

Re: Docket Number 99-325

Comments on behalf of Sheldon Broadcasting Co., Inc with regard to the proposal to revisit the rules regarding unattended Operation.

As Licensee of KIWA and KIWA-fm, Sheldon Broadcasting does not see that it is necessary to revisit the rules regarding unattended operation.

New technology has made it possible for stations to better serve their local communities by extending broadcast hours. Previous to the present rules and technology it was not economically feasible for small market stations in particular to broadcast 24 hours a day.

Most stations that now broadcast unattended overnight have made arrangements with local authorities who can contact station personnel when an emergency arises. It takes only a few minutes for personnel to arrive at the station, and in some cases the station can be operated from an employees home if necessary. In every case, the station is already on the air and local citizens are accustomed to 'turning on the radio' for information.

Changing the rules to require personnel to be on site at the studios during all broadcast hours would force an undue financial burden on small market stations in particular. The other alternative would be to economize by cutting back on other aspects of their operation, such as reducing local news and other services.

In summary, changing the current rules would serve no good purpose, and could contribute to reduced broadcast services to the local community.

Frank Luepke
Sheldon Broadcasting Co., Inc
411 9th Street
Sheldon, Iowa 51201