


W U Q M-FM

 SPERRY RAND

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REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5



Form BC 126  
June 1954

MODULATION  
XWMA-D (EFF: 1-3-77)

FM

# BROADCASTING STATION LICENSE RECORD

# 2712

2-24-76 Authority "on-the-air" identification as: Middleton-Madison, Wisc.

Date first licensed May 23, 1972

Call letters XWMA-D-FM

Station location Middleton, Wisconsin

Name of licensee Hudson Broadcasting Corporation

Transmitter location 615 Forward Dr., Madison, Wisconsin (PH-9-17-69)

near

5024 E. Lucy Road, 0.5 mi. E. of Syene Rd., Madison, Wisconsin (MLH-9-27-74)

Main studio location Same as Transmitter



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div	Period From To
BPH-6750 HAAT: 300' (H&V)	9-17-69	106.3mc	ERP: 3kw (H&V) U ch#292 TPO: 1.90kw CP For New Station		5-17-70
BPH-11,044 (1)	5-19-70	MP(BPH-6750)	ext. time		11-17-70
BPH-11,021 (2)	6-3-70	MP(BPH-6750 as mod) chg. antenna, TPO: 1.45kw; ERP: 1.75kw (H&V); HAAT: 380 feet (H&V) & Qrate by RC			
BPH-6750 (3)	8-3-70	CALL LETTERS ASSIGNED.			
Contel	9-4-70	Temp. Auth locate studio at A studio			thru 12-3-70
Contel	11-30-70	Temp. auth re studio ext.			thru 3-1-71
Contel	3-4-71	Temp. auth. re Studio ext to 6-3-71.			
Contel	6-4-71	Temp. auth. re studio ext. pending submission 302 & 301-A for AM.			
EBSA	5-22-72				
BPH-4927(1) HAAT: 380' (H&V)	5-23-72	Lic(BPH-6750) for new station			12-1-73
		106.3mc ERP: 1.75kw (H&V) TPO: 1.44kw			
BPH-2712(S)	12-12-73	RENEWAL			12-1-76
BPH-8770	2-8-74	CP install aux. trans. 106.3mhz 1.20kw H&V 380' H&V			2-8-75
BPH-6274(L) ERP: 1.2kw (H&V)	8-23-74	Lic.(BPH-8770) new Aux. trans.			12-1-76
BPH-499 (1)	9-27-74	Mod. of Lic. to chg SL			
BPH-1239(2)	12-17-74	Mod of lic to chg RC loc. to SL			
COMTEL	2-24-76	Dual city identification Middleton-Madison, Wisconsin			
BPH-9869 HAAT: 380' (H&V) (L)	5-11-76	106.3MHz ERP: 1.8kw (H&V) U CP chg TPO, ERP, HAAT, Trans & ANT. (RC)			5-11-77
COMTEL	12-7-76	POSTPONEMENT on-air use new call sign (WMAD) thru 1-10-77			
EBSA	1-3-77	issued in new call sign			



BC-126  
June 1975

#2

# BROADCASTING STATION LICENSE RECD

Date first licensed .....

Call letters W M A D

Station location Middleton,  
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-2712(S)	11-15-76	Renewal of License (Main & Auxiliary)			12-1-79
BRH-2712(S)	11-15-76	Superseded to show new Call Sign and add Auxiliary Trans.			12-1-79
EBSA	1-18-78	Chg. Call			
STCH781205EC	12-19-78	VOL. TC	EFF: 1-1-79		
BPH790724UA (S)	11-30-79	RENEWAL OF LICENSE			12-1-82
BLH-7160 HAAT: 330'(H&V) (L)	9-9-80	106.3MHz ERP:1.8kW(H&V) Lic.(BPH-9869) for chgs.			12-1-82



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters NEW FMName Hudson Broadcasting Corporation  
Middleton, Wisconsin (BO c/o Daniel C. Palen, Vice-Pres., Box 4308, Brookwood Station,  
Madison, Wis.)

File No.	Dated	Application for	Nature	Date
BPH-6730	5-7-69	CP for new FM on: 106.3mc. #292 ERP:3kw(h&v)	GRANTED	9-17-69
R & F	5-16-69	HAAT:300' TPO:1.90kw.	<del>EXHIBIT</del>	
#515101 \$75	5-16-69	Trans.:Collins-831D-1; Ant.:Collins-37CD-4,		
PRESS: JUL 1969		4 sections.		
PN REC'D:	6-10-69	TL: 615 Forward Dr., Madison, Wisconsin		
		43° 03' 01" - 89° 29' 15"		
		SL: 0.5 mi. E. of Syene on Lacy Rd., Near		
		Syene, Wisconsin (BC)		
		REQUEST WAIVER OF SECTION 73.210(a)(2) of the		
		COMMISSION'S RULES.		
		Atty.: John L. Tierney (McKenna & Wilkinson		
		Engr.: Robert A. Jones, LaGrange, Illinois		
10-17-69.	PETITION FOR RECONSIDERATION	filed by Lewis H. Goldman behalf Francis X. Mahoney		
	and Associates			



AMENDED 7-8-69 re Engineering heights.

AMENDED 7-24-69 re Withdrawal of request of waiver of Main studio loc. and financial data submitted.

AMENDED 8-1-69 map showing transmitter location.

AMENDED 8-4-69 loan agreement submitted.

Contact:

Daniel C. Falen  
East Lacy Road  
Madison, Wisconsin

Phone: Area 608, 257-2766  
53711



## APPLICATION RECORD - BROADCASTING

W M A D-FM

Call  
Letters

UNASSIGNED

Name **HIDSON BROADCASTING CORPORATION**  
**MIDDLETON, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-11,021 R & F #590711\$30. PRESS:	3-18-70 4-3-70 4-3-70	MP(BPH-6750 as mod) chg. studio & RC location: 0.5 E. of Syene on Lacy Rd, Fitchburg, Wisconsin. Ant(COLLINS-LPC-3, 3 horiz & 3 vert sects). TPO: <del>1.50kw</del> ; ERP: 1.75kw(h&v); HAAT: 380 feet(h&v).  Atty-John L. Tierney(McKenna & Wilkinson	GRANTED	6-3-70
AMENDED	5-19-70	chg. <sup>etc</sup> TPO: 1.44kws; correct transmission line & efficiency.		
BMPH-11,044 R & F #597443\$30. PRESS: <b>MAY 8 1970</b>	4-29-70 4-30-70 4-30-70	MP(BPH-6750 <del>as mod</del> ) ext. time to 11-17-70 (NEW STATION).  Atty-John L. Tierney(McKenna, Jr. & Wilkinson etc).	GRANTED	5-19-70
BLH-4927 Rec'd <sup>AC-165</sup> #631853 \$50. Amended & F PTA PRESS NOV 1 1970 OVER	9-21-70 9-22-70 9-22-70 10-5-70 10-9-70	Lic.(BPH-6750, as mod.) for <u>new</u> FM Broadcast Station. Studio & RC temp. loc. at: Lacy Rd. 1/2 mi. E. of Syene Rd., Syene, Wisc. Sect. II-B, Par. 4 & 5 & engr. data Par. 11, Atty: John L. Tierney(McKenna & Wilkinson)		



BLH-4927 - Amended - 2-22-72 - Studio loc: 615 Forward Drive, Madison, Wisc.



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WMA D-EMName **HUDSON BROADCASTING CORPORATION**  
**MIDDLETON, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-2712 R & F PRESS	8-30-73 8-31-73 SEP 30 1973	Renewal of License  Atty: Edward P. Taptich AMENDED 11-29-73 re: ascertainment of community needs	GRANTED	12-12-73
BPH-8770 R & F #268094 \$50 Code 057 Press	1-3-74 1-11-74 1-14-74 JAN 23 1974	CP to install a new Auxiliary Trans. (ITA FM-1000C); at Main Trans. Loc., to be operated on 106.3mhz #292; TPO: 1KW; ERP: 1.2KW(H&V) and HAAT: 380'(H&V), for Auxiliary purposes only.  Atty: John L. Tierney(McKenna, Wilkinson & Kittner)	GRANTED	2-8-74
BLH-6274 R & F W 311504-\$50. PTA PRESS	5-20-74 6-4-74 6-4-74-057 6-20-74 JUL 10 1974	Lic.(BPH-8770)-New Aux. trans.  Atty: McKenna, Wilkinson & Kittner (Jonathan Schochor)	GRANTED	8-23-74



## APPLICATION RECORD - BROADCASTING

106.3mhz

Call  
Letters WMAD-FMName Hudson Broadcasting Corporation  
Middleton, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMLH-499 R & F #330692 \$50 Code 057 Press	7-26-74 7-30-74 8-1-74 <b>AUG 22 1974</b>	Mod. of license to change studio location outside the city limits to WMAD(AM) Trans. Site: On Lacy Rd., 0.5 mi. E. of Syene, Wisconsin.  Atty: Robert W. Coll(McKenna, Wilkinson & Kittner)	GRANTED	9-27-74
BRCH-1239 Received Filed #371521 \$50 Code 057 PRESS	10-9-74 10-10-74 12-6-74 12-6-74 <b>DEC 17 1974</b>	Mod. of license to change remote control location to the main studio site: 5024 E. Lacy Rd., 0.5 mi. E. of Syene Rd., near Madison, Wisconsin (Main and auxiliary transmitters)  Atty: Steven A. Lerman	GRANTED	12-17-74
Ltr. dated R & F -PRESS- <b>JAN 21 1976</b>	12-29-75 12-29-75	Filed by Steven A. Lerman. Request for Dual City Identification from: Middleton-Madison, Wisconsin	GRANTED	2-24-76



FORM BC-121 <sup>73</sup>  
Aug. 1955

APPLICATION RECORD - BROADCASTING

106.3mhz. W W Q M-FM  
Call **XW M A D**  
Letters **XW M A D-FM**

Name **Hudson Broadcasting Corporation**  
**Middleton, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-9869 R & F #551569\$100 Code 001 PRESS	3-30-76 4-2-76 4-5-76 <b>MAY 3 1976</b>	CP to install new trans. (Collins B31D-1B); install new ant. (Collins LPC-2, 2 sects. (H&V) chg. TPO; chg. ERP: 1.80kw (H&V); chg. HAAT: 375 ft. (H&V)  Atty: Steven A. Lerman (McKenna, Wilkinson, etc.)	GRANTED COND'L	4-11-76
BLH-7160 R & F #607347\$100 PTA PRESS	8-19-76 8-26-76 8-27-76 9-2-76 <b>SEP 27 1976</b>	Lic. (BPH-9869) for changes. SL & RC (per atty.) 5024 East <u>Lacy</u> , near Madison, Wisconsin	GRANTED	9-9-80
BRH-2712 R & F PN Recd. PRESS	7-20-76 7-26-76 " <b>OCT 6 1976</b>	RENEWAL OF LICENSE (Main & Auxiliary)  Steven A. Lerman, Atty.	Granted	11-15-76



APPLICATION RECORD - BROADCASTING

Call  
Letters **W W Q M-FM**

Name **HUDSON BROADCASTING CORPORATION**  
**Middleton, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BTCH781205EC Form 316 (Also see W W Q M) PRESS	12-5-78	Vol. TC of lic corp from James A. McKenna, Jr. to HUDSON COMMUNICATIONS CORPORATION (over) Atty - Steven Lerman (McKenna, Wilkinson, etc)	GRANTED EFF:	12-19-78 1-1-79
BRH 790724 U A PRESS	DEC 15 1978 SEP 7 1979	RENEWAL OF LICENSE	GRANTED	11-30-79



BTCH781205EC Note: Arts of Incorp. and By-laws on file  
with K Q R S (BAL-7484)



## 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.

