

W O H O



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....12-30-54.....

Call letters .....W.O.H.O.....  
Station Location: Toledo, Ohio

Name of licensee .....THE MIDWESTERN BROADCASTING COMPANY.....

2965 Pickle Street, Toledo, Ohio (Lic. 12-30-54)

x North side of Pickle Street, halfway between Wheeling Street and Coy

Transmitter location Road, Near Toledo, Ohio (CP 6-26-53)

ZIP 43616

2965 Pickle Street, Toledo, Ohio (Lic. 12-30-54)

Main studio location<sup>x</sup> To be determined, Toledo, Ohio (CP 6-26-53)

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.   | Date<br>Issued     | Freq.  | Power            | Time<br>Div. | Period<br>From- To                    |
|--|--------------------|--|------------------|--------------|---------------------------------------|
| BP-6421  | 6-26-53            | 1470   | 1kw*<br>*DA-3    | U            | 8-26 2-26-54                          |
| CP for a new standard broadcast station (COND'L CALUSE)                                  |                    |  |                  |              |                                       |
| BMP-6392<br>(1)  | 12-23-53           | MP (BP-6421) to change<br>type transmitter.  |                  |              | 2-23 8-23-54                          |
| BMP-6619<br>(2)  | 8-23-54            | Mod. of CP (6421) as mod., for ext. of<br>completion date to November 23, 1954   |                  |              |                                       |
| BL-5471  | 12-30-54           | 1470kc   | 1kw, DA-2        | Un           | 12-30-54 10-1-55                      |
| Lic. cover CP(6421, as mod.) for new station   |                    |  |                  |              |                                       |
| BR-3055  | 9-7-55             | 1470kc   | 1kw DA-2         | U            | 10-1 10-1-58                          |
| BR-3055  | 9-7-55             | 1470   | 1kw DA-2         | U            | 10-1 10-1-58                          |
| Supercedes above to correct new monitoring point   |                    |  |                  |              |                                       |
| BP-10364   | 3-14-56            | 1470kc   | 250w, DA-2       | AUX.         | 5-14-56 11-14-56                      |
| CP to install auxiliary transmitter  |                    |  |                  |              |                                       |
| BL-6156  | 5-23-56            | 1470kc   | 250w, DA-2       | AUX.         | 5-23-56 10-1-58                       |
| Lic. to cover CP(BP-10,364) to install a new transmitter<br>as an Auxiliary Transmitter. |                    |  |                  |              |                                       |
| BR-3055  | 9-17-58            | Renewal of license   |                  |              | 10-1 10-1-61                          |
| (MAIN AND AUXILIARY)   |                    |  |                  |              |                                       |
| BTC-3369<br>EFF: 2-19-60   | 2-10-60            | Voluntary acquisition of control of licens<br>corporation by Samuel William Sloan and<br>Sebastian N. Sloan (A family group) thru purchase of stock<br>from Elizabeth M. Weber.  |                  |              |                                       |
| BS-3055<br>(1)   | 12-18-61<br>(Memo) | Mod. of license to change nighttime<br>monitor point location in the direction<br>of 259° True.  |                  |              |                                       |
| BR-3055  | 12-28-61           | 1470kc   | 1kw-DA-2<br>250w | Un1          | 12-28 10-1-64<br>Auxiliary to 10-1-64 |
| RENEWAL AND MODIFICATION (MEMO)  |                    |  |                  |              |                                       |
| BTC-4341<br>EFF: 9-16-63   | 8-7-63             | Involuntary transfer of control of<br>licensee corporation from Samuel William<br>Sloan and Sebastian N. Sloan (A family<br>group) to Samuel W. Sloan, Individually<br>and as Executor of the Estate of Sebastian<br>N. Sloan, Deceased. |                  |              |                                       |

Form BC-126  
June 1954 # 2

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W O H O .....

Name of licensee THE MIDWESTERN BROADCASTING COMPANY .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued        | Freq.   | Power            | Time Div.    | Period From- To- |
|--|--------------------|---|------------------|--------------|------------------|
| BTC-4379<br>Eff: 10-11-63  | 10-10-63           | Voluntary transfer of control licensee corporation from Samuel S. Sloan, Individually and as Executor of the Estate of Sebastian N. Sloan, Deceased to Samuel W. Sloan and The Ohio Citizens Trust Company, Trustee et al |                  |              |                  |
| BTC-4444<br>EFF  | 11-27-63<br>1-6-64 | Voluntary acquisition of positive control of licensee corporation by Samuel S. Sloan thru purchase of stock from The Ohio Citizens Trust Company, Trustee   |                  |              |                  |
| <del>XX</del>  |                    |   |                  |              |                  |
| <del>XX</del>  |                    |   |                  |              |                  |
| <del>XX</del>  |                    |   |                  |              |                  |
| BR-3055  | 2-10-65            | RENEWAL OF LICENSE (MAIN & AUX.)  |                  | 10-1         | 10-1-67          |
| BTC-4642<br>Eff: 3-15-65   | 2-10-65            | Voluntary transfer of control of lic. corp. from Samuel W. Sloan to Lewis W. Dickey   |                  |              |                  |
| BZ-5400<br>(Main)  | 6-30-65            | 1470kc  | 1kw-DA-2 U       | 6-30         | 10-1-67          |
| Authority to determine operating power by direct measurement of antenna power  |                    |   |                  |              |                  |
| BZ-5401<br>(1)   | 6-30-65<br>(Aux)   | Authority to determine operating power by direct measurement of antenna power   |                  |              |                  |
| BR-3055  | 9-8-67             | 1470kc  | 1kw-DA-2<br>250w | Unl.<br>Aux. | 10-1 10-1-70     |
| TELEGRAM   | 10-17-67           | PSA   | 500w             | -----        |                  |
| TELEGRAM   | 12-29-67           | PSA (Revised) 1000w   |                  |              |                  |
| Wire 1-23-68 giving notification per Sect. 73.48(a)(5) Rule that a Gates Vanguard II trans. is now installed & in oper. as Main trans. |                    |   |                  |              |                  |
| FL-11, 16(1)   | 4-24-68            | Lic. to use former Main GATES PC-1F) as Alternate Main Trans. 10-1-70   |                  |              |                  |
| BS-3055(L)   | 8-15-69            | Mod. of license to change operating specifications and redscribe monitor point in the direction of 355.5 true. (Memo)   |                  |              |                  |
| BR-3055  | 9-30-70            | Renewal of License (Main G & Alt. Main S)   |                  | 10-1-73      |                  |
| EBSA   | 5-22-72            |   |                  |              |                  |

Form BC 126  
June 1954

#3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... **W O H O**

Station location .....

Name of licensee .....

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  |
|-----------------------|---------------------|--|----------------------------|--------------|--------------------|
| <del>BR-3055(L)</del> | <del>10-11-73</del> | <del>RENEWAL</del>   | <del>MAIN &amp; ALT.</del> |              | <del>10-1-76</del> |
| BS-3055(L)            | 9-9-74              | ML to use new monitoring points on 23.5° and 35° radial<br>1470khz                                       | 1kw                        | DA-2 U       | 10-1-76<br>Alts.   |
| BS-3055(L)            | 4-23-75             | ML to change Antenna System.   |                            |              |                    |
| BR-3055(L)            | 5-12-77             | Renewal of License<br>(Main & ALTERNATE Main)  |                            |              | 10-1-79            |
| BR790601WB<br>(L)     | 11-8-79             | RENEWAL OF LICENSE   |                            |              | 10-1-82            |
| .....<br>COMTEL       | 8-13-80             | AUTH. & TERMS COMTEL 12-14-78 (RE P.A. V.) EXT. PENDING COMMISSION ACTION ON FCC FORM 302 FILED 3-19-80. |                            |              |                    |

## APPLICATION RECORD - BROADCASTING

Call W O H O  
Letters  NewName THE MIDWESTERN BROADCASTING COMPANY  
(P.O. - 455 Spitzer Building, Toledo 4, Ohio)

| File No.                    | Dated                            | Application for  | Action                     |         |
|-----------------------------|----------------------------------|--|----------------------------|---------|
|                             |                                  |  | Nature                     | Date    |
| BP-6421<br>Rec'd<br>Filed   | 10-31-47<br>11-3-47<br>11-3-47   | Construction Permit for a new standard broadcast station: to be operated on:<br>Frequency - 1470kc<br>Power - 1kw, DA-2<br>Hours of operation - Unlimited Time<br>Trans. location -- Intersection of Dura Ave. and Ottawa River, near Toledo, Ohio<br>Studio location - To be determined, Toledo, Ohio | DOCKET NO. 8685<br>GRANTED | 6-26-53 |
| ' AMENDED<br>Recd.<br>Filed | 11-25-47<br>11-28-47<br>11-28-47 | AMENDED re changes in ground system; change transmitter location from Intersection of Dura Ave. and Ottawa River near Toledo, Ohio, to <del>Corner Suder Ave., &amp; Half-way Creek, near Toledo, Ohio.</del>  |                            |         |
| AMENDED<br>Recd.<br>Filed   | 12-21-48<br>12-24-48<br>12-31-48 | AMENDED re officers, directors and stockholders  |                            |         |

(See amendment Card #2)



Transmitter - General Electric XT-1-A

Arthur W. Weber, Atty.  
455 Spitzer Building  
Toledo 4, Ohio

## APPLICATION RECORD - BROADCASTING

Call W O H O  
Letters ~~W E W~~

Name THE MIDWESTERN BROADCASTING COMPANY

| File No.                     | Dated    | Application for   | Action                  |      |
|------------------------------|----------|---|-------------------------|------|
|                              |          |   | Nature                  | Date |
| BP-6421 (cont. from Card #1) |          |   |                         |      |
| AMENDED                      | 11-17-49 | AMENDED to make change in DA patterns; ground system; and change transmitter location <u>from</u> Corner Suder Ave., & Half-way Creek, near Toledo, Ohio, <u>to</u> North side of Pickle Street, halfway between Wheeling Street and Coy Road, near Toledo, Ohio.<br><br>A. L. Stein, Atty.<br>Kear & Kennedy, Engrs. | See Card #1 for action. |      |
| Rec'd                        | 11-18-49 |   |                         |      |
| Filed                        | 11-30-49 |   |                         |      |
| AMENDED                      | 11-3-50  | AMENDED to make change in nighttime directional antenna pattern.  |                         |      |
| Rec'd                        | 11-7-50  |   |                         |      |
| Filed                        | 11-17-50 |   |                         |      |

#3

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W O H OName THE MIDWESTERN BROADCASTING COMPANY

| File No.                   | Dated                           | Application for   | Action                           |          |
|----------------------------|---------------------------------|---|----------------------------------|----------|
|                            |                                 |   | Nature                           | Date     |
| BMP-6392<br>Rec'd<br>Filed | 12-9-53<br>12-11-53<br>12-11-53 | Modification of construction permit (BP-6421, which auth. a new standard broadcast station) to change type transmitter (Gates BC-1F).<br><br>A. L. Stein, Atty.                         | GRANTED<br>same conditions as CP | 12-23-53 |
| Rec'd                      | 1-16-54<br>1-18-54              | Modification of construction permit (BP-6421, as mod., which auth. a new standard broadcast station) for extension of completion date to 7-1-54.<br><br>A. L. Stein, Atty.              | RETURNED<br>As Unnecessary.      | 1-20-54  |
| BMP-6619<br>Rec'd<br>Filed | 8-9-54<br>8-11-54<br>8-11-54    | Modification of construction permit (BP-6421 as mod., which auth. a new standard broadcast station) for extension of completion date from 8-23-54 to 9-23-54.<br><br>A. L. Stein, Atty. | GRANTED                          | 8-23-54  |

APPLICATION RECORD - BROADCASTING

Call  
Letters W.O.H.O.

Name THE MIDWESTERN BROADCASTING COMPANY  
Toledo, Ohio

| File No.                    | Dated                         | Application for  | Action  |          |
|-----------------------------|-------------------------------|--|---------|----------|
|                             |                               |  | Nature  | Date     |
| BL-5471<br>Rec'd<br>Filed   | 9-20-54<br>9-21-54<br>9-21-54 | License to cover construction permit (BP-6421 as modified) which authorized a new standard broadcast station and specify studio location as 2965 Pickle Street, Toledo, Ohio<br><br>A. L. Stein, Atty.   | GRANTED | 12-30-54 |
| BR-3055<br>Rec'd<br>Filed   | 7-1-55<br>7-12-55<br>7-12-55  | Renewal of license<br><br>A. L. Stein, Atty.   | GRANTED | 9-7-55   |
| BP-10,364<br>Rec'd<br>Filed | 2-7-56<br>2-10-56<br>2-10-56  | Construction permit to install a new transmitter (GATES BGA 250) as an auxiliary transmitter at 2965 Pickle Street, Toledo, Ohio (present location of the main transmitter) to be operated on 1470kc with power of 250w, <del>non-DA</del> , for auxiliary purposes only, utilizing <del>No. 1 tower of directional array.</del><br><br>A. L. Stein, Atty. | GRANTED | 3-14-56  |
| AMENDED<br>Rec'd<br>Filed   | 3-6-56<br>3-8-56<br>3-8-56    | AMENDED to change from non-DA to DA-2.<br><small>F. C. C. - WASHINGTON, D. C.</small>  |         |          |

APPLICATION RECORD - BROADCASTING

Call Letters W O H O

Name ...THE MIDWESTERN BROADCASTING COMPANY...

| File No.                  | Dated                       | Application for   | Action  |         |
|---------------------------|-----------------------------|---|---------|---------|
|                           |                             |   | Nature  | Date    |
| BL-6156<br>Rec'd<br>Filed | 4-26-56<br>5-1-56<br>5-1-56 | License to cover construction permit (BP-10,364) which authorized the installation of a new transmitter (Gates BCA 250) as an Aux. transmitter at 2965 Pickle St., Toledo, Ohio (present location of the main transmitter) to be operated on 1470kc with power of 250w, for aux. purposes only.<br><br>A. L. Stein, Atty. | GRANTED | 5-23-56 |
| BR-3055<br>Rec'd<br>Filed | 7-1-58<br>7-7-58<br>7-7-58  | Renewal of license.<br>(Main & Auxiliary)<br>A. L. Stein, Atty.   | GRANTED | 9-17-58 |

## APPLICATION RECORD - BROADCASTING

AUG 1955

Call  
Letters W O H OName THE MIDWESTERN BROADCASTING COMPANY

| File No.                   | Dated                       | Application for  | Action          |  |
|----------------------------|-----------------------------|--|-----------------|--|
|                            |                             |  | Nature          | Date                                     |
| BTC-3369<br>Rec'd<br>Filed | 1-29-60<br>2-2-60<br>2-2-60 | Voluntary acquisition of control of licenses corporation by Samuel William Sloan and Sebastian N. Sloan (A family group) thru purchase of stock from Elizabeth M. Weber.<br><br>A. L. Stein, Atty.   | GRANTED<br>EFF: | 2-10-60<br>2-19-60                       |
| BR-3055<br>Rec'd<br>Filed  | 6-19-61<br>7-3-61<br>7-3-61 | Renewal of license (Main & Auxiliary)<br><br>Atty.: A.L. Stein   | GRANTED         | 12-28-61<br><br>(and Modification(Memo)) |
| BTC-4341<br>R & F          | 7-15-63<br>7-25-63          | Involuntary transfer of control of licenses corporation and from Samuel William Sloan and Sebastian N. Sloan (A family group) to Samuel W. Sloan, Individually and as Executor of the Estate of Sebastian N. Sloan, Deceased.<br><br>Atty/ A. L. Stein | GRANTED<br>EFF: | 8-7-63<br>9-16-63                        |

APPLICATION RECORD - BROADCASTING

Call  
Letters W O H O

Name THE MIDWESTERN BROADCASTING COMPANY  
Toledo, Ohio

| File No.          | Dated              | Application for   | Action         |                      |
|-------------------|--------------------|---|----------------|----------------------|
|                   |                    |   | Nature         | Date                 |
| BTC-4379<br>R & F | 9-16-63<br>9-17-63 | Voluntary transfer of control of licensee corporation from Samuel S. Sloan, individually and as Executor of the Estate of Sebastian N. Sloan, Deceased to Samuel W. Sloan and The Ohio Citizens Trust Company, Trustee et al.<br><br>Atty. A. Stein | GRANTED<br>EFF | 10-10-63<br>10-11-63 |
| BTC-4444<br>R & F | 12-3-63<br>12-5-63 | Voluntary acquisition of positive control of licensee corporation by Samuel S. Sloan thru purchase of stock from The Ohio Citizens Trust Company, Trustee<br><br>Atty. - A.L. Stein   | GRANTED<br>EFF | 12-27-63<br>1-6-64   |
| BR-3055<br>R & F  | 3-11-64<br>3-16-64 | Renewal of License (Main and Auxiliary)<br><br>Abe L. Stein, Atty.  | GRANTED        | 2-10-65              |

FORM BC-121 #8  
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call  
Letters W O H O

Name THE MIDWESTERN BROADCASTING COMPANY  
Toledo, Ohio

| File No.  | Dated                       | Application for  | Action          |                    |
|---|-----------------------------|--|-----------------|--------------------|
|   |                             |  | Nature          | Date               |
| BTC-4642<br>R & F   | 8-28-64<br>8-28-64          | Voluntary transfer of control of licensee corp. from Samuel W. Sloan to Lewis W. Dickey<br><br>Atty for transferor - A.L. Stein<br>for transferee - Pierson, Ball & Dowd | GRANTED<br>Eff: | 2-10-65<br>3-15-65 |
| BZ-5400<br>R. & F.  | 1-27-65<br>1-28-65          | Authority to determine operating power by direct measurement of antenna power.(Main)   | GRANTED         | 6-30-65            |
| BZ-5401<br>R. & F.  | 1-27-65<br>1-28-65          | Authority to determine operating power by direct measurement of antenna power.(Auxiliary)  | GRANTED         | 6-30-65            |
| BR-3055<br>R & F<br>JUL 25 1967                                 | 6-30-67<br>7-3-67           | Renewal of license (Main & Aux.)<br>Atty. A.L. Stein   | GRANTED         | 9-8-67             |
| BL-11,916<br>R & F<br>#404600 \$30<br>PTA-3/5/68<br>MAR 28 1968 | 1/30/68<br>2/1/68<br>2/1/68 | Lic. to use former main trans. GATES BC-1F as an alt-main - 1470kc 1kw, DA-2 U<br><br>Atty: A. L. Stein<br><br>Ltr. 12-31-69 A.L. Stein no longer represents.            | GRANTED         | 4-24-68            |



## APPLICATION RECORD - BROADCASTING

Call  
Letters W O H OName THE MIDWESTERN BROADCASTING COMPANY  
TOLEDO, OHIO

| File No.  | Dated                                       | Application for   | Action                     |          |
|---|---|---|----------------------------|----------|
|   |   |   | Nature                     | Date     |
| BR-3055<br>R & F<br>\$105 #613710<br>PN Recd.<br>PRESS                                  | 6-25-70<br>7-2-70<br>"<br><b>NOT</b> 4 1970 | RENEWAL OF LICENSE (MAIN & ALTER.MAIN )<br>Ronald A. Siegel, Atty. (Cohn & Marks)   | GRANTED                    | 9-30-70  |
| Annual filing fee \$140.00 deducted from renewal fee & \$5.00 extra. NO CREDIT TO 1971. |   |   |                            |          |
| BR-3055<br>R & F<br>P.N.<br>PRESS   | 6-29-73<br>7-3-73<br>7-3-73                 | Renewal of License (Main & Alt. Main)<br>Atty.: Stanley B. Cohen<br>AMENDED 8-29-73 re: equal emp. policy                           | GRANTED                    | 10-11-73 |
| BR-3055<br>R & F<br>P.N.<br>PRESS   | 5-25-76<br>5-28-76<br>5-28-76<br>AUG 5 1976 | Renewal of License (Main & Alternate Main)<br>Atty.: Earl R. Stanley<br>AMENDED 9-27-76 re: engineering<br>AMENDED 10-26-76 re: EEO | Granted<br>conditional EEO | 5-12-77  |

#10

## APPLICATION RECORD BROADCASTING

1470

Call Letters: W O H O

Name: THE MIDWESTERN BROADCASTING COMPANY

Station Location: TOLEDO, OHIO

| File No.                             | Date | Description  | Action and Date |
|--------------------------------------|------|--|-----------------|
| BR 790601 WB<br>PRESS<br>JUL 10 1979 |      | RENEWAL OF LICENSE (MAIN & ALTER.)<br>Frederick D. Cooke, Jr., Atty. (Dow, Lohnes) | GRANTED 11-8-79 |

## 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.

