

FEDERAL COMMUNICATIONS COMMISSION
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MEDIA BUREAU
AUDIO DIVISION
APPLICATION STATUS: (202) 418-2730
HOME PAGE: www.fcc.gov/mb/audio/

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MAR 2 2011

Dan Alpert, Esq.
2120 North 21st Road, Suite 400
Arlington, Virginia 22201

In Re: Eastern Sierra Broadcasting (ESB)
NEW(AM), Reno, Nevada
Facility Identification Number: 160544
File Number: BNP-20080602BQY

Dear Mr. Alpert:

This letter is in reference to the above captioned application for a new AM station at Reno, Nevada, and the December 13, 2010, amendment.

A preliminary review of the amended application reveals that the proposed nighttime interference free (NIF) contour of 11.5 mV/m covers 47.6% of the area and 72.2% of the population of Reno, in violation of Section 73.24(i) of the Commission's rules.¹

Further action on the application will be withheld for 30 days from the date of this letter to allow ESB to amend. Failure to amend or respond within this time period will result in the dismissal of the application pursuant to Section 73.3568 of the Commission's rules.

Sincerely,



Son Nguyen
Supervisory Engineer
Audio Division
Media Bureau

cc: William Sitzman, IBC
Ira Littman, President, ESB

¹ Section 73.24(i) requires that the nighttime 5 mV/m contour or the NIF contour, whichever the value is higher, covers 80% of the principal community. ESB claims that the proposed NIF contour covers 84.2% of the total population of Reno (or 177,711 out of 211,183 people).