



United States of America
FEDERAL COMMUNICATIONS COMMISSION
FM BROADCAST STATION CONSTRUCTION PERMIT

Authorizing Official:

Official Mailing Address:

MILWAUKEE RADIO ALLIANCE, LLC
N72 W12922 GOOD HOPE ROAD
MENOMONEE FALLS WI 53051

Daniel J Fontaine
Supervisory Engineer
Audio Division
Media Bureau

Facility ID: 63595

Call Sign: WLUM-FM

Permit File Number: BMPH-19980602IA

Grant Date: September 09, 1998

The authority granted herein has no effect on the expiration date of the underlying construction permit.

This Permit Modifies Permit No.: 970602IE

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.

Commission rules which became effective on February 16, 1999, have a bearing on this construction permit. See Report & Order, Streamlining of Mass Media Applications, MM Docket No. 98-43, 13 FCC RCD 23056, Para. 77-90 (November 25, 1998); 63 Fed. Reg. 70039 (December 18, 1998). Pursuant to these rules, this construction permit will be subject to automatic forfeiture unless construction is complete and an application for license to cover is filed prior to expiration. See Section 73.3598.

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

Name of Permittee: 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: As required to achieve authorized ERP.

Antenna type: Non-Directional

Antenna Coordinates: North Latitude: 43 deg 05 min 48 sec

West Longitude: 87 deg 54 min 18 sec

| | Horizontally Polarized Antenna | Vertically Polarized Antenna |
|--|--------------------------------------|------------------------------------|
| Effective radiated power in the Horizontal Plane (kW): | 3.8 | 3.8 |
| Height of radiation center above ground (Meters): | 69 | 69 |
| Height of radiation center above mean sea level (Meters): | 261 | 261 |
| Height of radiation center above average terrain (Meters): | 63 | 63 |

Antenna structure registration number: 1045308

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 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 ***