



United States of America
FEDERAL COMMUNICATIONS COMMISSION
TELEVISION BROADCAST STATION LICENSE

Authorizing Official:

Official Mailing Address:

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

Kevin R. Harding
Associate Chief
Video Division
Media Bureau

Facility Id: 64550

Analog TSID: 3176

Digital TSID: 3177

Call Sign: WQOW

License File Number: BLCDT-20090706AGH

Grant Date: June 13, 2011

This license expires 3:00 a.m.
local time, December 01, 2005.

This license covers permit no.: BMPCDT-20041001AOM

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: La Crosse TV License Company, LLC

Station Location: WI-EAU CLAIRE

Frequency (MHz): 476 - 482

Channel: 15

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): Directional

Description: DIE, TUP-SP4-8-1

Beam Tilt: 0.5 Degrees Electrical

Major lobe directions 84 354
(degrees true):

Antenna Coordinates: North Latitude: 44 deg 48 min 00 sec

West Longitude: 91 deg 27 min 57 sec

Transmitter output power: 14.2 kW
11.53 DBK

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

Height of radiation center above ground: 287.1 Meters

Height of radiation center above mean sea level: 558 Meters

Height of radiation center above average terrain: 280 Meters

Antenna structure registration number: 1033663

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 license expiration date provided herein is tolled pursuant to 47 U.S.C. §307(C)(3) pending a final decision on the station's license renewal application. Furthermore, this license is subject to any action taken by the Commission on the renewal application.

*** END OF AUTHORIZATION ***