

Before the
Federal Communications Commission
Washington, D.C. 20554

In the Matter of)
)
Amendment of Section 73.202(b),) MM Docket No. 99-211
Table of Allotments,) RM-9630
FM Broadcast Stations.)
(Winona, Arizona))

REPORT AND ORDER
(Proceeding Terminated)

Adopted: February 16, 2000

Released: February 25, 2000

By the Chief, Allocations Branch:

1. Before the Commission for consideration is the Notice of Proposed Rule Making (“Notice”), 14 FCC Rcd 9043 (1999), issued in response to a petition for rule making filed by Mountain West Broadcasting (“petitioner”) proposing the allotment of Channel 242C3 to Winona, Arizona, as that locality’s first local aural transmission service. Petitioner filed supporting comments in response to the Notice. Winona Broadcasting Company (“WBC”) also filed comments stating its intention to apply for Channel 242C3 if it is allotted to Winona. REC Networks (“REC”) filed opposing comments. No other comments were received.
2. As Winona is not incorporated or listed in the U.S. Census, the Notice requested the petitioner to provide specific information such as any political, social, economic, commercial, cultural, or religious organizations and services that may be present in Winona to qualify it as a community for allotment purposes. In response, petitioner states that the “Winona area” has an estimated population of 500 persons, and has several retail businesses including a general store.
3. REC reports that Winona was mentioned in the 1960’s song “Route 66” as one of the roadside rests along “America’s Highway”. Further, REC advises that Winona is located along Interstate 40, in close proximity to Flagstaff, Arizona. Additionally, REC states that a search of the US WEST DEX directory reveals only one business establishment at Winona, *i.e.*, a Winona service station. As with other small, unincorporated communities located in Coconino County, REC advises that Winona is not listed in the County Sheriff Department’s website as a community they serve. REC concludes that based upon its research of Winona, although it may have residents, it appears that Winona is merely a roadside rest area. Further, REC asserts that due to the lack of community indicia, Winona is dependent on Flagstaff for essential services and should not be considered a community for allotment purposes.

4. Based upon the information submitted in comments by the petitioner and REC, as well as our independent research, we believe that Winona does not qualify as a community for allotment purposes. Petitioner has provided no official documentation to verify the estimated population it attributes to Winona. Nor did the petitioner identify the several retail businesses it attributes to Winona or provide street addresses to demonstrate their presence at that locality. Additionally, we have no indication that Winona contains any political, social, economic, commercial, cultural or religious organizations and services that identify themselves with that locality, nor any testimony of local residents attesting to Winona's community status. Therefore, we find that it would not serve the public interest to allot a channel to Winona.

5. In view of the above, IT IS ORDERED, That the petition of Mountain West Broadcasting proposing the allotment of Channel 242C3 to Winona, Arizona (RM-9630), IS DENIED.

6. IT IS FURTHER ORDERED, That this proceeding IS TERMINATED.

7. For further information concerning the above, contact Nancy Joyner, Mass Media Bureau, (202) 418-2180.

FEDERAL COMMUNICATIONS COMMISSION

John A. Karousos
Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau