

Public Interest Showing

Parker Broadcasting of Louisiana, LLC (“Parker”), the proposed assignee of station KAQY-TV/DT, Columbia, Louisiana, is filing the instant amendment (“Amendment”) to amend its pending application (“Application”) for a construction permit for maximized post-transition digital television (“DTV”) facilities to demonstrate that grant of the Application will serve the public interest. *See* FCC File No. BPCDT-20080619AIX. The staff of the Federal Communications Commission (“FCC”) informally has advised Parker that the proposed DTV facilities for KAQY-DT will result in a loss of television service, including ABC network service, to certain viewers that currently are served by KAQY-TV. As demonstrated herein, the proposed DTV facilities will result in a net increase in digital coverage to viewers in KAQY’s market. Moreover, almost all of the viewers who are predicted to lose ABC network service from KAQY-TV will continue to receive over-the-air ABC network service from other digital television stations affiliated with ABC. Importantly, the proposed DTV facilities will provide ABC service to a significant number of viewers that currently are not served by any digital television station affiliated with the ABC television network. Accordingly, grant of the Application is in the public interest.

Loss of Television Service. Upon construction of the facilities specified in the Application, 98.3% of the viewers that currently receive over-the-air service from KAQY-TV will continue to receive ABC network service.¹ Specifically, of the 29,630 persons who will no longer receive ABC network service over-the-air from KAQY-DT, all but 516 persons are predicted to receive over-the-air service from another television station affiliated with the ABC television network.² Moreover, approximately 90% of the viewers in the Monroe, Louisiana – El Dorado, Arkansas designated market area subscribe to cable or satellite services and, thus, it is likely that even those viewers who cannot receive over-the-air service from KAQY-DT will continue to view the station via cable or satellite.

Not only will viewers in the predicted loss area continue to receive ABC network television service, the vast majority of these viewers will be served by at least five or more other

¹ *See* Engineering Statement at 1 and Figure 1.

² *Id.* *See* Amendment of Section 73.606(b), Table of Allotments, TV Broadcast Stations (Albion, Lincoln, and Columbus, Nebraska), RM-7787, MM Docket No. 91-304 (April 28, 1993) (granting an application for an alternate transmitter site where all but 713 persons who would lose service from the applicant would be served by another ABC network affiliate).

digital television stations.³ Indeed, the loss areas that are served by fewer than five other television stations are largely unpopulated.⁴

Gain of Television Service. Although only a small portion of KAQY-TV's current viewers no longer will receive ABC network affiliate service if the Application is granted, this loss of service is outweighed by the fact that 14,110 persons that are not served over-the-air by an ABC network-affiliated digital station are predicted to be served over-the-air by the proposed KAQY-DT facilities.⁵ This represents a gain in ABC network service provided over-the-air by KAQY to over 27 times the number of viewers that will no longer receive over-the-air ABC network service from the station.

* * * *

In sum, grant of the Application is in the public interest because the proposed DTV facilities will result in a net increase in coverage to viewers in KAQY's market. Most of KAQY-TV's current viewers will continue to have over-the-air access to ABC-network affiliated and other programming following construction of the proposed DTV facilities for KAQY-DT. Moreover, the proposed facilities will serve a substantial number of viewers that do not currently receive over-the-air ABC network digital television service.

³ See Engineering Statement at 2 and Figure 1.

⁴ See Engineering Statement at 2 (stating that no persons reside in the loss areas where only three services are available, and that only 1,501 persons reside in the loss area where four services are available).

⁵ See Engineering Statement at 2 and Figure 1.