

W L F M



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**



June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed 4-20-56Call letters W L F MLOCATION: APPLETON, WISCONSINName of licensee LAWRENCE UNIVERSITY OF WISCONSIN (APLED 10-20-67 EFF. 7-1-64)  
LAWRENCE COLLEGE OF WISCONSINTransmitter location 1 block S. of corner of College and Park Avenues, on brow of river bank  
on Lawrence College Campus, Appleton, Wisconsin (CP 11-30-55  
(Lic. 4-20-56)Main studio location Seeley G. Mudd Library Building, Lawrence Univ. Campus, Appleton, Wisc.  
Music-Drama Building  
Lawrence College Campus, Appleton, Wisconsin (CP 11-30-55 Lic. 4-20-56)  
(SED 5-20-76)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
HPED-286	11-30-55	CP new Ed. FM station			1-30-56
	Terr:130'--	91.1mcs. ERP 10.5kw			7-30-56
BLED-187	4-20-56	License to cover CP above			TO 12-1-58
	TPO: 2.85 kw--	91.1mcs. 10.5kw			Ter: 130ft.
BRED-135	11-5-58	Renewal of license			to 12-1-61
BRCED-14 (1)	4-14-60	Modification of license to operate transmitter by Remote Control from Music-Drama Building, Lawrence College Campus, Appleton, Wisconsin			
	11-29-61	Action on Renewal deferred.			
BRED-135	1-25-62	91.1mcs. 10.5kw Unl			1-25 12-1-64
BPED-575	8-12-63	91.1mcs ERP:10.5kw Unl.			10-12 4-12-64
HAAT:120'		Ch.216 TPO:2.85kw			
		CP to move ant.-trans. loc. 90' E. of present site (No chg. in desc.); make chgs. in ant. sys. (decr. hght.); & decr. HAAT.			
BLED-428	4-7-64	91.1mcs ERP:10.5kw Unl.			4-7-64
HAAT:120'		Ch.#216 TPO:2.85kw (RC)			12-1-64
		Lic. to cover CP(BPED-575) which auth. chgs. in ant.-trans. loc. and ant. sys. decr. HAAT			
BRED-135	2-10-65	RENEWAL OF LICENSE			2-10 12-1-67
BPED-840	9-11-67	91.1mc. ERP: 10.5kw U			11-11-67
HAAT: 120'		ch#216 TPO: 2.75kw (RC)			5-11-68
		CP to install new trans(Gates-FMS-3G); chg. TPO			
BAPLED-3	10-20-67	Voluntary assignment of lic. & CP			
BLED-619	2-15-68	91.1mc ERP:10.5kw Unl.			2-15 12-1-70
		ch#216 TPO:2.75 kw			
		Lic. to cover CP(PBED-840)			
BRED-135	12-20-67	Renewal of License			12-20 12-1-70
BRED-135	11-25-70	RENEWAL OF LICENSE			12-1-73
EBSA	5-15-72				
BRED-135(S)	11-28-73	RENEWAL			12-1-76
BSER-135(1)	5-20-76	ML to change SL and RC			
BRED135(L)	11-17-76	RENEWAL			12-1-79



# BROADCASTING STATION HISTORY RECORD

CARD # 2

First licensed .....

Call Letters .....

Station Location .....

Name ..... SEE CARD # 1

Transmitter Location .....

Main studio location .....



# Authorization Record

File No.	Granted	Facilities	Expires
BRED790731VS(S)	11-30-79	RENEWAL OF LICENSE	12-1-82



FORM BC-121

## APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call ~~NEW~~ W L F M  
Letters

LAWRENCE COLLEGE OF WISCONSIN

Name

LAWRENCE COLLEGE, APPLETON, WISCONSIN (HARLAN S. KIRK, MGR.)

File No.	Dated	Application for	Action	
			Nature	Date
BPED-286 Recd & filed	11-3-55 11-7-55	C. P. for a new Non-Commercial Educational FM B/c station: Frequency: 91.1 mcs. Ch. 216 ERP: 10.57 kw. U T-L & S-L: Lawrence College Campus, Appleton, Wisconsin RCA BTF-3B 3 kw. Exhibit 5 recd. 11-16-55.	GRANTED	11-30-55
BLED-187 Recd & filed	4-5-56 4-9-56	License to cover the above.	GRANTED	4-20-56
BRED-135 Rec'd Filed	9-9-58 9-11-58 9-11-58	Renewal of License.	GRANTED	11-5-58



FORM BC-121 #2  
AUG. 1955

APPLICATION RECORD - BROADCASTING NON-COMM. EDUCATIONAL

Call  
Letters W L F M

Name LAWRENCE COLLEGE OF WISCONSIN  
Appleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCD-14 Rec'd Filed	4-9-60 4-11-60 4-11-60	Modification of license to operate transmitter by Remote Control from Music-Drama Building, Lawrence College Campus, Appleton, Wisconsin	GRANTED	4-14-60
BRED-135 Rec'd. Filed	8-14-61 8-16-61 8-16-61	Renewal of License.	GRANTED	1-25-62
BPED- 575 Rec'd Resub'd Filed	5-20-63 6-12-63 6-26-63 7-11-63	Construction permit to move ant-trans loc to 90' E. of present site (no chg of description) and make chgs to ant-sys. (dec. hgt)	<del>RETURNED</del> <del>Not signed in</del> <del>accordance with 1.303</del> GRANTED	<del>6-21-63</del>  8-12-63
BLED-428 R & F AMENDMENT R&F	11-18-63 11-21-63 1-31-64 2-24-64	Lic. to cover CP (BPED-575) which auth chgs in ant-trans loc and ant-sys. AMENDED Forms 341 Filed	GRANTED	4-7-64



# APPLICATION RECORD - BROADCASTING

AUG. 1955

Card #3

Call  
Letters **W L P M**

Name **LAWRENCE UNIVERSITY OF WISCONSIN**  
**X LAWRENCE COLLEGE OF WISCONSIN**  
**Appleton, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BRED-135 Rec'd Filed	10/19/64 10/28/64	Renewal of license	GRANTED	2-10-65
BRED-840 R & F SEP 7 - 1967	8-23-67 8-28-67	Construction Permit to install new trans (Gates-FMS-3G); chg. TPO to 2.763kw;	GRANTED	9-11-67
BRED-135 Rec'd Filed OCT 27 1967	9-5-67 9-7-67 10-20-67	Renewal of license	GRANTED	12-20-67
BAPLED-3 R & F (Form 316) OCT 19 1967	10-10-67 10-13-67	Voluntary assignment of license and CP (BRED-840) to LAWRENCE UNIVERSITY OF WISCONSIN	GRANTED EFF:	10-20-67 7-1-64



FORM BC-121 #4  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call  
Letters **W L F M**

Name **LAWRENCE UNIVERSITY OF WISCONSIN**  
**Appleton, Wisconsin 54911**

File No.	Dated	Application for	Action	
			Nature	Date
BLED-619 Rec'd Filed PTA-11/14/67	10/30/67 11/1/67 11/12/67 JAN 25 1968	Lic. to cover CP (BPED-840) which auth. install new trans. & chng. TPO.	GRANTED	2-15-68
BRED-135 R & F P.N.	8-17-70 8-18-70 8-18-70 SEP 2 1970	Renewal of License	GRANTED	11-25-70
BRED-135 R & F PN Recd. PRESS	8-10-73 8-13-73 " 22 AUG 1973	RENEWAL OF LICENSE	GRANTED	11-28-73
BRED-135 R & F PN Recd. PRESS	7-21-76 8-2-76 " SEP 8 1976	RENEWAL OF LICENSE	GRANTED	11-17-76



#5

## APPLICATION RECORD BROADCASTING

91.1 MHz

Call Letters: W L P M

Name: LAWRENCE UNIVERSITY OF WISCONSIN

Station Location: Appleton, WI

File No.	Date	Description	Action and Date
BRED790731VS PRESS OCT 5 1979		Renewal of License	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 12<sup>th</sup> 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.

