

WAV FCC MAIL SECTION

**ORIGINAL
FILE**

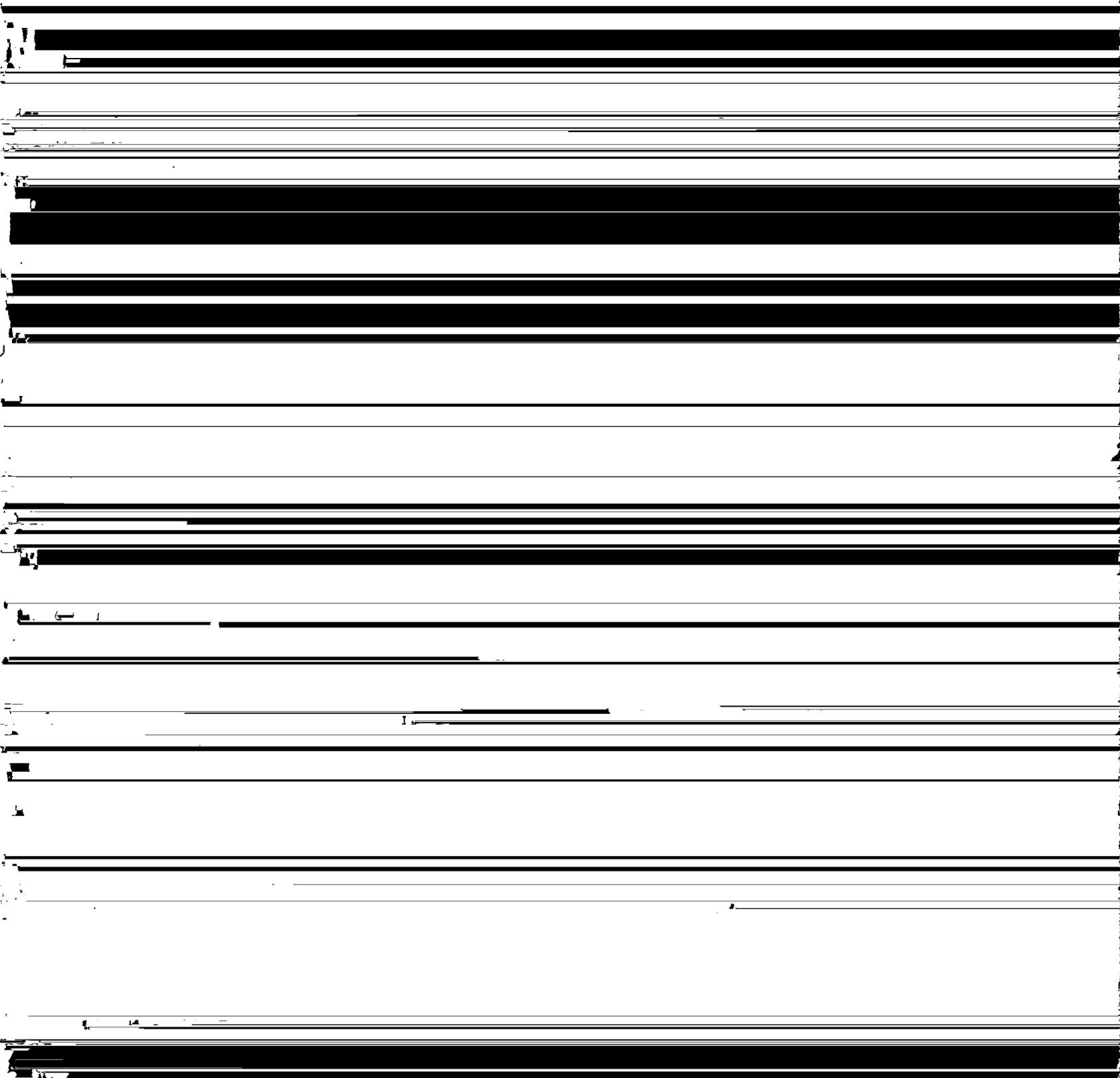
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Washington, DC 20554



"low power" is inferior television programming. The dominant media conglomerate, Journal Communications, refuses to carry our program listings in their most widely read Sunday edition of their Milwaukee Journal newspaper. Our competitors point to our "strange" call sign, implying that we're an "experimental" medium. All we want is a level playing field. Delete "low power" as our designation..substitute traditional call signs instead of the current system that makes us sound like "ham" radio..and allow us to increase our power to better serve the 105,000 television homes in our County. None of these requests would harm any television station, commercial or non-commercial. We want to be treated the same as conventional stations under the Commission's non-engineering rules.

Copies of this filing have been sent today by first class United States mail, postage prepaid, to Peter Tannenwald, Esq., Arent, Fox, Kintner, Plotkin, and Kahn, 1050 Connecticut Ave. N.W., Washington, D.C. 20036-5339, and the Community Broadcasters Association, P.O. Box 26736, Milwaukee, WI. 53226.

Respectfully submitted,



LEE DOLNICK, Vice President
WCTV, Inc.
W43AV, Waukesha WI.

(414) 896-4300

September 6, 1991