

TECHNICAL SUMMARY  
APPLICATION FOR CONSTRUCTION PERMIT  
TELEVISION STATION WFPX-TV (CHANNEL SHARE)  
ARCHER LODGE, NORTH CAROLINA  
CHANNEL 15 180 KW (MAX-DA) 354 M HAAT

1. The instant application is a ‘Channel-Share’ application for digital television station WFPX-TV, Fayetteville, NC (RF Channel 36), which is a winning bidder in the FCC’s Incentive Auction to relinquish its radiofrequency (RF) spectrum. Through a channel-share agreement with WRPX-TV, Rocky Mount, NC (RF Channel 15), WFPX-TV will broadcast its channel-share programming on RF Channel 15.

2. Because WFPX-TV’s current city of license of Fayetteville is not within the predicted 48 dBu, f(50,90), principal community contour of the Channel 15 facility, the community of Archer Lodge, NC has been specified as the new city of license for WFPX-TV. As indicated in the Predicted Contour Map exhibit, Archer Lodge is entirely within the predicted 48 dBu, f(50,90), principal community contour of the Channel 15 facility.

3. The city of Archer Lodge is an incorporated community of 4,292 persons\* with no licensed full-service DTV stations assigned to it. This community has a higher allotment priority as compared to Fayetteville under the FCC television allotment priorities since WFPX-TV will provide a first local television service to Archer Lodge†; whereas, there are two full-service DTV stations licensed to Fayetteville‡. In addition, Archer Lodge is located within the same Nielsen Designated Market Area (DMA) as Fayetteville, which is *Raleigh-Durham (Fayetteville)*.

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\* Based on the 2010 U.S. Census data.

† See *Expanding the Economic and Innovation Opportunities of Spectrum through Incentive Auctions*, Report and Order, 29 FCC Rcd 6567, 6727, para. 374 (2014). The Commission’s allotment priorities are to: (1) provide at least one television service to all parts of the country; (2) provide each community with at least one television broadcast station; (3) provide a choice of at least two television services to all parts of the country; (4) provide each community with at least two television broadcast stations; and (5) assign any remaining channels to communities based on population, geographic location, and the number of television services available to the community from stations located in other communities. See *Amendment of Section 3.606 of the Commission’s Rules and Regulations*, Sixth Report and Order, 41 F.C.C. 148, 167 (1952).

‡ The full-service DTV stations assigned to Fayetteville are: WFPX-TV (36) and WUVC-DT (38). WUVC-DT was reassigned to Channel 22 as part of the FCC Incentive Auction process.