



United States of America
FEDERAL COMMUNICATIONS COMMISSION
AM BROADCAST STATION LICENSE

Authorizing Official:

Official Mailing Address:

CUMULUS LICENSING LLC
 3280 PEACHTREE ROAD, NW
 SUITE 2200
 ATLANTA GA 30305

Son Nguyen
 Supervisory Engineer
 Audio Division
 Media Bureau

Facility Id: 12316

Call Sign: WMSP

License File Number: BL-20070319ACV

Grant Date: July 12, 2007

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

This license covers permit no.: BP-20051026ALV

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.

Hours of Operation: Unlimited

Average hours of sunrise and sunset:
 Local Standard Time (Non-Advanced)

Jan.	6:45 AM	5:00 PM	Jul.	4:45 AM	7:00 PM
Feb.	6:30 AM	5:30 PM	Aug.	5:15 AM	6:30 PM
Mar.	6:00 AM	5:45 PM	Sep.	5:30 AM	5:45 PM
Apr.	5:15 AM	6:15 PM	Oct.	5:45 AM	5:15 PM
May	4:45 AM	6:30 PM	Nov.	6:15 AM	4:45 PM
Jun.	4:30 AM	7:00 PM	Dec.	6:45 AM	4:45 PM

Callsign: WMSP

License No.: BL-20070319ACV

Name of Licensee: CUMULUS LICENSING LLC

Station Location: MONTGOMERY, AL

Frequency (kHz): 740

Station Class: B

Antenna Coordinates:

Day

Latitude: N 32 Deg 25 Min 18 Sec

Longitude: W 86 Deg 09 Min 51 Sec

Night

Latitude: N 32 Deg 25 Min 18 Sec

Longitude: W 86 Deg 09 Min 51 Sec

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

Nominal Power (kW): Day: 10.0 Night: 0.233

Antenna Input Power (kW): Day: 10.53 Night: 0.251

Antenna Mode: Day: DA Night: DA

(DA=Directional Antenna, ND=Non-directional Antenna; CH=Critical Hours)

Current (amperes): Day: 14.5 Night: 2.24

Resistance (ohms): Day: 50 Night: 50

Antenna Registration Number(s):

Day:

Tower No.	ASRN	Overall Height (m)
1	1042481	
2	1042480	

Night:

Tower No.	ASRN	Overall Height (m)
1	1042481	
2	1042480	

DESCRIPTION OF DIRECTIONAL ANTENNA SYSTEM

Theoretical RMS (mV/m/km): Day: 968.24 Night: 147.85

Standard RMS (mV/m/km): Day: 1017.19 Night: 155.59

Augmented RMS (mV/m/km):

Q Factor: Day: Night:

Theoretical Parameters:

Day Directional Antenna:

Tower No.	Field Ratio	Phasing (Deg.)	Spacing (Deg.)	Orientation (Deg.)	Tower Ref Switch *	Height (Deg.)
1	1.0000	0.000	0.0000	0.000	0	78.5
2	0.8390	98.800	105.0000	35.000	0	78.5

* Tower Reference Switch

0 = Spacing and orientation from reference tower

1 = Spacing and orientation from previous tower

Theoretical Parameters:

Night Directional Antenna:

Tower No.	Field Ratio	Phasing (Deg.)	Spacing (Deg.)	Orientation (Deg.)	Tower Ref Switch *	Height (Deg.)
1	1.0000	0.000	0.0000	0.000	0	78.5
2	0.8390	98.800	105.0000	35.000	0	78.5

* Tower Reference Switch

0 = Spacing and orientation from reference tower

1 = Spacing and orientation from previous tower

Day Directional Operation:

Twr. No.	Phase (Deg.)	Antenna Monitor Sample Current Ratio
1	-99	0.869
2	0	1

Night Directional Operation:

Twr. No.	Phase (Deg.)	Antenna Monitor Sample Current Ratio
1	-99	0.869
2	0	1

Antenna Monitor: POTOMAC INSTRUMENTS AM-19(204)

Sampling System Approved Under Section 73.68 of the Rules.

Monitoring Points:

Day Operation:

Radial (Deg. T)	Distance From Transmitter (kM)	Maximum Field Strength (mV/m)
74.5	5.95	7.68
355	6.28	8.36

Night Operation:

Radial (Deg. T)	Distance From Transmitter (kM)	Maximum Field Strength (mV/m)
74.5	5.95	1.19
355	6.28	1.29

Special operating conditions or restrictions:

- 1 Licensee shall be responsible for satisfying all reasonable complaints of blanketing interference within the 1 V/m contour as required by Section 73.88 of the Commission's rules.

- 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.

- 3 Ground system consists of 120 equally spaced, buried, copper radials about the base of each tower, each 98.2 meters in length except where terminated by property boundaries or where intersecting radials are shortened and bonded to a transverse copper strap midway between adjacent towers, plus 120 interspersed radials 15.2 meters in length about the base of each tower.

- 4 Monitor Point Locations:

Direction of 74.5° true North. From the Tallapoosa Bridge travel north on Route 231 (Wetumpka Highway) 0.6 miles to Rifle Range Road. Turn right onto Rifle Range Road and drive 5.5 miles to Point 2 on the 74.5° radial, which is 500 feet from the road by a fence corner in a Pecan Orchard.

Direction of 355° true North. Proceed south from the transmitter site on Riverside Road, turn right on Route 64 (Wares Ferry Road), then right on Twain Curve Road to Route 231 (Northwestern Bypass). Turn right on Northwestern Bypass, and right again onto Route 231 (Wetumpka Highway). Cross the Tallapoosa Bridge and drive another 1.2 miles, turn right on Jasmine Hill Road and travel 1.8 miles to Point 3 on the 355° radial, 300 feet from the road through a field gate.

*** END OF AUTHORIZATION ***