

W L B L



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

#1

Date First

Licensed..... 12-12-22, Waupaca, Wisc. (WPAH)

(ML 4-30-68) Call

D. 2-28-24

Letters WLBL.....

ReLic. 5-5-24

X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION/ Station: Location: Auburndale, Wisc.

X STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION (ML-8-15-67)

X STATE OF WISCONSIN, STATE RADIO COUNCIL (AL 1-9-52, Eff. 1-19-52)

x STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (Vol. Assign. Lic. 11-14-39)

x BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (Vol. Assign. Lic. 11-9-38)

Name of

x STATE OF WISCONSIN - DEPARTMENT OF AGRICULTURE & MARKETS (Renewal 1-16-30)

Licensee:

x WISCONSIN DEPARTMENT OF MARKETS

1 1/4 miles SW of Auburndale, Wisconsin (MP-B 7-30-37) Lic. 9-7-37

x One Mile South of Auburndale, Wisconsin (C.P. 9-22-36)

x 8 1/2 miles northeast of Stevens Point, (Near Ellis), Wisconsin (Licensed 5-20-32)

201 Strongs Ave.

801-Strongs-Stv

Transmitter

Location: x Hotel Whiting, Stevens Point, Wisc.

Vilas Hall, 821 University Avenue

~~University~~ University of Wisconsin Campus, Madison, Wisconsin (CP 10-22-58)

x 1 3/4 mi. SW of Auburndale, Wisconsin (ML 6-28-50)

x Training School Bldg., State Teachers College, Stevens Point, Wisc. (Tel. 5-3-28)

x Fox Theatre Building, 444 Main Street, Stevens Point, Wisc. (L 7-9-34)

x Midwesco Theatre Bldg., 422 Main Street, Stevens Point, Wisconsin (Letter 6-11-32)

Main Studio

Location: x Hotel Whiting, Stevens Point, Wisc.

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
4-S-B-619	4-8-27	TP 1080	750	-	not stated	
4-S-B-619	6-1-27	940	1 KW	WHA	6-1	7-31-27
Extended	by Ge O.	13			7-31	8-15-27
4-R-B-619	8-8-27	Extended by letter			8-15	10-15-27
Extended	by General Order	18			10-15	10-31-27
4-R-B-619	11-1-27	900	1KW-2KW	(LS) WHA	11-1	12-31-27
4-R-B-619	Extended by G. O.	21			1-1	1-31-28
		22			1-31	3-1-28
		23			3-1	4-1-28
		25			4-1	5-1-28
		27			5-1	6-1-28
		33			6-1	8-1-28
		35			8-1	9-1-28
		38			9-1	10-1-28
		44			10-1	11-11-28
4-R-B-619				(G. O. 41)	Daytime	1-31-29
Allocation	11-11-28	900	2 KW		11-11-28/	
4-P-B-327	1-29-29	900	3 KW	Daytime (G.O.41)	1-29	2-25-29
4-MP-B-327	2-28-29	Completion date extended to			4-25-29	
4-MP-B-327	6-28-29	" " " "			7-24-29	
4-R-B-619	1-18-29	900	2 KW	Daytime	1-31	4-30-29
4-R-B-619	4-1-29	900	2 KW	"	4-30	7-31-29
Extended	by G. O.	69			7-31	10-31-29
4-R-B-619	10-5-29	900	2 KW	"	10-31	1-31-30
4-R-B-619	1-16-30	900	2 KW	"	1-31	4-30-30
4-R-B-619	4-26-30	900	2 KW	"	4-30	7-31-30
4-R-B-619	7-7-30	900	2 KW	"	7-31	10-31-30
4-R-B-619	10-28-30	900	2 KW	"	10-31	1-31-31
Extended	by G. O.	103			1-31	4-30-31
4-R-B-619	4-23-31	900	2 KW	"	4-30	7-1-31
4-R-B-619	6-24-31	900	2 KW	"	7-1	9-1-31
4-P-B-223	6-24-31	Install new equipment			7-20	10-20-31
4-R-B-619	8-18-31	900	2 KW	Daytime	9-1	3-1-32
4-MP-B-263	11-6-31	Chg. Tr. Doc. & ext. C.P. date			7-20	1-20-32
4-MP-B-284	1-15-32	Extend compl. date of C.P.			7-20	3-20-32
4-R-B-619	2-9-32	900	2KW	Daytime	3-1	9-1-32
4-MP-B-310	3-25-32	Ext. compl. date of C.P.			7-20	5-1-32
L-B-816	5-20-32	900	2 KW (Equip)	Day	5-20	9-1-32

Date First

Licensed.....

Call

Letters WLBL.....

X STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION(ML-8-15-67)

XSTATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (11-14-39)

Name of * BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (11-9-38)

Licensee* State of Wisconsin - Department of Agriculture and Markets.

Transmitter

Location: _____

Main Studio

Location: _____

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD	
					From	To
Letter Min.	8-9-32	Postpone	install.	app. monitor	to	9-1-32
4-R-B-619	8-23-32	900	2KW	Daytime	9-1	3-1-33
Letter Min.	8-30-32	Working	of Rule	145 Ext.	ONLY TO	9-30-32
4-R-B-619	2-14-33	900	2KW	Daytime	3-1	9-1-33
4-S-B-619	2-28-33	Remain	silent on	nat'l holidays	3-1	9-1-33
4-ML-B-1141	3-24-33	900	2kw	D	3-24	9-1-33
4-S-B-619	3-24-33	Mod.S.A.	remain	silent on	national holi-	3-24 9-1-33
			days			
4-S-B-619	6-9-33	Reduce oper. pr.	to 8 kw.		5-2	5-15-33
4-R-B-619	8-29-33	900	2kw	D (H)	9-1	3-1-34
4-R-B-619	1-26-34	900	2 $\frac{1}{2}$ kw	D	1-26	3-1-34
		Order dismissing	from hearing			
4-R-B-619	2-27-34	900	2 $\frac{1}{2}$ kw	D	3-1	9-1-34
4-B-1337	7-24-34	900	2kw	S. H.	7-24	9-1-34
4-R-619	8-7-34	900	2 $\frac{1}{2}$ kw	S. H.	9-1	3-1-35
B4-R-619	2-26-35	900	2 $\frac{1}{2}$ kw	S.H.	3-1	9-1-35
B4-R-619	8-27-35	Extension	of license		9-1	10-1-35
B4-R-619	9-17-35	900	2 $\frac{1}{2}$ kw	S.H.	9-17	3-1-36
B4-S-619	2-25-36	Extension	of License		3-1	4-1-36
B4-R-619	3-27-36	900	2kw	S.H.	3-27	9-1-36
B4-S-619	5-21-36	Opr. 50	w, test	trans on	950 kc, from	
C.A.	5-15-36	9 am to	6 pm, and	on 900 kc	from 12	
		midnight	to 6 am			5-15 5-24-36
B4-S-619	7-22-36	Oper. without	a/f/m		7-15	8-13-36
Eff.	7-15-36					
B4-S-619	C.A.	Ext. oper.	without	a/f/m	8-14	9-12-36
	8-12-36					
B4-R-619	C.A.	900	2 $\frac{1}{2}$ kw	S.H.	9-1	3-1-37
	8-20-36					
B4-S-619	C.A. Ext.	Opr. without	approved	freq.	monitor.	
	9/14/36	9/13/36	to	10/12/36.		
B4-P-1220	9-22-36	900	5kw	Daytime	Move trans.	
		new equip. & ant.	incr. power	& chg.	11-22	3-22-37
		hours of operation	to D.			
B4-S-619	2-23-37	Extension	of license		3-1	4-1-37
B4-R-619	3-26-37	900	2 $\frac{1}{2}$ kw	S.H.	3-26	9-1-37

-S-B-

BROADCASTING STATION LICENSE RECORD

Date First

Licensed.....

13

Call
Letters W L B L

X STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION (ML-8-15-67)

X STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (11-14-39)

Name of Licensee: X BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (11-9-38)

X STATE OF WISCONSIN - DEPARTMENT OF AGRICULTURE AND MARKETS

Transmitter

Location: _____

Main Studio

Location: _____

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD		
					From	To	
B4-MP-527	6-1-37	Mod. CP	to ext. compl. date		11-22	6-22-37	
B4-S-619	6/29/37	Opr. 6/29 to 7/28 at new location, 1 1/2 mi. S.W. Auburndale, Wisc. pend. filing of & action on formal appl. for approv. of new location					
B4-MP-546	7/30/37	Mod. C.P.	1220 for move of transmitter		11-22	6-22-37	
B4-S-619	CAB/27/37	Extension of license			9-1	10-1-37	
B4-L-633	9-7-37	900	5kw	D	9-7	10-1-37	
		License to cover C.P. for new equip.; incr. power and change hours of operation. Move trans.					
B4-S-619	9-28-37	Extension of license			10-1	11-1-37	
B4-S-619	CA 10-29-37	900	5kw	Day	11-1	3-1-38	
B4-S-619	11/29/37	Remain silent Sats. 1pm to sunset (4:15 pm CST) 12/4 to 1/1/38			LS(4:30)	Dec.	
B4-S-619	11/23/37	Remain silent 11/25, 12/25, 2/22/38.			1/1/38,		
B4-S-619	12/31/37	Remain silent 1pm to LS (4:45 pm) CST Sats. during month January.					
B4-S-619	1/20/38	Remain silent Sat. afternoons from 1pm to LS(5:30 pm) CST 2/1 to 2/28.					
B4-S-619	2/25/38	Ext. remain silent 3/5, 12, 19, 26 1pm to LS(6pm CST).					
B4-R-619	CA2/15/38	900	5kw	Day	3-1	9-1-38	
B4-S-619	4/2/38	Ext. remain silent Sat. afternoons from 1pm to LS (6:45 pm) CST 4/2, 9, 16, 23, 30.					
B4-S-619	4/22/38	Ext. remain silent Sat. afternoons from 1pm to LS (7:15 pm) CST 5/7, 14, 21, 28/38.					
B4-S-619	5/24/38	Ext. remain silent Sat. afternoons from 1pm to LS (7:45 pm) CST. 6/4, 11, 18, 25/38					
B4-S-619	6/28/38	Ext. remain silent Sat. afternoons 1 pm to LS(7:45 pm) CST. 7/2, 9, 16, 23, 30/38					
B4-S-619	7/26/38	Ext. remain silent Sat. afternoons 1 pm to LS(7 pm) CST. 8/6, 13, 20, 27/38					
B4-R-619	8-10-38	900	5kw	D	9-1	3-1-39	
B4-S-619	8/24/38	Ext. remain silent Sat. afternoons 1 pm to LS(6:15 pm) CST. 9-3, 10, 17, 24-38					
B4-S-619	10/28/38	Opr. from LS(Nov. 4:30 pm, DST) to 7 pm CST 11-12-38--complete brdcast. of U.C.L.A. football game, using 1kw only after local sunset.					

Card #4 BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W L B LName of licensee X STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (Vol. Assign. Lic. 11-14-39)
X BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (Vol. Assign. Lic. 11-9-38)

Transmitter location _____

Main studio location _____
FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From—	To—
B4-AL-217	11-9-38	Voluntary Assignment of License to BOARD OF REGENTS, UNIVERSITY OF WISCONSIN				
B4-S-619	2-6-39	Extension of license			3-1	4-1-39
B4-R-619	3-6-39	900	5kw	D	3-6	9-1-39
B4-S-619	8/26/39	remain silent 9/4/39 (Labor Day)				
B4-R-619	8-23-39	900	5kw	D	9-1	4-1-40
B4-AL-250	11-14-39	Voluntary Assignment of License to STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE				
B4-S-619	3-22-40	Extension of License			4-1	5-1-40
B4-R-619	4-29-40	900	5kw	D	4-29	8-1-40
B4-S-619	5/18/40	opr 8am to 4:15pm from 5/18 to 6/16/40 pending completion of plans for add. personnel to permit full day operation				
B4-S-619	6/3/40	opr specified time 8am to 4:15pm daily 6/17 to 7/16/40 pending completion of plans for add. personnel (EXTENSION OF)				
Order	6/12/40	Extension of License			8/1	10/1/40
B4-S-619	7/3/40	remain silent 7/4/40 (due to absence of Fed. Market Information)				
B4-S-619	7/17/40	opr spec. time 8am to 4:15pm daily 7/17 to 8/15/40 pending completion of plans for add. personnel (EXTENSION OF)				
Order	9-10-40	Extension of license			10-1	3-29-41
B4-Z-548	11-28-40	900	5kw	D	11-28	3-29-41
		Determine operating power by direct method.				
B4-S-619	12/23/40	remain silent 12/25/40 (due to closing of Fed. Marketing Offices)				
MARBA REALLOCATION						
B4-R-619	3-24-41	930	5kw	D	3-29	4-1-42
B4-S-619	6-26-41	to remain silent 7-4-41 only due to closing of Federal Market News Offices.				
B4-S-619	12-18-41	To remain silent 12-25-41 only in observance of Christmas.				
B4-S-619	3-17-42	Extension of license			4-1	5-1-42
B4-R-619	4-7-42	930	5kw	D	4-7	8-1-42
B4-S-619	6-30-42	to remain silent on 7-4-42. only. due to absence of Federal Market Reports.				
B4-R-619	7-21-42	930	5kw	D	8-1	8-1-44

Card #5

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters _____

W L B L

Name of licensee _____

X STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE

Transmitter location _____

See Card #1

Main studio location _____

See Card #1

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From—	To—
B4-S-619	11-6-42	930	5kw	D	12-1	8-1-44
	(Modified in accordance with Order No. 107)					
B4-S-619	12-22-42	To remain silent		on 12-25-42	in order to observe the Christmas holiday.	
B4-S-619	12-7-43	To remain silent		on 12-25-43,	only, due to absence of Federal Market Reports.	
B4-S-619	6-30-44	To remain silent		7-4-44,	only, due to closing of most Market Centers.	
B4-R-619	7-25-44	930	5kw	Day	8-1	5-1-47
B4-S-619	12-8-44	to remain silent		12-25-44,	only, in observance of Christmas, since all market centers in the United States will be closed on that day and the United States Department of Agriculture market news service curtailed for that reason.	
B4-S-619	7-3-45	To remain silent		on 7-4-45	due to closing of Market Centers.	
B4-S-619	9-25-45	930	5kw	D	10-1	5-1-47
	Mod. Lic. Order 107A					
B4-S-619	12-17-45	to remain silent		Dec. 25, 1945,	only, in observance of Christmas, since all Federal Market telegraph circuits will be closed on that day.	
B4-S-619	9-4-46	to remain silent		7-4-46,	only, due to closing of Market Centers	
B4-S-619	12-8-46	to remain silent		12-25-46,	due to closing of Fed. Market Teleg. circuits to observe Christmas	
BR-619	4-23-47	930	5kw	D	5-1	5-1-50
BS-619	6-20-47	STA to remain silent		7-4-47,	only, due to closing of Market Centers.	
BS-619	12-16-47	STA to remain silent		12-25-47,	only, in observance of Christmas, since all Federal Market telegraph circuits will be closed on that date	
BZ-2818	2-17-48	930	5kw	Daytime	2-17	5-1-50
	Determine operating power by direct method.					
Letter	12-15-48	granting request to remain silent		12-25-48.	Sec. 3.71 of the Rules waived.	

B-S.

BROADCASTING STATION LICENSE RECORD

Card #6

Date first licensed

Call letters W L B L

Name of licensee X STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE

Transmitter location See Card #1

Main studio location See Card #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BR-619	4-21-50	930	5kw	Daytime	5-1 5-1-53
BML-1428	6-28-50	930	5kw	Daytime	6-28 5-1-53
	Mod. of lic. to change studio location. (CONDL. CLAUSE)				
BAL-1294	1-9-52	Vol. assignment of license to STATE OF WISCONSIN, STATE RADIO COUNCIL			
Eff.	1-19-52				
BR-619	4-15-53	930	5kw	Daytime	5-1 12-1-55
BR-619	11-9-55	Renewal of license			12-1 12-1-58
BP-11109	10-22-58	930	5kw	Day	12-22 6-22-59
(Cond'1)	CP to make changes in frequency control equipment.				
BR-619	11-19-58	Renewal of license			12-1 12-1-61
BL-7491	8-12-59	Lic. to cover (BP-11, 109) which auth. changes in frequency control equipment. Waiver authorized.			
BML-1809	9-16-59	Mod. of license to change hours of operation from Daytime to Specified Hours (Daily except Saturday).			
(2)					
BP-14980	8-8-61	930kc	5kw	S.H.	10-8 4-8-62
	CP to install new trans (R6A BTA-5T)				
	11-29-61	Action on Renewal of License Deferred.			
BR-619	10-28-64	930kc.	5kw	SH	10-28 12-1-64
BL-9052	10-30-64	Lic. to cover CP(BP-14,980) which auth. installation of a new trans.			
(1)					
BR-619	12-1-64	930kc.	5kw	SH	12-1 12-1-67
BML-2103	2-1-65	Mod. of license to change from Specified Hours (Daily except Saturday) to Daytime.			
(1)					
BRC-2817	1-31-66	Mod. of license to operate transmitter by remote control from Rib Mountain State Park, Wausau, Wisconsin (WHRM Transmitter House).			
(2)					
BAL-2220	8-15-67	Mod. of lic. to change name to: STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION			
BR-619	11-24-67	930kc	5kw	Daytime	12-1 12-1-70
BML-2248	(1) 4-30-68	ML to chg. name.			

Form BC 126 #7

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W L B L

Station location AUBURNDALE, WISCONSIN

Name of licensee ^X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD (BML 9-4-73)
^X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION (BML-4-30-68)

Transmitter location SEE CARD #L

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To.
BR-619 EBSA	11-25-70 6-12-72	RENEWAL OF LICENSE (L)			12-1-73
BSED-619(1)	1-18-73	ML to change studio location Vilas Hall, 821 University Ave., University Of Wisconsin Campus			12-1-73
BS-619(1)	1-18-73	superseded to show AM station			12-1-73
BML-2472 (2)	9-4-73	ML to change name to State of Wisconsin-Educational Communications Board.			
BR-619(L)	11-28-73	RENEWAL			12-1-76
BR-619 (L)	11-17-76	RENEWAL OF LICENSE			12-1-79
BZ-9334(1)	2-11-77	Direct Measurement			
BR- 790730UE (S)	11-30-79	RENEWAL OF LICENSE			12-1-82

Call
Letters WLBLName WISCONSIN DEPARTMENT OF MARKETS

File No.	Date Received	Application for	Action	
			Nature	Date
4-S-B-619	3-28-27	Application for License	1-Temporary Permit issued 4-8-27 1080 kc. 750 w. 2-License issued 6-1-27 940 kc. 1 KW. + WHA 3-General Order #13	
4-R-B-619	8-6-27	Renewal of License	Extended by letter dated 8-8-27	
4-R-B-619	9-29-27	Renewal of License	1-General Order #18 2-License granted 11-1-27 900 kc. 1 KW. 2 KW/L + WHA	LS
4-P-B-	10-25-27	Application for Construction Permit	No action taken - Retired to files	
4-R-B-619	1-16-28	Renewal of License	2-License issued 10-31-28 900 kc. 2 KW. Daytime (G. O. 41) →	1-General Orders No. 21, 22, 23, 25, 27, 33, 38 & 44 A 35

Call
LettersWIBLName WISCONSIN DEPARTMENT OF MARKETS

File No.	Dated Received	Application for	Action	
			Nature	Date
4-P-B-327	9-15-28	Construction Permit to change power to 5 KW & to operate Daytime Only instead of sharing with WHA.	Granted	1-29-29 for 3 KW & Daytime operation, in accordance with G. O. #41.
			Construction never completed - Retired to files (no date)	
4-R-B-619	12-3-28	Renewal of License	Granted	1-18-29 Per. 1-31-29 to 4-30-29
4-R-B-619	3-14-29	Renewal of License	Granted	4-1-29
4-R-B-619	5-31-29	Renewal of License	G. O. 69	6-20-29
4-R-B-619	9-17-29	Renewal of License	Granted	10-5-29
4-P-B-1037	11-14-29	Change equipment & Incr. pr. to 3 KW. (State of Wisc. (Wisc. Dept. of Agriculture & Markets))	Retired to files Superseded by 4-P-B-	1370

APPLICATION RECORD - BROADCASTING

Call
LettersWLBLName STATE OF WISCONSIN - DEPARTMENT OF AGRICULTURE & MARKETS

File No.	Date d Received	Application for	Action	
			Nature	Date
4-R-B-619	12-26-29	Renewal of License ---State of Wisc. - Dept. of Agriculture & Markets	Granted	1-16-30
4-R-B-619	3-17-30	Renewal of License	Granted	4-26-30
4-P-B-1370	4-28-30	(University of Wisc. & Dept. of Agri. & Markets) To consolidate WLBL & WHA with new equip. on 900 kc. 5 KW. with tr. at Highway #51, 1.5 mi. S. of Hancock, Wis. and studio at Univ. of Wisc., Madison, Wisc. (Daytime Hours)	Denied	6-26-31
4-R-B-619	6-17-30	Renewal of License	Granted	7-7-30
4-R-B-619	9-19-30	Renewal of License	Granted	10-21-30
4-R-B-619	12-15-30	Renewal of License	G. O. 103 Granted	1-20-31 4-23-31
4-P-B-1889	12-27-30	Change equipment (Comp. Max. 2 1/2 KW.) (G. O. 97)	Dismissed	6-5-31
4-P-B-2251	5-28-31	Install new equip. (Composite DCC Max. 2 KW.) Form 71A filed.	Granted	6-24-31
4-R-B-619	5-28-31	Renewal of License	Granted	6-24-31

APPLICATION RECORD - BROADCASTING

Call

Letters WLBLName STATE OF WISCONSIN - DEPARTMENT OF AGRICULTURE & MARKETS

File No.	Date Received	Application for	Action	
			Nature	Date
4-R-B-619	8-4-31	Renewal of License	Granted	8-18-31
4-MP-B-263	10-15-31	Mod. 4-P-B-2231 Change transmitter location to 5 mi. NW of Stevens Point, at Jordan, Wisc. & extend completion date to 1-20-32	Granted	11-6-31
Amended	10-26-31	Location of tr. - 7 miles N.E. of Stevens Pt. (Near Ellis).		
4-R-B-619	12-30-31	Renewal of license	Granted	2-9-32
4-MP-B-284	1-2-32	Mod. 4-P-B-2231. Extend completion date from 1-20-32 to 3-20-32.	Granted	1-15-32
4-MP-B-310	3-1-32	Modify 4-P-B-2231. Extend completion date of c.p. to 5-1-32.	Granted	3-25-32
4-L-B-816	5-2-32	License to cover 4-P-B-2231 to move transmitter and install new equipment.	Granted	5-20-32
4-R-B-619	6-15-32	Renewal of license	Granted	8-23-32
See WHA's card with reference to consolidation of WHA & WLBL (4-P-B-3063)				

#5

Call
Letters

WLBL

Name State of Wisconsin, Department of Agriculture and Markets

File No.	Date Received	Application for	Action	
			Nature	Date
4-R-B-619	1-31-33	Renewal of license	Granted	2-14-33
4-ML-B-1141	2-28-33	Increase power from 2KW to 2 ¹ / ₂ KW daytime.	Granted	3-24-33
4-R-B-619	8-5-33	Renewal of License (H)	Granted Dismissed from hearing and granted - Order - Min. 1-25-34	8-29-33
4-R-B-619	2-13-34	Renewal of license	Granted	2-27-34
4-R-B-619	6-28-34	Renewal of license	Granted	8-7-34
4-ML-B-1397	6-28-34	Modification of license to change hrs. of operation from 6 am. to 1S, to 8 am. to 1S, CST.	Granted	7-24-34

#6

Call

Letters

W L B L

Name STATE OF WISCONSIN--DEPARTMENT OF AGRICULTURE AND MARKETS

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-619	2-19-35	Renewal of license	Granted	2-26-35
B4-P-598	5-21-35	C.P. make equip. changes and increase power from 2½kw to 5kw.	ORDER of Dismissal Request of Applicant --- Min. 2-8-36 --- Reinstated to Hearing Booklet Min. 4-7-36 ORDER - Retiring appl. to closed files 4-27-37	
B4-R-619	6-29-35	Renewal of license	Granted	9-17-35
B4-R-619	3-6-36	Renewal of license (Signature)-	Returned	3-10-36
Resubmitted	3-23-36	" " "	Granted	3-27-36

APPLICATION RECORD—BROADCASTING

7.

Call letters W L B LName STATE OF WISCONSIN -- DEPARTMENT OF AGRICULTURE AND MARKETS

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-P-1220 (date of jurat)	6-24-36	C.P. install new trans, and antenna, change power and time from 2½kw, S.H. to 5kw, day-time, move trans. from 8½ mi. NE of Stevens Point, (near Ellis), Wisc. to 1 mi. S. of Auburndale, Wisc.	Returned Updated & unsigned Granted Subj. R. 132, 139.	7-2-36 9-22-36
Resubmitted	7-8-36			
B4-R-619	7-24-36	Renewal of license	Granted	C.A. 8-20-36
B4-R-619 Resubmitted	2-12-37 2-12-37	Renewal of license (Not signed - Gov. - 30)	Returned Granted	2-18-37 3-26-37

APPLICATION RECORD—BROADCASTING

Call letters WLBLName STATE OF WISCONSIN --DEPARTMENT OF AGRICULTURE AND MARKETS

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-MP-527	5-19-37	Modification of construction permit (B4-P-1220) to extend completion date from 5-22-37 to 6-22-37.	Granted	6-1-37
B4-MP-546	7-1-37	Modification of C.P. (B4-P-1220) as modified, for approval of trans. site at 1½ mi. S.W. of Auburndale, Wisc.	Granted	7-30-37
B4-L-633	6-11-37	License to cover C.P. (B4-P-1220) as modified for new equip. increase in power and change in hours of operation and move of trans.	Returned	7-7-37
Resubmitted	7-19-37		Geogr-location	Returned 8-10-37
Resubmitted	8-13-37		Just.	Granted 9-7-37

APPLICATION RECORD - BROADCASTING

Call

Letters WLBLName STATE OF WISCONSIN - DEPARTMENT OF AGRUCULTURE AND MARKETS

File No.	Dated	Application for	Action	
			Nature	Date
B4-ML-479	7-17-37	Modification of license to change hours of operation from daytime to 8:00-a.m. to 10 p.m. C.S.T. using 1kw power night and 5kw-LS (C.P. outstanding for power)	Returned-- hours-of-operation	7-21-37
Resubmitted and amended	7-27-37	AMENDED: to change requested hours of operation to from 6:00 a.m. to 10 p.m., C.S.T.	Returned	7-30-37
Resubmitted	8-3-37		Jurat	
			Ex.Rept. I-624 Dock. 4820	
			DENIED Min.	10-11-38
			Effective	10-21-38
B4-R-619	9-22-37	Renewal of license	Granted	C.A. 10-29-37
B4-R-619	1-17-38	Renewal of license	Granted	CA 2-15-38 Min 3-1-38

APPLICATION RECORD—BROADCASTING

#10

Call letters WLBI
 BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (Vol. Assign. Lic. 11-9-38)
 Name STATE OF WISCONSIN-DEPARTMENT OF AGRICULTURE & MARKETS

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-R-619	7-2-38	Renewal of license	Granted	8-10-38
B4-AL-217	8-8-38	Voluntary assignment of license from State of Wisconsin, Department of Agriculture & Markets, to Board of Regents, University of Wisconsin.	Returned	8-19-38
Resubmitted (Rec'd 9-6-38)	8-8-38		only one copy, Part I not signed.	
	9-6-38		GRANTED	11-9-38
B4-R-619	1-19-39	Renewal of license	Granted	3-6-39
B4-R-619	6-29-39	Renewal of license	Returned	7-6-39
Resubmitted	7-21-39	(Part of name omitted)	Filed in wrong name	
Resubmitted	"		Returned	7-26-39
			Granted	8-23-39

11.

APPLICATION RECORD—BROADCASTING

W L B L

Call letters

STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (Vol. Assign. Lic. 11-14-39)

Name BOARD OF REGENTS, UNIVERSITY OF WISCONSIN

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-AL-250 Resubmitted	7-21-39 8-2-39	Voluntary assignment of license from Board of Regents, University of Wisconsin, to State of Wisconsin, Department of Agriculture.	Returned— See: i; Signature of Part Granted	7-31-39 11-14-39
B4-R-619	2-15-40	Renewal of license	Granted	4-29-40
B4-R-619 Resubmitted	5-13-40 5-15-40	Renewal of license (Sec. 15(c))	Returned— Granted 930kc, 5kw, D	5-17-40 3-24-41
B4-2-548 Rec'd	10-17-40 10-24-40	Authority to determine operating power by direct measurement of antenna power.	GRANTED	11-28-40
B4-R-619 Resub.	1-30-42 "	Renewal of license (15a, b, 16, 14, 20a, 17a; 350' and 335's) Filed	Ret'd— Granted	2-13-42 4-7-42

APPLICATION RECORD - BROADCASTING

#12

Call

Letters W L B L

STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (Vol. Assign. Lic. 11-14-39)

Name x BOARD OF REGENTS, UNIVERSITY OF WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-619 Resub.	5-15-42 "	Renewal of license and Forms 335 (Sec. 6c)	Ret'd Granted	6-6-42 7-21-42
B4-R-619 Rec'd Resubmitted Rec'd.	5-1-44 5-8-44 5-1-44 6-17-44	Renewal of license (Letter req. one add'l blue print 6-2-44) & two add'l copies of program) Ret'd by request of applicant	Granted Ret'd	7-25-44 6-13-44
B-R-619 Rec'd	2-26-47 2-28-47	Renewal of license	Granted	4-23-47

APPLICATION RECORD - BROADCASTING

Name STATE OF WISCONSIN, STATE RADIO COUNCIL (AL 1-9-52, Eff. 1-19-52) Call W L B L
xSTATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (1-19-52)

File No.	Dated	Application for	Action	
			Nature	Date
BZ-2818 Rec'd Filed	2-5-48 2-9-48 2-9-48	Authority to determine operating power by direct measurement of antenna power.	GRANTED	2-17-48
BR-619 Rec'd	2-17-50 2-20-50	Renewal of license	GRANTED	4-21-50
BML-1428 Rec'd Filed	5-16-50 5-24-50 5-24-50	Modification of license to change studio location from Training School Building, State Teachers College, Stevens Point, Wisconsin to One and Three-Quarters Miles Southwest of Auburndale, Wisconsin.	GRANTED	6-28-50 re waiver of Sect. 3.30a to identify as Auburndale Wisconsin
BAL-1294 Rec'd Resubmitted Rec'd Filed	10-11-51 11-6-51 11-29-51 12-3-51 12-3-51	Voluntary assignment of license to State of Wisconsin-State Radio Council	RETURNED Only 2 copies of application submitted. GRANTED Eff.	11-9-51 1-9-52 1-19-52

APPLICATION RECORD - BROADCASTING

Call
Letters W L B L

Name

File No.	Dated	Application for	Action	
			Nature	Date
		Letter from Congressman R. F. Murray, dated March 27, 1950 requesting investigation the removal of Station WLBL from Stevens Point, Wisconsin to Madison, Wisconsin. Let. of reply dated 4-4-50 advising we have no such application on file. If filed Cong. will be notified.		

APPLICATION RECORD - BROADCASTING

Call
Letters W.L.B.L.

Name STATE OF WISCONSIN, STATE RADIO COUNCIL

File No.	Dated	Application for	Action	
			Nature	Date
BR-619 Rec'd Filed	1-28-53 2-2-53 2-2-53	Renewal of License	Granted	4-15-53
BR-619 Rec'd Resub. Rec'd Filed	8-10-55 8-12-55 8-23-55 8-25-55 8-25-55	Renewal of license	Returned wrong form used GRANTED	8-17-55 11-9-55
WBP-11,109 Rec'd Filed	2-21-57 2-25-57 2-25-57	Construction Permit to make changes in frequency control equipment.	GRANTED	10-22-58 Cond'l re: freq. stabil. meas. & Waiver of 3.30(a)
BR-619 Rec'd & Filed	8-26-58 9-2-58	Renewal of license	GRANTED	11-19-58

Aug. 1955 # 15

Call
Letters W L B LName STATE OF WISCONSIN, STATE RADIO COUNCILAUBURNDALE, WISC.

File No.	Dated	Application for	Action	
			Nature	Date
BML-1809 Rec'd Filed	4-2-59 4-3-59 4-3-59	Modification of License to change hours of operation from Daytime to Specified Hours (Daily except Saturday)	GRANTED	9-16-59
BL-7491 R & F	3-30-59 4-6-59	License to cover C.P. (BP-11,109) which authorized changes in frequency control equipment. Waiver 3.30(a) authorized.	GRANTED	8-13-59
BP-14980 R&F	7-21-61 7-24-61	CP to install new type trans. (RCA BTA-5T)	GRANTED	8-8-61
BR-619 R & F	8-8-61 8-14-61	Renewal of License	GRANTED	10-28-64
BL-9052 R.&F.	12-19-61 12-21-61	Lic. to cover CP(BP-14980) which auth. install new trans.	GRANTED	10-30-64

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Card #16

Call
Letters W L B L

STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION

Name XSTATE OF WISCONSIN, STATE RADIO COUNCILAuburndale, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-619 Rec'd Filed	8/28/64 8/31/64 10/28/64	Renewal of license	GRANTED	12-1-64
BML-2103 R. & F.	12-21-64 12-23-64	Modification of license to change from Specified Hours (Daily except Saturday) to Daytime.	GRANTED	2-1-65
BRC-2817 R & F	1-18-66 1-20-66	Modification of license to operate transmitter by remote control from Rib Mountain State Park, Wausau, Wisconsin (WHRM Transmitter House).	GRANTED	1-31-66
BML-2220 R & F AUG 4 1967	7-27-67 7-28-67	Modification of license to change the name of licensee to EDUCATIONAL BROADCASTING DIVISION, STATE OF WISCONSIN-	GRANTED	8-15-67
BR-619 R & F SEP 20 1967	8-30-67 9-5-67	Renewal of license Atty- Daniel W. Toohy	GRANTED	11-24-67

Aug. 1955

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD

Call

Letters WLEL

X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION

Name X State of Wisconsin-Educational Broadcasting Division

Auburndale, Wisc.

File No.	Dated	Application for	Action	
			Nature	Date
BML-2248 R. & F. APR 25 1968	3-13-68 3-21-68	ML to change name to STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION. atty-Dow, Lohnes and Albertson(Daniel W. Toohey)	GRANTED	4-30-68
BR-619 R & F P.N. OCT 16 1970	8-28-70 9-3-70 9-3-70	Renewal of License	GRANTED	11-25-70
BML-2472 R & F PRESS: AUG 10 1973	7-23-73 7-26-73	Modification of license to change the licensee name to STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD. Atty. Daniel W. Toohey	GRANTED	9-4-73
BR-619 R & F PN Recd. PRESS OCT 18 1973	8-27-73 8-29-73	RENEWAL OF LICENSE Daniel W. Toohey, Atty.	GRANTED	11-28-73

#18

Form BC-121

May 1976

12-22

APPLICATION RECORD - BROADCASTING

930 kc

Call

Letters W L B L

Name STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD
AUBURNDALE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-619 R & F PN Recd. PRESS	7-30-76 " " OCT 13 1976	RENEWAL OF LICENSE Daniel W. Toohey, Atty.	GRANTED	11-17-76
BZ-9334 R & F DM PRESS JAN 24 1977	12-22-76 1-4-77 1-14-77	Direct Measurement	GRANTED	2-11-77
BR 790730 PRESS AUG 29 1979	UE 1979	RENEWAL OF LICENSE	GRANTED	11-30-79

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION. WLBL

STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (11-14-39)

x BOARD OF REGENTS, UNIVERSITY OF WISCONSIN (11-9-38)

Licensee x State of Wisconsin - Department of Agriculture & Markets

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
✓ 4-P-B-2920	6-16-33	WIBA	Badger Broadcasting Co. Inc., Madison, Wisc.	CP to move transmitter from Madison to Burke, make changes in equip. XXXXXXXX change from 1280 kc., 500w, 1kw-LS, U to 720 kc., 25kw S-WGN (facilities of WGN, WHA, and WLBL)	Dismissed Min. 12-19-33
✓ 4-P-B-2927	6-24-33	WHBY	WHBY, Inc., Merton, Green Bay, Wis.	CP new equip., change freq. & pr. from 1200 kcs-100 w. to 990 kcs-500 w. Fac. WLBL, WJJD, WGCS.	Returned 7-14-33
✓ 4-P-B-2935	6-27-33	NEW	The Journal Co. (The Milwaukee Journal) Milwaukee, Wis.	New sta. 900 kcs-1KW-2KW-LS-Unl. hrs. Fac. WHA & WLBL	Dismissed 12-22-33

Renewal
Requested

Date
Received

Designated
for Hearing

Reason

Remarks

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WLHI

Card No. 2 STATE OF WISCONSIN, DEPARTMENT OF AGRICULTURE (11-14-39)
 x BOARD OF REGENTS UNIVERSITY OF WISCONSIN (11-9-38)
 Licensee x State of Wisconsin-Department of Agriculture & Markets

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
4-ML-B-1213	7-11-33	WTMJ	The Journal Co. (The Milwaukee Journal) Milwaukee, Wis.	Mod. lic. chg. freq & pr from 620 kcs-1KW-2 1/2 KW-LS to 670 kcs-5KW-Fac. WMAQ, WHA, WLBI	Dismissed 12-22-33
4-P-B-2965	8-5-33	WHBY	WHBY, Inc., Green Bay, Wis.	CP new equip; chg. freq & pr from 1200 kcs-100 w. to 1360 kcs-1KW-Fac. WGES, WLBI & those facil. vacated by WJKS (WIND now)	Denied Min. 6-29-34, after hearing, Order Statement of Facts. Eff. 3 am. E.S.T. 7-13-34.

Renewal
Requested

Date
Received

Designated
for Hearing

Reason

Remarks

27

11

X

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 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.

