



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

Authorizing Official:

Official Mailing Address:

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WXOW-WQOW TELEVISION, INC.  
P.O. BOX 909  
QUINCY IL 62306

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Clay C. Pendarvis  
Associate Chief  
Video Division  
Media Bureau

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Facility Id: 64549

Analog TSID: 3196

Digital TSID: 3197

Call Sign: WXOW

License File Number: BLCDT-20090622ACY

This license covers permit no.: BMPCDT-20090113ABG

Grant Date: June 30, 2010

This license expires 3:00 a.m.  
local time, December 01, 2013.

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: WXOW

License No.: BLCDT-20090622ACY

Name of Licensee: WXOW-WQOW TELEVISION, INC.

Station Location: WI-LA CROSSE

Frequency (MHz): 674 - 680

Channel: 48

Hours of Operation: Unlimited

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

Antenna type: (directional or non-directional): Directional

Description: HAR, TWS-30T

Beam Tilt: 0.75 Degrees Electrical

Major lobe directions            70            190            310  
(degrees true):

Antenna Coordinates: North Latitude:    43 deg 48 min 23 sec

    West Longitude:    91 deg 22 min 02 sec

Transmitter output power: 11.8 kW  
    10.73 DBK

Maximum effective radiated power (Average):    371 kW  
    25.69 DBK

Height of radiation center above ground:            240 Meters

Height of radiation center above mean sea level: 614 Meters

Height of radiation center above average terrain: 348 Meters

Antenna structure registration number: 1035149

Overall height of antenna structure above ground (including obstruction lighting if any) see the registration for this antenna structure.

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