

NORTHERN CALIFORNIA EDUCATIONAL TELEVISION ASSOCIATION, INC. (ASSOCIATION), LICENSEE OF PUBLIC STATION KIXE-TV, REDDING, CALIFORNIA, HEREBY REQUESTS AN EXTENSION OF SPECIAL TEMPORARY AUTHORITY (STA) THROUGH MARCH 28, 2017 TO OPERATE A DIGITAL TRANSLATOR (TEMPORARY CALL SIGN K18IS-D, FACILITY ID 182703) ON THE APPLICANT'S PRE-TRANSITION DIGITAL FULL-SERVICE CHANNEL 18, SO AS TO MAINTAIN SERVICE TO THE POPULATED AREAS OF CHICO AND PARADISE, CALIFORNIA THAT RECEIVED ANALOG SERVICE FOR MANY YEARS. THE ASSOCIATION OPERATES STATION KIXE-TV ON POST-TRANSITION CHANNEL 9, THE LICENSEE'S FORMER ANALOG CHANNEL.

THE FACTS AND CIRCUMSTANCES PROMPTING THE NEED FOR STA WERE RECITED IN FULL IN THE INITIAL ASSOCIATION STA REQUEST. BRIEFLY, THE COMMUNITIES OF CHICO AND PARADISE, LOCATED INSIDE AND OUTSIDE OF THE OLD ANALOG KIXE-TV GRADE B CONTOUR, ENJOYED OFF-AIR RECEPTION OF KIXE-TV PROGRAMMING IN THE ANALOG DAYS, BUT DO NOT RECEIVE ADEQUATE SERVICE IN THE DIGITAL WORLD, DUE IN PART TO THE SUBSTANTIAL DIFFERENCES IN POWER LEVELS BETWEEN THE ANALOG AND DIGITAL OPERATIONS. THE PROBLEM IS EXACERBATED BY THE PREVALENCE OF TRAILER PARKS IN THE AREA WHOSE MANAGEMENT WILL NOT ALLOW OUTSIDE ANTENNAS. IN ADDITION, MANY OF THE VIEWERS IN THE AREA ARE ELDERLY AND CANNOT AFFORD OR PUT UP A ROOF ANTENNA. THE AREA ALSO SUFFERS FROM MULTI-PATH PROBLEMS. WITHOUT A MINIMALLY ADEQUATE SIGNAL, SUPPORT IS HARD TO SECURE FROM THIS HIGHLY POPULATED AREA THAT WAS ONCE WELL SERVED BY THE LICENSEE'S ANALOG MAIN STATION.

BECAUSE THE PREDICTED SERVICE CONTOUR OF THE STA OPERATION EXTENDS BEYOND THE ANALOG PREDICTED SERVICE CONTOUR, THE LICENSEE WAS NOT ELIGIBLE FOR A REPLACEMENT DIGITAL TRANSLATOR. HOWEVER, IT FILED AN APPLICATION FOR A PERMANENT TRANSLATOR OPERATION ON CHANNEL 18 IN THE LAST WINDOW (FILE NO. BNPDTT-20090825BTC). AT THIS POINT, AN STA TO OPERATE THE PROPOSED TRANSLATOR PENDING PROCESSING OF THAT APPLICATION IS THE ONLY VIABLE OPTION FOR MAINTAINING SERVICE.

GRANT OF THE INSTANT REQUEST WILL PERMIT THE APPLICANT TO MAINTAIN EXISTING SERVICE TO LONG-TIME VIEWERS OF PUBLIC STATION KIXE-TV UNTIL SUCH TIME AS THE ASSOCIATION CAN SECURE PERMANENT TRANSLATOR OPERATING AUTHORITY TO SERVE THE CHICO-PARADISE AREA.