



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

Authorizing Official:

Official Mailing Address:

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NEW CENTURY MEDIA GROUP, LLC  
C/O BROOKS, PIERCE, ET. AL.  
PO BOX 1800  
RALEIGH NC 27601

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Penelope A. Dade  
Supervisory Analyst  
Audio Division  
Media Bureau

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Facility Id: 22322

Call Sign: WPLW

License File Number: BLH-20101029ACM

Grant Date: November 23, 2010

This license expires 3:00 a.m.  
local time, December 01, 2011.

This license covers permit no.: BPH-20100204ACG

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: WPLW

License No.: BLH-20101029ACM

Name of Licensee: NEW CENTURY MEDIA GROUP, LLC

Station Location: NC-HILLSBOROUGH

Frequency (MHz): 102.5

Channel: 273

Class: A

Hours of Operation: Unlimited

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

Transmitter output power: 1.85 kW

Antenna type: Non-Directional

Description: ERI LPX-3E-HW

Antenna Coordinates: North Latitude: 36 deg 06 min 13 sec  
West Longitude: 78 deg 57 min 57 sec

	Horizontally Polarized Antenna	Vertically Polarized Antenna
Effective radiated power in the Horizontal Plane (kW):	1.50	1.50
Height of radiation center above ground (Meters):	149	149
Height of radiation center above mean sea level (Meters):	350	350
Height of radiation center above average terrain (Meters):	204	204

Antenna structure registration number: 1267862

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 \*\*\*