



United States of America
FEDERAL COMMUNICATIONS COMMISSION
DIGITAL LOW POWER TELEVISION/TELEVISION TRANSLATOR
BROADCAST STATION CONSTRUCTION PERMIT

Authorizing Official:

Official Mailing Address:

RSS MEDIA MARKETING, LLC
3796 S. OLD CARRIAGE RD.
ROCKY MOUNT NC 27803

Hossein Hashemzadeh
Associate Chief
Video Division
Media Bureau

Facility Id: 168101
Associated Facility Id: 22800
Analog TSID: 9054
Digital TSID: 9055
Call Sign: WHIG-LP
Permit File Number: BDCCDTL-20061012AAZ

Grant Date: June 13, 2008
This permit expires 3:00 a.m.
local time, 36 months after the
grant date specified above.

This Permit Modifies Permit No.: BSFDTL-20060630BZK

Subject to the provisions of the Communications Act of 1934, as amended, subsequent acts and treaties, and all regulations heretofore or hereafter made by this Commission, and further subject to the conditions set forth in this permit, the permittee is hereby authorized to construct the radio transmitting apparatus herein described. Installation and adjustment of equipment not specifically set forth herein shall be in accordance with representations contained in the permittee's application for construction permit except for such modifications as are presently permitted, without application, by the Commission's Rules.

Commission rules which became effective on February 16, 1999, have a bearing on this construction permit. See Report & Order, Streamlining of Mass Media Applications, MM Docket No. 98-43, 13 FCC RCD 23056, Para. 77-90 (November 25, 1998); 63 Fed. Reg. 70039 (December 18, 1998). Pursuant to these rules, this construction permit will be subject to automatic forfeiture unless construction is complete and an application for license to cover is filed prior to expiration. See Section 73.3598.

Equipment and program tests shall be conducted only pursuant to Sections 73.1610 and 73.1620 of the Commission's Rules.

Name of Permittee: RSS MEDIA MARKETING, LLC

Station Location: NC-ROCKY MOUNT

Frequency (MHz): 572 - 578

Channel: 31

Hours of Operation: Unlimited

Transmitter: Type Accepted. See Sections 74.750 of the Commission's Rules.

Antenna type: (directional or non-directional): Non-Directional

Description: SCA SL-8

Major lobe directions (degrees true): Not Applicable

Beam Tilt: Not Applicable

Antenna Coordinates: North Latitude: 35 deg 54 min 05 sec

West Longitude: 77 deg 46 min 50 sec

Maximum Effective Radiated Power (ERP): 5.3 kW

Transmitter Output Power: 1 kW

Height of radiation center above ground: 149 Meters

Height of radiation center above mean sea level: 190 Meters

Antenna structure registration number: 1004419

Overall height of antenna structure above ground (including obstruction lighting if any) see the registration for this antenna structure.

Out-of-Channel Emission mask: Stringent

Special operating conditions or restrictions:

- 1 This authorization is subject to the condition that low power television is a secondary service, and that low power television and television translator stations must not cause interference to the reception of existing or future full service television stations on either allotted NTSC or DTV channels, and must accept interference from such stations.

*** END OF AUTHORIZATION ***