

WHLA

Globe-Wernicke

MADE IN U. S. A.

BROADCASTING STATION LICENSE RECORD

CARD #1

NON-COMMERCIAL EDUCATIONAL

Date first licensed 1-15-51

Call letters WHLA

LOCATION: HOLMEN, WISCONSIN

La Crosse, Wisconsin

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD (MLED-9-4-73)

X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION (MLED 4-30-68)

X STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION (MLED-8-15-67)

X STATE OF WISCONSIN-STATE RADIO COUNCIL

Name of licensee

County Hwy. 25 & T^{SA}mp^{er} Ridge Rd., LaCrescent, Minn. (CP 11-19-73)

x * RFD off County Trunk M. Near West Salem, Wisconsin

Transmitter location x Approx. 5 miles east of Holmen, Wisconsin

Vilas Hall, 821 University Ave., University Of Wisconsin Campus, Madison, Wisconsin

Main studio location x Univ. of Wisconsin Campus, Madison, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPED-150	2-8-50	90.3	15 kw.	U	4-8-50 10-8-50
		Ant. ht. ab. av. terr: 990 feet. CP for new Non-Comm. Rd. FM b/c station.			
BPED-216	6-23-50	90.3	25.5kw	840 ft.	By 4-8-50 to 10-8-50
		CP to increase power-change transmitter			
BPED-174	10-25-50	C. P. to replace C.P. which expired 10-8-50			by 10-25-50 to 4-25-51
	BPED-150	Reinstated			
Telegram	11-21-50	Relet 14. Auth. r. period ending 4-25-51			
		op. using fac. spec. in BPED-174 except that trans. is 10 kw. REL 520DL with 5 Kw Not'y. Comm. when service commences.			
BMPED-227	11-22-50	Change type of trans.			To 4-25-51
BMPED-228	12-13-50	Mod. of CP to chg. op. power.			10-25-50 to 4-25-51.
		90.3	39kw	840 ft	
BLED-50	1-15-51	Lic. to cover			To 9-1-52
BRED-71	8-6-52	Renewal of license to			9-1-54 (L)
BRED-71	8-18-54	RENEWAL OF LICENSE TO			12-1-58
BRED-71	11-9-55	RENEWAL OF LICENSE TO			(S) 12-1-58
BRED-71	Superseded to correct station location	Superseded to correct station location			
BRED-71	11-9-55	Superseded to correct station location to Holmen, Wisconsin.			(L)
BRED-71	11-19-58	Renewal of license			12-1 12-1-61
BRED-71	11-22-61	Renewal of license			12-1 12-1-64
BRED-71	11-9-64	Renewal of License			12-1 12-1-67
BSED-71 (1)	9-13-66	Mod. of Lic. to show REL 520-DL trans. mod. by installation of RCA BTE-10C Exciter.			
BSCA-684	9-15-66	Subsidiary Communications Authorization of a subcarrier freq. of 67kcs to 12-1-67.			
BMLD-46 (2)	8-15-67	Mod. of license to change the name of licensee. And show the correct new name on SCA.			

Form BC 126
June 1954

NON-COMMERCIAL EDUCATIONAL

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W H L A

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	
BRED-71	11-24-67	90.3mc	39kw	Unl.	12-1	12-1-70	
BRSCA-684	11-24-67	Renewal of NDEA			12-1	12-1-70	
BMLD-49 (1)	4-30-68	MI. to chg. name		(and SCA)			
BRED-71(L)	11-25-70	Renewal and NDEA				12-1-71	
BRSCA-684	11-25-70	Renewal of SCA				12-1-73	
BRSCA-684	11-25-70	Superseding authorization to correct station location (SCA & NDEA)					
EBSA	5-15-72						
BSED-71(1)	1-18-73	ML to change studio location					12-1-73
BMLD-74(2)	9-4-73	ML chg. name of licensee					
BMSCA-345	9-4-73	Mod. of SCA chg. name					
BPED-1671	11-19-73	CP chg. 90.3mhz	TL, trans., ant. sys.	TPO, H&V		11-19-74	
BRED-71(L)	11-28-73	Renewal					12-1-76
BRSCA-684							
BLED-1211(L)	3-11-74	Lic. (BPED-1671) Changes					12-1-76
BMLD-99(1)	3-5-76	ML chg station location					
BRED-71(L)	11-15-76	Renewal of license					12-1-79
BRSCA-684	"	Renewal of SCA					"
BRED 790730U	11-30-79	(S) RENEWAL & SCA					12-1-82
BRSCA							

Name STATE OF WISCONSIN, STATE RADIO COUNCIL
 (Radio Hall, University of Wisconsin Campus, Madison, Wisconsin)

Call Letters WHLA
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 requested

File No.	Dated	Application for	Action	
			Nature	Date
BPED-150 Recd & Filed	12-30-49 1-3-50	Construction permit for a new Non-Commercial Educational FM broadcast station: Frequency: 90.3 mcs., Ch.#212 Operating power: 3,000 watts Transmitter: RFD, Holmen, Wisconsin (REL or RCA, BTF-3B, 3 kw.) Studio: Univ. of Wisc. Campus, Madison, Wisc.	GRANTED	2-8-50
BMPED- 216 Recd Resubmitted Filed	5-22-50 5-29-50 6-5-50 6-7-50	Mod. of C.P. (BPED-150) which authorized a new Non-Comm. Educa. FM b/c station to change ERP from 15 kw. to 5 kw.; transmitter to RCA, BTF-5A, 5 kw. & make changes in antenna system. & change operating power from 3 kw. to 5 kw.	Ret.-re-notary-date- GRANTED	6-23-50
BPED-174 Recd. Filed	10-13-50 10-16-50 10-16-50	C. P. to Replace C. P. (BPED-150 as mod.) which authorized a new Non-Comm. Educa. FM B/c. station) which expired 10-8-50.	Granted	10-25-50
BPED-89 Recd & Filed	11-14-50 11-15-50	License to cover CP (BPED-150 as mod. & reinstated) which authorized a new Non-Comm. Educa. FM b/c station.		

APPLICATION RECORD - BROADCASTING

Call Letters WHLA

Name STATE OF WISCONSIN, STATE RADIO COUNCIL

File No.	Dated	Application for	Action	
			Nature	Date
BMPED-227 Recd & Filed	11-14-50 11-15-50	Mod. of CP (BPED-150 as mod. & reinstated) to change transmitter from RCA, BTF-5A, 5 kw. to REL, 520-DL, 10 kw.	GRANTED	11-22-50
BMPED-228 Recd & Filed	11-21-50 11-24-50	Mod. of CP (BPED-150 as mod. & reinstated) to change operating power from 5 kw. to 7.5 kw.	GRANTED	12-13-50
BLED-90 Recd & Filed	12-14-50 12-18-50	License to cover CP (BPED-150 as mod.) which authorized a new Non-Comm. Educa. FM b/c sta.	GRANTED	1-15-51
BRED-71 Recd. Filed	2-22-52 2-27-52 2-27-52	Renewal of license	GRANTED	8-6-52
BRED-71 Recd. & Filed	3-1-54 3-5-54	Renewal of license	GRANTED	8-18-54
BRED-71 Recd & filed	8-10-55 8-12-55	Renewal of license	323 on file GRANTED	11-9-55

FORM BC-121 CARD 3
Aug. 1955

APPLICATION RECORD - BROADCASTING

NON COMMERCIAL Ed.

Call
Letters WHLA

STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION

Name STATE OF WISCONSIN - STATE RADIO COUNCIL
HOLMEN, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRED-71 Recd&Filed	8-26-58 9-2-58	Renewal of license	GRANTED	11-19-58
BRED-71 R & F	8-8-61 8-14-61	Renewal of License	GRANTED	11-22-61
BRED-71 R&F	8-28-64 8-31-64	Renewal of license.	GRANTED	11-9-64
BSCA-684 R & F	3-2-66 3-4-66	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67kcs.	GRANTED	9-15-66
BMLED-46 R & F AUG 4 1967	7-27-67 7-28-67	Modification of license to change the name of licensee to EDUCATIONAL BROADCASTING DIVISION. STATE OF WISCONSIN-	GRANTED	8-15-67
BRED-71 R & F BRSCA-684 R & F	8-30-67 9-5-67 8-30-67 9-5-67	Renewal of license Renewal of SCA Atty- Daniel W. Toohy (Dow, Lohnes & Albertson)	GRANTED	11-24-67

APPLICATION RECORD - BROADCASTING

Call

LettersW.H.L.A.....

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION

Name ~~X~~ STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION

HOLMEN, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMLED-49 R & F APR 25 1968	3-23-68 3-21-68	ML to chg. name to STATE OF WISCONSIN- EDUCATIONAL COMMUNICATIONS DIVISION. Atty- Daniel W. Toohy(Dow, Lohnes etc.)	GRANTED	4-30-68
BRED-71 R & F P.N.	8-28-70 9-3-70 9-3-70	Renewal of License	GRANTED	11-25-70
BRSCA-684 R & F OCT 16 1970	8-28-70 9-3-70	Renewal of SCA		
BPED-1,671 R & F No Fee Required Press P. N. Rec'd	6-27-73 7-19-73 AUG 10 1973 10-31-73	CP to chg. TL to: County Hwy. 25 and Tsjumper Ridge Road, LaCrescent, Minnesota; install new trans. (Gates FM-10H3); install new ant. (Gates FMS-12, 12 sects.); make chg. ant. system (increase height); chg. TPO; ERP: 10KW and HAAT: 1005.5'. (43° 48' 17" - 91° 22' 06")	GRANTED	11-19-73

APPLICATION RECORD - BROADCASTING

Call
Letters W.H.L.A.

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD

Name X State of Wisconsin-Educational Communications Division
Holmen, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPED-1,671 CONTINUED FROM AMENDED PRESS	7-26-73 AUG 20 1973	CARD #4 Change name to: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD.	GRANTED	11-19-73
BMLED-74 R & F No Fee Required Press	7-23-73 7-26-73 AUG 20 1973	ML to change the licensee name to: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD. Atty: Daniel W. Toohey	GRANTED	9-4-73
BMSCA-344 R & F Press	7-23-73 7-26-73 AUG 20 1973	Mod. of SCA to change the name to: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD.	GRANTED	9-4-73
BRED-71 BRSCA-684 R & F PN Recd. PRESS	8-27-73 " 8-29-73 " 5 OCT 1973	RENEWAL OF LICENSE RENEWAL OF SCA Daniel W. Toohey, Atty.	GRANTED	11-28-73

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters WHLAName STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD
-Holmen, Wisconsin La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLED-1211 R & F PTA PRESS FEB 27 1974	1-28-74 1-31-74 2-6-74	Lic.(BPED-1671)-Changes. Atty: Dow, Lohnes & Albertson(D.W. Toohey)	GRANTED	3-11-74
BMLED-99 R & F No Fee Required Press P. N. Rec'd NOV 13 1975	10-24-75 11-3-75 11-26-75	Mod. of license to change station to: La Crosse, Wisconsin. Atty: Daniel W. Toohey	GRANTED	3-5-76
BRED-71 BRSCA-684 R & F P.N. Press SEP 22 1976	7-30-76 7-30-76 7-30-76	RENEWAL OF LICENSE RENEWAL OF SCA Atty: Dainel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	11-15-76

#7

90.3mhz

APPLICATION RECORD-BROADCASTING

Call Letters: W H L A

Name: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD

Station Location: LA CROSSE, WISCONSIN

File No.	Date	Description	Action and Date
BRED 790730 UU BRSCA " PRESS	SEP 14 1979	RENEWAL OF LICENSE RENEWAL OF SCA Fred.D.Cooke,Jr.,Atty.	<i>Re. 11-30-79</i> GRANTED 11-30-79

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.

