

WBBS

Form BC 126 1327
June 1954

FM BROADCAST
WBCS (EFF. 10-22-80)

BROADCASTING STATION LICENSE RECORD ~~XW B C S-FM 10-19-77~~

XW B C S (EFF: 10-1-72)
XW F W O-FM (EFF: 6-1-71)

Date first licensed 9-7-62

Call letters X W R I T - F M

Station location Milwaukee, Wisconsin

GREAT TRAILS BROADCASTING CORPORATION (A1H 10-23-69, Eff: 12-31-69)

x WRIT, INC. (BAL 9-18-62 EFF: 10-1-62)

Name of licensee x RADIO MILWAUKEE, INC.

Transmitter location 5407 West McKinley Avenue, Milwaukee, Wisc. (Redescription 10-15-71)
5407 West Martin Drive, Milwaukee, Wisconsin

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Channel & Freq.	ERP & Power	Time Div.	Period From - To
BPH-2750 HAAT: 440'	10-21-59	102.9mc Ch. 275	22-kw TPO; 5-kw	Unl.	12-21-59 6-21-60
Construction permit for a new FM broadcast station.					
BMPH-6287 (1)	7-12-60	Mod. of C.P. (BPH-2750) for extension of completion date to 12-21-60.			
BMPH-6512 (2)	12-19-60	Mod. of CP (BPH-2750 as mod.) for ext. of completion date to 3-21-61.			
BMPH-6630 (3)	3-16-61	Mod. CP (BPH-2750 as mod.) for ext. completion date to 6-21-61.			
BMPH-6768 (4)	7-7-61	Mod. CP (BPH-2750, as mod.) for extension of completion date to 9-1-61.			
BMPH-6797 (5)	7-26-61	Mod. CP (BPH-2750, as mod.) to chg. type trans. to Standard 2012-5.			
BMPH-6875 (6)	10-4-61	Mod. CP (BPH-2750 as mod.) for extension of completion date to 10-30-61.			
BMPH-7001 (7)	12-11-61	Mod. CP (BPH-2750 as mod.) for extension of completion date to 1-31-62.			
BMPH-7105 (8)	3-26-62	Mod. of CP (BPH-2750 as mod.) for ext. of completion date to 4-30-62.			
BLH-2122 HAAT: 440'	9-7-62	102.9mc Ch. #275	22kw TPO 5kw	U	9-7-62 12-1-64
License to cover construction permit (BPH-2750, as modified) which authorized a new FM broadcast station.					
BAPH-293 EFF:	9-18-62 10-1-62	Voluntary assignment of construction permit to WRIT, Inc. ISSUED AS ASSIGNMENT OF LICENSE.			
BRH-1327	11-30-64	102.9mcs.	22kw	U	12-1 12-1-67
BRH-1327 Memo	11-24-67 8-24-69	Renewal of License			12-1 12-1-70
Correct coord: 13 02 49 87 58 52					
BALH-1250 BRH-1327L Comtel	10-23-69 11-25-70 5-19-71	Vol. ALH RENEWAL OF LICENSE Trans: Standard Electronics 2012-5, mod. using RCA BTE-15A exciter replacing Standard Electronics 936 exciter (and the S-1787 frequency doubler-amplifier panel).			
BPH-7462(1) HAAT: 430' (1140')	5-20-71	102.9mc	TPO: 12.5kw ERP: 50kw max 18kw max V		5-20-72
CP chg. trans. ant. sys. TPO, ERP, HAAT.					
BSH-1327(1)	10-15-71	ML redescribe TL & trans.			

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters **WFWO-FM**

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
BRBPH-7462 (1)	10-15-71	MP	redescribe	TL & SL	& correct tans.
BRH-5356 HAAT: 430'	2-22-72	102.9mc	ERP: 50kw(H) 48kw(V) (Main & Aux) as mod for changes		12-1-73
EBSA	5-22-72				
BRH-1327(L)	11-28-73		RENEWAL Main & Aux.		12-1-76
BTC-8172	11/23/76		Vol rel of pos con EFF:		12/18/76
BRH-1327(S)	11-23-76		Renewal Main & Aux.		12-1-79
EBSA	10-19-77		hg. call		
BRH-790801YU(S)	11-30-79		RENEWAL (MAIN & AUX.)		12-1-82
EBSA	10-22-80		CALL SIGN CHANGE		

Aug. 1955

APPLICATION RECORD - BROADCASTING

Name RADIO MILWAUKEE, INC. Call Letters WRIT-FM
 Station location - Milwaukee, Wisc.
 (P.O. - c/o H & E Balaban Corporation, 190 N. State Street, Chicago 1, Ill.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-2750 Rec'd Filed	8-10-59	Construction permit for a new FM broadcast station to be operated on: Frequency - 102.9 mc CH 275 ERP - 22.2 kw Type transmitter - RCA BTF 5B Type antenna - RCA BFA 5A (5 section) HAAT 441.25 ft Trans. location - 5407 W. Martin Dr. Milwaukee, Wisconsin Studio location - Same as transmitter Atty. - McKenna & Wilkinson Engr. - Walter F. Kean, Riverside, Ill.	GRANTED HAAT ERP	10-21-59
	8-12-59			440'
	8-12-59			22-kw
BMPH-6287 R & F	5-19-60 5-20-60	Modification of U. P. (BPH-2750 which authorized a new FM broadcast station) for extension of completion date from 6-21-60 to 12-21-60. Atty's: McKenna & Wilkinson	GRANTED	7-12-60

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W R I T - F MName RADIO MILWAUKEE, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-6512 Rec'd & Filed	11-18-60 11-21-60	Modification of CP(BPH-2750 as mod. for new FM broadcast station) for extension of completion date from 12-21-60 to 3-21-61. McKenna and Wilkinson, Attys.	GRANTED	12-19-60
BMPH-6630 R & F	2-17-61 2-27-61	Mod. of C.P. (BPH-2750 as modified which authorized a new FM Broadcast Station) for extension of completion date from 3-21-61 to _____. Atty. McKenna and Wilkinson	GRANTED to	3-16-61 21-61
BMPH-6766 Rec'd & Filed	5-27-61 5-29-61	Modification of CP(BPH-2750 as mod. which auth. a new FM Broadcast station) for extension completion date from 6-21-61 to 9-1-61. McKenna and Wilkinson, Attys.	GRANTED	7-7-61
BMPH-6797 Rec'd & Filed	6-8-61 6-9-61	Modification of CP(BPH-2750 as mod. which auth. a new FM Broadcast station) to change type transmitter to a Standard 2012-5. McKenna and Wilkinson, Attys.	GRANTED	7-26-61

APPLICATION RECORD - BROADCASTING

Call

Letters ..W..R..I..T..n..E..M.....

Name Radio Milwaukee, Inc.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-6875 R&F	8-5-61 8-8-61	Mod of CP (BPH-2750 as mod which auth a new FM B/C station) for extension of completion date from 9-1-61 to 10-1-61. Atty: McKenna & Wilkinson	GRANTED	10-4-61 to 10-30-61
BMPH-7001 R & F	10-20-61 10-25-61	Modification of CP (BPH-2750, as mod., which auth. a new FM broadcast station) for extension of completion date from 10-30-61 to 1-31-62 Atty. - R.W. Coll (McKenna & Wilkinson)	GRANTED	12-11-61 to 1-31-62
BMPH-7105 R & F	1-24-62 1-26-62	Modification of CP (BPH-2750, as mod., which auth. a new FM B/C Station) for extension of completion date from 1-31-62 to 3-15-62 Atty. - R. W. Coll (McKenna & Wilkinson)	GRANTED	3-26-62 to 4-30-62

AUG. 1955

APPLICATION RECORD - BROADCASTING

WRIT, INC.

Call
Letters W.R.I.T.-FMName RADIO MILWAUKEE, INC.
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BLH-2122 R & F	3-29-62 4-2-62 <i>out 2-62</i>	Lic to cover CP (BPH-2750, as modified) which auth a new FM broadcast station Attys: McKenna & Wilkinson	GRANTED	9-7-62
BAPH-293 Rec'd Filed	7-24-62 7-25-62 7-25-62	Voluntary assignment of construction permit to Great-Trails-Broadcasting-Corp. Robert W. Coll, Atty. for Assignor Quayle B. Smith, Atty. for Assignee AMENDED TO CHANGE ASSIGNEE NAME to WRIT, INC.	GRANTED EFF: Issued as	9-18-62 10-1-62 AL
AMENDED Rec'd Filed	8-8-62 8-13-62 8-13-62			
BRH-1327 R. & F.	8-19-64 8-26-64	Renewal of license. 12-1-64 Atty- Pierson, Ball & Dowd	GRANTED	11-30-64
		PETITION FOR EXEMPTION FROM THE APPLICATION OF SECTION 73.242 OF THE RULES filed by Pierson, Ball & dowd for xxxxxx licensee		4-12-65

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W R I T-FM

GREAT TRAILS BROADCASTING CORPORATION

Name x WRIT, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1327 R & F AUG 8 1967	6-7-67 6-14-67	Renewal of license Atty- Robert E. Hodson	GRANTED	11-24-67
BAH-1250 R & F FEE PD: \$30 -#531984 (Form 316) (ALSO SEE: an WRIT, WCLO AUG 11 1969	7-6-69 7-30-69	Vol. assignment of lic. to GREAT TRAILS BROADCASTING CORPORATION Atty - Pierson, Ball & Dowd etc	GRANTED Eff:	10-23-69 12-31-69
BRH-1327 R & F P.N. AUG 13 1970	8-14-70 8-14-70 8-14-70	Renewal of License Atty: Robert E. Hodson AMENDED 9-9-70 re: commercial policies	<i>PI</i> GRANTED	<i>11-25-70</i> 11-25-70

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

W B C S
Call XW F W O-FM
Letters XW R I T-FMName Great Trails Broadcasting CorporationMilwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7462 R & F #002255 \$50. CODE 061 PRESS: 14 MAY 1971	4-19-71 4-23-71 4-23-71	CP install Trans(RCA-BTF-20E1); Ant(RCA-BFC-5BD, 5 horiz. & vert. sects); make chgs in ant system.(decr. hght); chg. TPO: 12.28kw; ERP: 33.62kw(h & 23.51kw v) and HAAT: 428'(h&v). Atty-Harrison T. Slaughter(Person, Ball & Dowd). Engr-None.	GRANTED submit 302 for WHIT(AM) max. ERP dir. WFUR-FM20kw	5-20-71
BLH-5356 R & F W 027525-\$50. AC-068 PTA PRESS	12-21-71 12-23-71 12-23-71 1-5-72 FEB 8 1972	Lic.(BPH-7462, as mod.) for changes. Transmitter: RCA, BTF-20E1. Atty: H. T. Slaughter(Person, Ball & Dowd)	GRANTED	2-22-72
BLH-5357 R & F W 027526-\$50. AC-068 PTA PRESS	12-21-71 12-23-71 12-23-71 1-5-72 FEB 8 1972	Lic. to use former Main Transmitter(Standard-Electronics, 2012-5. ERP: 20.6kw(H)19.7kw(V). 1972	GRANTED (issued with BLH-5356)	2-22-72

PHASE 1 REFUND ACTION

TRANS.
CODE
500

DATE
6/20/80

AMT. —
10.00
10.00
10.00

INITIALS
CHB

#7 12-62

102.9 mcs FM

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W B C S -FMName GREAT TRAILS BROADCASTING CORPORATION
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1327 R & F PN Recd. PRESS	8-28-73 " " OCT 1973	RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.) Alan Y. Naftalin, Atty. (Koteen & Burt) 12-1-76	GRANTED	11-28-73
BRH-1327 R & F P.N. Press	7-19-76 8-2-76 8-2-76 SEP 20 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY)	GRANTED	11-23-76
BTC-8172 R & F See WCOL (AM) for fee pd Code 047 (FORM 316) NOV 17 1976	10/29/76 11/2/76	Voluntary relinquishment of positive control of lic corp by Charles Sawyer thru transfer of stock to John Sawyer, Trustee of (6) Charles Sawyer Irrevocable Trust Agreements for Charles Sawyer III, Thomas Christian Sawyer, et al Atty - Haley, <u>Bader</u> & Potts	GRANTED EFF: NO FEE:	11/23/76 12/18/76

APPLICATION RECORD BROADCASTING

WBCS 102.9mhz
Call Letters: ~~X~~W B C S - FM

Name: GREAT TRAILS BROADCASTING CORPORATION

Station Location: MILWAUKEE, WISCONSIN

File No.	Date	Description	Action and Date
BRH790801 YU PRESS OCT 5 1979		Renewal of License (Main & Aux. Trans.) Atty.: Lisa J. Stevenson	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.

