

**FEDERAL COMMUNICATIONS COMMISSION**  
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**WASHINGTON DC 20554**

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James P. Riley, Esq.  
Fletcher, Heald & Hildreth, P.L.C.  
11<sup>th</sup> Floor, 1300 North 17 Street  
Arlington, Virginia 22209

OCT 21 2010

Re: Pennsylvania Media Associates, Inc.  
WBZW(AM), Apopka, Florida  
Facility Identification Number: 1185  
File Number: BZ-20100714ACX

Dear Mr. Riley:

This is in reference to the above-captioned application for direct measurement of power that was submitted along with a partial proof of the WBZW(AM) directional antenna system.

A preliminary engineering study of the partial proof reveals that the following deficiencies:

1. There are only three (3) daytime monitor point radials and one (1) non-monitoring radial ( 0° azimuth) which is not adjacent to any of the monitoring radials, in violation of 47 C.F.R § 73.154(a).<sup>1</sup>
2. The 1981 DA-D Inverse Distance Field Strengths in Figure 1 are incorrect.<sup>2</sup>
3. The daytime directional antenna system is out of adjustment as the 2010 measured inverse field of 380.66 mV/m/km exceeds the authorized radiation of 378.6 mV/m/km on the 240.5° radial.
4. The daytime 2010 fields are incorrectly labeled as 1981 field strengths in Figure 3, sheet 1, sheet 6, sheet 7 and sheet 8.

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<sup>1</sup> 47 C.F.R § 73.154(a) states that "If the directional pattern has fewer than 4 monitored radials, the partial proof shall include measurements on those radials from the latest complete proof of performance which are adjacent to the monitored radials."

<sup>2</sup> The correct fields (and the applicant fields in parenthesis) are as follows: 0°: 692.01 mV/m (773.4 mV/m); 240.5°: 297.72 mV/m (288.5 mV/m); 270°: 305.77 mV/m (322.9 mV/m); 299.5°: 297.72 mV/m (292.2 mV/m) .

Accordingly, further action on the subject application will be withheld for thirty (30) days from the date of this letter in order to provide the applicant an opportunity to file a curative amendment. Failure to respond or file an amendment within this time period will result in the dismissal of the application pursuant to 47 C.F.R § 73.3568.

Sincerely,

A handwritten signature in blue ink, appearing to read "Son Nguyen", is positioned above the printed name.

Son Nguyen  
Supervisory Engineer  
Audio Division  
Media Bureau

cc: Pennsylvania Media Associates, Inc.  
James D. Sadler