



THE CW 39



COPY

WCVI-TV Serving The United States Virgin Islands • St. Croix ▲ St. Thomas ■ St. John

The People's Channel

May 28, 2009

By Certified U.S. Mail # 7001 1940 0006 2809 8704

Ms. Jennifer Matarangas-King, General Manager
Innovative St. Thomas-St. John Cable TV
4006 Estate Diamond
St. Croix, VI 00820-4436

Re: Notice of DTV changeover and confirmation of "must carry" election for Innovative St. Thomas-St. John Cable TV

Dear Ms. Matarangas-King,

This letter is to inform you that WCVI-TV CW 39 will cease analog broadcasting on channel 39 and will begin digital TV broadcasting on channel 23 on June 12, 2009. WCVI is a *local commercial television station* as defined in Title 47 C.F.R. §76.55(c).

We elect, pursuant to Title 47 C.F.R. §76.64(f)(4), "must-carry" status and not a "retransmission agreement". Title 47 C.F.R. §76.56(b) requires Innovative St. Thomas-St. John Cable TV to carry our signal. Title 47 C.F.R. §76.56(d) requires that our signal be provided to all of your cable subscribers and under Title 47 C.F.R. §76.57(a) we elect to be carried on channel 23.

We realize that you have a notice requirement to your subscribers regarding this change of channels and we ask that you make the change to channel 23 effective on September 1, 2009. We will broadcast notices of the change for several weeks in advance of that date to effect a smooth transition.

We appreciate your cooperation and assistance in this matter.

Yours truly,
Virgin Blue, Inc. WCVI-TV CW 39

Victor A. Gold, President