

WAGO

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REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/3

BROADCASTING STATION LICENSE RECORD

Date first licensed 8-28-69Call letters WAGOStation location Oshkosh, Wisconsin

WAGO RADIO, INCORPORATED (VOL. AL. 8-3-70 EFF: 9-1-70)

x STERLING H. SAUNDERS AND STANLEY H. KRINSKY d/b asName of licensee THE FOX RIVER BROADCASTING COMPANYTransmitter location Intersection of County Rd. "Y" and U.S. Hwy. #41, Oshkosh, Wisc. (EP 4-19-67)Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From- To |
|-------------------|---|------------------|--------------|---|--------------------|
| BP-15129 | 4-19-67 | 690kc | 250w-DA-D | Day | 6-19 12-19-67 |
| | CP for a new standard broadcast station (Cond'1). | | | | |
| BP-15129 (1) | 7-13-67 | Mod. of | CP(BP-15129) | to assign call letters. | |
| BMP-12241 (2) | 1-17-68 | Mod. of | CP(BP-15129) | for ext. of completion date to 6-19-68. | |
| BMP-12438 (3) | 7-18-68 | MP(BP-15129) | ext. time | 12-19-68 | |
| BMP-12608 (4) | 1-14-69 | MP(BP-15,129) | ext. time | 5-1-69 | |
| BMP-12713 (5) | 5-6-69 | MP(BP-15,129) | ext. time | 8-1-69 | |
| BL-12407(L) | 8-28-69 | Lic. (BP-15,129) | for new | station. 12-1-70 | |
| BAL-6501 | 8-3-70 | VOL. AL | EFF: | 9-1-70 | |
| BTC-6500 | 2-24-71 | VOL. TC | | | |
| BE-4772(L) | 9-10-71 | Renewal & Mod. | | 12-1-73 | |
| EBSA | 6-12-72 | | | | |
| BR-4772(L) | 11-28-73 | RENEWAL | | 12-1-76 | |
| BTC-7555 | 1-8-75 | Vol. TC | EFF: | 1-18-75 | |
| BR-4772(S) | 11-23-76 | | RENEWAL | 12-1-79 | |
| BR790801YI (S) | 1-31-80 | RENEWAL | | 12-1-82 | |

APPLICATION RECORD - BROADCASTING

AUG. 1955 STERLING H. SAUNDERS AND STANLEY H. KRINSKY d/b as

Call
Letters new W A G O

THE FOX RIVER BROADCASTING COMPANY

X JOSEPH A. WETTSTEIN, CHARLES NILES, DELILA F. PIERCE

Name AND STERLING H. SAUNDERS d/b as WINNEBAGO BROADCASTING COMPANY

OSHKOSH, WISCONSIN (P.O. ~~714 South Kline St., Aberdeen, South Dakota~~)~~1753 South Third Street, (Lat. 10-26-61)~~
(8135 Wynwood Rd., Minneapolis, Minn. 55427)
Application for

Action

Nature Date

BP-15,129
Rec'd
Filed10-3-61
10-9-61
10-9-61

CP for a new standard broadcast station

to be operated on:

Frequency - 690kc

Power - 250w DA-D

Hours of operation - Daytime

Type transmitter - Collins ~~300J~~ 20-V3Trans. location - ~~On Road Y, 3 miles N. W. of~~
~~Oshkosh, Wisconsin~~
~~On U.S. Hwy 41, 2 miles North of~~Studio location - ~~Main Street, Oshkosh, Wisconsin~~

Eng. Charles Niles, Minneapolis, Minn.

GRANTED 4-19-67
Cond'l res Phase Mon.,
Field meas. equip., DA &
non-DA proof.After Hearing
Docket No. 16824
Order Issued

AMENDMENT

8-29-63

AMENDED to change ant.-trans. location from

R&F

9-6-63

On Road Y, 3 miles N. W. of Oshkosh, Wisconsin
to ~~On U.S. Hwy 41, 2 miles North of~~
~~Oshkosh, Wisconsin~~

APPLICANT NOW REPRESENTED BY SAMUEL MILLER PER LETTER DATED AND RECEIVED MARCH 23, 1966

SEE CARD #2 FOR AMENDMENT

APPLICATION RECORD - BROADCASTING

Call Letters new WAGO

Name STERLING H. SAUNDERS AND STANLEY H. KRINSKY d/b as THE FOX RIVER BROADCASTING COMPANY
OSHKOSH, WISCONSIN

| File No. | Dated | Application for | Action | |
|-------------------------------------|-------------------------------|--|---------------|---------------------|
| | | | Nature | Date |
| BP-15,129 Amendment R & F | cont'd 4-16-66 4-18-66 | AMENDED to change applicant's name to STERLING H. SAUNDERS AND STANLEY H. KRINSKY d/b as THE FOX RIVER BROADCASTING COMPANY. | GRANTED | 4-19-67 |
| AMENDMENT R & F | 5-13-66 5-17-66 | AMENDED to change trans (Collins-20-V3), change ant-trans and studio location to Intersection of County Rd. "Y" and U.S. Highway #41, near Oshkosh, Wisc. & make chgs in DA system (3 tower array) | | |
| BMP-12,241 R.&F. | 12-4-67 12-4-67 | Mod. of CP(BP-15,129 which auth. a new standard broadcast station) for extension of completion date from 12-19-67 to _____. | GRANTED to | 1-17-68 6-19-68 |
| JAN 2 1968 | | | | |
| BMP-12,438 R.&F. #437334 \$30 | 6-12-68 6-19-68 6-19-68 | Mod. of CP(BP-15,129 as mod) for ext. of completion date to 12-19-68. | GRANTED to | 7-18-68 12-19-68 |
| JUN 3 1968 | | | | |

FORM BC-121 #3
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W A G O

Name Sterling H. Saunders and Stanley H. Krinsky d/b as
The Fox River Broadcasting Company
Oshkosh, Wisconsin

| File No. | Dated | Application for | Action | |
|---|---------|---|-------------------|---------|
| | | | Nature | Date |
| EMP-12,608 R. & F. #475890 \$30 JAN 7 1969 | 12-1-68 | MP(BP-15,129, as mod) for extension of completion date to 5-1-69(new). | GRANTED to | 1-14-69 |
| | 12-3-68 | | | 5-1-69 |
| | 12-3-68 | | | |
| BMP-12,713 R&F \$30-508511 PRESS: APR 29 1969 | 4-18-69 | MP(BP-15,129 as mod.) for extension of completion date to _____. New Atty. Samuel Miller | GRANTED to | 5-6-69 |
| | 4-22-69 | | | 8-1-69 |
| | 4-22-69 | | | |
| BL-12,407 R & F #522038 \$30 PT JUL 15 1969 AMENDED:R&F AMENDED:RAF | 6/19/69 | Lic. (BP-15,129 as mod.) for new station, specify type trans. GATES BC-250 GY. Atty: Samuel Miller Re Audio Proof Re engr. data. | 9-8-69 GRANTEL | 8-28-69 |
| | 6/20/69 | | | |
| | 6/20/69 | | | |
| | 6/26/69 | | | |
| | 7/28/69 | | | |
| 8/13/69 | | | | |

FORM BC-121 #4
AUG. 1955

APPLICATION RECORD - BROADCASTING

690kc

WAGO RADIO, INCORPORATED

Call
Letters W A G O

x Sterling H. Saunders and Stanley H. Krinsky
Name dba THE FOX RIVER BROADCASTING COMPANY
Oshkosh, Wisconsin

| File No. | Dated | Application for | Action | |
|---|--------------------------------------|--|---------------------|----------------------|
| | | | Nature | Date |
| BAL-6801 R & F FEE PD: \$75 Pub. notice filed 11-20-69 (see over) | 11-8-69 11-10-69 -#555696 | Voluntary assignment of license to WAGO RADIO, INCORPORATED Atty - Samuel Miller AMENDED 6-15-70 - REQUEST WAIVER SEC. 1.597 operating costs in support of waiver (SEE OVER FOR FURTHER AMENDMENTS) | GRANTED EFF: | 8-3-70 9-1-70 |
| PN Pub. notice filed 11-20-69 | NOV 24 1969 11-24-69 | | | |
| BR-4772 R & F PN Recd. PRESS | 9-1-70 9-2-70 " SEP 10 1970 | RENEWAL OF LICENSE | GRANTED | 9-10-71 |
| BTC-3500 Rec & Filed FEE PD: \$250 CODE 053 (Form 316) | 1-27-71 2-2-71 #661184 | Voluntary acquisition of positive control of lic corp by John C. Miller thru purchase of additional stock from the licensee corporation Atty - Samuel Miller | GRANTED | 2-24-71 |

RE: BAL-6801 - rev. sec. III & IV not filed (Ref. made to present prog)

Rev. Sec. III filed 11-25-69

AMENDED 12-5-69 - amended sub. agreement (rev. Exh. 1C)

AMENDED 5-7-70 - Sec. IV-A (past programming)

AMENDED 5-18-70 - financial data (assignor)

AMENDED 8-10-70 re comm spot announcements (assignee)

12-69

#5

690 kc AM

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W A G OName WAGO RADIO, INCORPORATED
OSHKOSH, WISCONSIN

| File No. | Dated | Application for | Action | |
|--|---|--|--|-------------------|
| | | | Nature | Date |
| BR-4772 R & F PN Recd. PRESS | 8-24-73 9-4-73 " OCT 1973 | RENEWAL OF LICENSE | GRANTED | 11-28-73 |
| BTC-7555 Rec'd Filed Fee: \$1,000 047 349851 Press: OCT 8 1974 PN Rec'd: 10-21-74 | 9-24-74 9-27-74 9-27-74 | Voluntary transfer of control of licensee corporation from John C. Miller to Obed S. Borgen. Thomas W. Fletcher, Atty. AMENDMENT: 12-26-74 re: Legal & financial data revised Form 323 Stock Pledge Agreement. | GRANTED EFF: FEE REQ. \$3,497.00 Fee pd. 1-28-75, 048 W 386343 | 1-8-75 1-18-75 |
| BR-4772 R & F P.N. Press | 7-24-76 7-27-76 7-27-76 OCT 1 1976 | RENEWAL OF LICENSE Atty: Thomas W. Fletcher (Cole, Zylstra & Raywid) AMENDED 10-18-76 re: commercial matter & EEO AMENDED 10-28-76 re: engineering | GRANTED | 11-23-76 |

APPLICATION RECORD-BROADCASTING
690KHz.

Call Letters: W A G O

Name: WAGO RADIO, INCORPORATED

Station Location: OSHKOSH, WISCONSIN

| File No. | Date | Description | Action and Date |
|---------------------|------------|---|-----------------|
| BR790801YI PRESS | JUL 5 1979 | RENEWAL OF LICENSE Atty. Thomas W. Fletcher (Cole, Raywid & Braverman) | GRANTED 1-31-80 |

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3” by 5” filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

