

MATC qualifies for a Replacement Translator based on loss of service following the DTV transition and the cessation of analog operations for WMVS. This UHF translator will replace the loss of service.

MATC is licensee of noncommercial educational television Station WMVS, DTV Channel *8, Milwaukee, Wisconsin. As the Commission is aware, since the DTV transition, MATC has experienced over-the-air reception difficulties at Station WMVS. Various factors apparently contribute to the problem – relatively low power levels allowed for VHF stations transmission antennas at considerable heights, heavy reliance on indoor reception in urban areas, and urban canyon reception effects. Over just the first few days following the transition in June, MATC took over 1100 calls from viewers that had previously been able to receive the WMVS signal, many of whom were able to get all the Milwaukee DTV stations over-the-air except Station WMVS. Thus station personnel have determined this area to be an actual loss area relative to the analog coverage.

MATC proposes the use of a fill-in replacement translator to help provide for adequate reception of its signal within its authorized DTV service area. MATC has explored possible channels for this purpose, and has concluded that the best channel is Channel 36, operating from the MATC tower in Milwaukee. For that reason, MATC is seeking authorization for a new fill-in replacement translator station on Channel 36 at Milwaukee.

The addition of a UHF translator for WMVS should provide a signal that can permeate through the buildings better due to the propagation characteristics of UHF than VHF and “replace” the lost coverage for viewers. The UHF translator coverage and transmission system characteristics are shown elsewhere in this application.