



**Minority Media &
Telecom Council**

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AM Radio Revitalization Meetings at the Federal Communications Commission

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I. Importance of Revitalizing the AM Band and Improving AM Service

- AM is the heritage technology for minorities; two-thirds of minority owned stations are AMs
- Several AM stations that serve the needs of multicultural communities are leaving the air
- Technical deficiencies threaten the viability of the AM service
- Some advertisers' confidence in AM is waning

II. MMTC's Radio Rescue Petition and Major Pending Proposals

- Migration to Channels 5 and 6: the single most impactful step the Commission could take
- Modifying principal community coverage rules for commercial stations (from 80% to 50%)
- Clarifying that eligible entities can have 18 months to construct major modifications
- Replacing the minimum efficiency standard for AMs with a "minimum radiation" standard

III. New AM Radio Revitalization Policy Proposals [*NOTE: MMTC and NABOB favor these proposals as long as they prioritize small business participation - e.g., with a headstart window.*]

- Waivers for translator move-ins (Tell City)
- AM-only window for new translators