

W A O W

PROG. TEST AUTH. 5-6-65 began 5-7-65

COMM. TV

Form BC 126

June 1954

OFFICIAL NO. 666

BROADCASTING STATION LICENSE RECORD

9

Date first licensed January 13, 1970

Call letters WACW-TV (9-18-64)
~~X W C W T~~

Station location Wausau, Wisconsin

LIBERTY TELEVISION, INC. (AL 9-20-78; Eff: 11/30/78)

X HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN (BALCT-398 9-9-70 EFF: 10-29-70)

X MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC. (BAPCT-355 1-27-65 EFF: 1-28-65)

X MIDCONTINENT BROADCASTING CO. (BAPCT-317 7-24-64 EFF: 8-21-64,)

Name of licensee XCENTRAL WISCONSIN TELEVISION, INC.



4 miles SW of Wausau, Rib Mountain State Park, Wisconsin (BMPCT-5955 11-12-64)

Transmitter location 3.3 miles NNE of Kalinke, near Kalinke, Wisconsin

1908 Grand Avenue, Wausau, Wisconsin (BMPCT-6043, 12-17-64)

Main Studio Location X To be determined, Wausau, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. NO.	DATE ISSUED	FREQ.	ERP POWER	TIME DIV.	PERIOD FROM TO
BPCT-2738 AH: 1020'	9-8-61	CH #9 186-192	V-316 kw A-158 kw	U	11-8-61 5-8-62
DOCKET # 13688 MSL: 2486 feet CP for a NEW Comm. TV B/C Station.					
BMPCT-5739 AH: 1020' MSL: 2486'	7-24-64	CH. 9 186-192	V-316 kw A-158 kw	U	11-8-61 2-21-65
Mod. of CP (BPCT-2738, which auth. a new sta.) to extend comp.					
BAPCT-317 EFF: 8-21-64	7-24-64	Voluntary assignment of construction permit to Midcontinent Broadcasting Co.			
BMPCT-5955* AH: 990' MSL: 2549'	11-12-64	CH. 9 186-192	V. 204 kw A. 20.4 kw	DA U	1-12-65 7-12-65
Mod. CP (BPCT-2738, which auth. a new station) to chg. TL, antenna, AH, system, transmitters.					
*MEMO OPINION & ORDER ADOPTED CONDITIONAL BASIS.					
BMPCT-6043 AH: 990' MSL: 2549'	12-17-64	CH. #9 186-192	V-204kw A-20.4kw	DA U	1-12-65 7-12-65
Mod. of CP (BPCT-2738, as mod.) to chg Aural ERP; chg. type of trans. & specify main studio location					
BAPCT-355 EFF: 1-28-65	1-27-65	Voluntary assignment of construction permit to Midcontinent Broadcasting Co. of Wisconsin, Inc.			
WIRE 5-6-65 RE TENDERED LICENSE APPL., AUTH. GR. OPER. WAOW-TV ON PRG. TEST ACCORD. SEC 73.629 RULES & CP BMPCT-6043. ADV. WHEN OPER. COMM.::: BEGAN 5-7-65					
BLCT-1473 AH: 990' MSL: 2549'	1-13-70	Ch-9 186-192mcs	V-204kw A-20.4kw	DA Unl.	12-1-70
Lic. (BPCT-2738 as mod.) for new station.					
BALCT-398	9-9-70	Vol. A/L.			
BRCT-666	11-25-70	(L) RENEWAL OF LICENSE			12-1-73
EBSA	5-15-72				
BRCT-666 ³	11-14-74	Renewal of license (S)			12-1-76
BPCT-4608 AH: 1210' MSL: 2549.3	2-26-75	Ch. 9 186-192	V. 166 kW A. 33.1 kW	DA U	4-26-75 8-26-76
CP to chg ERP, HAAT, and ant.					

Form BC 126
June 1954

#2

COMMERCIAL TELEVISION

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WAOW-TV

Station location

Name of licensee HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
WIRE	9-9-75	Pend. completion construction and filing lic. appl., auth. grtd. WAOW-TV install and operate tracor model 6500 precise freq. control unit specified in CP BPCT-4608 temp. per. end. 12-8-75.			
WIRE	10-8-75	Pend. fil. lic. appl. auth. grtd. oper WAOW-TV temp. per. end. 12-8-75 accord. CB BPCT-4608			
WIRE	12-2-75	Re tendered lic. appl., auth. grtd. oper WAOW-TV on program test accord. Sect. 73.629 rules and CP BPCT-4608.			
BLCT-2461	3-31-76	Ch. 9	V. 178 kW DA		12-1-76
AH: 1210' MSL: 2549.3' 186-192 A. 35.5 kW DA Lic(BPCT-4608) for chgs.					
BRCT-666	11-30-76	Renewal of license (S)			12-1-79
BALCT-78072	11C 9-20-78	Vol. AL			
BRCT-790801KP	11-30-79	RENEWAL OF LICENSE (S)			12-1-82
BRCT-790801KP CORRECT	11-30-79	RENEWAL OF LICENSE (S) SUPERSEDE PREVIOUS AUTH. TV SHOW CALL SIGN.			12-1-82

APPLICATION RECORD - BROADCASTING

Comm TV B/C

FORM BC-121

AUG 1955

Call
Letters NEW-W C W TName CENTRAL WISCONSIN TELEVISION, INC.
(§ William F. Krueger, 408 third Street, Wausau, Wisc.)Station location: Wausau, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-2738 R & F	12-24-59	CP for a new Comm TV B/C station Freq: Ch #9, 186-192 Mcs. ERP: Vis. 316 kw, Aur. 158 kw Hours of operation: Unlimited Station location: Wausau, Wisc. S-L: To be determined, Wausau, Wisc. T-L: 1.5 miles NE of Rosholt, near Rosholt, Wisconsin (Vis & Aur. RCA TT30AH) (1057') Frank U. Fletcher, Atty. John Creutz, Engr.	GRANTED DOCKET # 13688	9-8-61
	12-29-59			
Amended R & F	5-19-60 5-24-60	Amended to specify type of transmitters as Vis & Aur. RCA TT-50 AH, and furnish amended Articles of incorporation. Filed by Edward F. Kenehan		
AMENDED Received Supplement Received Both filed	12-23-60 1-12-61 2-22-61 2-24-61 6-7-61	Amended to change transmitter location from 1.5 mi. NE of Rosholt, Wisconsin to 3.3 miles NNE of Kalinke, Wisconsin; make changes in antenna system, and change antenna height above average terrain to 1017 feet.		

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call WAOH-TV (9-18-64)
Letters W C W T

MIDCONTINENT BROADCASTING CO. (7-24-64)

Name CENTRAL WISCONSIN TELEVISION, INC.
Wausau, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAPCT-317 R & F	3-6-62 3-13-62	Voluntary assignment of construction permit to Midcontinent Broadcasting Co. Filed by Clair L. Stout, Atty.	GRANTED in Docket #14934 EFF: 8-21-64	7-24-64 Decision
BMPCT-5739 Recd. & Filed	4-5-62 4-9-62	Mod. of CP (BPCT-2738, which authorized a new Comm. TV B/C Station) to extend completion date from 5-8-62 to 11-8-62. Edward F. Kenehan, Atty.	GRANTED IN DOCKET 14933	7-24-64 DECISION
BMPCT-5955 Recd. & Filed	3-13-64 3-17-64	Mod. of CP (BPCT-2738, which authorized a new Comm. TV B/C Station) to change transmitter location from 3.3 miles NNE of Kalinke, Wisconsin to Rib Hill State Park, 4 miles SW of Wausau, Wisconsin; change type transmitters to RSA ET-25 EH ; type of antenna to RCA Special 18 Superturnstile; make changes in antenna system and antenna height above average terrain to 1209 feet. (REQUEST WAIVER OF SECTION 73.610 OF COM'S RULES)	GRANTED OPINION AND ORDER ADOPTED ON CONDITIONAL BASIS Also gr. Waiver of Section 73.610(a) of Comm. Rules SEE BACK OF CARD FOR CONDITIONS.	11-12-64 MEMO

Spearman & Koberson, Attorneys
Creutz & Snowberger, Engrs

5. Antenna:

Horizontal field pattern: Directional, with minimum radiation of 17.1 dbk (51.3 kw) at azimuths of 245 and 295 degrees true, and maximum radiation of 25 dbk (316 kw) at azimuths of 0, 45, 90, 135 and 180 degrees true.

CONDITIONS

Subject to the following conditions:

1. The maximum visual radiated power in the direction of Station KMSP-TV, Minneapolis, Minnesota, at an azimuth of 270 degrees true, shall not exceed 20.6 dbk (115 kw).
2. The application for license shall include the following:
 - (a) Horizontal plane radiation pattern based on measurements performed by the manufacturer for the specific antenna specified herein prior to its installation.
 - (b) Vertical radiation patterns obtained from measurements performed by the manufacturer for the specific antenna specified herein prior to its installation for at least the azimuth toward Station KMSP-TV.
 - (c) A description by the manufacturer of the method employed to obtain the antenna field measurements and the antenna gain rating.
 - (d) An affidavit by a qualified and licensed surveyor that the proper azimuthal orientation to achieve the radiation limitations prescribed above for Station KMSP-TV was established at the time of the antenna installation.
3. Because of the proposed proximity of the WAOW-TV antenna system to the existing WSAU-TV antenna system, the construction authorized herein is subject to the condition that appropriate precautions shall be taken to prevent interaction with the WSAU-TV antenna. Any necessary corrective measures shall be taken in the event such interaction should occur during construction or operation of the WAOW-TV antenna system.

AUG. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

Call WACW-TV(9-18-64)
Letters X W C N T

MIDCONTINENT BROADCASTING CO.
Name CENTRAL WISCONSIN TELEVISION, INC.
Wausau, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
EMPCT-5955 cont'd				
AMENDED	7-10-64	Amended to show type of antenna as-RCA,	GRANTED	11-12-64
Rec. & filed	7-15-64	TF-18AH(S) and make changes in vertical patterns of antenna.	See Card	12.
AMENDED	8-6-64	Amended to change name to Midcontinent		
R & F	8-12-64	Broadcasting Co.		
AMENDED	9-11-64	Amended to change type of antenna to G. E.		
R & F	9-11-64	TY-95-B; make changes in antenna structure and antenna height above average terrain to 993 feet.		
AMENDED	10-25-64	Amended to modify the antenna system to		
R & F	10-26-64	Directional and change type transmitters to RCA TT-35CH.		
-----	-----	-----	-----	-----
EMPCT- 6043	12-8-64	Mod. of CP (BPCT-2738, as mod., which auth.	GRANTED	12-17-64
R & F	12-9-64	a new Comm. TV station) to change Aural ERP to 20.3 kw; change type of transmitters to G.E. TT51-B(Vis.), G.E.TT50-B(Aur.); and specify main studio location as 1908 Grand Avenue, Wausau, Wisconsin.	SAME COND.	AS EMPCT-5955
		Dow, Lohnes & Albertson atty's		

FORM BC-121

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters WAUW-TV

MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC. (1-27-65)

Name MIDCONTINENT BROADCASTING CO.CH. 9 WAUSAU, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BAPCT-355 Recd. & Filed	12-28-64 1-5-65	Voluntary assignment of construction permit to Midcontinent Broadcasting Co. of Wisconsin, Inc. L. Adrian Roberts, Atty. (DOW, LOHNES, ALBERTSON)	GRANTED EFF: 1-	1-27-65 28-65
BLCT-1473 Recd. & filed	5-1-65 5-3-65	License to cover CP (BAPCT-2738, as mod.), which authorized a new Commercial Television Broadcast Station. L. Adrian Roberts, Atty. (DOW, LOHNES, ALBERTSON)	GRANTED	1-13-70
BALCT-398 R & F #566904 \$150 PRESS: PN REC'D:	12-19-69 1-2-70 1-2-70 JAN 15 1970 1-28-70	Voluntary assignment of license to Horizons Communications Corporation of Wisconsin. Attys.: Charles J. McKerns (Dow, Lohnes and Albertson) (Assignor) Robert A. Marmet (Assignee) AMENDED 2-16-70 re Exh. 6, sales agreement. Amended 3-4-70 re financial AMENDEDZ 3-24-70 re financial SEE OVER	GRANTED EFF: COMMISSION ACTION	9-9-70 10-29-70
Engr. data filed	7-1-70			

BALCT-398

Amended 6-9-70 re Exh. No. 6 "Amendment to Agreement"

Amended 8-14-70 re new stockholders in the parent company, Horizons Communications Corp.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

COMM. TV

Call
Letters ...WAOW-TV.....

HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN

Name MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.
CH. 9 WAUSAU, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
ENGR. DATA FILED	7-8-70		GRANTED	11-25-70
BRCT-666	8-17-70	RENEWAL OF LICENSE		
Rec. & filed	9-1-70	Charles McKerns (Dow, Lohnes & Albertson)		
PN Recd.	9-1-70	Amended 10-30--70 re name		
PRESS	SEP 1 1970			
ROBERT A. MARMET (MARMET & WEBSTER) represents WAOW-TV per ltr. 3-11-71				
BPCT-4608	4-19-73	CP to chg. ERP VIS 316kW; Aur. 39.0kW; chg.	GRANTED	2-26-75
R & F	4-24-73	HAAT 1210 ft. and make chgs. in type ant.		
#177859 \$50	4-24-73	RCA TF-18AH(s)		
AC: 062		See Card#6 for Amendments		
PRESS:	MAY 21 1973	Atty: Gordon R. Malick	Prehearing letter	
		Amended 5-4-73 re agreement on tower site	adopted 7-9-74	
BRCT-666	8-21-73	RENEWAL OF LICENSE	GRANTED	11-14-74
R&F	8-31-73	Atty: Gordon R. Malick		
PN REC'D	8-31-73	Amended 12-21-73 re equal employment		
PRESS:				

BPCT-4608 ltr. 6-13-73 from Covington and Burling requesting Commission withhold action on application pending receipt of comments from MST.

OBJECTIONS OF ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC filed 6-28-73 by MST

MOTION FOR EXTENSION OF TIME filed 7-10-73 by Daniel Toohey on behalf of Wisconsin (ECB)

MOTION FOR EXTENSION OF TIME filed 8-8-73 by Gordon Malick on behalf of WAOW-TV
STATEMENT OF FORWARD COMMUNICATIONS CORPORATION filed 8-20-73 by Thomas N. Frohock on behalf of Forward Communications Corporation

REPLY TO OBJECTIONS OF ASSOCIATION OF MAXIMUM SERVICE TELECASTERS, INC. filed 8-20-73 by

Robert Marmet on behalf of Horizons Communications corporation Wisconsin
ERRATUM TO REPLY filed 8-28-73 by Gordon Malick on behalf of Horizons Comm. Corp. of Wisc.

MST'S REPLY filed 9-14-73 by Jonathan Blake on behalf of The Association of Maximum Service Telecasters, Inc.

PETITION FOR LEAVE TO FILE ADDITIONAL COMMENTS filed 11-28-73 by Robert Marmet on behalf of Horizons Communications Corporation of Wisconsin

COMMENTS OF HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN filed 11-28-73 by Robert Marmet on behalf of Horizons Communications corporation of Wisconsin

Ltr. 12-7-73 from Jonathan D. Blake on behalf of The Association of Maximum Service Telecasters, Inc. requesting opportunity to respond.

MST'S RESPONSE TO HORIZONS' COMMENTS filed 12-14-73 by Donald Harrison on behalf of Association of Maximum Service Telecasters, Inc.

Ltr. 9-10-74 from Robert A. Marmet on behalf of WAOW-TV requesting extn. to 10-18-74 to reply to Comm. ltr. of 7-9-74 - to Jeff Bentley 9-12-74.

Form BC-121 CARD#6
September 1969

APPLICATION RECORD - BROADCASTING

COMMERCIAL TV

Call
Letters WAOW-TV

Name HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN
CH-9 WAUSAU, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4608 CONTINUED AMENDMENT R & F PRESS:	11-4-74 11-11-74 DEC 11 1974	Re chg. ERP to Vis. 167kW(H)RMS, Aur. 33.3kW (H)RMS; make chgs. in ant. sys.		
BLCT-2461 R & F #492256 \$100. AC: 001 PRESS:	10-22-75 10-29-75 10-29-75 22 JAN 1976	License to cover (BPCT-4608) for changes. Atty: Robert A. Marmet (Marmet Professional Corporation)	GRANTED	3-31-76
BRCT-666 R&F	7-20-76 7-30-76	RENEWAL OF LICENSE Atty.: Harold K. McCombs, Jr. (Marmet Professional Corporation)	GRANTED	11-30-76
PN RECD PRESS	10-29-76 25 AUG 1976	(Contours filed, Annual report filed) 323 filed with WKOW-TV AMENDED 11-23-76 re revised exhibit "5"		

Form BC-121

May 1975

APPLICATION RECORD - BROADCASTING

Call
Letters WAOW-TV

LIBERTY TELEVISION, INC.

Name XHORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN
Ch-9 WAUSAU, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BALCT780721IC R&F PN RECD PRESS (Form 314)	7-17-78 7-21-78 8-22-78 JUL 25 1978	Voluntary assignment of license to Liberty Television, Inc. Attys.: Assignor-Robert Marmet Assignee-Howard J. Braun Amended 9-5-78 re financial & legal Amended 9-6-78 re financial & legal	GRANTED EFF:	9-20-78 11/30/78
BRCT- 790801KP R & F PN REC'D PRESS	7-10-79 8-1-79 8-22-79 79 08 28	RENEWAL OF LICENSE ATTY: EDWARD J. BRAUM {FLY, SHEBRUK}	<i>g</i> GRANTED	<i>11-30-79</i> 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 radio 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.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. 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 television station history.

