



WGFP Radio
Just Because, Inc.
27 Douglas Road
Webster, MA 01570
508 943-9400, 508 943-0405 fax

January 16, 2014

Federal Communications Commission
Washington, DC

Dear Sir or Madam:

I wanted to send my comments to the Commission in regards to the **AM revitalization rule making, MB docket 13-249**. I am the owner/operator of WGFP (AM), a Class D station licensed to the town of Webster, MA, population of 11,500 and located in central Massachusetts.

First, the entire concept of saving my radio station by giving me the opportunity to receive the right to build a new FM station on a translator is a non starter for me. We'd have to fund the construction. We'd absolutely have increased operating costs, starting with insurance and electrical. We'd need additional space. And most significantly we'd still be servicing the same small town, with a small business community that is not growing. Our biggest revenue source today, as it has been for years, is our broadcast of the local football and basketball games. Adding an FM translator will not change that at all. Our second biggest revenue source is morning drive. Our morning talent has been on the air in the area for years. They live in the area and the community knows and respects them. They are the local information source. There is no need for a second audio source in a community this size.

We presently broadcast from a 4.5 acre site that includes our small studio space and our antenna. Most of the land is simply unusable for any additional purposes because of the need for a ground system. **We would be thrilled to have the possibility to employ a new antenna design that is shorter, doesn't utilize a ground system and is more efficient!**

Sincerely,

Barry Sims
President