

**FEDERAL COMMUNICATIONS COMMISSION**  
**445 TWELFTH STREET, SW**  
**WASHINGTON, DC 20554**

**MEDIA BUREAU**  
**AUDIO DIVISION**  
**APPLICATION STATUS:** (202) 418-2730  
**HOME PAGE:** www.fcc.gov/mb/audio/

**PROCESSING ENGINEER:** Arthur E. Doak  
**TELEPHONE:** (202) 418-2715  
**MAIL STOP:** 1800B3-AED  
**INTERNET ADDRESS:** arthur.doak@fcc.gov

CERTIFIED MAIL, RETURN RECEIPT REQUESTED

June 6, 2012

Family Radio, Inc.  
P.O. BOX 99  
La Crosse, WI 54602-0099

In re: WIZM-FM, La Crosse, WI  
Facility ID No.: 20665  
Family Radio, Inc.  
BLH-19830527AE

Dear Licensee:

In accordance with procedures adopted by the Commission, this letter constitutes notification to Family Radio, Inc. ("Family") of the filing of a minor change construction permit application (BPH-20120327ALB) by Fife Communication Company LLC ("Fife"), licensee of FM Station KCVL(FM), Facility ID No. 17227.<sup>1</sup> Fife's application proposes that WIZM's license and assignment be modified to specify Class C0 in lieu of Class C pursuant to Note 4 of 47 C.F.R. § 73.3573.<sup>2</sup>

The staff has tentatively concluded that the Fife application meets the requirements of § 73.3573, Note 4 and is otherwise acceptable for filing.<sup>3</sup> Accordingly, IT IS ORDERED, that pursuant to Section 316(a) of the Communications Act of 1934, as amended, 47 U.S.C. § 316(a), and pursuant to Section 1.87 of the Commission's Rules, Family Radio, Inc., licensee of FM Station WIZM-FM, SHALL SHOW CAUSE why its license SHOULD NOT BE MODIFIED to

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<sup>1</sup> The application proposes to change KCVL's community of license from Hudson, Iowa to Evansdale, Iowa.

<sup>2</sup> See 1998 Biennial Regulatory Review—Streamlining of Radio Technical Rules in Parts 73 and 74 of the Commission's Rules, Second Report and Order in MM Docket No. 98-93, FCC 00-368 15 FCC Rcd 21649 (2000).

<sup>3</sup> In order to be considered in compliance with Note 4, the triggering application must: 1) be short-spaced to the Class C station, but be fully spaced if it were a Class C0; 2) include a certification that no alternative channel is available at the proposed location without any other changes to the table of allotments; and 3) be served on the licensee of the affected Class C station.

specify Channel 227C0 in lieu of Channel 227C. Family may, not later than 30 days from the date of this letter, file a written statement to express its intention to seek authority to modify Station WIZM's technical facilities to attain minimum Class C HAAT; or, alternatively, as provided for by Note 4 cited above, otherwise challenge the triggering application. If Family chooses to seek authority to modify WIZM's facilities, an acceptable application for a construction permit to increase the antenna height to at least 451 meters HAAT must be on file with the Commission 180 days subsequent to the show cause response due date. Failure to file a construction permit application within this time period will result in the automatic downgrade of WIZM's licensed facilities.<sup>4</sup> Furthermore, Family must serve Fife with copies of any FAA submissions related to its efforts to modify the WIZM facility.

Further action on the subject application will be withheld for thirty days from the date of this letter to provide an opportunity to reply. Failure to respond to this letter will result in the automatic downgrade of WIZM's license pursuant to Note 4 of § 73.3573. Please note that responses must be submitted to the Secretary of the Commission in triplicate and must be served on all parties.

Sincerely,

*Arthur E. Doak*

Arthur E. Doak  
Senior Engineer  
Audio Division  
Media Bureau

cc: Wilkinson Barker Knauer LLP  
Wiley Rein LLP

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<sup>4</sup> Failure to build pursuant to the subsequently authorized construction permit will also result in the automatic downgrade of WIZM's licensed facilities.