

## Application to Convert Station License to Next Gen

KPIF-LD, Twin Falls, ID (Fac ID 130618)

### On-air public notice waiver request

At the time that the station CP was being built out, the station was silent. As such, on-air notices could not be aired to advise viewers of the coming transition. After consultation with Evan Morris of the FCC's Media Bureau about the inability to provide on-air notices, the following notice was posted on the License's website on October 29, 2021:

On or around December 1, 2021, station KVUI-LD in Twin Falls, Idaho will transition to the ATSC 3.0 broadcast standard. Moving to the ATSC 3.0 standard will allow KVUI-LD to add features to better serve our viewers. However, once KVUI-LD makes this switch it's over the air signal will not be able to be received by most television sets that only receive the ATSC 1.0 broadcast standard. To continue to receive KVUI-LD over-the-air, you will need to use a television that receives ATSC 3.0 signals or use a converter box.

The notice remained on the Ventura website until after operations commenced.

In light of the fact that the station was silent and that Ventura followed the suggestion of the FCC staff to post notice on its website of the forthcoming conversion to 3.0, Ventura respectfully requests a waiver of the obligation to air notices on the station of the transition.