since been granted so that Burlington County (population 423,394) now has one commercial channel allocated to it. *Amendment of Section 73.202(b), Report and Order in MB Docket No. 04-150* (released October 25, 2004).

many of the channels that have been assigned to communities in New Jersey are only sanctioned to operate with less than maximum facilities. For example, if coverage over water is excluded, on average New Jersey broadcasters are able to reach only 56% of their maximum service area. Petition, Exhibit 3. This deficiency is true in the case of the Press Stations. For example, as detailed in Exhibit 3 to the Petition, the Press Stations are able to provide service to areas that range from only 10% to less than 60% of what they could serve with maximum facilities, had they not been pushed to waters edge as a result of allocations primarily to New York City and Philadelphia. Finally, as noted in the Petition, even within the borders of New Jersey, a disproportionate percentage of radio channels, especially higher power Class B stations, have been allocated to the southeast region, which is, in fact, the least densely populated region of the State. Petition, p. 19. In effect, on a State-wide basis, the more heavily populated regions are even more handicapped in terms of full service local radio.

7. The case made by the NJBA is persuasive - the present allocation of radio service to the State of New Jersey does not provide a fair, efficient and equitable distribution of radio service to the State or to its communities.⁸ While coastal areas like New Jersey obviously confront the loss of radio service over water, this factor alone does not obviate the fact that New Jersey has been unfairly penalized by Commission allocation decisions, particularly with respect to Class B allocations to New York City and Philadelphia; these are decisions that cannot be undone at this late date. Neither the NJBA or Press is asking for new

⁸ The Commission and Congress have taken rather extreme actions in order to address the lack of local television service in New Jersey. For example, Channel 9 (WOR-TV) was reallocated from New York City to Secaucus, New Jersey under extraordinary circumstances. In a more real sense, New Jersey radio licensees are forced to operate at a disadvantage, and the Commission should be receptive to the modest (at least compared to the Channel 9 reallocation) relief requested in the Petition.

or better channel allocations, but rather they are seeking reasonable and additional protections for the local radio service that does exist. Press emphasizes again that the sole focus of the Petition and its Comments is the lack of service to New Jersey and the relief sought is likewise limited to protecting the in-State full service radio service that exists. Press submits that the 307(b) goals of the Communications Act are better served by the Commission adopting additional protections for the local radio service provided by stations licensed to communities in New Jersey, rather than continue to add inefficient and interfering low power LPFMs and FM translators that will only further disrupt the fair, efficient and equitable distribution of radio service to the State of New Jersey.

8. The choice between prohibiting further erosion of the service offered by local New Jersey full service broadcasters by permitting additional inefficient, non-local, interference-maximizing low power operations seems relatively easy. FM Translators are forbidden to originate local service, except for emergency warnings and 30-seconds per hour of contribution acknowledgements (Section 74.1231(f)) so they hardly offset the interference they cause to the reception of service provided by local New Jersey full service radio stations. While LPFMs can at least originate a noncommercial radio service, they are only required to operate 36 hours per week (Section 73.850) and they are not required, among other things, to prepare quarterly ascertain/responsive programming lists or, therefore, ascertain local community needs or broadcast local programming responsive to those needs, maintain a local main studio or broadcast Emergency Alert System messages.⁹ Press submits that the

⁹ The Press Stations are located in the Monmouth-Ocean, NJ Metro Market, an area approximately 65 miles by 30 miles containing 80 municipalities. There are only 11 commercial radio stations (AM and FM) in this market only one FM of which has power in

alternative of providing needed protection for full service New Jersey broadcasters by amending the rules as requested in the Petition versus creating more interference and less service through low power operators is mandated by Section 307(b) of the Communications Act.

**THE EVIDENCE OFFERED BY THE NJBA SUPPORTS
THE NEED FOR THE RELIEF REQUESTED IN THE PETITION**

9. Protection to the 44 dBu Contour. A critical element in protecting what local New Jersey radio service is available is the request that new 100 watt ERP FM translators and 100 watt LPFMs protect, at the application stage, the 44 dBu contour of full service New Jersey radio stations.¹⁰ The current Commission interference rules only require a paper showing that a new LPFM station will protect an existing full service station from new interference within its predicted 60 dBu contour. However, as documented in the Petition, actual service extends well beyond the 60 dBu contour of full service New Jersey stations, a situation that is helped by the State's relatively flat terrain. Petition, pp. 32-36. One of the stations used as an example of this regular 44 dBu service area is Press' WHTG-FM in

excess of 6 KW ERP, and it is essential that they are able to deliver EAS, Amber Alerts and other emergency messages to the entire area and population.

¹⁰ It is critical that the service area added by protecting the 44 dBu contour be protected at the application stage, not as an after-the-fact process of tracking down individual instances of actual listener interference after a new low power facility is authorized. For administrative efficiency and to best advance the public interest, and save time and resources, the Commission should apply the new protection rules at the application stage on a go-no-go basis.

Eatontown which garners almost 50% of its audience from listeners who are located beyond its 60 dBu protected contour. Petition, p. 33 and Exhibit 9.¹¹

10. Low Power FM Translators and LPFMs Are Inefficient. It is worth noting that even with the restricted facilities documented in the Petition, full service New Jersey broadcasters still garner substantial listenership beyond their 60 dBu contours. In order to preserve this local service, the Commission must amend the rules to (i) protect the 44 dBu contour for New Jersey radio licensees, and (ii) use the 20 dB desired-to-undesired signal ratio for second adjacent channels. Petition, pp. 31-36, Exhibit 11. The service benefit potential for 100 watt LPFMs is marginal when compared to the substantial areas of potential interference they are capable of producing. Petition, Exhibit 6. For example, the 60 dBu contour of a 100 watt LPFM would encompass a service area of 38 square miles, but its 50/10 interfering contour would cover an area of almost 420 square miles (to Class A stations that would suffer interference) and up to 870 square miles of potential interference to Class B operators. *Id.* The interference to service ratio is no better for 10 watt LPFMs. A 10 watt LPFM would encompass a service area of 12 square miles, but its 50/10 interfering contour would cover an area of about 125 square miles (to Class A stations) and almost 245 square miles of potential interference to Class B stations. *Id.* There is no net benefit to the public that warrants this wholesale interference potential to New Jersey, both to its listeners and to its

¹¹ The existence of audience beyond a station's 60 dBu contour is also well documented in the case of WBBO-FM, which Press acquired in August 2004. WBBO-FM is in the Monmouth-Ocean, NJ Arbitron Metro Market. The station has a total Cume of 71,800 listeners in the Metro. Of this number, 19,600 (27.3%) are in the 15-25 mile zone from the WBBO transmitter, and another 21,900 (30.5%) are in the 25-35 mile zone. In sum, 41,500 (57.8%) of WBBO's Cume of 71,800 inside its Metro market reside beyond the station's 60 dBu contour. See Exhibit 1 attached hereto.

broadcasters who have been penalized under any objective 307(b) analysis. It is time for the Commission to take reasonable corrective actions to address the issue.

11. *The Commission Must Prevent the AMization of the FM Band.* The Commission's historic mantra in regulating the FM band has been to avoid mistakes made with AM radio and not create pockets of interference leading to the AMization of the FM spectrum. Yet, the dramatic increase in full service station interference will have exactly this effect if the Commission fails to act. In the 1950s and the 1960s, the Commission added AM stations to the spectrum and relaxed its processing and interference rules contributing to the migration to the FM band and the eventual impairment of the AM band. The same mistakes should not be repeated in the FM radio service. Unfortunately, the dramatic incursion of low power operators clearly increases the likelihood that the fidelity of the FM band for listeners will be eroded creating an AM-like listening environment, a result that would be directly contrary to the Commission's off-stated policies. Indeed, the Commission previously determined that 10 watt Class D noncommercial stations are inefficient uses of the spectrum and, among other actions, refused to accept any applications for new, Class D stations. *Changes in the Rules Relating to Noncommercial Educational FM Broadcast Stations, Docket No. 20735, 44 RR 2d 235, 246 (1978)*. The same concerns warrant the same relief in New Jersey where, in fact, the problem is even more severe because of the existence of the New Jersey Anomaly.

12. The NJBA studied 28 pending FM translator applications for communities in New Jersey. The study used the FCC sanctioned desired-to-undesired signal ratios, except in the case of second adjacent channels, where the 20 dB ratio requested in the Petition was employed, rather than the 40 dB ratio in the current rules. The Petition concluded that these

26 FM translator applications have the potential to cause interference to over 10,000,000 New Jersey residents within the 44 dBu contours of full service New Jersey stations, recognizing that some FM translators cause interference to more than one full service station. Petition, Exhibit 11. No rationale can sanction this further damage to the public interest and to the provision of local radio service to residents of New Jersey.

**THE RELIEF REQUESTED IS REASONABLY LIMITED
AND IN THE PUBLIC INTEREST**

13. *The New Jersey Anomaly and Section 307(b)*. There can be little dispute that the New Jersey Anomaly exists. Both broadcasters and residents of New Jersey have been shortchanged. Equally clear is the fact that dramatic reshuffling of allocated frequencies is not a practical alternative at this point.¹² However, the Commission cannot ignore its duty under Section 307(b) to take reasonable actions to protect the limited local service that it awarded to New Jersey. The package of actions requested by the NJBA is reasonable, fair to all parties and serves the public interest and perhaps, is the only vehicle available to the Commission to try to correct this inequity. As the Commission has observed, it has a duty to review the FM channel allocation scheme on a continuing basis:

The current FM Table of Assignments was an outgrowth of the rule making proceeding in Docket No. 14185 begun on June 21, 1961 (citation omitted). The FM Table and the policies and

¹² Interestingly, Section 307(b) mandates that the Commission make fair, efficient and equitable distribution of radio service to the States and communities “[i]n considering applications for licenses, and modifications and renewals thereof...” And, the Commission has invoked this standard in connection with station renewals. The Commission’s right to adjust FM allocation inequities at renewal time is exemplified in *Amendment of FM Table of Assignments, Docket No. 15969*, 1 FCC 2d 739 (1965). In that proceeding, the Commission substituted Channel 292A for 288A at Eatontown, New Jersey. When a first adjacent station in Philadelphia claimed that this change would modify its license in violation of Section 316 of the Communications Act, the Commission simply postponed the effective date of the channel change to coincide with the renewal expiration date of the first adjacent channel objector.

procedures now utilized by the Commission were developed in the early 1960's and have been little changed since then. Not only has the subject not been studied on an overall basis since then, there have been profound changes in the nature of FM broadcasting...Since the old procedures were developed to deal with a far different situation, it made eminently good sense to revisit the subject to see what changes might be required.

Revision of FM Assignment Policies and Procedures, BC Docket No. 80-130, 51 RR 2d 807, 808 (1982).

14. Consistent with this objective to examine changed circumstances,¹³ the Commission should prohibit the grant of any licenses for new LPFMs or FM translators with an ERP of less than 100 watts, which provide little real service, but have the real potential of clouding the FM band with the type of noise and clutter associated with AM radio. Finally, the Commission could alleviate much of the problem in New Jersey created by noncommercial FM translators operating on commercial frequencies by applying the commercial translator rules to noncommercial applicants. This would have no impact on existing translators or the use of translators in the noncommercial band. Among other things, this would limit noncommercial FM translators to "fill-in" service and prevent the creation of networks of FM translators far removed from any local parent hub.

¹³ Among other related activities that will have an impact on the New Jersey Anomaly and the service goals of LPFM are new developments such as IBOC and broadband. IBOC has the potential of creating interference to co-channel and first adjacent channel stations, especially under-powered Class As. On the positive side, broadband transmitted, for example, over power lines may offer new and better distribution systems for LPFM and FM translator services. Commission policies should assist in the exploration and development of such alternatives.

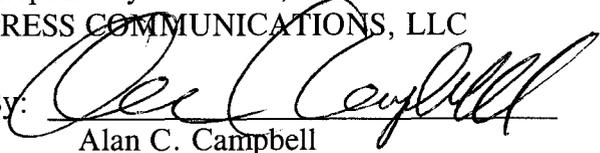
**FREEZE THE FILING AND GRANT OF LPFM AND FM TRANSLATOR
APPLICATIONS THAT CONFLICT WITH THE NJBA PROPOSAL**

15. The Commission should not make a bad situation worse by continuing to accept, process and grant low power applications that conflict with the NJBA Petition and the relief requested therein. The problems are widespread and the resolution should likewise be across the board. Otherwise, New Jersey broadcasters are left with *ad hoc* attacks on pending applications that have the potential to cause further interference an approach that expends the time and resources of the applicants, full service broadcasters and the Commission, and is not the best administrative approach to resolving an issue with a broad impact and common parameters.¹⁴

CONCLUSION

For the reasons set forth herein, Press urges the Commission to move forward expeditiously on the Petition, and provide interim relief so that the adverse impact on New Jersey radio stations is not worsened.

Respectfully submitted,
PRESS COMMUNICATIONS, LLC

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¹⁴ When the Commission determined to prohibit new Class D applications, it imposed a similar freeze, at least on new applications. *Noncommercial Educational FM Broadcast Stations, Docket No. 20735, supra*, 44 RR 2d at 244.

EXHIBIT 1

Areas: MONMOUTH-OCEAN METRO Pop: 994470 Intab: 1431
 - Std

Qualitative Selection: none

Demo: P 12+

Stations: User Selected

Dayparts: 1

Ranked By: Area 1 - MONMOUTH-OCEAN METRO - AQH Share (All Selected Stations)

Station	Daypart	Weeks	MONMOUTH - OCEAN METRO AQH Rating	MONMOUTH - OCEAN METRO AQH Share	MONMOUTH - OCEAN METRO AQH Pers (00)	MONMOUTH - OCEAN METRO Cume Rating	MONMOUTH - OCEAN METRO Cume Pers (00)
WBBO-FM	M-Su 6:00AM - 12:00M	1 - 12	0.3	1.7	25	7.2	718

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.

Areas: 15-25 MI WBBO - Home Zip Grp Pop: 136770 Intab: 194

Qualitative Selection: none

Demo: P 12+

Stations: User Selected

Dayparts: 1

Ranked By: Area 1 - 15-25 MI WBBO - AQH Share (All Selected Stations)

Station	Daypart	Weeks	15-25 MI WBBO AQH Rating	15-25 MI WBBO AQH Share	15-25 MI WBBO AQH Pers (00)	15-25 MI WBBO Cume Rating	15-25 MI WBBO Cume Pers (00)
WBBO-FM	M-Su 6:00AM - 12:00M	1 - 12	0.4	2.8	5	14.3	196

15-25 MI WBBO - Home Zip Grp: People who live in zipcodes 08722, 08753, 08755, 08757, 08759

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.

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✓ = Sort column

Areas: 25-35 MI WBBO - Home Zip Grp Pop: 276826 Intab: 397

Qualitative Selection: none

Demo: P 12+

Stations: User Selected

Dayparts: 1

Ranked By: Area 1 - 25-35 MI WBBO - AQH Share (All Selected Stations)

Station	Daypart	Weeks	25-35 MI WBBO AQH Rating	25-35 MI WBBO AQH Share	25-35 MI WBBO AQH Pers (00)	25-35 MI WBBO Cume Rating	25-35 MI WBBO Cume Pers (00)
WBBO-FM	M-Su 6:00AM - 12:00M	1 - 12	0.3	1.8	8	7.9	219

25-35 MI WBBO - Home Zip Grp: People who live in zipcodes 07719, 07731, 07753, 08527, 08533, 08701, 08723, 08724, 08742

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening in at least 10 in-tab diaries in the survey area, Monday-Sunday Midnight-Midnight, during the survey period

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service. The Media Rating Council (MRC) accredits this service.

Declaration

I, Robert E. McAllan, CEO of Press Communications, LLC, declare under penalty of perjury that I have reviewed the foregoing Comments of Press Communications, LLC. The facts set forth therein, except for facts of which official notice may be taken, are true and correct to the best of my knowledge, information and belief.



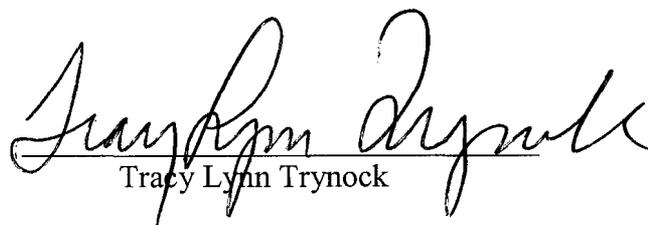
Robert E. McAllan, CEO

Dated: November 8, 2004.

CERTIFICATE OF SERVICE

I, Tracy Lynn Trynock, do hereby certify that copies of the foregoing "Comments of Press Communications, LLC In Support of Petition for Rulemaking" have been served by electronic mail to the following person:

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