

Section 307(b) Showing

KLIC(AM)

Fac. Id. 22171

Proposed Community: Richwood, Louisiana

With this minor change application, Media Ministries, Inc. (“MMI”), the licensee of AM station KLIC seeks to make several changes to KLIC’s license, including changing KLIC’s community of license from Monroe, Louisiana to Richwood, Louisiana. This exhibit is provided to demonstrate this proposal’s compliance with Section 307(b) of the Communications Act of 1934, as amended, and the Commission’s policies implementing the same.

Section 307(b) requires that the Commission provide a “...fair, efficient and equitable distribution of radio service ... among the several states and communities...” in the United States. To fulfill this mandate, the Commission uses allocation priorities to determine whether a proposed placement of a station in a particular community meets the requirements of Section 307(b). Those priorities are, in order, 1) first full-time aural reception service; 2) second full-time aural reception service; 3) first local aural transmission service; and, 4) other public interest matters.

While MMI’s proposal certainly triggers the Section 307(b) review, the proposal is not controversial. MMI seeks to move KLIC from an urban area, Monroe, Louisiana, to the smaller more rural area of Richwood, Louisiana. This proposal is preferable because it provides the first local AM service and second local service to Richwood without depriving Monroe of any AM service or second local aural service. Specifically, Monroe will retain AM stations KMLB and KRJO as well as FM stations KBMQ, KEDM, KJLO-FM, KNOE-FM, KXUL, and KYFL.

Since Richwood is already a community of license for one radio service station, the FCC has already determined that it is a licensable community. Thus, MMI is not required to and is not providing information in this analysis to establish Richwood’s precondition as a licensable community. MMI proposes the following:

<i>City</i>	<i>Before</i>	<i>After</i>
Richwood, Louisiana	KHLL	KLIC(AM), KHLL
Monroe, Louisiana	KLIC(AM), KMBL(AM), KRJO(AM), KBMQ, KEDM, KJLO-FM, KLIP, KNOE-FM, KXRR, KXUL, KYFL	KMBL(AM), KRJO(AM), KBMQ, KEDM, KJLO-FM, KLIP, KNOE-FM, KXRR, KXUL, KYFL

Population Comparisons

As stated earlier, Richwood is a smaller, more rural community than Monroe, KLIC’s current community of license, with a population of 2,115¹.

¹ 2000 U.S. Census

As shown in Exhibit 5A, the proposed KLIC facility will provide a daytime 5.0 mV/m contour over all of the new proposed community of license of Richwood. Currently, KLIC's facility in Monroe provides 2.0 mV/m contour service to 160,278 persons in 2,735 square kilometers and 0.5 mV/m contour service to 241,058 persons over 8,810 square kilometers. *See* Exhibit 5B. Under the new proposal, KLIC will provide a 2.0 mV/m contour service to 157,412 persons over 2,847 square kilometers and 0.5 mV/m contour service to 239,527 persons over 9,051 square kilometers. This represents a 2.0 mV/m loss of 6,168 persons over 312 square kilometers and a 0.5 mV/m loss of 4,750 persons over 532 square kilometers. Also shown is the 2.0 mV/m gain of 3,302 persons over 424 square kilometers and a 0.5 mV/m gain of 3,219 persons over 773 square kilometers. The KLIC licensed nighttime interference free signal² provides nighttime service to 77,160 persons over 201 square kilometers, while the proposed nighttime interference free signal at Richwood³ will provide nighttime interference-free service to 32,656 persons over 212 square kilometers.

As shown by Exhibit 5C, the entire KLIC gain and loss areas are provided with primary service by five or more FM and AM broadcast facilities. Therefore, there are no under-served areas of gain or loss.

Further, the additional following exhibits are provided to support this exhibit:

Exhibit 5D: tabulation of the stations providing protected service to the KLIC gain/loss areas.

Exhibit 5E: visual depiction of those stations providing protected service to Richwood.

Exhibit 5F: tabulation of stations providing protected service to Richwood.⁴

Exhibit 5G: visual depiction of stations providing protected service to Monroe.⁵

Exhibit 5H: tabulation of stations providing protected service to Monroe.⁶

As shown by this exhibit and its supporting documents, the request to move KLIC from Monroe, Louisiana to Richwood, Louisiana is a preferable distribution of services under Section 307(b) of the Communications Act.

² 22.52 mV/m

³ 22.61 mV/m

⁴ Due to the size of Richwood, Louisiana, the 0.5 mV/m contour was used for the AM stations.

⁵ KLIC(AM) is not included on the maps or in the tabulations.

⁶ Due to the size of Monroe, Louisiana, the 2.0 mV/m contour was used for the AM stations.