

SECTION 73.307(B) NARRATIVE AND SECTION 73.315 SHOWING

As part of its application herein, Applicant has requested a change of the community of license of its licensed station WIBT 97.9 FM (FCC Facility ID 25229) from Greenville, Mississippi to Inverness, Mississippi, as that community's first radio broadcast service, as follows:

<u>Community</u>	<u>Present</u>	<u>Proposed</u>
Greenville, Mississippi	218C3, 220A, 250C3, 264C1, 284C2	218C3, 220A, 264C1, 284C2
Inverness, Mississippi	---	250C2

***Note:** In addition to the five full power FM stations presently serving Greenville, the community is also served by AM radio station WGVM 1260 AM (FCC Facility ID 41838), AM radio station WNIX 1330 AM (FCC Facility ID 66328) and its associated FM translator station W266BY 101.1 FM (FCC Facility ID 151062), and Low Power FM station WXP 106.7 LPFM (FCC Facility ID 125794). Clearly, Greenville is already well-served by existing radio broadcast services.*

The community of Inverness is deserving of its first radio broadcast service. Inverness is an incorporated community, generally sufficient for allotment purposes. The village (and later town) of Inverness has been continually incorporated since March 5, 1904. Per the 2020 United States Census, Inverness is home to 868 residents. Inverness possesses many indicators supporting the claim of bona-fide community status, including its own municipal government, city hall, volunteer fire department, elementary school, United States Post Office and Zip Code (38753), as well as numerous businesses, churches, and civic organizations that identify with being a part of the Inverness community. Clearly, Inverness is deserving of its own radio broadcast service. As such, Applicant respectfully requests that the Commission grant its proposal herein.

The community of Greenville will not be deprived of its first or second radio service as a result of the changes contemplated herein, nor will any new “white” or “grey” spaces be created as a result of this proposal. Greenville is already well-served by full power licensed FM stations WLRK 91.5 FM (FCC Facility ID 122296), WDSV 91.9 FM (FCC Facility ID 175995), WDMS 100.7 FM (FCC Facility ID 41846), WLRJ 104.7 FM (FCC Facility ID 43459), as well as licensed AM stations WGVM

1260 AM (FCC Facility ID 41838) and WNIX 1330 AM (FCC Facility ID 66328). Secondary FM services W266BY 101.1 FM (FCC Facility ID 151062) and WIXP 106.7 LPFM (FCC Facility ID 125794) are also licensed to Greenville. The introduction of station WIBT as a first local service to Inverness is far superior to the alternative; retention of WIBT as a *seventh* full power radio service to Greenville. In light of the foregoing, Applicant respectfully believes that a reallocation of station WIBT from Greenville to Inverness represents a preferential arrangement of the FM Table of Allotments under the Commission's Allotment Priority 3, first local service.

