FEDERAL COMMUNICATIONS COMMISSION
445 TWELFTH STREET SW
WASHINGTON DC 20554

MEDIA BUREAU
AUDIO DIVISION
APPLICATION STATUS: (202) 418-2730
HOME PAGE: www.fcc.gov/mb/audio/

ENGINEER: CHARLES N. (NORM) MILLER
TELEPHONE: (202) 418-2767
FACSIMILE: (202) 418-1410
E-MAIL: charles.miller@fcc.gov

September 28, 2011

Aaron P. Shainis, Esq.
Shainis & Peltzman, Chartered
1850 M Street, NW, Suite 240
Washington, DC 20036

In re: Cohan Radio Group, Inc.
WWOJ (FM), Avon Park, Florida
Facility Identification Number: 27199
Application for Experimental Authorization

Dear Counsel:

The staff has before it a request for an Experimental Authorization, filed July 19, 2011, and supplemented on September 22, 2011, on behalf of Cohan Radio Group, Inc. ("Cohan"), licensee of Station WWOJ(FM), Avon Park, Florida.[1] Cohan proposes to conduct experimental operations to determine the feasibility of broadcasting independent, targeted messages on FM Booster stations. Cohan proposes to construct three temporary FM Booster facilities and to broadcast noncommercial announcements on the booster stations while simultaneously broadcasting different programming on the main station. Cohan proposes to use proprietary technology provided by Lazer Spots, LLC, which will allow different announcements to be placed on the boosters in a synchronized time sequence. Other than the foregoing, no changes to the authorized technical facilities are contemplated. Cohan states that the experimental broadcasts will be conducted over a 60-day period.

Our review indicates that the proposed experimental operation meets the requirements of Section 73.1510 of the Commission's rules and that the proposed experimental operation is not likely to result in interference to any other station. Although some intrasystem interference is to be expected from the experimental operation, we believe that Cohan will act in its own self-interest to minimize any detrimental effect on its listeners. We find that the Public Interest would be served through the collection of data on the feasibility of transmitting independent, targeted announcements on FM Boosters, which could be used in support of a Petition for Rule Making to modify the Commission's Rules to permit the use of such transmissions. We believe that, in order to provide for setup and preliminary testing of the booster facilities in addition to the proposed 60-day experimentation, a term of 120 days is appropriate.

Accordingly, the request for Experimental Authorization IS GRANTED. Station WWOJ may construct the following temporary FM Booster facilities:

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[1] WWOJ is licensed for operation on Channel 256C3 (99.1 MHz), with effective radiated power of 10 kilowatts (H&V) and antenna height above average terrain of 157 meters.

1.	Booster location:	Zolfo Springs, Florida
	Geographic coordinates:	27° 21' 59" N, 81° 47' 52" W (NAD 1927)
	Channel	256 (99.1 MHz)
	Effective radiated power:	Not to exceed 5 kilowatts (Max-DA, V only)
	Antenna type:	Composite array, Four Aldena, model ALP.08.02.712 log periodic antennas, 2 x 2 stack, directional
	Antenna orientation:	0° True
	Antenna height:	
	above ground:	64 meters
	above mean sea level:	81 meters
	above average terrain:	64 meters
2.	Booster location:	Wauchula, Florida
	Geographic coordinates:	27° 29' 24" N, 81° 50' 29" W (NAD 1927)
	Channel	256 (99.1 MHz)
	Effective radiated power:	Not to exceed 5 kilowatts (Max-DA, V only)
	Antenna type:	Composite array, Four Aldena, model ALP.08.02.712 log periodic antennas, 2 x 2 stack, directional
	Antenna orientation:	12° True
	Antenna height:	
	above ground:	72 meters
	above mean sea level:	96 meters
	above average terrain:	72 meters
3.	Booster location:	Frostproof, Florida
	Geographic coordinates:	27° 42' 41" N, 81° 33' 04" W (NAD 1927)
	Channel	256 (99.1 MHz)
	Effective radiated power:	Not to exceed 5 kilowatts (Max-DA, V only)
	Antenna type:	Composite array, Four Aldena, model ALP.08.02.712 log periodic antennas, 2 x 2 stack, directional
	Antenna orientation:	13° True
	Antenna height:	
	above ground:	38 meters
	above mean sea level:	76 meters
	above average terrain:	38 meters

During the 60 day test period, Cohan may transmit independent, noncommercial announcements on the temporary FM Booster Stations as described above. Limited waiver of 47 C.F.R. Section 74.1231(h) is granted to the extent necessary for the proposed experimentation. Cohan shall employ whatever means are necessary to prevent excessive exposure of workers or the public to radio frequency radiation, pursuant to Section 1.1310. Within 60 days following completion of the experimental operation authorized herein, Cohan shall file a full report of the research,

experimentation and results with the Commission, pursuant to Section 73.1510(d). The authority granted herein does not convey or imply any authority for continued operation beyond the expiration date below. Following completion of the proposed experimental operation, the three temporary FM Booster stations shall be dismantled. Any construction undertaken pursuant to this authority is entirely at Cohan's own risk. This authority may be modified or cancelled by the FCC at any time without prior notice or right to hearing.

This authorization expires on **January 28, 2012**.

Sincerely,

Charles N. Miller, Engineer
Audio Division
Media Bureau

cc: Cohan Radio Group, Inc.