

WI 2M-FM

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CATALOG NO. 4550L 1/5

Form BG 126

June 1954

Official No. 2118

FM BROADCAST

# BROADCASTING STATION LICENSE RECORD

Date first licensed December 20, 1967

WIZM-FM (EFF: 7-6-76)

Call letters XWHLA

Station location LA CROSSE, WISCONSIN

FAMILY RADIO, INC. (ALH gr 5/20/76 EFF: 6/15/76)

Name of licensee XWILLIAM E. BRURING AND LOUISE A. BRURING

93 Hixon Rd., LaCrosse, Wischn. (L 12-20-67)

XHixon Road, Grandad Bluff, LaCrosse, Wisconsin (MPH-8-20-65)

Transmitter location X $\frac{1}{2}$  mi. E. of La Crosse, on Cty. Hwy. F, Grandad Bluff, Wis. (PH 11-27-63)

2028 County Trunk B, Medary, Wisc. (MLH 6-17-76)

XSame as transmitter

XHixon Road, Grandad Bluff, La Crosse, Wisconsin (MPH-8-20-65)

Main studio location X518 State St., La Crosse, Wis. (PH 11-27-63)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-4120 HAAT:490'	11-27-63	93.3mcs Ch.227	ERP:51kw TPO:5kw	Unl.	1-27 7-27-64
CP for a new Class C, FM broadcast station.					
BPH-4120 (1)	8-13-64	Mod. of CP(BPH-4120 as mod.) for ext. of completion date to 1-27-65.			
BMPH-8122 (2)	1-27-65	Mod. of CP(BPH-4120, as mod.) for ext. of completion date to 7-27-65.			
Further ext. not contemplated absent filing application for site chg.					
BMPH-8372 (3)	7-21-65	Mod. of CP(BPH-4120, as mod.) for ext. of completion date to 12-27-65			
BMPH-8400 HAAT:540'	8-20-65	93.3mcs Ch.#227	ERP:100kw. TPO:8.7kw.	Unl.	1-27-64 12-27-65
Mod. of CP(BPH-4120, as mod.) to chg. ant-trans and studio location delete remote control chg. type trans(Collins-830F-1A); chgn. type ant (RCA-BF-1BA, 8secs) increase TPO; increase ERP; and increase HAAT;					
BPH-8595 (1)	12-28-65	Mod. of CP (BPH-4120, as mod.) for ext. of completion date to 6-27-66.			
BMPH-8861 (2)	6-22-66	Mod. of CP(BPH-4120 as mod.) for ext. of completion date to 9-27-66.			
BMPH-8873 (3)	6-30-66	Mod. of CP(BPH-4120 as modified) to change type trans(Gates FM-10G); and increase TPO to 9.1kw			
BMPH*9039 (4)	9-30-66	Mod. of CP(BPH-4120 as mod.) for ext. of completion date to 12-27-66			
BLH-3541 HAAT:540'	12-20-67	93.3mc ch#227	ERP:100kw TPO:9.1kw	Unl.	12-20 12-1-70
License to cover CP(BPH-4120 as mod.)					
SCA-983	12-24-69	Request for SCA on freq. of 67.5mc			
NDEA	2-19-70				
BMSCA-275	12-2-70	Mod. of SCA to make chg. in Programming			12-1-73
BRH-2118(3)	11-25-70	Renewal and NDEA			12-1-73
BRSCA-983	11-25-70	Renewal of SCA			12-1-73
EBSA	5-25-72				

Form BC 126

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W W L A

Station location La Crosse, Wisconsin

Name of licensee See Card #1

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BMSCA-307	6-29-72	Mod of	SCA to	make changes in programming	
BPH-7957	9-11-72	93.3mc	ERP: 10 kw (H&V)	Unl	9-11-73
HAAT: 540' (H&V)		#227	CP install new trans., install new ant., chg. TPO, ERP, HAAT		
BRH-2118(L)	12-19-73	Renewal of Lic.			12-1-76
BRSCA-983	12-19-73	Renewal of SCA			" " "
BLH-5962(L)		Lic. (BPH-7957) - Changes			" " "
HAAT: 540' (H&V)		93.3mhz., ERP: 100kw (H&V)			
BALH-2256	5/20/76	Vol ALH & SCA	EFF: 6/15/76		
BASCA-731					
BMLH-540 {L}	6-17-76	ML chg	SL; operate by RC from SL		
BRH-2118(L)	11-23-76	Renewal of License			12-1-79
BRSCA-983		SCA			
BRH790801UN	11-30-79	RENEWAL OF LICENSE			12-1-82
BRSCA790801UN (S)		SUPERSEDED TO SHOW SCA DATE			

FORM BC-121  
AUG. 1955

# APPLICATION RECORD - BROADCASTING

Call **WWLA**  
Letters ~~XXXXXXXXXX~~

Name William E. Bruring and Louise A. Bruring  
La Crosse, Wisconsin (P.O. - 518 State Street, La Crosse, Wisc.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-4120 R.ec'd. Resub. R & F	8-26-63 9-9-63 9-19-63 9-23-63	CP for a new FM broadcast station to be operated on: Frequency 93.3mc CH 227 ERP 50.6kw Type Transmitter Collins 830E-1A TPO 5kw Type antenna Collins 37M-10 (10 sections) HAAT 486.21 feet Trans. location County Hwy F, Grandad Bluff, Township of Medary, Wisconsin Studio location 518 State Street, La Crosse, Wisconsin Remote control point Main Studio	Revised Partnership agreement Percentages  GRANTED	9-16-63  11-27-63
BPH-7875 R&F	6-17-64 6-19-64	Mod of CP (BPH-4120 which auth a new FM B/C station) for ext of comple date from 7-27-64 to 1-27-65.	GRANTED TO	8-13-64 1-27-65

APPLICATION RECORD - BROADCASTING

Call  
Letters W W L A

Name WILLIAM E. BRURING AND LOUISE A. BRURING  
LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-8122 R&F	12-26-64	Modification of CP (BPH-4120 as modified which authorized a new FM broadcast station) for extension of completion date from 1-27-65 to 10-27-65.	GRANTED	1-27-65
	12-29-64		Further ext. not contemplated absent filing of application for site chg to 7-27-65	
BMPH-8372 R&F	6-26-65	Modification of CP (BPH-4120 as modified which authorized a new FM broadcast station) for extension of completion date from 7-27-65 to 12-27-65.	GRANTED	7-21-65
	6-30-65		to	12-27-65
BMPH-8400 Received Resubmitted Filed	6-24-65	Modification of CP (BPH-4120 as modified which authorized a new FM broadcast station) to change ant-trans and studio location to Hixon Rd., Granddad Bluff, La Crosse, Wisc.; delete remote control operation of trans; change type trans (Collins-830P-1A); change type ant (HCA-BF-18A, 8 sections); increase TPO to 8.728kw; increase EHP to 100kw; and increase HAAT to 557'.	<del>Ret'd 7-14-65 re</del>	
	6-30-65		<del>Sect I dated prior</del>	
	7-21-65		<del>to Sect VB.</del>	
	7-23-65		GRANTED	8-20-65

APPLICATION RECORD - BROADCASTING

Call Letters W W L A

Name WILLIAM B. BRURING AND LOUISE A. BRURING  
LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-8595 R&F	11-24-65 11-29-65	Modification of CP (BPH-4120 as modified which authorized a new FM broadcast station) for extension of completion date from 12-27-65 to 6-27-66.	GRANTED	12-28-65
BMPH-8861 R & F	5-27-66 6-2-66	Modification of CP(BPH-4120 as modified which authorized a new FM broadcast station) for extension of completion date from 6-27-66 to 9-27-66.	GRANTED	6-22-66
BMPH-8873 Received Filed	5-27-66 6-2-66 6-17-66	Modification of CP(BPH-4120 as modified which authorized a new FM broadcast station) to change type trans. (Gates FM-10G); and increase TPO to 9.060kw.	GRANTED	6-30-66
BMPH-9039 R&F	9-19-66 9-23-66	Modification of CP(BPH-4120 as mod., which authorized a new FM broadcast station ) for extension of completion date from 9-27-66 to 12-27-66.	GRANTED to	9-30-66 12-27-66



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters ..... W W L A .....Name WILLIAM E. BRURING AND LOUISE A. BRURING  
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3541 R & F	12/19/66 12/23/66	License to cover CP (BPH-4120 as mod.) which auth. a new FM broadcast station, specify type trans. GATES FMS-100.	GRANTED	12-20-67
BSCA-983 R & F #563075 \$30 PRESS:	12-7-69 121-10-69 12-10-69 DEC 19 1969	Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67 kcs.	GRANTED	12-24-69
BRH-2118 BRSCA-983 R & F PN Recd. PRESS	8-31-70 8-28-70 " 9-1-70 "	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-25-70

SEP 17 1970

#5

93.3mc.

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W W L AName William E. Bruring and Louise A. Bruring  
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMSCA-275 R & F #638608 \$50 CODE: 068 PRESS: PN REC'D:	10-19-70 10-21-70 10-21-70  OCT 26 1970	Modification of Subsidiary Communications Authorization to make changes in programming.	GRANTED	12-2-70
BMSCA-307 R & F #049788 \$50 Code 068 Press	3-1-72 3-13-72 3-13-72  MAR 22 1972	Mod. of Subsidiary Communications Authorization to make changes in programming.  Atty---	GRANTED	6-29-72
BPH-7957 R & F #071627 \$50 Code 061 Press REFUNDED \$150	5-5-72 5-9-72 5-9-72  JUL 1 1972	CP to install new trans. (RCA BTF-20E1); install new ant. (RCA BFC-10B, 10 sects. (H&V); chg. TPO; ERP: 100KW (H&V); HAAT: 550' (H&V).	GRANTED	9-11-72

#6

12-1

93.3 mc

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W W L A

FAMILY RADIO, INC.

Name WILLIAM E. BRURING AND LOUISE A. BRURING  
La CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-2118 BRSCA-983 R & F PN Recd. PRESS	8-27-73 " 8-30-73 " <b>SEP 20 1973</b>	RENEWAL OF LICENSE RENEWAL OF SCA AMENDED 11-23-73 re: EEO	GRANTED	12-19-73
BLH-5962 R & F PTA PRESS	9-9-73 9-12-73 9-21-73 <b>OCT 29 1973</b>	Lic.(BPH-7957)-Changes.	GRANTED issued w/renewal	11-7-73
BANH-2256 BASCA-731 R & F FEE ID: \$200 #542952 CODE 047 PN filed	3-1-76 3-15-76 4/5/76	Voluntary assignment of license and SCA to FAMILY RADIO, INC. (SEE OVER) Atty - Fisher, Mayland etc Statement re financing filed 5-12-76	GRANTED EFF: FEE REQ: pd W 583910	5/20/76 6/15/76 6/24/76

RE: DAIH-2256 - Assignee is licensee of WIZM(AM)  
(Art. etc on file)

AUG. 1955

#7

## APPLICATION RECORD - BROADCASTING

93.3mhz.

Call W I Z M-FM  
Letters W. W. L. A.

FAMILY RADIO, INC.

Name WILLIAM E. BRURING AND LOUISE A. BRURING  
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMLH-540 R & F \$562222\$100 Code 001 PRESS	4-27-76 4-30-76 5-3-76  MAY 28 1976	Mod. of license to change studio location to: 2028 County Trunk B, Medary, Wisconsin; operate by remote control from proposed studio site.  Atty: Richard R. Zaragoza (Fisher, Wayland)	GRANTED	6-17-76
BRH-2118 BRSCA-983 R ec B. PN Recd. FILED PRESS	7-16-76 8-6-76 7-30-76 " 8-19-76 SEP 2 1976	RENEWAL OF LICENSE RENEWAL OF SCA  C.M.Harrington, Atty. (Fisher & Cooper)	Granted	11-23-76
BRH790801UN BRSCA " PRESS	AUG 29 1979	Renewal of License (Main, Aux. Trans. & SCA)  Atty.: Kathryn R. Schmeltzer	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.

