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March 26, 2010

RECEIVED

FILED/ACCEPTED

Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554  
Attention: Anne Gallagher, Media Bureau

MAR 26 2010

Federal Communications Commission  
Office of the Secretary

Re: Pollack Broadcasting Co.  
WPLX, Germantown, Tennessee / Turrell, Arkansas  
Facility ID #52906  
Form 302-AM License Application

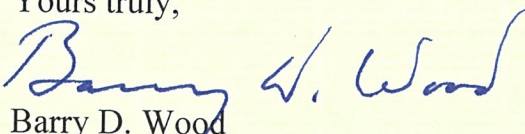
Dear Ms. Dortch:

On behalf of our client Pollack Broadcasting Co., we are submitting, in triplicate, an amendment to its pending application (FCC File No. BMML-2009 0824AMR) on FCC Form 302-AM, for a license to cover the permit (FCC File No. BMP-20070703ABC) for construction of new transmitting facilities for AM radio broadcast station WPLX, formerly licensed to Germantown, Tennessee, but authorized by that permit to relocate to Turrell, Arkansas.

The instant amendment supplies a response to a letter which the Commission's staff sent to Karen Ross, counsel to Educational Media Foundation (the previous owner of WPLX), with respect to the facilities constructed pursuant to the outstanding permit.

If there are any questions concerning this application, please contact Nathaniel J. Hardy, Jr. of this firm, or the undersigned.

Yours truly,

  
Barry D. Wood  
Counsel for Pollack  
Broadcasting Co.

AMENDMENT


Pollack Broadcasting Co. has pending before the Commission an application (File No. BMML-20090824AMR) on FCC Form 302-AM for a license to cover the permit for construction of new transmitting facilities for AM radio broadcast station WPLX to serve Turrell, Arkansas.

This amendment responds to a letter that Anne Gallagher of the Commission's staff sent to Karen Ross on December 11, 2009, posing certain questions about the license application. Ms. Ross is counsel to Educational Media Foundation (the previous owner of WPLX), which assigned the license for WPLX to Pollack Broadcasting Co. last October. Thus, Pollack Broadcasting Co. did not become aware of Ms. Gallagher's letter until last month.

Inasmuch as the Commission's questions related to the construction performed by the prior licensee, EMF's consulting engineer has prepared the attached materials relating to the construction of the new facilities of WPLX. Pollack Broadcasting Co. hereby amends the license application to supply these items.

Respectfully submitted,

POLLACK BROADCASTING CO.

  
\_\_\_\_\_  
William H. Pollack  
President

3-11-10  
Date





ENGINEERING STATEMENT IN SUPPORT OF AMENDMENT TO  
APPLICATION FOR LICENSE AND REQUEST FOR PROGRAM TEST AUTHORITY  
EMPLOYING MOMENT METHOD MODELING  
WPLX 1180 KHZ BMP-20070703ABC  
5 KW D, 3.5 KW CH, 0.026 KW N, DA-3  
TURRELL, ARKANSAS

FEBRUARY 2010

ENGINEERING STATEMENT IN SUPPORT OF AMENDMENT TO  
APPLICATION FOR LICENSE AND REQUEST FOR PROGRAM TEST AUTHORITY  
EMPLOYING MOMENT METHOD MODELING  
WPLX 1180 KHZ BMP-20070703ABC  
5 KW D, 3.5 KW CH, 0.026 KW N, DA-3  
TURRELL, ARKANSAS

STATEMENT

This engineering statement is submitted on behalf of Pollock Broadcasting Co. (hereinafter referred to as "Pollock"), licensee of AM station WPLX Germantown, Tennessee in support of an amendment to application BMML-20090824AMR for license and request for program test authority for WPLX. This statement is fully responsive to a December 11, 2009 letter from the Commission seeking supplemental information for the license application. The letter requested a revised circuit model to include the tower lighting choke, provision of antenna sample line impedance measurement at or near the carrier frequency with the sampling device connected and operating parameters specified on Form 302-AM to be identical with what was obtained with the moment method model.

CIRCUIT MODEL

The engineering statement of the license application stated the lighting chokes were disconnected for the tower impedance measurements. The tower base impedance measurements with the lighting choke in the circuit are:

#1: 65.0 +j 148.7

#2: 181.0 +j 284.4

Based on this information, the revised model data is as follows:

WPLX TOWER 1 (OTHER OPEN) REVISED

BRANCH LABEL NODES VALUE

1	V1	0	0	100.	
2	R1	1	0	100.K	
3	R2	1	2	0.1	
4	L1	2	0	566.5u	
5	L2	2	3	7.2u	
6	C1	3	0	20.p	
7	R3	3	0	66.9	J 100.3

FREQ.	PROBE	VALUE	dB	PHASE	PHASE DELAY
1.18M	V:1	0.163092	-15.751	66.745	-157.122n
1.18M	V:2	0.163053	-15.753	66.778	-157.198n
1.18M	V:3	0.117945	-18.566	56.541	-133.1n
1.18M	Z:R1	163.092	22.124	66.745	-157.122n

Z (IN) = 64.4 +j 149.8

WPLX TOWER 2 (OTHER OPEN) REVISED

BRANCH	LABEL	NODES	VALUE	
1	V1	0 0	100.	
2	R1	1 0	100.K	
3	R2	1 2	0.1	
4	L1	2 0	566.5u	
5	L2	2 3	7.4u	
6	C1	3 0	20.p	
7	R3	3 0	194.3	J 239.5

FREQ.	PROBE	VALUE	dB	PHASE	PHASE DELAY
1.18M	V:1	0.338052	-9.420	57.381	-135.078n
1.18M	V:2	0.337999	-9.422	57.395	-135.111n
1.18M	V:3	0.297649	-10.526	51.731	-121.777n
1.18M	Z:R1	338.052	25.290	57.381	-135.078n

$$Z (IN) = 182.2 +j 284.7$$

### SAMPLE SYSTEM

The sample line impedances with the sampling device, a toroidal current transformer, connected and measured at the carrier frequency are:

$$\#1: 49.5 -j 3.0$$

$$\#2: 50.0 -j 2.6$$

DECLARATION

The foregoing was prepared by or under the immediate supervision of Charles A. Hecht of Charles A. Hecht & Associates, Inc., Pittstown, New Jersey, whose qualifications are a matter of record with the Federal Communications Commission. All statements herein are true and correct of his knowledge except such statements made on information and belief, and as to those statements, he believes them to be true and correct under the penalty of perjury.

Respectfully submitted,

/s/

Charles A. Hecht  
Charles A. Hecht & Associates, Inc.  
16 Doe Run  
Pittstown, New Jersey 08867  
(908) 730-7959  
February 10, 2009