

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554**

In the Matter of)
)
Petition for Rulemaking of) RM No. 11659
Geo Broadcast Solutions, LLC)
To Permit Origination of) MB Docket No. _____
Programming on FM Booster Stations)

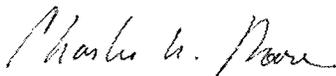
Dear Members of the Commission:

I am writing to you to express my comments on the Geo Broadcast Zonecasting service which allows for advertisers such as my business to reach our geographically targeted audience within a large metropolitan market. My business is in Westchester County, New York which is primarily addressed by the major AM and FM radio stations which blanket the entire metropolitan area. The consolidation of radio stations under only a few ownership groups combined with the amplifiers used for each station's radio signal has made radio a mass market advertising medium in metropolitan New York. In so doing, radio advertising has become prohibitively expensive. It requires small business owners such as me to pay rates to address over 12 million people. My target market is Westchester County and Yonkers which represents less than 20% of this addressable market.

Because radio advertising is too expensive, my practical options for local advertising are billboards and local access cable television. As with car dealers, retailers and restaurants (to name a few), no advertising medium is more effective to get the word out about our business than radio. Zonecasting (as defined by Geo Broadcast) represents the only viable means by which businesses like ours in a major metropolitan market can engage in radio advertising.

It is difficult for me to understand why Zonecasting would not be embraced by the Commission. It helps put the fairness back into radio broadcasting and opens up a critical advertising outlet for small businesses which have been effectively closed out of the medium for the better part of ten years. I think it's good for radio, good for the advertisers, good for the listeners and good for the economy.

Sincerely,



Charles Moore
President
DynaWash, LLC

Re: RM No. 11659

Charles W. Moore, submits his 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 my 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 22, 2012
Date


Signature

CERTIFICATE OF SERVICE

I, Charles W. Moore, hereby certify that I have delivered, on this 22 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