



Federal Communications Commission
Washington, D.C. 20554
September 10, 2013

In Reply Refer to:
1800B3

Lee G. Petro, Esq.
Drinker Biddle & Reath, LP
Suite 1100
1500 K Street, N.W.
Washington, DC 20005

In re: **WQJK(FM), Maryville, Tennessee**
Facility ID No. 23332
Request for Waiver of 47 C.F.R. §73.3556


Dear Mr. Petro:

This letter addresses the September 9, 2013, request, filed on behalf of South Central Communications Corporation, ("South Central"), licensee of Station WQJK(FM), Maryville, Tennessee. South Central requests a temporary waiver of Section 73.3556(a) of the Commission's Rules¹ to permit South Central to simulcast programming on WQJK(FM) and Station WNFZ(FM), Powell, Tennessee, from October 14, 2013, through October 31, 2013. South Central indicates that it currently provides the programming for Station WNFZ(FM) pursuant to a Local Marketing Agreement (the "LMA"), which LMA will expire at 11:59 p.m. on October 31, 2013. South Central indicates that it intends to migrate the programming it currently provides for WNFZ(FM) to WQJK(FM) and requests the waiver to minimize listener confusion and facilitate the transition of the audience for WNFZ(FM)'s programming format to WQJK(FM). As of November 1, 2013, the programming will be aired solely on Station WQJK(FM).

In view of the brief period of time requested, it appears that the proposed waiver will have no adverse effect on economic competition or on other aspects of competition and diversity in the Knoxville, Tennessee, market.² Under these circumstances, we find that a limited waiver of the provision of Section 73.3556(a), which prohibits program duplication on WQJK(FM) and WNFZ(FM), is consistent with the public interest.

Accordingly, South Central Communications Corporation's September 9, 2013, request IS HEREBY GRANTED, and Section 73.3556(a) of the Rules IS HEREBY WAIVED to the extent of permitting the simulcast of programming on WQJK(FM) and WNFZ(FM) from October 14-31, 2013.

Sincerely,


Peter H. Doyle
Chief, Audio Division
Media Bureau

¹ 47 C.F.R. § 73.3556(a).

² See generally *Letter to Roy R. Russo, Esquire*, 5 FCC Rcd 7735 (M.M. Bur. 1990); *Letter to Kevin C. Boyle, Esq., WHWK(FM), Croydon, Indiana and WQLL(FM), Louisville, Kentucky*, reference 1800B3-SBB (M.M. Bur., May 23, 1996).

Law Offices

September 9, 2013

1500 K Street N.W.
Suite 1100
Washington, D.C.
20005-1209
(202) 842-8800
(202) 842-8465 fax
www.drinkerbiddle.com

BY HAND DELIVERY

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, S.W.
Washington, DC 20554

ACCEPTED/FILED

SEP 9 2013

Federal Communications Commission
Office of the Secretary

Re: Request for Waiver – 47 C.F.R. § 73.3556(a)
Station WQJK(FM), Maryville, Tennessee – Facility Id. 23332.
South Central Communications Corporation – FRN: 000290092

Dear Ms. Dortch:

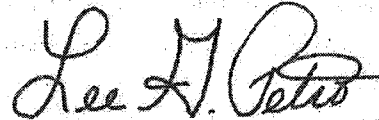
South Central Communications Corporation (“South Central”), by and through its attorneys, hereby submits this Request for Waiver of Section 73.3556(a) (the “Simulcast” rule) so to permit the simulcast of the programming of WNFZ(FM), Powell, Tennessee (Fac. Id. 31837) on the above-referenced station from October 14, 2013, through October 31, 2013.

South Central has been providing the programming for Station WNFZ(FM) for more than 15 years under a Local Marketing Agreement (the “LMA”) with its licensee, Mr. John Pirkle. The LMA will expire at 11:59 pm on October 31, 2013, and South Central intends to migrate the programming it currently provides for Station WNFZ(FM) to Station WQJK(FM), which is licensed to South Central.

In order to minimize listener confusion and facilitate the transition of WNFZ(FM)’s audience to WQJK(FM), South Central desires to simulcast the programming carried on WNFZ(FM), currently provided through the LMA, on Station WQJK(FM), for the limited period of time. Accordingly, grant of this waiver is in the public interest. As of November 1, 2013, the programming will be aired solely on Station WQJK(FM).

Please contact undersigned counsel should you have any questions regarding this Request, or require additional information.

Respectfully submitted,



Lee G. Petro
Counsel to South Central
Communications Corporation