



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

Authorizing Official:

Official Mailing Address:

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

Arthur E. Doak  
Senior Engineer  
Audio Division  
Media Bureau

Facility Id: 63595

Call Sign: WLUM-FM

License File Number: BLH-19900523KA

Grant Date:

This license expires 3:00 a.m.  
local time, December 01, 1996.

This license covers Permit No.: BPH-19891026IA

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: WLUM-FM

License No.: BLH-19900523KA

Name of Licensee: 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:

Antenna type: Directional

Description: ODD ODD891026IA

Antenna Coordinates: North Latitude: 43 deg 05 min 48 sec  
West Longitude: 87 deg 54 min 19 sec

	Horizontally Polarized Antenna	Vertically Polarized Antenna
Effective radiated power in the Horizontal Plane (kW):	20.0	20.0
Height of radiation center above ground (Meters):	249	249
Height of radiation center above mean sea level (Meters):	441	441
Height of radiation center above average terrain (Meters):	232	232

Antenna structure registration number: Not Required

Overall height of antenna structure above ground: 336 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

Special operating conditions or restrictions:

- 1 THE RELATIVE FIELD STRENGTH OF NEITHER THE MEASURED  
HORIZONTALLY NOR VERTICALLY POLARIZED COMPONENT SHALL  
EXCEED AT ANY AZIMUTH THE VALUE INDICATED ON THE COMPOSITE  
RADIATION PATTERN AUTHORIZED BY THIS CONSTRUCTION PERMIT.

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A RELATIVE FIELD STRENGTH OF 1.0 ON THE COMPOSITE  
RADIATION PATTERN HEREIN AUTHORIZED CORRESPONDS TO THE  
FOLLOWING EFFECTIVE RADIATED POWER:  
20 KILOWATTS

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PRINCIPAL MINIMA AND THEIR ASSOCIATED FIELD STRENGTH LIMITS:  
80 DEGREES TRUE: 4.1 KILOWATTS

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