



**United States of America**  
**FEDERAL COMMUNICATIONS COMMISSION**  
**FM BROADCAST TRANSLATOR/BOOSTER STATION**  
**CONSTRUCTION PERMIT**

Authorizing Official:

Official Mailing Address:

SOUTHERN BROADCASTING OF PENSACOLA, INC.  
1010 TOWER PLACE  
BOGART GA 30622

James D. Bradshaw  
Deputy Chief  
Audio Division  
Media Bureau

Facility Id: 140316

Call Sign: W254CJ

Permit File Number: BMPFT-20131030AIP

Grant Date: February 24, 2014

The authority granted herein has no effect on the expiration date of the underlying construction permit.

This permit modifies permit no.: BNPFT-20130823AAM.

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.

Name of Permittee: SOUTHERN BROADCASTING OF PENSACOLA, INC.

Principal community to be served: GA-ATHENS

Primary Station: WGAU (AM) , Frequency 1340 kHz, ATHENS, GA

Via: Direct - off-air

Frequency (MHz): 98.7

Channel: 254

Hours of Operation: Unlimited

Antenna Coordinates: North Latitude: 33 deg 56 min 28 sec  
 West Longitude: 83 deg 23 min 55 sec

Transmitter: Type Accepted. See Sections 73.1660, 74.1250 of the Commission's Rules

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

Major lobe directions 270 360  
 (degrees true):

Horizontally	Vertically
Polarized	Polarized
Antenna:	Antenna:

Effective radiated power in the Horizontal Plane (kw):	0.25	0.25
Height of radiation center above ground (Meters):	93	93
Height of radiation center above mean sea level (Meters):	297	297

Antenna structure registration number: 1064584

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

Special operating conditions or restrictions:

- 1 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.
- 2 Prior to commencing program test operations, FM Translator or FM Booster permittee must have on file at the Commission, FCC Form 350, Application for an FM Translator or FM Booster Station License, pursuant to 47 C.F.R. Section 74.14.
- 3 During installation of the antenna authorized herein, AM Station(s) listed below shall determine operating power by the indirect method. Upon completion of the installation, antenna impedance measurements on the AM antenna shall be made and, prior to or simultaneous with the filing of the application for license to cover this permit, the results submitted to the Commission (along with a tower sketch of the installation) in an FCC Form 302-AM application for the AM station to return to the direct method of power determination.

(Revised January 28, 1983)

WGAU(AM), Athens, GA, 1340 kHz.

\*\*\* END OF AUTHORIZATION \*\*\*