



United States of America  
**FEDERAL COMMUNICATIONS COMMISSION**  
**TELEVISION BROADCAST STATION**  
**CONSTRUCTION PERMIT**

Authorizing Official:

Official Mailing Address:

La Crosse TV License Company, LLC  
1925 Century Park East  
10th Floor  
Los Angeles CA 90067

Clay C. Pendarvis  
Associate Chief  
Video Division  
Media Bureau

Facility Id: 64549  
Analog TSID: 3196  
Digital TSID: 3197  
Call Sign: WXOW  
Permit File Number: BMPCDT-20080619AEF

Grant Date: August 19, 2008

This permit expires 3:00 a.m.  
local time, February 17, 2009.

This permit modifies permit no.: BMPCDT-20060608AAJ

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.

Equipment and program tests shall be conducted only pursuant to Sections 73.1610 and 73.1620 of the Commission's Rules.

Name of Permittee: La Crosse TV License Company, LLC

Station Location: WI-LA CROSSE

Frequency (MHz): 470 - 476

Channel: 14

Hours of Operation: Unlimited

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

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

Description: DIE, TFU-25JTH-H O4 SP

Beam Tilt: 0.75 Degrees Electrical

Major lobe directions (degrees true): Not Applicable

Antenna Coordinates: North Latitude: 43 deg 48 min 23 sec

West Longitude: 91 deg 22 min 02 sec

Transmitter output power: As required to achieve authorized ERP.

Maximum effective radiated power (Average): 200 kW  
23 DBK

Height of radiation center above ground: 240.9 Meters

Height of radiation center above mean sea level: 614.5 Meters

Height of radiation center above average terrain: 348 Meters

Antenna structure registration number: 1035149

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 grant of this construction permit is subject to the condition that, with ample time before commencing operation, you make a good faith effort to identify and notify health care facilities (e.g., hospitals, nursing homes, see 47 CFR 15.242(a)(1)) within your service area potentially affected by your DTV operations. Contact with state and/or local hospital associations and local governmental health care licensing authorities may prove helpful in this process. During this pre-broadcast period, you must provide all notified entities with relevant technical details of your operation, such as DTV channel, targeted on-air date, effective radiated power, antenna location, and antenna height. You are required to place in the station's public inspection file documentation of the notifications and contacts made and you may not commence operations until good faith efforts have been made to notify affected health care facilities. During this pre-broadcast period and for up to twenty (20) days after commencing operations, should you become aware of any instances of medical devices malfunctioning or that such devices are likely to malfunction due to your DTV operations, you must cooperate with the health care facility so that it is afforded a reasonable opportunity to resolve the interference problem. At such time as all provisions of this condition have been fulfilled, and either upon the expiration of twenty (20) days following commencement of operations or when all known interference problems have been resolved, whichever is later, this condition lapses.

## Special operating conditions or restrictions:

- 2 During equipment tests, authorized by Section 73.1610 of the Commission's Rules, the permittee shall take adequate measures to identify and substantially eliminate objectionable interference which may be caused to existing land mobile radio facilities in the 460 to 470 MHz band. Documentation that objectionable interference will not be caused to existing land mobile radio facilities shall be submitted along with the request for Program Test Authority. Program tests shall not be commenced under Section 73.1620(a) of the Commission's Rules and may only be started after specific authority is granted by the Commission. An application for a license must be filed within 10 days after the start of program tests.

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