

**HSH CHARLESTON (WCIV) LICENSEE, LLC  
WGWG(TV), CHARLESTON, SC (FID 21536)**

**AMENDMENT TO SPECIAL TEMPORARY AUTHORITY  
NOTICE OF CHANGE IN WGWG(TV)'s PRIMARY PROGRAM STREAM**

HSH Charleston (WCIV) Licensee, LLC (“Licensee” or “HSH”), licensee of WGWG(TV), Charleston, SC (Facility ID 21536), hereby amends its Special Temporary Authorization granted March 9, 2022 (LMS File No. 0000184943) (copy attached) in connection with WGWG(TV)’s transition to the ATSC 3.0 broadcast transmission standard, and the continued broadcast transmission of its multicast programming streams (“multicast streams”) in ATSC 1.0. Specifically, starting September 1, 2022, HSH will be changing its primary stream affiliation from *Heroes & Icons* programming to *MeTV* (which is currently on WCIV, Charleston, SC (Facility ID 9015), RF Channel 25, licensed to Sinclair Broadcast Group, Inc.). With this change, WGWG(TV)’s multicast streams in the ATSC 1.0 format will be as follows after September 1, 2022:

34.1 *MeTV* programming on WTAT-TV, Charleston, SC (Facility ID 416), RF Channel 17, licensed to Cunningham Broadcasting Corporation;

34.2 *Decades* programming on WCSC-TV, Charleston, SC (Facility ID 71297), RF Channel 19, licensed to Gray Television Licensee, LLC;

34.3 *Antenna TV* programming on WCIV, Charleston, SC (Facility ID 9015), RF Channel 25, licensed to Sinclair Broadcast Group, Inc. (which will also be directly picking up the *Heroes & Icons* affiliation); and,

34.4 *Start TV* programming to WCBD-TV, Charleston, SC (Facility ID 10587), RF Channel 20, licensed to Nexstar Media, Inc. (together, the “multicast hosts”).

The remaining parameters of its current STA are unchanged, and as with its initial STA request, this modified STA is supported as follows:

Licensee continues to request that for purposes of enforcement and application of the Commission’s rules, WGWG(TV) be treated as if it is airing the multicast streams over the multicast hosts’ facilities and be the responsible party under the Act and Commission rules and regulations akin to the manner that the Commission treats ATSC 1.0 primary simulcast streams under the Next Gen TV rules.

As indicated in WGWG(TV)’s Form 2100 application (*see* File No. 0000184942), Licensee proposes to (1) commence ATSC 3.0 operations from WGWG(TV)’s current facility and (2) simulcast its primary stream in ATSC 1.0 format on WTAT-TV, Charleston, SC (Facility ID 416), licensed to Cunningham Broadcasting Corporation. In return, WGWG will be a 3.0 “lighthouse” for the

Charleston, SC market, hosting and broadcasting the primary programming streams of the following stations in ATSC 3.0 format: WTAT-TV (Fox), WCBD-TV (NBC), WCIV (MyNet), and WCSC-TV (CBS).

To minimize the loss of over-the-air programming to its current ATSC 1.0 viewers that might otherwise result from the station's transition to ATSC 3.0, Licensee proposes to broadcast its multicast streams on the stations referenced above pursuant to written hosting agreements.

Because of ATSC 1.0 capacity constraints, WGWG(TV) is not able to air its multicast streams on WTAT-TV, its primary ATSC 1.0 simulcast host. Furthermore, due to ATSC 3.0 capacity and other constraints attendant with the multi-station and multi-market coordination needed for a successful ATSC 3.0 deployment across the country, it is not feasible for Licensee to simulcast WGWG(TV)'s multicast streams in an ATSC 3.0 format without unduly minimizing, if not largely eliminating, the benefits to the public and the participating stations transitioning to ATSC 3.0. Simulcasting those streams in ATSC 3.0 would reduce capacity available to NextGen stations for offering consumers the improved services that ATSC 3.0 enables. The types of services and improvements that would be precluded would include enhanced video featuring High Dynamic Range, Wide Color Gamut and High Frame Rate, immersive and multiple audio channels using Dolby AC-4, Advanced Emergency Alerting and Information functions as part of a broadcast receiver application, and non-real time interactive data delivery. Each of these requires a portion of the ATSC 3.0 capacity that would be unavailable were Licensee to carry multicast program streams as the ATSC 3.0 host for stations in the Charleston, South Carolina market. Even setting aside these impediments, significant additional engineering work and more equipment would be required to simulcast WGWG(TV)'s multicast streams in ATSC 3.0 and ATSC 1.0 formats. Obtaining, installing and testing that equipment would, at minimum, delay rollout of ATSC 3.0 in the Charleston, South Carolina market.

The hosting arrangements with the multicast hosts will serve the public interest by enabling nearly all current over-the-air viewers to continue to have access to WGWG(TV)'s multicast streams. The service contours of WTAT-TV, WCBD-TV, and WCSC(TV) cover a majority of WGWG(TV)'s current service area population. *See* attached engineering exhibit. Absent the arrangement with the multicast hosts, all over-the-air viewers would lose access to WGWG(TV)'s multicast streams. Additionally, the arrangement will preserve access to those WGWG(TV) multicast streams currently received for viewers who are receiving them via MVPDs. Licensee has coordinated with or will coordinate with MVPDs that carry WGWG(TV)'s multicast streams to confirm that they will continue to receive a good quality signal of such streams from the multicast hosts' facilities over-the-air or via alternative delivery methods, such as direct fiber feed.

Although Licensee has agreed to indemnify Cunningham, Nexstar, Gray, and Sinclair from and against all liabilities or claims resulting from or arising out

of the programming and advertising broadcast on Licensee's program streams using the facilities of WTAT-TV, WCBD-TV, WCIV and WCSC(TV), Licensee is requesting the instant authorization out of an abundance of caution to make clear that Licensee will remain responsible for the *MeTV*, *Start TV*, *Decades*, and *Antenna TV* streams' compliance with the Communications Act and the Commission's rules and regulations. To alleviate any viewer confusion, the PSIP (virtual) channels for each of WGWG(TV)'s program streams will remain unchanged and be identified as being associated with WGWG(TV). We also note that Licensee does not currently, and does not intend to, rely on its multicast streams for compliance with the Commission's Children's Television Programming requirements, as WGWG(TV) averages at least three hours per week of core programming on its primary stream. As such, neither WGWG(TV)'s compliance with the Commission's Children's Television Programming requirements nor viewers' access to the station's required core programming will be affected by the relocation of WGWG(TV)'s multicast signals to the multicast hosts' facilities. Licensee provided notice to the relevant MVPDs of its proposed multicast ATSC 1.0 signal relocations when it provided the requisite notice regarding relocation of WGWG(TV)'s primary stream ATSC 1.0 signal. Licensee is also airing on WGWG(TV) the requisite consumer notices and has posted to its website information regarding the Station's transition to the ATSC 3.0 standard and the need for over-the-air viewers to rescan for the planned on the planned March 10, 2022 transition date.

Based on the above, and the support and justification specified in its original STA, grant of this STA modification will serve the public interest, advance the Commission's ATSC 3.0 policy goals while preserving WGWG(TV)'s ability to air each of its programming streams in the ATSC 1.0 format to ensure that most of WGWG(TV)'s viewers can continue to receive the programming currently available to them. It will also continue to make clear that Licensee is an authorized user of a portion of WTAT-TV's, WCBD-TV's, WCSC-TV's and WCIV's channels and is the party responsible for ensuring compliance with the Communications Act and the Commission's rules and regulations.



Federal Communications Commission  
Washington, D.C. 20554

March 9, 2022

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WGWG, Charleston, South Carolina  
Facility ID No. 21536  
LMS File No. 0000184943

Dear Licensee:

This letter is in reference to the above-captioned application for legal special temporary authority (Legal STA) filed by HSH Charleston (WCIV) Licensee, LLC (Licensee), licensee of full power television station WGWG(TV), Charleston, South Carolina (WGWG or Station).<sup>1</sup> In its Legal STA, the Licensee requests authorization to allow WGWG's non-primary programming streams (multicast streams) to be aired in an ATSC 1.0 format, with no ATSC 3.0 simulcast, on WCSC-TV, Charleston, South Carolina (WCSC), licensed to Gray Television Licensee, LLC; WCIV(TV), Charleston, South Carolina, licensed to Sinclair Broadcast Group, Inc.; and WCBD-TV, Charleston, South Carolina (WCBD), licensed to Nexstar Media, Inc. (collectively, Multicast Hosts).<sup>2</sup> These arrangements between the Licensee and the Multicast Hosts have been entered into in connection with the Station's transition of its facilities to the ATSC 3.0 transmission standard. Although the Licensee has agreed to indemnify the Multicast Hosts from all liabilities or claims resulting from the airing of its multicast streams over the Multicast Hosts' channels,<sup>3</sup> it has requested the instant authorization to make clear that it will remain responsible from a statutory and regulatory perspective for the Station's multicast streams. Specifically, the Licensee requests that WGWG be treated as if it is still originating the multicast streams and be considered the responsible party for compliance with any obligations under the Communications Act of 1934, as amended (Act) and the Commission's rules (Rules).<sup>4</sup> For the reasons below, we grant the Licensee's request.

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<sup>1</sup> Application of HSH Charleston (WCIV) Licensee, LLC for Legal Special Temporary Authority, LMS File No. 0000184943 (filed Feb. 16, 2022) (HSH Legal STA).

<sup>2</sup> WCSC is authorized to operate on RF Channel 19, WCIV is authorized to operate on RF Channel 25, and WCBD is authorized to operate on RF Channel 20.

<sup>3</sup> HSH Legal STA, Amended Narrative Exhibit at 2.

<sup>4</sup> *Id.* See *Authorizing Permissive Use of the "Next Generation" Broadcast Television Standard*, GN Docket No. 16-142, Report and Order and Further Notice of Proposed Rulemaking, 32 FCC Rcd 9930, 9970-73, paras. 79-82 (2017) (*Next Gen TV Report and Order*) (requiring Next Gen TV broadcasters to comply with all Commission broadcast rules, including, but not limited to, the Rules regarding foreign ownership, political broadcasting, children's programming, equal employment opportunities, public inspection files, indecency, sponsorship identification, etc.).

*Background.* On March 9, 2022, the Video Division granted the Station's application for modification of license to convert its existing broadcast facilities to ATSC 3.0 transmission.<sup>5</sup> As required by section 73.3801 of the Rules,<sup>6</sup> the Station's primary stream of *Heroes & Icons* programming will be simulcast in an ATSC 1.0 format over the facility of WTAT.<sup>7</sup> The Station currently broadcasts three non-primary multicast streams: (1) *Decades*; (2) *Antenna TV*; and (3) *Start TV*.<sup>8</sup> In order to avoid the loss of the Station's over-the-air multicast programming to its current ATSC 1.0 viewers, the Licensee has entered into a written agreement with the Multicast Hosts to broadcast *Decades* over WCSC, *Antenna TV* over WCIV, and *Start TV* programming over WCBD.<sup>9</sup> As part of the same arrangements, the Multicast Hosts have been provided capacity as ATSC 3.0 guest stations on the Station's channel.<sup>10</sup>

As noted in the Legal STA, because of ATSC 1.0 capacity constraints, the Station is not able to air all of its multicast streams on the same channel as its primary ATSC 1.0 simulcast signal.<sup>11</sup> Furthermore, due to capacity and other constraints the Station is not able to simulcast an ATSC 3.0 version of its multicast streams.<sup>12</sup> Pursuant to an engineering study conducted by the Licensee, over 99 percent of viewers will continue to receive access to WGWG's multicast programming, with *Antenna TV* remaining available to 99.9 percent of existing viewers, *Start TV* remaining available to 99.8 percent of existing viewers, and *Decades* remaining available to 100% of existing viewers.<sup>13</sup> Absent the proposed arrangements and grant of the instant request, the Licensee states, "all over-the-air viewers would lose access to WGWG(TV)'s multicast streams."<sup>14</sup> WCIV, WCBD, and WCSC all place a city-grade service contour over the entirety of the WGWG city of license.<sup>15</sup>

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<sup>5</sup> Application of HSH Charleston (WCIV) Licensee for Modification of License, LMS File No. 0000184942 (granted Mar. 9, 2022) (HSH License Modification).

<sup>6</sup> 47 CFR § 73.3801(b).

<sup>7</sup> See HSH License Modification. WTAT is licensed to operate on RF Channel 17.

<sup>8</sup> HSH Legal STA, Amended Narrative Exhibit at 1.

<sup>9</sup> *Id.*

<sup>10</sup> See Application of Gray Television Licensee, LLC, File No. 0000184937 (granted Mar. 9, 2022); Application of WMMP Licensee L.P. for Modification of License, LMS File No. 0000184940 (granted Mar. 9, 2022); Application of Nexstar Media, Inc. for Modification of License, LMS File No. 0000184909 (granted Mar. 9, 2022).

<sup>11</sup> HSH Legal STA, Amended Narrative Exhibit at 1. We also note that stations are not required to air their multicast channels as part of their ATSC 3.0 conversion. See *Next Gen TV Report and Order*, 32 FCC Rcd at 9937-38, para. 13, n.40 ("The provision of multicast channels is discretionary, and we decline to adopt rules requiring broadcasters who currently air such channels to continue to do so."); see also *infra* note 26.

<sup>12</sup> HSH Legal STA, Amended Narrative Exhibit at 1-2. Specifically, Licensee states that to air an ATSC 3.0 simulcast of the Station's non-primary multicast streams, the Station would not be able to accommodate current ATSC 3.0 guests as arranged. According to the Licensee, doing so also would impact the Station's ability to offer enhanced video featuring High Dynamic Range, Wide Color Gamut and High Frame Rate, immersive and multiple audio channels using Dolby AC-4, Advanced Emergency Alerting and Information functions as part of a broadcast receiver application, and non-real time interactive data delivery. *Id.* Furthermore, the Licensee notes that this would delay rollout of ATSC 3.0 in the market. *Id.* at 2.

<sup>13</sup> HSH Legal STA, Engineering Showing at 1-2.

<sup>14</sup> HSH Legal STA, Amended Narrative Exhibit at 2.

<sup>15</sup> See HSH Legal STA, Engineering Showing at 1-2.

The Licensee goes on to state that it has provided the requisite notice to MVPDs regarding relocation of the Station's primary ATSC 1.0 stream and its non-primary multicast streams.<sup>16</sup> The Station will also air the requisite over-the-air announcements regarding its transition to the ATSC 3.0 standard and the need for over-the-air viewers to rescan their television sets to continue to receive WGWG's ATSC 1.0 programming streams.<sup>17</sup> In order to alleviate any viewer confusion, the PSIP (virtual) channel for each of WGWG's programming streams will remain unchanged and will be identified to viewers as being associated with WGWG.<sup>18</sup> The Licensee plans to convert the Station's facilities to ATSC 3.0 and commence its ATSC 1.0 operations over WTAT (*Heroes & Icons*, the Station's primary stream); WCSC (*Decades*); WCIV (*Antenna TV*), and WCBD (*Start TV*) on March 10, 2022.<sup>19</sup>

*Discussion.* We conclude, based on the facts and circumstances presented, that the public interest would be served by the grant of the Licensee's Legal STA. Under the Commission's rules, Next Gen TV Broadcasters are not required to continue airing their existing non-primary multicast streams.<sup>20</sup> Grant of the instant Legal STA will promote the continued transmission of the Station's non-primary multicast programming streams in an ATSC 1.0 format to viewers and make clear that the Station is responsible for the content of those signals from a regulatory compliance and enforcement perspective. Therefore, for purposes of all statutory and regulatory obligations related to the Station's non-primary multicast streams, we will treat those signals as multicast streams being originated by the Station even though they are being transmitted over the Multicast Hosts' channels. The Licensee is the sole party responsible for ensuring compliance with all statutory and regulatory requirements with regard to all of its original non-primary multicast streams. This includes, but is not limited to, our rules regarding political broadcasting, children's programming,<sup>21</sup> equal employment opportunities, public inspection files, indecency, sponsorship identification, station identification, contests, the CALM Act, and the Emergency Alert System.<sup>22</sup> Furthermore, we decline to require the Station to air an ATSC 3.0 version of the ATSC 1.0 non-primary multicast streams being aired over the Multicast Hosts' channels given the capacity and engineering constraints that the Licensee has described.

Further, given that the current arrangement is temporary and is in furtherance of an ATSC 3.0 simulcasting arrangement, we will not apply the broadcast ownership rules to the extent that the arrangements would result in a potential violation of those rules. We find this approach is consistent with the Commission's decision and underlying basis to "not apply the broadcast ownership rules in any

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<sup>16</sup> HSH Legal STA, Amended Narrative Exhibit at 2. See 47 CFR § 73.3801(g) (Notice to MVPDs).

<sup>17</sup> HSH Legal STA, Amended Narrative Exhibit at 2. See 47 CFR § 73.3801(f) (Consumer Education for Next Gen TV stations).

<sup>18</sup> HSH Legal STA, Amended Narrative Exhibit at 2.

<sup>19</sup> *Id.* at 1-2.

<sup>20</sup> *Supra* note 11.

<sup>21</sup> The Licensee notes in its Legal STA that "Licensee does not currently, and does not intend to, rely on its multicast streams for compliance with the Commission's Children's Television Programming requirements, as WGWG(TV) averages at least three hours per week of core programming on its primary stream." HSH Legal STA, Amended Narrative Exhibit at 2.

<sup>22</sup> See *supra* note 4.

situation where airing an ATSC 3.0 signal or an ATSC 1.0 simulcast on a temporary host station's facility would result in a potential violation of those rules.”<sup>23</sup>

Accordingly, the application of HSH Charleston (WCIV) Licensee, LLC, licensee of WGWG(TV), Charleston, South Carolina, **IS GRANTED** for a period of six months from date of this letter – hereby expiring on September 8, 2022. For purposes of the Act and the Commission's rules, we will consider the multicast program streams to be originated by the Station, even though the streams are being aired over the Multicast Hosts' channels. Any change in the non-primary multicast streams being aired over the Multicast Hosts by the Station or relocating any of the non-primary multicast streams to a new ATSC 1.0 multicast host will require the filing of a new request. By this grant, the Licensee agrees to coordinate with MVPDs as necessary. Because multicast signals are not entitled to mandatory carriage rights,<sup>24</sup> any impact on an MVPD's ability to carry WGWG's non-primary multicast streams pursuant to a retransmission consent agreement is subject to the terms of the private contractual relationships between WGWG and the affected MVPDs. According to the Licensee, it will coordinate with all impacted MVPDs to ensure that they continue to receive a good quality signal of the non-primary multicast streams over-the-air or via alternative delivery methods.<sup>25</sup> Our grant of the instant STA authorization shall not

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<sup>23</sup> *Next Gen TV Report and Order*, 32 FCC Rcd at 9972, para. 80, n.237. See also *Promoting Broadcast Internet Innovation through ATSC 3.0*, MB Docket No. 20-145, Declaratory Ruling and Notice of Proposed Rulemaking, 35 FCC Rcd 5916, 5924, para. 15 (2020).

<sup>24</sup> See *Carriage of Digital Television Broadcast Signals: Amendment to Part 76 of the Commission's Rules*, CS Docket Nos. 98-120, 00-96 and 00-2, First Report and Order and FNPRM, 16 FCC Rcd 2598, 2621-22, para. 54 (2001); *affirmed by Carriage of Digital Television Broadcast Signals: Amendment to Part 76 of the Commission's Rules*, Second Report and Order and First Order on Reconsideration, CS Docket No. 98-120, 20 FCC Rcd 4516, 4518, para. 3 (2005) (*DTV Must-Carry Second R&O*) (declining to require cable systems to carry a licensee's multicast streams). In the *DTV Must-Carry Second R&O*, the Commission affirmed its decision in the First Report and Order to interpret the statutory term “primary video” to mean only a single programming stream. If a digital broadcaster elects to divide its digital spectrum into several separate programming streams, only one of these streams is entitled to mandatory carriage. *Id.* at 4530-37, paras. 28-44.

<sup>25</sup> HSH Legal STA, Amended Narrative Exhibit at 2.

prejudice the outcome of the Commission’s current ATSC 3.0 proceeding relating to the licensing of multicast streams and will be subject to the outcome of the proceeding.<sup>26</sup>

Sincerely,

/s/

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau

Cc (via electronic mail):

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<sup>26</sup> In the *Second ATSC 3.0 FNPRM* the Commission seeks comment on issues related to the licensing of ATSC 1.0 multicast streams by stations that have converted their facilities to ATSC 3.0 operations. *See Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*, Second Further Notice of Proposed Rulemaking, GN Docket No. 16-142, FCC 21-116 (rel. Nov. 5, 2021) (*ATSC 3.0 Second FNPRM*); *see also* Petition for Declaratory Ruling and Rulemaking of the National Association of Broadcasters, GN Docket No. 16-142 (filed Nov. 9, 2020) (Petition). The Commission stated that during the pendency of the rulemaking it will “maintain the status quo and permit the Bureau to continue to process STA requests and 3.0 license applications in the same manner it has to date.” *ATSC 3.0 Second FNPRM* at n. 47. We find that the instant request is consistent with the Bureau’s prior actions under the STA process. The Commission also stated that “any STA or 3.0 license application granted previously or during the course of this proceeding containing such multicast arrangements shall not prejudice the outcome of this proceeding, and any such STA or 3.0 license application will be subject to the outcome of this proceeding.” *Id.* Accordingly, we want to make clear that our action herein is not intended to prejudge the outcome of the proceeding and all licensees must come into compliance with any rules adopted by the Commission, therein, to the extent this authorization conflicts.