

I am the owner of a small aerial advertising company and I am very concerned about the potentially farreaching implications and ramifications of the proposed rule to amend Title 14 of the Code of Federal Regulations (CFR) Part 91. Being a pilot, I agree with the intent of the rule: to place the safety of both the flying and non-flying public as an utmost priority. I firmly believe, however, that safety can be assured without the destruction of the aerial advertising industry.

If the proposed regulatory change is implemented it will, in fact, destroy the aerial advertising industry. Providing aerial information at major sporting events for local, regional and national advertisers is the primary source of revenue for most aerial advertising companies in the United States. Should the Temporary Flight Restrictions (TFRs) be implemented (as proposed), they will financially devastate the aerial advertising industry by denying aerial advertising the ability to access many venues.

This proposed rule does not just affect those of us who provide a means by which companies may convey their messages. It directly and adversely affects those companies wishing to advertise, by restricting the methods available for them to reach their target audiences. This rule has broad-sweeping consequences that need to be considered.

What I find to be most disturbing and inequitable is the potential -for-abuse this rule creates. I find the language of the proposed rule to be vague and subjective with regard to the process of having a TFR established. More specific guidelines/policies must be enacted for those entities soliciting the approval of a TFR. Without specific guidelines/policies, our access to free enterprise (in the terms of aerial advertising) will quickly and needlessly be diminished.

I am asking that this rule, and the implications it inherently creates, be studied further. This rule needs to be revised to equally protect those of us with vested interests outside of the sporting arenas as it does those who control the events themselves. This can be done without jeopardizing the safety of anyone involved.

Respectfully,

Eugene Gerhart