



September 12, 2012

Barbara Kreisman, Esq.  
Chief, Video Division  
Media Bureau  
Federal Communications Division  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

Re: Request for Continuance of Satellite Waiver  
WTEN (TV), Albany, New York;  
WCDC-TV Adams, Massachusetts

I have been retained to supply you with information and opinion related to the continued operation of WCDC as a satellite of WTEN. This letter addresses the feasibility of operating and marketing WCDC as a standalone operation rather than as a satellite of WTEN.

By way of background, I have more than 40 years of experience in the broadcast industry as an owner, general manager and broker of television stations. I am the founder and President of CobbCorp LLC, a nationally recognized full-service media brokerage and appraisal firm. During my career, I have been involved in the brokering of more full power television stations than any other individual.

The Commission has set out three criteria under which the FCC will presume that the common ownership of a main station and a satellite would serve in the public interest:

1. There is no city grade overlap between the parent and the satellite station;
2. The satellite station would provide service to an underserved area;
3. No alternative operator is ready and able to construct or purchase the satellite to operate as a full service facility.

In regards to the first criterion, with the digital transition completed, there is no equivalent contour to the City Grade for waiver purposes. Nevertheless, the satellite waiver for this station was granted at a time when the stations were operating with analog contours and has been reaffirmed since the transition to digital transmission.

With respect to the second criterion, the community of license of the satellite station is underserved by virtue of the fact that WCDC is the only station licensed to it. In fact, there is not enough population in the community to support another station or even support the current satellite if it was a standalone operation. Additionally, the satellite would be unable to garner a network affiliation from any of the major entities since they are already in the Albany- Schenectady-Troy DMA as designated by Nielsen.

Regarding the third criterion, the Commission staff reviewed the facts surrounding this satellite station two years ago and determined that finding a buyer to operate the station on a stand-alone basis was not a viable alternative. At that time, the stations were operating under the cover of bankruptcy protection and no plan or proposal by anyone even contemplated operating the satellite as a standalone operation. Although the veil of bankruptcy has been lifted, the underlying facts regarding these stations and the market they serve have not changed.

WTEN and the satellite serve the Albany-Schenectady-Troy DMA. WTEN has served the community for almost 60 years signing on in 1953. In 1954, the owners felt that un-served viewers in the DMA could be better served by providing service with a satellite from Adams, Massachusetts. The station has operated as a satellite since then. All of the major networks are broadcast in the DMA precluding WCDC from obtaining a major network affiliation. A stand alone station licensed to Adams could not support a full service station let alone be able to provide local news.

Additionally, WTEN without the satellite's added coverage would be handicapped trying to compete with the other full-service stations in the market and provide the level of service that they provide. As it is, the major competition in the market has much broader coverage. The other major affiliates cover 8 of the 10 central counties in the market with their primary signal, while WCDC only completely covers 3.

I do not envision a scenario in which this satellite could survive as a standalone station. In fact, if asked to market WCDC for sale as a standalone, I would respectfully decline.

For all of the reasons stated above, I would recommend reaffirming WCDC as a satellite of WTEN.

Sincerely,



Brian E. Cobb