

WPDR

## BROADCASTING STATION LICENSE RECORD

Date first licensed 4-20-53

Call letters W F D R

Station location: Portage, Wisconsin

KRAMER BROADCASTING, INC. (AL 6-18-74 EFF: 7-3-74)

\* COMSTOCK PUBLISHING COMPANY, (AL 3-1-61; EFF: 3-16-61)

Name of licensee x PORTAGE BROADCASTING COMPANY

Transmitter location On east side of U.S. Highway 51, 0.6 mile southeast of city limits  
of Portage, Wisc. (MP 5-12-52) (L 4-20-53)Main studio location zip 53901 On east side of U.S. Highway 51, 0.6 mile southeast of city limits  
of Portage, Wisc. (MP 5-12-52) (L 4-20-53)

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued  | Freq.  | Power    | Time Div. | Period From - To |
|--|--|--|----------|-----------|------------------|
| Letter )<br>BP-8029 )<br>For a new standard broadcast station at Portage, Wis. | 2-13-52<br>for approval T site and antenna   | 1350   | 1kw      | Day       | Subj. filing MP  |
| BP-8029<br>BMP-5833  | 5-12-52<br>Mod.CP(8029) for approval antenna, T & S sites and change type T  | 1350   | 1kw      | Daytime   | 7-12 1-12-53     |
| BL-4755<br>Lic. cover CP (BP-8029, as mod.) for new station,                   | 4-20-53  | 1350   | 1kw      | Day       | 4-20 12-1-55     |
| Letter   | 5-24-54  | Sign-off 7 pm thru Aug. 1954, except during baseball broadcast, which shall in no event extend beyond normal sign-off time |          |           |                  |
| Telegram   | 3-17-55  | Sign-off 6 pm each evening with exception special event, April thru Sept. 1955   |          |           |                  |
| BR-2802  | 11-9-55  | Renewal of license   |          |           | 12-1 12-1-58     |
| TELEGRAM   | 3-16-56  | SIGN-OFF 6 PM APRIL THRU SEPT. 1956  |          |           |                  |
| TELEGRAM   | 6-6-57   | SIGN OFF 7 PM DST period 9-30-57   |          |           |                  |
| BR-2802  | 11-12-58   | Renewal of license   |          |           | 12-1 12-1-61     |
| Wire   | 5-26-59  | Sign-off 6PM CST period 6-1 to 9-30-59 except for special events.  |          |           |                  |
| Wire   | 9-21-59  | Sign-off 5:15pm CST 9-27 9-30-59   |          |           |                  |
| Wire   | 4-25-60  | Sign-Off 6PM CST period thru 9-30-60   |          |           |                  |
| Wire   | 6-29-60  | Authority granted commence regular operations as per license.  |          |           |                  |
| FAL-1137<br>CP: 3-16-61  | 3-1-61   | Voluntary assignment of license to Co stock publishing Company   |          |           |                  |
| BR-2802  | 11-9-61  | 1350kc   | 1kw      | Day       | 12-1 12-1-64     |
| BP-14756   | 6-20-62<br>CP to increase power to 5kw; install new trans. (COLLINS 21-B), install directional antenna system (DA-D) (Cond'1). | 1350kc   | 5kw-DA-D | Day       | 8-20 2-20-63     |
| BMP-10554  | 10-3-62<br>CP to change type transmitter to (COLLINS 21-V3) (Issued as a new CP)   | 1350kc   | 1kw      | Day       | 12-3 6-3-63      |
| BZ-4766<br>(1)   | 9-27-62  | Authority to determine operating power by direct measurement of antenna power.   |          |           |                  |

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ..... W P D R

Station location ..... Portage, Wisconsin

Name of licensee ..... COMSTOCK PUBLISHING COMPANY

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                   |         |
|------------------------|--|--|--------|--------------|---------------------------------------|---------|
| BMP-10803<br>(1)       | 3-18-63                                  | Mod. of CP(BP-14,756) for completion date to | 14,756 |              | ext. of 8-20-63                       |         |
| BL-9725<br>(2)         | 5-2-63                                   | Lic. to cover CP (BMP-10554) which auth      |        |              | instl. of new trans. (COLLINS 20-V-3) |         |
| <u>Wire</u><br>BR-2802 | <u>7-18-63</u><br>11-9-64                | <u>BP-14756 as mod., cancelled.</u>          |        |              |                                       | 12-1-67 |
| BZ-6287<br>(1)         | 1-11-67                                  | Auth. determine power direct method.         |        |              |                                       |         |
| TELEGRAM               | 10-17-67                                 | PSA  | 500w   |              |                                       |         |
| BR-2802                | 11-24-67                                 | 1350kc                                       | 1kw    | Day          | 12-1-70                               |         |
| BP-18447               | 4-23-69                                  | 1350kc                                       | 1kw    | Day          | 12-23-69                              |         |
|                        | CP to make changes in antenna system.    |  |        |              |                                       |         |
| BL-12,543<br>(L)       | Lic. (BP-18,447) for changes.<br>3-18-70 |  |        |              | 12-1-70                               |         |
| BZ-7632(L)<br>(1)      | Direct Measurement<br>10-7-70            |  |        |              | 12-1-70                               |         |
| BR-2802<br>EBSA        | 11-30-70<br>6-12-72                      | RENEWAL OF LICENSE                           |        |              | 12-1-73                               |         |
| BR-2802(S)             | 11-30-73                                 | RENEWAL                                      |        |              | 12-1-76                               |         |
| BAL-8105               | 6-18-74                                  | VOL. AL                                      | EFF:   | 7-3-74       |                                       |         |
| BR-2802 (L)            | 11-15-76                                 | Renewal of License                           |        |              | 12-1-79                               |         |
| BR790727UC<br>(S)      | 11-30-79                                 | RENEWAL OF LICENSE                           |        |              | 12-1-82                               |         |

## APPLICATION RECORD - BROADCASTING

 Call W P D R  
 Letters X New

 Name PORTAGE BROADCASTING COMPANY  
 (P.O. 309 DeWitt St., Portage, Wisc.)

| File No.                  | Dated                        | Application for   | Action                     |   |
|---------------------------|------------------------------|---|----------------------------|---|
|                           |                              |   | Nature                     | Date  |
| BP-8029<br>Rec'd<br>Filed | 3-8-51<br>3-12-51<br>3-12-51 | Construction permit for a new standard broadcast station to be operated on:<br>Frequency: 1350kc<br>Power: 1kw<br>Hours of Operation: Daytime<br>Trans. Location: To be determined<br>Portage, Wisconsin<br><br>Studio Location: To be determined<br>Portage, Wisconsin<br><br>James A. McKenna, Jr., Atty.<br>Elizabeth L. Dahlberg, Engr. | Docket No. 9951<br>GRANTED | 2-13-52 after<br>being removed from hearing, Subj. filing MP for approval of site and ant. Ltr. written 2-15-52<br><br>Issued with MP5833 |
| AMENDED<br>Rec'd<br>Filed | 5-18-51<br>6-5-51<br>6-8-51  | AMENDED to make changes in officers, directors and stockholders.  |                            |   |

U.S. 4072-1

Name PORTAGE BROADCASTING COMPANY

| File No.                   | Dated                          | Application for  | Action          |                   |
|----------------------------|--------------------------------|--|-----------------|-------------------|
|                            |                                |  | Nature          | Date              |
| BNP-5833<br>Rec'd<br>Filed | 3-3-52<br>3-5-52<br>3-5-52     | Modification of construction permit (BP-8029 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as .6 miles S.E. of Portage city limits on East side of U.S. Highway #51, Portage, Wisc. and change type of transmitter (Collins 20V). | GRANTED         | 5-12-52           |
| BL-4755<br>Rec'd<br>Filed  | 7-23-52<br>7-23-52<br>7-23-52  | License to cover construction permit (BP-8029, as modified) which authorized a new standard broadcast station.   | GRANTED         | 4-20-53           |
| BR-2802<br>Rec'd<br>Filed  | 8-25-55<br>8-29-55<br>8-29-55  | Renewal of license   | GRANTED         | 11-9-55           |
| BR-2802<br>Rec'd<br>Filed  | 8-30-58<br>9-2-58<br>9-2-58    | Renewal of license   | GRANTED         | 11-12-58          |
| BAL-4137<br>Rec'd<br>Filed | 12-31-60<br>1-27-61<br>1-27-61 | Voluntary assignment of license to Comstock Publishing Company.  | GRANTED<br>EFF: | 3-1-61<br>3-16-61 |



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters WPDRName COMSTOCK PUBLISHING COMPANY  
PORTAGE, WISCONSIN

| File No.                    | Dated                         | Application for  | Action   |         |
|-----------------------------|-------------------------------|--|--|---------|
|                             |                               |  | Nature   | Date    |
| BP-14,756<br>Rec'd<br>Filed | 3-21-61<br>3-24-61<br>3-24-61 | Construction Permit to increase power from 1kw to 5kw; install new transmitter (Collins 21-E); install directional antenna system (DA-D)<br><br>Eng. Walter F. Kean, Riverside, Ill. | GRANTED<br>Cond'l re: Phase Mon.,<br>Field meas. equip., DA &<br>non-DA proof.<br>D-14419, Section 3.87 of<br>the Comm. Rules. | 6-20-62 |
| BR-2802<br>R. & F.          | 9-1-61<br>9-5-61              | Renewal of License.  | GRANTED  | 11-9-61 |
| BZ-4766<br>R. & F.          | 8-3-62<br>8-8-62              | <b>Authority to determine operating power by direct measurement of antenna power.</b>  | GRANTED  | 9-27-62 |
| BMP-10,554<br>R. & F.       | 8-31-62<br>9-4-62             | <del>Mod. of CP (BP-14,756 which auth. incr. power; install new trans. Collins 21-E; install DA-D) to change type trans. to Collins 21V3.</del>                                      | GRANTED<br>(Issued as a new CP)  | 10-3-62 |

## APPLICATION RECORD - BROADCASTING

Call W P D R  
Letters .....Name COMSTOCK PUBLISHING COMPANY  
Portage, Wisconsin 53901

| File No.                        | Dated                         | Application for   | Action                         |          |
|---------------------------------|-------------------------------|---|--------------------------------|----------|
|                                 |                               |   | Nature                         | Date     |
| BL-9725<br>R. & F.              | 11-7-62<br>11-13-62           | Lic to cover CP(BMP-10,554) which auth <del>incr</del><br><del>power</del> ; install new trans; <del>install DA-D.</del>                        | GRANTED                        | 5-2-63   |
| BMP-10,803<br>R. & F.           | 1-18-63<br>1-30-63            | Mod. of CP (BP-14,756 which auth. incr. power;<br>install new trans; install DA-D) for extension<br>of completion date from 2-20-63 to 8-20-63. | GRANTED<br>(Cancelled 7-18-63) | 3-18-63  |
| BR-2802<br>Rec'd<br>Filed       | 3-27-64<br>8-31-64<br>8-31-64 | Renewal of license  | GRANTED                        | 11-9-64  |
| BZ-6287<br>R & F                | 11/4/66<br>11/7/66            | Auth. to determine operating power by direct<br>meas. of antenna power.<br>Engr: W. R. Hariu, Wisc.   | GRANTED                        | 1-11-67  |
| BR-2802<br>R & F<br>SEP 19 1967 | 8/31/67<br>9/8/67             | Renewal of license  | GRANTED                        | 11-24-67 |

## APPLICATION RECORD - BROADCASTING

Call  
Letters W P D RName Comstock Publishing Company  
Portage, Wisconsin

| File No.  | Dated    | Application for   | Action                     |          |         |
|---|----------|---|----------------------------|----------|---------|
|   |          |   | Nature                     | Date     |         |
| BP-18,447<br>Rec'd<br>#472360 \$30<br>DEC 1968<br>Resub.<br>R. & F.<br>#473657 \$45<br>Refund auth<br>FEB 24 1969 | 11-8-68  | CP to make changes in antenna system (increase height).<br>enr-Robert A. Jones<br><br>AMEND. R&F 2-25-69 Sec. III | Returned                   | 11-29-68 |         |
|   | 11-15-68 |   | <del>Incomplete copy</del> |          |         |
|   | 11-15-68 |   |                            |          |         |
|   | 12-11-68 |   |                            | GRANTED  | 4-23-69 |
|   | 12-16-68 |   |                            |          |         |
|   | 12-16-68 |   |                            |          |         |
| BL-12,543<br>R & F<br>#553052 \$30.<br>PTA  | 10-24-69 | Lic.(BP-18,447) for changes.<br><br>MAR 12 1970   | GRANTED                    | 3-18-70  |         |
|   | 11-4-69  |   |                            |          |         |
|   | 11-4-69  |   |                            |          |         |
|   | 11-18-69 |   |                            |          |         |
| BZ-7632<br>R & F<br>DM<br>PRESS OCT 5 - 1970  | 8-6-70   | Direct Measurement.   | GRANTED                    | 10-7-70  |         |
|   | 8-17-70  |   |                            |          |         |
|   | 8-27-70  |   |                            |          |         |
|   |          |   |                            |          |         |

#6

1350khz

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W P D R

KRAMER BROADCASTING, INC.

Name X COMSTOCK PUBLISHING COMPANY  
Portage, Wisconsin

| File No.  | Dated                              | Application for  | Action  |                                      |
|---|------------------------------------|--|---|--------------------------------------|
|   |                                    |  | Nature  | Date                                 |
| BR-2802<br>R & F<br>P.N.<br>PRESS<br>OCT 15 1970  | 8-31-70<br>9-8-70<br>9-8-70        | Renewal of License<br>AMENDED 11-16-70 re: commercial practices; programming   | GRANTED   | 11-30-70                             |
| BR-2802<br>R & F<br>PN Recd.<br>PRESS   | 8-21-73<br>8-27-73<br>" - SEP 1973 | RENEWAL OF LICENSE<br>AMENDED 11-1-73 re: commercial policy  | GRANTED   | 11-30-73                             |
| BAL-8105<br>Rec'd<br>FEE PD: \$1000 #273076<br>CODE 047 (ALSO SEE FM)<br>Pub. notice FILED<br>MAR 20 1974 | 1-24-74<br>1-25-74                 | Voluntary assignment of license to<br>KRAMER BROADCASTING, INC.<br><br>Atty - Cordon and Jacob<br>Financial plan; pro forma bal. sheet; by laws<br>stock sub. agreements; financial data filed 3-14-74<br>Statement re financing filed 5-23-74<br>Bank ltr re loan filed 6-10-74 | GRANTED<br>GRANT FEE: \$4,740.00<br>(Includes FM)<br>EFF:<br>063 PD | 6-18-74<br>7-3-74<br>7-10-74 W 32352 |

# APPLICATION RECORD - BROADCASTING

Call  
Letters W P D R

Name KRAMER BROADCASTING, INC.  
Portage, Wisconsin

| File No.                          | Dated  | Application for  | Action  |          |
|-----------------------------------|--|--|---------|----------|
|                                   |  |  | Nature  | Date     |
| BR-2802<br>R & F<br>P.N.<br>Press | 7-19-76<br>7-27-76<br>7-29-76<br><b>OCT 1 1976</b> | RENEWAL OF LICENSE<br><br>Atty: John B. Jacob (Cordon & Jacob) | Granted | 11-15-76 |
| BR790727UC<br>PRESS               | <b>SEP 11 1979</b>                                 | Renewal of License<br>Atty. John B. Jacob                      | GRANTED | 11-30-79 |
| Letter                            | 3-16-81  | Robert Olender, Baraff Kaerner now represents station WPDR     |         |          |

W P D R

Record of denials of informals

Letter 8-14-52 - Denied authority remain on air 9-9-52  
for election returns

Telegram 10-31-52 Denied authority remain on air 11-4-52  
for election returns

## 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.

