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July 8, 1997

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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

VIA HAND DELIVERY

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Room 222
Washington, DC 20554

Re: MM Docket Nos. 91-221, 87-8, 94-150, 92-51, and 87-154

Dear Mr. Caton:

Transmitted herewith on behalf of Diversified Communications and Atlantic Media Group, Inc. is their Response to the Commission's Public Notice Regarding Television LMAs. *See Public Notice, Commission Seeks Further Information Regarding Television LMAs*, DA 97-1246 (June 17, 1997).

If you have any questions regarding this matter, please contact the undersigned or counsel for Atlantic Media Group, Inc., Henry A. Solomon, at Haley Bader & Potts P.L.C., 4350 N. Fairfax Drive, Suite 900, Arlington, Virginia 22203, telephone (703) 841-0606.

Respectfully submitted,

Kevin M. Walsh
Counsel for Diversified Communications

Enclosure
cc: Henry A. Solomon, Esquire

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RESPONSE OF
DIVERSIFIED COMMUNICATIONS AND ATLANTIC MEDIA GROUP, INC.
TO THE COMMISSION'S PUBLIC NOTICE REGARDING TELEVISION LMAS

MM Docket Nos. 91-221, 87-8, 94-150, 92-51, and 87-154

Diversified Communications ("Diversified") and Atlantic Media Group, Inc. ("Atlantic") hereby jointly respond to the Commission's Public Notice seeking further information from parties to existing television local marketing agreements ("LMAs") in order to supplement the record in the rule making proceedings currently pending before the Commission relating to the treatment of television LMAs under the broadcast attribution and ownership rules. *Public Notice, Commission Seeks Further Information Regarding Television LMAs*, DA 97-1246 (June 17, 1997).

By way of background, Diversified is the licensee of WPDE-TV, Florence, South Carolina. Atlantic is the licensee of WWMB-TV, Florence, South Carolina. On April 28, 1994, Atlantic and Vision Communications, Inc. ("Vision") entered into a Time Brokerage Agreement ("TBA") whereby Vision would provide programming for WWMB. At the time the TBA was executed, Vision was the proposed purchaser of WPDE. The proposed sale of WPDE to Vision was terminated and Vision assigned its rights in the TBA to Diversified.

Below is the information requested by the Commission:

(1) Diversified is the licensee of WPDE-TV, Florence, South Carolina, which operates on Channel 15. Atlantic is the licensee of WWMB-TV, Florence, South Carolina, which operates on Channel 21. Diversified is the broker for WWMB.

(2) Florence-Myrtle Beach, South Carolina is the 116th Nielsen Designated Market Area.

(3) The City Grade, Grade A and Grade B signal contours of WPDE and WWMB overlap virtually one-hundred percent.

(4) The initial term of the TBA began on April 8, 1994, and runs for five years.

(5) The TBA expires on April 8, 1999; however, Diversified holds an option to extend the TBA for one successive five-year period, on the same terms and conditions as set forth in the TBA. In order to exercise the option, Diversified must give notice of its intent to do so not less than six months prior to the expiration of the initial term, that is, on or before October 8, 1998.

(6) Under the TBA, Diversified has the right to broker one-hundred percent (100%) of WWMB's air time.

(7) WWMB is affiliated with United Paramount Network (UPN). WPDE is affiliated with the ABC Television Network.

(8) Below are the audience shares for WWMB and WPDE. We have also included the audience shares for the two other television stations in the Florence-Myrtle Beach Market, WBTW-TV, Florence, South Carolina, and WFXB-TV, Myrtle Beach, South Carolina.

STATION	DATE	AUDIENCE SHARE
WWMB (UPN)	November 1996 February 1997 May 1997	4 4 4
WPDE (ABC)	November 1996 February 1997 May 1997	9 10 9
WBTW (CBS)	November 1996 February 1997 May 1997	28 30 31
WFXB (FOX)	February 1997 May 1997	1 1

(9) The TBA between WPDE and WWMB is a precise example of why the Commission should permit LMAs to continue. The Florence-Myrtle Beach Market has been under served by local television stations since the creation of the medium. In the past, the residents had to rely on television coverage from stations located more than one-hundred miles away. Charleston, South Carolina, Columbia, South

Carolina, and Wilmington, North Carolina all provide some level of over-the-air signal in the Florence-Myrtle Beach Market, but provide no local news, public service, or community involvement.

WBTW-TV, a CBS affiliate, was the only station serving the market from the 1950s until 1980 when WPDE signed on the air. Initially, the size of the market barely supported the two stations. However, both WBTW and WPDE invested heavily in the market and their products by offering local news, public service, and programming. This allowed the market to mature into a solid two-station market. However, the market revenue was not large enough for Atlantic to secure financing to build a third station (*i.e.*, WWMB). Atlantic worked diligently for six years to construct WWMB, and was at one time faced with the prospect of losing the WWMB construction permit for failure to construct.

The TBA with WPDE enabled Atlantic eventually to construct WWMB, launch a 10:00 p.m. prime-time newscast, and begin serving the community. Since 1994, WWMB has been the major sponsor for many annual fund raisers. One example is the highly successful fund raiser for the Conway Hospital Foundation. WWMB's efforts and support helped raise more than $250,000 for the hospital, which was used to purchase a specially designed mobile health unit. The mobile unit is currently providing health care to some of the thousands of rural families in the Florence-Myrtle Beach Market that cannot afford annual medical check-ups, prenatal care, and other basic health care.

WWMB is also the sponsor of the Senior Life Style Expo, an event targeted at helping inform the area's large senior population of the many senior-related social services offered in the Florence-Myrtle Beach Market, and how to obtain the services.

WWMB has committed more than $250,000 of air time to other community events and public service programs. If LMAs were not allowed, WWMB would not have had the opportunity to provide these services to the market.

Diversified and Atlantic are pleased to provide the Commission with information about their TBA. Please contact either of the undersigned parties if you require further information.

CERTIFICATION OF BILLY HUGGINS

I, Billy Huggins, Vice President of Diversified Communications., do hereby certify that I have read the forgoing "Response of Diversified Communications and Atlantic Media Group, Inc. to the Commission's Public Notice Regarding Television LMAS" and certify that it is true and complete to the best of my information, knowledge, and belief.

Billy Huggins, Vice President
Diversified Communications

Date: July 7, 1997

CERTIFICATION OF ALBERT D. ERVIN

I, Albert D. Ervin, President of Atlantic Media Group, Inc., do hereby certify that I have read the forgoing "Response of Diversified Communications and Atlantic Media Group, Inc. to the Commission's Public Notice Regarding Television LMAS" and certify that it is true and complete to the best of my information, knowledge, and belief.

Albert D. Ervin

Albert D. Ervin, President
Atlantic Media Group, Inc.

Date: July 7, 1997