

W N N O



REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126 4758
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 6-23-69

W N N O (eff:
Call letters ~~A W W D A~~ 10-11-73)

Station location Wisconsin Dells, Wisc.

VOSS RADIO, INC. (AL 7-20-78 EFF: 8-1-78

*TAYLOR ELECTRIC COMPANY (AL 9-27-73 EFF: 10-5-73

Name of licensee ~~* O B E D S. B O R G E N~~

Transmitter location On Hwy. 23, 3 mi. E. of Wisconsin Dells, Wisconsin (BP 11-20-68)

721 Superior Street, Wisconsin Dells, Wisconsin (BRC 10-14-72)

X Same as Transmitter (BL 6-23-69)

Main studio location To be determined, Wisconsin Dells, Wisconsin (BP 11-20-68)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-17858	11-20-68	990kc	500w	Day	7-20-69
CP for a new standard broadcast station.					
BP-17858(1)	3-4-69	Call letters assigned.			
AL-12,372(L)	6-23-69	Lic. (BP-17,858) for new sta.			
BR-4758(S)	11-25-70	Renewal of License			12-1-73
EBSA	6-12-72				
BRC-3609	10-16-72	ML to change studio & operate by remote control from 721 Superior St.			
BAL-7880 EFF:	9-27-73	VOL. AL			
Tel	10-11-73	Call letters changed to: W N N O			
BR-4758(L)	11-28-73	RENEWAL			12-1-76
BP-19,573	2-6-74	990khz,	500w	Day	2-6-75
		CP to inc. tower height.			
MP-13,797 (1)	8-30-74	MP(BP-19,573) to chg. ant. & Obstruction markings.			
BL-13,700	10-7-74	Lic. to cover BP-19523 for changes			
					12-1-76
BR-4758	11-17-76	RENEWAL OF LICENSE			12-1-79
BAL-9376	7-20-78	VOL. AL EFF: 8-1-78			
BP-20,523	9-21-79	900KHz.	1kW	Daytime	9-21-80
		CP to chg. freq., incr. power.			
BR790801VP(S)	1-31-80	Renewal of license			12-1-82
EMP-800902AR (1)	11-6-80	MP (BP-20523) for ext. of time to:			
					1-31-81
BL-810114AA (L)	2-13-81	Lic. to cover BP-20523 as mod for changes			
					12-1-82

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters NEW-W W D AName Obed S. Borgen
Wisconsin Dells, Wisconsin (1710 11th Ave., N. E., Rochester, Minn. 55901)

File No.	Dated	Application for	Action	
			Nature	Date
BP- 17,858 Rec'd Filed FEB 29 1968	8-9-67 8-11-67 8-11-67	CP for a new standard broadcast station to be operated on: Frequency: 990kc Power: 500w Hours: Daytime Trans: Collins 20V-3 Trans loc: On Hwy 23, 3 mi. E/ ^{of} Wisconsin Dells, Wisconsin Studio loc: To be determined, Wisconsin Dells, Wisconsin Remote control point: To be determined, Wisconsin Dells, Wisconsin atty: Putbrese and Fisher (Thomas W. Fletcher) enr: Robert A. Jones	GRANTED	11-20-68
AMENDMENT	R&F 7-9-68	AMENDED Section IV-A.		
AMENDMENT	R&F 8-27-68	AMENDED Section III.		
AMENDMENT	R&F 9-19-68	AMENDED Section III.		

CONTACT: OBED S. BORGES

PHONE: CODE 5-7; 288-2279

ADDRESS: 1710 ELEVENTH AVE., N.E.
ROCHESTER, MINN.

FORM BC-121

Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W W D AName OSIED S. BORGES
Wisconsin Dells, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,372 R & F #510925 \$30 PT	4/30/69 5/1/69 5/1/69 5/9/69	License (BP-17,858) for new b/c station, specify type trans. GATES BC-500T, studio loc. same as trans. (delete RC) Atty: Thos. W. Fletcher Engr: Robt. A. Jones, LaGrange, Ill.	GRANTED	6-23-69
BR-4758 R & F P.N. PRESS:	8-26-70 8-28-70 8-28-70 SEP 3 1970	Renewal of License Atty: Thomas W. Fletcher	GRANTED	11-25-70
BRC-3609 R & F \$50-115715 AC-067 PRESS: OCT 16 1972	10-2-72 10-4-72 10-4-72	Modification of license to change the main studio location and operate by remote control from 721 Superior Street, Wisconsin Dells, Wisconsin. Atty. Cole, Zylstra & Ray	GRANTED	10-16-72

#3

990khz

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

TAYLOR ELECTRIC COMPANY

Call W N N O
Letters xW W D AName * OBED S. BORGES
Wisconsin Dells, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7880 R & F FEE PD: \$1000 #178938 CODE 047 (ALSO SEE FM MAY 25 1973 WQRH) Pub.notice (1) filed 9-18-73	4-23-73 4-26-73	Voluntary assignment of license to TAYLOR ELECTRIC COMPANY (SEE OVER) Atty - Thomas W. Fletcher	GRANTED EFF: 10-5-73 grant fee \$2,800.00* *based on \$122,000.00 plus \$15,000.00 non complete covenant and \$3,000.00 reimbursement f for FM (fee includes FM) pd 063 10-11-73 240929	9-27-73
BR-4750 R & F PN PRESS 27 SEP 1973	9-2-73 7-4-73 9-4-73	Renewal of License Atty: Thomas W. Fletcher AMENDED 10-8-73 re: to change name of applicant to "Taylor Electric Company"	GRANTED	11-28-73

RE: BAL-7880 - AMENDED ~~XXXXX~~ 7-25-73 - (assignee) financial statement; re selection survey; & re Table II(statement)
AMENDED 8-8-73(assignor) re prog; EEOP

AMENDED 8-29-73 (assignee) - supplemental fin. data

AMENDED 8-29-73 - ext. of time re agreement

AMENDED 9-7-73 - correction re Sec.IV-A

APPLICATION RECORD - BROADCASTING

990khz

 Call W N N O
 Letters * W W D A

 Name TAYLOR ELECTRIC COMPANY
 WISCONSIN DELLS, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BP- 19,573 Rec'd Filed \$50-238947 AC-056 PRESS:	10-1-73 10-2-73 10-2-73 10-2-73	Construction permit to increase tower height to 250 feet. Atty. Cole, Zylstra & Raywid	GRANTED	2-6-74
BMP-13,797 Rec'd Filed \$50-302971 PRESS: AC-056	5-3-74 5-9-74 5-9-74 5-9-74 MAY 20 1974	Mod. of CP(BP-19,573) to specify a 6' lightning rod at top of tower. Atty. Cole, Zylstra & Raywid	GRANTED	8-30-74
BL-13700 R & F \$50#302960 PTA PRESS 17 SEP 1974	5-3-74 5-9-74 5-10-74 8-28-74	Lic. to cover BP-19573 for changes Atty: Thomas W. Fletcher (Cole, Zylstra & Raywid)	GRANTED	10-7-74

APPLICATION RECORD - BROADCASTING

990khz

Call
Letters W N N O

VOSS RADIO, INC.

Name xTAYLOR ELECTRIC COMPANY

"Wisconsin Dells, Wisconsin"

File No.	Dated	Application for	Action	
			Nature	Date
BP-20,523	6-28-76	CP chg. freq. to 900khz, increase power to	Gr.	9-21-79
Recd	6-30-76	1kw and change transmitter to GATES MW-1.		
586660 \$200 001	7-1-76	Atty: James Oyster Engr: Ralph E. Evans		
PN filed	7-27-76			
MAY 10 1978				
AMENDED	7-28-78	PETITION TO DENY FILED BY WLS, INC. THRU ITS ATTY. JAMES A. MCKENNA, JR. & THOMAS N. FROHOCK (OVER)		
BR-4758	7-19-76	RENEWAL OF LICENSE		
R & F	7-29-76			
PN REcd.	"	Jas. L. Oyster, Atty.	GRANTED	11-17-76
PRESS	SEP 27 1976			
BAL-9376	5-22-78	Voluntary assignment of license to VOSS RADIO, INC	GRANTED	7-20-78
R&F	5-23-78	(OVER)	EFF:	8-1-78
FORM 314	JUN 1978			
ALSO SEE	WNNO-FM	ATTY: James Oyster - Smith & Pepper		
PN FILED	6-12-78	Atty for assignee - Dow, Lohnes, etc (E. Stanley)		

BAL-9376 Amended 6-26-78 re: Stock Subscription Agree.
& stockholders' loan commitment ltr for Gary H. Voss
AMENDED 7-17-78 re: programming data; cost of CP for
AM sta.; & bank letter

RE: BP-20523

8-7-78 REQUEST FOR EXTENSION OF TIME TO FILE
OPPOSITION FILED BY VOSS RADIO, INC. THRU
ITS ATTY. EARL R. STANLEY

8-30-78 OPPOSITION TO PETITION TO DENY FILED BY VOSS RADIO
INC. THRU ITS ATTYS. EARL R. STANLEY & FREDERICK D
COOKE, JR.

AMENDED 9-1-78 re financial, programmin g and EEO

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APPLICATION RECORD BROADCASTING

990khz

Call Letters: W N N O

Name: VOSS RADIO, INC.

Wisconsin Dells, Wisconsin

Station Location:

File No.	Date	Description	Action and Date
BR790801VP PRESS SEP 14 1979		Renewal of License Atty.: Earl R. Stanley	GRANTED 1-31-80
BMP800902AR PRESS (0)	OCT 14 1980	MP (BP-20,523) For Extension of Time to: <u>10-31-80</u> (FOR CHGS.) Atty. Frederick D. Cooke, Jr. (Dow, Lohnes & Albertson)	GRANTED: 11-6-80 TO: 1-31-81
BL-810114AA R & F PRESS JAN 26 1981	1-14-81	Lic. to cover (BP-20,523 as mod) for changes. Atty: Earl R. Stanley (Dow, Lohnes & Albertson)	GRANTED 2-13-81

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.

