

**Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554**

In the Matter of )  
 )  
Advanced Television Systems )  
And Their Impact Upon the Existing ) MB Docket No. 87-268  
Television Broadcast Service )

**To: Office of the Secretary  
Federal Communications Commission**

**PETITION FOR RECONSIDERATION**

Gannett Co., Inc (“Gannett”), by its attorneys and pursuant to § 1.106 of the Commission’s rules, hereby petitions for reconsideration of the *Seventh Report and Order and Eighth Further Notice of Proposed Rulemaking in the Matter of Advanced Television Systems and Their Impact Upon the Existing Television Service*, MB Docket No. 87-268, FCC 07-138, 42 CR 1, released August 6, 2007 (*Seventh Report and Order*”), as set forth below. Gannett indirectly owns 23 television stations whose digital channel allotments and operating facilities are described in Appendix B of the *Seventh Report and Order* (the “*DTV Table*”). Reconsideration is hereby requested with respect to the facilities prescribed in the *DTV Table* for 11 of those stations.<sup>1</sup> The potential issues relating to these stations are discussed generally below. Supplemental engineering

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<sup>1</sup> WLBZ(TV) (N02/D25), Bangor, ME; WZZM-TV (N13/D39), Grand Rapids, MI; WMAZ-TV (N13/D04), Macon, GA (WMAZ-TV was initially assigned D45 and modified its channel assignment through rulemaking in 2001); WBIR-TV (N10/D31), Knoxville, TN; KXTV(TV) (N10/D61), Sacramento, CA; KUSA-TV (N09/D16), Denver, CO; KARE(TV) (N11/D35), Minneapolis, MN; KPNX(TV) (N12/D36), Mesa (Phoenix), AZ; KNAZ-TV (N02/D22), Flagstaff, AZ; WTSP(TV) (N10/D24), St. Petersburg, FL; and WUSA(TV) (N09/D14), Washington, DC. As discussed in this petition, each of these stations was allotted a UHF channel for its interim DTV operation and has elected to return to its VHF analog channel for operation post-transition.

analysis with respect to each station requiring changes in the table will be submitted within 15 days.<sup>2</sup> Leave to submit supplemental engineering materials is hereby respectfully requested.

The Commission has consistently emphasized the importance of maintaining service to existing analog viewers when stations convert to digital operations.<sup>3</sup> In the *Seventh Report and Order* it modified the facilities allotted to 30 stations whose post-transition channels differed from their pre-transition DTV channels, in order to permit the stations to provide service to the area served by their analog facilities. In doing so, the Commission acknowledged that with the facilities allotted in the *DTV Table*, some stations would not be able to reach with their digital signal the areas served by their analog facilities. Gannett has found this problem to exist at its stations where either of two scenarios is present.<sup>4</sup>

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<sup>2</sup> A joint petition for reconsideration has been submitted under separate cover on behalf of Stations WUSA(TV) and WJLA(TV), Washington, DC, licensed respectively to Gannett and Allbritton Communications. Further engineering support for that petition will also be provided, as appropriate, by this date.

<sup>3</sup> *Advanced Television Systems and Their Impact upon the Existing Television Broadcast Service*, Sixth Report and Order, FCC 97-115, rel. April 21, 1997 (para. 12) (in making DTV channel allotments, the FCC attempted “to identify digital TV allotments that to the extent possible, will allow all existing broadcaster to provide DTV service to a geographic area that is comparable to their existing NTSC service area”); *Seventh Report and Order*, (para. 62) (“DTV channels were chosen to allow service on the channel to best match the Grade B service contour of the analog station with which it was paired”; referred to later as the “replication goal”); *Second Periodic Review of the Commission’s Rules and Policies Affecting the Conversion To Digital Television*, Report and Order, 19 FCC Rcd at 18311(2004) (para. 72) (“each DTV channel allotment was chosen to allow DTV service thereon to best match the Grade B service contour of the NTSC station with which it was paired . . . to ensure that broadcasters have the ability to reach the audiences that they have been serving with the NTSC analog transmission system and that viewers continue to have access to the stations that they are accustomed to receiving over the air.”)

<sup>4</sup> In conjunction with the submittal of detailed engineering materials for each affected station it may be necessary also to request a change in the facility certification made for a given station in its FCC Form 381 submission. See, *Seventh Report and Order*, para. 39.

First, the problem arises where analog VHF stations were initially assigned UHF DTV channels that did not fully replicate their analog service areas because the Commission elected to cap DTV power at UHF stations at 1000 kW. These stations, if they then elected to return to their analog channels for post-transition operations, as several of Gannett's stations have chosen to do, sometimes find that they cannot replicate their analog service area with the facilities allotted in the *DTV Table*, because the table reflects the service area of the power-capped UHF operation.<sup>5</sup>

Second, several of Gannett's stations that have chosen to revert to their VHF channel for post-transition digital operations have found that the theoretical facilities authorized in the *DTV Table* cannot be built without a reduction in power and concomitant reduction in service. This is because of a mismatch between the *DTV Table's* theoretical antenna pattern and the VHF antenna pattern the stations are intending to use, such as their existing VHF analog antenna. Unless the parameters specified in the table for these stations is changed, they may be forced to reduce their post-transition DTV power levels simply to keep their post-transition VHF operations contained entirely within the theoretical allotment contours specified by the *DTV Table*.<sup>6</sup>

Gannett is committed to achieving the full analog-to-digital replication goal desired by the Commission at each of its stations. It has undertaken to identify the specific changes in the table that are necessary for each station to most nearly achieve that goal. The studies to determine the changes needed at each station have not been

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<sup>5</sup> This problem specifically affects the following Gannett stations: WZZM-TV, WMAZ-TV, KXTV, KUSA-TV, KNAZ-TV, WLBZ, and WUSA.

<sup>6</sup> This problem specifically affects the following Gannett stations: WBIR-TV, KARE, KPNX, and WTSP.

completed due to the fact that the Commission's Consolidated Database System ("CDBS") was not functional beginning late in the day on October 22 through October 24. Gannett intends to complete its studies by November 9 and will submit them as a supplement to this petition as soon as they are completed.

Respectfully submitted,

GANNETT CO., INC.

By: /s/ Marnie K. Sarver  
Marnie K. Sarver

Wiley Rein LLP  
1776 K. Street NW  
Washington, DC 20006  
(202) 719-4289  
(202) 719-7049 (fax)

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Its Attorneys