

SECTION 73.622(f)(5) - LARGEST STATION IN THE MARKET ANALYSIS

The instant application contains a TVStudy exhibit which indicates that the proposed 208kW ERP exceeds the 95kW maximum allowable ERP threshold. Section 73.622(f)(5) of the FCC rules indicate that licensees and permittees may request an increase in either ERP in some azimuthal direction or antenna HAAT, or both, up to that needed to provide the same geographic coverage area as the largest station within their market, whichever would allow the largest service area.

WNTV is associated with the Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC DMA. A noise limited contour analysis of all the stations in the DMA determined that the licensed WSPA-DT station having FCC File No.: BLCDT-20090918ACF has the largest geographical coverage area in the DMA. WSPA and the herein proposed WNTV facility have a geographical coverage area of 47,573km² and 47,193km² respectively. The proposed WNTV facility with an ERP of 208kW has a smaller geographical coverage area than WSPA, and thus the proposed ERP is compliant with Section 73.622(f)(5) and the 95kW ERP threshold does not apply.