



Subject: Status of Station KENW (Amarillo DMA)

Hello:

Recently, Station KENW petitioned Nielsen to assign it back to the Albuquerque-Santa Fe Designated Market Area (DMA) as its Market of Origin. This letter is to inform you that Nielsen will grant KENW's request for assignment to the Albuquerque-Santa Fe DMA for local reporting. These changes will be effective with the July 2015 survey period (July 2-July 29, 2015).

Nielsen originally assigned KENW to the Amarillo DMA because the station's FCC Community of License and the majority of KENW's digital contour from its primary transmitter resided in the Amarillo market.

Upon receiving KENW's appeal, Nielsen recognized a number of unique circumstances facing KENW that necessitated further review. As a non-commercial station, KENW cannot avail itself to an appeal for reassignment at the FCC, necessitating a direct appeal to Nielsen. In addition, KENW's previous analog signal contour resided in the Albuquerque-Santa Fe market. Finally, KENW maintains a series of FCC licensed secondary transmitters that allow for a large portion of the station's total reach to remain in the Albuquerque-Santa Fe DMA.

Working with our Policy Guidance Committee (PGC), Nielsen will now include KENW's secondary transmitters covering the Albuquerque-Santa Fe DMA to the station's digital contour. As a result, the majority of KENW's total contour will remain within the Albuquerque-Santa Fe DMA.

Please feel free to contact me if you have any further questions.

Best,
Severine

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