

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of }
 }
Revitalization of the AM Radio Service } MB Docket No. 13-249
 }
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To the Commission:

Comments of Steven Chanin
General Manager of WFAI 1510 AM

I am the General Manager of WFAI 1510 AM a Licensed Class D AM station broadcasting at 2,500 Watts from Salem, NJ during the daylight hours. WFAI is owned and operated by QC Communications Inc.

As the commission has noted in its NPRM, AM stations face many challenges. Among them are interference from buildings and electronics and the requirements necessary to avoid interference with other stations during nighttime broadcasting.

We strongly support making available FM translators to AM broadcasters. Having an additional way to reach listeners that did not require nighttime changes in broadcasting and which offered an alternative to possibly avoid interference would significantly improve the public value and viability of our and other AM stations.

On WFAI, we provide a mix of music, talk about religious and business topics, and issues. Much of our talk is locally originated and our ability to provide local leaders with a forum to air their messages and ideas generates a substantial portion of the revenue we use to operate the station.

In general, the most valuable time for radio is PM Drive. Clients prefer this slot for it's large audience and because people are receptive to new ideas and information with the demands of the workday behind them. Unfortunately, we, like many other AM's, have to turn off broadcasting early in this day part during the winter months when the sun sets early.

This creates a significant problem for us because clients want consistency in when their programs air. It's important for them that listeners have a easy time remembering when to tune in to hear a broadcaster that listener likes. Since any program that starts after, for example, 4:30pm would not be able to maintain a consistent broadcast schedule year round, most of the PM Drive day part is rendered undesirable for long format programming even though we could air

something most months of the year. Having an FM translator that was not subject to the same end of day broadcast restrictions would make that entire day part viable.

We hope the commission will adopt the proposal in Section III, part A to "OPEN FM TRANSLATOR FILING WINDOW EXCLUSIVELY FOR AM LICENSEES AND PERMITTEES."

Thank you for your time and consideration.