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Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of	)		FILED/ACCEPTED
	)		
Petition to Amend Title 47 of the	)		APR 26 2010
Code of Federal Regulations,	)		
Part 73.99 Concerning Pre-Sunrise	)	RM-11599	Federal Communications Commission
Service Authorizations for Class D	)		Office of the Secretary
Stations in the AM Broadcast Service	)		
	)		

TO: Office of Secretary
Attn: Chief, Audio Division

COMMENTS OF
THE TUSCARAWAS BROADCASTING COMPANY

On behalf of The Tuscarawas Broadcasting Company ("TBC"), licensee of AM radio station WBTC, Uhrichsville, Ohio, we hereby submit these Comments in support of the captioned Petition for Rulemaking ("Petition") filed by Richard F. Arsenault. The Petition requests authority for Class B and D AM stations with pre-sunrise service authorization ("PSRA") to begin broadcasting at authorized daytime power (up to 500 watts) no later than 5:00 am all year, rather than at 6:00 am, as currently provided in FCC rule §73.99 (47 CFR §73.99). WBTC is a Class D station and this rule change would have a direct and immediate beneficial impact on the station.

TBC fully supports the Petition and affirms that being allowed to commence broadcasting at 5:00 am would allow WBTC to compete with other stations in the market by providing news, weather, traffic and sports during the critical 5:00 am – 6:00 am hour, when many drivers are on their way to work, or listening at home for vital information about weather and traffic conditions.

Schools generally announce weather-related closings by 5:00 am and a radio station that is effectively not on the air at that hour to advise residents of school closings is not going to be considered a serious competitor in the market for local news. Worse yet, those who begin listening to radio stations at 5:00 am for school closings, weather, traffic, sports or anything else, are unlikely to switch stations at 6:00 am. They are more likely to leave their radio dials (or buttons) untouched. Those who listen in their cars may not even have a preset button for a station that is not on the air at 5:00 am, and not having a dedicated preset button is the death knell for AM stations in particular. Although WBTC is authorized to operate at night, it can do so with only 5 watts of power vs. 250 watts for its authorized daytime operation.

WBTC wants nothing more than to provide programming in the public interest. However, having to wait until 6:00 am to begin broadcasting at its authorized daytime power level severely hampers WBTC's efforts to serve the public interest in the critical 5:00 am – 6:00 am hour of morning drive time.

For the foregoing reasons, TBC urges the Commission to act favorably and swiftly on the Arsenault Petition for Rulemaking.

Respectfully submitted,

THE TUSCARAWAS BROADCASTING COMPANY

By: _____

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Dated: April 26, 2010

CERTIFICATE OF SERVICE

I, Sharon K. Mathis, a secretary with the law firm of Davis Wright Tremaine LLP, hereby certify that on this 26th day of April, 2010, I caused a copy of the foregoing "**Comments of The Tuscarawas Broadcasting Company**" to be mailed by first-class United States mail, postage prepaid, to the following:

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* Via Hand Delivery.