



April 29, 2014

Dane County Planning and Development
City-County Building, Room 116
210 Martin Luther King, Jr Blvd
Madison, WI 53703
Attn: Zoning and Land Regulation Committee

Re: Proposed Radio Station Tower in the Town of Rutland

Members of the Zoning and Land Regulation Committee:

On behalf of the McFarland Village Board, I am writing to encourage your support for the proposal by Magnum Communications to build a tower to be located in the Town of Rutland for radio station WBKY-FM. The Village Board was briefed again recently on updated details of the proposed tower project and the current Board is unanimous in their feeling that a new radio station focusing on the local markets of Stoughton, Oregon, Verona, and McFarland would bring significant benefits to our community and to the area.

As was the case when the tower project was previously considered by Village officials in 2011, the major benefits to the Village we perceive from the radio station include: an enhanced ability to communicate with residents about municipal government, school district, and community activities; a greater capability to inform residents in the event of an emergency; and a strengthened economic climate as a result of jobs attraction and creation and access to new ways for local businesses to promote themselves. Based on the impressive track record of community involvement previously demonstrated by Magnum Communications, we believe this local radio station can play an important role in knitting more tightly the social fabric of the community and in reinforcing community identity. We are also pleased that the tower operators have now taken proactive steps to reduce potential dangers the tower might pose to birds.

For these reasons, the Village of McFarland strongly supports the effort to bring radio station WBKY-FM to the local area. We look forward to Magnum Communications receiving the necessary final approvals to begin building the radio tower in the near future.

Sincerely,

Brad Czebotar
Village President