

W T C H



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390196

## BROADCASTING STATION LICENSE RECORD

Date first licensed 11-16-48

Call letters W T C H

LOCATION: SHAWANO, WISCONSIN

Name of licensee THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

Transmitter location On Highway 29, 1 mi. W. of W. city limits of Shawano, Wisconsin  
(Lic. 11-16-48) (CP 4-29-48)

108 South Main Street, Shawano, Wisconsin (Ltr. 9-5-75 effective)

xxx 107 E. Greenbay St., Shawano, Wisconsin (BP 9-20-74)

X 111-113 East Green Bay Street, Shawano, Wisconsin (Lic. 11-16-48)

~~On Highway 29, 1 mi. west of west city limits of Shawano, Wisconsin (Lic. 11-16-48)~~54166  
Main studio location X To be determined, Shawano, Wisconsin (CP 4-29-48)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
B4-P-5518	4-29-48	960	1kw	Daytime	6-29 12-29-48
CP for a new standard broadcast station.					
BMP-4044	8-9-48	960	1kw	Daytime	6-29 12-29-48
Mod. CP (5518) to change type of T and to make changes in the vertical antenna.					
BL-3382	11-16-48	960	1kw	Daytime	11-16 5-1-50
Lic. to cover CP (5518 as mod) for a new station and specify studio site.					
BR-2167	4-21-50	960	1kw	Daytime	5-1 5-1-53
BP-7488	10-17-51	960	1kw	U	12-17 6-17-52
DA-N (COND'L CLAUSE) CP chg. hrs. of operation and install DA for night use					
BL-4720	6-19-52	960	1kw DA-N	U	6-19 5-1-53
Lic. cover CP(7488) for change in hours of operation & install DA-N (CONDITIONAL CLAUSE)					
Telegram	5-12-53	Action on renewal deferred		5-6-53	and continued operation auth. until final determination on renewal.
BR-2167	3-9-55	960	1kw-DA-N	U	3-9 12-1-55
BZ-3456	-----				
BR-2167	11-9-55	Renewal of license			12-1 12-1-58
BRC-1015 (1)	8-28-56	Mod. of lic. to operate trans. by remote control from 107 - 113 East Green Bay Street, Shawano, Wisconsin, while using non-directional antenna.			
BR-2167	11-25-58	960	1kw-DA-N	U	12-1 12-1-61
BR-2167	11-1-61	RENEWAL OF LICENSE			12-1 12-1-64
BR-2167	11-30-64	Renewal of License			12-1 12-1-67
BR-6341	3-17-67	960kc	1kw-DA-N	Unl.	3-17 12-1-67
Auth. to determine operating power by direct meas. of antenna power.					
TELEGRAM	10-17-67	PSA	500w	-----	
BR-2167	11-24-67	Renewal of License Renewal of NDEA			12-1 12-1-70
BR-2167(S)	11-25-70	Renewal of License & NDEA			12-1-73
EB3A	5-25-72	-----			

Form BC 126 #2  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W T C H

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-2167(L)	12-12-73	RENEWAL			12-1-76
BP-19,782	9-20-74	960khz.	1kw DA-N U		9-20-75
		CP to add MEOV's	to the nighttime		pattern,
		and chg. SL & RC.			
BL-13,813 BRC-3712(L)	3-26-75	Lic. to cover	BP-19,782 for changes		12-1-76
		and Remote Control			
BL-13,813 BRC-3712(L)	3-26-75	superseled	to correct DA remote control		----- 12-1-76 -----
BS-2167	9-5-75	ML to chg. studio location	to 108 Sout main Street, Shawano, Wisc.		
		and remote control			
BR-2167	11-30-76	RENEWAL OF LICENSE			12-1-79
BR790801YA (L)	11-30-79	RENEWAL OF LICENSE			12-1-82

## APPLICATION RECORD - BROADCASTING

Call W T C H  
Letters New

THE

Name / SHAWANO COUNTY LEADER PUBLISHING COMPANY(PO 111-113 E. Green Bay, Shawano, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
B4-P-5518	12-4-46	Construction Permit for a new standard broadcast station to be operated on; Frequency: <del>450kc</del> 960kc Power: <del>100w, 250w LS</del> -250w 1kw Hours of operation: <del>Unlimited</del> daytime Trans. location: <del>To-be-determined</del> -Shawano, Wisconsin Studio location: Same	Docket #	8307
Rec'd	12-12-46		granted after being	removed from hearing
Filed	12-12-46		docket. <del>4-29-48</del>	
AMENDED	5-19-47	AMENDED to change power from 100w 250w LS to 250w daytime only and change hours of operation from unlimited to daytime. (Atty. Welch & Mott per letter 10-25-47)		
Recd.	5-23-47			
Filed	9-19-47			
AMENDED	12-6-47	AMENDED to change frequency from 550kc to 960kc; change power from 250w to 1kw; and change type transmitter (Gates BC-1E)  (George P. Adair, Engr.)		
Recd.	12-10-47			
Filed	1-2-48			

Transmitter- Gates 250-G BC 1E

Walrick Law Firm,  
Shawano, Wisconsin

Nathan Williams, Engr.  
Oshkosh, Wisconsin

## APPLICATION RECORD - BROADCASTING

Card #2

Call Letters W T C H  
NEWName THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-5518 (Cont. from Card #1)				
AMENDED	3-13-48	AMENDED to change transmitter location from		
Rec'd	3-15-48	"to be determined" Shawano, Wisconsin, <u>TO</u>		
Filed	3-15-48	On Highway 29, 1 mile west of West City Limits of Shawano, Wisconsin.		
Petition for reconsideration of this grant filed by Atty. Thomas W. Wilson on behalf of WHA, Madison, Wisconsin - 5-20-48 - Ltr. 5-21-48				
BMP-4044	7-8-48	Mod. of C.P. (B4-P-5518, which authorized a	GRANTED	8-9-48
Rec'd	7-12-48	new standard broadcast station) to change		
Filed	7-12-48	type of transmitter (Raytheon RA-1000) and to make changes in the vertical antenna.		
BL-3382	8-30-48	License to cover C. P. (B4-P-5518, as mod.)	GRANTED	11-16-48
Rec'd	9-2-48	which authorized a new standard broadcast		
Filed	9-2-48	station, and specify studio location as 111-113 E. Green Bay St., Shawano, Wisconsin.		



## APPLICATION RECORD - BROADCASTING

Call  
Letters W T C HName THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7488 Rec'd Filed	1-10-50 1-18-50 1-18-50	Construction permit to change hours of operation from daytime to unlimited using power of 1 kw and install DA for day and night use ( <del>DA-2</del> ).  Vincent B. Welch, Atty. George P. Adair, Engr. SEE AMENDMENT CARD #3(a)	Docket No. 9672 Upon consideration of petition Appl. Removed from Hearing and GRANTED 10-17-51 Cord'l re blanketing; installation phase monitor; DA-non-DA proof; and inverse field intensity not to exceed certain values. ORDER ISSUED	
BR-2167 Rec'd	2-22-50 3-1-50	Renewal of license. (Vincent B. Welch, Atty.)	Granted	4-21-50

Name THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BP-7488	(Continued from card #3)			
AMENDED Rec'd Filed	6-2-51 6-13-51 6-15-51	AMENDED to change from employing directional antenna day and night (DA-2) to Employing directional antenna for night use only and make changes in the MEOV of the nighttime pattern.	See Card #3 for action	
BL-4720 Rec'd Resub. Rec'd Filed	4-22-52 4-29-52 4-22-52 5-22-52 5-22-52	License to cover construction permit (BP-7488) which authorized change in hours of operation from daytime to unlimited and installation of directional antenna for night use.	Returned; -not-signed <del>in-name-of-corp.</del> GRANTED Conditional re blanketing &	6-19-52

APPLICATION RECORD - BROADCASTING

Call  
 Letters W T C H

Name THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BZ-3456 Rec'd Filed	12-26-52 12-30-52 12-30-52	Authority to determine operating power by direct measurement of antenna power.  Welch, Mott & Morgan, Attys.	GRANTED Issued with Renewal granted	2-25-55 3-9-55
BR-2167 Rec'd Filed	1-30-53 2-3-53 2-3-53	Renewal of license  Vincent Welch, Atty.	GRANTED	3-9-55
BR-2167 Rec'd Filed	8-31-55 9-2-55 9-2-55	Renewal of license  Vincent B. Welch, Atty.	GRANTED	11-9-55
BRC-1015 Rec'd Filed	8-23-56 8-27-56 8-27-56	Modification of license to operate transmitter by remote control from 107 - 113 East Green Bay Street, Shawano, Wisconsin, while using non-directional antenna.	GRANTED	8-28-56

AUG. 1955

Call  
Letters W T C HName THE SHAWANO COUNTY LEADER PUBLISHING COMPANY  
Shawano, Wisconsin 54166

File No.	Dated	Application for	Action	
			Nature	Date
BR-2167 Rec'd Filed	8-25-58 8-27-58 8-27-58	Renewal of license E. Tillman Stirling, attorney	GRANTED	11-25-58
BR-2167 R. & F.	9-6-61 9-11-61	Renewal of License. Atty: Krieger & Jorgensen	GRANTED	11-1-61
BR-2167 Rec'd Filed	8-14-64 8-18-64 8-18-64	Renewal of license Atty. Louis Schwartz	GRANTED	11-30-64
BZ-6341 R & F	11/19/66 11/21/66	Auth. to determine operating power by direct meas. of antenna power. Atty: N. E. Jorgensen Engr: R. L. Stephens, Riverside, Ill.	GRANTED	3-17-67
BR-2167 R & F SEP 27 1957	8-17-67 8-23-67	Renewal of License Atty: Robert A. Woods	GRANTED 11-24	11-24-67

APPLICATION RECORD - BROADCASTING

Call  
Letters W T C H

Name THE SHAWANO COUNTY LEADER PUBLISHING COMPANY  
SHAWANO, WISCONSIN 54166

File No.	Dated	Application for	Action	
			Nature	Date
BR-2167 R & F PN Recd. PRESS	8-16-70 9-2-70 "	RENEWAL OF LICENSE Robert A. Woods, Atty.	GRANTED	11-25-70
<b>SEP 22 1970</b>				
BR-2167 R & F PN Recd. PRESS	8-15-73 8-27-73 " <b>SEP 11 1973</b>	RENEWAL OF LICENSE N.E. Jorgensen, Atty. AMENDED 11-26-73 re: EEO	GRANTED	12-12-73
BRC-37 2 R & F \$50-308013 AC-056	5-20-74 5-22-74 5-22-74	Modification of license to <b>chg. studio &amp; operate trans.</b> by remote control from 107 East Green Bay Street, Shawano, Wisconsin Atty: Norman E Jorgensen	GRANTED	10-17-74 issued with BL-13,813
Amended	10-8-74	re: field intensity measurements		

APPLICATION RECORD - BROADCASTING

Call  
Letters W T C H

Name The Shawano County Leader Publishing Company  
Shawano, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BP-19,782 Rec'd Filed \$50-338399 AC-056 PRESS SEP 13 1974	8-19-74 8-22-74 8-22-74 8-22-74	Construction permit to add MEOV's to the nighttime radiation pattern. Atty: Norman E. Jorgensen	GRANTED	9-20-74
BL-13,813 R & F \$50#352914 PTA PRESS JAN 30 1975	10-2-74 10-7-74 10-8-74 10-10-74	Lic. to cover BP-19782 for changes  Atty. Norman E. Jorgensen	GRANTED issued with BRC-3712	3-26-75
BR-2167 R & F P.N. Press SEP 21 1976	7-16-76 8-2-76 8-2-76	RENEWAL OF LICENSE  Atty: Norman E. Jorgensen AMENDED 11-1-76 re: engineering	GRANTED	11-30-76

APPLICATION RECORD-BROADCASTING  
960KHz.

Call Letters: W T C H

Name: THE SHAWANO COUNTY LEADER PUBLISHING COMPANY

Station Location: SHAWANO, WISCONSIN

File No.	Date	Description	Action and Date
BR790801YA PRESS OCT 3 1979		RENEWAL OF LICENSE Atty. John G. Johnson, Jr. (Jorgensen, Johnson & Northrop)	GRANTED 11-30 79
BAL810506FX Form 314 PRESS JUN 9 1981 Also see WOWN		Vol AL to Wheeler Broadcasting, Inc. Atty. for assignor John G. Johnson, Jr. Atty. for assignee James R. Cooke	EFF: 7-31-81

W T C H - RECORD OF DENAIL OF INFORMAL APPLICATIONS

Tele. 11-1-48 advising applicant that it is not possible to grant permission ~~for~~ for station to opr. during experimental period per Sec. 3.10 of the Rules.

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Ltr. 9-13-50. To operate until 6:15 pm, 12-3-50 & 12-10-50 to broadcast football games.

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## 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.

