



Federal Communications Commission  
Washington, D.C. 20554

May 10, 2017

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1776 K Street, NW  
Washington, DC 20006

In re: Request for Reinstatement of Grandfathered  
Joint Sales Agreement

WTVA(TV), Tupelo, MS  
Facility ID No. 74148

WLOV-TV, West Point, MS  
Facility ID No. 37732

Dear Counsel:

By this letter, we grant a request to reinstate a grandfathered joint sales and services agreement (“JSSA”) between WTVA(TV), Tupelo, Mississippi, and WLOV-TV, West Point, Mississippi, filed by Mississippi TV Licensing Company, LLC (“Mississippi TV”) and Coastal Television Broadcasting Company, LLC (“Coastal”).

On January 1, 2012, WTVA, Inc., the prior licensee of WTVA(TV) (“WTVA”), and Lingard Broadcasting Company, the prior licensee of WLOV-TV, entered into a JSSA giving WTVA, Inc., among other things, “the exclusive right and responsibility to use its best efforts to market and sell all forms of regional and local spot advertising, sponsorships, direct response advertising, paid programming, and all long-form advertising broadcast on WLOV-TV.”<sup>1</sup> On September 13, 2013, Tupelo Broadcasting, Inc. (“Tupelo”) acquired WLOV-TV and assumed the grandfathered JSSA.<sup>2</sup> On September 22, 2014, the Commission received an application seeking consent to assign WTVA from WTVA, Inc., to Mississippi TV, and on October 10, 2014, the Commission received a separate application to assign WLOV-TV from Tupelo to Coastal.<sup>3</sup> Because WTVA, Inc. and Tupelo were parties to the JSSA prior to March 31, 2014, it was originally grandfathered as set forth in the *2014 Quadrennial Review*.<sup>4</sup> The assignment applications

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<sup>1</sup> Mississippi TV License Company, LLC and Coastal Television Broadcast Company, LLC, Request for Reinstatement of Grandfathered Joint Sales Agreement between WTVA(TV) and WLOV-TV (filed Mar. 29, 2017), at 1 (“Request”).

<sup>2</sup> *Id.* at 2, fn. 2.

<sup>3</sup> FCC File Nos. BALCDT-20140922ADF and BALCDT-20141009ACE

<sup>4</sup> *2014 Quadrennial Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, Further Notice of Proposed Rule Making and Report and Order, 29 FCC Rcd. 4371, 4542 (2014) (*2014 Quadrennial Review*) (“[P]arties to existing, same-market

were granted on December 18, 2014 and contained the following special condition on the FCC Forms 732: “Grant is conditioned upon the amended certifications contained in exhibits 5 and 13. The parties shall draft an amended JSSA as described therein prior to consummation, and submit the executed agreement to Commission staff.”

On August 25, 2016, the Commission released the *Quadrennial Review Second Report and Order*.<sup>5</sup> The *Quadrennial Review Second Report and Order* incorporated Congress’s extension of the grandfathering of JSAs through September 30, 2025,<sup>6</sup> and permitted parties “to transfer or assign these agreements to other parties without terminating the grandfathering relief.”<sup>7</sup> Additionally, the *Quadrennial Review Second Report and Order* allowed television JSAs that lost grandfathering relief as a result of conditions placed by the Commission to request that the Commission remove those conditions and enter into an agreement that is substantially similar to the grandfathered JSA.<sup>8</sup> The parties have provided copies of the JSSA they seek to reinstate. We find that the reinstated JSSA will contain substantially similar terms and conditions as the grandfathered JSSA that the parties initially sought to continue as part of the original transaction.

Accordingly, IT IS ORDERED that, pursuant to the *Quadrennial Review Second Report and Order*, Mississippi TV and Coastal’s request is GRANTED.

Sincerely,

A handwritten signature in black ink that reads "Barbara A. Kreisman / for". The signature is written in a cursive, flowing style.

Barbara A. Kreisman  
Chief, Video Division  
Media Bureau

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television JSAs whose attribution results in a violation of the ownership limits will have two years from the effective date of this Order to terminate or amend those JSAs or otherwise come into compliance with the local television ownership rule.”)

<sup>5</sup> 2014 *Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules & Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, Second Report and Order, 31 FCC Rcd 9864 (2016) (“*Quadrennial Review Second Report and Order*”).

<sup>6</sup> See Consolidated Appropriations Act, 2016, § 628, P.L. 114-113 (2015); Letter from Roy Blunt et al., United States Senator, to Tom Wheeler, Chairman, FCC, OLA Docket No. 16-9, at 1 (filed Mar. 15, 2016).

<sup>7</sup> *Quadrennial Review Second Report and Order*, 31 FCC Rcd at 9889.

<sup>8</sup> *Id.* at 9989, fn. 171.