

June 2012
FM Translator K257BP
Grants Pass, Oregon Channel 254D
Statement re Technical Need for Multiple Translators

The proposed K257BP Grants Pass facility on Channel 254D will operate in the vicinity of FM translator K288CP Merlin. Both translators rebroadcast the programming of commonly-owned station KRWQ 262C1 Gold Hill. As a result of grant of the instant application, there will be 168 sq km of overlap between the K288CP and K257BP 60 dBu contours, amounting to 68% of the K288CP 60 dBu contour and 51% of the K257BP 60 dBu contour.

While this situation would normally trigger the prohibition against owning multiple translators which serve substantially the same area and rebroadcast the same signal, the two translators already operate under the exact same amount of overlap. The instant application proposes only a channel change due to the impending activation of a new Channel 257A full-power station at Grants Pass.

Furthermore, there is technical need for both translators. The two translators operate in the greater Medford-Ashland-Grants Pass radio market. These communities are located in a region of southwest Oregon which is characterized by extremely rugged terrain. This market, perhaps more so than any other, qualifies as the "poster child" for the FM translator service, as there is no single transmitter site from which a full-power station can provide adequate service to all three of the major communities in the market.

K257BP operates from Bald Mountain with a clear view into the communities of Grants Pass, Redwood, and Harbeck-Fruitdale. But even though the K257BP antenna is oriented towards outlying communities such as Merlin and Three Pines/Pleasant Valley, those areas do not receive more than a spotty signal from K257BP owing to distance and terrain obstructions.

The K288CP facility is located on a hilltop north of Grants Pass, with its directional antenna oriented to the northwest towards Merlin and Three Pines/Pleasant Valley. Due to this antenna orientation, K288CP does not provide a meaningful signal into Grants Pass.

Therefore, and given the historical operation of both translators in this area, there is believed to be sufficient technical need to support continued operation of K257BP and K288CP where there is more than 50% overlap of their 60 dBu contours.

