

April 28, 2008

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The Honorable Kevin J. Martin, Chairman
The Federal Communications Commission
445 12th Street, S. W., Suite 844
Washington, D.C. 20554

Re: Report on Broadcast Localism and Notice of Proposed Rulemaking,
MB Docket No. 04-233

Dear Chairman Martin,

I have read "Report on Broadcast Localism and Notice of Proposed Rulemaking" Adopted: December 18, 2007 Released: January 24, 2008. Also, I have read the current revision (April 2008) of "The Public and Broadcasting: How to Get the Most Service from Your Local Station". The latter being very informative and I being in basic agreement with, particularly "Broadcast Programming: Basic Law and Policy" and "Broadcast Programming: Basic Law and Policy on Specific Kinds of Programming." The subsections "The FCC and Freedom of Speech" and "License Discretion" I agree with except for in "License Discretion" the sentences forcing radio stations especially Christian radio stations to take advice from people who do not share their Bible-based values. This leads into my comments in response to the "Report on Broadcast Localism and Notice of Proposed Rulemaking, MB Docket No. 04-233." I **oppose** it entirely. I would urge the FCC **not** to adopt this. I do not believe "Localism" is really a requirement as found in the Communication Act of 1934.

What the FCC states that it cannot do in the "The FCC and Freedom of Speech", it is intending on doing in denying license renewal based on Community Advisory Boards recommendations whose values and beliefs may not be similar to or even be diametrically opposed to the owners of the station and the audience who chooses to listen to the station. Not anyone in the community is forced to listen to one radio station or be subject to only one means of mass communication. We live in the United States of America where there is freedom of choice. When we are granted a CP and eventually a license, we choose to have programming that is Christ exalting. Sports (for example), whether local or national, will not have any place in our programming. So those who want sports can tune into any other means of

mass media that offers programming in sports. This is America. We already have a good listening audience that loves our programming that is aired on our FM translator station. So when we get the license for a full service NCE FM station, why should we be compelled to air sports (using this category as an example) or **not have our license renewed**.

NCE FM stations do not raise money by advertising or commercials. We are responsible financially to build and maintain the station. So why would the FCC try to create a financial hardship in the form of burdensome regulations such as: requiring employees present at all stations; granting airtime to any group that request it; and reporting every three months how much programming of various types has been broadcast, who produced it, and how it reflects the interests of a cross-section of local residents?

If part or most of the local community does not care for our station, so what? They can change over to another station. Or, do what we did and apply for their own station according to the rules set up by the FCC. I've been patient in waiting these many years (since 1994), so why should our station be jeopardized over license renewal because we do not please every Tom, Dick, and Mary? Remember, this is America!

Respectfully,

William B. Ruckman, Jr.