United States of America

FEDERAL COMMUNICATIONS COMMISSION
TELEVISION BROADCAST STATION LICENSE

Authorizing Official:

Official Mailing Address:

STATE OF WISCONSIN - EDUCATIONAL COMMUNICATI
3319 W. BELTLINE HWY.
MADISON WI 53713

Clay C. Pendarvis
Associate Chief
Video Division
Media Bureau

Facility Id: 18780
Analog TSID: 3200
Digital TSID: 3201
Call Sign: WHLA-TV
License File Number: BLEDT-20040507AAC
This license covers permit no.: BMPEDT-20030623AHC

Grant Date: August 04, 2004

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

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: STATE OF WISCONSIN - EDUCATIONAL COMMUNICATIONS BOARD

Station Location: WI-LA CROSSE

Frequency (MHz): 566 - 572

Channel: 30

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: AND, ATW22H3-ETO-15-H

Beam Tilt: 1.2 Degrees Electrical

Major lobe directions (degrees true): Not Applicable

Antenna Coordinates: North Latitude: 43 deg 48 min 17 sec

West Longitude: 91 deg 22 min 06 sec

Transmitter output power: 14.5 kW
11.6 DBK

Maximum effective radiated power (Average): 307.5 kW
24.9 DBK

Height of radiation center above ground: 243.8 Meters

Height of radiation center above mean sea level: 615 Meters

Height of radiation center above average terrain: 351 Meters

Antenna structure registration number: 1024862

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

*** END OF AUTHORIZATION ***