

Robert M. Fiocchi, President, WXPR Public Radio

303 W. Prospect St., Rhinelander, WI 54501

WXPR is committed to HD radio. We built our equipment in December 2006. In June 2007 we began offering a second channel, with

top-quality news and information programming. This involved a tremendous commitment of time and more than \$100,000 to accomplish.

Up to now listener response has not been overwhelming in number, but those who have purchased the radios are deeply grateful for the alternative program stream and high quality audio.

We continue to look for ways to promote HD and HD radios. We found local retailers who were willing to sell the radios. We frequently mention the second channel on-air to entice people to try it. We stream the second channel audio as a way for people to try it out before they buy the radio.

WXPR feels strongly, though, that the FCC should reject a blanket 10% power increase for HD. The potential interference means that increasing HD output power should be considered on a case by case basis.

In the case of WXPR, a 10% increase would be beneficial to our HD listeners, but we cannot do that if it means degrading established analog signals in the process.

If the WXPR analog signal is degraded by an across the board HD power increase, it could do substantial financial harm to the station. We are a community licensee which depends on listener contributions for more than half of our operating budget. Every listener is a potential donor, so we absolutely have to have the best possible signal penetration to reach listeners and then ask for their financial support.

Since iBiquity is working with NPR and others to develop another, more measured system of increasing HD power, we urge the FCC to wait until that testing is complete before moving ahead with an HD radio power increase.