

Alta Communications

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May 21, 2012

Re: RM No. 11659

To Whom it may Concern:

I am writing in regard to the recent filing of Geo Broadcast Solutions with the Federal Communications Commission. Though I do not know the details of Zonecasting, I am very enthusiastic about the possibility for radio stations to run separate content simultaneously. Radio is and always has been a local medium, and I think Zonecasting fits a huge need that currently exists for local advertisers. Post deregulation, many local advertisers appear to have been priced out of buying radio advertising. If a retailer can now buy commercials that specifically target the areas in which their customers come from, I would think that the likelihood of their ad campaigns being successful would be greatly increased.

I have been a banker and private equity investor in the broadcast industry for over 30 years. My companies have owned radio stations and television stations and public/outdoor companies around the world. I have seen the ups and downs of the industry over this time period and I am keenly aware of the symbiotic relationship between advertisers and media outlets. Radio stations and this new product, Zonecasting, are a perfect marriage that is long overdue with the local customers they service.

Best regards,



Brian McNeill

Re: RM No. 11659

Alta Communications submits its Statement in Support of the Petition for Rulemaking filed by Geo Broadcast Solutions, LLC (“GBS”) to permit origination of programming on FM booster stations.

It is our opinion that the GBS Petition would allow licensees such as ourselves to target specific information to discrete areas within our listening area so that it would have the greatest impact on the targeted audience. The GBS proposal would also open up radio advertising to a larger audience of potential advertisers. This would have a positive impact on the radio industry which has been struggling over the past several years.

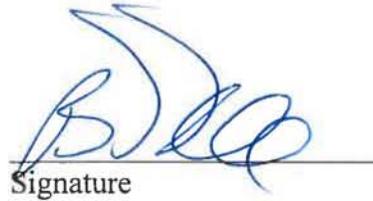
May 21, 2012
Date


Signature

CERTIFICATE OF SERVICE

I, Brian McNeill, hereby certify that I have delivered, on this 21 day of May, 2012, a copy of the foregoing Statement in Support of the Petition for Rulemaking to the following party:

Aaron P. Shainis, Esq.
Shainis & Peltzman, Chartered
1850 M Street NW
Suite 240
Washington, DC 20036



Signature