

W T S O



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S- 1921

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-25-48

Call letters W T S O(1-1-71)
x W K O W

Location: Madison, Wisconsin

MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.

x MIDCONTINENT ENTERPRISES, INC. (AL 4-3-69 Not consummated)

x MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC., (AL 7-20-60; EFF: 9-1-60)

Name of licensee x MONONA BROADCASTING COMPANY,

Transmitter location Town of Dunn, Wisconsin (CP 3-6-47) (Lic. 2-25-48)

5721 Tokay Blvd., Madison, Wisc. (per FM application rec 2-12-74)

x 5727 Tokay Blvd., Madison, Wisconsin (BS 1-7-63)

x 215 W. Washington Avenue, Madison, Wisconsin (L.c. 2-25-48)

53711
Main studio location x To be determined, Madison, Wisconsin (CP 3-6-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-	
84-P-4404	3-6-47	1070kc	10kw-LS 5kw, DA	U	5-6 11-6-47	
		C.P. for new station (Conditional Clause)				
BMP-3217	10-20-47	Mod. CP (4404) for extension of completion date.			(CONDITIONAL CLAUSE)	11-6-47 3-6-48.
BL-2955	2-25-48	1070	5kw-10kw-LS*	U	2-25 5-1-48	
B4-2801	Lic. to cover CP (4404 as mod) for a new station. specify studio site and determine operating power by direct method (COND. CLAUSE)				*DA day and night	
BS-1921	4-27-48	Extension of license			5-1 9-1-48	
BR-1921	6-2-48	1070kc	5kw, 10kw-LS*	U	6-2 5-1-51	
			*DA (Cond'l clause)			
BR-1921	4-25-51	1070kc	5kw*, 10kw-LS*	U	5-1 5-1-54	
			*DA (Cond'l clause)			
BS-1921	5-15-51	Extension of license			5-1 9-1-51	
	Eff. 5-1-51					
BS-1921	8-29-51	Extension of license			9-1 12-1-51	
BS-1921	11-28-51	Extension of license			12-1 3-1-52	
BS-1921	8-27-52	Extension of license			8-1 12-1-52	
		Or until final action of Docket #10085				
Telegram	11-14-52	Action on renewal deferred			11-12-52 and continued operation authorized until final determination on renewal.	
BR-1921	1-7-53	Renewal of License			1-7 12-1-55	
BS-1921	3-30-54	Mod. Lic. correct geographical coordinates and convert obstruction markings				
(1)						
BR-1921	11-9-55	1070kc	5kw, 10kw-LS	U	12-1 12-1-58	
			DA			
BR-1921	11-9-55	1070	5kw 10kw-LS	DA-2 U	12-1 12-1-58	
		Supersedes above to correct DA-2 specs				
BR-1921	11-25-58	Renewal of license			12-1 12-1-61	
BAI-3928	7-20-60	Voluntary assignment of license to				
EFF:	9-1-60	Midcontinent Broadcasting Co., of Wisconsin Inc.				
	11-29-61	Action on Renewal Deferred.				

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 2-25-48

Call letters W K C W

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-1921	12-28-61	1070kc	5kw 10kw-LS U DA-2		12-28	12-1-64	
BS-1921 (1)	1-7-62	Mod. license to change studio location					
BR-1921	11-9-64	1070kc.	5kw, 10kw,	U DA2	1201	12-1-67	
BR-1921	11-24-67	Renewal of License & NDEA				12-1	12-1-70
BAL-6601	4-3-69	Vol. AL	NOT CONSUMMATED		Ltr	5-23-69	
BS-1921(1)	1-1-71	Call letters changed to WISQ,					
BR-1921(L)	11-25-70	Renewal and NDEA				12-1-73	
EBSA FM Appl.	5-25-72 2-12-74	SL chg. to 5721 'okay Blvd., Madison					
BR-1921(L)	11-14-74	Renewal of License				12-1-76	
BR-1921(S)	12-27-76	Renewal of license				12-1-79	
BRC-3918(1)	4-22-77	Oper. Trans. by RC from SL.					
BR790727UQ	11-30-79	RENEWAL OF LICENSE				12-1-82	

APPLICATION RECORD - BROADCASTING

#1

Call W K O W
Letters x NewName MONONA BROADCASTING COMPANY
(P.O. 15 East Main St., Madison, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
B4-P-4404	11-20-45	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1070 kc Power - 10kw - DA-N- DA 5kw 10kw LS Hours of operation - Unlimited time Trans. location - Town of Dunn, Wisconsin Studio location - To be determined, Madison, Wisconsin (Filed by George B. Porter, Atty.)	DOCKET # 7351 GRANTED AFTER HEARING Decision B-296 8-6-47. (Conditionally re blanketing clause)	
Rec'd	11-30-45			
Filed	11-30-45			
Amended	4-18-46	Amended to change proposed type of		
Rec'd	4-18-46	transmitter and D.A. for day and night use.		
Filed	4-18-46			
AMENDED	1-2-47	AMENDED to change power <u>from</u> 10kw day and night		
Rec'd	1-2-47	<u>to</u> 5kw night and 10kw day and to modify DA		
Filed	1-10-47			

RCA BTA 10-F

-G.-E.-BT-23-A transmitter

Walter F. Kean, Engr., Chicago, Ill.

APPLICATION RECORD - BROADCASTING

Call
Letters W K C WName MONONA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3217 Rec'd Filed	10-8-47 10-10-47 10-10-47	Mod. of C.P. (B4-P-4404, which authorized a new standard broadcast station) for extension of completion date from: 11-6-47 to: 3-6-48.	GRANTED re blanketing clause	10-20-47
BL-2955 Rec'd Filed	1-16-48 1-22-48 1-22-48	License to cover C.P. (B4-P-4404, as mod.,) which authorized a new standard broadcast station and specify studio location as 215 W. Washington Ave., Madison, Wisconsin. and	GRANTED re blanketing clause and waivers 3.55(b) & 3.60	2-25-48
BZ-2801 Rec'd Filed	1-16-48 1-22-48 1-22-48	Authority to determine operating power by direct measurement of antenna power.		
BR- 1921 Rec'd	3-27-48 3-30-48	Renewal of license	Granted	6-2-48
		George E. Strong- atty of record 1-7-49		

#3

Call
Letters WKOWName MONONA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1921 Rec'd	2-27-51	Renewal of license DOCKET NO. 10085	GRANTED	4-25-51
	2-28-51		Above action set aside and ext. to 9-1-51	
			GRANTED	1-7-53
BR-1921 Rec'd Filed	8-31-55	Renewal of license	GRANTED	11-9-55
	9-1-55			
	9-1-55			
BR-1921 Rec'd Filed	8-18-58	Renewal of license Ben. C. Fisher, attorney	GRANTED	11-25-58
	9-2-58			
	9-2-58			

Per ltr. 4-7-60 station now represented by
Berge, Fox and Arent, Washington, D.C.

Card #4 is missing

#5

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call W T S O
Letters X.W.K.O.W.....Name MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-1921 R & F P.N. PRESS SEP 23 1970	8-17-70 9-1-70 9-1-70	Renewal of License Atty: Charles J. McKerns AMENDED 10-19-70 re: commercial policy	GRANTED	11-25-70
BR-1921 R & F PN PRESS OCT 18 1973	8-8-73 8-31-73 8-31-73	Renewal of License Atty: L. Adrian Roberts (Dow, Lohens & Albertson) AMENDED 12-10-73 re: EEO AMENDED 1-11-74 re: business interests	GRANTED	11-14-74
BR-1921 R & F PN Recd. PRESS AUG 26 1976 32-2-10-77	7-7-76 8-2-76 " AUG 26 1976	RENEWAL OF LICENSE Chas. J. McKerns, Atty.	GRANTED	12-27-76

APPLICATION RECORD - BROADCASTING

#6

Call
Letters W T S OName MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRC-3918 R & F	3-21-77 3-24-77	Mod. of lic. to operate trans. by RC from 5721 Tokay Blvd., Madison Wisconsin.	GRANTED	4-22-77
BP-20,995 R&F PRESS:	3-11-77 3-14-77 NOV 23 1977	Construction permit to redescribe TL: Tower Rd., west of Highway 51, Near McFarland, Wisconsin and make chgs. in antenna system 42° 59' 45" 89° 18' 58" ATTY:-----	DISMISSED	11-26-80 pur- suant to Section 1.566(b) of the Rules.
AMENDED	4-26-79	enr(further info on MEOV'S)	OVER	
BR790725UQ PRESS	SEP 14 1979	Renewal of License Atty.: Michael J. McCarthy	GRANTED	11-30-79

BP-20995 AMENDED 10-10-79 re engr(minor chg in MEOV'S)
AMENDED 1-4-80 re engr(chg in MEOV

AMENDED 3-5-80 re additional information on MEOV's

Ltr dated 4-21-80 requesting extension to respond to Comm.
telegram dated 3-20-80

#7

APPLICATION RECORD-BROADCASTING

1070 kHz
Call Letters: W T S O

Name: MIDCONTINENT BROADCASTING CO., OF WISCONSIN, INC.

Station Location: MADISON, WISCONSIN

File No.	Date	Description	Action and Date
BZ-800917AB RF	9-17-80	DIRECT MEASUREMENT	
DM PRESS	3-19-81	Atty: Michael J. McCarthy (Dow, Lohnes, Albertson)	
APR 07 1981			

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.

