

Summit Media Broadcasting, LLC

180 Main Street
Sutton, WV 26601

Phone 1-304-765-7373

WDBS 97.1 FM

WSGB 1490 AM

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WKQV 105.5 FM (arriving 2006)

Email: al@theboss97fm.com

Federal Communications Commission
Washington, DC 20554

August 23, 2006

Comments filed on RM-11338 NAB Petition for Rule Making dated 7-14-06 to Permit AM Radio Stations' Use of FM Translators

Summit Media Broadcasting, LLC is a licensee of WSGB 1490 AM Sutton, WV a class C AM station in a rural area and the only AM station in a 30 mile radius. We purchased this facility in 2000 and updated and replaced the equipment. Our goal was to provide listeners in the area with an alternate local voice, provide local sports and live coverage of community events for Braxton County. We quickly found that sponsors would not support our efforts on WSGB because the signal was so small and full of interference at night. Our WSGB daytime coverage has a good signal within a 20 mile radius, at nighttime that radius drops down to under 5 miles. Our nighttime signal hardly makes it to the high school which is less than 4 air miles away. The bottom line, aside from the few daytime listeners we have on WSGB, the station is a loser. WSGB barely bills enough money to pay it's electric bill and left to support itself, we would have to close it down since we lose money every month we keep it on the air.

Summit Media Broadcasting, LLC is not a member of the NAB, nor do we agree with many of the past actions of the NAB, but we agree 100% percent with the NAB Petition to Permit AM Radio Stations Use of FM Translators. Summit Media has a 250 watt translator CP W243CA on the WSGB tower for WDBS FM. The coverage area of this translator is much better than the WSGB nighttime coverage. The translator can reach the three local communities of Sutton, Gassaway and Flatwoods with a dependable clear signal, while the WSGB AM nighttime coverage hardly makes it out of the small town boundaries of Sutton before encountering interference.

Summit Media Broadcasting, LLC believes that the NAB petition should be taken to the next step with a one time ONLY window for licensees to trade in Class C and Class D AM licenses for Class A FM channels where such FM channels are available and are not already on the FM table of assignments or in an FM auction. The new FM channels must be able to cover the same city of license as the original AM class C or D. This step would reduce the nighttime interference on AM channels and make it better for the implementation of IBOC on nighttime AM.

Should the NAB petition and/or our suggestion for a one time exchange of AM Class C and D licenses for Class A FM licenses are accepted by the FCC, Summit Media Broadcasting, LLC is prepared to once again make investment and effort to bring a viable new stronger voice to our local citizens of Braxton County, West Virginia. Lacking any improvement action for AM Class C and D stations, it will be just a matter of time before operators such as Summit Media Broadcasting, LLC decide it's not worth taking a loss each month to support a service that our regulators, the FCC has not maintained or improved.

Sincerely,

Nunzio A. Sergi - Managing Member
Summit Media Broadcasting, LLC