

Amendment – Explanation Re Population Loss

With this amendment, Licensee submits a revised population loss analysis, and related documentation.

The Licensee recognizes that this modification proposes to reduce the population covered by the Station's signal by approximately 21,500 people, compared to the currently licensed contour. Unfortunately, Licensee has no choice but to do this. The Station's transmitter needs to be replaced, but the extremely small market served by the Station (Eagle Pass, TX) significantly limits the Station's revenue, and thus the amount of expenses that can reasonably be incurred. Licensee can stretch to afford the transmitter proposed in this application, but cannot reasonably spend the amount need for a significantly more powerful transmitter that would be required to duplicate the coverage area under the current authorization.

It should be noted that for the 21,500 people in the loss area, many of them will still have over-the-air service from Station KYVV-TV, Channel 28, Del Rio, Texas.

Grant of this modification, even with the reduction in population coverage, would serve the public interest, as it will allow continued operation of the only full power TV station licensed to Eagle Pass, Texas.