

March 11, 2013

Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: "Suggestion for translator "bidding credit" to certain AM Stations

Dear Sir (s), Madam Secretary:

I appreciate everyone's help in looking at various ways to improve the AM Band and to help Broadcasters throughout the country to ensure the continued vitality of AM Radio.

Surveys have shown that AM listening is down tremendously over the past 5 decades, I know since I started in AM Radio in 1960 and have been in the broadcasting industry ever since.

Just like AM helped FM in its infancy, FM can now do the same for AM. AM helped by adding its programming to FM during the 60's and even 70's until there was enough FM penetration in cars and sets to make a difference. Now the tables are turned. Some say AM may be extinct and cannot exist.

My suggestion to help AM get through this period of time is to offer the owner of an AM Singleton Station who have filed for an FM Translator the opportunity to be able to bid in an auction with a "bidding credit" against all other applicants.

There are applications in various small and large markets where AM can benefit from a translator. AM's for the most part have limited coverage both day and night but especially at night unless you happened to be on one of the Clear Channel Frequencies but you know that most of those AM facilities are controlled by major corporations and groups.

What I am talking about is a Singleton AM Station in a market whose owner has an FM Translator ready for auction. Give them the opportunity to continue to survive by allowing for a "bidding credit" of say 50%. The FCC can allow the Licensee only one such bidding credit no matter how many FM Translator applications are submitted by any AM Singleton owner.

I believe this would be an excellent way to help AM operators who may be ready to turn off their transmitters if help and relief is not on the way. AM Stations offer a great voice in the marketplace by providing local news, talk, sports and information. They are limited of course especially when they're facing groups that own 5 to 7 radio stations plus translators in any given market across the country.

I am the Licensee of Radio Station WRSO AM licensed to Orlovista, Florida and within the metro market of Orlando. The Station operates with a directional day and night pattern with the night time power at 400 Watts substantially lower than most of the AM Stations.

In 2003, I filed an application with the FCC for an FM Translator and now 10 years later, find that it could be used to effect necessary improvements in WRSO's coverage area to make it competitive especially at night. The FCC issued a freeze on all the applications until recently when it announced they would

process them. With AM signals in today's marketplace, interference is a major problem. We face this everyday under bridges, power lines and just the number of computers, cell phone sites and other towers that make it very difficult for listeners to hear a clear signal. An FM Translator would be a major step for me to have an almost equal playing field to present to listeners.

By copies of this letter, I am asking all the Commissioners to please consider this option for the upcoming translator auction and let your voice be heard on this matter. The FCC has used bidding credits in the past in the auction process to advance important social objectives. Here, it is clearly in the public interest to help ensure the viability of stand-alone AM stations and to enable them to provide valuable local news, information and opinion for an alternative voice to group owned competitors.

Respectfully Submitted,



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