

# Federal Communications Commission

## FM TRANSLATOR STATION LICENSE

**Permittee**

NEW WRRD, LLC  
7704 TERRACE  
AVENUE  
SUITE ONE  
MIDDLETON, WI, 53562

**Call Sign**

W269DL

**Facility ID**

201521

<b>File Number</b> 0000099666	<b>This License Covers Construction Permit No.</b> 0000090690	
<b>Filing Date</b> 01/23/2020	<b>Grant Date</b> 02/03/2020	<b>Expiration Date</b> 12/01/2020

<b>Community of License</b>  <b>City:</b> MILWAUKEE  <b>State:</b> WI	<b>Frequency (MHz)</b> 101.7	<b>Station Channel</b> 269	<b>Station Class</b> D
<b>Primary Station</b> WRRD WAUKESHA WI		<b>Via</b> Other	
<b>Hours of Operation:</b> Unlimited			

<b>Transmitter</b> Certified for compliance per 74.1250 or verified for compliance per 73.1660 of the Commission's Rules.	<b>Transmitter Output Power</b> 0.36 kW
<b>Antenna Type</b> Non-Directional	<b>Antenna Coordinates (NAD 83)</b> <b>Latitude</b> 43-5-46.2 N <b>Longitude</b> 87-54-15.0 W
<b>Antenna Description</b> SWR,FMEC-3	
<b>Major Lobe Directions</b> Not Applicable	

	Horizontally Polarized Antenna	Vertically Polarized Antenna
Effective Radiated Power in the Horizontal Plane (kW)	0.250	0.250
Height of Radiation Center Above Ground (meters)	260.6	260.6
Height of Radiation Center Above Mean Sea Level (meters)	452.0	452.0
Height of Radiation Center Above Average Terrain (meters)		

<b>Antenna Structure Registration Number</b> 1057482	<b>Overall Height of Antenna Structure Above Ground (meters)</b> See the registration for this antenna structure.
<b>Obstruction Marking and Lighting Specifications for Antenna Structure</b> See the registration for this antenna structure.	
<b>Special Operating Conditions or Restrictions</b> <p>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.</p> <ul style="list-style-type: none"> <li>Pursuant to Revitalization of the AM Radio Service, Notice of Proposed Rule Making, 28 FCC Rcd 15221, 15227, para. 14 (2013), and First Report and Order, 30 FCC Rcd 12145, 12154, para. 17 and n. 43 (2015), the permittee and any successor in interest (licensee, transferee, or assignee) shall be subject to the following restrictions: (1) this facility may only, in perpetuity, be used to rebroadcast the authorized facilities of the AM primary station set forth in this construction permit, except that it may also originate nighttime programming if the AM primary station set forth in this construction permit is not authorized regular nighttime service, and then only during periods of the broadcast day when the primary AM station is not regularly authorized to operate; (2) if the AM primary station is operating with reduced facilities, this cross-service FM translator facility may only operate if its coverage contour conforms to the limits set forth in 47 CFR Section 74.1201(g) as applied to the reduced facilities of the AM primary station; (3) the authorization for this facility may not be assigned or transferred except in conjunction with the primary AM station set forth in this construction permit; and (4) if the authorization of the AM primary station set forth in this construction permit is rescinded, revoked, surrendered, subject to special temporary authorization (STA) to remain silent, or is otherwise suspended from operation, the authorization of this cross-service FM translator station shall likewise be rescinded, revoked, surrendered, silent for the duration of the AM primary station's STA to remain silent, or suspended from operation. Minor modifications of this authorization are permitted, provided that the translator meets all of the preceding conditions. Grant of this authorization is conditioned on the common ownership, in perpetuity, of this facility and the specified AM primary station. Any violation of this condition shall result in the rescission of the grant of this authorization and the dismissal, with prejudice, of the associated application and, if applicable, cancellation of the associated construction permit.</li> </ul>	

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.

