

DESCRIPTION OF APPLICATION

Scripps Broadcasting Holdings LLC (“Scripps”), licensee of Station KASW, Phoenix, AZ (Facility ID 7143) hereby seeks authority to modify Station KASW’s license to permit its use of the Next Gen ATSC 3.0 transmission standard in accord with the procedures set out in *Public Notice DA 19-453* (released May 23, 2019).¹

Scripps also hereby seeks authority to meet its obligation to offer the ATSC 1.0 simulcast signal for KASW in the Phoenix market by utilizing a subchannel of its co-owned full-power station, Station KNXV-TV, Phoenix, AZ (Facility ID 59440). This ATSC 1.0 simulcast will be substantially similar as that of KASW’s ATSC 3.0 signal. Since the two stations are under common ownership, no simulcasting agreement is necessary.

As described in the Engineering Statement attached to this application, neither KASW or KNXV-TV is currently proposing any changes to its transmitter location, antenna height, antenna pattern or effective radiated power. The proposed coverage contour for the KASW ATSC 3.0 signal will be the same as its current ATSC 1.0 contour. Moreover, the KNXV-TV contour encompasses the current ATSC 1.0 and proposed ATSC 3.0 coverage contours of KASW, thereby satisfying the coverage overlap, DMA, and community of license requirements set forth in the ATSC 3.0 Report and Order.²

In preparation for the launch of KASW’s 3.0 service, the former licensee of KASW sent formal notifications to the affected MVPDs. Scripps has recently sent modified notices to these MVPDs noting the currently anticipated ATSC 3.0 launch date, March 27, 2020. Scripps will actively coordinate with these MVPDs to address any issues associated with the launch, and KASW will continue to deliver a good quality ATSC 1.0 signal to the local receive facilities of each of the affected MVPDs. For the convenience of viewers as well as MVPDs, KASW will continue to use the same call sign and virtual channel number 69. KASW commenced on-air viewer notifications on February 25, 2020.

For the above reasons, Scripps requests that the Commission grant the instant ATSC 3.0 license modification application and authorize KNXV-TV to host the ATSC 1.0 signal of KASW.

¹ See *Media Bureau Announces That It Will Begin Accepting Next Generation Television (ATSC 3.0) Licenses Applications in the Commission’s Licensing and Management System on May 28, 2019*, GN Docket No. 16-142, Public Notice, 34 FCC Rcd 3684 (2019).

² See *In the Matter of Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*, Report and Order and Further Notice of Proposed Rulemaking, 32 FCC Rcd 9930 (rel. Nov. 20, 2017), at ¶29.