

With massive consolidations in the radio marketplace, there is a greater than ever need for small local stations to use whatever means necessary to reach audiences. Corporate radio has limited interest in small audience numbers, but people in local high schools, churches, and other community organizations still have a need to see their local activities broadcast.

This problem can easily be eliminated by allowing local radio stations to originate programming on translators. No additional frequencies are required, and many people in small to medium size towns could benefit by having a separate low power signal available via the translator to provide coverage of local events.

WTIM in Taylorville, Illinois wants to do that now. They have the translator, they have a reputation as a great voice of that small community, but they need to use the translator signal for greater good. The Commission would do well in allowing local origination of signals on translators.

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