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CATALOG NO. 4550L 1/5

Form BC 126
June 1954 #4434

BROADCASTING STATION LICENSE RECORD

Date first licensed 1-27-65

W W Q MCEFF. : 1-3-77
Call letters X W M A D

Station location Madison, Wisconsin

HUDSON BROADCASTING CORPORATION (AD 12-20-68, Eff: 12-31-68)
Name of licensee X AIR CAPITOL, INC.

5024 East Lacy Rd., 0.5 mi. E. of Syene Rd., near Madison, "isc. (redescription)
Transmitter location X On Lacy Rd., 0.5 mi. E. of Syene, Wisconsin (BMP 8-7-64)
X 0.5 mi. E. on Town Road, near Syene, Wisconsin (BP 5-22-63)

615 Forward Drive, Madison, Wisconsin (BS 2-21-72)
X Same as transmitter (BMP 8-7-64)
Main studio location X To be determined, Madison, Wisconsin (BP 5-22-63)

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From To |
|----------------|-------------|---|----------|-----------|-------------------------|
| BP-12881 | 5-22-63 | 1550kc | 5kw-DA- | Day | 7-22 1-22-64 |
| | | CP for a new standard broadcast station (Cond'1) | | | |
| BP-12881 (1) | 8-16-63 | Mod. of CP(BP-12881) to assign Call Letters. | | | |
| BP-11,134 (2) | 2-17-64 | Mod. of CP(BP-12,881) to extend completion date to 4-15-64. | | | |
| BMP-11,203 (3) | 4-1-64 | Mod. of CP(BP-12,881 as mod.) for extension of completion date to 7-1-64. | | | |
| BMP-11291 | 8-7-64 | 1550kc | 5kw-DA-D | Day | 7-22 7-1-64 |
| | | Mod. of CP(BP-12,881, as mod.) to make changes in the directional antenna pattern; change type transmitter to Collins 21E, redescribe antenna-trans. loc., specify main studio loc. as same as transmitter and make change in ground system (Cond'1). | | | |
| BL-10,709 | 1-27-65 | 1550kc | 5kw-DA-D | Day | 1-27 12-1-67 |
| | | Lic to cover CP(BP-12,881 as mod) which auth a new standard broadcast station; specify Main Studio location Same as transmitter. | | | |
| EZ-5946 (1) | 5-2-66 | Authority to determine operating power by direct meas. antenna power. | | | |
| BR-4434 | 11-24-67 | 1550kc | 5kw-DA-D | Day | 12-1 12-1-70 |
| TELEGRAM | 2-29-68 | PSA | 500w | | |
| PSA | 5-28-68 | (revised) | 500w | | (CBE Protected station) |
| UTC-5677 | 12-20-68 | Vol. TC | | | |
| BL-6447 | 12-20-68 | Vol. AL | | | |
| BP-18,853 | 9-11-70 | 1500kc | 5kw DA-D | Day | 9-11-71 |
| | | CP to change MEQV's | | | |
| BP-18,853 | 9-11-70 | Superseding authorization to correct frequency. | | | |
| BP-18,853(1) | 1-25-71 | Memo correct phase for NW(#3) tower. | | | |
| BR-4434(L) | 3-29-71 | Renewal 12-1-73 | | | |
| BL-12,998(L) | 11-18-71 | Lic. (BP-18,853) for changes 12-1-73 | | | |

Form BC 126

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W M A D

Station location Madison, Wis.

Name of licensee HUDSON BROADCASTING CORPORATION

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From - To |
|---------------|------------------|--------------------------|-------|--------------|---------------------|
| BS-4434(1) | 2-21-72 | ML to change studio loc. | | | |
| EBSA | 6-12-72 | | | | |
| BR-4434(L) | 12-12-73 | RENEWAL | | | 12-1-76 |
| Ltr. EBSA | 5-2-75 1-3-77 | Redescribe TL | | | |
| BR-4434(L) | 11-15-76 | RENEWAL | | | 12-1-79 |
| BTC781205EB | 12-19-78 | VOL. | TC | EFF: 1-1-79 | |
| BR790724UB(S) | 11-30-79 | Renewal of License | | | 12-1-82 |

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters NEW W M A DName AIR CAPITOL, INC.
(P.O. c/o Herbert L. Mount, 2040 W. Wisconsin Ave., Milwaukee, Wisconsin)

| File No. | Dated | Application for | Action | |
|-----------------------------|---------|---|---|---------|
| | | | Nature | Date |
| BP-12,881 Rec'd Filed | 2-27-59 | Construction permit for a new standard broadcast station to be operated on: Frequency - 1550kc Power - 500w - 5kw DA-D Hours of operation - Daytime Trans. location - Rimrock Road, -1000 ft - South - - of Badger Road, - Madison, - Wisconsin Studio location - To be determined Madison, Wisconsin Remote Control Point - Same as studio STATION LOCATION - MADISON, WISCONSIN Atty.- McKenna & Wilkinson Engr.- Lynne C. Smeby | GRANTED | 5-22-63 |
| | 3-3-59 | | Cond'l re: Phase Mon., Field meas equip., DA & complete non-DA proof. | |
| | 3-3-59 | | After Hearing Docket No. 12906 Order Issued. | |
| AMENDED | 5-8-59 | AMENDED to increase power to 5kw; change type transmitter (GATES BC-5P); install directional antenna (DA-D); and make changes in officers, directors, & stockholders; change antenna-trans. location to <u>0.5 miles E. on Town Rd. nr. Syene, Wisconsin</u> & delete remote control operation. | | |
| R. & F. | 5-12-59 | | | |

SEE CARD #2 FOR AMENDMENT

Gates BC-500T

BC-5P

APPLICATION RECORD - BROADCASTING

Call
 Letters new WMAA

Name AIR CAPITOL, INC.
Madison, Wisconsin

| File No. | Dated | Application for | Action | |
|---|-------------------------------|--|---------|---------------------|
| | | | Nature | Date |
| BP-12,881 (cont'd) AMENDMENT Rec'd Filed (ORDER) | 5-31-60 6-20-60 7-14-60 | AMENDED to make changes in officers, directors and stock subscribers. | GRANTED | 5-22-63 |
| BMP-11,132 R & F | 12-18-63 12-24-63 | Mod. of CP (BP-12,881 which auth a new AM B/C station) for ext. of completion date from 1-22-64 to 4-15-64. Atty: McKenna & Wilkinson | GRANTED | 2-17-64 |
| BMP-11,203 R & F | 3-11-64 3-13-64 | Mod. of CP (BP-12,881 as mod which auth a new AM B/C station) for ext. of completion date from 4-15-64 to 7-1-64. Atty: McKenna & Wilkinson | GRANTED | 4-1-64 EC 7-1-64 |

APPLICATION RECORD - BROADCASTING

Call
Letters

Name AIR CAPITOL, INC.
Madison, Wisconsin

| File No. | Dated | Application for | Action | |
|--|------------------------------|---|--|-----------------|
| | | | Nature | Date |
| BMP-11,291 R. & F. | 7-3-64 7-7-64 | Mod. of CP (BP-12,881, as mod., which auth. new standard broadcast station) to make changes in the directional antenna pattern; change type transmitter to Collins 21E, redescribe antenna-transmitter location as on Lacy Road, 0.5 miles east of Syene, Wisconsin; specify main studio location as same as transmitter. make change in ground system Atty: McKenna & Wilkinson | GRANTED Com'l re Mon., Field meas. equip., DA & complete non-DA proof. | 8-7-64 Phase |
| EL-10,709 Rec'd Filed 8-27-64 | 6-24-64 6-30-64 8-7-64 | License to cover construction permit (BP-12,881 as modified) which authorized a new Standard broadcast station; specify Main Studio Location SAME as Transmitter. Atty- McKenna & Wilkinson | GRANTED | 1-27-65 |
| BZ-5946 R & F | 12/8/65 12/14/65 | Authority to determine operating power by direct meas. of antenna power. | GRANTED | 5-2-66 |

APPLICATION RECORD - BROADCASTING

1550kc

Call
Letters W M A D

Name AIR CAPITOL, INC.
MADISON, WISCONSIN

| File No. | Dated | Application for | Action | |
|---|-------------------------------|---|---------|---------------------------|
| | | | Nature | Date |
| BR-4434 R & F SEP 13 1967 | 8-30-67 9-1-67 | Renewal of License Atty - McKenna & Wilkinson (Aaron L. Fleischman) | GRANTED | 11-24-67 |
| BTC-5699 R & F FEE PD: \$75 - #449472 AUG 14 1968 Pub. Notice filed | 8-3-68 8-5-68 8-22-68 | Voluntary transfer of control of lic. corp. from Neil K. Searles, et al (all stockholders) to Hudson Broadcasting Corporation Atty - McKenna & Wilkinson | GRANTED | 12-20-68 Eff: 12-20-68 |
| BAL-3447 R & F FEE PD: \$30 (Form 316) AUG 23 1968 | 8-14-68 8-15-68 #452088 | Voluntary assignment of license to HUDSON BROADCASTING CORPORATION Contingent on grant of BTC-5699 Atty - McKenna & Wilkinson | GRANTED | 12-20-68 Eff: 12-31-68 |

APPLICATION RECORD - BROADCASTING

Call
Letters W K A D

Name HUDSON BROADCASTING CORPORATION
MADISON, WISCONSIN

| File No. | Dated | Application for | Action | |
|---|---|--|---------|----------|
| | | | Nature | Date |
| EP-18,853 R & F #614388 \$30 Press | 7-7-70 7-7-70 7-7-70 SEP 10 1970 | CP to change MEOV's. Atty: John L. Tierney | GRANTED | 9-11-70 |
| BR-4434 R & F PN Recd. PRESS OCT 7 1970 | 8-14-70 9-2-70 " | RENEWAL OF LICENSE J.L.Tierney, Atty. | GRANTED | 3-29-71 |
| BL-12,998 R & F PA 509948 \$50. AC-067 ETA Amended HESS | 6-25-71 6-28-71 6-28-71 7-12-71 7-11-71 AUG 2 1971 | Lic.(BP-18,853) for changes. Atty: James R. Cooke (McKenna & Wilkinson) Engr. data | GRANTED | 11-18-71 |

APPLICATION RECORD - BROADCASTING

Call Letters WWQM
XWMA D

Name HUDSON BROADCASTING CORPORATION
MADISON, WISCONSIN

| File No. | Dated | Application for | Action | |
|--|--|---|-----------------|--------------------|
| | | | Nature | Date |
| BR-4434 R & F PN PRESS | 8-23-73 8-31-73 8-31-73 SEP 30 1973 | Renewal of License Atty: Edward P. Taptich AMENDED 11-29-73 re: ascert. of comm. needs | GRANTED | 12-12-73 |
| BR-4434 R & F PN Recd. PRESS | 7-20-76 7-26-76 " OCT 7 1976 | RENEWAL OF LICENSE | GRANTED | 11-15-76 |
| BTC781205EB Form 316 (Also see WWQM-FM) PRESS | 12-5-78 DEC 15 1978 | Vol. TC of lic corp from James A. McKenna, Jr. to HUDSON COMMUNICATIONS CORPORATION (over) Atty - Steven Lerman (McKenna, Wilkinson, etc.) | GRANTED EFF: | 12-19-78 1-1-79 |
| BR 790724 PRESS | UB OCT 11 1979 | RENEWAL OF LICENSE Steven A. Lerman, Atty. | GRANTED | 11-30-79 |

BTC781205EB Note: Arts. of Inc. and By-laws on file
with K Q R S (BAL-7484)

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.

