

REQUEST FOR WAIVER OF SECTION 73.1125
OF THE COMMISSION'S RULES

WRVM, Inc. ("WRVM") hereby respectfully requests a waiver of the requirements of Section 73.1125 of the Commission's rules¹ to allow for the operation of noncommercial, educational FM station WMVM(FM)² Goodman, Wisconsin, as a satellite station of co-owned, noncommercial station WRVM(FM), Suring, Wisconsin, and with main studio for WMVM located outside the principal grade contour of any broadcast station licensed to Goodman. In support of this request, the following is submitted for the consideration of the Commission.

WRVM(FM), Suring, Wisconsin, operates on a non-reserved FM channel. However, the station is licensed for noncommercial, educational broadcasting. Accordingly, this main studio waiver request involves two co-owned, noncommercial educational FM stations. Should WRVM, Inc. commence the operation of WRVM on a commercial basis, it would immediately terminate the satellite operation of WMVM.

In operating WMVM as a satellite of WRVM(FM), WRVM will ascertain the problems, needs and interests of the local community. This will be accomplished through the Goodman Radio Fellowship ("GRF"), a recently established local citizen's advisory board. GRF will address these issues through its programming on WRVM(FM)/WMVM. GRF consists entirely of residents within the 60 dBu F[50,50] listening area with a minimum of five members. We intend for GRF to always include at least one knowledgeable resident

¹ Call sign WMVM has been reserved for this station (Call Sign Request #27903). All statements made relating to WMVM are intended to be applied to Facility ID #59353 regardless of the call sign actually assigned to it.

² 47 C.F.R. 1125.

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of Goodman. The quarterly ascertainment by GRF will be supplemented by efforts undertaken by visits to the community by WRVM management. Also, WRVM has an established toll-free telephone number and will continue to maintain it for the use of residents in Goodman to reach the WRVM(FM) studios and will maintain a public inspection file for the station at the WRVM(FM) studios.

GRF will meet periodically on conference calls with WRVM management to discuss the local issues of public concern facing the community. At least one in-person meeting will be held each year open to members of the public to attend and participate in the discussions. Such meetings will be the subject of numerous announcements on WRVM(FM)/WMVM for at least one week prior to the meetings and will disclose the time and location of the meetings. WRVM will also include news insertions in its local broadcasts to include segments regarding events in the Goodman area. WRVM(FM) and WMVM will periodically broadcast public affairs programming responsive to the local issues of public concern ascertained by WRVM in connection with its local information gathering efforts. WRVM will also broadcast local weather for the Goodman area on WRVM(FM)/WMVM.

The Commission has defined a satellite station as one that operates on a normal FM channel and which meets all of the technical requirements of the Commission's rules, but one which usually originates no local programming. Rather, the satellite station traditionally rebroadcasts the programming of a parent station.³ Satellite stations involve operating deviations from the Commission's regulations, including the main studio rule.⁴ However, the Commission has in the past recognized the benefits of centralized operation for noncommercial, educational stations and has granted waivers to state and regional

³ See, Multiple Ownership Rules, 3 RR 2d 1562 (1964).

⁴ 47 C.F.R. 73.1125.

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networks, such as WRVM, to operate satellite stations that do not meet the requirements of the main studio rule. This has been particularly true where, as here, the proposed satellite station is located within the same state as the station it will rebroadcast.

This application proposes to increase coverage by relocating the facility to higher land, using a taller tower and increasing power from 420 Watts as a small Class A to 9 kiloWatts ERP as a moderately sized C3. This significantly increases the ability for the public to receive WMVM. However, it also requires a significant capital investment in a county that has no incorporated population areas and only 10.4 persons per square mile.⁵ The economies of scale that would be realized by a grant of this a main studio waiver would make it economically feasible for the improvements proposed herein. We therefore believe that it would be within the public interest for the Commission to grant this waiver for WMVM.

WRVM requests such a waiver for WMVM. The station will primarily rebroadcast the programming broadcast on WRVM(FM). WRVM will ascertain on at least a quarterly basis, and present programming to address, the local problems, needs and interests of the Goodman community on WRVM(FM)/WMVM. Based on such a commitment, and the facts noted herein, the Commission has historically granted waivers of the main studio rule to allow for the satellite operation of a noncommercial FM station operated by a noncommercial licensee. See, Memorandum Opinion And Order, in MM Docket 86-406, 3 FCC Rcd 5024 (1988). See also FCC file BPED-970801MG (1800B3-ALM), dated December 10, 1999.

⁵ <http://quickfacts.census.gov/qfd/states/55/55037.html>