

W H A D

Globe-Wernicke

MADE IN U. S. A.

BROADCASTING STATION LICENSE RECORD

B.S. # 20

Date first licensed 7-21-48

Call letters W-I-U-W W H A D

LOCATION: DELAFIELD, WISCONSIN (Ltr 3-3-47)

- 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)

Name of licensee X STATE OF WISCONSIN - STATE RADIO COUNCIL

Transmitter location Lapham Peak Park, Delafield, Wisconsin

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

53706 XRadio Hall/ Main studio location University of Wisconsin Campus, Madison, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq. (mc)	Power	Time Div.	Period From - To
B4-PED-60	2-13-46 Letter	91.1	31.1 kw Effective radiated power	U	Special for FM
O.P. for a new noncommercial educational B/C station					
B4-MPED-38 B4-PED-60	12-18-46	91.1 mc	52kw eff. rad. power	U	2-18 8-18-47
CP & Mod of CP(B4-PED-6) to chg. type of transmitter and to make changes in antenna system, for new noncommercial noncommercial educational b/c station.					
B4-MPED-38 B4-PED-60	12-18-46	90.7	52kw	U	By 2-18-47 To 8-18-47
Modified CP to change frequency. CP issued 3-20-47.					
	-27-47	90.7 (Do. 214)			Freq. assignment accord. Do 6768
Telegram	3-22-48	Retel 19. STA granted in Comm. telegram dated March 17, 1948 modified to permit operation for purpose of providing FM program service, and extended for period ending May 15, 1948.			
Telegram	5-18-48	Retel 17. STA previously granted WHAD to operate with equipment specified in CP BPED-60 as modified for purpose FM program service extended for period ending July 15, 1948.			
BPED-94	4-28-48	90.7 mc Ch#214	52 kw Terr: 500'	U	By 6-28-48 to 10-28-48
O. P. Issued (to replace expired permit) mailed 6-2-48					
BLED-28	7-21-48	90.7	52 Terr: 500	U	By. 7-21-48 to 9-1-49
(License to cover CP BPED-94)					
BPED-20	7-31-49	Renewal of license			To 9-1-52
BPED-20	8-6-52	Renewal of license to			9-1-55 (L)
BPED-20	8-31-55	Renewal of license to			12-1-55(S)
BPED-20	11-9-55	Renewal of license			to 12-1-58 S
BPED-20	11-9-55	Superseded to correct station location to Delafield, Wisconsin. (L)			

Form BC 126

June 1954 #2

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-21-48

Call letters WHA

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-20	11-19-58	Renewal of license			12-1	12-1-61
BRED-20	11-22-61	Renewal of license			12-1	12-1-64
BPED-523 HAAT: 700'	9-18-62	90.7mcs Ch. 214 ERP: 74kw TPO: 10kw		Unl.	11-18	5-18-63
		CP to incr. ERP; incr. HAAT; make chges. in ant. sys. (incr. hght.); & install new ant. (RCA BFA-8A, 8 sections).				
BMPED-401 (1)	11-15-62	Mod. of CP(BPED-523) to chg. type ant. (Collins 37M8, 8 secs.); make chgs. in ant. sys. & chg. ERP to 72kw.				
BMPED-418 (2)	5-17-63	Mod. of CP(BPED-523 as mod) to extend completion date to 7-18-63				
BMPED-423 (3)	6-11-63	Mod. of CP(BPED-523, as mod.) to chg. type ant. (RCA BFA-8A, 8 secs.) & chg. ERP to 75kw.				
BLED-405 (1)	9-30-63	Lic. to cover CP(BPED-523, as mod.) which auth. chgs. in ERP, HAAT, ant. sys. install new ant., & specify type trans. (REL 520-DL).				
Wire dated & rec'd 73.550(a) & in oper.	Eff: 12-26-63	12-31-63 giving notification per Section (5) Rules that a RCA BTF10D trans. is now installed				
BRED-20	11-9-64	90.7mcs	75kw	U	12-1	12-1-67
BRSCA-682	6-20-66	request for Subsidiary Communications Authorization approx. 67mcs. 12-1-67				
BMLED-46 (1)	8-15-67	Mod. of license to change the name of licensee, and change the name of SCA.				
BRED-20	11-24-67	90.7mc	75kw	Unl.	12-1	12-1-70
BRSCA-682	11-24-67	Renewal of SCA				
		Renewal of NDEA				
BMLED-49	4-30-68	Mod. of Lic. to chg. name (and SCA)				
BRCFD-80(I)	12-10-69	Operate RC.				
BRED-20(S)	11-25-70	RENEWAL -NDEA				
BRSCA-682		RENEWAL od SCA				
BRSCA	5-15-72					

June 1954

BROADCASTING STATION LICENSE RECORD

#3

Date first licensed

Call letters W H A D

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
BSED-20(1)	1-18-73	ML	to change	studio location	12-1-73
BSED-20 (2)	5-10-73	Ltr. rec'd:	5-8-73	chg. RC loc. to:	
		321 University Ave.,	Madison,	Wisconsin.	
BMLD-79(3)	9-4-73	ML chg,	name of	licensee	
MSCA-349	9-4-73	Mod. of	SCA chg,	name	
BRED-20(L) BRSCA-682	11-28-73	Renewal of	License & SCA		12-1-76
BPED-2030(L) HAAT: 700ft(H&V)	7-3-75	90.7MHz. ERP:	79kw(H&V) U	7-3 -76	
		CP chg trans,	ant, TPO, ERP (RC)		
BLED-1440(L)	10-31-75	Lic. (BPED-2030)	Changes.		12-1-76
BRED-20(S) BRSCA-682	11-15-76	Renewal	of license		12-1-79
		Renewal	of SCA		"
BRED 790730UD BRSCA " " " "		(S) RENEWAL & SCA SUPERSEDED AUTH. TO SHOW	SUBSIDIARY	DATE	12-1-82

Form 94

APPLICATION RECORD - BROADCASTING

Call
Letters~~W-T-U-W~~ W H A D
ltr. 3-3-
47Name STATE OF WISCONSIN-STATE RADIO COUNCIL(P.O. Radio Hall-University of Wisconsin Campus, Madison 6, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
B4-PED-60 Rec'd Filed	10-10-45 10-18-45 10-18-45	Construction permit for new noncommercial educational broadcast station Frequency: 91.5 mcs. Emission: FM Power: 10kw Hours of Operation: Unlimited Studio: University of Wisconsin Campus, Madison, Wisconsin Transmitter: Delafield, Wisconsin (G.E. BT-4A Max. 10kw)	GRANTED Letter written	2-13-46 5-17-46
B4-PED-60 B4-MPED-38 Rec'd Filed	9-5-46 9-10-46 9-10-46	Modification of Construction Permit(B4-PED-60) to change type of transmitter and to make changes in antenna system. (R.E.L. 520 A - DL Max. 10kw)	GRANTED	12-18-46
Letter of recd	2-25-47 2-28-47	requests chg. in freq. assignment to Ch#214 -90.7mcs Sent to Engrs.	Mod. C.P.	issued 3-20-47

Call

Letters W H A DName STATE OF WISCONSIN - STATE RADIO COUNCIL

File No.	Dated	Application for	Action	
			Nature	Date
HPED-94 Rec'd. Filed	3-29-48 3-31-48 3-31-48	Reinstatement of Constuction permit (B4-PED-60 as modified) which authorized a new Non-Commercial Educational broadcast station (FM).	GRANTED	4-28-48
BLRD-28 Rec'd Filed	6-28-48 6-30-48 6-30-48	License to cover Construction Permit HPED-94 which auth. new Non-Commercial Educational FM broadcast station	GRANTED	7-21-48
BRED-20 Rec'd. Filed	7-1-49 7-5-49 7-5-49	Renewal of License	GRANTED	8-31-49
BRED-20 Recd. Filed	2-22-52 2-27-52 2-27-52	Renewal of license	GRANTED	8-6-52
BRED-20 Recd. Resub. Recd. & filed	5-9-55 5-11-55 5-9-55 6-2-55	Renewal of license	Ret. - 6-2-55 re name last page. GRANTED	8-31-55

CARD 3

FORM BC-121

FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call **WJAD**
LettersName **STATE OF WISCONSIN STATE RADIO COUNCIL****Madison, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BRED-20 Recd & filed	9-7-55 9-9-55	Informal request for renewal of license	323 on file GRANTED	file 11-9-55
BRED-20 Recd & Filed	8-26-58 9-2-58	Renewal of license	GRANTED	11-19-58
BRED-20 R & F	8-8-61 8-14-61	Renewal of License	GRANTED	11-22-61 11-22-61
BPED-523 R & F	5-14-62 5-17-62	Construction permit to increase ERP from 52kw to 74.2kw; HAAT from 500 ft to 697 ft; make changes in antenna system(incr.hght); install new antenna(RCA BFA 8A, 8 section)	GRANTED	9-8-62
BMPED-401 R & F	9-19-62 9-21-62	Modification of CP (BPEP-523 which auth chgs in ERP, HAAT & ant-sys and install new ant) to chg type ant (Collins-37M8, 8 sect) and make chgs in ant-sys.	GRANTED	11-15-62

APPLICATION RECORD - BROADCASTING

Call
 Letters W H A D

Name STATE OF WISCONSIN - STATE RADIO COUNCIL
Delafield, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPED-418 R & F	4-15-63 4-17-63	Mod. of CP (BPED-523 as mod which auth chgs in ERP, HAAT & ant-sys and install new ant) for extension of completion date from 5-18-63 to 7-18-63.	GRANTED	5-17-63
BMPED-423 R & F	5-7-63 5-9-63	Mod. of CP (BPED-523 as mod which auth chgs to ERP, HAAT, ant-sys and install new ant) to chg type ant (RCA-BFA-8A, 8 sections).	GRANTED	6-11-63
BLED-405 R & F	7-10-63 7-12-63	Lic. to cover CP (BPED-523 as mod) which auth chgs ERP, HAAT, ant-sys and install new ant and specify trans as (REL-520DL).	GRANTED	9-30-63
BPED- Received	8-16-63 8-22-63	Construction permit to install new trans (RCA-BTF-10D)	Ret'd	8-28-63 re unnecessary
BRED-20 R&F	8-28-64 8-31-64	Renewal of license.	GRANTED	11-9-64

FORM BC-121

AUG. 1955 CARD #5

NON-COMMERCIAL EDUCATIONAL

APPLICATION RECORD - BROADCASTING

Call

Letters W.H.A.D.

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION

STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION

Name STATE OF WISCONSIN-STATE RADIO COUNCILDELAFIELD, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-682 R & F	3-2-66 3-4-66	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67kcs.	GRANTED	6-28-66
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-20 R & F BRSCA-682 R & F SEP 20 1967	8-30-67 9-5-67 8-30-67 9-5-67	Renewal of license Renewal of SCA Atty- Daniel W. Toohy	GRANTED GRANTED	11-24-67 11-24-67
BMLED-49 R & F APR 25 1968	3-13-68 3-21-68	ML chg. name to STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION. Atty - DANIEL W. TOOHEY(DOW, LOHNES ETC.)	GRANTED	4-30-68

NON-COMMERCIAL EDUCATIONAL
APPLICATION RECORD - BROADCASTINGCall
Letters W H A DSTATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD
Name X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION
Delafield, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCEB-80 R & F DEC 1 1969	11-26-69 12-1-69	Mod. of license to operate transmitter by remote control from 5702 Tokay Blvd., Madison, Wisconsin (WHA-FM Transmitter site).	GRANTED	12-10-69
BRED-20 R & F P.N.	8-28-70 9-3-70 9-3-70	Renewal of License	GRANTED	11-25-70
BRSCA-682 R & F OCT 16 1970	8-28-70 9-3-70	Renewal of SCA		
BMLED-79 R & F Press	7-23-73 7-26-73	ML TO CHANGE THE LICENSEE NAME TO: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD. Atty. Daniel W. Toohey	GRANTED	9-4-73
BMSCA-349 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

#7 12-48

NON-COMM. ED 90.7 mc

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W H A DName STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD
DELAFIELD, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRED-20 BRSCA-682 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
BPED-2030 R & F NO FEE REQUIRED PRESS	4-11-75 4-21-75 JUN 26 1975	CP to install new trans. (RCA BTF-20E1); install new ant. (GATES FMS-8, 8 sects.); make chgs. in transmitting equipment; chg. TPO; chg. ERP: 78.6kw. Atty: Daniel W. Toohey (Dow, Lohnes, etc.)	GRANTED	7-3-75
BLED-1440 R & F PTA PRESS	9-15-75 9-19-75 9-26-75 OCT 8 1975	Lic.(BPED-2030)-Changes. Atty: Dow, Lohnes & Albertson(D. W. Toohey)	GRANTED	10-31-75

APPLICATION RECORD - BROADCASTING

NON-COMM. EDUC.

Call
Letters W H A D

Name STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD
Delafield, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLED-1579 R & F NO FEE REQUIRED PTA PRESS	8-5-76 8-23-76 9-14-76 SEP 27 1976	Lic. to install former main trans. (RCA BTF -10D) as an auxiliary, for auxiliary purposes only. Atty: Daniel W. Toohey (Dow, Lohnes, etc.)		
BRED-20 BRSCA-682 R & F PN Recd. PRESS	7-30-76 " " " OCT 6 1976	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-15-76
BRED 790730 BRSCA " PRESS	UD AUG 29 1979	RENEWAL OF LICENSE RENEWAL OF SCA	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.

