

**FEDERAL COMMUNICATIONS COMMISSION
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MEDIA BUREAU
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September 21, 2018

Casa Pinon, LLC
1141 E Cooley St.
Ste S
Show Low, AZ 85901

Re: Casa Pinon, LLC
KVSL(AM), Show Low, Arizona
Facility ID Number: 33693
Experimental Authority

Dear Applicant:

This is in reference to the request for Experimental Authority filed September 10, 2018, on behalf of Casa Pinon, LLC (Casa). Casa requests authority to operate its FM translator station K263CA, Taylor, Arizona during the time that its primary AM station KVSL(AM), Show Low, Arizona is silent. For the reasons stated below, we deny the request.

Background. Casa requests experimental authority, pursuant to Section 5.203 of the rules.¹ Casa states that during the test period, operation of KVSL(AM) will cease, but it may temporarily operate from time to time. During that time K263CA would provide continuous service to listeners. KVSL(AM) would return to the air full time prior to 12 months so that it would not violate Section 312(g) of the Communications Act of 1934. Casa indicates it is submitting the request in light of the "...future possibility that the FCC may allow AM stations to turn off their AM's and use only their associated FM translator...." Casa indicates that the experiment is necessary to determine if it makes a difference to its listeners and sponsors if it were to no longer provide service on the AM band.

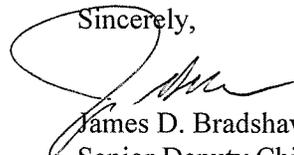
Need for an experimental authorization. Applicants for experimental broadcast stations are required by 47 C.F.R. § 5.54 to propose operations for the purpose of carrying on research and experimentation for the development and advancement of new broadcast technology, equipment, systems, or services which are more extensive than that which currently exists or which require other modes of transmission than can be only implemented via an experimental permit. However, Casa's request fails to explain how this experiment will aid in the development of new technology, equipment, systems or services. Furthermore, Casa fails to explain why the information it intends to collect about listeners and sponsors cannot be obtained while it continues to operate KVSL(AM). Absent additional empirical or theoretical evidence warranting testing, Casa has not sufficiently justified the grant of experimental authority.

¹ 47 CFR § 5.203.

We also find the request to be facially inconsistent with our FM translator rules.² More significantly, the request is completely at odds with the intended goals of the Commission's ongoing AM Revitalization proceeding.³ Throughout the AM Revitalization proceeding, the Commission has consistently pursued proposed rule changes and other procedures with the goal of enabling AM stations to improve their service and to provide better service to the public. The Commission has not contemplated allowing AM stations to surrender their AM licenses and use only their translators, as Casa suggests.

Conclusion. In light of the above, the request for special experimental authority **IS HEREBY DENIED**. This action is taken pursuant to 47 C.F.R. Section 0.283.

Sincerely,



James D. Bradshaw
Senior Deputy Chief
Audio Division
Media Bureau

cc: Ernie Barbee (via email only)

² See 47 CFR § 74.1263(b). An FM translator rebroadcasting the signal of an AM or FM primary station shall not be permitted to radiate when signals of the primary station are not being transmitted.

³ *Revitalization of the AM Radio Service*, Notice of Proposed Rule Making, 28 FCC Rcd 15221 (2013).