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FEDERAL COMMUNICATIONS COMMISSION
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In the Matter of)
)
Amendment of Section 73.202)
Table of Allotments,)
FM Broadcast Stations.)
(Memphis, TN, Olive Branch, MS)
and Horn Lake, MS))

MM Docket No. _____
RM No. _____

To: Chief, Allocations Branch

PETITION FOR RULEMAKING

Clear Channel Broadcasting Licenses, Inc. ("CCBL"), licensee of KJMS(FM), Channel 266C, Memphis, Tennessee (Facility ID No. 35874), and WOTO(FM), Channel 239A, Olive Branch, Mississippi (Facility ID No. 58399), by its attorneys, hereby respectfully petitions the Commission for the following three modifications (collectively, the "Proposal"):

- a) modification of the Commission's Table of Allotments for FM Broadcast Stations (Section 73.202 of the Commission's Rules) to: (i) delete Channel 239A from Olive Branch, Mississippi, and (ii) add Channel 239A to Horn Lake, Mississippi;
- b) modification of the Commission's Table of Allotments for FM Broadcast Stations (Section 73.202 of the Commission's Rules) to: (i) delete Channel 266C from Memphis, Tennessee, and (ii) add Channel 266C to Olive Branch, Mississippi; and
- c) modification of the license of WOTO to specify operations on Channel 239A in Horn Lake, Mississippi, in lieu of operation on Channel 239A in Olive Branch, Mississippi, and the license of KJMS to specify operations on Channel 266C in Olive Branch, Mississippi, in lieu of operation on Channel 266C in Memphis, Tennessee.

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In reviewing a proposed change to the FM Table of Allotments, the Commission asks whether the proposal would serve one or more of the Commission's four allotment priorities. 1/ Here, the only two priorities relevant to the Proposal direct its grant.

First, grant of the Proposal would provide first local aural transmission service to Horn Lake, Mississippi. The community of Horn Lake, with a 2000 Census population of 14,099, has its own elected government, its own schools, its own fire and police departments, its own churches, its own local organizations, and dozens of businesses. 2/ Under any reading of Commission precedent, it also deserves its own local transmission service.

Second, the Proposal will provide substantial technical and other public interest benefits. 3/ The Proposal will increase the total number of persons served by WOTO and KJMS, with a total net service gain of more than 7,400 persons. 4/ In addition, the Proposal will eliminate one existing short spacing. 5/

1/ See *Parker & Port St. Joe R&O*, 11 FCC Rcd 1095, 1095 (¶ 4) (1996). The four allotment priorities are: i) one full-time aural reception service to a community; ii) a second full-time aural reception service to a community; iii) one local transmission service to a community; or iv) other public interest factors. *Id.* The second and third criteria have equal priority.

2/ See Exhibit 1.

3/ A Technical Statement, attached as Exhibit 2, demonstrates that the Proposal is consistent with the Commission's technical rules. Also attached is a statement from CCBL affirming that it will apply for the allotments as proposed.

4/ See *id.* at 4.

5/ *Id.* at 3. Elimination of existing short spacings is a significant public interest benefit. See *Anniston and Ashland, Alabama, and College Park, Covington,*

Third, grant of the Proposal will not deprive Olive Branch of its sole local transmission service. Under the Proposal, and consistent with FCC precedent, Olive Branch will maintain a local FM transmission service through the reallocation of KJMS from Memphis to Olive Branch. ^{6/} (Memphis, of course, will remain the community of license of nearly 20 other radio stations, even after the proposed move of KJMS. ^{7/})

Such clear public interest benefits compel adoption of the Proposal. Moreover, there is no reason to deny Horn Lake its first local aural transmission service. First, the proposed re-allocation to Horn Lake does not require a demonstration that Horn Lake is separate and distinct from Memphis. The Allocations Bureau has determined that it will not extend the limited exception to its allocation priorities known as the Huntington Doctrine to instances where a proposed reallocation would involve moving a station that already serves a

Milledgeville, and Social Circle, Georgia, Report and Order, 15 FCC Rcd 9971 (Allocations, 2000) (holding that "elimination of two existing short-spacings to be compelling factors" in favor of allocation proposal).

^{6/} See, e.g., *Dayton, Incline Village and Reno, Nevada*, Report and Order, MM Docket No. 99-229 (Allocations, Nov. 17, 2000) (approving reallocation of Incline Village's sole FM allocation -- Channel 261C -- to Dayton while simultaneously approving, as a replacement allocation, the reallocation of Channel 295C from Reno to Incline Village). In fact, in this instance, the proposed channel upgrade for Olive Branch makes even more sense than in *Dayton, Incline Village and Reno*, as the community of Olive Branch, like that of Horn Lake, has exploded in size during the last 10 years -- from 3,567 residents in 1990 to 21,054 in 2000. See www.census.gov (searching under Olive Branch, MS data).

^{7/} See *Broadcasting & Cable Yearbook 2001* at D-240 (2001).

particular urbanized area to a new community within that area. 8/ Under FCC precedent, WOTO already is deemed to serve the Memphis Urbanized Area by virtue of its predicted 70 dBu coverage of more than half of the Memphis Urbanized Area. 9/ Accordingly, although Horn Lake is on the southern edge of the Memphis, Tennessee Urbanized Area, the Proposal should not require the expenditure of Commission resources necessary to analyze Horn Lake's independence.

Second, even assuming that the Proposal may implicate the Huntington Doctrine, overwhelming evidence demonstrates that Horn Lake is a community separate and distinct from Memphis. 10/ Horn Lake is its own census designated place, with its own elected government, its own schools, its own fire and police departments, dozens of businesses (and substantial opportunity for employment), its own local media, its own zip code, and a telephone area code that is different than that used by Memphis residents. Stated in terms of Commission precedent, Horn Lake satisfies at least six of the eight criteria the Commission considers in determining whether a community is separate and distinct from a

8/ See *Greeley and Broomfield, Colorado*, Report & Order, 15 FCC Rcd 9419, 9419 (¶ 2) (Allocations 2000); *Kankakee and Park Forest, Illinois*, Report & Order, MM Docket No. 99-330 at ¶ 5 (Allocations, released March 23, 2001); Report & Order, *East Los Angeles, Long Beach, and Frazier Park, California*, 10 FCC Rcd 2864 (¶¶ 20-21) (Allocations, 1995) (noting no *Tuck* showing necessary when station currently serves relevant urbanized area).

9/ See Exhibit 2 at 5 (explaining that, using the Allocations Branch's "circle" method, WOTO already covers nearly 55 percent of the Memphis Urbanized Area).

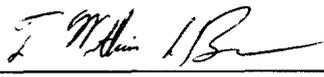
10/ See Exhibit 1.

nearby metropolis. 11/ As no more than four of these eight criteria need to be satisfied for a community to be deemed "independent," 12/ Horn Lake clearly merits its own local transmission service.

For all the foregoing reasons, the Commission should issue an appropriate Notice of Proposed Rule Making, and then approve the proposed modifications of WOTO's and KJMS's licenses under Section 1.420(i) of the Commission's Rules.

Respectfully submitted,

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November 15, 2001

11/ See *Faye & Richard Tuck, Inc.*, 3 FCC Rcd at 5377 (¶ 24).

12/ See, e.g., *Ankeny and West Des Moines, Iowa*, Report & Order, 15 FCC Rcd 4413, 4416 (¶ 5) (2000) (finding four factors in favor of independence to be sufficient for separate community status); *Pleasanton, Bandera Hondo, and Scherz, Texas*, Report & Order, 15 FCC Rcd 3068, 3071-72 (¶ 9) (2000).

EXHIBIT 1

EXHIBIT 1

The foregoing Petition for Rule Making (the "Petition") requests that the Commission: i) re-allot Channel 239A from Olive Branch to Horn Lake, Mississippi, and re-allot Channel 266C from Memphis, Tennessee, to Olive Branch; and ii) simultaneously modify the licenses of WOTO(FM), Channel 239A, Olive Branch, and KJMS(FM), Channel 266C, Memphis, to specify the community of licenses of Horn Lake and Olive Branch, respectively (collectively, the "Proposal").

Horn Lake currently has no local transmission service. Accordingly, Commission precedent directs adoption of the Proposal unless Horn Lake does not qualify as a separate community. ^{1/} As Horn Lake is a substantial and growing community included in the U.S. Census, the only possible challenge to its separate community status is that it is so integrally related to Memphis that it does not deserve its own local transmission service. But the clear weight of the evidence demonstrates that Horn Lake, though located on the southernmost edge of the Memphis Urbanized Area, is separate and independent from Memphis. Horn Lake has its own local government, it provides its residents a host of municipal services (including fire, police, schools and a library), it has a large business community (which provides substantial opportunities for employment), it has its own zip code and an area code distinct from those used by Memphis. In addition, the county in

^{1/} See *Parker & Port St. Joe*, Report & Order, 11 FCC Rcd 1095, 1095 (¶ 4) (1996). See also *Dayton, Incline Village and Reno, Nevada*, Report & Order, MM Docket No. 99-229 (Allocations, Nov. 17, 2000) (approving reallocation of Incline Village's sole FM allotment -- Channel 261C -- to Dayton while

which it is located – DeSoto County – has its own set of yellow pages, its own daily newspaper and a local hospital distinct from those of Memphis. Finally, and most obviously, Horn Lake is located in a different state than Memphis. Such a clear showing of Horn Lake's independence compels grant of the Proposal.

**According To Commission Precedent,
Horn Lake Merits Its Own Local Transmission Service**

Commission precedent sensibly presumes that every community deserves its own local aural transmission service. 2/ However, a “limited exception” to this presumption, the Huntington Doctrine, suggests that a community may not merit its own local transmission service if i) the community is within an Urbanized Area; and ii) the proposed community is so integrally related with the Urbanized Area’s central city that it does not merit its own local service. 3/ Unless there is substantial evidence that the Huntington Doctrine applies, the Commission will “recognize a community’s presumptive need for local transmission service” and grant reallocation. 4/

The Huntington Doctrine does not apply to Horn Lake. First, under Commission precedent, Horn Lake's location on the fringe of the Memphis

simultaneously approving, as a replacement allocation, the reallocation of Channel 295C from Reno to Incline Village).

2/ See *Parker & Port St. Joe*, 11 FCC Rcd at 1095 (¶ 6).

3/ *Faye & Richard Tuck, Inc.*, Memorandum Opinion & Order, 3 FCC Rcd 5374, 5376 (¶¶ 22-23) (1988); see also *Parker & Port St. Joe*, 11 FCC Rcd at 1095 (¶ 7) (inquiring as to whether suburb was “so integrally related” with the central city area as to be credited with all transmission services of that area).

4/ See *Faye & Richard Tuck, Inc.*, 3 FCC Rcd at 5377 (¶ 24).

urbanized area should be irrelevant, as WOTO already serves more than 50 percent of the Memphis Urbanized Area. ^{5/} Accordingly, in this instance, the Commission does not need to expend its limited resources to conduct a Huntington analysis, as that doctrine was developed only to restrict stations that sought to abandon their existing rural communities in order to *initiate* substantial new service to an urbanized area. ^{6/}

^{5/} The Allocations Bureau has determined that it will not extend the Huntington Doctrine to instances where a proposed reallocation would involve moving a station that serves a particular urbanized area to another community within that area. *See, e.g., Kankakee and Park Forest, Illinois*, Report & Order, MM Docket No. 99-330 at ¶ 5 (Allocations, released March 23, 2001) (not requiring *Tuck* showing with regard to Kankakee Urbanized Area because station already was serving that area); *East Los Angeles, Long Beach, and Frazier Park, California*, 10 FCC Rcd 2864 (¶¶ 20-21) (Allocations, 1995). Under established Huntington precedent, a station that covers at least half of an Urbanized Area within its 70 dBu contour is deemed to serve that Urbanized Area. *See Headland, Alabama, and Chattahoochee, Mississippi*, 10 FCC Rcd 10352 (1995). Here, WOTO already covers roughly 55 percent of the Memphis Urbanized Area with a 70 dBu signal. *See* Exhibit 2. Accordingly, WOTO already serves the Memphis Urbanized Area. Thus, for WOTO to become the first local transmission service for Horn Lake does not require a Huntington analysis with regard to the Memphis Urbanized Area. Moreover, because KJMS currently is assigned to Memphis, there is no reason to conduct any type of Huntington analysis with regard to its proposed move to Olive Branch, especially as that move does not involve a change in the station's transmitter site. *See Kankakee and Park Forest, Illinois*, Report & Order, MM Docket No. 99-330 at ¶ 5 (Allocations, released March 23, 2001); *East Los Angeles, Long Beach, and Frazier Park, California*, 10 FCC Rcd 2864 (¶¶ 20-21) (Allocations, 1995).

^{6/} *See, e.g., Headland, Alabama, and Chattahoochee, Mississippi*, 10 FCC Rcd 10352, 10354 (¶ 11) (1995). In *Headland*, the Commission decided that a reallocation proposal that would enable a station to commence service to 50 percent of an urbanized area should be treated the same, for Huntington purposes, as a proposal to move from a community outside the urbanized area to a community within that area. What *Headland* does not say, but what its logic requires, is that the converse also be true. Put simply, a proposal to move a station that already serves at least 50 percent of an urbanized area from a community outside that

Second, even assuming *arguendo* that the Huntington Doctrine does apply, Commission precedent and the facts of this case confirm that Horn Lake merits its own local transmission service. Of the three criteria that determine whether the Huntington Doctrine will block a community from claiming its first local transmission service preference (the size and proximity of the specified community to the central city, the signal population coverage at maximum power; and the interdependence of the community with the central city), the last -- the question of interdependence -- is by far the "most important" factor. ^{7/} And the evidence compels the conclusion that Horn Lake is not dependent on Memphis.

Commission precedent focuses on eight factors for assessing whether a community within the boundaries of an urbanized area is "interdependent" on that area's central city (the "*Tuck* factors"):

- whether the community has its own local government and elected officials;
- the extent to which the specified community relies on the larger metropolitan area for various municipal services such as police, fire protection, schools, and libraries;
- whether the community has its own commercial establishments, health facilities, and transportation systems;

urbanized area to a community just within that urbanized area also should not require a further Huntington analysis.

^{7/} *Anniston and Ashland, Alabama, and College Park, Covington, Milledgeville and Social Circle, Georgia*, Memorandum Opinion & Order, 16 FCC Rcd 3411, 3412 (¶ 4) (Allocations, 2001); *Faye and Richard Tuck, Inc.*, 3 FCC Rcd 5374, 5377 (¶ 35) (1988)).

- the extent to which community residents work in the central city;
- whether the community has its own newspaper or other local media;
- whether the community has its own telephone book or zip code;
- whether the community leaders and residents perceive the specified community as being separate from the larger metropolitan area; and
- the extent to which the specified community and the central city are part of the same advertising market.

A simple majority of these *Tuck* factors is sufficient to demonstrate that a community is distinct and deserving of its local transmission service. 8/ Under these criteria, Horn Lake is a separate community.

First, Horn Lake has been incorporated since 1973 (and has been a separate community since its founding in the mid-1800s). Its residents elect Horn Lake's local government, including its mayor and five aldermen. 9/

Second, the City of Horn Lake provides its residents an extensive variety of municipal services. It has its own police department and police chief and its own fire department and fire chief. It also has its own ambulance director, its own planning director, its own public works director, and its own parks director,

8/ See, e.g., *Ankeny and West Des Moines, Iowa*, Report & Order, 15 FCC Rcd 4413, 4416 (¶ 5) (2000) (finding four factors in favor of independence to be sufficient under *Tuck*); *Pleasanton, Bandera Hondo, and Scherz, Texas*, Report & Order, 15 FCC Rcd 3068, 3071-72 (¶ 9) (2000).

9/ See, e.g., Attachment 1 (identifying local officials and summarizing community history).

each of whom direct departments serving Horn Lake residents. 10/ Horn Lake also boasts several schools – including Horn Lake High School, Horn Lake Intermediate, Horn Lake Middle School, and Horn Lake Elementary School (which recently was named one of the top five schools in the state of Mississippi), and the Horn Lake Public Library. 11/

Third, the community has its own commercial and health care facilities. Among its dozens of retail establishments, the city boasts at least two grocery stores, several beauty salons, five hotels, a number of banks, and roughly 20 restaurants. 12/ Horn Lake residents also can access an alternate means of transportation through the local Enterprise Rent-A-Car. Moreover, Horn Lake residents do not need to depend on Memphis for their medical services: in addition to the Charles Dental Laboratory, the Mid-South Hearing & Balance Center, the Horn Lake Chiropractic Center, and the Horn Lake Family Practice facility that are located in Horn Lake itself, DeSoto County boasts its own hospital – Baptist Memorial DeSoto -- in neighboring Southaven, Mississippi. 13/ The Horn Lake Animal Hospital also provides local veterinary care. 14/

10/ *Id.*

11/ *See Attachment 2 (listing schools located in Horn Lake).*

12/ *See Attachment 3 (including print-out of Horn Lake Chamber of Commerce directory of commercial and other facilities in Horn Lake).*

13/ *See id.*

14/ *See, e.g., Jupiter and Hobe Sound, Florida, 12 FCC Rcd 3570, 3572 (¶ 6) (Allocations, 1997) (citing veterinary care as relevant medical service for Tuck purposes).*

Fourth, although it is not known how many of Horn Lake's residents work in any particular locale, the U.S. Census's 1997 Economic Census confirms that there are approximately 2,850 jobs in Horn Lake. 15/ As the 1990 Census determined that only 4,775 Horn Lake residents were even in the labor force, 16/ the census figures demonstrate that there are sufficient jobs within Horn Lake itself to employ up to 60 percent of the community's labor force. At the very least, such "a substantial opportunity for employment" suggests that Horn Lake is not dependent on Memphis for its residents' livelihood. 17/

Fifth, DeSoto County, where Horn Lake is located, has its own daily newspaper and at least two weekly newspapers. 18/ The *DeSoto Times Today* offers the residents of Horn Lake a daily newspaper separate from those published in Memphis. The *Times* also publishes a separate weekly newspaper, the *Weekender*, which is distributed to all DeSoto County residents who do not subscribe to the *DeSoto Times*. In addition, the *DeSoto County Tribune*, an independent weekly

15/ See Attachment 4 (listing number of jobs in Horn Lake by category). For those categories for which a range was listed, the middle of the range was used. (For example, the category of "Professional, scientific & technical services" listed a range of 0 to 19 jobs. The above calculation assumed there were 10 such jobs in Horn Lake.)

16/ Census 2000 figures for Horn Lake's labor force are not available at this time.

17/ See *St. Augustine and Neptune Beach, Florida, Report & Order*, MM Docket No. 01-101 at ¶ 4 (Allocations, released October 26, 2001) (deeming employment sufficient for majority of community's population evidence of independence).

18/ See Attachment 5.

published in nearby Olive Branch, offers a separate view to its substantial subscribership.

Sixth, Horn Lake has its own zip code – 38367 – and its own post office. Horn Lake also has a different area code – 662 – from that of Memphis. 19/ In addition, according to the Horn Lake Chamber of Commerce, two parties – McLeodUSA and Impact Directories -- publish yellow page directories exclusively for DeSoto County. 20/ Finally, the Horn Lake Chamber of Commerce maintains a local telephone directory, which consists primarily of dozens of Horn Lake businesses, on its web site. 21/

Such indicia are more than sufficient to prove that Horn Lake is a distinct community that deserves its own radio station. However, these are not the only distinguishing characteristics of the community. In addition to the wide variety of commercial establishments noted above, Horn Lake is intent on fostering its sense of community among its residents. For example, Horn Lake builds its sense of community through its six churches, 22/ and has its own local organizations, including its own Chamber of Commerce and its own American Legion Post (Post #134). 23/

19/ See Attachment 6.

20/ See Attachment 3 (Publications section).

21/ See Attachment 6.

22/ See Attachment 7.

23/ See Attachment 3 (Civic Organizations section).

Neither of the Other Huntington Factors Overrides Horn Lake's Independent Status

As noted, a finding that a proposed community is distinct from a nearby city is the single most important consideration in determining whether the narrow Huntington exception should block a requested change in the Table of Allotments. 24/ The other two Huntington factors – physical proximity and signal coverage – present no reason to deny Horn Lake its own local radio voice. The geographic coordinates of Horn Lake are located 10 miles from those of Memphis. More important, Horn Lake is located in a different state than Memphis, with a different state government, a different state code, different state courts and a different state character. As for signal coverage, WOTO's allotment already covers 55 percent of the Memphis Urbanized Area. 25/ That the proposed reference coordinates for Horn Lake would result in a minor increase in such coverage -- to 68 percent -- of the Memphis Urbanized Area is no reason to deny a proposal that would bring a first local transmission service to Horn Lake. 26/

24/ See *Faye and Richard Tuck, Inc.*, 3 FCC Rcd at 5377 (¶ 28).

25/ See Exhibit 2. In fact, the Proposal would result in less than 4 percent of WOTO's current projected audience losing predicted service from the station. *Id.* at Fig. 5.

26/ See Exhibit 2.

CONCLUSION

The Huntington Doctrine cannot justify a denial of the Proposal. The Doctrine should not even be implicated because WOTO already serves more than 50 percent of the Memphis Urbanized Area. In any event, Horn Lake, Mississippi, is distinct from Memphis, Tennessee, as Horn Lake has its own government, its own municipal services, its own commercial, health and social services, its own employment sources, its own local media, its own zip code, telephone books, and area code, and its own sense of identity.

For all the foregoing reasons, the Commission should adopt and grant the proposed rule making.

ATTACHMENT 1

Horn Lake Chamber of Commerce

3040 Goodman Rd W Suite 2A, Horn Lake, MS 38637
 (662)393-9897 Fax (662)393-2942

THE CITY OF HORN LAKE - Government

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| Alderman, At Large | Jeanne Shannon |
| Alderman, Ward 1 | Brenda Carter |
| Alderman, Ward 2 | J.W. McElhane |
| Alderman, Ward 3 | Mike Warren |
| Alderman, Ward 4 | Ken Shackelford |
| City Clerk | Diane Stewart |
| Chief of Police | Darryl Whaley |
| Fire Chief | Leroy Bledsoe |
| Ambulance Director | Shearon Hayes |
| Planning Director | Carol Baker |
| Public Works Director | Jim McKell |
| Parks Director | Tommy Bledsoe |

The Mayor and Board of Aldermen coordinate the governmental functions of Horn Lake.

Through city and community leadership, the citizens of Horn Lake enjoy a mix of business opportunity and pleasure where residents can grow, prosper and worship together while taking pride in the community's quality of education, recreation and industry.

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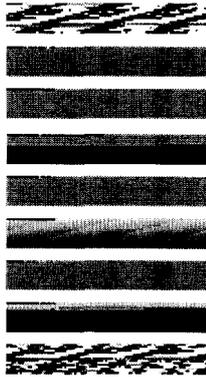


e-mail: webdancer@webdancer.com

Horn Lake Chamber of Commerce

3040 Goodman Rd W Suite 2A, Horn Lake, MS 38637
 (662)393-9897 Fax (662)393-2942

THE CITY OF HORN LAKE - History



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Rich in history, Horn Lake developed from two small settlements: "Little Virginia," nostalgically named, and "Forks of the Horn," referring to a local creek. Its agricultural economy was first boosted by the coming of the Memphis to Grenada Railway, now Illinois Central.

The first depot, built in 1856, three years after the town's first post office received both passengers and freight destined for a horn shaped lake and recreational area three miles to the west. Daily, the hotel there sent a horse drawn dray to pick up rail passengers and supplies, the latter boldly labeled "HORN LAKE." Conductors' calls, "All out for HORN LAKE" brought two results: a scramble to load the dray, and a permanent name for the railroad station and its surrounding area.

Surviving the Civil War, two World Wars, and the Great Depression as a rural community, Horn Lake took special pride in Gayoso Farms (1910-1950), a unique operation known for fine hogs and cattle, and its Golden Guernsey milk supplied to Memphis hotels. The first industrial development and the beginning of change came around 1960, and the city incorporated March 1, 1973. Tremendous economic and cultural growth has followed, bringing modern streets, shopping centers, libraries, parks, recreational facilities, schools, and churches to accommodate the population growth. The trains no longer stop, but Horn Lake salutes ICRR for the role it has played in this area's history.

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ATTACHMENT 2



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Horn Lake Chamber of Commerce

3040 Goodman Rd W Suite 2A, Horn Lake, MS 38637
 (662)393-9897 Fax (662)393-2942

THE CITY OF HORN LAKE - Education

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The quality of education in Horn Lake's public schools continues to be a drawing card for families contemplating a move to the area. One only has to visit any of the local schools and 'Take the Tour' to see first hand why the schools are so highly regarded. Horn Lake High School is rated number one in technology in the State of Mississippi.

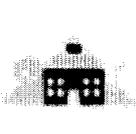
Horn Lake Elementary boasts DeSoto County Teacher of the Year and the Sally Mae award for a 1st year teacher in 1999. Target Stores selected Horn Lake Elementary for the Outstanding Academic Award.

Over half of the high school students continue their education at the collegiate level.

Please visit our local schools and colleges by choosing a link below



[Horn Lake High School](#)



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★ **FASFACTS ABOUT HORN LAKE ELEMENTARY SCHOOL**



Horn Lake Elementary was established in 1910.
Our present building was built in 1971.
Mrs. Dunning is our Assistant Principal.
Our school has grades K-3.
Our enrollment for the 1999-2000 school year is 760.
School hours are 7:25 a.m. - 2:20 p.m.
We have 8 sections of kindergarten, seven sections of 1st grade, 7 sections of 2nd grade, and nine sections of 3rd grade.
Grades K-2 have assistants in each class.
Our supportive staff includes:
Title 1 Teachers & Assistants
Special Education Teachers & Assistants
Music Teacher
Librarian & Assistant
Gifted Teacher
Speech Therapists
Guidance Counselors
Building Engineers
Cafeteria Workers
and Office Personnel.

Awards

received by Horn Lake Elementary include:
Target Outstanding School
Top 5 School in the State of Mississippi
National Distinguished Principal for the State of Mississippi.
Extra Learning Opportunities at Horn Lake Elementary include:
After-school Tutoring
Kindergarten after-school program
Computer Program
Music and 3rd grade Chorus
Gifted Education classes for second & third graders
Character Education
3rd Grade Honor Club
Accelerated Reader for all grades
Special Education
Title I Classes for reading & math
Speech Classes for Pre-school - 3rd grade