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January 8, 2020

BY HAND DELIVERY

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, D.C. 20554

Re: Notification of Virtual Channel
KQRM-LP (FID 130567) Petaluma, CA

Ms. Dortch:

Poquito Mas Communications LLC ("PMC"), licensee of low power television station KQRM-LP (FID 130567) Petaluma, CA, hereby provides notice that: (1) as of January 8, 2020, KQRM-LP is operating on virtual channel 18; and (2) PMC withdraws its request submitted on December 23, 2019 to operate using virtual channel 17.

KQRM-LP is currently party to a channel sharing agreement with KCNZ-CD, a digital Class A station currently transmitting on RF Channel 28 and assigned to transition to RF Channel 21 in Phase 9 of the post-Incentive Auction transition. Due to conflicts with the channel assignments set forth in ATSC A/65C ATSC Program and System Information Protocol for Terrestrial Broadcast and Cable, Revision C with Amendment No. 1 dated May 9, 2006 ("PSIP Standard"), KQRM-LP needs to operate on virtual channel 18.

The PSIP Standard provides that a station with an NTSC license existing at the time it commences digital service should use its existing analog channel number as its virtual channel.¹ The Commission in the Second Periodic Review stated that "[to] the extent broadcasters have a unique situation that is not provided for in PSIP, the Commission may grant exceptions on a case-by-case basis."² With respect to LPTV stations, the Commission indicated that use of the PSIP Standard, while encouraged, is voluntary – not mandatory.³

In the case of KQRM-LP, good cause exists for the assignment of virtual channel 18. Prior to commencing shared operations with KCNZ-CD, KQRM-LP operated as an analog station on RF channel 2. However, KQRM-LP's shared DTV noise limited contour overlaps with the contour of full power television station KTVU(TV), Oakland, CA, which utilizes virtual channel 2. Accordingly, virtual channel 2 is not available for KQRM-LP.

¹ *Second Periodic Review of the Commission's Rules and Policies Affecting the conversion to Digital Television*, Report and Order, 19 FCC Rcd. 18279 ¶ 152 (2004) ("Second Periodic Review").

² *Id.* ¶ 153.

³ *Amendment of Parts 73 and 74 of the Commission's Rules to Establish Rules for Digital Low Power Television, Television Translator, and Television Booster Stations and to Amend Rules for Digital Class Television Stations*, Report and Order, 19 FCC Rcd. 19331 ¶¶ 242-43 (2004).

Under the PSIP Standard, the next option is for KQRM-LP to use the RF channel of the full-power digital television station (KTVU) that is using virtual channel 2. Unfortunately, KTVU is on RF channel 26, and virtual channel 26 is used by KTSF(TV), San Francisco, CA. The DTV noise-limited contours of KTSF and KQRM-LP overlap, and thus virtual channel 26 is not available to KQRM-LP under the PSIP Standard.

The Commission, in LMS, has assigned KQRM-LP to virtual channel 8. Because KQRM-LP's shared DTV noise limited contour overlaps with the contour of full power television station KSBW(TV), Salinas, CA, which utilizes both RF and virtual channel 8, this channel also is not available for KQRM-LP.

Based on the unavailability of both virtual channels 2 and 8, an exception to the PSIP standard is required. PMC has determined that the use of virtual channel 18 by KQRM-LP does not conflict with or duplicate the virtual channel assignment of any other stations with overlapping contours, and thus there will be no viewer confusion resulting from the assignment of virtual channel 18 to KQRM-LP.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Ari Meltzer', with a long horizontal flourish extending to the right.

Ari Meltzer
Counsel to Poquito Mas Communications LLC

cc: Mark Colombo, Video Division, Media Bureau

4822-6333-8925.3