

Received & Inspected

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FCC Mail Room

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

Gentlemen:

I write in regards to the upcoming license renewal for WWBT TV, Richmond, Va. , Channel 12 Television Broadcast Station.

This station has a program of advertisement that is far from acceptable or reasonable. Specifically, the Pence Automotive sales advertisements are far too frequent. At times these ads are aired as many as seven times in a half hour segment of broadcast. I understand this is an income generating move and advertisement also is a public service to express what goods are available and where they are as well as sometimes pricing. For this station to broadcast this sales company as much as it does with such frequency is not at all a public service.

These ads appear early in the morning with such frequency and at prime viewing times in the early evening many times running the same advertisement several times nearly back to back in a 3 or 4 minute period but, again, up to seven times in a half hour period. That is not a public service but is shoving this advertisement 'down our throats'. This is much in the same vein as subliminal advertisement schemes. When this happens consistently over more than an hour's broadcast time it becomes more than unreasonable.

This happens nearly every day except Sunday mornings. I fully object to this kind of saturation advertising where it serves no viable purpose to the viewer. This management process of this broadcasting station is such the station is not viewable and is turned off thus removing any beneficial elements of the broadcasting to reach the viewer.

I lodge this as an official complaint against WWBT TV, Richmond, Virginia Channel 12. This also is the case with WRIC Channel 8, Richmond, Virginia but not to the extremes as is what is experienced from Channel 12, Richmond, Virginia.

For this reason I do not support further licensing of WWVT, Channel 12, Richmond Virginia. Because of this saturation advertising I find WWBT an unreasonable broadcasting commodity.

J. Gordon Bengtson
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