FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, DC 20554

December 26, 2007

IN REPLY REFER TO:
1800B3-DW

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In Re: WLRK(FM), Greenville, Mississippi
Facility ID No. 122296
Educational Media Foundation

Application for Assignment of License
File No. BALED-20071113ALG

Request for Waiver of 47 C.F.R. § 73.1125 (Main Studio Rule)

Dear Counsel:

The staff has under consideration the referenced application to assign the noncommercial educational ("NCE") FM station for WLRK, Greenville, Mississippi, from Broadcasting for the Challenged, Inc.,to Educational Media Foundation ("EMF"). In the application, EMF seeks a waiver of Section 73.1125 in order to operate WLRK(FM) as a "satellite" of its NCE FM station KLVR, Middletown, California.[1] For the reasons set forth below, we shall grant both the assignment of license application and the waiver request.

Pursuant to Section 73.1125(a) a main studio must be located either (1) within a station's community of license, (2) within the principal community contour of any other broadcast station licensed to its community, or (3) within 25 miles of the center of its community of license.[2] However, under Section 73.1125(b)(2), the Commission will waive these requirements where good cause exists to do so and where the proposed studio location would be consistent with the operation of the station in the public interest. Each waiver request by an NCE station seeking to operate as the satellite of another NCE station is considered on a case-by-case basis. The Commission has recognized the benefits of centralized operation for NCE stations, given their limited funding and, thus, found good cause exists to waive the main studio location requirement

[1] A "satellite" station meets all of the Commission's technical rules. However, it originates no programming and instead rebroadcasts the parent station's programming. *See Amendment of Multiple Ownership Rules, Memorandum Opinion and Order*, 3 RR2d 1554, 1562 (1964).

[2] *See Review of the Commission's Rules Regarding the Main Studio and Local Public Inspection Files of Broadcast Television and Radio Stations*, 13 FCC Rcd 15691 (1998), *recon. granted in part*, 14 FCC Rcd 11113 (1999) ("*Reconsideration Order*").

where satellite operations are proposed.[3] A satellite station must, however, demonstrate that it will meet its local service obligation to satisfy the Section 73.1125 public interest standard.[4]

EMF's request is based on the economies of scale which would be realized by grant of its waiver, *e.g.*, avoiding the cost of equipping, staffing, and operating a studio in the Greenville, Mississippi, area. We conclude that there is good cause to waive 47 C.F.R. Section 73.1125(a) under these circumstances. As noted above, EMF proposes to operate WLRK(FM) as a satellite of KLVR(FM), Middletown, California, approximately 1,785 miles from Greenville, Mississippi. Where there is considerable distance between the parent and the satellite station, and where the parent and satellite station are in different states, as here, we are particularly concerned that the licensee takes adequate measures to maintain its awareness of the satellite community's needs and interests. To that end, EMF has pledged to meet its local service obligations by: (1) maintaining an auxiliary studio at a location that complies with Section 73.1125 and that is capable of originating programming to meet local community needs; (2) engaging the services of a local Greenville public affairs representative, who may be a volunteer, to conduct, at least on a quarterly basis, ascertainment surveys of local community leaders and other residents to determine the concerns, problems and needs of Greenville listeners, which will then be covered in EMF's news and public affairs programming; (3) ensuring that the local representative will further serve as a liaison between the residents of Greenville and EMF's programming personnel; and (4) maintaining a toll-free number from Greenville, Mississippi, to the KLVR(FM) studio in Middletown.

In these circumstances, we are persuaded that EMF will meet its local service obligation and, thus, that grant of the requested waiver is consistent with the public interest. We remind EMF, however, of the requirement that it maintain a public file for WLRK (FM), Greenville, Mississippi, at the main studio of the "parent" station, KLVR (FM), Middletown, California. It must also make reasonable accommodation for listeners wishing to examine the file's contents.[5] We further remind EMF that, notwithstanding the grant of waiver requested here, the public file for WLRK(FM) must maintain the quarterly issues and programs list for Greenville, Mississippi, as required by C.F.R. Section 73.3527(e)(8).

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[3] *Id.*

[4] *Id.*

[5] See *Reconsideration Order,* 14 FCC Rcd at 11129, Paragraph 45.

Accordingly, finding the applicants qualified and that grant of the assignment application would serve the public interest, convenience and necessity, the application (File No. BALED-20071113ALG) to assign the license from Broadcasting for the Challenged, Inc. to Educational Media Foundation and the concomitant request for waiver of 47 C.F.R. Section 73.1125, ARE GRANTED. The authorization is enclosed.

Sincerely,

H. Taft Snowdon
Supervisory Attorney
Audio Division

cc: Educational Media Foundation