

United States of America

FEDERAL COMMUNICATIONS COMMISSION

FM BROADCAST STATION LICENSE

Authorizing Official:

Official Mailing Address:

MILWAUKEE RADIO ALLIANCE, LLC
2979 NORTH MAYFAIR ROAD
MILWAUKEE WI 53222

Penelope A. Dade
Supervisory Analyst
Audio Division
Media Bureau

Facility Id: 63595

Call Sign: WLUM-FM

License File Number: BLH-20060628ABJ

This License Covers Permit No.: BPH-20050920ACF

Grant Date: August 22, 2006

This license expires 3:00 a.m.
local time, December 01, 2012.

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.

Name of Licensee: MILWAUKEE RADIO ALLIANCE, LLC

Station Location: WI-MILWAUKEE

Frequency (MHz): 102.1

Channel: 271

Class: B

Hours of Operation: Unlimited

Transmitter: Type Accepted. See Sections 73.1660, 73.1665 and 73.1670 of the Commission's Rules.

Transmitter output power: 13.5 kW

Antenna type: Non-Directional

Description: DIE DCRM2EFEHP

Antenna Coordinates: North Latitude: 43 deg 06 min 42 sec
West Longitude: 87 deg 55 min 50 sec

	Horizontally Polarized Antenna	Vertically Polarized Antenna
Effective radiated power in the Horizontal Plane (kW):	8.8	8.8
Height of radiation center above ground (Meters):	271	271
Height of radiation center above mean sea level (Meters):	461	461
Height of radiation center above average terrain (Meters):	257	257

Antenna structure registration number: 1047092

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 is a Section 73.215 contour protection grant *****
***** as requested by this applicant *****

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.

*** END OF AUTHORIZATION ***