

# Federal Communications Commission

## FM STATION LICENSE

**Permittee**

Hit Radio Media, LLC  
206 E. Ludington  
Ave.  
Ludington, MI, 49431

Call Sign	Facility ID
WMOM	76507

<b>File Number</b> 0000145217	<b>This License Covers Construction Permit No.</b> 0000112217	
<b>Filing Date</b> 05/13/2021	<b>Grant Date</b> 05/19/2021	<b>Expiration Date</b> 10/01/2028

<b>Community of License</b> <b>City:</b> PENTWATER <b>State:</b> MI	<b>Frequency (MHz)</b> 102.7	<b>Station Channel</b> 274	<b>Station Class</b> A
<b>Hours of Operation:</b> Unlimited			
<b>Facility Type:</b> Commercial			

<b>Transmitter</b> Certified for Compliance. See Sections 73.1660, 73.1665 and 73.1670 of the Commission's Rules.	<b>Transmitter Output Power</b> 2.7 kW
<b>Antenna Type</b> Non-Directional	<b>Antenna Coordinates (NAD 83)</b> <b>Latitude</b> 43-51-33.0 N <b>Longitude</b> 86-18-25.0 W
<b>Antenna Description</b> Harris,FMXL-4AE,4 sections,0.5	
<b>Major Lobe Directions</b> Not Applicable	

	<b>Horizontally Polarized Antenna</b>	<b>Vertically Polarized Antenna</b>
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<b>Effective Radiated Power in the Horizontal Plane (kW)</b>	2.65	2.65
<b>Height of Radiation Center Above Ground (meters)</b>	100	100
<b>Height of Radiation Center Above Mean Sea Level (meters)</b>	307	307
<b>Height of Radiation Center Above Average Terrain (meters)</b>	95	95

<b>Antenna Structure Registration Number</b> 1006829	<b>Overall Height of Antenna Structure Above Ground (meters)</b> See the registration for this antenna structure.
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<b>Obstruction Marking and Lighting Specifications for Antenna Structure</b> See the registration for this antenna structure.
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<p><b>Special Operating Conditions or Restrictions</b></p> <p>The permittee/licensee in coordination with other users of the site must reduce power or cease operation as necessary to protect persons having access to the site, tower or antenna from radiofrequency electromagnetic fields in excess of FCC guidelines.</p> <ul style="list-style-type: none"> <li>Grant of this license application is conditioned upon the continuous operation of the licensed facility for the twelve-month period following grant, including specifically: (a) operation of the station in accordance with the station's FCC authorization with (i) an antenna mounted on a pole, tower, or other structure that is attached to a durable, non-movable structure, (ii) the antenna connected to a permanent power source, and (iii) if located on public property, advance approval by a written governmental authorization; and (b) operation of the station each day in accordance with the FCC's rules for minimum operating schedule (47 C.F.R. § 73.1740(a) for FM stations, 47 C.F.R. § 73.561(a) for NCE-FM stations and 47 C.F.R. § 73.850(b) for LPFM stations) without recourse to the procedures set out in 47 C.F.R. §§ 73.1740(a)(4), 73.561(d), and 73.850(d). The failure of the station to operate in compliance with any of the foregoing requirements will result in the rescission of this grant, dismissal of the license application and the forfeiture of the associated construction permit pursuant to 47 C.F.R. § 73.3598(e) unless the licensee rebuts the resulting presumption that the authorized facilities were temporarily constructed. Evidence of non-temporary construction could include, but is not limited to, station logs, utility bills, lease documents, photographs of the installed antenna/transmitter/studio equipment, and other relevant documentation.</li> <li>***** This is a Section 73.215 contour protection grant ***** as requested by this applicant *****</li> </ul>
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Subject to the provisions of the Communications Act of 1934, subsequent acts and treaties, and all regulations heretofore or hereafter made by this Commission, and further subject to the conditions set forth in this license, the licensee is hereby authorized to use and operate the radio transmitting apparatus herein described.

This license is issued on the licensee's representation that the statements contained in licensee's application are true and that the undertakings therein contained so far as they are consistent herewith, will be carried out in good faith. The licensee shall, during the term of this license, render such broadcasting service as will serve the public interest, convenience, or necessity to the full extent of the privileges herein conferred.

This license shall not vest in the licensee any right to operate the station nor any right in the use of the frequency designated in the license beyond the term hereof, nor in any other manner than authorized herein. Neither the license nor the right granted hereunder shall be assigned or otherwise transferred in violation of the Communications Act of 1934. This license is subject to the right of use or control by the Government of the United States conferred by Section 606 of the Communications Act of 1934.

