



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

Authorizing Official:

Official Mailing Address:

CLEAR WATER BRANDS, INC.
944 HARLEM STREET
ALTOONA WI 54720

James D. Bradshaw
Deputy Chief
Audio Division
Media Bureau

Facility Id: 150461

Call Sign: W286CK

Permit File Number: BMPFT-20151201HGC

Grant Date: December 28, 2015

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

This permit modifies permit no.: BNPFT-20130816ABT

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: CLEAR WATER BRANDS, INC.

Principal community to be served: WI-EAU CLAIRE

Primary Station: WAYY (AM) , Frequency 790 kHz, EAU CLAIRE, WI

Via: Other

Frequency (MHz): 105.1

Channel: 286

Hours of Operation: Unlimited

Antenna Coordinates: North Latitude: 44 deg 49 min 47 sec
West Longitude: 91 deg 26 min 48 sec

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

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

Major lobe directions (degrees true): Not Applicable

	Horizontally Polarized Antenna:	Vertically Polarized Antenna:
Effective radiated power in the Horizontal Plane (kw):	0.25	0.25
Height of radiation center above ground (Meters):	102	102
Height of radiation center above mean sea level (Meters):	373	373

Antenna structure registration number: 1034800

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 This construction permit authorizes the mounting of an antenna on a directional tower of the AM station identified below. Prior to installation of the antenna, the permittee shall notify the AM station licensee so that, if necessary, the AM station may determine operating power by the indirect method (see Section 73.51 of the Commission's Rules) and request a Special Temporary Authorization pursuant to Section 73.1635 of the Commission's Rules to operate with parameters at variance. The permittee must conduct a partial proof of performance as defined in Section 73.154 of the Commission's Rules both before and after construction to show that the AM station has not been adversely affected. If the operating parameters of the AM station differ from licensed values following the antenna installation, the results of the partial proof of performance shall be filed with the Commission by the AM station licensee using form FCC 302-AM. (See Section 1.30003 of the Commission's Rules.) The permittee must submit confirmation of completion of the requirements of this condition in the application for license to cover this construction permit.

WAYY(AM), EAU CLAIRE, WI, 790 KHZ

2 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.

Special operating conditions or restrictions:

- 3 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.

*** END OF AUTHORIZATION ***