

1715

SEE CARD #2 FOR NAME

xW A P L 9-28-77

x W R X A 5-23-77

Date first licensed 1-6-53

Call letters XX W A P L

xx DIXON, INC. (AL-10-21-65; EFF: 1-1-66) Station Location: Appleton, Wisc.

x JOHN J. DIXON, (AL 6-15-60; EFF: 6-30-60)

x W.A.P.L. RADIO, INC. (AL 5-24-57; EFF: 6-30-57)

x WAPL, INCORPORATED (AL 7-31-56; EFF: 9-1-56)

Name of licensee x BARTLELL BROADCASTERS, INC.

From intersection of Appleton city limit and Route 10,  
on a bearing of 187°, distance 1.86 miles, Menasha, Wis. (BP 11-4-53)

x Old Manitowoc Road, Menasha Town, Wisc. (Lic. 1-6-53)

Transmitter location x 1.86 miles from intersection of Appleton city limit and Route 10,  
Menasha, Wisconsin. (MP 11-19-52)

Payne Point Rd., Neenah, Wisconsin (outside city limits) (ML 8-24-78)

XX 103 West College Avenue, Appleton, Wisconsin (ERC 5-5-66)

X 109 South Appleton Street, Appleton, Wisconsin (Tr. 4-29-61) & (BRC-7-7-61)

x John Belliet Hotel, 124 West Washington Street, Appleton, Wisc. (Let. 9-20-54)

x 103 W. College Avenue, Appleton, Wisconsin. (Lic. 11-4-53)

x Old Manitowoc Road, Menasha Town, Wisconsin. (Lic. 1-6-53)

x 103 W. College Avenue, Appleton, Wisconsin (MP 11-19-52)

54912  
Main studio location

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BP-8280 Ltr.	9-3-52 9-9-52	1570	500w	Daytime	subject filing MP for approval of T site and antenna
BP-8280 BMP-5998	11-19-52	1570	500w	Day	1-19-53 7-19-53 CP for new station and Mod. for approval of antenna, transmitter and studio location and change type of transmitter
BL-4856	1-6-53	1570	500w	Daytime	1-6-53 12-1-55 Lic. cover CP(8280, as mod.) which auth. new stat.
BP-8820	11-4-53	1570	1kw	Day	11-4 12-1-55 ML to increase power. (COND'L CLAUSE)
BP-8820	11-4-53	1570	1kw	Day	11-4 12-1-55 ML to increase power = CONDITIONAL CLAUSE Superseding ML issued to correct sunrise for Aug.
BRC-646 (1)	2-1-55				Modification of license to operate transmitter by remote control from 124 West Washington Street, Appleton, Wisconsin
BP-9722	3-16-55	1570	1kw	Day	5-16 11-16-55 CP install new transmitter.
BL-5716	5-23-55	1570	1kw	Day	5-23 12-1-55 Lic. cover of (BP-9722) install new transmitter.
Telegram	11-25-55				Action on renewal deferred 11-23-55 and continued operation authorized until final determination on renewal.
BR-2764	5-23-56				Renewal of license 5-23 12-1-58
BAL-2387 EFF:	7-31-56 9-1-56				Vol. assignment of license to: WAPL, Incorporated.
BS-2764	8-6-56	1570	1kw	Day	8-6-56 12-1-58 To make corrections in the sunrise and sunset time.
BAL-2657 EFF:	5-24-57				Voluntary assignment of license to W.A.P.L. Radio, Inc.
BR-2764	11-25-58	1570	1kw	Day	12-1 12-1-61
BTC-3167 Eff:	7-22-59 8-17-59				Voluntary acquisition of positive control of licensee corporation by Connie Forster thru purchase of stock from L.H.Chudacoff, Karl P. Baldwin and R.P. Beelen.
BAL-3880	6-15-60 6-30-60				Voluntary assignment of license to John J Dixon

Form BC 126 #2  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W R X A  
XXW A P L

Station location APPLETON, WISCONSIN

FOX VALLEY COMMUNICATIONS, INC. (AL 9-27-78 EFF: 10-2-78)

xTELEGRAPH-HERALD, INC. (AL 9-27-78 EFF:

xBADGER CITIES BROADCASTING CORPORATION (AL gr 11/5/76 EFF: 11/15/76

Name of licensee xJOHN J. DIXON

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BRC-1875	7-7-61	1570kc	1kw	Day	7-7 12-1-61
	Mod. of license to change studio location and Remote Control Point to 109 South Appleton St., Appleton, Wisconsin.				
BR-2764	11-1-61	Renewal of License			11-1 12-1-64
BR-2764	11-9-64	Renewal of License			12-1 12-1-67
BAL-5535 EFF:	10-21-65 1-1-66	Voluntary assignment of license to DIXON, INC.			
BZ-5805	12-2-65	1570kc	1kw	Day	12-2 12-1-67
	Auth. to determine operating power by direct measurement of antenna power.				
BRC-2882 (1)	5-5-66	Mod. of license to change studio loc. and remote control point to 103 W. College Avenue, Appleton, Wisconsin.			
BR-2764	11-30-67	1570kc	1kw	Day	12-1 12-1-70
BZ-6952 (1)	10-3-68	Direct Meas.			
BZ-6952 (1)	10-3-68	Superseding auth. to show the correct name.			
PSA	11-25-70		500w		
BR-2764(L)	11-25-70	RENEWAL			12-1-73
BR-2764(L) "MEMO"	11-25-70	SUPERSEDING AUTH. TO CORRECT DESCRIPTION OF ANTENNA SYSTEM			12-1-73
EBSA	6-12-72				
BR-2764(S)	12-12-73	RENEWAL			12-1-76
BAL-8783	11/5/76	Vol AL EFF: 11/15/76			
BR-2764(L)	12-13-76	Renewal of license			12-1-79
WIRE	5-20-77	Call letters changed			
EBSA	5-23-77				
EBSA	9-28-77	Call			
BTC-8682	5-11-78	Vol. acq. of neg. control			

BC-126  
June 1975

CARD #3

# BROADCASTING STATION LICENSE RECORD

W V M S

Date first licensed .....

Call letters <sup>X</sup>W A P L .....

Station location Appleton, Wisconsin .....

Name of licensee ..... SEE CARD #2

Transmitter location ..... SEE CARD #1

Main studio location ..... SEE CARD #1

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BML-780710AO (1)	8-24-78	ML to chg. SL/RC point.			
BAL-9400	9-27-78	VOL. AL		ERF: 10-2-78	
BAL-9401	9-27-78	VOL. AL		ERF: 10-2-78	
<del>EBSA</del>	<del>10-4-78</del>	<del>"NEW CALL ASSIGNED"</del>			
<del>Contel</del>	<del>9-8-78</del>	<del>Marking deleted</del>			+
BR70724UM (L)	11-30-79	RENEWAL OF LICENSE			12-1-82
BZ-800613AF(1)	7-10-80	DIRECT MEASUREMENT			

## APPLICATION RECORD - BROADCASTING

FORM A-170

FORMERLY FCC FORM 94

Call Letters W A P L  
X NewName BARTELL BROADCASTERS, INC.  
P.O. Room 300 Empire Bldg., 710 N. Plankinton Ave., Milwaukee 3, Wisc.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8280	10-17-51	Construction permit for a new standard broadcast station to be operated on:	GRANTED	9-3-52
Rec'd	10-19-51	Frequency: 1570kc	subject to filing MP for approval of T site and antenna	
Filed	10-19-51	Power: 500w	Letter 9-9-52	
		Hours of Operation: Daytime		
		Trans. Location: To be determined		
		Appleton, Wisconsin		
		Studio Location: To be determined	Issued with BMP-5998	
		Appleton, Wisconsin		
		John H. Mulleney, Engr.		



Gates BC-1F

## APPLICATION RECORD - BROADCASTING

FORM A-170

FORMERLY FCC FORM 94

Call  
Letters

W A P L

Name BARTELL BROADCASTERS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5998 Rec'd Filed	9-17-52 9-23-52 9-23-52	Modification of construction permit (BP-8280 which auth. a new standard broadcast station) for approval of antenna, transmitter location as From the intersection of Appleton City limit and Route 10, on a bearing of 187° and a distance of 1.86 mi., Menasha, Wisconsin and specify studio location as 103 W. College Ave., Appleton, Wisconsin and change type of transmitter. (Gollins 200).  John H. Mullaney, Engr.	GRANTED	11-19-52
BL-4856 Rec'd Filed	11-26-52 11-28-52 11-28-52	License to cover construction permit (BP-8280 as mod.) which authorized a new standard broadcast station.	GRANTED	1-6-53

## APPLICATION RECORD - BROADCASTING

Call  
Letters W A P LName BARTELL BROADCASTERS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8820 Rec'd Filed	3-20-53 3-26-53 3-26-53	Construction permit to increase power from 500 watts to 1 kilowatt.  Samuel Miller, Atty. John H. Mullaney, Engr.	GRANTED re blanketing clause APPLICATION GRANTED AS MOD. OF LICENSE.	11-4-53
BRC-646 Rec'd Filed	1-26-55 1-28-55 1-28-55	Modification of license to operate transmitter by remote control from 124 West Washington St., Appleton, Wisconsin  Samuel Miller, Atty.	GRANTED	2-1-55
BP-9728 Rec'd Filed	2-28-55 3-8-55 3-8-55	Construction permit to install a new transmitter (GATES BC-1F).  Samuel Miller, Atty.	GRANTED	3-16-55

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

W.A.P.L. RADIO, INC.

Call  
Letters

W A P L

Name  ~~W.A.P.L.~~ W.A.P.L. INCORPORATED  
 BARTELL BROADCASTERS, INC.  
 Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-5716 Rec'd Filed	5-2-55 5-4-55 5-4-55	License to cover construction permit (EP-9728) which authorized installation of a new transmitter. Samuel Miller, Atty.	GRANTED	5-23-55
BR-2764 Rec'd Filed	8-22-55 9-21-55 9-21-55	Renewal of license Sameul Miller, Atty.	GRANTED	5-23-56
BAL-2387 Rec'd Filed	6-23-56 7-11-56 7-11-56	Voluntary assignment of license from Bartell Broadcasters, Inc. to W A P L, Inc. Samuel Miller, Atty.	GRANTED EFF:	7-31-56 9-1-56
BAL-2657 Rec'd Filed	4-15-57 4-29-57 4-29-57	Voluntary assignment of license to W. A. P. L. Radio, Inc. Samuel Miller, Atty.	GRANTED EFF:	5-24-57 6-30-57

## APPLICATION RECORD - BROADCASTING

Call  
Letters W A P LName W A P L RADIO INC.  
Windsor Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BR-2764 Rec'd Filed	10-17-58 10-22-58 10-22-58	Renewal of license  Samuel Miller, Esq. attorney	GRANTED	11-25-58
BTC-3167 Rec'd. Filed	6-24-59 6-29-59 6-29-59	Voluntary acquisition of positive control of licensee corporation by Connie Forster thru purchase of stock from L.H.Chudacoff, Karl P. Baldwin and R.P.Beelen.  Samuel Miller, Atty.	GRANTED EFF:	7-22-59 8-17-59
BAL-3880 Rec'd Filed	4-25-60 4-26-60 4-26-60	Voluntary assignment of license to John J. Dixon.  Robert F. Booth, Jr. & John L. Tierney, Attys. (for Assignee) Samuel Miller, atty. for Assignor	GRANTED EFF:	6-15-60 6-30-60

APPLICATION RECORD - BROADCASTING

Call  
Letters W A P L

Name DIXON, INC.  
x JOHN J. DIXON  
APPLETON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1875 Rec'd Filed	6-21-61 6-23-61 6-23-61	Mod. of license to change studio location and Remote Control Point from John Balliet Hotel, 124 West Washington Street, Appleton, Wisconsin TO 109 South Appleton Street, Appleton, Wisconsin.	GRANTED	7-7-61
BR-2764 R. & F.	9-7-61 9-8-61	Renewal of License. Atty: Robert M. Booth	GRANTED	11-1-61
BR-2764 Rec'd Filed	8-22-64 8-31-64 8-31-64	Renewal of license  Dow, Lohnes & Albertson, Attys.	GRANTED	11-9-64
BAL-5535 R & F (Form 316)	7-27-65 7-29-65	Voluntary assignment of license to DIXON, INC.  Atty - Dow, Lohnes & Albertson	GRANTED EFF:	10-21-65 1-1-66

FORM BC-121 #7  
Aug. 1955

APPLICATION RECORD - BROADCASTING

1570kc

Call Letters ..... W A P L .....

Name ..... DIXON, INC.  
.....  
Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5805 R & F	10/6/65 10/12/65	Authority to determine operating power by direct measurement of antenna power. Attys: Dow, Lohnes & Albertson	GRANTED	12-2-65
BRC-2882 R & F	4-22-66 4-29-66	Modification of license to change studio location and remote control point to 103 West College Avenue, Appleton, Wisconsin.  Charles J. Robertson, Atty.	GRANTED	5-5-66
BR-2764 R & F SEP 19 1967	8-28-67 8-31-67	Renewal of License Atty: Dow, Lohnes & Albertson (Daniel W. Toohy)	GRANTED	11-30-67
BZ-6952 R & F #454907 \$30 Refunded \$30 DM 508	8/22/68 8/27/68 8/27/68 10/1/68 9/6/68	Direct Meas.  Atty: Daniel W. Toohy	GRANTED	10-3-68

## APPLICATION RECORD - BROADCASTING

Call  
Letters W A P LName DIXON, INC.  
APPLETON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BR-2764 R & F PN Recd. PRESS	8-28-70 9-1-70 " <b>SEP 15 1970</b>	RENEWAL OF LICENSE Daniel W. Toohey, Atty. (Dow, Lohnes, Albertson) AMENDED 10-14-70 re: financial data; commercial practices	GRANTED	11-25-70
BR-2764 R & F P.N. PRESS	8-30-73 9-4-73 9-4-73 <b>25 SEP 1973</b>	Renewal of License AMENDED 9-19-73 re: Balance Sheet AMENDED 11-19-73 re: commercial policy	GRANTED	12-12-73
BTC-7729 R & F FEE PD: \$200 # 406485 CODE 047 (ALSO SEE FM) ASK 1 1870	3-24-75 3-26-75	Voluntary transfer of control of lic corp from John J. Dixon to Goetz Broadcasting Corporation Atty for transferor - Dow, Lohnes & Albertson for transferee - Miller & Fields	DISMISSED	9/17/75
Amend. PUB. NOTICE FILED	4-17-75 4-23-75	Balance sheet for Goetz AMENDED 5-22-75 to show prop. dirctr; schedule of media available (SEE OVER)	By request of Atty	



AMENDED 5-29-75 - past prog., financial data; third  
addendum to agreement; stock pledge agreement

BTC-7729 - Amended 8/4/75 - prog. data and engineering  
statement re broadcast services

BTC-7729 - Legat Data re: complaint, filed 8/29/75

APPLICATION RECORD - BROADCASTING

W A P I  
Call X W R X A  
Letters X W A P I

BADGER CITIES BROADCASTING CORPORATION

Name X DIXON, INC.  
Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAI-8783	7-12-76	Voluntary assignment of license to BADGER CITIES BROADCASTING CORPORATION (SEE OVER) Atty for assignor - Dew, Lohnes & Albertson for assignee - Lauren A. Colby Cert Art of Inc. filed 9-10-76	GRANTED	11/5/76
Reb'R	7-13-76		EFF:	11/15/76
FEE PD: \$400 #592257			FEE REQ:	pd 11/23/76
CODE 047 (INCLUDES FM)				W 638927
Pub notice filed 8-16-76 FILED 9-10-76 SEP 15 1976				
BR-2764	7-20-76	RENEWAL OF LICENSE	GRANTED	12-13-76
R & F	8-2-76	AMENDED 11-15-76 re: programming		
PN Recd. PRESS → Sep 9, 1976	"	AMENDED 11-29-76 to change name to applicant to "Badger Cities Broadcasting Corporation"		

RE: BAL-8783 - Gen. art of Inc. filed 9-10-76

Add'l stock sub. agreements to be filed; proj. bal sheet  
not filed

AMENDED 8-9-76 - stock sub. agreements; loan agreement  
& assignment of contract rights

Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters W.A.P.L.

TELEGRAPH-HERALD, INC.

Name × BADGER CITIES BROADCASTING CORPORATION  
APPLETON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8627 R & F FORM 316 Also see WAPL-FM	3/11/78 3/13/78	Voluntary relinquishment of negative control of lic corp by Carl A. Cook thru issuance of stock by the lic corp to Thomas P. Moore and Orville J. Sather	DISMISSED Request of Atty	4/27/78
MAR 21 1978				
BTC-8682 R & F FORM 316 Also see WAPL-FM	4/24/78 4/25/78	Voluntary acquisition of negative control of lic corp by Each, Thomas P. Moore and Orville J. Sather thru purchase of stock by the lic corp from Carl A. Cook  Atty - Lauren Colby	GRANTED EFF:	5-11-78 8-21-78
BAL -9400 R&F FORM 314 ALSO SEE WAPL-FM	6-2-78 6-14-78	Voluntary assignment of license to TELEGRAPH-HERALD, INC. (OVER) CONTINGENT ON GR OF BAL-9401 (filed 6-23-78) Atty for assignee-Hogan & Hartson (R. Rodin)	GRANTED EFF: COND'L	9-27-78
(SEE CARD #11)				
F. C. C. - WASHINGTON, D. C.			SEE OVER	

RE: BTC-8627 - Legal data re: injunction filed 3/24/78

Copy of temporary injunction filed 3/27/78

Dismissal of injunction & Agreement between lic corp & s/h  
filed 4/6/78

BAL-9400 W A P L

PETITION TO DENY filed 8-9-78 by attys. on behalf of George  
L. Brooks. ( atty - Lauren A. Colby )

STATEMENT IN OPPOSITION TO PET TO DENY filed 8-17-78 by  
Attys on behalf of assignor

WITHDRAWAL OF PET TO DENY filed 8-22-78 by Atty Colby on  
behalf of G.L. Brooks

WITHDRAWAL OF STATEMENT IN OPP. TO PET TO DENY filed 8-23-78  
by Attys on behalf of assignor

REPLY TO "WATSON-LEE "Ltrs (informal obj) filed 8-25-78 by  
Atty Schneier, Columbus, Ohio, on behalf of BadgerCities B/C

APPLICATION RECORD - BROADCASTING

Call WVMS  
Letters\* WAPL

FOX VALLEY COMMUNICATIONS, INC.

Name\*Telegraph-Herald, Inc.

Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAL-9401 R & F FCRM 314 PN FILED	6-15-78 6-23-78 JUL 11 1978 8-1-78	Vol AL to FOX VALLEY COMMUNICATIONS, INC. (SEE OVER) CONTINGENT ON GRANT OF BAL-9400 (filed 6-14-78)  Atty for assignor - Hogan & Hartson for assignee - Dow, Lohnes & Albertson (Adrian Roberts)	GRANTED EFF:	9-27-78 10-2-78
BML-780710AO R & F PRESS:	7-5-78 7-10-78 AUG 2 1978	Mod. of License to chg. SL/RC to: Paynes Point Rd., Neenah, Wisconsin (outside city limits) REQUEST WAIVER OF SECTION 73.210(a) OF COMMISSION RULES.  Atty: L. Adrian Roberts (Dow, Lohnes, etc.)	GRANTED	8-24-78

RE: BAL-9401 - AMENDED 7-3-78 - re comm survey

AMENDED 8-14-78 re: est. cost of operation of two (AM-FM) stations

AMENDED 8-28-78 re: bank letter

✓

#12

## APPLICATION RECORD BROADCASTING

1570 KHz

Call Letters: W V M S

Name: FOX VALLEY COMMUNICATIONS, INC.

Station Location: Appleton, WI

File No.	Date	Description	Action and Date
BR790724UM PRESS SEP 21 1979		Renewal of License Atty.: L. Adrian Roberts	GRANTED 11-30-79
BZ-800613AF R & F PRESS JUN 25 1980	6-13-80	DIRECT MEASUREMENT	GRANTED 7-10-80



## 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.

