



United States of America
FEDERAL COMMUNICATIONS COMMISSION
FM BROADCAST TRANSLATOR/BOOSTER
STATION LICENSE

Authorizing Official:

Official Mailing Address:

CLEAR WATER BRANDS, INC.
944 HARLEM STREET
ALTOONA WI 54720

Penelope A. Dade
Supervisory Analyst
Audio Division
Media Bureau

Facility Id: 150461

Call Sign: W286CK

License File Number: BLFT-20160718ACD

Grant Date: August 01, 2016

This license expires 3:00 a.m.
local time, December 01, 2020.

This license covers permit no.: BMPFT-20160426AAP

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.

Callsign: W286CK

License No.: BLFT-20160718ACD

Name of Licensee: CLEAR WATER BRANDS, INC.

Principal community to be served: WI-EAU CLAIRE

Primary Station: WAYY (AM) , Frequency 790 kHz, EAU CLAIRE, WI

Via: Other

Frequency (MHz): 105.1

Channel: 286

Hours of Operation: Unlimited

Antenna Coordinates: North Latitude: 44 deg 48 min 00 sec

West Longitude: 91 deg 27 min 56 sec

Transmitter: Type Accepted. See Sections 73.1660, 74.1250 of the Commission's Rules.

Transmitter output power: 0.31 kW

Antenna type: (directional or non-directional): Non-Directional
Description: JAM JMPC-2

Major lobe directions (degrees true): Not Applicable

	Horizontally Polarized Antenna:	Vertically Polarized Antenna:
Effective radiated power in the Horizontal Plane (kw):	0.185	0.185
Height of radiation center above ground (Meters):	175	175
Height of radiation center above mean sea level (Meters):	446	446

Antenna structure registration number: 1033663

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 ***