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May 16, 2003

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MAY 16 2003

HOWARD J. BRAUN
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Federal Communications Commission
Office of Secretary

VIA HAND DELIVERY

Marlene Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, S.W.
Washington, DC 20554

Re: DA03-622
RM-10666
Comments of Selective TV, Inc.

Dear Ms. Dortch:

On behalf of our client, **SELECTIVE TV, INC.** there is enclosed herewith for filing in the above referenced proceeding an original and four copies of its Comments In Support of NTA's Proposal to Establish A Rural Translator Service.

Should there be any questions concerning this matter, please contact the undersigned.

Very truly yours,


Howard J. Braun

No. of Copies rec'd 014
List A B C D E

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, DC

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MAY 16 2003

Federal Communications Commission
Office of Secretary

In re Inquiry to)
)
ESTABLISH A NATIONAL RURAL) DA 03-622
TRANSLATOR SERVICE) RM-10666
)
To: MEDIA BUREAU)

**COMMENTS IN SUPPORT OF NTA'S PROPOSAL
TO ESTABLISH A RURAL TRANSLATOR SERVICE**

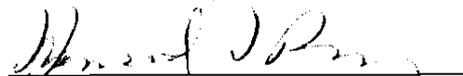
SELECTIVE TV, INC. ("STV"), by its attorneys, hereby files its Comments in response to the Commission's Notice of March 6, 2003 herein requesting comments on the National Translator Association's ("NTA") request to establish a new rural TV translator service. In support thereof, the following is shown:

1. STV is the licensee of 17 UHF TV translators licensed to Alexandria, Minnesota. A list of STV's licenses is appended hereto as Exhibit A. STV is a non-profit corporation organized over 20 years ago to provide free broadcast and other important program services to tens of thousands of homes in the rural west central Minnesota area many of which, but for STV's efforts, would be deprived of free over the air TV service. Currently, STV provides TV translator service to Douglas County, Minnesota and portions of surrounding counties.
2. Tourism and agriculture are the major businesses in STV's service area and it relies on voluntary contributions to sustain its TV translator operations. Importantly, STV is vitally concerned that TV translators in America continue to flourish in a conducive regulatory environment and that such stations, especially in rural areas such as Alexandria, Minnesota, continue to provide free over the air programming to such areas. It is for this reason that STV fully supports NTA's rulemaking proposal.

3. More specifically, on March 6, 2003, the FCC issued a Notice herein inquiring whether the agency should proceed with a full scale rule making proceeding to establish a national rural translator service as proposed by the NTA. NTA properly believes that inauguration of such a new service will help ensure the delivery of free broadcast services to rural America, especially during the digital conversion. STV believes that NTA has presented cogent and compelling reasons for the Commission to institute rulemaking proposing simplified procedures to establish a new rural TV translator service to serve America's hinterlands and rural areas.

4. Accordingly, STV urges the FCC to solicit formal comments from all interested parties on NTA's request. In short, given the Commission's avowed goal of establishing a DTV broadcast service with the attendant benefits of HDTV, a free over the air commercial and non-commercial broadcast service can only be guaranteed in rural areas by TV translators in the manner proposed by NTA. Given these circumstances, NTA's rulemaking proposal ought to be adopted by the Commission.

Respectfully submitted,
SELECTIVE TV, INC.



By: Howard J. Braun, Esq.
Its Attorneys

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May 16, 2003

Selective TV, Inc.

K16CO, Alexandria, MN
K18DG, Alexandria, MN
K26CL, Alexandria, MN
K30AF, Alexandria, MN
K32EB, Alexandria, MN
K34AF, Alexandria, MN
K36AA, Alexandria, MN
K38AC, Alexandria, MN
K48DV, Alexandria, MN
K50DB, Alexandria, MN
K52DZ, Alexandria, MN
K55ID, Alexandria, MN
K58DS, Alexandria, MN
K60EJ, Alexandria, MN
K62AU, Alexandria, MN
K65HD, Alexandria, MN
K67HI, Alexandria, MN

CERTIFICATE OF SERVICE

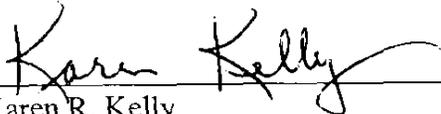
I, Karen Kelly, a secretary at Katten Muchin Zavis Rosenman, hereby certify that on this 16th day of May 2003, a copy of the foregoing **COMMENTS IN SUPPORT OF NTA'S PROPOSAL TO ESTABLISH A RURAL TRANSLATOR SERVICE** was sent via first class US Mail, to the following:

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Karen R. Kelly