

**June 2015**  
**KQCM(FM) Channel 286A**  
**Bermuda Dunes, CA**  
**Section 307(b) Analysis Engineering**

**Background**

KQCM is presently licensed for operation on Channel 286A at North Shore, California. It is herein proposed to modify KQCM to specify operation on Channel 286A at Bermuda Dunes, California, from a new transmitter site.

All FM station contours in this application are calculated using the 3-second terrain database.

**Bermuda Dunes Channel 286A Spacing Study**

The allocation study exhibit included in this Form 301 application demonstrates that the proposed Bermuda dunes Channel 286A allotment site meets the co-channel and adjacent channel spacing requirements for Class A stations as prescribed in §73.207 of the Commission's Rules. The spacing study also demonstrates that this proposal is mutually-exclusive with retention of the licensed operation of KQCM at North Shore.

The proposed Channel 286A allotment site is located 14 kilometers from the far side of Bermuda Dunes. The standard 70 dBu contour distance for a Class A facility is 16.2 km. Therefore the proposed allotment will provide 70 dBu service to 100% of Bermuda Dunes.

Bermuda Dunes is listed in the 2010 Census as a Census Designated Place with a population of 7,282 persons<sup>2</sup> and therefore qualifies as a community for allotment purposes.

**No White or Gray Areas or Underserved Areas Will Be Created**

As is detailed in the gain area study included below, the proposed allotment of Channel 286A at Bermuda Dunes will not result in the creation of any white or gray areas, nor will any populated underserved areas be created.

**Urbanized Areas**

The Second Order on Reconsideration in MB Docket No. 09-52, *Policies to Promote Rural Radio Service and to Streamline Allotment and Assignment Procedures* ("Rural Radio Second Order on Recon"), addresses the evaluation of community of license change proposals where both the licensed and proposed facilities cover more than 50% of the same urbanized area with a 70 dBu signal:

We clarify that applicants will not be required to submit Tuck showings where both the current and proposed communities are located in the same urbanized area, or the current facilities cover, and the proposed facilities would or could be modified

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<sup>2</sup> Unless otherwise noted, all population figures quoted in this study are based on 2010 Census block-level data.

to cover, more than 50 percent of the same urbanized area with a daytime principal community signal. However, in such community of license change cases, the UASP presumption would apply to the new community, i.e., would presumptively prohibit treating the service at the new community as a first local transmission service under Priority (3). Thus an applicant proposing such an intra-urbanized area move may not claim a Priority (3) preference, unless it also makes a showing to rebut the UASP. Absent such a showing, **the applicant must claim a preference under Priority (4), other public interest matters, by demonstrating from which of the two communities the station would provide service to a greater area and population within the urbanized area.**

Attached is a map exhibit which depicts the licensed and proposed KQCM 70 dBu contours in relation to the 2010 Census boundaries of the Indio-Cathedral City Urbanized Area. The licensed KQCM 70 dBu contour encompasses 51% of the urbanized area. The proposed KQCM 70 dBu contour will encompass 72% of the urbanized area.

Both the licensed and proposed KQCM facilities cover more than 50% of the urbanized area with a principal community signal and therefore both facilities are considered to be providing service to the entire Indio-Cathedral Urbanized Area.<sup>3</sup> Therefore the instant proposal should be evaluated under Priority (4), other public interest matters.

#### **Urbanized Area Service Population Gain**

Attached is a map exhibit which depicts the licensed and proposed KQCM 60 dBu contours in relation to the Indio-Cathedral City Urbanized Area. The population of the Urbanized Area is 345,580 persons per the 2010 Census. The licensed KQCM 60 dBu contour provides service to 323,039 or 93.5% of the population of the Urbanized Area. The proposed KQCM 60 dBu contour will provide service to 345,076 or 99.9% of the population of the Urbanized Area, resulting in a net gain of 22,037 persons. Therefore the change of community of license from North Shore to Bermuda Dunes is a preferred arrangement of allotments.<sup>4</sup>

#### **Gain and Loss Areas**

There is overlap of the North Shore and the Bermuda Dunes 60 dBu service areas.

The gain area directly associated with the reallocation of KQCM encompasses a population of 69,120 persons.

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<sup>3</sup> The Commission has established "...a rebuttable presumption that, when the community proposed is located in an urbanized area or could, through a minor modification application, cover more than 50 percent of an urbanized area, we will treat the application, for Section 307(b) purposes as proposing service to the entire urbanized area rather than the named community of license." *See Policies to Promote Rural Radio Service and to Streamline Allotment and Assignment Procedures*, Second Report and Order, First Order on Reconsideration, and Second Further Notice of Proposed Rule Making, 25 FCC Rcd 2556, 2567, ¶ 20. (2011).

<sup>4</sup> See the Media Bureau's decision letter in *WAXY-FM, West Palm Beach, FL*, BPH-20120529AKO, DA 13-552 (March 26, 2013), and also *Gearhart, Madras, Manzanita, and Seaside, Oregon*, Report and Order in MB Docket No. 10-118 (July 19, 2011).

The loss area directly associated with the reallocation of KQCM encompasses a population of 26,644 persons.

There will be a net increase of service provided by KQCM to 42,566 persons.

### **North Shore Loss Area Remaining Services Analysis**

All populated areas within the North Shore loss area will remain well-served, i.e. with at least five aural services remaining.<sup>5</sup> As is depicted on the attached map exhibit, the following stations each provide service to all or a portion of the North Shore loss area.<sup>6</sup>

A	KFI	640 kHz	Los Angeles
B	KNWZ	970 kHz	Coachella
C	KNWQ	1140 kHz	Palm Springs
D	KHXR	201A	Mecca
E	KUBO	204B	Calexico (CP)
F	KCRI	207B1	Indio
G	New FM	209A	Coachella (CP)
H	KVLA-FM	212A	Coachella
I	KKCM	221A	Thermal
J	KKUU	224A	Indio
K	KCLB-FM	229B	Coachella (CP)
L	KLOB	234A	Thousand Palms

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<sup>5</sup> Significant and extensive portions of the loss area are uninhabited, including 552 sq km which are located within Anza-Borrego Desert State Park, 305 sq km which are located within Joshua Tree National Park, and 352 sq km which are within the Salton Sea. Two small unpopulated areas will be left with 4 services remaining.

<sup>6</sup> In determining reception service provided by non-reserved band FM stations, the service contour used is that which is set forth for the class of station in §73.215(a)(1) of the Rules. The service contour has been calculated based on the facility's authorized effective radiated power and height above average terrain, taking into account actual terrain. Vacant FM allotments have not been counted. In determining reception service provided by reserved band FM stations, the service contour used is the 60 dBu contour.

In determining reception service provided by AM stations, the service contour used is the daytime 2.0 mV/m ground wave contour, calculated from the current transmitter coordinates using authorized facilities.

In the case of stations with granted, but unbuilt construction permits for modifications to their currently licensed or permitted facilities, the authorized but unbuilt modified facilities have been used.

*Rural Radio 2<sup>nd</sup> Order on Recon* at paragraphs 15-17, including Footnote 65.

M	KJJZ	240A	Indian Wells
N	KUNA-FM	244A	La Quinta
O	KLYY	248B	Riverside
P	KRCK-FM	249A	Mecca (CP)
Q	KDES-FM	253B	Cathedral City
R	KMRJ	258A	Rancho Mirage
S	KOLA	260B	San Bernardino
T	KPSI-FM	263B1	Palm Springs
U	KATY-FM	267A	Idyllwild
V	KRHQ	272A	Indio
W	KEZN	276A	Palm Desert
X	KPST-FM	278A	Coachella
Y	KFUT	282A	Mecca
Z	KPLM	291B	Palm Springs
AA	KDGL	295B	Yucca Valley

The following populations will lose an existing service:

<b>Services Remaining</b>	<b>Population</b>
4	0 (zero)
5	1205
6	240
7	1736
8	139
9	34
10+	23,290

The community of North Shore itself will remain well served. The following 14 FM stations and 1 AM station will continue to provide service to all or a portion of North Shore.

KNWZ	970 kHz	Coachella
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KCRI	207B1	Indio
New CP	209A	Coachella
KKCM	221A	Thermal
KKUU	224A	Indio
KCLB-FM	229B	Coachella
KJJZ	240A	Indian Wells
KRCK-FM	249A	Mecca
KDES-FM	253B	Cathedral City
KMRJ	258A	Rancho Mirage
KPSI-FM	263B1	Palm Springs
KRHQ	272A	Indio
KPST-FM	278A	Coachella
KFUT	282A	Mecca
KPLM	291B	Palm Springs

### **Bermuda Dunes Gain Area Existing Service Analysis**

The entire Bermuda Dunes gain area is considered to be well-served, with in excess of 5 existing aural services. Indeed, all areas have at least 10 existing aural services. As is depicted on the attached map exhibit, the following stations each provide service to all or a portion of the Bermuda Dunes gain area.

A	KFI	640 kHz	Los Angeles
B	KPSI	920 kHz	Palm Springs
C	KNWZ	950 kHz	Coachella
D	KNWQ	1140 kHz	Palm Springs
E	KPSF	1200 kHz	Cathedral City
F	KFSQ	1270 kHz	Thousand Palms
G	KWXY	1340 kHz	Cathedral City
H	KPTR	1450 kHz	Palm Springs
I	KRTM	201B1	Banning
J	KPSC	203A	Palm Springs
K	KSDW	205B	Temecula

L	KCRI	207B1	Indio
M	KLRD	211B	Yucaipa
N	KVLA-FM	212A	Coachella
O	KPSH	215A	Coachella
P	KHCS	219A	Palm Desert
Q	KKUU	224A	Indio
R	KCLB-FM	229B	Coachella
S	KLOB	234A	Thousand Palms
T	KFRG	236B	San Bernardino
U	KJJZ	240A	Indian Wells
V	KRQB	241A	San Jacinto
W	KUNA-FM	244A	La Quinta
X	KLYY	248B	Riverside
Y	KRCK-FM	249A	Mecca
Z	KDES-FM	253B	Cathedral City
AA	KGGI	256B	Riverside
AB	KMRJ	258A	Rancho Mirage
AC	KOLA	260B	San Bernardino
AD	KPSI-FM	263B1	Palm Springs
AE	KAEH	265A	Beaumont
AF	KATY-FM	267A	Idyllwild
AG	KRHQ	272A	Indio
AH	KEZN	276A	Palm Desert
AI	KQIE	284A	Redlands
AJ	KXRS	288A	Hemet
AK	KPLM	291B	Palm Springs
AL	KDGL	295B	Yucca Valley

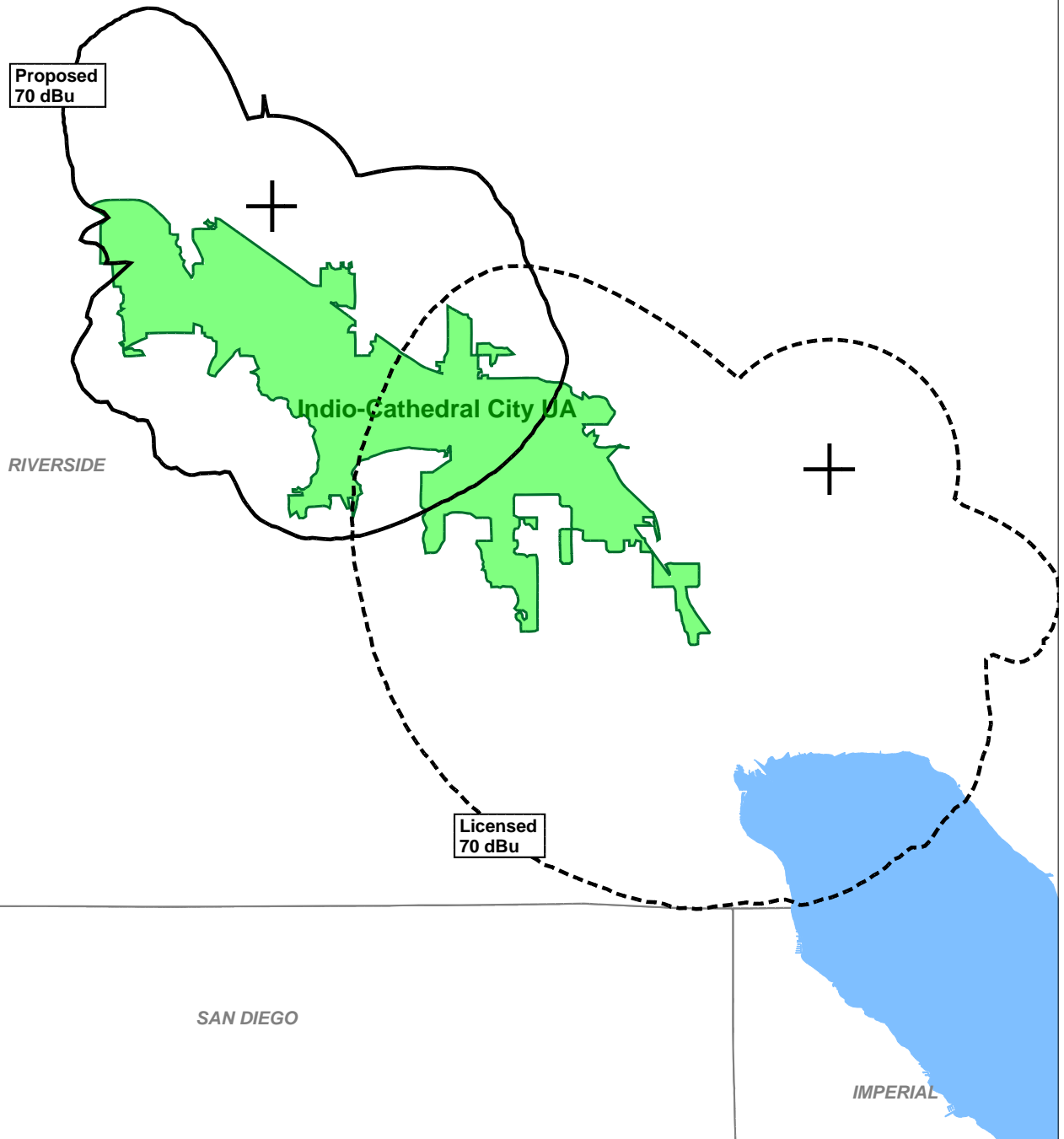
The following populations will gain an additional service:

Services Existing	Population
10+	69,120

The total area of the Indio-Cathedral City UA is 376.7 sq km per the 2010 Census.

The licensed KQCM 70 dBu overlaps 192.6 sq km (51.1%) of that area.

The proposed KQCM 70 dBu overlaps 271.7 sq km (72.1%) of that area.



**KQCM 286A Urbanized Area 70 dBu Service Study**

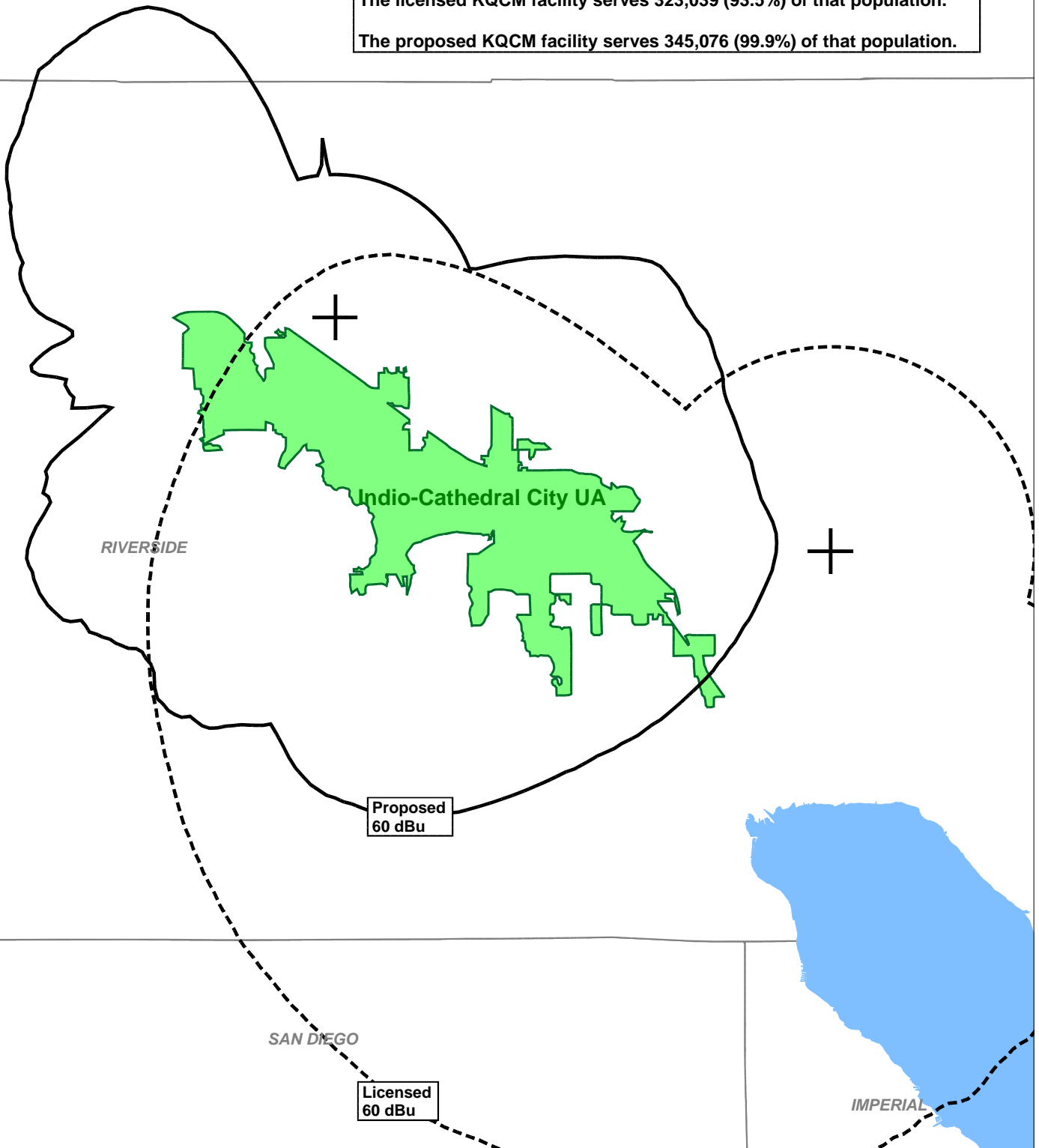
0 10 20 30  
Kilometers



The total population of the Indio-Cathedral City UA is 345,580 persons per the 2010 Census.

The licensed KQCM facility serves 323,039 (93.5%) of that population.

The proposed KQCM facility serves 345,076 (99.9%) of that population.

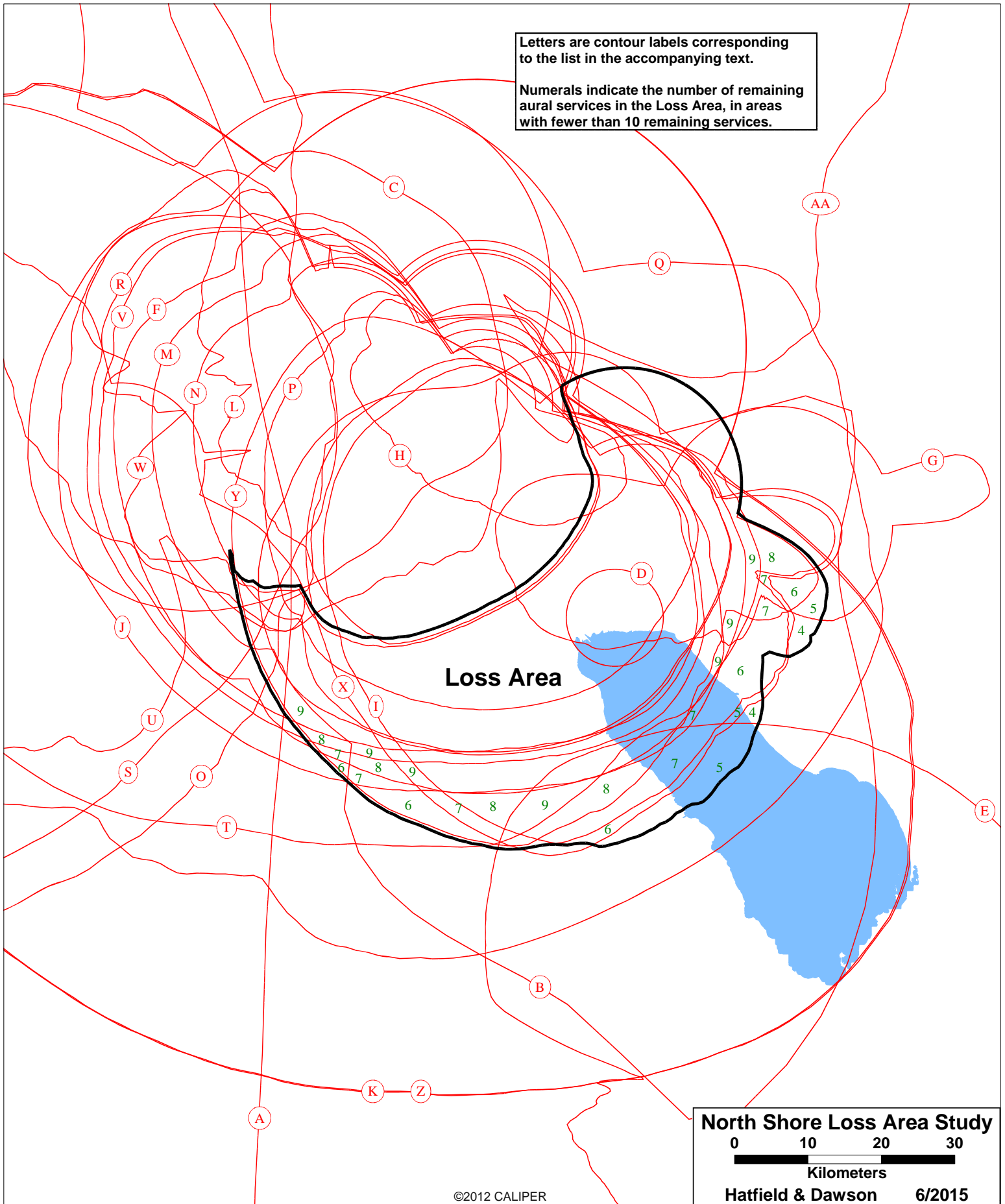


### KQCM 286A Urbanized Area 60 dBu Service Study

0 10 20 30  
Kilometers

Letters are contour labels corresponding to the list in the accompanying text.

Numerals indicate the number of remaining aural services in the Loss Area, in areas with fewer than 10 remaining services.



**North Shore Loss Area Study**  
0 10 20 30  
Kilometers  
Hatfield & Dawson 6/2015

Letters are contour labels corresponding to the list in the accompanying text.

All areas within the Gain Area have at least 10 existing aural services.

**Gain Area**

**Bermuda Dunes Gain Area Study**

0 10 20 30

Kilometers

Hatfield & Dawson

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