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VIA HAND DELIVERY

Marlene H. Dortch, Secretary
Federal Communications Commission
Digital Radio Notification
445 12th Street, S.W.
Room 2-B450
Washington, DC 20554

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Federal Communications Commission
Office of the Secretary

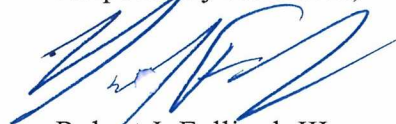
Re: WPOI(FM), St. Petersburg, Florida
Facility ID No. 66013
Notification of Increase in Digital Power Level

Dear Ms. Dortch:

On behalf of Cox Radio, Inc., licensee of WPOI(FM), St. Petersburg, Florida, we hereby notify the Commission WPOI(FM) has increased its digital operating power to -14 dBc. As required by the Media Bureau's *Order in Digital Audio Broadcasting Systems and Their Impact on the Terrestrial Radio Broadcasting Service*, MM Docket No. 99-325, DA 10-208 (rel. Jan. 29, 2010), Cox hereby provides in Exhibit A the requisite information and certifications in support of this notification.

Any questions concerning this notification should be directed to the undersigned.

Respectfully submitted,


Robert J. Folliard, III

Enclosure

Exhibit A

Licensee: Cox Radio, Inc.
Station: WPOI(FM), St. Petersburg, Florida
Facility ID No. 66013

1. *Commencement Date.* The station increased its digital operating power level from -20 dBc to -14 dBc on May 10, 2010.
2. *Certification of Facilities.* Cox Radio, Inc. hereby certifies that with the exception of the digital power level described herein, the proposed digital operation complies with the technical specifications set forth in Appendix B of the *First Report and Order* in MM Docket No. 99-325.
3. *Technical Reference.* In the event of interference, questions should be directed to Cox Radio, Inc.'s technical representative:
Name: Ed Allen
Telephone Number: 727-579-2000
4. *Transmitter Power Output.*
Analog: 33 kW
Digital: 1.28 kW
5. *Digital Power Level.* The station is operating with an digital power level of 4% of its analog ERP (i.e. -14 dBc). Its ERP is as follows:
Analog: 100 kW
Digital: 4 kW
6. *Type of Digital Operation.* The station uses its licensed auxiliary antenna (BXLH-20011107AAK) to transmit its digital signal.
7. *Certification of ERP.* Cox Radio, Inc. hereby certifies its analog effective radiated power remains as authorized after commencement of digital operations.
8. *Radiation Exposure Certification.* Cox Radio, Inc. hereby certifies that its digital operations will not cause human exposure to levels of radio frequency radiation in excess of Section 1.1310 of the Commission's rules and is therefore categorically excluded from environmental processing pursuant to Section 1.1306(b).