

**Application for a License to Cover Repack Channel Construction Permit  
for WKME-CD, Kissimmee, Florida (FIN 61702)**

Digital class A television station WKME-CD, Kissimmee, Florida (FIN 61702) was assigned to be repacked from channel 15 to channel 21 in phase 7, with a testing start date of October 19, 2019 and a phase completion date of January 17, 2020. WKME-CD planned to transition on November 21, 2019 and began airing viewer notices on October 22, 2019.

On November 18, 2019, WKME-CD ceased broadcasting on its pre-auction channel so that the station's new antenna could be installed, and the existing transmitter retuned to repack channel 21. Although this work was expected to take several days to complete, the installation of the new antenna and retuning of the transmitter were completed on November 18, 2019 and WKME-CD commenced operations on its repack channel at approximately 5 pm (EST) on November 19, 2019.

To educate and inform viewers of WKME-CD about the early transition, WKME-CD is implementing a viewer communications plan with targeted messaging on multiple platforms, as follows:

- After commencing operations on its new channel at approximately 5 pm (EST) on November 19, 2019, WKME-CD began airing crawls in Spanish throughout the remainder of the day to advise viewers that WKME-CD changed channels on November 19 and asking viewers to advise family, friends and neighbors to rescan their televisions to continue watching Telemundo on WKME-CD on its new channel. WKME-CD will continue airing these crawls on the station during each day through November 27, 2019.
- On November 20, 2019, WKME-CD will include a story in Spanish on two newscasts to explain that the station transitioned to its new channel and ask viewers to spread the word about the need to rescan to continue watching WKME-CD on its new channel.
- WKME-CD will also send push notifications to mobile users and post announcements on social media (Facebook and Instagram) to let viewers know about the station's transition to its new channel and to spread the word about the need to rescan televisions in order to continue watching Telemundo on WKME-CD.