

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

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

Honorable FCC Commissioners,

We, at North Carolina Central Broadcasters, Inc. are pleased for the opportunity to express our support of FM Translators for AM Licensees.

As operators of WCKB Radio, 780 khz, we agree that the Commission should open an “FM Translator Filing Window” exclusively for AM Licensee and permittees. North Carolina Central Broadcasters, Inc. agrees that each translator should be “locked” into the AM License, so the two may not be sold off, individually.

North Carolina Central Broadcasters, Inc. has operated WCKB Radio since 1946 and believes an FM Translator for WCKB would help us compete with FM stations from two nearby larger markets including Raleigh-Durham and Fayetteville. These FM stations have strong signals in our local service area. It is often a struggle to keep our station afloat in the changing media atmosphere, especially with competition from FM stations. Most of our advertising sales originate from a few small towns in our local area. WCKB continues to be dedicated to community programming and providing information from organizations such as the Harnett County Department on Aging, the Harnett County Agricultural Extension Service, the Employment Security Commission, and others, as well as special remote broadcasts from events such as Harnett County Relay for Life. We are grateful for the loyalty of many local businesses who continue to be part of our advertising family, but we realize that we need to find ways to better serve them, and an FM Translator would bring a tremendous boost to those efforts.

We at North Carolina Central Broadcasters, Inc. want to thank the Commission for reviewing the problems which affect AM broadcasters today. We are a small station that believes that big things can be accomplished when we join together with those we serve. We are proud to be a community broadcaster.

Respectfully,

**Charles L. Fowler, President
Ronald C. Tart, General Manager
North Carolina Central Broadcasters, Inc., P.O. Box 789, Dunn, N.C. 28335**

