



September 7, 2007

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

**Re: Request for STA to Permit FM Translator to Rebroadcast AM Station  
Programming: WBIB(AM), Centreville, Al (FCC Facility ID No.: 56372) and  
FM Translator W297AO, Brent, Al (FCC Facility ID No.: 157152)**

Dear Ms. Dortch:

The purpose of this letter is a request for a STA to allow programming of WBIB(AM), to be broadcast on FM translator W297AO<sup>1</sup>, pending the outcome of the current FCC rulemaking proceeding (RM-11338) in which a change in the FCC's rules is being contemplated that will allow the programming of AM stations to be rebroadcast by FM translators.

At the present time, the Sections 74.1201(a), 74.1201(d), 74.1231, 74.1232 and 74.1284(c) specifically limit the permissible programming service of an FM translator station to the rebroadcast of certain FM broadcast stations that meet the eligibility requirements in Part 74 of the Commission's rules. The public interest would be well served by a grant of this STA request pending a permanent change in the rules to allow for AM stations to be rebroadcast on FM translators under certain conditions.

As shown in the attached exhibit, the W297AO 60 dbu contour is completely contained within the WBIB(AM) 2 mV/m contour. WBIB(AM) is the only radio station located in, and programming to, Centreville, Al.. WBIB(AM) provides live coverage of local elections, local news and sports and provides employment to local citizens who provide this unique programming to the community of Centreville, Al.

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<sup>1</sup> Assuming that the Commission grants this STA request, W297AO will make arrangements with the licensee of WBIB AM for a rebroadcast of WBIB (AM).

Unfortunately, WBIB has no nighttime signal and can only apply for 1 watt nighttime power which would be extremely limited in reaching people in its interference-free contour, which would cover only about 152 people or 6.1 percent of the land area constituting Centreville, Al. Allowing for a rebroadcast of WBIB(AM) directly on the W297AO Brent translator, day and night however, would provide 60 dbu service to nearly 4,390 people, covering 67.1 percent of Centreville and most of Brent, Al, and reaching into adjacent rural unincorporated areas where the significant concentration of population depends upon WBIB(AM) for local information and service. By granting a STA for WBIB(AM) to be carried on FM translator W297AO, nighttime service for WBIB(AM) would be brought to over 4,390 people.

The requested STA is temporary in nature and is requested to extend only until the Commission's final decision in RM-11338. Should that decision ultimately not allow the rebroadcast of programming of AM stations on FM translators, W297AO will immediately cease the carriage of WBIB(AM) on W297AO.

This STA request, when considered on a public interest basis, has only benefits and no detriments. The small community of Centreville, Al and the surrounding area will be better served by the more consistent reception of WBIB(AM). No longer when the sun goes down will approximately 4,390 people in the WBIB(AM) service area be denied service from WBIB(AM). It is in the public interest for the Commission to fashion its rules and to grant STA's so that the public, as much as possible, is able to listen to the radio stations the public wishes to listen to, when the public wishes to listen to them. The grant of the STA requested in this letter will enhance the image of the Commission as a vigorous agency that takes public interest considerations to heart with quick action.

The foundation of America's superb system of broadcasting is its AM broadcast stations. While the structure of broadcasting has seen much growth in its 80 or so years of existence, service to many communities, particularly small communities like Centreville, Al, is dependent upon its sole AM radio station. The Commission should do all it can to ensure that the programming provided by WBIB(AM) may be received by the public in as technically consistent and interference-free manner as possible both day and night. This may be achieved by allowing WBIB(AM) to be rebroadcast on the W297AO FM translator day and night.

I, Steve Atkin, certify that no party to this STA request is subject to a denial of Federal benefits pursuant to Section 5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. § 853(a).

If we can provide any additional information regarding this important STA request, please contact me directly.

**Very truly yours,**



**Steven Atkin  
Executive Director**

Enclosure