

As an AM broadcaster for over 35 years, we strongly support the use of fm translators. At present we are only a daytime stand alone AM station, and this would allow us 24 hour coverage for local sports and other community events. This would allow us to better serve our market primarily African-American. We tried for years to get an FM in Florida only to have 13 applicants file against us in the small community of Fernandina Beach, Florida. Only to see a large corporation move it to Jacksonville, FL as a Jacksonville station. And now with the auction situation it's very hard to outbid the large corporations. Currently we our 500 watts and our signal is hampered by powerline, weather (lightning) and other factors that make the signal go in and out. With an equal footing we have a better chance of succeeding in todays market place.

Sincerely,

Mark T. Hogan

Hobson City Broadcasting Co