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December 26, 2001

OUR FILE NO.
21094-00200
0115-107-60

BY HAND

Magalie Roman Salas, Secretary
Federal Communications Commission
c/o Vistrionix, Inc.
236 Massachusetts Avenue, NE, Suite 110
Washington, DC 20002

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OFFICE OF THE SECRETARY

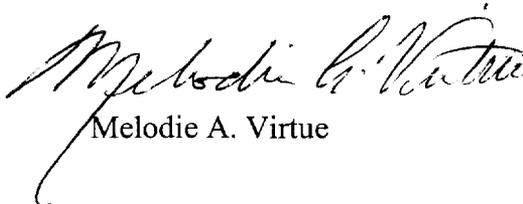
Re: MM Docket No. 01-248
RM-10342
Reply Comments of Coyote Communications, Inc.

Dear Ms. Salas:

Transmitted herewith on behalf of Coyote Communications, Inc., are an original and four copies of its Reply Comments in the above-referenced FM Rule Making proceeding.

Kindly communicate any questions directly to this office.

Respectfully submitted:


Melodie A. Virtue

CLL:mav
Enclosures
Cc(w/enc.): Kathleen Scheuerle, Esq. (by hand)
Dan Alpert, Esq. (by mail)

No. of Copies of List ABOVE 014

Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

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In The Matter of)
)
Amendment of Section 73.202(b)) MM Docket No. 01-248
Table Of Allotments) RM-10241
FM Broadcast Stations) RM-10342
(Dos Palos, Chualar and Big Sur, California))

To: The Chief, Allocations Branch
Policy and Rules Division, Mass Media Bureau

Reply Comments of Coyote Communications, Inc.

GARVEY, SCHUBERT & BARER
1000 Potomac Street NW
Fifth Floor
Washington DC 20007
Telephone: 202/965-7880

Its Attorneys

December 26, 2001

TABLE OF CONTENTS

	<u>Page #</u>
Summary	iii
Reply Comments of Coyote Communications, Inc.	1
The Community of Big Sur.....	1
Economy and Location	1
Lodging.....	3
Restaurants.....	3
Shopping and Art Galleries.....	3
Culture.....	4
Miscellaneous Services.....	5
Health Care and Emergency Services.....	6
Post Office	7
Other Government Agencies.....	7
Schools.....	7
Churches	7
Population	7
Community	8
Lack of Broadcast Services.....	9
Commission Precedent.....	10
Conclusion	11
Table of Exhibits	

SUMMARY

These Reply Comments demonstrate that Big Sur, California, is a community for purposes of receiving an FM allotment. Although the community does not have definable boundaries and is not a census designated place, its roughly 1500 residents are a distinct population grouping that share community interests. Approximately 3,000,000 drivers travel through Big Sur each year, and the area's spectacular coastline and parks are popular tourist destinations. The community of Big Sur serves those tourists, as well as the local business owners, residents, and artists. Counted among its community attributes are its highly rated resorts and restaurants, stores, gas stations, an active Chamber of Commerce, a post office, two churches, an elementary school, a library, medical facilities, a volunteer fire department, offices of the California Department of Transportation, the U.S. Forest Service, and the California State Park System, and an active arts community. Through the Big Sur Arts Initiative, local workshops are held for Big Sur families and their children. Big Sur hosts music festivals and a marathon, and has several art galleries featuring the arts and crafts of local artisans.

The proponent of allotting Channel 240A to Big Sur, California, Coyote Communications, Inc., has documented the many businesses, facilities, and services available in the community of Big Sur through statements from business owners and several photographs of businesses in the community, in addition to providing printouts of information from the web site of the Big Sur Chamber of Commerce and from links it provides to other businesses and facilities in Big Sur. With only a translator of a non-commercial FM station licensed to a community 70 miles away providing the sole broadcast service, Big Sur deserves its own first local FM service.

Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC 20554

In The Matter of)	
)	
Amendment of Section 73.202(b))	MM Docket No. 01-248
Table Of Allotments)	RM-10241
FM Broadcast Stations)	RM-10342
(Dos Palos, Chualar and Big Sur, California)))	

To: The Chief, Allocations Branch
Policy and Rules Division, Mass Media Bureau

Reply Comments of Coyote Communications, Inc.

Coyote Communications, Inc. (“Coyote”), through counsel, hereby respectfully submits these Reply Comments in response to the *Public Notice*, Report No. 2519, released December 11, 2001, in RM No. 10342. In support thereof, the following is submitted:

Coyote hereby incorporates by reference its “Comments and Counterproposal” filed November 13, 2001, as well as its “Request for Leave to File Response and Response of Coyote Communications, Inc. to Reply” filed December 12, 2001. Coyote reiterates its intention to apply for Channel 240A if the FCC allots it to Big Sur, California, and to build the station promptly if authorized. Exhibit 1. In this Reply, it also submits additional evidence that Big Sur is a community worthy of an allotment of its first local service.

The Community of Big Sur

Economy and Location. The community of Big Sur’s local economy centers on tourism. Located on California Scenic Highway 1, twenty-six miles south of Carmel and the Monterey Peninsula, the area features rugged, beautiful coastline and natural attractions that make it a popular tourist destination. California Department of Transportation, the State Agency that maintains Highway 1, estimates that three million drivers travel on Highway 1 through Big Sur

annually. See Statement of Stan Russell, a resident of Big Sur, owner of the business Big Sur Internet, and who maintains the Big Sur Chamber of Commerce web site, attached hereto as Exhibit 2.

The Big Sur Chamber of Commerce has compiled a variety of information on Big Sur's businesses and activities on its web site: <http://www.bigsurcalifornia.org>. Printouts from portions of the web site are attached hereto. A map featuring some of Big Sur's businesses catering to tourists, from the publication *El Sur Grande*, page 4, shows the bulk of those businesses to be nestled among the Andrew Molera State Park to the North, to just South of the Julia Pfeiffer Burns State Park, the Ventana Wilderness Area and the Los Padres National Forest to the East, and the Pacific Ocean to the West. The map is attached as Exhibit 3 hereto.

Some describe the valley of the Big Sur River to just south of the Julia Pfeiffer Burns State Park as the "core" of Big Sur:

Privately held lands are considered to be part of the Big Sur Valley Area and thus in the core of Big Sur, because they belong there philosophically. In this southern area of the core are such venerable Big Sur institutions as the Post Ranch Inn, Ventana Inn, Deetjen's Big Sur Inn, and Nepenthe Restaurant and its Cafe Kevah and Phoenix gift shop. One might stretch the point, and the definition of the core of Big Sur, far enough south to include the Esalen Institute, also for philosophical reasons.

See Exhibit 4, a printout of select pages from a web site by John Rabold entitled "A Guide to California's Big Sur."

Lisa Poe, a realtor from Big Sur, confirms in her statement attached hereto as Exhibit 5, that the boundaries of the community of Big Sur stretch from the Captain Cooper School just south of Andrew Molera State Park to the Esalen Institute and the Coast Gallery just south of Julia Pfeiffer Burns State Park. The Pfeiffer Big Sur State Park is in the middle of that area in the "core." For purposes of these Reply Comments, that area defines the boundaries of the community of Big Sur, as it is not an incorporated area.

Big Sur is depicted on the 2000 *Rand McNally Road Atlas*, p. 14, a copy of which is attached hereto as Exhibit 6. The key to the map shows that the round black dot listed under Cities and Towns indicates relative size and population. *Id.*

Lodging. An alphabetical list of Big Sur lodging from the Big Sur Chamber of Commerce web site is attached at Exhibit 7. Among those shown within the boundaries listed above are Big Sur Campground and Cabins, Big Sur Lodge, Big Sur River Inn, Esalen Institute, Fernwood Motel, Glen Oaks Motel, Post Ranch Inn, Ripplewood Resort, Riverside Campground and Cabins, and Ventana Inn. The Post Ranch Inn and the Ventana Inn are both designated Mobile Travel Guide 4-Star Resorts as being among the top resorts in the United States and are winners of numerous awards for the quality of their accommodations. *Id.* Photographs of some of those businesses are attached in Exhibit 30.

Restaurants. Dining experiences in Big Sur range from elegant four star restaurants to pubs, cafes, and deli's. Exhibit 8 hereto shows a list and description of Restaurants, Cafes, Deli's and Pubs from the Big Sur Chamber of Commerce web site. Those located in the community of Big Sur are Big Sur Bakery and Restaurant, Big Sur Center Deli, Big Sur Lodge Restaurant & Espresso House, Big Sur River Inn (with live entertainment on Saturday nights and Sunday afternoons), Big Sur Village Pub, Bonito Roadhouse (a "favorite spot of locals"), Cafe Kiva, Cielo at the Ventana Inn, the Coast Cafe, Deetjen's Big Sur Inn, Fernwood, Nepenthe ("family-owned since 1949"), Ripplewood Cafe, and Sierra Mar Restaurant at the Post Ranch Inn. *Id.*

Shopping and Art Galleries. For shopping and art galleries, the community of Big Sur offers the Big Sur Bazaar, Big Sur Garden Company, Big Sur Lodge Gift Shop, the Coast Gallery (a showplace for local craftsmen and artists since 1958), Fernwood Trading Company,

Garden Gallery at Loma Vista, the Hawthorne Gallery, Heartbeat Gift Gallery, the Henry Miller Library, Local Color (featuring works from area artisans), Post Ranch Mercantile, the Phoenix Shop, the Store at Ventana, and the Gallery at Ventana (showcasing fine art by “local artists”). Exhibit 9. Photographs of some of the art galleries and stores are included in Exhibit 30.

Culture. In addition to shops and galleries showing the works of local artisans, the community of Big Sur hosts several cultural events each year. The Big Sur Arts Initiative (“BSAI”), a “nonprofit, education organization formed in 1998 to bring enrichment programs in the arts and sciences to Big Sur children and families,” offers programs such as theater training, drawing and painting, environmental studies, computer imaging, creative writing and poetry. Exhibit 10. BSAI holds “Drop-In Art Workshops” classes every month, except July and August, (Exhibit 11) and is located in the Village Shops next to the Big Sur River Inn. Exhibit 12. For more information, visit its web site at <http://www.bigsurarts.org/>.

The Big Sur JazzFest is held annually in May for three days at various pubs, galleries and restaurants in Big Sur, with the main event in Pfeiffer Big Sur State Park in the middle of the “core” of Big Sur along the banks of the Big Sur River. Exhibit 11, p. 4. More information is available at <http://www.bigsurjazz.org/>.

Also located in the community of Big Sur, the Henry Miller Memorial Library is a:

public benefit, non-profit organization championing the literary, artistic and cultural contributions of the late writer, artist and Big Sur resident Henry Miller. The Library also serves as a cultural resource center, functioning as a public gallery/performance/workshop space for artists, writers, musicians and students. In addition, the Library supports education in the arts and the local environment. Finally, the Library serves as a social center for the community.

Exhibit 13, p. 2. Information about the Henry Miller Library and its ongoing programs is available in Exhibit 13 attached hereto. The Henry Miller Library hosts the annual Big Sur

International Experimental Music Festival, which is listed on the community calendar of events for May. Exhibit 11, p. 4. A photograph of the library is attached as Exhibit 29.

Big Sur has its own home-grown music and dance group, the Big Sur Natives, that frequently perform at the River Inn. See Exhibit 14, p. 2. The lead dancer and group's founder, Theresa Bradford, grew up in Big Sur. Ms. Bradford opened Heart Beat Gallery of Gifts, next to the River Inn, in 1988. *Id.*, p. 3.

The Big Sur International Marathon is held annually in April, and has been voted the best marathon in North America by Ultimate Guide to Marathons. Exhibit 11, p. 3. The race starts at Pfeiffer Big Sur State Park in the middle of the community of Big Sur. For a virtual tour of the marathon, go to: <http://www.bsim.org/frame.html>.

Miscellaneous Services. Other services, in addition to lodging and restaurant businesses, include A Big Sur Affair (specializing in weddings and special events), B. Wahl Construction, Baskets of Heaven (gift baskets), Ben Heinrich Real Estate (real estate broker), Big Sur Coast Foods Catering, Big Sur Electric Company, Big Sur Garage and Towing, Big Sur Guided Hikes, Big Sur Flyfishing Outfitters and Guides, Big Sur Internet, Big Sur Minister, Big Sur Properties (real estate brokers), Blaze Engineering, Inc., Canyon Builders, Dr. Lyndall Demere (counseling services), Elegant Events, Jerry Schiff, C.P.A. (accountant), John Saar Big Sur Real Estate, Kate Healy (florist), The Kronlund Company (general contractor), Lorena del Campo Jewelry, Pinney Construction, Peter Rosen Hauling Company, Red Barn Recording Studio, Rider Construction, Sacred Earth Photography, Serenity Massage Studio, and Ellen Watson (providing dance lessons, yoga classes, and massage at the Esalen Institute). For a description, location and contact information regarding these businesses and services, see Exhibits 12 and 15. Big Sur also has

several gas stations. *See* Exhibit 7. Because of its natural beauty, Big Sur is a popular place for weddings. Exhibit 28. *See also* Exhibits 12 & 15.

Health Care and Emergency Services. Big Sur Health Center has ambulance services, and offers physical exams, pediatric services, EKG, OB-GYN, minor surgery, immunizations, lab services and urgent care. Exhibit 16. The community has an emergency medical response team, cliff rescue, and a volunteer fire department. *Id.*

The President of the Board of Directors of the Big Sur Health Center, in her statement attached as Exhibit 17, reports that it is the only medical facility for more than 60 miles of coast line. A photograph of the entrance to the Big Sur Health Center is attached as Exhibit 18.

Frank L. Pinney III, Chief of the Big Sur Volunteer Fire Brigade, relates in his statement, attached as Exhibit 31, that he has been a resident of Big Sur for 30 years, and a member of the Fire Brigade since it was founded in 1975. He also is President of a local construction company (Pinney Construction, *see* Exhibit 15, p. 4). Exhibit 31. The volunteer fire department has over 60 members and responds to over 200 emergency calls per year. He estimates that roughly 4,000,000 visitors drive through the Big Sur community each year. During weather and fire emergencies, the Fire Brigade staffs the Incident Command structure under the California “Standard Emergency Management System” program, and receives assistance from the State of California and FEMA during major weather catastrophes. In 1998, during the El Nino storms, Highway 1 was breached in 27 places, which closed the road for repairs for a four month period. The Big Sur Volunteer Fire Brigade helped to maintain the necessary support for businesses and services during that emergency so that businesses and residents could remain in their homes during that emergency. *Id.*

Post Office. Big Sur's Post office is located at 47500 Highway 1 in the heart of the roughly fifteen-mile stretch between the Andrew Molera State Park to the North, and just South of the Julia Pfeiffer Burns State Park, which comprises the community of Big Sur. A photograph of the Big Sur Post Office is attached as Exhibit 19. The area served by the postal zone is attached in Exhibit 20.

Other Government Agencies. A Multi-Agency Facility, known as Big Sur Station, is located in the community of Big Sur. Offices of the California State Park System, the U.S. Forest Service, the California Department of Transportation are housed there, as well as a Tourist Information Office. The facility also serves as a Community Meeting Center. Exhibits 2 & 4, p. 4. Photographs of the sign at the entrance and the building are attached as Exhibit 21.

Schools. The Captain Cooper School offers kindergarten and classes to grades one through five to the community of Big Sur. The Apple Pie Preschool is at the same location. Together, both schools have about 90 students. Exhibit 22. The Esalen Institute also has a school for pre-school children, the Gazebo School Park Early Childhood Program. Exhibit 23. In addition, the Esalen Institute, known as an alternative educational center, provides courses and workshops for continuing education credit for nurses, psychologists, Therapeutic Massage and Bodyworkers, Marriage and Family Therapists, and Licensed Clinical Social Workers. Exhibit 23.

Churches. The community of Big Sur has two churches: Santa Lucia Chapel, near Big Sur Campground and Cabins, and Saint Frances of the Redwoods, located just south of the Glen Oaks Motel and Restaurant in Big Sur. Exhibit 24. *See also* Exhibit 18.

Population. As demonstrated above, the residents of the community of Big Sur own and operate businesses, and work in those businesses catering to tourists and residents, and include a

wide variety of artists, craftsmen, and professional services. The Big Sur Chamber of Commerce estimates the population of the community to be approximately 1500, although it is believed that the population is undercounted in the Census. *See* Exhibit B (Statement of Peter Mieuli) attached to Coyote's November 13, 2001, Comments and Counterproposal. *See also* Statement of Lisa Poe, Exhibit 5. The Post Ranch Inn web site, on its "Big Sur Community" link, describes Big Sur as "a community of under 1,400 residents."¹ Exhibit 25. The U.S. Gazetteer of the U.S. Census Bureau indicated the 1990 population served by the Big Sur Post Office was 1669. Exhibit 26. Year 2000 census figures were not yet available.

Community. Although Big Sur is not an incorporated town, the residents of Big Sur believe it is a community. Statements from local residents and business owners to that effect are attached as Exhibit 2, 5, 17, and 31.² Ann Ashley, who has lived in Big Sur for roughly three years, and has been visiting Big Sur for more than 20 years, describes how Big Sur is a closely knit community. The residents have to provide their own source of entertainment by socializing together because they live far from other populated areas. Ms. Ashley is the President of the Board for the Big Sur Health Center. Ms. Ashley states that she and her husband "(and many, many others) are active members of several community organizations." Exhibit 17.

Another example of how the Big Sur community pulls together in time of need, the Big Sur Arts Initiative ("BSAI") was formed three years ago by local residents who were stranded when the roads to the North and South of their community were washed out, and their children's school was closed down because teachers were stuck on the wrong side of the mud slides.

¹ The 1993 Rand McNally *Commercial Atlas and Marketing Guide*, page 267, in its index of cities, towns, counties, transportation-lines, banks and post offices, however, indicates the population of Big Sur is 520.

² Given that Coyote did not become aware that these Reply Comments were due to be filed the day after Christmas until just a few days before the Christmas holiday, Coyote was unable to contact many of the leads that residents provided as sources for statements.

Exhibit 27. Those “winter storms galvanized our community” to form BSAI in order to provide education to the children of Big Sur until the roads opened and regular school classes resumed, but the projects and commitment of BSAI to Big Sur children and families continue. *Id.*, see also Exhibit 31. The Executive Director, Ellen Gafill, reports on BSAI’s web site that she “grew up in Big Sur, hungry for the opportunities that we [BSAI] are now attempting to provide.” Exhibit 27.

The community has a business organization, the Big Sur Chamber of Commerce. The Chamber states on its web site that “Big Sur is a community rich in artistic and creative talent. In this fertile seedbed many wonderful grassroots projects spring forth.” Exhibit 10. The Chamber’s list of Big Sur educational and nonprofit organizations are printed out in Exhibit 10, and include the Big Sur Arts Initiative, the Big Sur JazzFest, the Big Sur International Marathon, the Big Sur Land Trust, Captain Cooper School, Esalen Institute, and The Henry Miller Library.

Lack of Broadcast Services. Ann Ashley, President of the Big Sur Health Center, states that she receives no radio or broadcast TV where she lives on Pfeiffer Ridge. She would welcome a radio station that could serve the local residents and businesses of Big Sur, particularly in times of emergency. Exhibit 17. Frank Pinney, Chief of the Big Sur Volunteer Fire Brigade, indicates that they have been on a “continuous quest to improve communications throughout the community. . . .” Exhibit 31. Peter Mieuli, Vice President of Coyote, attests that when he drove through Big Sur, no daytime AM stations could be received, and the only FM reception was from a translator of radio station KUSP, licensed to Santa Cruz, California. Exhibit 1. The John Rabold web site “Guide to California’s Big Sur” also confirms that the only local radio service in the Big Sur Valley was a “repeater” for KUSP. Exhibit 28. According to

the FCC's CDBS site, KUSP is a non-commercial educational station. Santa Cruz is located on the North side of Monterey Bay, approximately 70 road miles from Big Sur. *See* Exhibit 6.

Commission Precedent. The Commission has allotted FM stations to communities which have fewer attributes of a community than does Big Sur. In *Belfry and Harold, Kentucky*, 6 FCC Rcd. 6019, 6020 (Mass Med. Bur. 1991), the Bureau found that Harold, Kentucky, had a population of 600, and had a "post office, an elementary school, at least one church, and several small businesses." Harold was not a census designated place, was not incorporated, did not have definable boundaries, and did not have a government of its own. *Id.* at 6019. In granting Harold community status, the Bureau cited to:

a number of letters from businesspeople, describing the community and a number of photographs which identify the various institutions which lie within the community of Harold. Although Floyd maintains that Harold has no local government and provides no municipal services, the Commission has stated that a municipality need not provide every public service such as police, fire protection, water and electricity services on its own in order to merit community status. Similarly, the absence of a newspaper or a bank is not fatal to community status.

Id. at 6020.

Likewise, Coyote has met its burden of proving that Big Sur is a community. Letters from residents and business owners affirming their belief that Big Sur is a community, as well as photographs of various institutions, are attached throughout the exhibits hereto and also in Exhibit 30.³ Additional references to community activism are set forth in the print outs from the Big Sur Chamber of Commerce's web site, which are attached as exhibits, as are pictures of and links to the community's businesses and organizations printed from those web sites. Big Sur has

³ It should be noted that many of the buildings and businesses of Big Sur are designed to blend with the beautiful scenery. The commercial development's "intrusion on the scenery is very modest." Exhibit 4, p. 2.

a post office, volunteer fire department, public elementary school, public library, two churches, a medical facility, highly rated restaurants and resort accommodations, active arts and community groups, the Big Sur Chamber of Commerce as a business organization, and several small businesses. These attributes serve to illustrate that the people living in Big Sur are a distinct population grouping who have a strong bond with their community and share common community interests.

Conclusion

Big Sur is a community, and the Commission should recognize that Big Sur is a community for purposes of an FM allotment. Big Sur's residents are closely knit, and actively involved in endeavors to improve the quality of life and services available in Big Sur. Although its residents number approximately 1500, roughly 3,000,000 drivers pass through their community each year. That community is isolated from radio service, and deserves its first local service.

COYOTE COMMUNICATIONS, INC.

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Telephone: 202/965-7880

By 
Melodie A. Virtue
Its Attorney

December 26, 2001

TABLE OF EXHIBITS

Exhibit

1	Declaration of Peter Mieuli
2	Statement of Stan Russell
3	<i>El Sur Grande</i> Map of Big Sur
4	Rabold's Guide to Big Sur
5	Statement of Lisa Poe
6	Rand McNally Road Atlas
7	Lodging in Big Sur
8	Dining in Big Sur
9	Shopping and Art Galleries in Big Sur
10	Community Links
11	Calendar of Events
12	Directory of Big Sur services from <i>El Sur Grande</i>
13	Henry Miller Library
14	Big Sur Natives dance and percussion group
15	Miscellaneous Services
16	Emergency Services
17	Statement of Ann Ashley
18	Photo of Big Sur Health Center
19	Photo of Post Office
20	Zip Code Area Map
21	Photos of Multi-Agency Facility at Big Sur Station
22	Captain Cooper School
23	Esalen Institute
24	Churches in Big Sur
25	Post Ranch Inn Community link
26	U.S. Gazetteer Zip Code Population in Big Sur
27	Big Sur Arts Initiative history
28	Local Radio availability
29	Photo of Library
30	Additional photos of Big Sur businesses
31	Statement of Frank L. Pinney, III



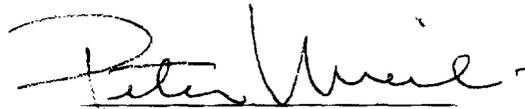
DECLARATION OF PETER MIEULI

I, Peter Mieuli, Vice President of Coyote Communications, do hereby declare and state as follows:

1. Coyote Communications intends to apply for Channel 240A at Big Sur, California, in the event that the FCC allots that channel to the community. Coyote commits to building the station promptly if it is granted a construction permit.
2. I traveled to Big Sur and took the photographs of various locations within the community of Big Sur that are attached as exhibits to the Reply Comments.
3. I spoke with several residents and business owners in Big Sur and solicited the letters that are attached to the Reply Comments.
4. While in Big Sur, I was not able to receive any daytime AM service on my car radio. The only FM reception was from a translator for KUSP, Santa Cruz, California, which is approximately 70 miles North of Big Sur. I was told by a representative of the Big Sur Chamber of Commerce that the only television service available to residents of Big Sur is via satellite dishes.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this 26 day of December 2001.


Peter Mieuli

December 21, 2001

To whom it may concern:

I understand that the FCC is considering allotting a new FM station to Big Sur, California. I am the owner of Big Sur Internet, an Internet Service Provider. My address is 9121 Sycamore Canyon Road, Big Sur, California 93920. I also help out at the Big Sur Chamber of Commerce, answering the phones, and am responsible for maintaining and updating the Chamber's web page with a url of www.bigsurcalifornia.org. I have been a resident of Big Sur since 1999.

I personally feel that Big Sur is a community. As detailed on the website, Big Sur is home to restaurants, gift shops, art galleries, gas stations, and grocery stores. We have resorts, hotels, lodges, cabins and campgrounds to house the many tourists who come to Big Sur. I understand that CalTrans estimates that 3,000,000 drivers traverse Scenic Highway Route 1 through Big Sur annually.

We have a post office, and a Multi-Agency facility that houses the Forest Service office, the Tourist Information Office, and CalTrans, and also serves as the Community Meeting Center. We have two churches, a public library, public elementary school, a volunteer Fire Department, and a health center that provides general medical services, including pediatric, OB-GYN, minor surgeries, and emergency care. Our community also has several professional services, such as two real estate brokers, several construction companies, an engineering firm, and a Certified Public Accountant.



By

Stan Russell
9121 Sycamore Canyon Road
Big Sur, California 93920

Carmel
Carmel Mission
Point Lobos
Garrapata State Park

Hurricane Point
Bixby Bridge
Point Sur Lighthouse
Old Coast Road

"VILLAGE SHOPS"
Heartbeat Gift Gallery
River Inn
Local Color
Big Sur Arts Center
Village Pub
Big Sur Garage
Bonita Roadhouse
Pfeiffer Beach
Post Office
Big Sur Deli / Bazaar
Loma Vista
Big Sur Bakery
Garden Gallery Gift Shop
Post Ranch Inn
Nepenthe/Phoenix/Cafe Kiva

Andrew Molera State Park
Big Sur Campground & Cabins
Riverside Campground & Cabins
Ripplewood Resort
Glen Oaks Motel
Fernwood Motel/Campground
Big Sur Lodge
Pfeiffer Big Sur State Park
Multi-Agency Facility - Ranger Station (Information)
Ventana Inn / Campground
Hawthorne Gallery
Henry Miller Library
Deetjen's

Ventana
Partington Cove
Julia Pfeiffer Burns State Park
Coast Gallery
The Growing Edge
Esalen Institute
Big Creek Reserve
Wilderness

Lucia
Lucia Lodge
New Camoldoli Hermitage
Limekiln State Park
Kirk Creek Campground
Mill Creek
Nacimiento-Ferguson Road
Prewitt Creek
Sand Dollar Beach
Jade Cove
Pacific Valley Ranger Station
Plaskett Creek Campground

Gorda
Gorda Springs Cottages
Salmon Creek Waterfall
Ragged Point Inn

San Simeon
Hearst Castle State Historical Monument
San Simeon Beach Bar & Grill
San Simeon

PHOTOGRAPHS:
1. A wooden cabin with a porch, nestled in a dense forest.
2. A wide, sandy beach with several people walking along the shore.
3. A group of people gathered around a large rock in a stream, possibly for a picnic or social gathering.

Big Sur, California

Photography by Stan Russel

Road Map: Central Big Sur Region

The **Road Map** sections of this guide have their information organized geographically, from north to south. Each major location the traveler encounters along this portion of California Highway 1 is indicated, and most are described. Each location's position on Highway 1 is displayed in two ways. [\[More information\]](#) Links are provided to the other sections of the guide and to selected relevant sites elsewhere on the Web. Some external links are denoted by ●●● small dot icons, especially where there are several sites on the Web that are descriptive.



[Main Big Sur page](#)

[Contents of this page](#)

[Andrew Molera State Park](#)

[Big Sur Valley Area](#)

[Pfeiffer Big Sur State Park](#)

[Big Sur Station](#)

[\[continue northbound \]](#)

[Pfeiffer Beach](#)

Andrew Molera State Park

[Sea Lion Cove](#)

From north: 22 miles / 35 km | From south: 68 miles / 110 km | [MON 51/52](#)

[Julia Pfeiffer Burns State Park](#)

Entrance Fee: \$3 | Information 831.667.2315 ●

[Esalen Institute](#)

This is the area's largest state park, though much of its area is accessible only to hikers, bicyclists, and equestrians. See [Hiking the Big Sur Country: The Ventana Wilderness](#) by Jeffrey P. Schaffer for more information.

[Contents of this Big Sur site](#)

- Restrooms
- Camping: State Park Campground
 - No reservations accepted (first come, first served)
 - group camping available
 - no vehicle access; walk-in only
- Picnic Area
- Scenic Vista
- Hiking and running: 20 miles of trails
- Bicycling - Bike trails: on three trails
- Horseback Riding
 - Molera Horseback Tours 831.625.5486 / 800.942.5486
- Coastal Access
- Fishing (river and ocean)
- Swimming (river)
- Surfing

Big Sur Valley Area

*From north: 24 to 30 miles / 38 to 48 km
From south: 60 to 66 miles / 97 to 107 km | [MON 43/48](#)*

Information:

Big Sur Chamber of Commerce
P.O. Box 87
Big Sur CA 93920 USA
Phone 831.667.2100
Web <http://www.bigsurcalifornia.org/>

The valley of the Big Sur River may be considered to be the core of "Big Sur". Although much of the length of the Big Sur River, as it courses toward the ocean, lies within Pfeiffer Big Sur and Andrew Molera State Parks, a large part lies on private land or land under the jurisdiction of the U.S. Forest Service. Some commercial development has been permitted on these lands. (Its intrusion on the scenery is very modest.)

A portion of 19.5 miles (31 km) of the Big Sur River is designated a "Wild River" under the federal Wild and Scenic Rivers Act.

As it travels south past Big Sur Station, California Highway 1 climbs the southwest side of this valley, crosses a crest, and returns to cliffs above the Pacific. For the purposes of this guide, these privately held lands are considered to be part of the Big Sur Valley Area and thus in the core of Big Sur, because they belong there philosophically. In this southern area of the core are such venerable Big Sur institutions as Post Ranch Inn, Ventana Inn, Deetjen's Big Sur Inn, and Nepenthe Restaurant and its Cafe Kevah and Phoenix gift shop. One might stretch the point, and the definition of the core of Big Sur, far enough south to include Esalen Institute, also for philosophical reasons.

For most of the institutions in the Big Sur Valley Area named below, the approximate distance in miles south of the Carmel River Bridge is shown in [brackets] immediately following the name. Any links to other Web sites are then denoted by ● ● small icons, followed by telephone numbers.

- Restrooms
- Public Telephone
- Public Transit stops (seasonal) [24] [25] [28] [29]
- Gasoline (includes diesel)
- Food - Restaurants
 - Big Sur River Inn [24] ● 831.667.2700 / 800.548.3610
 - Cafe Kevah [29] 831.667.2344
 - Cielo [28] ●  831.667.4242 / 831.667.2331 / 800.628.6500 / fax 831.667.2419
 - Coast Cafe [30] 831.667.2301
 - Deetjen's Big Sur Inn [30] 831.667.2378
 - Fernwood Bar & Grill [25] 831.667.2422
 - Glen Oaks Restaurant [25] 831.667.2264
 - Loma Vista Cafe Gardens [28] 831.667.2818
 - Nepenthe [29] ● 831.667.2345 / fax 831.667.2394