

W I S M



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

## BROADCASTING STATION LICENSE RECORD

W I S M (11-1-59)

-W-I-S-Z (11-1-59)

X W I S C (8-20-47)

Date first licensed 9-17-48

Call letters X W V O W

LOCATION: MADISON, WISCONSIN

WISM, INC. (AL gr 10/17/75 EFF:10/31/75)

x HEART O' WISCONSIN BROADCASTERS, INC. (APL 9-23-59) EFF: 11-1-59

Name of licensee x RADIO WISCONSIN, INCORPORATED

Syene Road, near intersection of Nine Springs Road and Syene Road, Madison, Wisconsin (Lic. 9-17-48)

Transmitter location x Syene Road, Madison, Wisc. (CP 6-28-47)

Same as transmitter (BP 2-28-67) Lic. 3-6-72

X 122 East Main Street, Madison, Wisconsin (Ltr. 11-18-59)

x 4201 West Beltline Highway, Madison, Wisconsin (Ltr. 11/27/57) (EFF: 11/30/57)

X 114 N. Carroll Street, Madison, Wisconsin (Lic. 9-17-48)

Main studio location x to be determine, Madison, Wisc. (CP 6-28-47)

53713



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued  | Freq.  | Power         | Time Div.  | Period From- To- |
|--|--|--|---------------|------------|------------------|
| F4-P-3809<br>CP for new station                          | 6-28-47  | 1480   | 1kw*          | U<br>*DA-1 | 8-28 2-28-48     |
| P-3809<br>CP for new station.                            | 3-30-48  | 1480   | 1kw*          | U-DA-1     | 5-30- 11-30-48   |
| Letter   | dated 12-15-48 granting on 12-14-48 the transfer of 247 shares in Radio Wisconsin, Inc. from Central Broadcasting Company to the Evening Telegram Company. |  |               |            |                  |
| BL-3340  | 9-17-48  | 1480   | 1kw*<br>*DA-1 | U          | 9-17 11-1-50     |
| Letter   | Lic. to cover CP (3809) for a new station and to specify studio site.  |  |               |            |                  |
| Letter   | 12-22-48 granting transfer of 247 shares of Radio Wisconsin to Walter Bridges and Evening Telegram Company.  |  |               |            |                  |
| EFF:   |  |  |               |            |                  |
| BR-2127  | 10-18-50   | 1480   | 1kw*<br>*DA   | U          | 11-1 11-1-53     |
| BR-2127  | 10-18-50   | 1480   | 1kw*<br>*DA   | U          | 11-1 11-1-53     |
|  | Superseded to correct theoretical field ratio S tower  |  |               |            |                  |
| BR-2127  | 10-18-50   | 1480   | 1kw-DA        | U          | 11-1 11-1-53     |
|  | Superseding a superseding license correcting description DA  |  |               |            |                  |
| Telegram   | 10-30-53   | Action on renewal deferred 10-30-53 and continued operation authorized until final determination on renewal. |               |            |                  |
| BR-2127  | 11-12-53   | 1480   | 1kw-DA-1      | U          | 11-12 12-1-55    |
| BTC-1561<br>EFF:   | 11-18-53<br>12-9-53  | Voluntary relinquishment of positive control by MORGAN MURPHY AND ELIZABETH B. MURPHY.                       |               |            |                  |
| BR-2127  | 11-9-55  | Renewal of license   |               |            | 12-1 12-1-58     |
| <del>BR-2127 11-28-50 1480 1kw U 11-28-50 11-28-53</del> |  |  |               |            |                  |
| <del>BR-2127 11-28-50 1480 1kw U 11-28-50 11-28-53</del> |  |  |               |            |                  |



BROADCASTING STATION LICENSE RECORD

#2

~~WISZ~~ WISM (11-1-59)

Date first licensed 9-17-48

Call letters x WISC

Station location \_\_\_\_\_

Name of licensee \_\_\_\_\_

Transmitter location \_\_\_\_\_

Main studio location \_\_\_\_\_



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.                    | Date Issued                   | Freq.  | Power   | Time Div. | Period    |              |
|------------------------------|-------------------------------|--|---|-----------|-----------|--------------|
|                              |                               |  |   |           | From      | To           |
| BR-2127                      | 11-19-58                      | 1480 kc  | 1kw-DA-1 U  |           | (Cond'1.) | 12-1 12-1-61 |
| BP-11396                     | 4-1-59                        | 1480kc   | 1kw, 5kw-LS<br>DA-2   | U         |           | 6-1 12-1-59  |
|                              |                               |  | CP to increase daytime power, make changes in the directional antenna system and ground system, install new transmitter. (Cond'1) |           |           |              |
| BAPL-195<br>EFF:             | 9-23-59<br>11-1-59            | Voluntary assignment of license and construction permit to Heart O'Wisconsin Broadcasters, Inc.  |   |           |           |              |
| BMP-8796                     | 11-25-59                      | 1480kc   | 1kw, 5kw-LS   | U         |           | 1-25 7-25-60 |
|                              |                               | Mod. of CP(BP-11396) to change type transmitter to (COLLINS 21E).  |   |           |           |              |
| BL-7723                      | 7-20-60                       | 1480kc   | 1kw, 5kw-LS   | U         |           | 7-20 12-1-61 |
|                              |                               | Lic. to cover C.P. (BP-11396) which auth. incr. in daytime power, chgs in DA system and ground system & install new trans.   |   |           |           |              |
| BL-7723                      | 7-20-60                       | Superseding auth. correcting the description of the monitoring point at 156.5° and to permit the reading of the nighttime monitor point field intensity monthly.                         |   |           |           |              |
| <del>XXXXXX</del><br>BR-2127 | <del>11-9-61</del><br>11-9-61 | Renewal of license   |   |           |           | 12-1 12-1-64 |
| BTC-3892<br>EFF:             | 11-16-61<br>11-16-61          | Involuntary transfer of control of licensee corporation from William E. Walker to The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased. |   |           |           |              |
| BL-8456                      | 12-7-61                       | 1480kc   | 1kw   | Aux       |           | 12-7 12-1-64 |
|                              |                               | Lic. to use old main trans. (Composite) at Syene Rd. at Nine Springs Creek, Madison, Wis. (main trans. loc.) as aux. trans. day and nighttime hours on 1480kc, power 1kw.                |   |           |           |              |
| BZ-6772(1)                   | 5-13-69                       | Direct Meas. (Main)  |   |           |           |              |



Form BC 126  
June 1954

# 3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I S M

Station location .....

Name of licensee HEART O'WISCONSIN BROADCASTERS, INC.

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.      | Date<br>Issued | Freq.  | Power     | Time<br>Div. | Period<br>From - To     |
|-------------------|----------------|--|-----------|--------------|-------------------------|
| BTC-4305          | 11-29-63       | Voluntary acquisition of positive control of licensee corporation by William R. Walker (68%) thru transfer of stock (51%) by the First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased |           |              |                         |
| BR-2127           | 12-9-64        | Renewal of license<br>"Main and Aux  |           |              | 12-9 12-1-67            |
| BP-17032          | 2-28-67        | 1480kc   | 5kw-DA-2  | U            | 4-28 10-28-67           |
|                   |                | CP to incr. night power to 5kw, make changes in nighttime DA system (increase height), change studio loc. to same as transmitter (Cond'1).   |           |              |                         |
| BTC-5399          | 8-24-67        | Voluntary transfer of control.   |           |              |                         |
| BMP-12,152<br>(1) | 10-20-67       | Mod. of CP (BP-17032) for completion date to   |           |              | extension of<br>4-28-68 |
| BMP-12206         | 11-29-67       | 1480kc   | 5kw-DA-3  | U            | 4-28 1-28-68            |
|                   |                | Mod. of CP (BP-17,032 as mod.) to make changes in the nighttime DA pattern (MEOV only). Cond'1   |           |              |                         |
| TELEGRAM          | 12-21-67       | PSA  | 5000w     |              |                         |
| BMP-12373<br>(1)  | 4-24-68        | MP (BMP-17,032)  | ext. time |              | 10-28-68                |
| BR-2127(5)        | 4-15-68        | Renewal of License & MEOV (H)  |           |              | 12-1-70                 |
| BR-2127(3)        | 4-15-68        | Renewal of license (Aux.)  |           |              | 12-1-70                 |
| BMP-12206<br>(2)  | 4-24-68        | MP (BMP-12206) to chg. obstruction marking. (Memo)   |           |              |                         |
| BMP-12558<br>(3)  | 1-18-68        | MP (BMP-12,206)  | ext. time |              | 4-28-69                 |
| BMP-12672(4)      | 4-21-69        | MP (BP-17,032)   | ext. time |              | 10-28-69                |
| BZ-6772(1)        | 5-13-69        | Direct. Plans.   |           |              |                         |
| BMP-12825(5)      | 11-20-69       | MP (BP-17,032)   | ext. time |              | 4-28-70                 |
| BMP-12,952(6)     | 3-31-70        | MP (BP-17,032)   | ext. time |              | 10-1-70                 |
| BMP-12,999<br>(7) | 6-3-70         | Mod. of CP (BP-17,032 as mod.) to make changes in the antenna system. (#2 tower  |           |              |                         |
| BMP-13,097(8)     | 10-13-70       | MP (BP-17,032)   | ext. time |              | 4-1-71                  |
| BMP-13,106(9)     | 3-29-71        | MP (BP-17,032)   | ext. time |              | 6-1-71                  |
| BMP-13,240(10)    | 6-24-71        | MP (BP-17,032)   | ext. time |              | 10-1-71                 |



Form BC 126  
June 1954

#4

DUPLICATE CARD

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W I S M

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.                 | Date Issued   | Freq. Mod  | Power                  | Time Div.        | Period         |                    |
|---------------------------|---|--|------------------------|------------------|----------------|--------------------|
|                           |   |  |                        |                  | From           | To                 |
| <del>BMP-13,278(11)</del> | <del>8-13-71</del>  | <del>Mod CP</del>  | <del>(BP-17,032)</del> | <del>chgs.</del> | <del>day</del> | <del>MEOV's.</del> |
| BL-13,052<br>BR-2127(L)   | 3-6-72  | RENEWAL  | MAIN & AUX.            |                  | 12-1-73        |                    |
|                           |   | 1480kc   | 5kw                    | NDEA DA-2 U      |                |                    |
|                           |   |  | 1kw                    | DA-2 Aux.        |                |                    |
| <del>EBSA</del>           | <del>5-25-72</del>  |  |                        |                  |                |                    |
| BL-13052(L)<br>BR-2127    | 3-6-72  | Supersede to require field meas. every 7 days day & night. |                        |                  | 12-1-73        |                    |
| BL-13052<br>BR-2127(L)    | 3-6-72  | page 2 superseded to correct antenna system                |                        |                  | 12-1-73        |                    |
| BP-19,661                 | 5-7-74  | 1480khz  | 5kw                    | DA-2 U           | 5-7-75         |                    |
|                           |   | CP to modify the MEOV's on the nighttime pattern.          |                        |                  |                |                    |
| Comlet 8-                 | 2-74  | Ant Monitor:   | Potomac                | Inst AM-19 (204) |                |                    |
| BAPL-465                  | 10/17/75  | Vol APL EFF: 10/31/75                                      |                        |                  |                |                    |
| BL-13,833<br>BR-2127(L)   | 11-17-75  | Lic. (BP-19661)  | for chgs.              |                  | 12-1-76        |                    |
|                           | 11-17-75  | RENEWAL  | (MAIN & AUX.)          |                  | 12-1-76        |                    |
|                           |   | 1480khz  | 5kw                    | DA-2 U           |                |                    |
|                           |   |  | 1kw                    | DA-2 Aux.        |                |                    |
| BR-2127(L)                | 11-15-76  | RENEWAL (MAIN & AUXILIARY) and Mod.                        |                        |                  | 12-1-79        |                    |
| Ltr. 9-11-78              | Former Main Transmitter to be used for AUXILIARY Transmitter COLLINS M21E |  |                        |                  |                |                    |
| BTC790914HS               | 10-15-79  | VOL. TC  |                        | EFF:             | 10-30-79       |                    |
| BR790718UF(L)             | 2-22-80   | Renewal of License   |                        |                  | 12-1-82        |                    |



## APPLICATION RECORD—BROADCASTING

WISC  
 x WVOW  
 x New

Call letters

RADIO WISCONSIN, INCORPORATED

Name ~~CENTRAL BROADCASTING COMPANY,~~

(P.O. 119 Monona Ave., Madison, Wis.)

~~(P.O. 207 South Barton St., Eau Claire, Wis.)~~

ACTION

| FILE No.        | DATED    | APPLICATION FOR—  | ACTION  |      |
|-----------------|----------|---|---|------|
|                 |          |   | NATURE  | DATE |
| BLP-3809        | 11-17-44 | Construction Permit for a new standard broadcast station to be operated on:<br>Frequency: <del>1070 kc</del> 1480 kc<br>Power: <del>500w</del> 1kw DA-N<br>Hours of Operation: <del>Daytime</del> Unlimited time<br><del>Trans. &amp;</del> Studio Location: To be determined, Madison, Wisconsin<br>Filed by Philip G. Loucks, Atty.<br>Trans. Location: Syene Road, Madison, Wis.<br>RE: To change requested frequency from 1070 to 1480 kc, change power and hours of operation from 1kw daytime to <del>500w night</del> and 1kw day, unlimited time, install D.A. for night use, and specify transmitter location as Syene Road, Madison, Wis.<br>AMENDED to change name of applicant from Central Broadcasting Co. to RADIO WISCONSIN, INCORPORATED (new corporation) | Docket No. 6940<br>GRANTED—AFTER A HEARING<br>Decision B-291<br>6-28-47 |      |
| Rec'd           | 11-20-44 |   |   |      |
| Amended & Filed | 12-11-44 |   |   |      |
| Amended         | 7-30-45  |   | REGRANTED 3-30-48   |      |
| Rec'd           | 8-3-45   |   | ORDER ISSUED  |      |
| Filed           | 8-13-45  |   |   |      |
| AMENDED         | 2-11-46  |   |   |      |
| Rec'd           | 2-19-46  |   |   |      |
| Filed           | 3-5-46   |   |   |      |

SEE CARD NO. 2

COMPOSITE transmitter



## APPLICATION RECORD - BROADCASTING

Call W I S C  
 Letters x W V O W

Name RADIO WISCONSIN, INCORPORATED

| File No.    | Dated     | Application for   | Action   |               |
|-------------|-----------|---|----------|---------------|
|             |           |   | Nature   | Date          |
| B4-P-3809 - | Continued |   | See Card | #1 for action |
| AMENDED     | 2-23-46   | AMENDED to change power from 500w night and 1kw day to 1kw day and night and make changes in D.A. for night use <del>and day use.</del> |          |               |
| Recd.       | 3-1-46    |   |          |               |
| Filed       | 3-6-46    |   |          |               |
| AMENDED     | 3-21-46   | AMENDED re change in stockholders   |          |               |
| Recd.       | 3-28-46   |   |          |               |
| Filed       | 3-28-46   |   |          |               |
| Amended     | 7-29-46   | Amended to make changes in directional pattern for use both day and night (DA-1)  |          |               |
| Rec'd       | 7-30-46   | and to submit current information on program plans.   |          |               |
| Filed       | 8-9-46    | (Filed by Delmer C. Porter, Engr.)  |          |               |
|             |           | On 4-29-48 filed a motion to dismiss Pet. of Edwin Mead for Reconsideration.  |          |               |



## APPLICATION RECORD - BROADCASTING

Call  
Letters W I S CName RADIO WISCONSIN, INCORPORATED

| File No.                   | Dated                         | Application for  | Action                              |          |
|----------------------------|-------------------------------|--|-------------------------------------|----------|
|                            |                               |  | Nature                              | Date     |
| BMP-3578<br>Rec'd<br>Filed | 1-23-48<br>1-26-48<br>1-26-48 | Mod. of C.P. (B4-P-3809, which authorized a new standard broadcast station) for extension of completion date from: 2-28-48 to: 8-28-48<br><br>(Arthur W. Scharfeld, Atty.) | NCT GRANTED<br>SEE ACTION ON GP3809 |          |
| BL-3340<br>Rec'd<br>Filed  | 8-25-48<br>8-25-48<br>8-25-48 | License to cover C. P. (B4-P-3809) which authorized a new standard broadcast station and to specify studio location as 114 North Carroll St., Madison, Wisconsin.          | GRANTED                             | 9-17-48  |
| BR-2127<br>Rec'd           | 8-18-50<br>9-1-50             | Renewal of license<br>Filed by Arthur W. Scharfeld atty.   | GRANTED                             | 10-18-50 |
| BR-2127<br>Rec'd<br>Filed  | 7-7-53<br>7-13-53<br>7-13-53  | Renewal of License<br>Filed by Arthur W. Scharfeld, Atty.  | GRANTED                             | 11-12-53 |



APPLICATION RECORD - BROADCASTING

Call  
Letters W I S C

Name RADIO WISCONSIN, INCORPORATED

| File No.                    | Dated                         | Application for   | Action   |          |
|-----------------------------|-------------------------------|---|--|----------|
|                             |                               |   | Nature   | Date     |
| BTC-1561<br>Red'd<br>Filed  | 8-11-53                       | Voluntary relinquishment of positive control of licensee corporation by Morgan and Elizabeth B. Murphy, as a family group, and the resultant acquisition of negative control by the Murphys (50%) as a group, and by Ralph M. Immell, as voting trustee.<br><br>Arthur Scharfeld, Atty. | GRANTED<br><del>EFF:</del>   | 11-18-53 |
|                             | 8-12-53                       |   |  | 12-9-53  |
|                             | 8-12-53                       |   |  |          |
| BR-2127<br>Rec'd<br>Filed   | 8-16-55<br>9-2-55<br>9-2-55   | Renewal of license  | GRANTED  | 11-9-55  |
| BP-11,396<br>Rec'd<br>Filed | 6-21-57<br>6-24-57<br>6-24-57 | Construction permit to increase daytime power from 1kw to 5kw; make changes in directional antenna system (DA-1 to DA-2 & one add'l tower) and ground system; install new trans. (RCA BTA 5H).<br><br>Atty. - Scharfeld & Baron<br>Engr. - Page, Creutz, Steel & Waldschmitt            | GRANTED<br>Cond'l re: Field meas. equip., DA & non-DA proof<br>5H). Submit sufficient measurements on the night time pattern to show it has not been affected. | 4-1-59   |



## APPLICATION RECORD - BROADCASTING

AUG. 1955

HEART O'WISCONSIN BROADCASTERS, INC.  
X RADIO WISCONSIN, INCORPORATEDCall W I S M (11-1-59)  
Letters x W I S C

Name

| File No.                    | Dated                           | Application for  | Action                   |                    |
|-----------------------------|---------------------------------|--|--------------------------|--------------------|
|                             |                                 |  | Nature                   | Date               |
| BR-2127<br>Recd&Filed       | 8-26-58<br>9-8-58               | Renewal of license<br>Arthur Stambler, attorney  | GRANTED<br>(Conditional) | 11-19-58           |
| BAPL-195<br>Rec'd.<br>Filed | 8-24-59<br>8-26-59<br>8-26-59   | Voluntary assignment of license and construction permit to Heart O'Wisconsin Broadcasters, Inc.<br><br>Arthur Scharfeld, Atty. for Assignor<br>Ben C. Fisher, Atty. for Assignee   | GRANTED<br>EFF:          | 9-23-59<br>11-1-59 |
| BL-7723<br>Rec'd<br>Filed   | 11-5-59<br>11-10-59<br>11-10-59 | License to cover construction permit (BP-11,396) which authorized an increase in daytime power, changes in directional antenna system (DA-1 to DA-2) and ground system and install new transmitter.<br><br>Ben C. Fisher, Atty.<br>Page, Creutz, Steel & Waldschmitt, Engrs. | GRANTED                  | 7-20-60            |



## APPLICATION RECORD - BROADCASTING

HEART OF WISCONSIN BROADCASTERS, INC.

Call  
Letters W I S MName MADISON, WISC.

| File No.           | Dated                | Application for   | Action  |          |
|--------------------|----------------------|---|---------|----------|
|                    |                      |   | Nature  | Date     |
| BMP-8796<br>R & F  | 11-23-59<br>11-24-59 | Modification of C. P. (BP-11396 which authorized incr. in daytime power, chg. in DA and ground system & instl. new transmitter) to change type transmitter to (Collins 21E)<br>Atty: Fisher, Wayland, etc.                                      | GRANTED | 11-25-59 |
| BL-8456<br>R. & F. | 3-27-61<br>4-17-61   | License to use old main trans. (Composite) at Syene Rd. at Nine Springs Creek, Madison, Wisconsin (main trans. loc.) as auxiliary trans. day and nighttime hours on 1480kc, with power of 1kw.<br>Atty: Grover C. Cooper (Fisher, Wayland, etc) | GRANTED | 12-7-61  |
| BR-2127<br>R & F   | 8-24-61<br>9-5-61    | Renewal of License  | GRANTED | 11-9-61  |



AUG. 1955

Call  
Letters W I S MName HEART O' WISCONSIN BROADCASTERS, INC.  
Madison, Wisconsin

| File No.                             | Dated                                   | Application for  | Action   |                                |
|--------------------------------------|---|--|--|--------------------------------|
|                                      |   |  | Nature   | Date                           |
| BTC-3892<br>Rec'd<br>Filed           | 11-3-61<br>11-6-61<br>11-6-61           | Involuntary transfer of control of licensee corporation from William E. Walker to The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased.<br><br>Ben C. Fisher, Atty.   | GRANTED<br>EFF:  | 11-16-61<br>11-16-61           |
| PTC-4305<br>Rec'd<br>RESUB.<br>R & F | 5-9-63<br>5-10-63<br>5-27-63<br>5-31-63 | Voluntary acquisition of positive control of licensee corporation by William R. Walker (68%) thru transfer of stock (51%) by the First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased.<br><br>Atty. © Ben G. Fisher | <del>REPT'D 5-17-63</del><br>to be filed on 325<br>GRANTED | <del>5-17-63</del><br>11-29-63 |



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W I S MName HEART O' WISCONSIN BROADCASTERS, INC.  
Madison, Wisconsin

| File No.                                      | Dated                           | Application for   | Action   |                    |
|---|---------------------------------|---|--|--------------------|
|   |                                 |   | Nature   | Date               |
| BR-2127<br>Rec'd<br>Filed                     | 8-25-64<br>9-1-64<br>9-1-64     | Renewal of license (MAIN & AUXILIARY)<br><br>Attys. Fisher, Wayland, Duvall & Southmayd   | GRANTED  | 12-9-64            |
| BP-17,032<br>Rec'd<br>Filed                   | 12-7-65<br>12-10-65<br>12-10-65 | CP to incr. night power from 1kw to 5kw, ,<br>make changes in nighttime DA system (increase<br>height), change studio location to same as<br>transmitter.<br>Atty: <u>Fisher, Wayland, Duvall and Southmayd</u>   | GRANTED<br>Cond'l re: Phase mon.,<br>field meas. equip., DA &<br>non-DA proof. Before pro<br>tests. Before issuance of<br>prog. tests. A<br>complete proof-of-<br>performance on the<br>nighttime pattern. | 2-28-67            |
| ETC-5399<br>R & F<br>(Form 316)<br>AUG 4 1967 | 7-22-67<br>7-25-67              | Voluntary relinquishment of positive control<br>of lic. corp. by William R. Walker thru issuance<br>of add'l stock by the lic. corp. to all stock-<br>holders<br><br>Atty - <u>Fisher, Wayland, Duvall &amp; Southmayd</u><br><small>FED. - WASHINGTON, D. C.</small> | GRANTED<br>EFF:  | 8-24-67<br>8-25-67 |



BP-17,032

CONTACT: William R. Walker, President

PHONE: Code 608; 256-3167

ADDRESS: Syene Road  
Madison, Wisconsin



FORM BC-121  
AUG. 1955 #9

# APPLICATION RECORD - BROADCASTING

1480kc

Call  
Letters W I S M

Name HEART O' WISCONSIN BROADCASTERS, INC.  
MADISON, WISCONSIN

| File No.                          | Dated              | Application for   | Action                                     |                     |
|-----------------------------------|--------------------|---|--|---------------------|
|                                   |                    |   | Nature                                     | Date                |
| BMP-12,152<br>R&F<br>SEP 5 - 1967 | 8-21-67<br>8-25-67 | Mod. of CP(BP-17,032 which auth incr. nighttime power; make chgs in nighttime DA system; and chg. studio loc) for extension of completion date from 10-28-67 to 5-31-68<br>Atty. Fisher, Wayland, etc. (Peter Sevareid)   | GRANTED<br>to                              | 10-20-67<br>4-28-68 |
| BR-2127<br>R.&F.<br>OCT 9 1967    | 8-29-67<br>8-31-67 | RENEWAL OF LICENSE (Main & Auxiliary)<br>Atty: Fisher, Wayland, Duvall & Southmayd<br>(Peter Sevareid)  | GRANTED                                    | 4-15-68             |
| BMP-12,206<br>R.&F<br>NOV 8 1967  | 9-29-67<br>10-5-67 | Mod. of CP(BP-17,032, as mod, which auth. inc. nighttime power; make chgs in nighttime DA system; & chg. studio loc.) to make changes in the nighttime DA pattern(MEOV only)<br><br>Atty-Fisher, Wayland, Duvall & Southmayd<br>Engr-Charles E. Brennan, Milwaukee, Wisc. | GRANTED<br>Conditions same as<br>BP-17032. | 11-29-67            |



FORM BC-121 #10  
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters ..... W I S M .....

Name HEART OF WISCONSIN BROADCASTERS, INC.  
MADISON, WISCONSIN

| File No.  | Dated  | Application for   | Action        |                     |
|---|--|---|---------------|---------------------|
|   |  |   | Nature        | Date                |
| BE-6772<br>Rec'd<br>Filed<br>Amended<br>R & F<br>#293501 \$30<br>DM<br>APR 3 1968 | 6/20/66<br>6/27/66<br>7/12/66<br>7/11/66<br>7/12/66<br>6/27/66<br>4/1/68 | Direct Meas. (Main)<br><br>Atty: Ben C. Fisher<br>Engr: Chas. E. Brennan, Milwaukee, Wisc.  | GRANTED       | 5-13-69             |
| BMP-12,373<br>Re&F.<br>#418929 \$30.<br>APR 19 1968                               | 4-2-68<br>4-5-68<br>4-5-68   | MP (BP-17,032, as mod.) for extension of completion date from 4-28-68 to 10-28-68. (Main)<br><br>Atty: Ben C. Fisher  | GRANTED<br>to | 4-24-68<br>10-28-68 |
| BMP-12,558<br>R&F<br>\$30-467616<br>PRESS: NOV 12 1968                            | 10-21-68<br>10-22-68<br>10-22-68   | Mod. of CP (BP-17,032 as mod.) for ext. of completion date from 10-28-68 to 4-28-69. (changes)<br><br>Atty. Fisher, Wayland, Duvall & Southmayd (Martin Leader) | GRANTED<br>to | 11-18-68<br>4-28-69 |



FORM BC-121  
AUG. 1955

#11

## APPLICATION RECORD - BROADCASTING

1480kc

Call  
Letters W I S MName HEART O' WISCONSIN BROADCASTERS, INC.  
Madison, Wisconsin

| File No.   | Dated                         | Application for   | Action        |                     |
|--|-------------------------------|---|---------------|---------------------|
|  |                               |   | Nature        | Date                |
| BMP-12,672<br>R. & F.<br>#496460 \$30<br>APR 15 1969   | 3-7-69<br>3-10-69<br>3-10-69  | MP(BP-17,032, as mod) for extension of completion date to 10-28-69 (changes).<br>atty-Fisher, Wayland, Duvall and Southmayd   | GRANTED<br>to | 4-21-69<br>10-28-69 |
| BMP-12,825<br>R&F<br>\$30-544495<br>PRESS: NOV 17 1969 | 9-19-69<br>9-23-69<br>9-23-69 | MP(BP-17,032, as mod.) for extension of completion date to 4-28-70. Chgs.<br>Atty. Fisher, Wayland, Duvall and Southmayd      | GRANTED<br>to | 11-20-69<br>4-28-70 |
| BMP-12,952<br>R & F<br>\$30-586687<br>MAR 27 1970      | 3-13-70<br>3-20-70<br>3-20-70 | MP(BP-17,032 as mod.) for extension of completion date to 10-28-70<br>Atty: Fisher, Wayland, Duvall, Southmayd & Cooper       | GRANTED<br>to | 3-31-70<br>10-1-70  |
| BMP-12,999<br>R&F<br>\$30-600712<br>PRESS: APR 28 1970 | 5-11-70<br>5-11-70<br>5-11-70 | Mod. of CP(BP-17,032 as mod.) to make changes in the antenna system. (#2 tower)<br>Atty. Fisher, Wayland etc. (Martin Leader) | GRANTED       | 6-3-70              |



APPLICATION RECORD - BROADCASTING

Call  
Letters W.I.S.M.

Name HEART O' WISCONSIN BROADCASTERS, INC.  
Madison, Wisconsin

| File No.  | Dated                        | Application for  | Action        |                    |
|---|------------------------------|--|---------------|--------------------|
|   |                              |  | Nature        | Date               |
| BR-2127<br>R & F<br>P.N.<br>PRESS<br>SEP 21 1970            | 8-28-70<br>9-2-70<br>9-2-70  | Renewal of License (Main & Auxiliary)<br><br>Atty: Ben C. Fisher   | GRANTED       | 2-25-72            |
| BMP-13,097<br>R & FC<br>\$50-630054<br>AC-067<br>OCT 6 1970 | 9-8-70<br>9-14-70<br>9-14-70 | MP(BP-17,032, as mod.) for extension of completion date to 4-1-71 (changes)<br>Atty: Fisher, Wayland, DuVall, Southmayd & Cooper | GRANTED<br>to | 10-12-70<br>4-1-71 |
| BMP-13,196<br>R & F<br>\$50-670393<br>AC-067<br>MAR 18 1971 | 3-4-71<br>3-9-71<br>3-9-71   | MP(BP-17,032, as mod.) for extension of completion date to 6-1-71<br>Atty: Fisher, Wayland, DuVall, Southmayd & Copper           | GRANTED<br>to | 3-29-71<br>6-1-71  |



APPLICATION RECORD - BROADCASTING

Call  
Letters W I S M

Name HEART O' WISCONSIN BROADCASTERS, INC.  
Madison, Wisconsin

| File No.   | Dated   | Application for   | Action        |                    |
|--|---|---|---------------|--------------------|
|  |   |   | Nature        | Date               |
| BMP-13,278<br>R & F<br>#008901 \$50<br>ACC. 060<br>Press   | 5-27-71<br>6-1-71<br>6-1-71   | Mod. of CP (BP-17,032, as mod.) to add MEOV's to presently authorized daytime directional antenna pattern.<br><br>Atty: John D. Pellegrin <i>(over amendment)</i> | GRANTED       | 8-13-71            |
| BMP-13,240<br>R & F<br>\$50-008904<br>AC-067   | 5-27-71<br>6-1-71<br>6-1-71   | MP(BP-17,032 as mod.) for extension of completion date to 10-1-71 (changes)<br>Atty: John D. Pellegrin  | GRANTED<br>to | 6-24-71<br>10-1-71 |
| JUN 16 1971<br>BL-13,052<br>Rec'd<br>#W 009963-\$50<br>Aux. Rec'd<br>Filed<br>#W011038-\$50<br>AC-067<br>PTA | 6-1-71<br>6-7-71<br>6-7-71-AC-067<br>6-11-71<br>6-11-71<br>6-11-71<br>10-5-71 | Lic.(BP-17,032, as mod.) for changes (Main & Auxiliary)<br>Atty: John D. Pellegrin (Fisher, Wayland, Duvall, etc.)<br><br>Refunded                                | GRANTED       | 3-6-72             |

OCT 28 1971



BMP-13,278 amended 7-27-71 re: Engineering Statements

EL-13,052 amended 1-28-72 re: Engr.



## APPLICATION RECORD - BROADCASTING

Call  
Letters W I S MName HEART O'WISCONSIN BROADCASTERS, INC.  
MADISON, WISCONSIN

| File No.   | Dated   | Application for  | Action  |                                 |
|--|---|--|---------|---------------------------------|
|  |   |  | Nature  | Date                            |
| BP-19,661<br>Rec'd<br>Filed<br>\$50-199204<br>AC-060<br>PRESS: APR 29 1974   | 6-5-73<br>6-8-73<br>6-8-73<br>6-8-73  | Construction permit to modify the MEOV's on the nighttime pattern.<br>Atty. Fisher, Wayland, Southmayd & Cooper<br>Amended 1-30-74 re nighttime allocation study.<br>Amended 3-27-74 re reduce slightly the proposed MEOV. | GRANTED | 5-7-74                          |
| BR-2127<br>R & F<br>PN<br>PRESS 14 SEP 1973  | 8-20-73<br>8-28-73<br>8-28-73<br>14 SEP 1973  | RENEWAL OF LICENSE (MAIN & AUXILIARY)<br>ATTY: RICHARD R. ZARAGOZA<br>AMENDED 11-6-73 re: programming (over)   | GRANTED | 11-17-75                        |
| BL-13,833<br>R & F (Main)<br>Amend<br>PTA (Main)<br>Amend<br>PTA (Aux.)<br>\$50#361778<br>#50#4028772<br>PRESS 30 1975 | 11-1-74<br>11-6-74<br>12-16-74 -<br>3-11-75<br>to add auxiliary<br>7-14-75<br>11-7-74 (main)<br>3-21-75 (Aux.)<br>DEC 15 1975 | Lic. to cover BP-19661 (for changes)<br>Atty: John D. Pellegrin (Fisher, Wayland, etc)<br>enrg. data   | GRANTED | 11-17-75<br>issued with BR-2127 |



BR-2127 AMENDED 11-12-75 re: to change name of applicant  
to "WISM, Inc."



APPLICATION RECORD - BROADCASTING

Call  
Letters WISM

Name  WISM, INC.  
 Heart O'Wisconsin Broadcasters, Inc.  
Madison, Wisconsin

| File No.   | Dated                        | Application for  | Action                    |                      |
|--|------------------------------|--|---------------------------|----------------------|
|  |                              |  | Nature                    | Date                 |
| BAPL-465<br>R & F<br>FEE PD: \$100 #483772<br>Code 047 (FORM 316)<br>OCT 15 1975 | 10-1-75<br>10-3-75           | Voluntary assignment of license and CP(BP-19661 chge nite MECV) to WISM, INC.<br><br>Atty - Fisher, Wayland etc(R. Zaragoza) | GRANTED<br>EFF:<br>no fee | 10/17/75<br>10/31/75 |
| BR-2127<br>R & F<br>PN<br>Press<br>SEP 29 1976                                   | 7-7-76<br>7-26-76<br>7-26-76 | Renewal of license (Main & Auxiliary)<br>Atty- Richard R. Zaragoza (Fisher, Waylane et al)                                   | GRANTED<br>a10            | 11-15-76             |
| BR 790718<br>PRESS<br>SEP 7 1979   | UF<br>SEP 7 1979             | RENEWAL OF LICENSE (MAIN & AUX. TRANS.)<br>R.R.Zaragoza, Atty.   | GRANTED                   | 2-22-80              |



## APPLICATION RECORD-BROADCASTING

Call Letters: W I S M

Name: WISM, INC.  
✓

Station Location: Madison, Wisconsin

| File No.                                     | Date    | Description  | Action and Date                   |
|--|---------|--|-----------------------------------|
| BTC790914HS<br>Form 316<br>PRESS SEP 25 1979 | 9-12-79 | Vol. acquisition of positive control of Heart O'Wisconsin Broadcasters, Inc. (parent corp of licensee) by William R. Walker thru purchase of stock (and retirement thereof) by Heart O'Wisconsin Broadcasters, Inc. from the Inner-City Bank of Benton Harbor, Trustee under the Joseph D. Mackin Trust (Joseph D. Mackin - Deceased)<br><br>(over)<br>Atty - Richard Zaragoza (Fisher, Wayland, etc.) | GRANTED 10-15-79<br>EFF: 10-30-79 |

B2-11-13-80



## 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 12<sup>th</sup> 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 a few sets of microfiche 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.

