



October 23, 2007

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

P.O. Box 9897  
4100 Wisconsin Avenue, NW  
Washington, DC 20016

Tel (202) 966-1956  
Fax (202) 966-9617

Re: Ex Parte Communication: Third Periodic Review of the Commission's Rules Affecting the Conversion to Digital Television, MB Docket 07-91

Dear Ms. Dortch:

On October 18, 2007, the Association of Maximum Service Television staff accompanied by MSTV's Engineering Committee met with the Media Bureau and the Office of Engineering and Technology to discuss the comments filed by MSTV on the FCC Third Periodic Review MB Docket 07-91. The following members from the Media Bureau and OET were present in the meeting: Eloise Gore (MB), John Gabrysch (MB), Evan Baranoff (MB), Gordon Godfrey (MB), Clay Pendarvis (MB), Kevin Harding (MB), Mary Beth Murphy (MB), Monica Desai (MB), Mazifa Sawez (MB), Kim Mathews (MB), Maureen McCarthy (MB), Alan Stillwell (OET), Ira Keltz (OET), Julie Knapp (OET) and Nam Pham (OET). Members of the MSTV staff and the MSTV Engineering Committee who were present at the meeting are listed in Attachment A.

As highlighted in its comments, the MSTV staff urged the Commission to create a sensible, streamlined, and bright-lined approach that would apply in the one-year window before February 2009 and the one-year window after February 2009, and proceeded to explain some of the challenges facing the industry in accomplishing this historic transition.

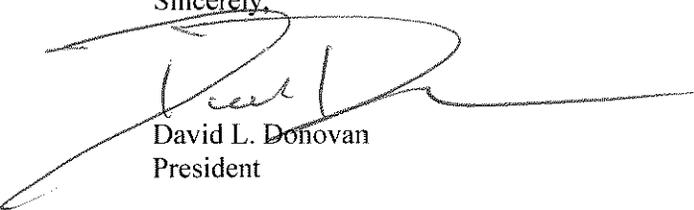
The discussion focused on three areas the Commission needed to address in this rulemaking. The first area encompasses stations that have elected to return on their NTSC channels and were granted antenna patterns in Table B that, while they replicate their DTV coverage on paper, cannot be physically built or, if the licensee elects to use his existing analog NTSC antenna, will require a severe reduction in DTV service. This is especially relevant for DTV stations currently operating at UHF and going back to their VHF channels. The Commission's staff stated that they were aware of this issue and urged stations that are faced with this problem to file petitions for reconsideration in the companion proceeding (MB Docket 87-268) to correct their antenna patterns in Table B. Petitions for Reconsideration are due on October 26, 2007. MSTV staff stated that they also plan to file a petition for reconsideration on this issue.

The second area focuses on the need for flexibility pre and post February 2009 to allow the industry to adjust and maximize their final facilities. This flexibility is needed to afford the industry the ability to effectively plan and use the available resources, and overcome some of the potential shortages in equipment and qualified professional installers of towers and antennas that are currently facing the industry. We described several examples of what a broadcaster will have to go through to complete the build out of its final facilities and highlights the need for flexibility pre and post February 2009.

In this regard, there was an extensive discussion concerning antennas and broadcast towers. Specifically, participants noted that a "top mounted" broadcast antenna could be 66 feet in length and weigh as much 15,000 pounds. We explained that top-mounted antennas could not be refitted as "side-mount" antennas. Moreover, for a variety of engineering reasons, "side-mount" antennas cannot be mounted on the top of a tower. We also explained that depending on the location of the antenna, a side-mounted antenna may not cover the entire service area of the stations. The coverage area would depend on factors such as whether the side mounted antenna is omni-directional or directional, the height of the side mounted antenna, and the location of the side-mounted antenna on the tower. All of these factors relate directly to the FCC's proposal concerning coverage and antenna replacement by February 17, 2009. To give the staff some sense as to the size of these antennas, see Attachment B.

The third area focuses on the need to relax the interference criteria during the twelve months after February 2009 for stations going back to their NTSC to be able to replicate their NTSC coverage. This is especially important for stations that are going back to their VHF channels, and would not be able to serve their existing NTSC viewers especially with the current freeze on accepting maximization applications. In addition, there were discussions relating to the Commission's timetable for completing this rulemaking and the need for the Commission to grant all licenses by late spring of 2008 in order for broadcasters to meet the February 2009 deadline. Also at that meeting, the FCC staff was interested in knowing about the typical size and weight of broadcast antenna. Attachment C are photographs of a typical UHF broadcast antenna lying on the ground before installation and its installation on a tower.

Sincerely,



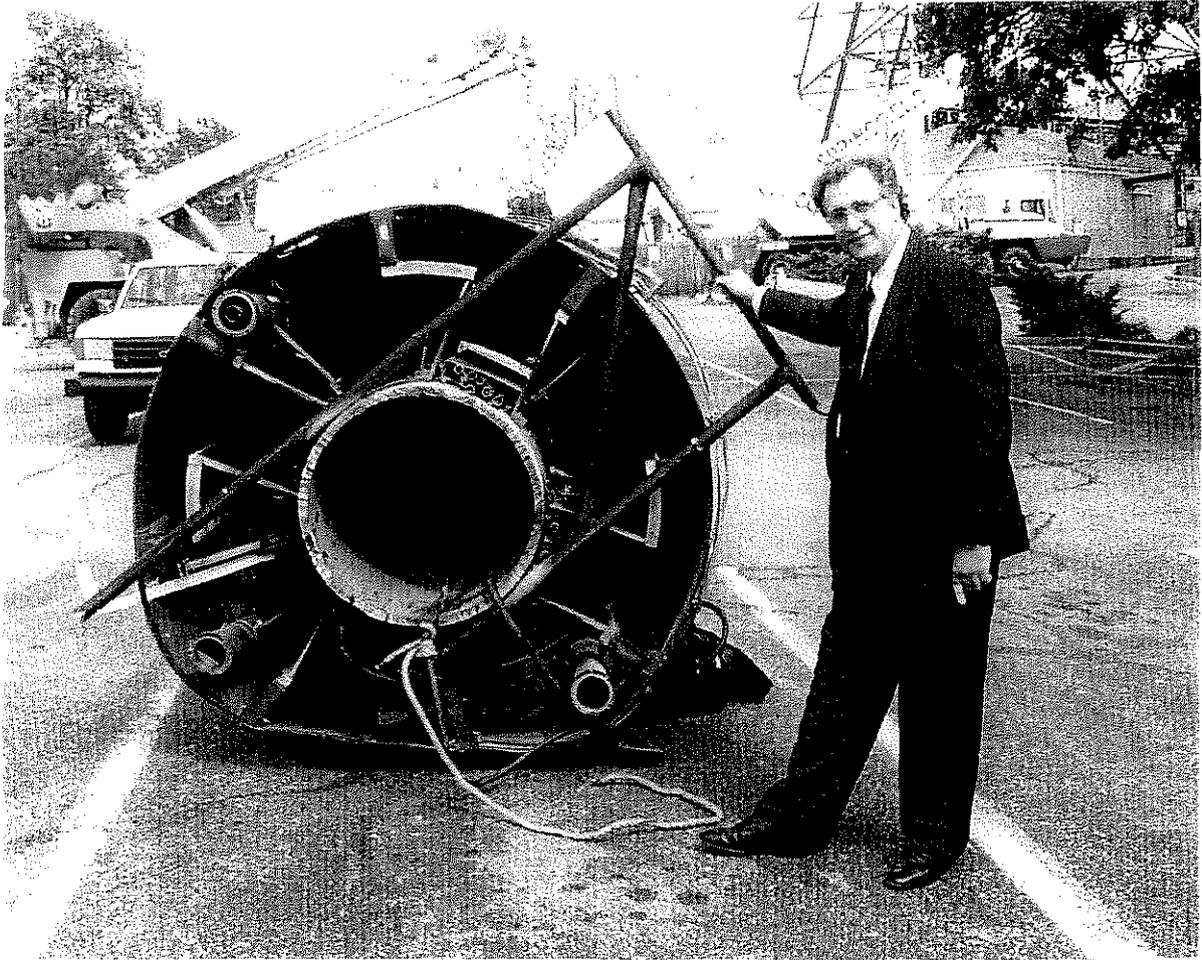
David L. Donovan  
President

Attachment A

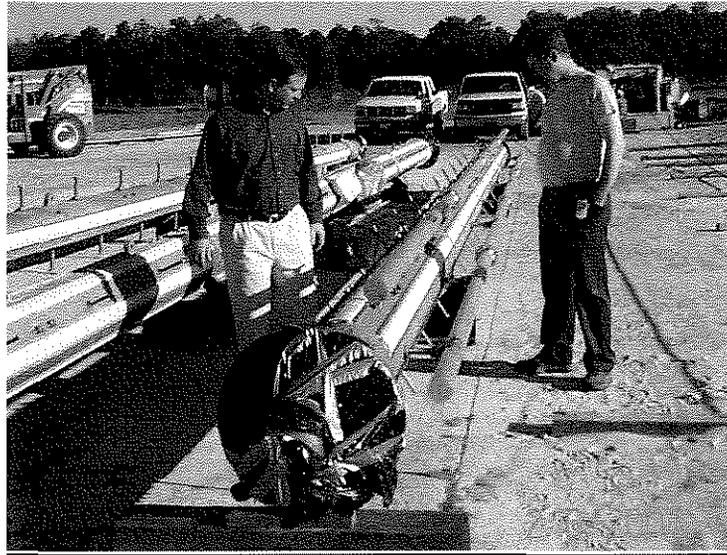
**List of Attendees**

Doug Lung, NBC/Universal  
Michael Doback, Scripps Howard  
Marvin Born, Dispatch  
Robert Richardson, Media General  
Leonard Charles, Morgan Murphy Media  
Merrill Weiss, Redding Broadcasting  
Sterling Davis, Cox Broadcasting  
Talmage Ball, Bonneville  
Bob Seidel, CBS  
Jeff Jordan, ABC  
Susan Fox, ABC  
Bill Beam, ABC  
Winston Caldwell, Fox  
Mike Keller, Hearst-Argyle  
Brady Dreasler, QNI  
Andy Bater, Tribune  
Anne Lucey, CBS  
Wayne Kube, Belo  
Ardell Hill, Media General  
Frank D. Torbert, Post Newsweek  
David Donovan, MSTV  
Bruce Franca, MSTV  
Victor Tawil, MSTV

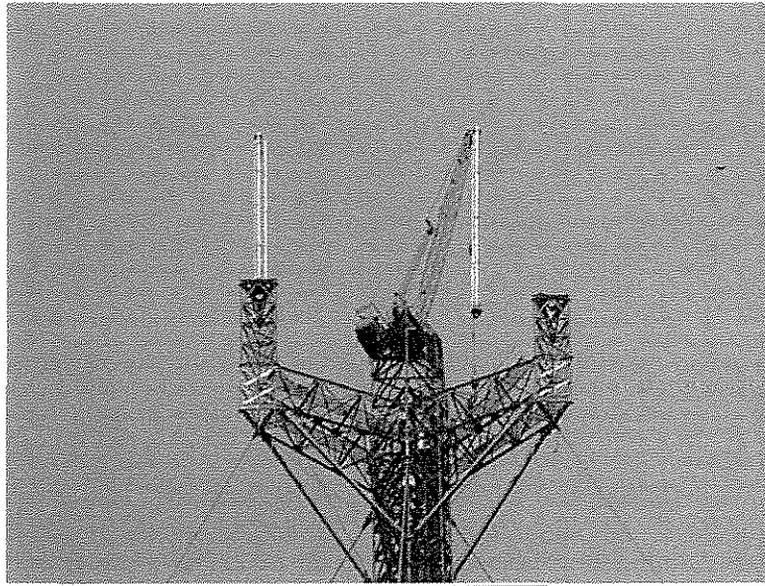
Attachment B



Attachment C



UHF DTV antenna for WKMG-DT in three separate sections on the ground prior to installation



Installation of WKMG-DT antenna on Tower