

Re: RM No. 11659

Gerald R. Page, President of Gerald R. Page Corporation, Architects, Engineers and Contractors, submits this Statement of Support of the Petition for Rulemaking filed by Geo Broadcast Solutions, LLC (“GBS”) to permit origination of programming of FM booster stations.

I have been in both the radio industry and the billboard business for over 40 years and am very familiar with the needs of local advertisers. During that time I have seen a multitude of technological changes in radio, Cable TV and Electronic Billboards that allow local advertisers to hyper-localize their content which enables them to reach their targeted customers in a much more efficient manner (eg lower cost per ad).

If granted, the GBS Petition for Rulemaking would allow FM radio stations to provide these advertisers with similar efficiencies for the first time. If implemented, the GBS Zonecasting system will promote competition and allow smaller, local advertisers with limited advertising budgets, to take advantage of radio’s tremendous reach.

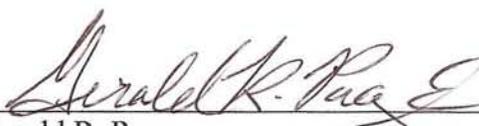
05/22/12  
Date

  
Gerald R. Page

**Certificate of Service**

I, Gerald, R. Page, hereby certify that I have delivered, on this \_\_\_ 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  
Washington, DC 20036

  
Gerald R. Page