

W Q F M



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**



Form RC-126

June 1954

FM

# BROADCASTING STATION LICENSE RECORD

Official No. 866.

Date first licensed 7-17-58

Call letters WQTH

Station location Milwaukee, Wisconsin

Name of licensee SHAMROCK COMMUNICATIONS, INC. LD (3-3-81)  
XSHAMROCK DEVELOPMENT CORPORATION (ALH & CP 3-29-73 EFF: 5-10-73)  
XKOETH BROADCASTING CORPORATION

Transmitter location x 0.3 mi W. of Milw. R and Capitol Dr., Milwaukee, WI. (PH-9-12-80)  
606 W. Wisconsin Avenue, Milwaukee, Wisconsin

Main studio location 606 W. Wisconsin Avenue, Milwaukee, Wisconsin (BSH-3-10-72)  
X4241 North 73rd Street, Milwaukee, Wisconsin (BRCH 9-18-64)  
XSame as xmtr.



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From To
BPH-2286	11-27-57	93.3 mc	30kw	U	1-27-58 7-27-58
		HAAT 190' Ch 227 CP for new FM b/c station			
BLH-1250	7-17-58	Lic. to cover CP(BPH-2286) to 12-1-58.			
BRH-866	8-17-61	renewal of license			8-17 12-1-61
ASCA-342	8-18-61	Subsidiary Communications Authority on (Cond'I) Multiplex Basis (67kcs)			12-1-61
BSCA-342	10-19-61	Mod. SCA to show Composite equipment. 67kc (Cond'1)			12-1-61
	11-29-61	Action on Renewal Deferred.			
BRSCA-342	8-24-62	Subsidiary Communications Authorization on a multiplex basis to			12-1-64
BRH-866	8-24-62	RENEWAL OF LICENSE			8-24- 12-1-64
BRCH-539 (1)	9-18-64	Mod. of license to change studio location to 4241 North 73rd Street, Milwaukee, Wisconsin and operate transmitter by remote control from studio location.			
BRH-866	12-14-64	93.3mc	30 kw	U	12-14-12-1-67
BRSCA-342	12-14-64	RENEWAL OF SCA			
BRH-866(S)	3-26-70	Renewal			12-1-70
BRSCA-342		Renewal of SCA (42kcs)			
BRH-866(S)	12-18-70	Renewal of License & SCA			12-1-73
BRSCA-342					
BSH-866(1)	3-10-72	DELETE REMOTE CONTROL & CHG. Studio loc. to: 606 W. Wisconsin Ave., Milwaukee, Wisconsin.			
EBSA	5-22-72				
BTC-6854	6-27-72	Invol. TC			
BPH-7939	7-6-72	93.3	30kw	U	7-6-73
		Cp chg. trans. & ant.			
BAPLH-150 BASCA-540	3-29-73	VOL ALH & CP			EFF: 5-10-73
BMPH-13802 (1)	7-11-73	MP(BPH-7939) Extension time to			12-6-73



Form BC 126

June 1954

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters **WQFM** .....

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
BRH-866(S) BRSCA-342	11-28-73 11-28-73	RENEWAL RENEWAL	OF SCA		12-1-76
BLH-5963(L) HAAT: 185'(H&V)	1-14-74	Lic.(BPH-7939, 93.3mhz., ERP:	as mod.)-Chgs. 12-1-76 30kw(H&V)		
BPH-9199 HAAT: 210ft.(H&V) (L)	11-5-74	93.3mhz CP. install new ant., chg HAAT & ant sys. (incr. hght.)	ERP: 50kw(H&V) U TPO, ERP,		11-5-75
BLH-6576(L)	3-26-75	Lic.(BPH-9199)-Changes			12-1-76
BRH-866 (L) BRSCA-342	4-18-77	Renewal of License SCA			12-1-79
BRH790730VM(S) BRSCA790730VM	1-15-80	Renewal of License & SCA			12-1-82
BPH791026AF HAAT: 940' (h&v) (L)	9-12-80	93.3mhz. ERP: 14.0kW (h&v) CP to chg TL. & ERP, HAAT.			9-12-81
BLH-801112AG HAAT: 940'(H&V) (L)	1-27-81	93.3mhz ERP: 14kW(H&V) Lic. to cover (BPH-791026 AF) for changes.			12-1-82
LD 11-17-80 (1)	3-3-81	LICENSEE NAME CHANGED			



Aug. 1955

## APPLICATION RECORD - BROADCASTING

Call  
LettersWQFM  
NEW

Name **KOETH BROADCASTING CORPORATION**  
**PO: 4241 N. 73rd St., Milwaukee 16, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
<b>BPH-2286</b> Rec'd Filed	<b>9-30-57</b> <b>10-1-57</b> <b>10-1-57</b>	CP for new FM Broadcast station: Freq. 93.3 mc Ch 227 ERP. 30.1 kw U HAAT. 187' T-L. 606 W. Wisconsin Ave. Milwaukee, Wis. S-L. Same as xmtr.	GRANTED	<b>11-27-57</b> HAAT: 190'
<b>BLM-1250</b> Rec'd Filed	<b>5-28-58</b> <b>5-29-58</b> <b>5-29-58</b>	License to cover c.p. (BPH-2286) which authorized a new FM Broadcast station.	GRANTED	<b>7-17-58</b>
<b>BRH-866</b> Rec'd Filed	<b>11-25-58</b> <b>11-28-58</b> <b>1-16-59</b>	Renewal of License	GRANTED	<b>8-17-61</b>
<b>BSCA-342</b> Rec'd&Filed	<b>5-1-61</b> <b>5-2-61</b>	Subsidiary Communications Authority on a Multiplex Basis(67kcs).	GRANTED (Cond'l re Sect. 3.250)	<b>8-18-61</b>



WE 506-B-2



## APPLICATION RECORD - BROADCASTING

AUG. 1955

#2

Call  
Letters **WQFM**Name **KOETH BROADCASTING CORPORATION**  
**MILWAUKEE, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-866 Rec'd Filed	9-6-61 9-11-61 9-11-61	Renewal of license	GRANTED	8-24-62
BRSCA-342 Rec'd Filed	9-5-61 9-11-61 9-11-61	Renewal of Subsidiary Communications Authorization	GRANTED	8-24-62
BRCH-539 Rec'd Filed	8-31-64 9-1-64 9-15-64	Modification of license to change studio location to 4241 North 73rd Street, Milwaukee, Wisconsin and operate transmitter by remote control from studio location.	GRANTED	9-18-64
BRH-866 Rec'd Filed	10-31-64 11-2-64 11-2-64	RENEWAL OF LICENSE	GRANTED	12-14-64
BRSCA -342 Rec'd Filed	10-31-64 11-2-64 11-2-64	Renewal of Subsidiary Communications Authorization.	GRANTED	12-14-64



FORM BC-121  
Aug. 1955

#3

# APPLICATION RECORD - BROADCASTING

93.3mc

Call  
Letters W Q F M

Name KOETH BROADCASTING CORPORATION  
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRH-866 R & F BRSCA-342 R & F DEC 11 1967	11-27-67 11-28-67 11-27-67 11-28-67	Renewal of license  Renewal of SCA	GRANTED	3-26-70
BRH-866 BRSCA-342 R & F PN Recd. PRESS SEP 24 1970	9-4-70 9-4-70 9-8-70 "	RENEWAL OF LICENSE RENEWAL OF SCA AMENDED 9-10-70 re: program log submitted	GRANTED	12-18-70
BTC-6854 R & F FEE PD: \$250 #068598 CODE 054 (Form 316) MAY 15 1972	4-26-72 5-1-72	Involuntary transfer of control of lic corp from Hugo C. Koeth, Jr., to Marshall & Masley Bank, Personal Representative of the Estate of Hugo C. Koeth, Jr., Deceased, ( Atty - McKenna, Wilkinson & Kittner	GRANTED	6-27-72



# APPLICATION RECORD - BROADCASTING

93.3mc

Call  
Letters W Q F M

SHAMROCK DEVELOPMENT CORPORATION  
Name XKoeth Broadcasting Corporation  
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7939 R & F #081331 \$50 Code 061 Press JUN 19 1972 302	6-5-72 6-9-72 6-9-72	CP to install new trans (CCA FM-25000DS); install new ant. (CCA FMC-HP-4, 4 sects. (H&V)); chg. TPO; ERP: 30KW (H&V); HAAT: 185' (H&V).  Atty: Vernon L. Wilkinson	GRANTED	7-6-72
<del>BPH-150</del> <del>BASCA-540</del> R & F FEE PD: \$1000 #123617 CODE 049 PUB. NOTICE FILED 11-20-72 NOV 1 1972	10-30-72 10-31-72	Voluntary assignment of license and CP (BPH-7939) to SHAMROCK DEVELOPMENT CORPORATION (SEE OVER)  Atty for assignor - McKenna, Wilkinson etc for assignee - E.D. Johnston	GRANTED Req. Grant Fee \$ 8,030.00 fee pd 050 5-16-73 W186100 EFF: 5-10-73	3-29-73
BMPH-13,802 R & F #204145 \$50 Code 068 Press JUL 3 1973	6-21-73 6-22-73 6-22-73	MP (BPH-7939) ext. time to 9-6-73. (For Changes)  Atty: Everett D. Johnston	GRANTED  TO:	7-11-73 12-6-73



BAPLH-150 - Atty Johnson called QSP - will file exhibits  
E, F, G, H, & K (not sub. with application)

ASSIGNEE IS LICENSEE OF FM WDIZ-FM

AMENDED 12-5-72 - financial data; prog. data

AMENDED 12-14-72 re Table I; programming data; equal emplo  
practices

LTR from atty Johnson filed 1-10-73 in reply to informal  
objections

AMENDED 1-29-73 - explanation re programming; legal data  
Statement re programming - filed by Atty Johnson 4-23-73



# APPLICATION RECORD - BROADCASTING

93.3mhz.


Call  
Letters **WQFM**

Name **SHAMROCK DEVELOPMENT CORP.**  
**Milwaukee, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-866 BRSCA-342 R & F PN PRESS	8-24-73 8-24-73 9-4-73 9-4-73 25 SEP 1973	Renewal of License Renewal of SCA  Atty: E. D. Johnston	GRANTED	11-28-73
BLH-5963 Rec'd W 180910-\$50. Amended & F PTA PRESS	4-30-73 5-2-73 5-2-73-AC-068 9-12-73 9-20-73 OCT 29 1973	Lic.(BPH-7939, as mod.) for changes. Everett D. Johnston Atty: <del>McKenna, Wilkinson &amp; Kittner</del> New 302 w/cor. engr. data -new lic. name W 232068-\$50. rec'd 9-12-73 Refunded.	GRANTED	1-14-74
BPH-9199 R & F #354002 \$50 Code 057 Press OCT 31 1974	10-8-74 10-10-74 10-11-74	CP to install new ant. (CCA FMC-HP-6, 6 sects. (H&V); make chg. ant. system (incr. hght.); chg. TPO; ERP: 50KW(H&V); HAAT: 207' (H&V) and chg. coordinates. (43° 2' 21" - 87° 55' 9") Atty: Everett D. Johnston	GRANTED	11-5-74




PHASE 1 REFUND ACTION

TRANS.   
CODE

SW

DATE

80/4/22

AMT. 

10.00

10.00

INITIALS





Call  
Letters **W Q F M**

## SHANROCK DEVELOPMENT CORPORATION

Name  
**Milwaukee, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BLH-6576	1-8-75	Lic.(BPH-9199) - Changes.	GRANTED	3-26-75
R & F	1-20-75			
W 384423-\$50.	1-20-75-057	Atty: Everett D. Johnston		
PTA	1-28-75			
PRESS	FEB 27 1975			
BRH-866	7-9-76	RENEWAL OF LICENSE		
BRSCA-342	8-1-76	RENEWAL OF SCA	Granted	4-18-77
RecdF	7-30-76			
PN Recd.	"			
FILED	8-5-76	E.D. Johnston, Atty.		
PRESS	SEP 23 1976	AMENDED 9-2-76 re: comm. leaders survey		



PHASE 1 REFUND ACTION

TRANS-  
CODE  
5W

DATE  
8/04/22

AMT.  
10.00

INITIALS  
JH



Name: **Shamrock Development Corporation**Station Location: **Milwaukee, Wisconsin**

File No.	Date	Description	Action and Date
BRH790730VM BRSCA PRESS SEP 27 1979		Renewal of License & SCA Atty.: Everett D. Johnston	GRANTED 1-15-80
BPH-791026AF (C) FACCEPTE JUN 13 '80	4-28-80 JUL 25 '80	CP chg TL: 0.3 mi W of Milwaukee R. and Capitol Dr., Milwaukee, Wisconsin; ERP: 14.13KW H&V; HAAT: 942'H&V 43 05 18 87 54 12	GRANTED 9-12-80
BLH-801112AG PTA PRESS NOV 21 1980		License to cover (BPH-791026AF) for changes. Atty: Kenneth E. Satten	GRANTED 1-27-81



## APPLICATION RECORD-BROADCASTING

93.3MHz.

Call Letters: W Q F M

SHAMROCK COMMUNICATIONS, INC.  
Name X SHAMROCK DEVELOPMENT CORPORATION

Station Location: MILWAUKEE, WISCONSIN

File No.	Date	Description	Action and Date
LETTER DATED PRESS (O)	11-17-80 MAR 5 1981	Filed by Robert B. McKenna Request to chg. Name of Licensee to: SHAMROCK COMMUNICATIONS, INC.	GRANTED 3-3-81



## 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.

