

Monday, June 24, 2013

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
9300 East Hampton Drive  
Capitol Heights, Maryland 20743

Regarding: Petition for Rulemaking to add FM Channel 286A to Haynesville, Louisiana

Ms. Dortch –

I am sending to the Commission this original Petition for Rulemaking with four copies in furtherance of allocating a new FM Channel (286A) at Haynesville, Louisiana. I have also filed FCC Form 301 (see BNPH-20130624AAP) and paid the requisite application fee. This mutually-exclusive hybrid-application proposal is submitted in conjunction with my company's (SSR Communications, Inc.) long-form Auction #94 request (for Auction #94 permit MM-FM905-AM, BNPH-20130624AAQ) to reallocate FM Channel 288A from Haynesville to Heflin, Louisiana, and then provide "back fill" service on FM Channel 286A at Haynesville for a future spectrum auction via the attached petition for rulemaking. I certify that everything contained herein is correct to the best of my knowledge. Should you have any other questions, then please feel free to contact me at 601-201-2789 or at 740 Highway 49 North, Suite R, Flora, Mississippi 39071.

Respectfully,

Matthew K. Wesolowski  
Chief Executive Officer  
SSR Communications, Inc.  
740 Highway 49 North  
Suite R  
Flora, Mississippi 39071  
matt@wyab.com  
601-201-2789

1 - The allocation on FM Channel 288A at Haynesville was recently won by Petitioner during the Commission's FM Broadcast Auction Number 94 (MM-FM905-A). Petitioner has submitted its long-form application (BNPH-20130624AAQ) for this new facility, proposing the reallocation of this channel from Haynesville to Heflin, Louisiana. The proposed FM Channel 286A allocation would then provide "back fill" service to Haynesville for a future spectrum auction, allowing FM Channel 288A to be reallocated to Heflin. As such, Petitioner will apply for FM Channel 286A at Haynesville in a future spectrum auction, and if won, will build out the station promptly.

This makeup of allocations would represent a *preferential arrangement of the FM Table of Allotments*. Even though Haynesville is not currently being served by a local FM facility, potential future service to that community will not be deprived via the proposed FM Channel 286A allotment. Additionally, the reallocation of FM Channel 288A from Haynesville to Heflin will provide *first local service* to that community.

#### **FIRST LOCAL SERVICE TO HEFLIN, LOUISIANA**

The community of Heflin is located in Webster, Parish, Louisiana, and is home to 244 residents, according to the 2010 United States Census. Heflin is home to its own municipal government, United States Post Office and Zip Code (71039), school (Heflin Elementary School), fire department, local library, numerous churches, and many other businesses. Heflin is an incorporated community (generally sufficient for the Commission's allotment purposes), independent of any neighboring communities, and is clearly deserving of its own FM allocation.

#### **FUTURE SERVICE TO HAYNESVILLE, LOUISIANA**

The contemplated changes herein would not deprive Haynesville of existing or potential / future local FM radio service. Through the mutually-exclusive rearrangement of allocations proposed above, potential / future service to Haynesville would be preserved with the intended FM Channel 286A allocation, with reference allocation coordinates *identical* to those of the current FM Channel 288A allotment. Currently, Haynesville has no licensed local broadcast facilities, so Haynesville will not be deprived of any operating local broadcast service, thus allowing the reallocation of FM Channel

288A from Haynesville to Heflin. Additionally, Petitioner has not promised service on FM Channel 288A to the residents or businesses within the community of Haynesville at any point in the auction process or this proceeding.

### **CONCLUSION**

Concurrent with this Petition, Petitioner has filed a FCC Form 301 Construction Permit application to construct a new FM facility at Haynesville, Louisiana on FM Channel 286A, as well as a pending FCC Form 301 Long-Form Construction Permit application for its Auction Number 94 facility / permit MM-FM905-A, BNPH-20130624AAQ. In the event that the Commission grant's Petitioner's requests herein, Petitioner asserts that it will participate in any future Commission auction to secure a broadcast license for said facility in Haynesville, as well as construct its proposed facility in Heflin promptly.

Dated: June 24, 2013

Respectfully submitted,

SSR Communications, Inc.  
740 Highway 49 North  
Suite R  
Flora, MS 39071  
(601) 201-2789  
matt@wyab.com

By: \_\_\_\_\_  
Matthew K. Wesolowski  
Chief Executive Officer

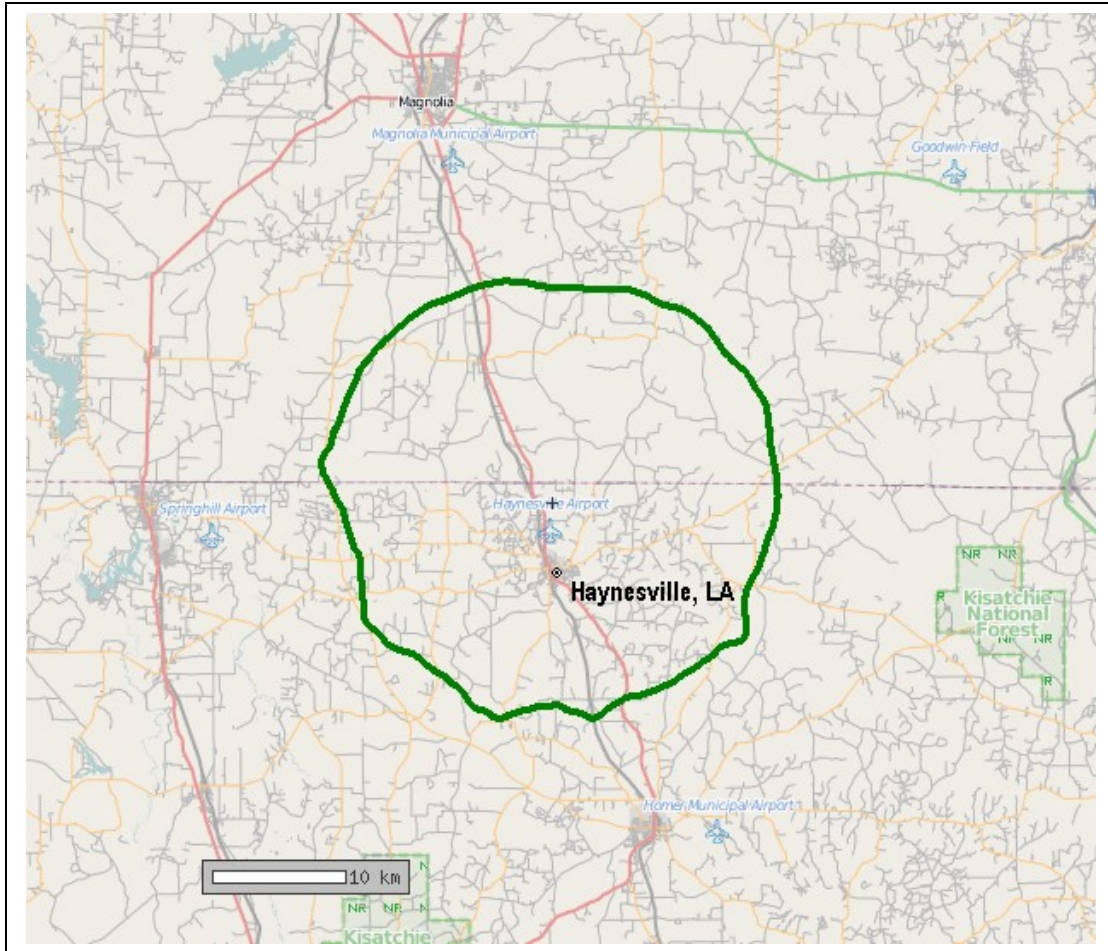
## EXHIBIT A: HAYNESVILLE, LA ALLOCATION STUDY

**FM Channel:** 286A  
**Community:** Haynesville, Louisiana  
**Proposed NAD-27 Allotment Coordinates:** 33-00-12 N, 93-08-19 W  
**FCC Database Date:** June 24, 2013

| Fac. ID | App. ID | Call    | Type | Chan  | Community   | ST | Dist.  | Req D. | Margin  |
|---------|---------|---------|------|-------|-------------|----|--------|--------|---------|
| 0       | 295922  | NEW     | VAC  | 288A  | HAYNESVILLE | LA | 0.00   | 31.00  | -31.00* |
| 10865   | 186133  | KLIP    | LIC  | 287C2 | MONROE      | LA | 105.89 | 106.00 | -0.11   |
| 49155   | 611986  | KNCB-FM | LIC  | 287A  | VIVIAN      | LA | 72.19  | 72.00  | 0.19    |
| 15064   | 1070871 | KTOC-FM | LIC  | 285C3 | JONESBORO   | LA | 94.73  | 89.00  | 5.73    |
| 39689   | 666376  | KMJX    | LIC  | 286C1 | CONWAY      | AR | 207.84 | 200.00 | 7.84    |
| 48740   | 259422  | KHPA    | LIC  | 285A  | HOPE        | AR | 85.82  | 72.00  | 13.82   |
| 25582   | 151896  | KYKS    | LIC  | 286C0 | LUFKIN      | TX | 230.33 | 215.00 | 15.33   |
| 165971  | 1317138 | KTTY    | LIC  | 286A  | NEW BOSTON  | TX | 133.74 | 115.00 | 18.74   |
| 82842   | 553489  | KBEF    | LIC  | 283A  | GIBSLAND    | LA | 52.40  | 31.00  | 21.40   |
| 0       | 0       | NEW     | PROP | 288A  | HEFLIN      | LA | 55.83  | 31.00  | 24.83*  |
| 0       | 684144  | NEW     | VAC  | 285A  | OIL CITY    | LA | 97.94  | 72.00  | 25.94   |
| 29780   | 204481  | KMGC    | LIC  | 283A  | CAMDEN      | AR | 63.38  | 31.00  | 32.38   |
| 2936    | 209326  | KAGH-FM | LIC  | 285A  | CROSSETT    | AR | 112.23 | 72.00  | 40.23   |
| 60265   | 110303  | KRUF    | LIC  | 233C0 | SHREVEPORT  | LA | 83.05  | 25.00  | 58.05   |
| 31348   | 1101821 | KTOY    | LIC  | 284A  | TEXARKANA   | AR | 102.94 | 31.00  | 71.94   |
| 54844   | 223314  | KYKX    | LIC  | 289C0 | LONGVIEW    | TX | 163.86 | 86.00  | 77.86   |
| 82888   | 1003537 | KZKR    | LIC  | 286A  | JONESVILLE  | LA | 201.13 | 115.00 | 86.13   |
| 52651   | 1420849 | KWRF-FM | LIC  | 288A  | WARREN      | AR | 122.07 | 31.00  | 91.07   |
| 17811   | 1275653 | KHMD    | LIC  | 284C3 | MANSFIELD   | LA | 135.68 | 42.00  | 93.68   |
| 73065   | 1365444 | KJTX    | LIC  | 283A  | JEFFERSON   | TX | 126.65 | 31.00  | 95.65   |
| 54822   | 1128275 | KNAS    | LIC  | 288A  | NASHVILLE   | AR | 130.72 | 31.00  | 99.72   |

\* - Petitioner is the winning bidder of this allotment from the Commission's FM Broadcast Auction #94, and has requested, via its long-form application BNPH-20130624AAQ, to relocate FM Channel 288A from Haynesville, Louisiana to Heflin, Louisiana. Thus, this mutually-exclusive proposed allocation of FM Channel 288A at Heflin is no impediment to the proposed "back fill" allocation of FM Channel 286A at Haynesville.

## **EXHIBIT B: HAYNESVILLE, LA COMMUNITY COVERAGE**



The FCC f(50,50) 70 dBu contour is shown above, and clearly encompasses 100% of the community of Haynesville, Louisiana.

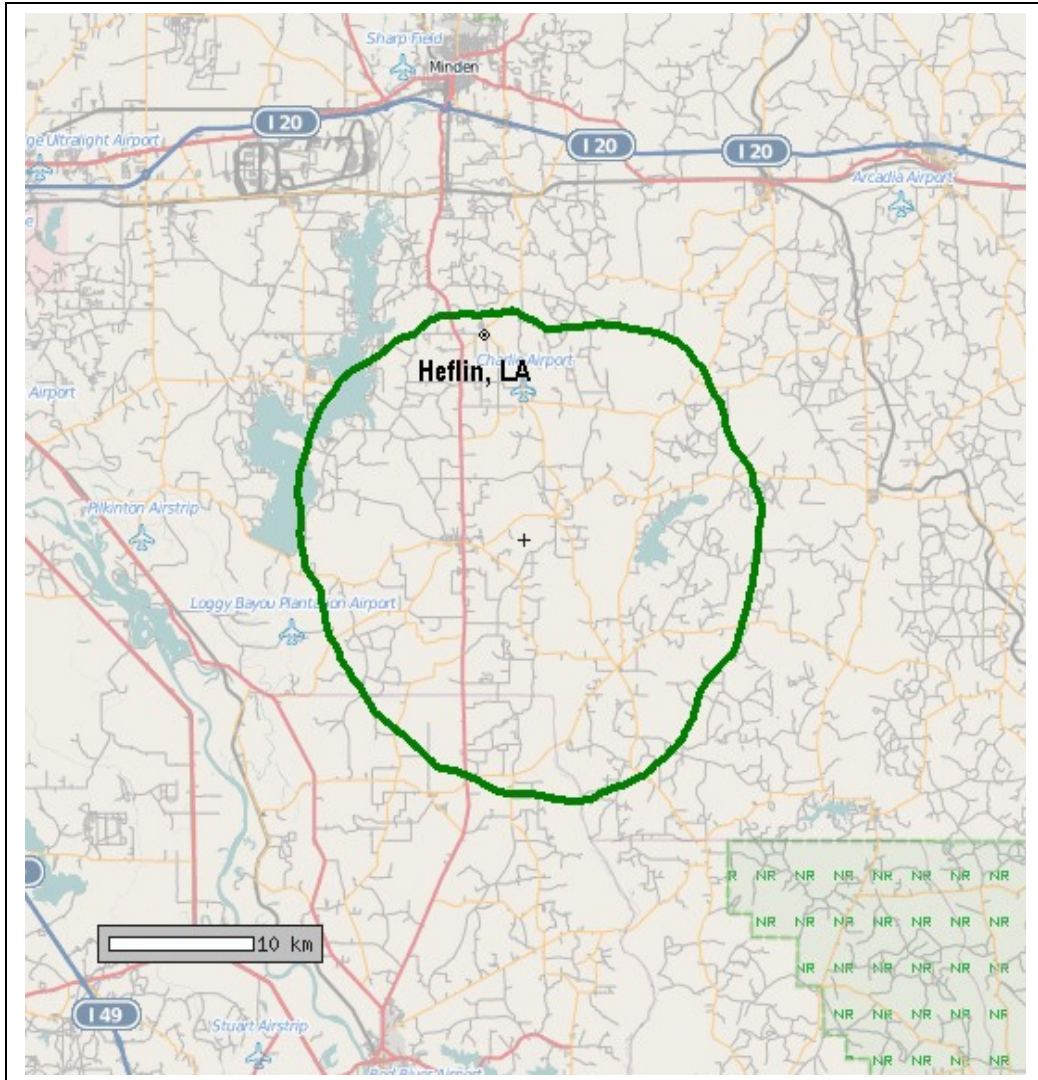
## EXHIBIT C: HEFLIN, LA ALLOCATION STUDY

**FM Channel:** 288A  
**Community:** Heflin, Louisiana  
**Proposed NAD-27 Allotment Coordinates:** 32-19-42 N, 93-14-08 W  
**FCC Database Date:** June 24, 2013

|       |         |         |      |       |             |    |        |        |         |
|-------|---------|---------|------|-------|-------------|----|--------|--------|---------|
| 0     | 295922  | NEW     | VAC  | 288A  | HAYNESVILLE | LA | 75.40  | 115.00 | -39.60* |
| 10865 | 186133  | KLIP    | LIC  | 287C2 | MONROE      | LA | 105.75 | 106.00 | -0.25   |
| 54844 | 223314  | KYKX    | LIC  | 289C0 | LONGVIEW    | TX | 151.79 | 152.00 | -0.21   |
| 15064 | 1070871 | KTOC-FM | LIC  | 285C3 | JONESBORO   | LA | 49.54  | 42.00  | 7.54    |
| 86913 | 603550  | KBKK    | LIC  | 288A  | BALL        | LA | 127.09 | 115.00 | 12.09   |
| 49155 | 611986  | KNCB-FM | LIC  | 287A  | VIVIAN      | LA | 91.85  | 72.00  | 19.85   |
| 50405 | 115423  | KXRR    | LIC  | 291C0 | MONROE      | LA | 114.00 | 86.00  | 28.00   |
| 4956  | 179917  | KSBH    | LIC  | 235C3 | COUSHATTA   | LA | 52.02  | 12.00  | 40.02   |
| 0     | 0       | NEW     | PROP | 286A  | HAYNESVILLE | LA | 75.40  | 31.00  | 44.40   |
| 62277 | 223193  | KVVP    | LIC  | 289C3 | LEESVILLE   | LA | 146.75 | 89.00  | 57.75   |
| 0     | 684144  | NEW     | VAC  | 285A  | OIL CITY    | LA | 95.94  | 31.00  | 64.94   |
| 52651 | 1420849 | KWRF-FM | LIC  | 288A  | WARREN      | AR | 181.60 | 115.00 | 66.60   |
| 54822 | 1128275 | KNAS    | LIC  | 288A  | NASHVILLE   | AR | 195.74 | 115.00 | 80.74   |
| 25582 | 151896  | KYKS    | LIC  | 286C0 | LUFKIN      | TX | 170.69 | 86.00  | 84.69   |

\* - Petitioner is the winning bidder of this allotment from the Commission's FM Broadcast Auction #94, and has requested, via its long-form application BNPH-20130624AAQ, to relocate FM Channel 288A from Haynesville, Louisiana to Heflin, Louisiana. Thus, this mutually-exclusive proposed allocation of FM Channel 288A at Heflin is no impediment to the proposed "back fill" allocation of FM Channel 286A at Haynesville.

## **EXHIBIT D: HEFLIN, LA COMMUNITY COVERAGE**



The FCC f(50,50) 70 dBu contour is shown above, and clearly encompasses 100% of the community of Heflin, Louisiana.