

**BEFORE THE  
FEDERAL COMMUNICATIONS COMMISSION  
WASHINGTON, D.C. 20554**

In the Matter of )  
 )  
Revitalization of the AM Radio Service ) MB Docket No. 13-249

**REPLY COMMENTS OF  
BUTTE BROADCASTING COMPANY, INC.**

Butte Broadcasting Company, Inc. (“Butte”), licensee of KKXX(AM), Paradise, California, Fac. Id 7909 and KYIX(FM), South Oroville, California, by its attorney, hereby submits these Reply Comments in response to the Notice of Proposed Rulemaking (“NPRM”) released by the Federal Communications Commission in the above-referenced proceeding.<sup>1</sup> Butte is pleased to find that many commenters called for similar actions as Butte proposed in its comments. Although, Butte at times made proposals that would go further to alleviate the obstacles facing AM broadcasters, for the most part its comments were in line with other broadcasters that submitted comments in the proceeding. In these Reply Comments, Butte will note where the majority of commenters agreed on avenues for the Commission to take to revitalize the AM service and where it believes the Commission can take action beyond what has generally been proposed.

**Opening an FM Translator Filing Window Exclusively  
for AM Licensees and Permittees is a Necessity**

Butte supported the Commission’s proposal to open a filing window for FM translators exclusively for AM station licensees and permittees (“AM Licenses”), but recommended that the window be limited to AM Licenses of daytime only and fulltime stations with nighttime power

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<sup>1</sup> See *In the Matter of Revitalization of the AM Service*, FCC 13-139, MB Docket. 13-249, Notice of Proposed Rulemaking (rel. Oct. 31, 2013) (“NPRM”). These comments are timely submitted as the Commission was closed on January 21, 2014.

of 10 kW or less. The majority of commenters supported the limited filing window, but not all of these would allow AM Licensees of fulltime AM stations with limited nighttime power to participate.<sup>2</sup> Butte supports Mount Wilson FM Broadcasters, Inc. and Porter County’s proposal to provide for the ongoing opportunity for AM stations to file for new FM translators after the initial filing window has closed. See Mt. Wilson, Section A and Porter County, Section A. AM stations should have the opportunity to take advantage of additional FM translator that otherwise comply with the Commission’s rules.

### **FM Translator Rules that Benefit AM Stations**

Butte argued that the Commission should modify the restriction that no portion of the 60 dBu contour of an FM translator that will rebroadcast an AM station extends beyond the lesser of (a) a 25-mile radius from the AM transmitter site, and (b) the 2 mV/m daytime contour of the AM station as the limitation to the 2 mV/m daytime contour of the AM station is sufficient to prevent the expansion of the AM service beyond the area initially licensed, but still provide the most flexibility for AM stations. A majority of the commenters suggested that the rule be modified. The Commission must do so and Butte suggests that its approach is a reasonable compromise amongst the approaches suggested in the comments.

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<sup>2</sup> See Comments of Mariana Broadcasting, Inc., at pg. 5; Comments of The Berkshire Broadcasting Corporation, pg. 2; Comments/Proposals of DAIJ Media, LLC, para. 1, Comments of Mount Wilson FM Broadcasters, Inc. (“Mt. Wilson”), Section A; Comments of Porter County Broadcasting Holding Corp., LLC (“Porter County”), at Sec. A; Comments of University of Northwestern – St. Paul, Sec. A. Bemidji Radio, Inc. commented that the filing window should be open to all of those holding AM radio authorizations. See Comments of Bemidji Radio, Inc., para. 1. While this is laudable goal, Butte believes that the Commission should take immediate action to assist the stations of most need, daytimers and those with limited nighttime service.

### **Modifications of Daytime Community Coverage Standards for Existing AM Stations**

A majority of the commenters support the request of the MMTC in regard to changing the required daytime signal strength over a station's community of license. The Commission should take this action. Butte suggested that the Commission also make this the standard daytime requirement for proposals for new stations and for existing stations that are proposing a change in the community of license. It still believes that such an expansion of the MMTC proposal is warranted and will bolster the ability of broadcasters to provide a quality AM service.

### **Modification of Nighttime Community Coverage Standards and Minimum Operation Power for Existing AM Stations**

Butte supports the elimination of the nighttime coverage requirement for existing licensed AM stations and those that must relocate their transmitter sites AND those that seeking to make related changes to their communities of license. The majority of commenters requested the elimination of the nighttime coverage requirements, at least for stations that would retain their communities of license. The additional flexibility to change the communities of license of AM stations is needed and the Commission should consider making this additional modification of its rules.

### **The Elimination of the AM "Ratchet Rule"**

A majority of commenters support the elimination of the "Ratchet Rule" and the Commission should make that change.

### **The Wider Implementation of Modulation Dependent Carrier Level Control Technologies**

Several commenters agreed with Butte that the Commission should allow for the implementation of other types of modulation to provide reductions in operating costs, provided that the Commission provide that the new modulation techniques do not cause interference with

existing broadcasters. See Mt. Wilson, Section E. Such a condition is reasonable and the Commission should allow for these changes.

#### CONCLUSION

The Commission proposed to take a number of actions that will aid those providing a valuable service with their AM authorizations. Actually enacting these proposals will breathe new life into the service. The Commission has ample support to enact these proposals and should do so as expediently as possible.

Respectfully submitted,

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March 20, 2014