

FEDERAL COMMUNICATIONS COMMISSION
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June 29, 2011

CERTIFIED MAIL, RETURN RECEIPT REQUESTED

Massanutten Broadcasting Company, Inc.
P.O. Box 337
Broadway, VA 22815

Re: WLTK(FM), New Market, Virginia
Massanutten Broadcasting
Company, Inc.
Facility ID No. 12600
File No. BLH-20020821AAS

Dear Licensee:

In accordance with procedures adopted by the Commission,¹ this letter constitutes notification to Massanutten Broadcasting Company, Inc. ("Massanutten"), licensee of Station WLTK(FM), Channel 277A, New Market, Virginia,² of the filing of construction permit application BNPH-20110523AER (the "Application") by Alex Media, Inc. ("Alex") for a new Channel 277A FM station at Wardensville, West Virginia. The Application requests substitution of Channel 275A for Channel 277A at New Market, Virginia, and modification of the WLTK(FM) license accordingly.³

Section 316(a) of the Communications Act of 1934, as amended,⁴ permits us to modify a license or construction permit if such action is in the public interest. The Act requires that we notify the affected station of the proposed action, the public interest reasons for the action, and afford the licensee/permittee of the affected station at least 30 days to respond. This procedure is set forth in Section 1.87 of the Commission's Rules.⁵ We find that the Application has sufficient public interest benefits to justify the issuance of a show cause order. Furthermore, Alex states that it will reimburse Massanutten for the

¹ See *Revision of Procedures Governing Amendments to FM Table of Allotment and Changes of Community of License in the Radio Broadcast Services*, Report and Order, MB Docket No. 05-210, FCC 06-163 (rel. Nov. 29, 2006).

² File No. BLH-20020821AAS.

³ The WLTK(FM) license, BLH-20020821AAS, can be modified to specify operation on Channel 275A in lieu of Channel 277A at the station's authorized transmitter site. The geographic coordinates of the authorized WLTK(FM) transmitter site are 38° 36' 30" NL; 78° 54' 09" WL (NAD27).

⁴ 47 U.S.C. § 316(a) (the "Act").

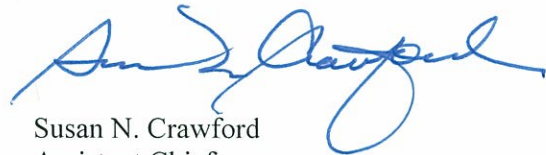
⁵ See *Modification of FM and Television Licenses Pursuant to Section 316 of the Communications Act*, 2 FCC Rcd 3327 (1987).

reasonable costs incurred in connection with the proposed channel change consistent with the *Circleville* policy.⁶

Accordingly, IT IS ORDERED, that pursuant to Section 316(a) of the Communications Act of 1934, as amended, 47 U.S.C. § 316(a), and pursuant to Section 1.87 of the Commission's Rules, Massanutten SHALL SHOW CAUSE why its license SHOULD NOT BE MODIFIED to specify Channel 275A in lieu of Channel 277A. Massanutten may, not later than 30 days from the date of this letter, file a written statement showing with particularity why its license should not be modified as proposed in this *Order to Show Cause*. The Commission may call upon the affected licensee herein to furnish additional information. If the affected licensee raises any substantial and material questions of fact, a hearing may be required to resolve such questions of fact pursuant to Section 1.87 of the Rules. Upon review of the statements and/or additional information furnished, the Commission may grant the modification, deny the modification, or set the matter of modification for hearing. If no written statement is filed within the period specified above, the licensee will be deemed to have consented to the modification as proposed in this *Order to Show Cause* and its assignment will be modified to specify the new channel.

Further action on the Application will be withheld for 30 days from the date of this letter to provide Massanutten an opportunity to reply. Please note that responses must be submitted to the Secretary of the Commission in triplicate and must be served on all parties.

Sincerely,

A handwritten signature in blue ink, appearing to read "Susan N. Crawford", is written over the typed name and title.

Susan N. Crawford
Assistant Chief
Audio Division
Media Bureau

cc: David Tillotson, Esq.
Alex Media, Inc.
Evan Carb, Esq.

⁶ See *Circleville, Ohio*, 8 FCC 2d 159 (1967).