

ENGINEERING STATEMENT

The engineering data contained herein have been prepared on behalf of DEERFIELD MEDIA (MOBILE) LICENSEE, LLC, licensee of full-power digital television station WJTC(TV), Channel 35 in Pensacola, Florida, in support of its Application for Modification of License to operate the station with the ATSC 3.0 transmission standard. It is proposed that during the time that the facility will be transmitting in ATSC 3.0, the primary ATSC 1.0 programming of WJTC(TV) will be transmitted by station WPMI-TV, Channel 15 in Mobile, Alabama.

Exhibit B is a map upon which the WJTC(TV) and WPMI-TV noise-limited service contours are plotted. As shown, the majority of the WJTC(TV) service contour overlaps that of WPMI-TV. Indeed, the “loss area” population that will be created as a result of the transfer of WJTC(TV)’s primary ATSC 1.0 programming to WPMI-TV is only 0.2% of the total service population of WJTC(TV). Conversely, the additional area served by WPMI-TV that is presently not served by WJTC(TV) contains 95,586 people, according to the 2018 U.S. Census Estimate data. Therefore, this proposal meets Section 73.3801(f)(6)(ii) of the FCC Rules which requires that the new ATSC 1.0 host station cover at least 95% of the service population of the station that elects to operate under the new ATSC 3.0 format. As a result, expedited processing of this proposal is respectfully requested and believed to be justified.

It is also important to note that WPMI-TV places a city-grade service contour over the entirety of the WJTC(TV) city of license, Pensacola, Florida, as shown in Exhibit C. This is not

EXHIBIT A

unexpected, since WPMI-TV and WJTC(TV) are both licensed within the same Designated Market Area (DMA) and operate from transmitter sites located close to each other. Thus, the instant application meets the requirements of Section 73.3801(c) of the Commission's Rules.

I declare under penalty of perjury that the foregoing statements and the attached exhibits, which were prepared by me or under my immediate supervision, are true and correct to the best of my knowledge and belief.

A handwritten signature in blue ink, appearing to read 'K. T. Fisher', with a stylized flourish at the end.

KEVIN T. FISHER

August 31, 2020

CONTOUR POPULATION : 2018 U.S. CENSUS ESTIMATE
WJTC(TV) : 1,487,055 (684,983 HH)
WPMI-TV (Host) : 1,579,876 (729,523 HH)
Common Area Population : 1,484,290 (683,491 HH)
WJTC(TV) Programming Loss Area Population: 2,765 (0.2%)
WJTC(TV) Programming Gain Area Population: 95,586 (6.4%)

Smith and Fisher, LLC



