



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

Authorizing Official:

Official Mailing Address:

COCOLA BROADCASTING COMPANIES LLC
706 W. HERNDON AVENUE
FRESNO CA 93650

Hossein Hashemzadeh
Associate Chief
Video Division
Media Bureau

Facility Id: 65762

Grant Date: July 09, 2009

This permit expires 3:00 a.m.
local time, September 01, 2015.

Call Sign: KMSG-LD

Permit File Number: BDFCDTL-20090220ADY

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: COCOLA BROADCASTING COMPANIES LLC

Station Location: CA-FRESNO

Frequency (MHz): 620 - 626

Channel: 39

Hours of Operation: Unlimited

Callsign: KMSG-LD

Permit No.: BDFCDTL-20090220ADY

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

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

Description: SBP UP-6-SL

Major lobe directions 270
(degrees true):

Beam Tilt: Not Applicable

Antenna Coordinates: North Latitude: 36 deg 44 min 46 sec

 West Longitude: 119 deg 16 min 57 sec

Maximum Effective Radiated Power (ERP): 15 kW

Transmitter Output Power: 0.6 kW

Height of radiation center above ground: 11 Meters

Height of radiation center above mean sea level: 1035 Meters

Antenna structure registration number: None

Overall height of antenna structure above ground: 41 Meters

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 ***