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Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Attention: William Lake, Chief
Media Bureau

Re: PMCM TV, LLC
WJLP(TV), Middletown Township, New Jersey (FCC ID No. 86537)
Emergency Request for Relief
Supplement to Application for Review
MB Docket No. 14-150

Dear Ms. Dortch:

Meredith Corporation (“Meredith”), licensee of television broadcast station WFSB(TV), Hartford, Connecticut, hereby responds to the above-referenced and self-styled “Emergency Request for Relief” filed September 11, 2015, by PMCM TV, LLC (“PMCM”), permittee of television broadcast station WJLP(TV), Middletown Township, New Jersey.

On June 5, 2015—after lengthy opportunity for public comment, hundreds of pages of pleadings, and extensive analysis—the Media Bureau issued a *Declaratory Ruling* rejecting PMCM’s unprecedented proposal for its WJLP, a station newly allotted to Middletown Township, New Jersey, to use the same virtual major channel number (channel 3) as Meredith’s WFSB, an incumbent station with overlapping service contours.¹ The *Declaratory Ruling* also rejected PMCM’s similarly unprecedented proposal that WJLP alternatively use a combination of major channel and minor channel numbers (channels 3.10 *et seq.*) as its virtual channel, thereby restricting WFSB’s use of the major channel by which it has been known for more than half a century. The Bureau, adopting a “plain English” reading of the applicable PSIP Standard, directed PMCM to use virtual channel 33.²

In its “Emergency Request,” PMCM now reports that, in some portions of its service area, over-the-air viewers seeking to tune into WJLP on virtual channel 33 instead receive WCBS-TV, which operates using virtual channel 2. In an attached statement, WJLP’s station engineer describes several

¹ Request for Declaratory Ruling by Meredith Corporation and Alternative PSIP Proposal by PMCM TV, LLC, 30 FCC Rcd. 6078 (released June 5, 2015)(“*Declaratory Ruling*”)

² *Id.*

different forms of the phenomenon and ascribes them to some form of receiver error. PMCM offers no theory as to why those anomalies occur. Even though PMCM as yet has no explanation for why these anomalies are occurring, PMCM calls upon the Bureau to overturn the *Declaratory Ruling* and permit PMCM to implement the virtual channel arrangement that the Bureau squarely rejected last June.

The anomalies that PMCM identifies, if widespread, may well warrant careful investigation by the Commission. Whatever action may be appropriate following the Commission's independent assessment of the alleged tuning anomalies, however, PMCM's specific request for relief—implementation of the virtual channel assignments that the Bureau rejected last summer after extensive consideration—is unreasonable, inadequately supported, and disingenuous.

In the face of the unexplained tuning anomalies alleged by PMCM, switching WJLP to a virtual channel already duplicated in the market risks extending the confusion and harm to additional stations. Moreover, in the *Declaratory Ruling*, the Bureau already has determined that PMCM's use of 3.10 *et seq.* as its "major channel" would harm the public interest by creating the very confusion and brand dilution that the Commission sought to avoid in adopting the PSIP Standard in the first place.

Furthermore, the circumstances of PMCM's filing contradict its assertions that an "emergency" exists. PMCM did not provide Meredith's counsel with electronic or hand-delivered copies to expedite resolution, but relied only on service by mail, with Meredith's service copy not being received until Tuesday, September 15, 2015. PMCM's own engineering statement, moreover, states that PMCM became aware of these anomalies in mid-March of 2015, almost six months before filing its "Emergency Request" and more than two months before the release of the Bureau's *Declaratory Ruling*. Nevertheless, PMCM did nothing to bring the "numerous" and "dozens" of reports of interference or this supposed "emergency" to the attention of the Bureau or to any adversely affected licensees so that the Bureau could address the matter in the *Declaratory Ruling*. Instead, PMCM—evidencing no concern for injury to WFSB—unreasonably insists that the only available remedy for its technical difficulties is to overturn the *Declaratory Ruling* and, among all of the potential virtual channels that might be assigned, give WJLP the one virtual major channel number that the Bureau expressly has denied to it.

Whatever action, if any, the Bureau may determine is needed following an investigation of the tuning anomalies that PMCM reports, the solution certainly is not the approach the Bureau expressly rejected in the *Declaratory Ruling*. It is disingenuous of PMCM to advance as the first and only solution a reversal of the *Declaratory Ruling* and the assignment to WJLP of the only virtual major channel that the Bureau has definitively determined that WJLP cannot use consistent with the public interest.

Respectfully submitted,

MEREDITH CORPORATION

By:  _____

CERTIFICATE OF SERVICE

I, Rayya Khalaf, a secretary at the law firm of Cooley LLP, hereby certify that on this 22nd day of September, 2015, a true and correct copy of the foregoing was served by first-class U.S. mail, postage-prepaid, unless otherwise indicated, on the following:

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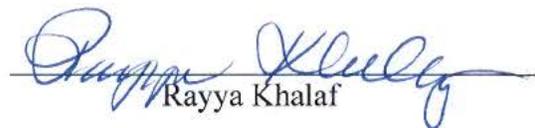
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