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\* not admitted in Maryland

January 10, 2017

Accepted / Filed

JAN 10 2017

Federal Communications Commission  
Office of the Secretary

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12th Street, S.E.; Room TWD-204  
Washington, D.C. 20554

Re: **WPIR-FM (Facility ID No. 53091)**  
**Hickory, NC**

**REQUEST FOR WAIVER OF §73.1125**  
**(MAIN STUDIO RULE)**

Dear Ms. Dortch:

On behalf of **Positive Alternative Radio, Inc.** ("PAR"), Noncommercial Licensee of **Radio Station WPIR-FM at Hickory, North Carolina**, we hereby request a waiver of the Commission's main studio requirement, as set forth in 47 C.F.R. §73.1125. As a result of this request, PAR proposes to co-locate the WPIR-FM studios with co-owned Radio Station WXRI-FM (53100), which is licensed to Winston-Salem, North Carolina. PAR also proposes to operate WPIR-FM as a "satellite station" of WXRI-FM. The WXRI-FM studios are situated in Winston-Salem, North Carolina, which is located approximately 70 miles from Hickory, North Carolina.<sup>1</sup>

Approval of this request would permit PAR to save considerable monthly and annual operating expenses, which is important to noncommercial broadcasters such as PAR since operating revenue is largely derived from underwriting sales and general donor support. These cost savings will allow PAR to maintain the high quality of its noncommercial educational programming. The Commission has long recognized the financial disadvantages associated with the noncommercial broadcast service, as well as the public interest benefits of a main studio waiver in situations such as this.

<sup>1</sup> The WXRI-FM studios are located at 600 Clemmons Road, Winston-Salem, North Carolina 27127. The telephone number is (336) 788-1155.

Should the Commission approve this request, PAR could economize its operations and save the following monthly and annual expenses:

EAS & Computer Equipment:	\$ 250.00 per month
Station Manager & staff	\$ 1,200.00 per month
Contract Engineer:	\$ 150.00 per month
Utilities:	\$ 700.00 per month
Janitorial / Administrative	\$ 500.00 per month

Initial total monthly expenses: \$ 2,800.00

**(Estimated first year savings: \$ 33,600.00 )**

Local ascertainment & community contacts: Should the Commission approve this waiver request, PAR will take the following measures to ensure that programming on WPIR-FM continues to be responsive to the interests and needs of the Hickory, North Carolina community:

1. PAR will appoint a local representative in the Hickory area who will report to PAR on a regular monthly basis and provide advice on the interests and concerns of the Hickory community.
2. On at least a quarterly basis each year, PAR will publicize advance notice of a community meeting at which time a management employee of PAR will meet with Hickory community leaders and citizens to ascertain local interests and needs, so that radio programming is produced to address those interests and needs.
3. PAR will subscribe to, or monitor on-line, local Hickory newspapers to further its ascertainment efforts of the local needs and interests.
4. PAR will broadcast, on a daily basis, news, weather and public service announcements pertaining to the Hickory community, and PAR will provide a toll-free telephone number for residents of Hickory to call the WXRI-FM main studios should they wish to express concerns or opinions, or contact PAR for any reason whatsoever.
5. PAR will produce approximately 10-15 percent of WXRI's issues-oriented programming in such a way as to be responsive to the interests and needs of the WPIR-FM listeners in the Hickory service area.

6. PAR will maintain the WPIR-FM Public File at the new co-located Main Studios, but nevertheless permit residents of Hickory to call PAR at any time during regular business hours to inquire about the contents of the WPIR Public File. PAR shall also provide photocopies of any Public File documents to any such person requesting the same for a nominal cost of the photocopies.

PAR submits that good cause exists in this instance for a waiver of Section 73.1125(b)(2) of the Commission's Rules since this proposal would be consistent with the operation of WPIR-FM in the public interest. The Commission has recognized the benefits of centralized operation of NCE stations, given their limited funding. The instant request is based on the economies of scale that would be realized by a grant of this waiver request. This request demonstrates that good faith, adequate measures that will be taken to ensure that PAR maintains its awareness of the needs and interests of Hickory, North Carolina so that responsive programming is presented on WPIR-FM. Under these circumstances, we submit that PAR will meet its local service obligations to the extent that a grant of this waiver request is consistent with the public interest. See, e.g., *Letter to WPVA-FM (dated November 13, 2003)*; *Letter to Cary S. Tepper re Cameron University at Clinton, Oklahoma (File No. BNPED-20000202AAW; dated December 18, 2001)*; *Letter to Roy R. Russo, Esq. (dated January 24, 1994)*; *The Cedarville College, 6 FCC Rcd 538 (1991)*; *Sound of Life, Inc., 4 FCC rcd 8273 (1989)*; *Georgia State Board of Education, 70 FCC 2d 948 (1979), recon. denied, 71 FCC 2d 227 (1979)*; *Nebraska Educational Television Comm'n, 4 R.R. 2d 771 (1965)*.

Attached hereto please find the sworn statement of PAR's President, Edward A. Baker, attesting to the accuracy of the statements and representations set forth in this waiver request.

Should any questions arise concerning this waiver request, please contact the undersigned counsel.

Sincerely,



Cary S. Tepper

Attachment (Edward A. Baker statement)

cc: James D. Bradshaw (FCC)  
Karen Workeman (FCC)  
WPIR-FM Public File

**Positive Alternative Radio, Inc.**  
**P.O. Box 889**  
**Blacksburg, VA 24063-0889**

My name is Edward A. Baker. I am the President of Positive Alternative Radio, Inc.

I have reviewed the instant Main Studio Waiver Request for Radio Station WPIR-FM, and the facts and statements therein are true and correct to the best of my information and belief.

1-6-2017

Date

Ed A Baker

Edward A. Baker