



PUBLIC NOTICE

Federal Communications Commission
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**MEDIA BUREAU RECEIVES REQUEST BY ANALOG TELEVISION STATION
IN THE UPPER 700 MHZ BAND TO CEASE ANALOG BROADCASTING,
SURRENDER NTSC LICENSE, AND OPERATE AS
A SINGLE CHANNEL, DIGITAL-ONLY TELEVISION STATION**

In the *700 MHz First Report and Order*,¹ the Commission adopted service rules for licensing the commercial use of the 746-764 MHz and 776-794 MHz bands, which had been reallocated by Congressional direction from their previous use solely for the broadcasting service. On reconsideration, the Commission clarified how it would review, on a case-by-case basis, requests by incumbent broadcasters on channels 60-69 to voluntarily vacate their NTSC channels prior to the end of the DTV transition.²

The Media Bureau has received a request from Christian Faith Broadcast, Inc., the licensee of analog television station WLLA(TV), NTSC Channel 64, and digital television station WLLA-DT, DTV Channel 45, Kalamazoo, Michigan,³ for Commission authority to: (i) cease analog broadcasting on NTSC Channel 64 and surrender its license for the channel prior to the end of the DTV transition; and (ii) thereafter operate WLLA-DT as a single channel, digital-only television station on DTV Channel 45.

This request is available for inspection at the Commission's Reference Center, 445 Twelfth Street, S.W., Room CY-A257, Washington, D.C. 20554, and may also be accessed on the FCC's website at www.fcc.gov/mb/video/tv.html.

To promote the public interest and consistent with the requirement adopted in the *Third DTV Periodic Review Report and Order*,⁴ Christian Faith Broadcast, Inc. must comply with the following viewer notification requirements: The station must air viewer notifications on its analog and DTV facilities every day on-air at least four times a day including at least once

¹ *Service Rules for the 746-764 and 776-794 MHz Bands, and Revisions to Part 27 of the Commission's Rules*, WT Docket No. 99-168, First Report and Order, 15 FCC Red 476 (2000).

² *Service Rules for the 746-764 and 776-794 MHz Bands, and Revisions to Part 27 of the Commission's Rules*, WT Docket No. 99-168 *et al.*, Memorandum Opinion and Order and Further Notice of Proposed Rulemaking, 15 FCC Red 20845, 20868-72 (2000).

³ Facility ID 11033.

⁴ *In the Matter of Third Periodic Review of the Commission's Rules and Policies Affecting the Conversion to Digital Television*, FCC 07-228 (released December 31, 2007).

in primetime for a 60-day period prior to termination of broadcasting the analog signal. These notifications must include: (1) the station's call sign and community of license; (2) the fact that the station intends to terminate its analog operations before the transition date; (3) the expected date of analog termination; (4) what viewers can do to continue to receive the station, i.e., how and when the station's digital signal can be received, and whether viewers will need to repeat the channel scan on their DTV receivers; (5) information about the availability of digital- to-analog converter boxes in their service area; and (6) the street address, email address (if available), and phone number of the station where viewers may register comments or request information.

For further information, contact Joyce Bernstein of the Media Bureau, Video Division at (202) 418-1647.

By: Chief, Media Bureau

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