

WCCN

June 1954

3517

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-21-57

Call letters W C C N

Station location Neillville, Wisconsin

Name of licensee CENTRAL WISCONSIN BROADCASTING, INCORPORATED (BP-6-27-57)

Transmitter location 0.95 mile N.E. of center of Neillville on State Hwy. 73, Clark County, Wis.
 (BP-6-27-57)
 (BL-11-21-57)

544.56

1201 East Division Street, Neillville, Wisconsin BRC 3-31-67)

X 140 West 5th Street, Neillville, Wisconsin (ERC-1191) (BL-11-21-57)

Main studio location X To be determined, Neillville, Wisconsin (BP-6-27-57)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10976	6-27-57	1370	1 kw-non-DA	Day	8/27/57-2/27/58
CP for a new standard broadcasting station					
BRC-1191 (1)	9-23-57	Modification of construction permit to specify studio location and operate transmitter by remote control from 140 West 5th Street, Neillsville, Wisconsin			
BL-6823	11-21-57	1370	1kw	Day	11-21 12-1-58
License to cover CP(BP-10,976), as mod., which authorized a new standard broadcast station.					
BR-3517	11-12-58	Renewal of license			12-1 12-1-61
BP-12172	4-1-59	1370kc	5kw	Day	6-1 12-1-59
CP to increase power and install a new transmitter					
BMP-8566 (1)	6-25-59	Mod. of CP(BP-12,172) to change type Transmitter (GATES BC-5P-2)			
BL-7584	10-22-59	Lic. to Cover CP (BP-12,172 as mod.) to increase power and install a new transmitter.			
BTC-3361 EFF: 2-12-60	2-4-60	Voluntary relinquishment of positive control of licensee corporation by Herman North thru sale of stock to Howard Sturtz, Jr.			
BTC-3506 EFF: 8-25-60	8-23-60	Voluntary acquisition of positive control of licensee corporation by Howard Sturtz, Jr. thru purchase of stock from Herman North			
BP-14299	10-9-61	1370kc	5kw	Day	12-9 6-9-62
CP to make changes in antenna system (incr. hght). (remove resistors)					
BP-14299 as mod. to increase power and install a new transmitter.					
BR-3517	11-9-61	1370kc	5kw	Day	12-1 12-1-64
BL-9138 (1)	5-4-62	Lic. to cov. CP (BP-14,299) which auth. changes in antenna system.			
BL-5302	12-10-64	1370kc	5kw	Day	12-10 12-1-67
Authority to determine operating power by direct measurement of antenna power.					
BR-3517	11-16-64	1370kc	5kw	Day	12-1 12-1-67
BL-5302 (1)	12-2-65	Auth. to determine operating power by direct measurement of antenna power.			

Form BC 126

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W C C N

Station location

Name of licensee See Card #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To-
BRC-3075 (2)	3-31-67	Mod. of license to change studio location and remote control point to 1201 East Division Street, Neillsville, Wisconsin.			
TELEGRAM	10-17-67	PSA	500w		
BR-3517	11-24-67	1370kc	5kw	Day RC	12-1 12-1-70
BZ-6808 (1) (S)	4-17-68	Direct Meas.			
BR-3517(L)	3-23-71	Renewal	of License		12-1-73
EBSA	6-12-72				
BR-3517(S)	11-28-73	RENEWAL			12-1-76
BTC-7861	1/21/76	Vol TC EFF:			
BR-3517	11-30-76	RENEWAL OF LICENSE			12-1-79
BR_790725	11-30-79	(S) RENEWAL			12-1-82

Form NC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters -~~NEW~~- WCCN

Name CENTRAL WISCONSIN BROADCASTING, INCORPORATED
(P.O. - c/o Howard Sturtz, Jr., 209 E. 4th St., Neillsville, Wisconsin)

File No. Submitted	Dated	Application for	Action	
			Nature	Date
BP-10,976	12-15-56	Construction permit for a new standard broadcast station to be operated on: Frequency - 1260kc 1370kc Power - 1kw Hours of operation - Daytime Transmitter location - On State Hwy 73, 0.95 mi NE of center of Neillsville, Wisc. Studio location - To be determined. Neillsville, Wisconsin Atty. - Samuel Miller Engr. - Charles E. Brennan & Assoc. Milwaukee, Wisconsin	GRANTED	6-27-57
Rec'd	12-19-56			
Filed	12-19-56			
ASST. DIR.	4-27-57	Agreed to change frequency from 1260kc to		
R. C. P.	4-29-57	1370kc.		

GATES BC 1J

Aug 1955

Call
Letters WCCN

Name CENTRAL WISCONSIN BROADCASTING, INCORPORATED

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1191 Rec'd Filed	9-13-57 9-18-57 9-18-57	Modification of construction permit to Specify Studio Location and operate transmitter by Remote Control from 140 West 5th Street, Neills- ville, Wisconsin.	GRANTED	9-23-57
BL-6223 Rec'd Filed	9-16-57 9-17-57 9-17-57	License to cover construction permit BP-10,976 as mod., which authorized a new standard broadcast station.	GRANTED	11-21-57
BP-12,172 Rec'd Filed	7-1-58 7-10-58 7-10-58	Construction permit to increase power from 1kw to 5kw and install a new transmitter (GATES BC 5P) Atty. - Samuel Miller Engr. - Charles E. Brennan, Milwaukee, Wisc.	GRANTED GRANTED	11-21-58 4-1-59
BR-3517 Rec'd & Filed	9-19-58 9-22-58	Renewal of license Samuel Miller Esq, attorney	GRANTED	11-12-58

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters *120-121*Name *COMMUNITY TELEVISION, INCORPORATED*

File No.	Dated	Application for	Action	
			Nature	Date
<i>EP-3066</i> Rec'd Filed	<i>5-21-59</i> <i>5-26-59</i> <i>5-26-59</i>	<i>Modification of c.p. (EP-12,172 which authorized increase power and install new transmitter) to change type transmitter (GAT-5 BC-5F-2).</i> <i>Samuel Miller, Atty.</i>	<i>GRANTED</i>	<i>5-27-59</i>
<i>BL-7584</i> <i>R & F</i>	<i>7-15-59</i> <i>7-16-59</i>	<i>License to cover C. P. (EP-12172 as modified) to increase power and install a new transmitter.</i>	<i>GRANTED</i>	<i>10-22-59</i>
<i>BTC-2351</i> Rec'd Filed	<i>1-12-60</i> <i>1-27-60</i> <i>1-27-60</i>	<i>Voluntary relinquishment of positive control of licensee corporation by Herman North thru sale of stock to Howard Sturtz, Jr.</i> <i>Samuel Miller, Atty.</i>	<i>GRANTED</i> <i>EFF:</i>	<i>2-4-60</i> <i>2-12-60</i>
<i>EP-14299</i> Rec'd Filed	<i>8-11-60</i> <i>8-11-60</i> <i>8-11-60</i>	<i>Construction permit to make changes in antenna system. (Incr height)(remove resistors)</i> <i>Atty: Samuel Miller</i>	<i>GRANTED</i>	<i>10-9-61</i>

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WCCNName CENTRAL WISCONSIN BROADCASTING, INCORPORATED
Neillsville, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BTC-3506 Rec'd Filed	8-4-60 8-8-60 8-8-60	Voluntary acquisition of positive control of licensee corporation by Howard Sturtz, Jr. thru purchase of stock from Herman North. Samuel Miller, Atty.	GRANTED EFF:	8-23-60 8-25-60
BR-3517 Rec'd Filed	9-27-61 9-29-61 9-29-61	Renewal of license Samuel Miller, Atty.	GRANTED	11-9-61
BL-9138 R. & F.	1-22-62 1-24-62	Lic to cover CP(PI-14,299) which auth. changes in antenna system. Samuel Miller, Atty.	GRANTED	5-4-62
Received	12-12-63 12-13-63	CP to make changes in antenna system (side mount FM antenna). Atty: Samuel Miller	Ret'd as Unnecessary	1-30-64

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WCCNName CENTRAL WISCONSIN BROADCASTING, INCORPORATED
Neillsville, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-3517 Rec'd Filed	9-26-64 9-28-64 9-28-64	Renewal of license Atty. Samuel Miller	GRANTED	11-16-64
BZ-5302 R. & F.	6-26-64 6-29-64	Authority to determine operating power by direct measurement of antenna power. Atty- Samuel Miller	GRANTED	12-10-64
BZ-5798 R & F	10/18/65 10/20/65	Auth. to determine operating power by direct meas. of antenna power.	GRANTED	12-2-65
BRC-3075 R & F	3-20-67 3-23-67	Modification of license to change studio location and remote control point to 1201 East Division Street, Neillsville, Wisconsin. Atty.: Samuel Miller	granted	3-31-67
BR-3517 R. & F. SEP 12 1967	8-18-67 8-21-67	Renewal of license. Atty-Samuel Miller	GRANTED	11-24-67

APPLICATION RECORD - BROADCASTING

137028

Call Letters WCCN

Name CENTRAL WISCONSIN BROADCASTING, INCORPORATED
Neillsville, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BZ-6808 R & F DM APR 17 1968	2/26/68 2/29/68 3/19/68	Direct Meas.	GRANTED	4-17-68
BR-3517 R & F PN Recd. PRESS SEP 10 1970	8-31-70 9-2-70 "	RENEWAL OF LICENSE AMENDED 9-4-70. Programming survey. 9-14-70 trans. logs filed AMENDED 10-20-70 re: programming	GRANTED	3-23-71
BR-3517 R & F PN PRESS 7 SEP 1973	8-24-73 8-29-73 8-29-73	Renewal of License Atty. Miller & Fields AMENDED 10-9-73 re: ascert. of comm. needs	GRANTED	11-28-73
WCCN-7561 R & F PN PRESS OCT 10 1975	9-23-75 10-1-75 10-25-75 10-25-75	Voluntary transfer of control of the corporation Edward Sparks III, Neillsville, Wis. Atty. - Miller & Fields (SEE OVER)	GRANTED EFF: FILE REC Fee Pd	1/21/76 2/2/76 W 52704

BTC-7861 - AMENDED 11/3/75 - Community survey
AMENDED 12-22-75 - re agreement; supplement to comm survey
statement re programming (AM, FM)
AMENDED 1-13-76 re par. II of agreement; bank ltr clarification
Bank ltr re loan filed 1-16-76
AMENDED 1-23-76 re escrow agreement

APPLICATION RECORD - BROADCASTING

Call
Letters W.C.C.N

Name CENTRAL WISCONSIN BROADCASTING, INCORPORATED
NEILLSVILLE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-3517	7-20-76	RENEWAL OF LICENSE	GRANTED	11-30-76
R & F	7-30-76	Atty: Samuel Miller (Miller & Fields)		
P.N.	7-30-76	AMENDED 11-22-76 re: prog. & ESO		
Press	SEP 27 1976			
BR790725UU		Renewal of License	GRANTED	11-30-79
PRESS	SEP 14 1979	Atty. Mark E. Fields		

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.

