

W Z E E



**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1390199**



479

FM BROADCAST  
BROADCASTING STATION LICENSE RECORD

Date first licensed 11-1-49

W Z E E (Eff. 11-4-74)  
Call letters ~~WFOV~~ WMFM 7-15-52  
LOCATION: MADISON, WISCONSIN

Name of licensee

MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC. (ALH & SCA 7-31-74)

EARL W. FESSLER

EFF: 10-1-74

Transmitter location

5727 Tokay Blvd. Madison, Wisconsin (PH 8-23-74)

xxR047 Winnebago St., Madison, Wisconsin

(Dane County)

Main studio location

5721 Tokay Blvd. Madison, Wisconsin (PH 8-23-74)

xxSame



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
Letter	8-16-48	STA to operate WFCW 104.9 MC channel 285, using Collins 731-A Transmitter 250 w. Max. output power at 2047 Winnebago St. Madison, Wis. for purpose providing FM program service, for period 8-16-48 and ending 10-16-48. Sect. 1.261 rules waive same period to permit WFCW to operate minimum schedule 8AM to 2PM Sundays and 4PM to 10PM weekdays. Notify Commission when operation has commenced.			
Telegram	10-5-48	Relet atty. 1. Auth. ext. WFCW period ending 1-16-49 op. 104.9 mcs using Collins 731-A Trans. w/250 w. max. output power & 2-sect. ring ant. mounted w/overall height 166 ft. above ground at 2047 Winnebago St., Madison, Wisc. re FM prog. serv. Op. to be in accordance w/the rules governing FM broadcast stations.			
Telegram	12-8-48	Relet atty. Auth. extended interim operation period ending 1-16-49.			
Telegram	1-3-49	Relet atty. 28. Auth. ext. period ending 4-16-49 op. 104.9 mcs using Collins 731A Trans. w/250 w. max. output power & 2 section ring ant. mounted w/overall height above ground at 2047 Winnebago St., Madison, Wisc. re FM prog. serv.			
BPH-1430 C.P. issued	2-9-49	104.9	930 w	100 ft.	By 4-9-49 To 10-9-49
Telegram	4-15-49	Retel 14. Auth. ext. period ending 10-9-49 op. using fac. spec. in BPH-1430 except ant. is 2 ring re FM prog. serv.			
Telegram	4-21-49	Retel 19. Auth. mod. period ending 10-9-49 op. using fac. spec. in BPH-1430 re FM prog. serv.			
BPH-556	11-1-51	Lic. to cover BPH-1430			



B S 2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ~~WJCH~~ WJCH FM

Name of licensee EARL W. FETSLER .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Telegram 8-29-51 Relet Engr. 29- Auth. granted, period ending 2-29-52 oper. 104.9 MCs. using Collins 731-A trans. power 125 watts & Collins 3745 antenna mounted 166 ft. & v. ground at present WFOV site. If necessary, may remain silent 10 days to install Collins 3745 antenna. To provide RI 2/C per.					
BRH-479	8-29-51	Renewal of license to			12-1-52
Telegram 10-26-51 Relet Engr. 26- Interim Auth. granted period 90 days, operate 104.9 mcs. using Collins 731-A transmitter with 250 watt power and bottom four bays of Collins 3745 antenna 110 ft. dv. ground at present site.					
Telegram 12-9-51 Relet Atty 4- Auth. granted period 60 days oper. facilities in BPH-1682 except with trans. power of 250 watts pending req. of trans. for 1 kw operation					
BPH-1682	11-29-51	104.1	7.5 kw.	U	By 1-29-52
CP make changes		Ch. 281	Terr: 80 ft.		To 7-29-52
Telegram 2-7-52- Relet 6- Auth. extended period 60 days from date oper. equip. specified in BPH-1682-500 W. power					
Telegram 4-9-52 Relet Atty 3- Interim Auth. extended, period ending 60 days from date. Oper. accord BPH1682-Power 500 watt					
Telegram 4-23-52 Auth. granted operate period 60 days from date equipment in BPH-1682 Including TPO of 1000 watts.					
Telegram 6-20-52 Relet 19- Auth. extended period ending 7-29-52 operate facil. in BPH-1682. Pending submis. of license					
BLH-847	8-13-52	License to cover C.P. to			12-1-52 L
BRH-479	11-13-52	Renewal of license to			12-1-55 S
BRH-479	11-9-55	Renewal of license to			12-1-58 S
BSCA-130	10-1-58	Subsidiary Communications Authorization on a Multiplex Basis to			12-1-58.
BRH-479	11-19-58	Renewal of license to			12-1-61
BSCA-130	12-10-58	Subsidiary Communications Authorization on a Multiplex Basis to			12-1-61
	11-29-61	Action on Renewal Deferred.			
BRH-479	12-12-61	Renewal of license			12-12 12-1-64
BSCA-388	5-28-62	Subsidiary Communications Authorization on 67 kilocycles.			12-1-64
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Form BC 126

June 1954

CARD#3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W M F M

Station location MADISON, WISCONSIN

Name of licensee EARL W. FESSLER

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BRH-479 & BRSCA-388	12-14-64	Renewal of License and SCA			12-14-64 12-1-67
BPH-4682 HAAT: 84'	1-13-65	104.1mc ERP: 38kw Ch. #281 TPO: 5kw CP to install new trans. (Gates FM-5C); and incr. TPO, ERP & HAAT.		Unl.	3-13-65 9-13-65
BLH-2940 HAAT: 84'	10-11-65	104.1mc ERP: 38kw CH. #281 TPO: 5kw Lic to cover CP(BPH-4682) which auth in- stall new trans and incr TPO, ERP & HAAT & specify trans as (GATES, FMS-7-5G)		U	10-11 12-1-67
BPH-5177 HAAT: 84'	11-24-65	104.1mc. ERP: 50kw. Unl. ch. #281 TPO: 6.5 kw. CP to increase TPO and incr ERP:			1-24-66 7-24-66
BLH-3130 (1)	3-28-66	Mod. of lic to cover CP(BPH-5177) which auth incr TPO & ERP.			
BRH-479 BRSCA-388	11-24-67	104.1mc 50kw Renewal of SCA		Unl.	12-1 12-1-70 12-1 12-1-70
BRH-479 BRSCA-388	11-25-70	RENEWAL OF LICENSE RENEWAL OF SCA			12-1-73
EBSA	5-22-72				
BRH-479(S) BRSCA-388	11-28-73 11-28-73	RENEWAL RENEWAL OF SCA			12-1-76
BALH-1965 & BASCA-623	7-31-74	VOL AL. EFF: 10-1-74			
BPH-8833 HAAT: 1120 ft(H&V)	8-23-74	104.1mbz ERP: 6.3kw(H&V) CP chg TL, SL, operate RC from TL, install new ant., chg ant sys(incr ht) chg ERP, and HAAT, chg coordinates.			8-23-75
BPH-8833(1)	11-4-74	ML to change call letters			
BSH-479(1)	11-4-74	ML to change call letters			
EBSA	11-4-74				
BLH-6563(L)	3-11-75	Lic.(BPH-8833, as mod.)-Changes.			12-1-76
BRH-479(S) BRSCA-388	11-17-76 "	Renewal of license Renewal of SCA			12-1-79 "



BC-126  
June 1975

#4

FM

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WZEE .....

Station location .....

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
LTR.	3-21-77	Collins	830E-1B	now installed	
LTR.	10-25-78	SUPERSEDED ABOVE 10-25-78 chg. RC to AM Studio Location: 5721 Tokay Blvd. Madison, Wis.			
Appl.	11-15-78	2nd RC	4039 E. Tower Rd.	McFarland,	Wisc.
BRH 790725 UN	11-30-79	RENEWAL OF LICENSE &			
BRSCA " (L)			SCA		12-1-82
SUPERSEDED ABOVE	4-30-80	RE REMOTE CONTROL POINTS			12-1-82



## APPLICATION RECORD - BROADCASTING

FM (CLASS A)

Call

WMFM

Letters

~~WM FM~~Name **EARL W. FESSLER**

(P. O. 1970 East Washington Avenue, Madison, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
EPH-1430 Rec'd. Filed	3-15-48	2047 Winnebago St. Madison, Wisc. Application for Construction permit for new FM broadcast station (Class A) to be operated on Frequency: 104.9 Mcs. Channel 285 Effective Radiated Power: 536 watts Transmitter: 2047 Winnebago Street, Madison, Wisconsin (Collins 731A Max. 250 watts) Studio: Same. Engr. info. recd. 7-2-48 supplying graph <sup>s</sup> & maps, specifying antenna height above average terrain. Engr. info. recd. 12-31-48 changing ERP; & make changes in antenna system.	GRANTED 5-12-48 for a Class A station, Proposed frequency 104.9 Mcs. Channel 285.	CONDITIONALLY
	4-14-48			
	4-14-48			
	4-14-48			
BLH-556 Recd. Filed	9-29-49	License to cover C. P. (EPH-1430) which authorized a new FM station.	C.P. issued	2-9-49
	10- 5-49		Expires	10-9-49
	10- 5-49		Mailed	3-7-49
BRH-479 REC'D & Filed	6-27-51	Renewal of license	GRANTED	11-1-49
	6-28-51			
			GRANTED	8-29-51



Engineer: John Creutz



## APPLICATION RECORD - BROADCASTING

Call  
Letters ~~WMPH~~ **WMFM**Name **EARL W. FESSLER**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-1682 Recd. & Filed	3-26-51 4-2-51	Construction permit to make changes in existing FM B/c. station, change class station from A to B, frequency from 104.9 mcs. Ch285 to 105.9 mcs. Ch#290, ERP from 0.93 kw. to 8.01 kw., transmitter to COLLINS 732-A, Mod. 1 kw., reduce ant. ht. above average terr: from 100 ft. to 84.5 ft. & make changes in antenna system.	GRANTED	11-29-51 ERP: 7.5 kw. Ant. ht. abv. aver. terr: 80 ft.
AMENDED Recd. & Filed	7-5-51 7-12-51	Amended to change frequency from 105.9 mcs. Ch#290 to 104.1 mcs. Ch# 281.		
BLH-847 Recd. Fil d	7-15-52 7-18-52 7-18-52	License to cover construction permit (BPH-1682) which authorized changes in existing FM station.	GRANTED	8-13-52







AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters **WMFM**Name **EARL W. FESSLER**

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-130 Rec'd Filed	8-6-58 8-8-58 8-8-58	Request to establish a Subsidiary Communications Service to be operated on Multiplex basis.	GRANTED	10-1-58
Amendment Rec'd&Filed	8-27-58 8-29-58	Amended to specify sub-carrier frequency as 41kc and 67kc and specify type equipment to be used.		
BRH-479 Recd Filed	9-2-58 9-3-58 9-3-58	Renewal of license	GRANTED	11-19-58
BRSCA-130 Recd&Filed	11-21-58 11-24-58	Renewal of license of Sub.Comm.Service	GRANTED	11-19-58



AUG. 1955

## APPLICATION RECORD - BROADCASTING

Call  
Letters

W H F M

#5

Name EARL W. FESSLER  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRH-479 Rec'd Filed	8-31-61 9-5-61 9-5-61	Renewal of license	GRANTED	12-12-61
BSCA-388 R & F	2-5-62 2-7-62	Request for Subsidiary Communications Authority on 67kc.	GRANTED	5-28-62
BPH- received	10-1-63 10-9-63	CP to incr ERP from 7.5 to 40kw, incr TPO from 1 to 5kw & install new trans (GATES-FM-5C).	Ret'd	10-25-63 re: not in compli Comm Rules.
BRSCA-388 R & F	8/28/64 9/2/64	Renewal of license. <i>See</i>	GRANTED	12-14-64
BRH-479 R & F	8/28/64 9/2/64	Renewal of license.	GRANTED	12-14-64
BPH-4682 R & F	11-20-64 11-23-64	Construction permit to increase ERP to 40kw; install new trans (GATES-FM-5C); and increase TPO to 5kw.	GRANTED	1-13-65



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters

WMFM

Name **EARL W. FESSLER**  
**MADISON, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BLH-2940 Received Filed	7-17-65 7-20-65 7-23-65	License to cover CP (BPH-4682) which authorized install new trans and increase TFO, ERP, and HAAT; and specify trans as (Gates-FMS-7.5G).	GRANTED	10-11-65
BPH-5177 R&F	11-1-65 11-4-65	Construction permit to increase TFO to 6.576kw and increase ERP to 50kw.	GRANTED	11-24-65
BLH-3130 R & F	12/3/65 12/6/65	Lic. to cover CP (BPH-5177) which auth. incr. TPO& ERP.	GRANTED	3-28-66
BPH-479 R & F	8-30-67 9-1-67	Renewal of license.	GRANTED	11-24-67
BRSCA-388 Received Filed	8-30-67 9-1-67 9-19-67	Renewal of SCA.	GRANTED	11-24-67

SEP 25 1967



Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.

Call  
Letters W M F MName **EARL W. FESSLER**  
**MADISON, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-479 BRSCA-388 R & F PN Recd. PRESS <b>OCT 5 1970</b>	8-31-70 " 9-3-70	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-25-70
BRH-479 BRSCA-388 RPN Recd PN Recd. PRESS	8-14-73 " 8-16-73 " 17 SEP 1973	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-28-73
BALH-1965 BASCA-623 R & F FEE PD: \$1000 #278294 CODE 049 PUB. NOTICE	2-8-74 2-12-74 3-11-74	Voluntary assignment of license and SCA to MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC. (SEE OVER) Atty - Dow, Lohnes & Albertson PETITION TO DENY FILED 4-8-74 by Attys Arent, Fox etc on behalf of Community Service Radio, Inc.	GRANTED GRANT FEE: \$5500.00 EFF: 10-1-74 050 PD 10-15-74 W 354424	7-31-74



RE: BAIH-1965 - Assignee is licensee of AM WTSO, Madison, W

REPLY TO PETITION TO DENY FILED 4-23-74

AMENDED 5-31-74 - statement re cost of pending CP; & re  
programming



# APPLICATION RECORD - BROADCASTING

104.1mhz

Call **W Z E E**  
Letters **K W M F M**

**MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.**

Name **Earl W. Fessler**  
**Madison, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8833 R & F #278293 \$50 Code 057 Press	2-12-74 2-12-74 2-13-74 MAR 19 1974	CP to chg. TL to WKOW-TV Site: 5727 Tokay Blvd., Madison, Wisconsin; chg. SL to WTSO(AM) Studio Site: 5721 Tokay Blvd., Madison, Wisconsin; operate by RC from WTSO(AM) Trans. Site: Town of Dunn, Wisconsin; install new ant. (RCA BFC-4, 4 sects. (H&V); make chg. ant system (incr. hght.); -chg. TPO; ERP: 6.25KW (H&V) and HAAT: 1137' (H&V). (43° 03' 09" - 89° 28' 41.6")  Atty: Jon H. Marple(Dow, Lohnes & Albertson) Engr. Data: Chg. trans. (Gates FM-7.5G); chg. TPO and HAAT: 1124' (H&V).	GRANTED	8-23-74
AMENDED Press	4-4-74- APR 26 1974			
BLH-6563 Rec'd W 379933-\$50. Amend. & F PTA PRESS	11-29-74 1-7-75 1-7-75-057 1-22-75 1-28-75 1975	Lic.(BPH-8833, as mod.) for changes.  Atty: Dow, Lohnes & Albertson(J. H. Marple) enr. data	GRANTED	3-11-75



## APPLICATION RECORD - BROADCASTING

104.1 mhz

Call  
Letters **W Z E E**Name **MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.**  
**MADISON, WISCONSIN**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-479 BRSCA-388 R & F PN Recd. PRESS	7-7-76 " 8-2-76 <b>AUG 27 1976</b>	RENEWAL OF LICENSE RENEWAL OF SCA Chas. J. McKerns, Atty.	GRANTED	11-17-76
781115AI PRESS		Modification of License to operate Transmitter by Remote Control from AM Transmitter Site: 4039 E. Tower Road, McFarland, Wisconsin (SECOND REMOTE CONTROL POINT).	Treated as informal notification.	
BRH790725UN BRSCA790725UN PRESS	<b>SEP 21 1979</b>	Renewal of License Renewal of SCA Atty. Michael J. McCarthy	GRANTED	11-30-79
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## 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.

