

ENGINEERING STATEMENT

The engineering data contained herein have been prepared on behalf of HSH MYRTLE BEACH (WWMB) LICENSEE, LLC, licensee of full-power digital television station WWMB(TV), Channel 26 in Florence, South Carolina, 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 WWMB(TV) will be transmitted by station WBTW(TV), Channel 13 in Florence, South Carolina. In addition, WWMB(TV) will transfer its secondary ATSC 1.0 programming streams to WPDE-TV, Channel 27 in Florence, South Carolina and to the combined coverage of WHMC(TV), Channel 28 in Conway, South Carolina, and WJPM-TV, Channel 16 in Florence, South Carolina.

Exhibit B is a map upon which the WWMB(TV) and WBTW(TV) noise-limited service contours are plotted. As shown, the entirety of the WWMB(TV) service contour lies within that of WBTW(TV), meaning there is no “loss area” population that will be created as a result of the transfer of WWMB(TV)’s primary ATSC 1.0 programming to WBTW(TV). Conversely, the additional area served by WBTW(TV) that is presently not served by WWMB(TV) contains 466,347 people, according to the 2020 U.S. Census 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.

EXHIBIT A

It is also important to note that WBTW(TV) places a 43 dBu city-grade service contour over the entirety of the WWMB(TV) city of license, Florence, South Carolina, as shown in Exhibit C. This is not unexpected, since WBTW(TV) is licensed to the same community within the same Designated Market Area (DMA) as WWMB(TV) (Myrtle Beach-Florence, South Carolina) and has a transmitter site nearly co-located with that of WWMB(TV). Thus, the instant application meets the requirements of Section 73.3801(c) of the Commission's Rules.

Exhibit D is a map upon which the licensed WPDE-TV and WWMB(TV) noise-limited service contours are plotted. As shown, the majority of the WWMB(TV) service contour is contained within that of WPDE-TV. Indeed, the "loss area" population that will be created as a result of the transfer of WWMB(TV)'s secondary ATSC 1.0 programming to WABM-TV is small, amounting to only 0.7% of the total service population of WWMB(TV), according to the 2020 U.S. Census. In addition, the gain area served by WPDE-TV that is presently not served by WWMB(TV) contains 256,912 people, according to the 2020 U.S. Census database.

It is also important to note that WPDE-TV places a 48 dBu city-grade service contour over the entirety of the WWMB(TV) city of license, Florence, South Carolina, as shown in the attached Exhibit E. This should be expected since WPDE-TV is licensed to the same community within the same Designated Market Area (DMA) as WWMB(TV), Myrtle Beach-Florence, South Carolina, and operates from the same transmitter site as that of WWMB(TV). Thus, the instant application meets the requirements of Section 73.3801(c) of the Commission's Rules.

Exhibit F is a map upon which the WWMB(TV) and the combined WHMC(TV)/WJPM-TV noise-limited service contours are plotted. As shown, the majority of the WWMB(TV)

EXHIBIT A

service contour is contained within that of the combined WHMC(TV)/WJPM-TV contour. The “loss area” population that will be created as a result of the transfer of WWMB(TV)’s secondary ATSC 1.0 programming to WHMC(TV) and WJPM-TV amounts to only 35.2% of the total service population of WWMB(TV), according to the 2020 U.S. Census. In addition, a significant amount of gain area, containing 72,185 people, will be created by a move of the ATSC 1.0 secondary streams to station WHMC(TV) and WJPM-TV.

Both WHMC(TV) and WJPM-TV place a 48 dBu city-grade service contour over the entirety of the WWMB(TV) city of license, Florence, South Carolina, as shown in Exhibit G. Each station is licensed to a community within the same Designated Market Area (DMA) as WWMB(TV), Myrtle Beach-Florence, South Carolina. Thus, the instant proposal 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.



KEVIN T. FISHER

February 15, 2024

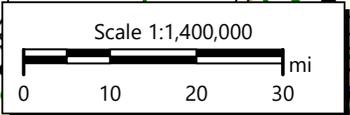
CONTOUR POPULATION : 2020 U.S. CENSUS
WWMB(TV) : 1,597,980 (776,446 HH)
WBTW(TV) (Host) : 2,064,327 (990,811 HH)
Common Area Population : 1,597,980 (100% of WWMB Service Pop.)
WWMB(TV) Programming Loss Area Population: 0
WWMB(TV) Programming Gain Area Population: 466,347

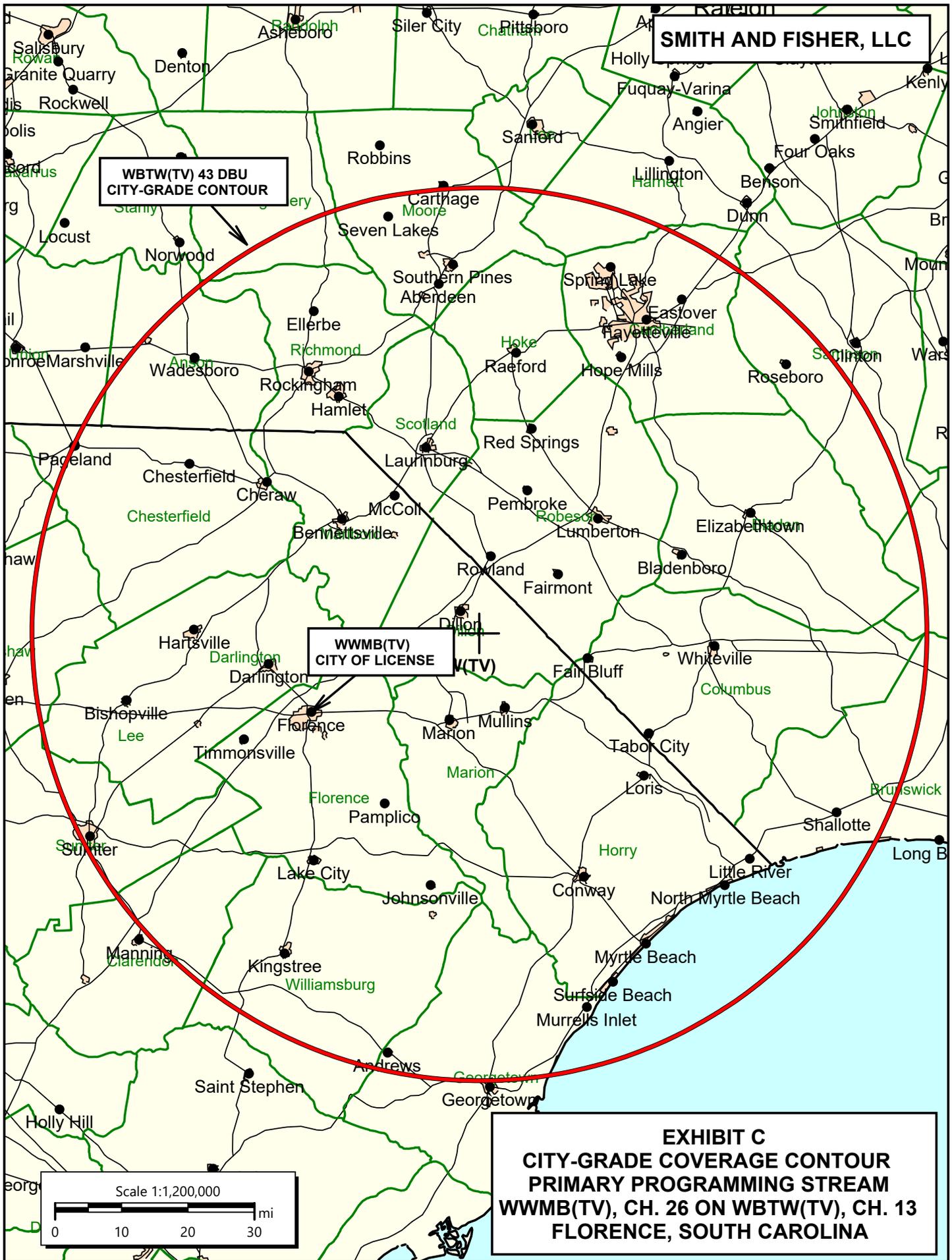
SMITH AND FISHER, LLC

WBTW(TV) CH. 13
N/L FCC CONTOUR

WWMB(TV) CH. 26
N/L FCC CONTOUR

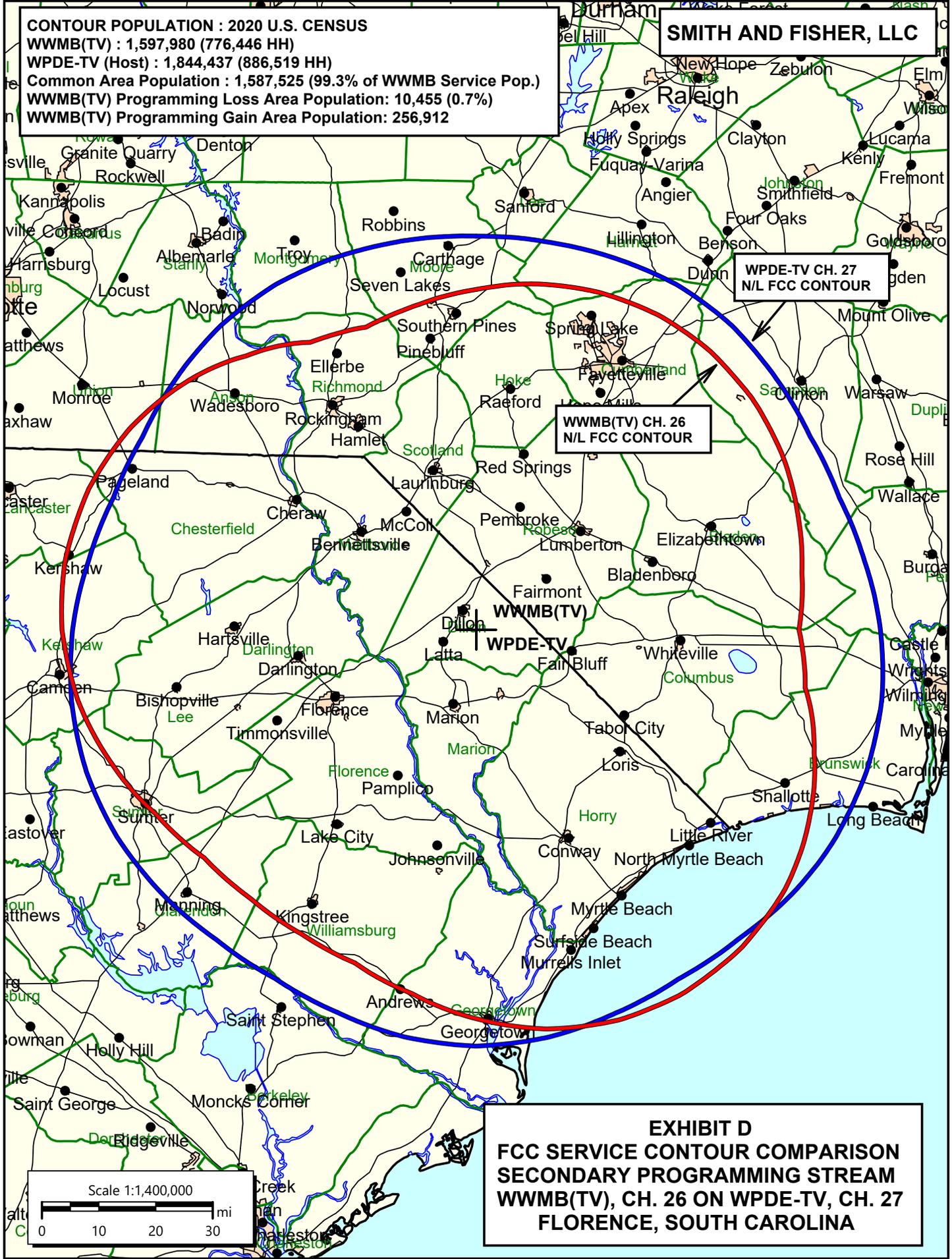
EXHIBIT B
FCC SERVICE CONTOUR COMPARISON
PRIMARY PROGRAMMING STREAM
WWMB(TV), CH. 26 ON WBTW(TV), CH. 13
FLORENCE, SOUTH CAROLINA





CONTOUR POPULATION : 2020 U.S. CENSUS
WWMB(TV) : 1,597,980 (776,446 HH)
WPDE-TV (Host) : 1,844,437 (886,519 HH)
Common Area Population : 1,587,525 (99.3% of WWMB Service Pop.)
WWMB(TV) Programming Loss Area Population: 10,455 (0.7%)
WWMB(TV) Programming Gain Area Population: 256,912

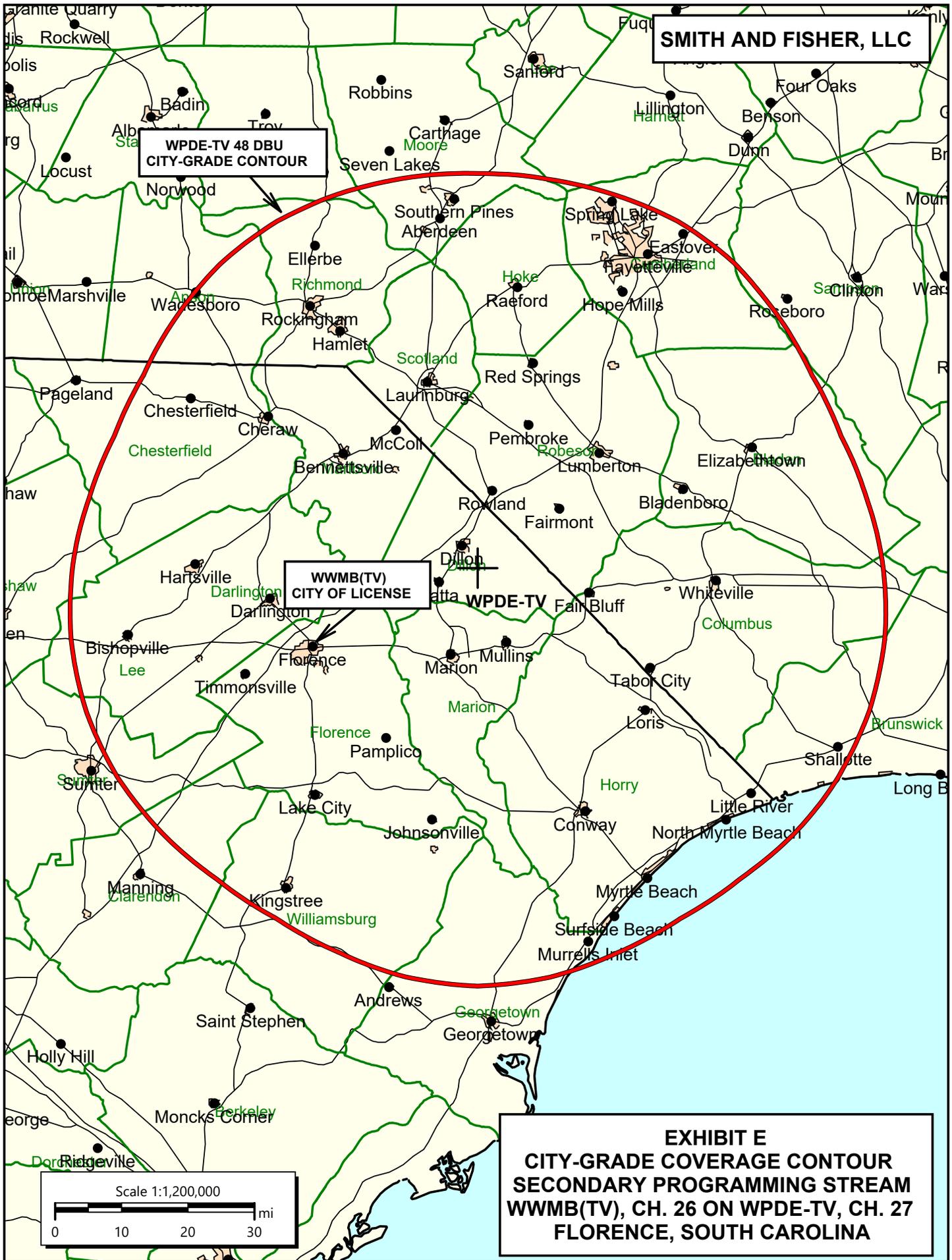
SMITH AND FISHER, LLC



**WPDE-TV CH. 27
N/L FCC CONTOUR**

**WWMB(TV) CH. 26
N/L FCC CONTOUR**

EXHIBIT D
FCC SERVICE CONTOUR COMPARISON
SECONDARY PROGRAMMING STREAM
WWMB(TV), CH. 26 ON WPDE-TV, CH. 27
FLORENCE, SOUTH CAROLINA



CONTOUR POPULATION : 2020 U.S. CENSUS
WWMB(TV) : 1,597,980 (776,446 HH)
WHMC(TV)/WJPM-TV (Host) : 1,108,152 (572,857 HH)
Common Area Population : 1,035,967 (64.8% of WWMB Service Pop.)
WWMB(TV) Programming Loss Area Population: 562,013 (35.2%)
WWMB(TV) Programming Gain Area Population: 72,185

SMITH AND FISHER, LLC

**WWMB(TV) CH. 26
N/L FCC CONTOUR**

**WJPM-TV CH. 16
N/L FCC CONTOUR**

**WHMC(TV) CH. 28
N/L FCC CONTOUR**

WWMB(TV)

WJPM-TV

WHMC(TV)

EXHIBIT F
FCC SERVICE CONTOUR COMPARISON
SECONDARY PROGRAMMING STREAM
WWMB(TV), CH. 26 ON WHMC(TV), CH. 28
AND ON WJPM-TV, CH. 16
FLORENCE, SOUTH CAROLINA

