

April 21, 2008

VIA COURIER

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

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Federal Communications Commission
Office of the Secretary

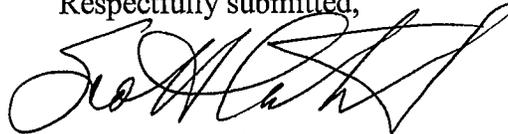
TO: Office of the Secretary
Attention: Media Bureau
Video Division

Re: **PETITION FOR RECONSIDERATION**
MB Docket No. 87-268
WHNS-DT (Greenville, South Carolina)
Facility Identification Number 72300

Dear Ms. Dortch:

On behalf of Meredith Corporation, licensee of television station WHNS-DT, Greenville, South Carolina, and in an abundance of caution, we hereby transmit a Petition for Partial Reconsideration ("Petition") in response to the *Memorandum Opinion and Order on Reconsideration of the Seventh Report and Order* in the above-referenced proceeding. The Petition was submitted electronically via the Commission's ECFS, but, as seen on the submission's confirmation page, ECFS reports that an "ERROR OCCURED." To ensure the timely receipt of this Petition, a paper copy is submitted herewith.

Respectfully submitted,



Scott S. Patrick

Enclosures

cc(w/): Eloise Gore, Esq. (FCC)

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Meredith Corporation
...and Thank You for Your Comments

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 Docket: 07-268
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for stations changing DTV channels.⁴ To correct for this reduction, Meredith simply is requesting that the Commission restore the Station's prior allotment.

In 1997, the Commission assigned the Station an out-of-core DTV allotment, so the Station must switch DTV channels on February 18, 2009. To help all television stations avoid stranded investment, the Commission promised in 2004 that certain qualifying stations switching DTV channels "need only provide service to the same number of viewers as their replicated service area in order to preserve their right to maximize/replicate on their ultimate DTV channel."⁵ The Commission accordingly assigned the Station a fully protected allotment in the *Seventh R&O*.⁶

In 2007, the Commission indicated that only television stations reaching 95% of their allotted populations were assured grant of construction permits.⁷ Because of the mismatch between its allotted and actual antenna patterns, the Station could not reach this 95% threshold and accordingly sought in its October 2007 Petition for Reconsideration ("Petition") to eliminate this mismatch.⁸ In response, the *MO&O* mistakenly reduced the Station's allotted service area,

⁴ See Second Periodic Review of the Commission's Rules and Policies Affecting the Conversion to Digital Television, *Report and Order*, 19 FCC Rcd 18279, ¶ 78 (2004) ("*Second Periodic Review*").

⁵ *Id.*, ¶ 82 (the Station is in the top 100 markets and is associated with a top four affiliate, and it served 100% of its replicated service area to ensure protection of the full allotment).

⁶ See Advanced Television Systems and Their Impact Upon Existing Television Broadcast Service, *Seventh Report and Order*, 22 FCC Rcd 15581 (rel. Aug. 6, 2007), App. B ("*Seventh R&O*"); see also *Second Periodic Review*, ¶ 41 & n.81 (allowing stations to certify authorized, maximized facilities), FCC File Nos. BCERCT-20041105AJY and BMPCDT-20030917ADT.

⁷ Third Periodic Review of the Commission's Rules and Policies Affecting the Conversion to Digital Television, *Notice of Proposed Rulemaking*, 22 FCC Rcd 9478, ¶ 94 (2007).

⁸ See Petition for Partial Reconsideration of Meredith Corporation in MB Docket No. 87-268 (filed Oct. 26, 2007).

neither granting nor denying the Petition but effectively eliminating the protection promised in 2004.⁹

Meredith requests that the Commission revise the Table of Allotments to reflect a denial of the Petition and thereby restore the Station's allotment to that set forth in the *Seventh R&O*.¹⁰ Meredith has determined that it must apply for maximized facilities when the freeze lifts as scheduled in August 2008¹¹ to reach viewers inside the Station's analog Grade B contour. If the allotment is not restored as requested, the Station cannot obtain grant of these maximized facilities because the *MO&O* effectively reduced the Station's baseline service population. In other words, with the *MO&O* revising the Table of Allotments in a manner that did not provide protection of the Station's full allotment, the Station cannot avoid service losses. Because such losses are avoidable if the original allotment is restored, Meredith believes that consideration and grant of this instant petition is in the public interest.¹²

Specifically, Meredith requests that the allotment be restored as follows:

Facility ID	State and City		NTSC		DTV				
			Ch	Ch	ERP kW	HAAT (m)	Antenna ID	Latitude (DDMMSS)	Longitude (DDMMSS)
72300	SC	GREENVILLE	21	21	496	744	70350	351056	824056

⁹ See *MO&O*, App. D3.

¹⁰ *Seventh R&O*, App. B.

¹¹ Third Periodic Review of the Commission's Rules and Policies Affecting the Conversion to Digital Television, MB Docket No. 07-91, *Report and Order*, FCC 07-228, ¶ 148 (rel. Dec. 31, 2007).

¹² See 47 C.F.R. § 1.429(b)(3).

For these reasons, Meredith petitions for a revision of the Station's allotment back to that set forth in the *Seventh R&O*.

Respectfully submitted,
MEREDITH CORPORATION

/s/
By _____
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Dated: April 21, 2008