



**Oregon Community Media Spring Meeting**

**Saturday, May 15, 10:00am**

**Come tell your 2020 station story!**

Email [connie.saldana@kskq.org](mailto:connie.saldana@kskq.org) for zoom link



**Notes from the President**



*Dave Hammock*

To steal a phrase from Shakespeare, “Now is the winter of our discontent — turned to glorious spring.” Truly, the last twelve months have been strange times to live through. My own station, KMUZ-FM, has struggled to keep on the air and to keep volunteers (who can’t come into the station) engaged. The

Covid-19 pandemic has affected the lives of our volunteers and listeners in ways no one could anticipate; for example, how many Zoom meetings have you attended in just the last month? The motto for the last year should be, “You’re on mute”

As if the pandemic wasn’t enough trouble on its own, we experienced a heated—and protracted—election and its shameful aftermath. In Oregon we suffered a tragically historic wildfire season and, for many of us, a record-breaking ice storm that left us literally frozen in place...often cold and in the dark. I’ve attached a pair of Fire & Ice photos below: weather scenes from the Oregon Capitol.

Finally a vaccine to counter the pandemic is reaching more and more of us, schools are on the brink of re-opening and the weather is getting warmer. My spirits are lifting as I hope yours are as well.

Since it is officially Spring, it is time to think about the OCM Spring meeting.

The OCM Board feels it is still premature to consider gathering face-to-face, so please mark your calendars for May 15. We are planning another Zoom meeting for that day. Hopefully, unlike our Fall Zoom Meeting, the whole state won’t burst

into flame the week we try to meet.

We will have some info & updates to report to the group, but the Board is thinking that the focus of the Spring Zoom session should be connecting with each other; letting each station tell its story of the last year. Sort of a gathering around the virtual campfire to share tales of how we survived the Great Pandemic Year; what your station faced and things you did to overcome challenges. We’d like to have a chance just to get to know each other better and strengthen the bond between our community stations. It won’t be the same as our face-to face meetings but we hope to keep it somewhat informal and as interactive as we can make it...short of chaos.

As you’re marking your 2021 calendar, the deadline to **file** your station’s FCC License Renewal is October 1st, 2021. We recommend you start now to figure out the process (see article next page). You must file on time. There is NO paper application. This must be done on-line through the FCC Web Site (groan!). You will have fun working through the new LMS section which is not particularly user friendly, IMHO. Every radio station in Oregon has the same deadline. If your station got its license after 2014, you still must file a renewal application this year.

For more assistance and/or guidance on license renewals, contact your station’s FCC attorney or OCM Board member Betty McArdle, [betty@c-map.org](mailto:betty@c-map.org) (Community Media Assistance Project).

If you’ve been around long enough to have gone through this before there have been some changes. For example, no pre-filing announcements. There are notices you have to broadcast so be aware of your responsibilities. We’ll have electronic handouts about this stuff at our

May meeting.

So, stay healthy, get vaccinated, do good radio and we’ll see you via ZOOM in May!

Yours for more community in media,  
David A. Hammock, OCM Prez



# Radio Station License Renewal Process

Federal Communications Commission  
Washington, D. C. 20554

Approved by OMB  
3060-0110

FCC 303-S

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## APPLICATION FOR RENEWAL OF BROADCAST STATION LICENSE

Section I - General Information - TO BE COMPLETED BY ALL APPLICANTS

**All radio stations in Oregon are required to apply for license renewal at the same time - October 1, 2021.** There are many things each station needs to do to get ready for application filing. The procedures are somewhat different for full-power stations and LPFM stations.

Below are highlights from a presentation made by Michael Cousens, broadcast attorney, at an OCM meeting last spring. **See the full presentation at [http://www.c-map.org/fact\\_sheetsmaps/license\\_renewal\\_fact\\_sheet](http://www.c-map.org/fact_sheetsmaps/license_renewal_fact_sheet).**

**The Federal Communications Commission does not send any e-mail or a post card reminder to a radio station to indicate that its license is coming up for renewal.**

Critical actions must be taken in the four months prior to the renewal date. For all of Oregon stations the renewal date is February 1, 2022. This briefing sets forth chronologically the sequence of things that need to be done for a successful renewal.

**5-6 months prior to Feb 1, 2022:** Inventory, and make sure you have uploaded required reports in your on-line FCC public file before filing your renewal application (NCE only). **Start now!**

**4 months prior:** License renewal application must be filed with the FCC by **October 1, 2021**.

**Within 5 business days** following FCC's *acceptance* of renewal application: the station must broadcast announcements (6 total, at least once per week for four consecutive weeks); place hyperlink to station's public file, on website (for 30 days).

**Within 7 days** of the broadcast of the final required renewal announcement: File a Certification of Announcements in the on-line public file.

**Pre-filing Broadcast Announcements Abolished; Filing Notice Expanded.** Now the announcements follow the filing of the application (October 1, 2021) – six of them, at least once per week, for four consecutive weeks. The on-air announcements, and a hyperlink to the station's public file on your web page, are all that is required.

**Low Power FM Stations** have the same obligations as NCE stations, as far as on-air announcements of renewals and other major applications.

**On-line Public Information File.** By now, all full-power NCE stations have created and are maintaining an FCC-hosted on-line public file. (FM Translators, boosters and LPFM stations are not required to maintain one.) A station required to have a public file must have one **in order and complete** to secure a license renewal.

An LPFM, like any other originating station, must have a political file if the station is accepting and broadcasting political messages.

A question in the renewal application for NCEs asks, in Yea-or-Nay format:

**On Line Public Inspection File:** "Licensee certifies that the documentation required by 47 C.F. R. Section 73.3526 or 73.3527, as applicable, has been uploaded to the station's public inspection file as and when required."

In the renewal application it is vital to answer this question **truthfully**, and to use an exhibit to set forth any and all deficiencies of reporting or timing. An untrue answer, even if it seems innocuous, could delay the grant of renewal or could trigger a fine.

### Reports that Need to be Finished Prior to Submittal of the Renewal Application

The renewal applicant should inventory required reports in its on-line public file, before attempting to fill out the renewal application. (See full presentation for details - link below.)

Provided attention has been given in advance to all the reports that needed to be included in the on-line public file, the renewal application form is not especially difficult or complicated. It is found in a pull-down menu under the "authorization" tab for the licensed facility, in LMS, <https://enterpriseefiling.fcc.gov/dataentry/login.html>.

A renewal application should be filed on time **without fail**. The processing of renewals depends crucially on timely compliance with deadlines. An untimely renewal application is itself a rule violation.

If a renewal is delayed by the existence of a complaint or for any other reason, the license continues in effect and the station may continue to operate past the expiration date (for all Oregon stations - February 1, 2022), until the matter is resolved one way or the other. The FCC will not notify you of any delay, or why there might be a delay. You need to ask if you have not heard from them by 60-90 days after filing.

**NOTE: This briefing is intended as a service to community radio. It broadly identifies timing and issues in the renewal process. It is not formal legal advice. Got questions: Contact Betty McArdle, [betty@c-map.org](mailto:betty@c-map.org).**

# Help to Learn How to Interview

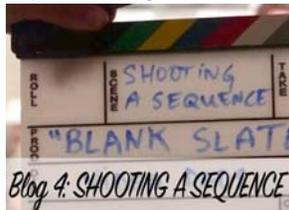
For many years at **KWSO**, we have been working toward walking the talk of being public "media" that is more than audio broadcasting. We have wanted to increase our ability to share information across platforms and mediums. We began creating a variety of short videos and shared them on our YouTube page. Mostly we had audio and paired it with photos or other images. We used what we had - so, very few bells and whistles.

We continued to look for training opportunities and slowly built up our capacity to improve our editing, and quality of our video. Our concept was to use content for radio broadcast that could convert to a visual format. If we recorded drum music at a powwow to play on the radio, why not also do video and share the experience with local people in that way, too. We share links to our videos on our social media accounts - yet another way to "connect" with people.

KWSO has had the opportunity to participate in a CPB funded video pre-planning grant called Coming Home, focused on stories from Rural America. It's really our first opportunity to think about what we might want to do next in video. A piece of our concept is to involve local people, train them, and have them tell their stories. With our project occurring during the pandemic, we decided to create a blog to serve as training for the people we had involved in the project. It's a great guide and we have used the



<https://kwsso.org/2020/08/13073/>



<https://kwsso.org/2020/08/video-learning-blog-4-shooting-a-sequence/>



<https://kwsso.org/2020/08/13389/>



<https://kwsso.org/2020/08/13132/>



<https://kwsso.org/2020/08/13240/>



<https://kwsso.org/2020/08/13484/>



<https://kwsso.org/2020/08/13177/>



<https://kwsso.org/2020/08/video-learning-blog-6-interview-planning-technique/>



<https://kwsso.org/2020/09/13522/>

structure successfully.

(View the nine video blogs on this page to see the guide.)

This series of video blogs, with instructions in interviewing, were prepared with making videos in mind, but the techniques also apply to making audio interviews. They were made by Travis Gilmore, a documentary filmmaker

and trainer for Coming Home - Warm Springs. <https://kwsso.org/category/coming-home/>

I really believe radio stations can build capacity to create different kinds of media to do much of the same work we have had as our broadcast focus. It just gives the opportunity for more impact - in different ways - which all seem worthwhile.

Sue Matters – GM, KWSO, Warm Springs, Oregon

## Two programs to share with OCM affiliates

KMUN will start airing a 29 min. monthly program from Confluence on the 4th Tuesdays, 9:30-10am in April. The first 5 episodes or so

will be reworked versions of their already existing podcasts, to fit the 29 min format, and after that they have events scheduled for later this year that will fill out the next 5+ episodes. Confluence Radio: Indigenous Voices of the Columbia River is a program designed to elevate Indigenous voices in our understanding of the history, cultures and ecology of the Columbia

River system. Our episodes have been on topics such as "The importance of orca to the Columbia River", "How tribes have handled the pandemic", and "How the earth calls us to reciprocity", with speakers such as Emily Washines, Wilbur Slockish, and Robin Wall Kimmerer.

**About Confluence:** Confluence connects you to the history, living cultures, and ecology of the Columbia River system through Indigenous voices. We are a community-supported nonprofit that works through six art landscapes, educational programs, and public gatherings in collaboration with

northwest tribes, communities, and the celebrated artist Maya Lin. Learn more at [confluenceproject.org](http://confluenceproject.org).

## OREGON BLACK PIONEERS

**The Register**  
by Zachary Stocks

Weekly biographies of some of the most noted African-American individuals in Oregon's history. A production of Oregon Black Pioneers and KMUN. 5 minutes in length.



## Meet an OCM Affiliate

**KSHD 94.3 FM, Shady Cove OR**, powered up in July of 2007. The city of Shady Cove had spent seven years trying to get the station on-the-air. Most of the funds for setting up the station came from local tourist dollars raised by the transient occupancy tax and the local raft rental businesses. A portion of that money was dedicated to promoting Shady Cove and to attempts to bring tourists into town.



Radio Station in a closet - KSHD, Shady Cove, Oregon

With no staff and one dedicated volunteer engineer, the station limped along for the first five years looping about 100 songs — 24 hours a day.

In 2012, after spending a couple of years volunteering at KSKQ in Ashland, I was approached by the mayor of Shady Cove who asked me what I thought could be done to make the station a more valued city asset. I wrote up a plan and a time table to bring the station up-to-date that included bringing the station into FCC compliance, creating station policies and licensing agreements and enriching the music library, and bringing a few volunteer programmers on board to create some local content.

I wrote up a contract for my services as the first station manager/programmer/fund raiser/underwriter and was hired.

It's been almost ten years since I joined the station. The community not only continues to support the station with its donations and business underwriting, but has come to depend on the station for more than the enormous music and old-time radio

library. It has become a vital link to local and national information and resources.

During last year's fires the station worked closely with local authorities and emergency personnel to keep the town and surrounding area up to date and aware of all possible evacuations.

2020 has been one of the most challenging years for all of us. City hall has been closed to the public since the end of April and most of my work is done from home on the computer. **Google Chrome Remote has been a god send!**

We have seven great volunteers who produce some wonderful programs — everything from an easy cooking show, a children's reading hour — to cowboy/country and heavy metal; all from our home to yours.

At the beginning of the year a man walked into city hall and gave us a check for \$2000. He said that he really enjoyed the station while on a visit here a few months back and wanted to help support the station.

I always say, "no matter how small your station may be, never underestimate who might be listening at any time. When on the mike you become the voice of the world."

— David Christian, KSHD

### OCM Affiliates websites.

- KSKQ, 89.5, Ashland, [www.kskq.org](http://www.kskq.org)
- KPOV-FM, 88.9, Bend, <http://www.kpov.org/>
- KSHD-LP, 99.1, Shady Cove, <https://cp10.shoutcheap.com:18110/stream>
- KBOO, 90.7, Portland, <https://kboo.fm/>
- KMUN, 91.9, Astoria, <http://kmun.org/>
- KMUZ, 88.5, Turner/Salem, <http://kmuz.org/>
- KWSO, 91.9, Warm Springs, <http://www.kwso.org>
- KYAQ, 91.7, Siletz, <http://kyaq.org>
- KXCJ-LP, 105.7, Cave Junction, <https://kxcj.org/>
- KBOG-LP, 97.9, <https://kbog.org/>
- KAYN-LP, 92.9, Bay City, <https://baycityartscenter.weebly.com/bcac-radio-station.html>
- KEPW-LP, 97.3, Eugene, <https://archive.kepw.org/>
- KYAC-LP, 94.9, Mill City, <https://www.kyacfm.org/>
- OCM, <https://oregoncommunitymedia.org/>



**THE WINDOWS ARE  
COMING!  
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COMING!**

**Probably this Fall.** The NCE Window will be announced by the FCC at least 30 days before it opens. Typically all non-window applications are frozen 30 days before a Window. If you're looking to change or upgrade your existing NCE station, your last chance to do it might be in the next 60-90 days.

The Window itself may last 5-10 days—no early or late filing. There is no viewing of other applications until the Window has closed. Most errors cannot be fixed once the window has closed. Post-window amendments can only degrade, not enhance, an applicant's competitive position.

#### **Who May Apply:**

Any state-recognized non-profit entity; 501c3 status is NOT required. State-recognized educational institutions, including for-profit schools. Religious organizations and congregations, Government entities, including tribal entities.

75% or more of board members must be U.S. Citizens (with possible exceptions).

Applicant does NOT have to be local, but it helps with the Points.

#### **Is there anything Left?**

Signals that would cover Top-250 Metros (100k or larger) are long gone in most cases. There are a few exceptions. With good line-of-sight, distant "rim shots" can sometimes work. Construction Permits that were never built may present some opportunities. Consultants can help you search for possibilities.

#### **Expand Your NCE Group:**

With the demise of the Main Studio Rules, it's easier than ever for existing NCE stations to add "satellite" stations, with little hassle. No need to obtain a "main studio waiver". NCE satellite stations can be operated like translators, but with the long-term security and interference protection of a full-power station.

Rural listeners, while less numerous, can be very loyal supporters. They have far fewer choices and distractions.

#### **Transition LPFM to NCE:**

There is no direct upgrade path from LPFM to NCE, but they can "trade up". LPFM licensees can apply for one or more NCE stations, with a properly-

worded divestiture pledge. The LPFM can be retained and operated up to the moment that the NCE station begins regular operations.

#### **After the NCE Window Closes:**

If past procedures are followed again, the FCC will open an initial NCE Settlement Window before even announcing the competing MX (Mutually Exclusive) groups. Your engineer should be able to predetermine your MX group status. MX applicants are allowed to submit unilateral technical solutions, settlements with other applicants, or voluntary time-share agreements. Voluntary settlements can include payoffs, limited to the "reasonable and prudent" expenses in filing.

Eventually, the FCC will announce the remaining MX Groups. Settlements & solutions will continue to be accepted for a while. If no settlements or solutions are offered, the FCC will begin judging the applicants on the Point System, and only ONE applicant per MX group will be granted.

#### **Think Big & Avoid Mistakes:**

Those that prevail are usually local and established for at least two years, propose serving underserved areas, have no other stations (or at least no other overlapping stations), and propose as large a facility as possible. Be sure it's practical to build, and that you can afford the tower rent. There are several winners in the western states that were too ambitious and never got built. The 2nd place finishers had no recourse.

#### **Get Good Help:**

The FCC has twice as many attorneys as engineers. You'll want at least one of each. Your attorney and engineering consultant should be specifically experienced in FCC broadcast applications. Very few things are "fixable" after filing. Make sure the board is everything you say it is. Get a written and hand-signed "Reasonable Assurance" letter for the tower site owner. Assume that you'll be challenged on everything by a nasty and aggressive, competitor.

#### **Learn More:**

Go to [www.c-map.org](http://www.c-map.org) for a list of summaries and guides.

We are expecting a window for new LPFMs in 2022 or 2023. We will cover all the information for that window in a later newsletter.

Is this just enough information to make your head spin? Betty McArdle at CMAP can help at no charge to your organization or station. Contact her at [betty@c-map.org](mailto:betty@c-map.org), 503-245-5756.