August 2010
KVVA-FM Channel 296C3
Sun Lakes, AZ
Section 307(b) Analysis Engineering

By the instant minor change application, it is requested that the Commission modify the license for KVVA-FM (currently licensed on Channel 296C3 at Apache Junction, AZ) to specify operation on Channel 296C3 at Sun Lakes, AZ. Unless otherwise noted, all population numbers are from the 2000 Census.

First Local Service to Sun Lakes

The proposed Channel 296C3 allotment site is an existing tower site located 21.2 km from the far side of Sun Lakes. The standard 70 dBu contour distance for a Class C3 facility is 23.2 km. Therefore, the proposed allotment will provide 70 dBu service to 100% of Sun Lakes.

The proposed operation will provide the first local service to Sun Lakes, a Census Designated Place with a 2000 Census population of 11,936 persons. Apache Junction will retain local transmission service from AM station KBSZ 1260 kHz (see BL-20100428AFV).[1]

No "Tuck" Study Required

While Sun Lakes is located within the Phoenix-Mesa Urbanized Area as defined by the 2000 Census, the same is true of Apache Junction. Therefore, the instant proposal does not require a "Tuck" study, since it does not involve relocation of the station from a rural area to an urban area.

Gain and Loss Areas

There is some overlap of the Sun Lakes gain area and the Apache Junction loss area. The gain area directly associated with the reallotment of KVVA-FM encompasses an area of 2,514 sq km and a population of 1,326,859 persons. The loss area directly associated with the reallotment of KVVA-FM encompasses an area of 2,514 sq km and a population of 38,005 persons.

[1] In addition, East Valley Institute of Technology has been designated as the tentative selectee for a new NCE FM station at Apache Junction. See discussion of MX Group 309 in *Comparative Consideration of 52 Groups of Mutually Exclusive Applications for Permits to Construct New or Modified Noncommercial Educational FM Stations filed in the October 2007 Filing Window*, FCC 10-118, Released June 28, 2010.

There will be a net increase of service provided to 1,288,854 persons.

Loss Area Remaining Services Analysis

The proposed reallotment of KVVA-FM will not result in the creation of any white, gray, or underserved areas. The entire loss area is considered to be well-served, with in excess of five remaining services.[2] The following stations each provide service to 100% of the loss area:

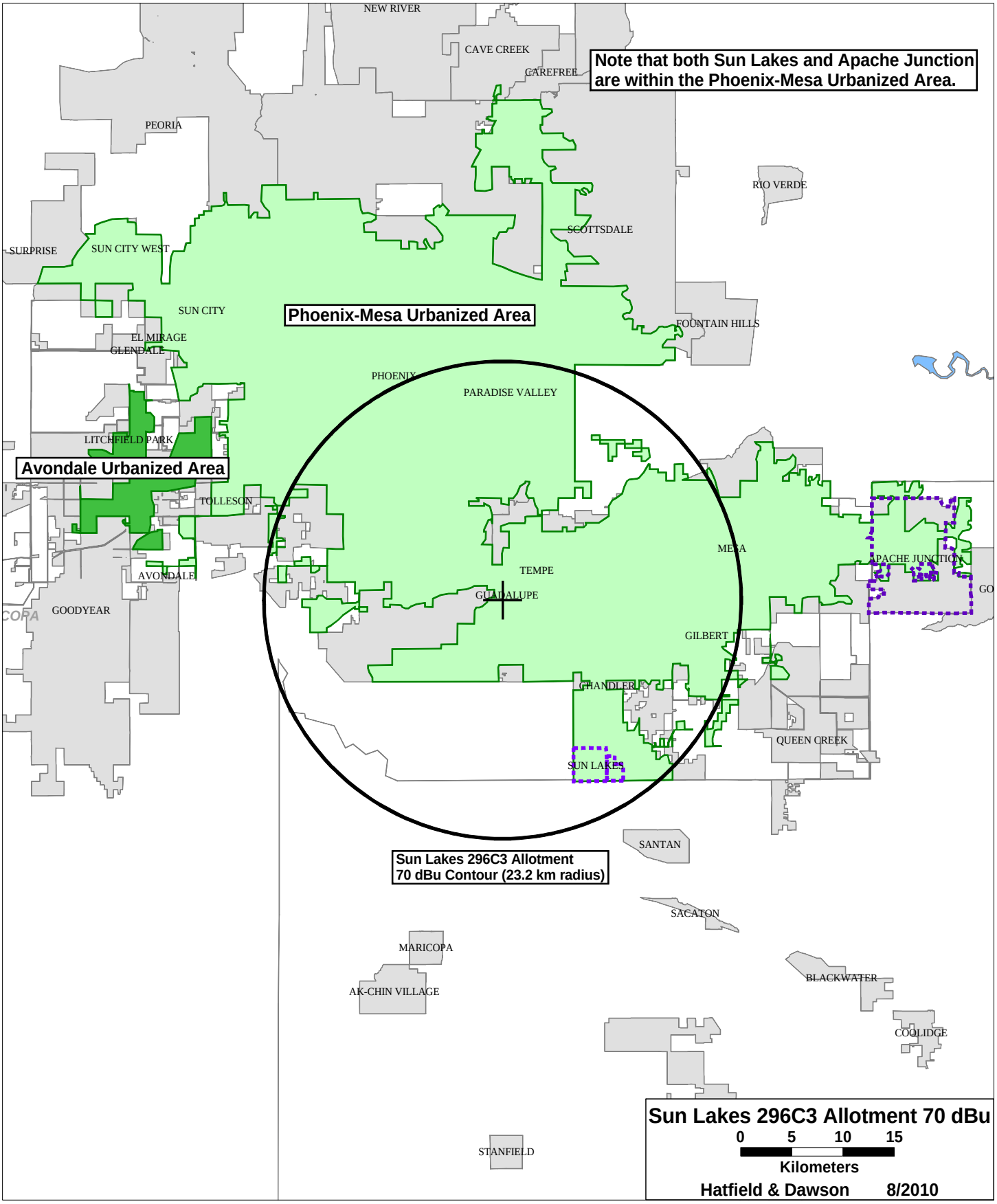
KJZZ	218C	Phoenix
KTAR-FM	222C	Glendale
KDKB	227C	Mesa
KOOL-FM	233C	Phoenix
KYOT-FM	238C	Phoenix
KMXP	245C	Phoenix
KUPD	250C	Tempe
KPKX	254C	Phoenix
KESZ	260C	Phoenix
KSLX-FM	264C	Scottsdale
KZON	268C	Phoenix
KNIX-FM	273C	Phoenix
KZZP	284C	Mesa
KMLE	300C	Chandler

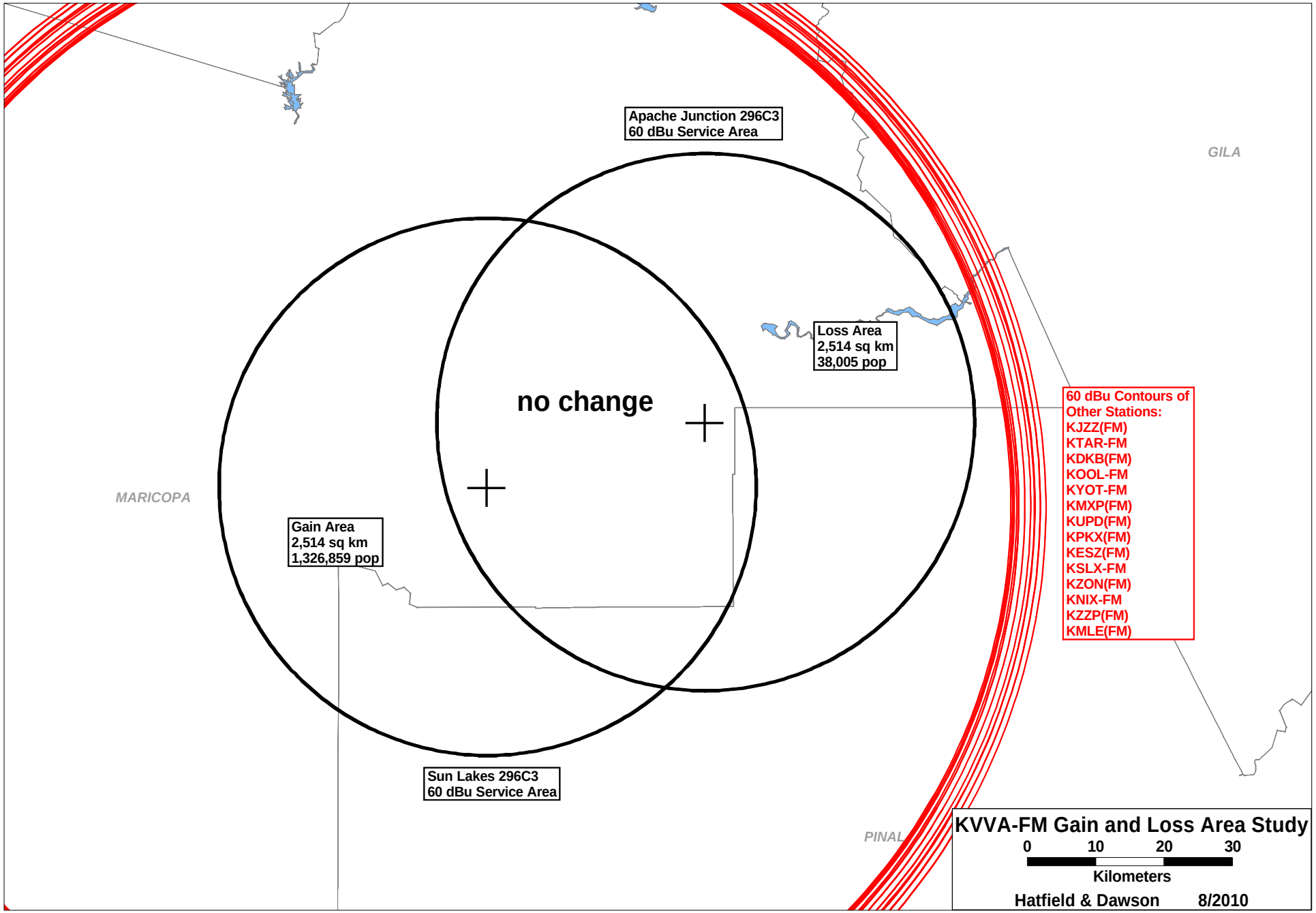
Numerous additional stations also provide service to all or part of the loss area. A list of those stations can be provided should the Commission so require.

Gain Area Existing Services Analysis

The entire gain area is considered to be well-served, with in excess of five existing services.

[2]In determining reception service provided by FM stations, the area of service circumscribed by the station's 1.0 mV/m signal contour was considered, assuming 1) actual facilities for non-commercial stations operating on reserved channels, 2) maximum facilities for the class of station for stations (other than Class C stations) operating on non-reserved channels, and 3) minimum or existing Class C facilities, whichever is greater, for Class C stations. For clear channel Class A AM stations, the service area was defined by the station's 0.5 mV/m groundwave contour, based on its licensed facilities. For all other classes of full-time AM stations, reception service was defined as that service received within a station's nighttime interference-free contour. See Meeker and Craig, Colorado, 15 FCC Rcd 23858 (2000), Stamps and Fouke, Arkansas, 14 FCC Rcd 10533 (1999), Silverton and Bayfield, Colorado, 14 FCC Rcd 4071 (1999), Malvern and Bryant, Arkansas, 13 FCC Rcd 8426 (1998).


Note that both Sun Lakes and Apache Junction are within the Phoenix-Mesa Urbanized Area.
Phoenix-Mesa Urbanized Area
Avondale Urbanized Area
Sun Lakes 296C3 Allotment
70 dBu Contour (23.2 km radius)
NEW RIVER
CAVE CREEK
CAREFREE
PEORIA
RIO VERDE
SCOTTSDALE
SURPRISE
SUN CITY WEST
SUN CITY
EL MIRAGE
GLENDALE
FOUNTAIN HILLS
PHOENIX
PARADISE VALLEY
LITCHFIELD PARK
TOLLESON
AVONDALE
GOODYEAR
MESA
APACHE JUNCTION
TEMPE
GUADALUPE
GILBERT
CHANDLER
QUEEN CREEK
SUN LAKES
SANTAN
SACATON
MARICOPA
AK-CHIN VILLAGE
BLACKWATER
COOLIDGE
STANFIELD
Sun Lakes 296C3 Allotment 70 dBu
0 5 10 15
Kilometers
Hatfield & Dawson 8/2010


Apache Junction 296C3
60 dBu Service Area
GILA
Loss Area
2,514 sq km
38,005 pop
no change
60 dBu Contours of
Other Stations:
KJZZ(FM)
KTAR-FM
KDKB(FM)
KOOL-FM
KYOT-FM
KMXP(FM)
KUPD(FM)
KPKX(FM)
KESZ(FM)
KSLX-FM
KZON(FM)
KNIX-FM
KZZP(FM)
KMLE(FM)
MARICOPA
Gain Area
2,514 sq km
1,326,859 pop
Sun Lakes 296C3
60 dBu Service Area
PINAL
KVVA-FM Gain and Loss Area Study
0 10 20 30
Kilometers
Hatfield & Dawson 8/2010