

910405MG

RECEIVED

APR - 5 1991

GARDNER, CARTON & DOUGLAS

1001 PENNSYLVANIA AVENUE N.W.

SUITE 750

WASHINGTON, D.C. 20004

(202) 347-9200

TELEX: 5106001315

TELECOPIER: (202) 628-0470

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY  
CHICAGO, ILLINOIS

SOUTHFIELD, MICHIGAN

WRITER'S DIRECT DIAL NUMBER

(202) 879-9461

ORIGINAL

ED

APR 8 2 38 PM '91  
AUDIO SERVICES  
DIVISION

April 5, 1991

Donna Searcy, Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Room 222  
Washington, D.C. 20554

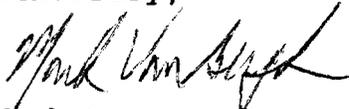
Re: Mississippi Valley Broadcasters, Inc.  
LaCrosse, Wisconsin BPH-910118MA

Dear Ms. Searcy:

On behalf of Mississippi Valley Broadcasters, Inc.,  
applicant for a construction permit for a new FM broadcast  
station on Channel 292C3 at Lacrosse, Wisconsin (BPH-910118MA),  
submitted herewith in triplicate is an amendment to its pending  
application.

Should any question arise concerning this matter, please  
contact James K. Edmundson of this office or the undersigned.

Sincerely,



Mark Van Bergh

MVB/cp  
Enclosures

65909/004/5749.1

RECEIVED

APR 0 8 1991

COMMUNICATIONS

RECEIVED

APR - 5 1991

RE: Mississippi Valley Broadcasters, Inc.  
Channel 292C3 (106.3 mHz)  
Lacrosse, Wisconsin  
File No. BPH-910118MA

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

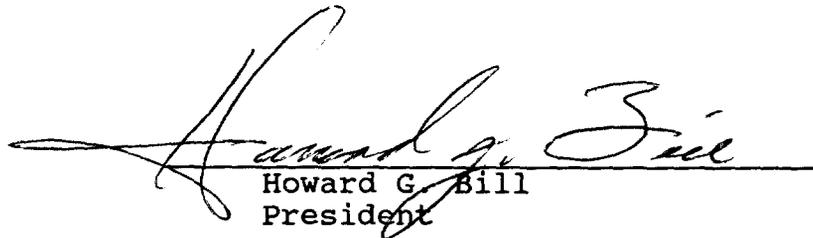
APR 4 2 38 PM '91  
FEDERAL COMMUNICATIONS COMMISSION

TO: The Federal Communications Commission

The application of Mississippi Valley Broadcasters, Inc.,  
tendered January 18, 1991, for authority to construct and operate  
a new FM broadcast station on Channel 292C3 at Lacrosse,  
Wisconsin, is hereby amended by the submission of the annexed  
material.

Respectfully submitted,

MISSISSIPPI VALLEY  
BROADCASTERS, INC.

  
Howard G. Bill  
President

DATED: April 4, 1991

RECEIVED

APR - 5 1991

AMENDMENT

APR 8 2 38 PM '91

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

The applicant's response to Section II, Question 7 (Exhibit 3) is amended to reflect that the Commission granted an application to make minor changes in KWWK(FM), Rochester, Minnesota (BPH-900727IB) on February 28, 1991.

The applicant's response to Section II, Question 9, is amended to reflect that if its application for LaCrosse, Wisconsin is granted, Mr. Howard G. Bill will divest his interests in and any connections with his FM station at Decatur, Illinois (File No. BPH-880407MU) prior to commencement of operations under program test authority at LaCrosse. Further, Mr. and Mrs. Bill will divest their interests in and any connections with Olmsted County Broadcasting Company, licensee of Stations KWWK/KOLM, Rochester, Minnesota, prior to the commencement of operations under program test authority by the LaCrosse station.

Section III of the application is amended to substitute the attached new page 6 concerning the applicant's financial qualifications.

Section IV is hereby amended to substitute the attached new page 7.

**SECTION III - FINANCIAL QUALIFICATIONS**

NOTE: If this application is for a change in an operating facility do not fill out this section.

1. The applicant certifies that sufficient net liquid assets are on hand or that sufficient funds are available from committed sources to construct and operate the requested facilities for three months without revenue.

Yes  No

2. State the total funds you estimate are necessary to construct and operate the requested facility for three months without revenue.

\$ 175,000

3. Identify each source of funds, including the name, address, and telephone number of the source (and a contact person if the source is an entity), the relationship (if any) of the source to the applicant, and the amount of funds to be supplied by each source.

Source of Funds (Name and Address)	Telephone Number	Relationship	Amount
Howard G. Bill 625 19th St, NW, #507 Rochester, MN 55901	(507)288-1964	Stockholder	\$175,000

**Section IV-A - PROGRAM SERVICE STATEMENT**

Attach as an Exhibit, a brief description, in narrative form, of the planned programming service relating to the issues of public concern facing the proposed service area.

Exhibit No.  
3

No change in Exhibit

**Section IV-B - INTEGRATION STATEMENT**

Attach as an Exhibit the information required in 1 and 2 below.

Exhibit No.  
5

1. List each principal of the applicant who, in the event of a grant of the application on a comparative basis proposes to participate in the management of the proposed facility and, with respect to each such principal, state whether he or she will work full-time (minimum 40 hours per week) or part-time (minimum 20 hours per week) and briefly describe the proposed position and duties.
2. State with respect to each principal identified in response to Item 1. above, whether the applicant will claim qualitative credit for any of the following enhancement factors:
  - (a) Minority Status
  - (b) Past Local Residence  
If Yes, specify whether in the community of license or service area and the corresponding dates.
  - (c) Female Status
  - (d) Broadcast Experience  
If Yes, list each employer and position and corresponding dates.
  - (e) Daytime Preference

RESPONSE TO SECTION IV-B

If Mississippi Valley Broadcasters, Inc.'s application for a new station at LaCrosse is granted, Mr. Howard G. Bill will work full-time, a minimum of 40 hours per week, as the station's general manager. Mr. Bill will have responsibility for overseeing the station's day-to-day operations and the development of all station policies, including administrative, financial and engineering matters. Mr. Bill will have responsibility for hiring and firing all station personnel, and will oversee its programming and sales operations. Mr. Bill will terminate any and all employment, and to the extent necessary any civic activities, in order to fulfill his responsibilities as general manager.

Mr. Bill will claim enhancement credit for past broadcast experience. Since 1963 Mr. Bill has been President, a director, general manager and 100 percent owner of Olmsted County Broadcasting Company, licensee of standard broadcast Station KOLM and FM Station KWWK, Rochester, Minnesota. From 1960 to 1979 Mr. Bill was President, a director, and 95 to 100 percent owner (his ownership interest changed over the course of time) and general manager of WBIZ(AM) and WBIZ-FM, Eau Claire, Wisconsin. From approximately 1955 to 1960 Mr. Bill was employed in sales and promotions at WZD,

Decatur, Illinois. From 1980 to 1985 Mr. Bill was an officer, director and minority owner (45 percent) of KJJK, Fergus Falls, Minnesota, where he shared supervisory responsibility for station operations with the licensee's majority owner.