



July 29, 2004

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Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

RE: Ex Parte Communication
MB Docket No. 03-15

Dear Ms. Dortch:

On July 28, 2004, David Donovan, president of the Association for Maximum Service Television, had morning and early afternoon telephone conversations with, or left messages for, the following people regarding the above-referenced docket: Rick Chessen, associate bureau chief, Digital Television Task Force, Mass Media Bureau; Stacy Fuller, mass media legal advisor to Commissioner Abernathy; Johanna Mikes-Shelton, advisor for media issues to Commissioner Adelstein; Jordan Goldstein, senior legal advisor to Commissioner Copps; Catherine Bohigian, legal advisor on media issues to Commissioner Martin; and Jonathan Cody, media legal advisor to Chairman Powell.

In addition, the following document was presented to the above named individuals:

Stations electing to stay on their DTV channel:

These stations would be required to build out to maximized facilities BY JULY 2006. This is a very aggressive schedule, especially for stations in smaller markets.

Stations seeking to move to another channel:

In order to protect coverage area on their permanent DTV channel, stations would be required to build out their temporary DTV channels according to the following schedule:

- TOP 4 NETWORK AFFILIATED STATIONS IN THE TOP 100 MARKETS would be required to operate at power levels that REPLICATE THEIR NTSC FACILITIES BY NOVEMBER 2006.
- ALL OTHER STATIONS would be required to operate at power levels that cover 70% of their replication population or provide a signal equal to their geographic coverage area of the NTSC Grade A by NOVEMBER 2006.

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Waivers:

In either situation above, stations would be permitted to file for a waiver of the build-out based on financial hardship, Canadian or Mexican interference, zoning problems, tower problems, etc.

Sincerely,



David L. Donovan