

United States of America
FEDERAL COMMUNICATIONS COMMISSION

File No. BP-791123AE

AM BROADCAST STATION CONSTRUCTION PERMIT

Call Sign: W H O C

1. Permittee: WILLIAM HOWARD COLE	
2. Station location : Philadelphia, Mississippi	Average hours of sunrise and sunset: Standard Time (Non-Advanced) SAME AS PRESENT LICENSE
3. Transmitter location : State Hwys. 15 & 16, Extension of Beacon Street, Philadelphia, Mississippi	
North Latitude : 32° 45' 52"	
West Longitude : 89° 07' 48"	
4. Main studio location : State Hwys. 15 & 16, Extension of Beacon Street, Philadelphia, Mississippi	
5. Remote control location : ---	
6. Transmitter : Type accepted, (See Section 73.1660, 73.1665 and 73.1670 of the Commission's Rules.)	
7. Antenna and ground system : 185' folded unipole, guyed, vertical tower with a 3-bay FM antenna side mounted at top. Theoretical efficiency restricted to 190 mV/m/kW. Ground system consists of 120 equally spaced, buried, copper radials 165' in length plus a 32' X 32' copper ground screen.	
8. Obstruction marking and lighting specifications : FCC Form 715 , paragraphs: NONE REQUIRED	
9. Operating Assignment Frequency : 1490khz Power - Night : .25kw (non-directional-antenna) Day : 1.0kw (non-directional-antenna) Hours of Operation : Unlimited	
10. Conditions : The proposed antenna shall be excited with a symmetrical folded unipole feed, utilizing a minimum of three folds. Before program tests are authorized, permittee shall submit sufficient data to establish that the inverse distance field at one mile is essentially 190 mV/m/kW.	
11. Date of required completion of construction: June 9, 1981	

notified

Subject to the provisions of the Communications Act of 1934, as amended, treaties, and Commission Rules, and further subject to conditions set forth in this permit, authority is hereby granted to construct an AM broadcast station located and described as above.

Equipment and program tests shall be conducted only pursuant to Sections 73.95 and 73.96 of the Commission Rules.

This permit shall be forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow unless completion of the station is prevented by causes not under the control of the permittee.

1/ This construction permit consists of this page and page(s)

Dated: June 9, 1980 clj

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FCC Form 351
January 1979