

WSW-PM

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CATALOG NO. 4550L 1/5

Form BC 126

June 1954 #1924

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed 11-14-66

Call letters W S W W-FM

Station location Platteville, Wis-
consin

Name of licensee SOUTHWEST WISCONSIN CO., INC.

Transmitter location North 4th Street, 300 feet North of Sylvia Street, Platteville, Wisconsin (BPH-11-29)

Main studio location Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BPH-5081 HAAT: 220' cont '1	11-29-65	99.3mc ch.#257	ERP: 3kw TPO: 820w	Unl.	1-29-66 7-29-66
CP for a new Class A FM broadcast station					
BPH-5081 (1)	12-9-65	Mod. of CP(BPH-5081) to assign call letters W S W W-FM			
BMPH-8705 HAAT: 235' 230' (v) (cond '1)	2-25-66	99.3mc CH#257	ERP: 3kw (h&v) TPO: 2.4kw	Unl.	1-29-66 7-29-66
Mod. of CP(BPH-5081) to change type trans (Gates-FMS-3G); increase length of transmission line; install vertical antenna (Gates-300-3, 3secs) increase TPO and HAAT; operate on a vertical ERP.					
BMPH-8898 (1)	7-18-66	Mod. of CP(BPH-5081 as mod.) for ext. of completion date to			9-15-66
BMPH-8705 HAAT: 235' 230' (V)	2-25-66	99.3mcs CH.#257	ERP: 3kw (H&V) TPO: 2.4kw	Unl.	1-29-66 7-29-66
Superseding Mod. of CP(BPH-5801) to show correct type hor. ant. (Gates FMA-3, 3 secs.) (Cond'1)					
BLH-3365 HAAT: 235'	11-14-66	99.3mcs (H) 230' (V) CH.#257	ERP: 3kw (H&V) TPO: 2.4kw	U	11-14 12-1-67
Lic to cover CP(BPH-5081 as mod.) which auth a new FM broadcast station					
BRH-1924	11-24-67	Renewal of License			12-1 12-1-70
BRH-1924(S)	1-12-71	Renewal			12-1-73
BTC-6659	11-30-71	VOL. TC			
EBSA	5-22-74				
FIRST REPORT & ORDER	Adopted 6-14-72	Eff 3am CST 12-1-73		chg. ch. to #296A, 107.1mhz or earlier at request. #19316 FCC 72-517	
COMTEL	8-24-73	Auth. oper. 107.1mhz pending action lic. appl. to be filed prior to 9-20-73			
BPH-8670	11-30-73	CP chg. freq. 107.1mhz TPO, ant. sys.			11-30-74
BRH-1924(L) BLH-6110	3-8-74	RENEWAL & Modf. 107.1mhz; ERP: 3kw (H&V) HAAT: 235' (H&V) TPO: 2.4kw			12-1-76

BC-126
June 1975

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters W S W W-FM

Station location PLATTEVILLE,
WISCONSIN

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-1924(S)	11-23-76	Renewal of License			12-1-79
BRH790812V(S)	11-30-79	RENEWAL OF LICENSE (Main & Aux. Ant.)			12-1-82

APPLICATION RECORD - BROADCASTING

Call
Letters ~~WISW~~ W S W W-FMName SOUTHWEST WISCONSIN CO., INC.
PLATTEVILLE, WISCONSIN (PO John F. Monroe, Jr., 235 N. Water St., Milwaukee, Wis.)

File No.	Dated	Application for	Action 53202)	
			Nature	Date
BPH-5081 R. & F.	7-31-65 8-5-65	Construction permit for a new FM broadcast station to be operated on: Frequency: 99.3mc CH 257 ERP: 3kw TPO: 0.820kw HAAT: 220' Trans: GATES FM-1C (1kw) Antenna: GATES FMA-5A, 5 sections Trans. Loc: On N. 4th St., 300' N. of Sylvia St. Platteville, Wisconsin Studio Loc: Same as transmitter Atty-Norman E. Jorgensen (Robert A. Woods) Engr.-Charles E. Brennan, Milwaukee, Wisc.	GRANTED cont'l submit 302's Forms for WSWW	11-29-65

Name SOUTHWEST WISCONSIN CO., INC.
PLATTEVILLE, WISCONSIN

File No.	Dated	Application for	ACTION	
			Nature	Date
BMPH-8705 R & F	2-4-66 2-7-66	Modification of CP(BPH-5081 which authorized a new FM broadcast station) to change type trans. (Gates FMS-3G); increase length of transmission line; install vertical ant. (Gates 300-3, 3 sections); increase TPO to 2.40kw; operate on a vertical ERP of 3kw; and increase HAAT to 235 feet. N. E. Jorgensen, Atty. (Krieger & Jorgensen)	GRANTED	2-25-66 condl re W5W4-702
BMPH-8898 R&F	6-27-66 7-1-66	Modification of CP(BPH-5081, as mod., which authorized a new FM broadcast station) for extension of completion date from 7-29-66 to 8-30-66. Attys - Krieger & Jorgensen	GRANTED to	7-18-66 9-15-66

APPLICATION RECORD - BROADCASTING

99.3mc

Call
 Letters WSWW-FM

Name SOUTHWEST WISCONSIN CO., INC.
Platteville, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLH-3365 R & F	7/20/66 7/22/66	Lic. to cover CP (BPH-5081 as mod.) which auth. a new FM broadcast station. Atty: Krieger & Jorgensen	GRANTED	11-14-66
BRH-1924 R & F SEP 19 1967	8-1-67 9-1-67	Renewal of License Atty.: Norman E. Jorgensen	GRANTED	11-24-67
BRH-1924 R & F P.N. OCT 1 1970	8-25-70 9-2-70 9-2-70	Renewal of License AMENDED 11-30-70 re: programming	GRANTED	1-12-71
BTC-6659 R & F FEE PD: \$1000 #026007 CODE 049 (also see AM) SEP 13 1971 Pub. notice filed 9-20-71	8-14-71 8-20-71	Voluntary transfer of control of lic corp from Mrs. John F. Monroe, Margaret M. Zunick, John F. Monroe, Jr., and the Estate of Mary E. Schmitz TO Robert J. Bodden (SEE AM WSWW FOR AMEND ETC) Atty - Benedict P. Cottone	GRANTED	11-30-71 SEE WSWW-AM for req grant fee. Eff: 1-14-72 Grant Fee Paid.

APPLICATION RECORD - BROADCASTING

107.1

Call Letters WSWW-FM

Name SOUTHWEST WISCONSIN CO., INC.
PLATTEVILLE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1924 R & F PN Recd. PRESS	8-17-73 8-31-73 " 87 SEP 1973	RENEWAL OF LICENSE	GRANTED	3-8-74
BPH-8670 R & F #249590 \$50 Code 057 Press	10-29-73 11-6-73 11-8-73 NOV 20 1973	CP to make changes in antenna system and transmitting equipment. Change freq. to 107.1mhz, Ch.296 per Report and Order.	GRANTED Submit 302 for AM	11-30-73
BLH-6110 R & F PTA PRESS	9-18-73 9-24-73 (No Fee Required) 2-19-74 FEB 27 1974	Lic.(BPH-8670)-Changes (Frequency 107.1)	GRANTED (Issued with BRH-1924)	3-8-74
BRH-1924 R & F PN Recd. PRESS	7-26-76 7-29-76 " SEP 23 1976	RENEWAL OF LICENSE	Granted	11-23-76

APPLICATION RECORD BROADCASTING

Call Letters: W S W W - FM

Name: SOUTHWEST WISCONSIN CO., INC.

Station Location: Platteville, Wisconsin

File No.	Date	Description	Action and Date
BRH790801ZV PRESS OCT 11 1979		Renewal of License (Main & Aux. Ant.)	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.

