



**United States of America**  
**FEDERAL COMMUNICATIONS COMMISSION**  
**FM BROADCAST STATION LICENSE**

Authorizing Official:

Official Mailing Address:

S CONTENT MARKETING, LLC  
530 W. MAIN STREET  
BRENHAM TX 77833

Robert D. Greenberg  
Supervisory Engineer  
Audio Division  
Media Bureau

Grant Date: October 02, 1992

Facility Id: 70706

Call Sign: KULM-FM

This license expires 3:00 a.m.  
local time, August 01, 1997.

License File Number: BMLH-19920213KA

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: S CONTENT MARKETING, LLC

Station Location: TX-COLUMBUS

Frequency (MHz): 98.3

Channel: 252

Class: A

Hours of Operation: Unlimited

Callsign: KULM-FM

License No.: BMLH-19920213KA

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

Transmitter output power:

Antenna type: Non-Directional

Description:

Antenna Coordinates: North Latitude: 29 deg 42 min 03 sec  
West Longitude: 96 deg 34 min 24 sec

	Horizontally Polarized Antenna	Vertically Polarized Antenna
Effective radiated power in the Horizontal Plane (kW):	3.00	3.00
Height of radiation center above ground (Meters):	69	69
Height of radiation center above mean sea level (Meters):	137	137
Height of radiation center above average terrain (Meters):	61	61
Antenna structure registration number:	Not Required	
Overall height of antenna structure above ground:	73 Meters	

Obstruction marking and lighting specifications for antenna structure:

It is to be expressly understood that the issuance of these specifications is in no way to be considered as precluding additional or modified marking or lighting as may hereafter be required under the provisions of Section 303(q) of the Communications Act of 1934, as amended.

None Required

\*\*\* END OF AUTHORIZATION \*\*\*