

EXTRAORDINARY CIRCUMSTANCES JUSTIFYING EXTENSION OF STA

KOB-TV, LLC, licensee of K20HA, Caballo, New Mexico, herein seeks extension of its special temporary authority to operate the facilities proposed in its digital flash-cut application (File No. BDFCDTT-20090824ADV). Such an STA extension would advance the public interest as set forth herein. While this flash-cut application was initially dismissed due to Mexican objections, the licensee filed a timely petition for reconsideration which demonstrated that those objections had no merit as the relevant signal contour of the proposed facility does not reach into Mexican territory. The application was reinstated on May 25, 2012, and it remains pending to this date.

A grant of the requested extension would serve the public interest by allowing for continued digital service from the station. Now that over seven years have passed since the transition to digital broadcasting, the viewing public wants digital television and expects it to be available. Furthermore, with the passage of time, most viewers have purchased digital TV sets to replace aging analog equipment and can no longer receive analog signals over the air. Indeed, some digital receivers have already exceeded their lifespan since transition and have required replacement. Additionally, even for those who continue to rely upon digital-to-analog converter boxes, many such boxes do not pass through analog signals, and the public is still deprived of service from analog translators. This deprivation is particularly significant in remote areas, such as the community of license in this instance, in which television service is sparse at best.