

WEAU-TV



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1890189**

B-5

CARD # 1

## BROADCASTING STATION LICENSE RECORD COMMERCIAL TV B/C

FIRST C.O. 12-9-53 (Started 12-23-53)

Date first licensed 2-23-55 (Off. No. 129)

|       |
|-------|
| CH 13 |
|-------|

Call letters WEAU-TV

(Sta. Loc. Eau Claire, Wisconsin)

WEAU, INC. (BMLCT-648-Gr. 3-30-67)

X POST BROADCASTING CORPORATION (BALOT-182 5-16-62 EFF: 5-17-62)

Name of licensee X CENTRAL BROADCASTING COMPANY

4.5 miles north of Fairchild on County Road "H", Near Fairchild, Wisconsin (EMPCT-6001 5-25-65)

x 1907 South Hastings Way, Eau Claire, Wisconsin (BLCT-1411 3-19-65)

x 2415 South Hastings Way, Washington, Wis. (LCT-241 dated 2-23-55 (not a move))

x 2415 South Hastings Way, Eau Claire, Wisconsin (EMPCT-1202, 7-29-53)

Transmitter location X Clairemont Ave. &amp; Trimble St., Eau Claire, Wis.

1907 South Hastings Way, Eau Claire, Wisconsin (BLCT-1411 3-19-65)

x 1907 ~~2415~~ South Hastings Way, Washington, Wis. (LCT-241 dated 2-23-55 (not a move))

2415 South Hastings Way, Eau Claire, Wisconsin (EMPCT-1202, 7-29-53)

Main studio location X Clairemont Ave. &amp; Trimble St., Eau Claire, Wis.

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.   | Date Issued       | Freq.                      | Power                    | Time Div.    | Period From- To-    |
|---|-------------------|----------------------------|--------------------------|--------------|---------------------|
| BPCT-744  | 2-25-53           | Ch. #13,<br>210-216<br>mos | V-52 kw<br>A-26.5 kw     | U            | 4-25-53<br>10-25-53 |
| Construction permit for a new Commercial TV B/C Station   |                   |                            |                          |              |                     |
| BPCT-1202   | 7-29-53           | same                       | V. 57.5 KW<br>A. 28.8 KW | U            | 4-25-53<br>2-25-54  |
| Mod. C.P. (BPCT-744) to change ERP, change T-L & S-L, and make antenna changes.                               |                   |                            |                          |              |                     |
| 12-9-53   | STA Opr. Comm.    | basis exact                | accord.                  | CP BPCT-1202 |                     |
| excep. without frequency & Modulation Monitoring Equip. Notify. Comm by wire on date regular operation begins |                   |                            |                          |              |                     |
| Period Ending 2-25-54.  |                   |                            |                          |              |                     |
| BPCT-1767   | 1-25-54           | same                       | same                     | same         | 4-25-53             |
| Mod. CP (BPCT-744, as mod) to extend completion dt. 8-25-54   |                   |                            |                          |              |                     |
| 2-2-54  | EXT STA Opr. Comm | basis exact                | accordance               | CP BPCT-1767 |                     |
| except without frequency and Modulation monitoring equipment. Period Ending 8-25-54                           |                   |                            |                          |              |                     |
| BPCT-2352   | 8-10-54           | Same                       | Same                     | Same         | 4-25-53<br>2-25-55  |
| Mod. of CP (BPCT-744, as mod.) to ext. comp. date.  |                   |                            |                          |              |                     |
| Wire  | 8-10-54           | Mod. EXT STA Opr.          | Comm basis exact         | accord       |                     |
| CP BPCT-2352 pending filing of Lic. Appl. Per. End. 2-25-55   |                   |                            |                          |              |                     |
| BLCT-241  | 2-23-55           | CH 13<br>210-216           | V-57.5kw<br>A-28.8 kw    | U            | 2-23-55 12-1-55     |
| AH 430 ft. Lic. to cover CP (BPCT-744, as mod) & to change des. of S-T location.                              |                   |                            |                          |              |                     |
| BPCT-129  | 11-9-55           | same                       | same                     | same         | 12-1-55 12-1-58     |
| RENEWAL OF LICENSE  |                   |                            |                          |              |                     |
| BPCT-2048   | 12-7-55           | same                       | V-144kw<br>A-72.4kw      | same         | 2-7-56<br>8-7-56    |
| AH 430 ft. CP to make chgs in ERP, type of transmitters.  |                   |                            |                          |              |                     |
| WIRE  | 2-13-56           | Pending filing             | of lic. appl.,           | auth.        |                     |
| granted to operate temp. for period ending 8-7-56 Comm.   |                   |                            |                          |              |                     |
| Basis accord. CP (BPCT-2048)  |                   |                            |                          |              |                     |
| BPCT-2154   | 10-12-56          | same                       | V-310kw<br>A-155 kw      | same         | 12-12-56<br>6-12-57 |
| AH: 900 ft. CP to make chgs. in ERP, install new ant. system & make other equipment changes.                  |                   |                            |                          |              |                     |
| BLCT-491  | 12-13-56          | CH #13<br>210-216          | V-144 kw<br>A-72.4 kw    | U            | 12-13-56 12-1-58    |
| AH 430' Lic. to cover CP (BPCT-2048) for changes  |                   |                            |                          |              |                     |

Form BC-126  
June 1954

CARD # 2

COMM. TV B/C

# BROADCASTING STATION LICENSE RECORD

Date first licensed 2-23-55 (Off. No. 129)

Call letters WEAU-TV

Station location Eau Claire, Wisconsin

Name of licensee CENTRAL BROADCASTING COMPANY

Transmitter location SEE CARD # 1

Main studio location SEE CARD # 1

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.   | Date Issued | Freq.                                      | Power                  | Time Div.       | Period From- To- |
|---|-------------|--|------------------------|-----------------|------------------|
| BNPCT-4698  | 5-29-57     | same                                       | same                   | same            | 12-12-56         |
| Mod. CP (BPCT-2154) to extend completion date.                |             |  |                        |                 |                  |
| BLCT-672  | 7-25-57     | CH 13                                      | V-310 kw               | U               | 7-25-57          |
| AH 900'   |             | 210-216                                    | A-155 kw               |                 | 12-1-58          |
| License to cover CP (BPCT-2145, as mod.) MAIN TRANS. & ANT.   |             |  |                        |                 |                  |
| BLCT-694  | 8-16-57     | CH 13                                      | V-211.25               | For test        | 8-16-57 12-1-58  |
| AUX. ANT.   |             | 210-216                                    | A-215.75               | Maint. & emerg. |                  |
| License to maintain formerly licensed main ant.               |             |  |                        |                 |                  |
| as aux. ant. at main trans. site                              |             |  |                        |                 |                  |
| WIRE  | 7-10-57     | PROGRAM TESTS AUTHORIZED PCT-2154          |                        |                 |                  |
| WIRE  | 8-9-57      | PROGRAM TESTS AUX. ANT. MPCT-2048          |                        |                 |                  |
| WIRE  | 8-13-58     | PENDING REPAIRS, NO OBJECTION OPR. WEAU-TV |                        |                 |                  |
| AURAL TRANSM. ON REDUCED POWER ACCORD. SEC. 3.689(B)(3)       |             |  |                        |                 |                  |
| RUINS,  |             |  |                        |                 |                  |
| BRCT-129  | 11-19-58    | CH # 13                                    | V-310 kw               | U               | 12-1-58          |
| AH: 900'  |             | 210-216                                    | A-155 kw               |                 | 12-1-61          |
| MAIN TRANS. & ANT. RENEWAL OF LICENSE (CONDITION)             |             |  |                        |                 |                  |
| BRCT-129  | 11-19-58    | CH # 13                                    | Testing, mainten-      |                 | 12-1-58          |
| AUX. ANT. **  |             | 210-216                                    | ance, Emergency        |                 | 12-1-61          |
| RENEWAL OF LICENSE (CONDITION)                                |             |  |                        |                 |                  |
| WIRE  | 7-24-59     | PENDING REPAIRS, AUTH. GR. OPR. WEAU-TV    |                        |                 |                  |
| TEMP. PER. END. 8-14-59 WITH REDUCED AURAL POWER. ADVISE      |             |  |                        |                 |                  |
| WIRE  | 9-29-59     | PENDING REPAIRS, AUTH. GR. OPR. WEAU-TV    |                        |                 |                  |
| TEMP. PER. END. 10-29-59 WITH REDUCED AURAL POWER. ADVISE     |             |  |                        |                 |                  |
| BRCT-129  | 11-19-58    | CH # 13                                    | Test. Maint. Emergency |                 | 12-1-58          |
| AUX. ANTENNA **   |             | 210-216                                    | purposes only          |                 | 12-1-61          |
| LETTER 11-14-60 SUPERSEDED AUTH. to include 715 markings      |             |  |                        |                 |                  |
| WIRE  | 11-17-60    | PENDING RECEIPT VERIFIED REQUEST, EXT.     |                        |                 |                  |
| AUTH. GR. OPR. WEAU-TV, TEMP. PER. END. 12-15-60 WITH REDUCED |             |  |                        |                 |                  |
| AURAL POWER. ADVISE.  |             |  |                        |                 |                  |
| BRCT-129  | 11-22-61    | same                                       | same                   | same            | 12-1-61          |
| MAIN TRANS. & ANT. RENEWAL OF LICENSE                         |             |  |                        |                 |                  |
| BRCT-129  | 11-22-61    | same                                       | same                   | same            | 12-1-61          |
| Aux. Ant. RENEWAL OF LICENSE                                  |             |  |                        |                 |                  |
| BALCT-182   | 5-16-62     | VOLUNTARY ASSIGNMENT OF LICENSE TO         |                        |                 |                  |
| POST BROADCASTING CORPORATION. EFF: 5-17-62                   |             |  |                        |                 |                  |
| MAIN TRANS. & ANTENNA & AUXILIARY ANTENNA.                    |             |  |                        |                 |                  |

Form BC 126 #3  
June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed \_\_\_\_\_

Call letters WEAU-TV

Station location EAU CLAIRE, WISC.

Name of licensee POST BROADCASTING CORPORATION

Transmitter location SEE CARD #2

Main studio location \_\_\_\_\_

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued | Freq.  | ERP Power                               | Time Div.             | Period From- To. |
|--|-------------|--|---|-----------------------|------------------|
| BPCT-3110  | 12-7-62     | CH #13   | V-316 kw                                | U                     | 2-7-63           |
| AH: 890' MSL:1848.8'   |             | 210-216  | A-158 kw                                | MAIN TRANS. & ANTENNA | 8-7-63           |
| <u>Construction Permit to change ERP, type of transm.</u>  |             |  |   |                       |                  |
| WIRE   | 3-29-63     | RE TENDERED LIC. APPL. AUTH. GR. OPERATE WEAU-TV MAIN TRANS. & ANT. ON PROGRAM TEST ACCORD. SECTION 3.629 RULES & CP BPCT-3110 |   |                       |                  |
| BLCT-1281  | 12-17-63    | CH.13  | V-316 kw                                | U                     | 12-17-63         |
| AH: 890' MSL:1848.8'   |             | 210-216  | A-158 kw                                |                       | 12-1-64          |
| <u>License to cover CP (BPCT-3110). Main Trans. &amp; Antenna</u>  |             |  |   |                       |                  |
| BPCT-3401  | 8-18-64     | CH.13  | V-316 kw                                | U                     | 10-18-64         |
| AH: 890'   |             | 210-216  | A- 55 kw                                |                       | 4-18-65          |
| <u>Main Trans. &amp; Antenna. CP to reduce Aural ERP, chg. type tra</u>  |             |  |   |                       |                  |
| WIRE   | 10-2-64     | RELETENGR 3. PEND. FILING LIC. APPLIC. AUTH. GR. OPER. WEAU-TV TEMP. PER. END. 11-4-64 ACCORD. CP BPCT-3401.                   |   |                       |                  |
| WIRE   | 10-9-64     | RE TENDERED LIC. APPLIC., AUTH. GR. OPER. WEAU-TV ON PROG. TEST ACCORD. SEC. 73.629 RULES & CP BPCT-3401.                      |   |                       |                  |
| BRCT-129   | 11-30-64    | CH.#13   | FOR TESTING, MAINT. & EMERG. OPER. ONLY |                       | 12-1-64          |
| AUXILIARY ANTENNA  |             | 210-216  |   |                       | 12-1-67          |
| <del>CANCELLED</del> <u>RENEWAL OF LICENSE (CONDITIONAL)</u>   |             |  |   |                       |                  |
| BRCT-129   | 11-30-64    | CH.#13   | V-316kw                                 | U                     | 12-1-64          |
| AH:890' MSL:1848.8'  |             | 210-216Mc  | A-158kw                                 |                       | 12-1-67          |
| <u>MAIN TRANS. &amp; ANT. RENEWAL OF LICENSE (CONDITIONAL)</u>   |             |  |   |                       |                  |
| BLCT-1411  | 3-19-65     | CH.#13   | V.316 kw                                | U                     | 3-19-65          |
| AH:890' MSL:1848.8'  |             | 210-216  | A. 55 kw                                |                       | 12-1-67          |
| <u>MAIN TRANS.&amp; ANTENNA and redescribe TL &amp; SL.(St. chgd) LICENSE to cover CP (BPCT-3401,auth,chg.in station)/</u> |             |  |   |                       |                  |
| BMPCT-6001   | 5-25-65     | CH.#13   | V.195 kw                                | U                     | 11-25-65         |
| AH: 1990' MSL:3080'  |             | 210-216  | A.38.9 kw                               |                       | 1-25-66          |
| <u>Issued as New CP / to chg. ERP, TL, type of antenna, AH, spec, SL</u>   |             |  |   |                       |                  |
| BSCT-129 *   | 12-14-65    | CH.#13   | V-316 kw                                | U                     | 12-14-65         |
| AH:1990' MSL:1448.8'   |             | 210-216  | A- 55 kw                                | MAIN TRANS. & ANTENNA | 12-1-67          |
| <u>*DOCKET NO. 13374. Mod. of License to chg. carrier frequency</u>  |             |  |   |                       |                  |
| BSCT-129 *   | 12-14-65    | CH.#13   | V-316 kw                                | U                     | 12-14-65         |
| DOCKET NO. 13374 *   |             | 210-216  | AUXILIARY ANTENNA                       |                       | 12-1-67          |
| <u>Mod. of License to chg. carrier frequency. CONDITION</u>  |             |  |   |                       |                  |
| MAIN & AUX. licenses Modified as of 12-14-65 re Docket 13374 to change Offset Carrier Frequency.                           |             |  |   |                       |                  |

MAR 25 1966

Form BC 126

64

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WEAU-TV

Station location EAU CLAIRE, WISCONSIN

Name of licensee POST BROADCASTING CORPORATION

Transmitter location SEE CARD #1

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued                  | Freq.                      | Power     | Time Div.         | Period From- To.  |
|--|------------------------------|----------------------------|-----------|-------------------|---|
| BMPCT-6199   | 3-4-66                       | same                       | same      | same              | 11-25-65<br>9-4-66  |
| MAIN TRANS. & ANT. (Mod. of CP (BPCT-6001) to extend completion date. -----  |                              |                            |           |                   |   |
| BRCT-129   | FOR AUXILIARY ANTENNA (only) |                            |           | CANCELLED         | 3-25-66 at<br>Request of <del>xxxxxx</del> licensee <del>xxxxxx</del> 25 1966 ----- |
| WIRE   | 6-21-66                      | PENDING FILING             |           | LIC APPL AUTH GR. |   |
| OPER WEAU-TV TEMP. PER ENDING JULY 21, 1966 ACCORD. BMPCT-6199. ADVISE WHEN OPERATION COMMENCES UNDER THIS AUTHORITY Started 6-19-66 -----                                 |                              |                            |           |                   |   |
| WIRE   | 7-25-66                      | RE TENDERED LIC. APPLI     |           | AUTH GR.          |   |
| OPER WEAU-TV MAIN TRANSMITTER AND ANT. ON PROGRAM TEST ACCORD SEC. 73.629 RULES AND CP BMPCT-6199. -----   |                              |                            |           |                   |   |
| BMLCT-648  | 3-30-67                      | Same                       | Same      | Same              | 3-30-67<br>12-1-67  |
| Mod. of lic. to chg. name to WEAU, INC. -----  |                              |                            |           |                   |   |
| BPCT-3935  | 4-18-67                      | CH.13                      | V-195 kw  | U                 | 6-18-67<br>12-18-67   |
| AH: 1990' MSL:3080' 210-216 A-38.9 kw<br>Main Trans. with Alternate Vis. Final Amplifiers & Antenna<br>CONSTRUCTION PERMIT to install Vis. Alt. Main Final Amplifier ----- |                              |                            |           |                   |   |
| BLCT-1593  | 5-25-67                      | CH.13                      | V-195 kw  | U                 | 5-25-67<br>12-1-67  |
| AH: 1990' MSL:3080' 210-216 A-38.9 kw<br>LICENSE to cover CP (BMPCT-6001, as mod.) which auth. chgs. -----   |                              |                            |           |                   |   |
| BRCT-129   | 11-24-67                     | Same                       | Same      | Same              | 12-1-67<br>12-1-70  |
| MAIN TRANS. & ANTENNA Renewal of License -----   |                              |                            |           |                   |   |
| BPCT-4071  | 4-1-68                       |                            |           |                   | 6-19-68<br>10-1-68  |
| REPLACEMENT FOR (BPCT-3935) -----  |                              |                            |           |                   |   |
| WIRE   | 10-30-68                     | RE TEND. LICENSES APPL.    |           | AUTH. GR.         |   |
| OPER. WEAU-TV ON PROG. TEST ACCORD. SEC. 73.629 RULES & CP BPCT-4071. -----  |                              |                            |           |                   |   |
| BLCT-1826  | 6-19-70                      | LIC (BPCT-4071) CDF. chgs. |           |                   | 12-1-70   |
| MAIN TRANS. WITH ALTER. VIS. FINAL AMPLF. & ANT. -----   |                              |                            |           |                   |   |
| BRCT-129   | 5-14-71                      | RENEWAL OF LICENSE (S)     |           |                   | 12-1-73   |
| BMLCT-728  | 1-31-72                      | Ch. 13                     | V. 191 kw | U                 | 12-1-73   |
| AH: 1990' MSL: 3080' 210-216 A. 28.8<br>ML to decrease aural ERP. -----  |                              |                            |           |                   |   |
| EBSA   | 5-15-72                      |                            |           |                   |   |

Form EC 126  
June 1964

COMMERCIAL TV B/C

**BROADCASTING STATION LICENSE RECORD**

CARD # 5

Date first licensed .....

Call letters WEAU-TV

Station location EAU CLAIRE,  
WISCONSIN

Name of licensee WEAU, INC.

Transmitter location SEE CARD # 1

Main studio location SEE CARD # 1

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.                 | Date Issued | Freq.  | Power      | Time Div. | Period From- To    |
|---------------------------|-------------|--|------------|-----------|--------------------|
| BRCTV-171<br>(1)          | 11-21-73    | REMOTE CONTROL AUTHORITY   |            |           |                    |
| BPCT-4684                 | 11-21-74    | CP to make changes in trans. equip. MAIN TRANS. WITH ALT. VISUAL/FINAL DRIVERS AND                             |            |           | 1-21-75<br>7-21-76 |
| BRCT-129                  | 1-8-75      | Ch-13  | V-191kW    | Unl.      | 1-8-75             |
| AH:1990'                  | MSL:3080'   | 210-216  | A-28.8kW   | RC        | 1-8-76             |
| <u>SHORT TERM RENEWAL</u> |             |  |            |           |                    |
| WIRE                      | 3-24-75     | Re tendered lic. appl., auth. grtd. oper. WEAU-TV on program test accord. Sect. 73.629 rules and CP BPCT-4684. |            |           |                    |
| BLCT-2394                 | 7-11-75     | Ch. 13   | V. 191 kW  | U         | 1-8-76             |
| AH: 1990'                 | MSL: 3080'  | 210-216  | A. 28.8 kW |           |                    |
| Lic.(BPCT-4684) for chgs. |             |  |            |           |                    |
| BRCT-129                  | 1-14-76     | Renewal of license (S)   |            |           | 12-1-76            |
| BRCT-129                  | 11-15-76    | RENEWAL OF LICENSE (S)   |            |           | 12-1-79            |
| BRCT-790730KN             | 11-30-80    | Renewal of License (S)<br>(Main Trans. with Alt. Vis. Driv. & Final Amp.)                                      |            |           | 12-1-82            |
| BPCT-790412KE             | 2-25-80     | Ch-13,   | 210-216MHz | Unl.      | 8-25-81            |
| AH:1990'                  | MSL:3080'   | ERP: Vis. 269kW, Aur. 26.9kW   |            |           |                    |
| CP to chg. ERP            |             |  |            |           |                    |

FORM A-170  
FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call WEAU-TV  
Letters ~~-----~~

Name CENTRAL BROADCASTING COMPANY  
(PO 203 Barstow Street, Eau Claire, Wisconsin)

| File No.                  | Dated              | Application for   | Action   |               |
|---------------------------|--------------------|---|----------|---------------|
|                           |                    |   | Nature   | Date          |
| BFCT-744<br>Recd. & Filed | 7-20-51<br>7-24-51 | <p>Construction permit for new Comm. TV B/o Station.<br/>           FREQ: Ch.# 13, 210-216 MDS.<br/>           ERP: Vis. 49.2 KW, Aur. 24.6KW.<br/>           Hours operation: Unlimited. <span style="float: right;">840'</span><br/>           S-L: Clairemont Ave. &amp; Trimble Street, Eau Claire, Wisconsin.<br/>           T-L: Clairemont Ave. &amp; Trimble Street, Eau Claire, Wisconsin.<br/>           (Vis. &amp; Aur. RCA TT-10AH)<br/>           Filed by Arthur W. Scharfeld, Atty.</p> | SEE CARD | #2 for action |

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WBAU-TV  
~~WBAU~~Name CENTRAL BROADCASTING COMPANY  
(P.O. 203 Barstow St., Eau Claire, Wisconsin)

| File No.                              | Dated                         | Application for   | Action  |         |
|---------------------------------------|-------------------------------|---|---------|---------|
|                                       |                               |   | Nature  | Date    |
| BPCT-744<br>AMENDED<br>Rec'd<br>Filed | 6-27-52<br>6-30-52<br>6-30-52 | (PURSUANT TO SIXTH REPORT & ORDER 4-11-52)<br>FREQ: Ch. #13, 210-216 mcs.<br>ERP: <del>Vis. 52.2 kw; Aur. 26.6 kw</del><br>Hours of Operation: Unlimited<br>S-L: Clairemont Ave. & Trimble St.,<br>Eau Claire, Wisconsin<br>Tel: Clairemont Ave. & Trimble St.,<br>Eau Claire, Wisconsin<br>(Vis. & Aur. RCA TT-10AH) (840')<br>(Filed by Arthur W. Scharfeld, Atty.) | GRANTED | 2-25-53 |
| AMENDED<br>Rec'd                      | 9-24-52<br>9-29-52            | Amended to change ERP from Vis. 52.2 kw;<br>Aur. 26.6 kw to Vis. 52.2 kw; Aur. 26.1 kw  |         |         |
| AMENDED<br>Rec'd & Filed              | 2-20-53<br>2-24-53            | Amended to correct geographical coordinates   |         |         |

FORMERLY FCC FORM 94

Call Letters WEAU-TV

Name CENTRAL BROADCASTING COMPANY

*Eau Claire, Wis.*

| File No.      | Dated   | Application for   | Action  |         |
|---------------|---------|---|---------|---------|
|               |         |   | Nature  | Date    |
| BMPCT-1202    | 6-23-53 | Mod. of CP (BPCT-744, which authorized a new commercial TV broadcast station) to change ERF from Vis. 52 kw, Aur. 26.5 kw to Vis. 59.05 kw, Aur. 29.53 kw change transmitter and studio location from Clairemont Avenue and Trimble Street, Eau Claire, Wisconsin to <del>2415 South Hastings Way, Eau Claire, Wisconsin</del> and make antenna changes. <del>(9141)</del><br>Filed by Arthur W. Scharfeld, Atty. | GRANTED | 7-29-53 |
| rec'd         | 6-24-53 |   |         |         |
| Filed         | 6-24-53 |   |         |         |
| Amended       | 7-3-53  | Amended re Sec V-C, para 2, ant. hgt. ab. aver. terrain 431'.<br>Filed by Arthur W. Scharfeld, Atty.  |         |         |
| Recd. & Filed | 7-7-53  |   |         |         |
| Amended       | 7-13-53 | Amended to specify T-L and S-L as 2415 South Hastings Way, 400' east of the city limits of Eau Claire, Wisconsin and request waiver of Section 3.613 of Rules<br>Filed by Arthur W. Sharfeld, Atty.   |         |         |
| Recd & Filed  | 7-16-53 |   |         |         |

Card #4

FORM A-170

## APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

Call  
Letters WBAU-TVName CENTRAL BROADCASTING COMPANY  
Eau Claire, Wisconsin

| File No.                    | Dated                         | Application for   | Action  |         |
|-----------------------------|-------------------------------|---|---------|---------|
|                             |                               |   | Nature  | Date    |
| BPCT-1767<br>Recd.<br>Filed | 1-18-54<br>1-21-54<br>1-21-54 | Mod. of CP (BPCT-744, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 2-25-54 to 5-25-54.<br>Filed by Arthur W. Scharfeld, Atty.   | GRANTED | 1-25-54 |
| BPCT-2352<br>Recd. & Filed  | 7-21-54<br>7-26-54            | Mod. of CP (BPCT-744, as mod., which authorized a new COMM. TV B/C Sta.) to extend completion date from 8-25-54 to _____<br>Filed by Arthur W. Scharfeld, Atty.   | GRANTED | 8-10-54 |
| BLCT-241<br>Recd & filed    | 8-12-54<br>8-17-54            | License to cover construction permit (BPCT-744 as modified) which authorized a new commercial TV broadcast station and to change*<br>Filed by Arthur W. Scharfeld, Atty.<br>*description of S-L and T-L to 2415 South Hastings Way, Washington, Wisc. in lieu of 2415 Hastings Way, Eau Claire, Wisc. (not a move). | GRANTED | 2-23-55 |
| BRCT-129<br>R & F           | 8-31-55<br>9-2-55             | Renewal of license<br>Filed by Arthur W. Scharfeld, Atty.   | GRANTED | 11-9-55 |

## APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

Call  
Letters WBAU-TVName CENTRAL BROADCASTING COMPANY  
San Claire, Wisconsin

| File No.                   | Dated                | Application for   | Action       |          |
|----------------------------|----------------------|---|--------------|----------|
|                            |                      |   | Nature       | Date     |
| BPCT-2048<br>Recd. & Filed | 10-14-55<br>10-18-55 | CP to make changes in facilities of existing Comm. TV B/C Station to change ERP from Vis. 57.5 kw, Aur. 28.8 kw to Vis. 145.6 kw, Aur. 72.81 kw and change type of transmitters. (RCA-TT 25HH) (430')             | GRANTED      | 12-7-55  |
| BLCT-491<br>Recd. & Filed  | 6-8-56<br>6-22-56    | Filed by Arthur W. Scharfeld, atty.<br>License to cover BPCT-2048, which authorized changes in facilities of existing Comm. TV B/C Station.<br>Filed by Arthur W. Scharfeld, Atty.                                | GRANTED      | 12-13-56 |
| BPCT-2154<br>Recd & Filed  | 6-29-56<br>7-3-56    | C.P. to make changes in facilities of existing Comm TV B/C Station, to change ERP from Vis. 144 kw, Aur. 72.4 kw to Vis. 308 kw, Aur. 154 kw, install new antenna system and make other equipment changes. (927') | SEE Card # 6 |          |

Cont'd on card # 6

Filed by Arthur W. Scharfeld, Atty.



Card # 6  
FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

Comm TV B/C

Call  
Letters WEAU-TV

Name CENTRAL BROADCASTING COMPANY  
Fau Claire, Wisconsin

| File No.   | Dated              | Application for   | Action  |          |
|--|--------------------|---|---------|----------|
|  |                    |   | Nature  | Date     |
| BPCT-2154<br>Amended<br>Recd & filed<br>Cont'd from Card # 5 | 9-10-56<br>9-13-56 | Amended to change ERP from Vis. 308 kw, Aur. 154 kw to Vis. 310 kw, Aur. 155 kw, make antenna and other equipment changes. (893')<br>Filed by Arthur W. Scharfeld, Atty.      | GRANTED | 10-12-56 |
| BMPCT-4698<br>Recd. & filed<br>Ext. # 1                      | 5-10-57<br>5-15-57 | Mod. of CP(BPCT-2154, which authorized changes in facilities of existing Comm. TV B/C Sta) to extend completion date from 6-12-57 to 8-12-57<br>Filed by A W Scharfeld, Atty. | GRANTED | 5-29-57  |
| BLCT-672<br>Recd & Filed<br>Main trans & antenna             | 7-3-57<br>7-9-57   | Lic. to cover CP (BPCT-2154, as mod., which auth. changes in facilities of existing Comm. TV b/c station.<br>Filed by Arthur Stambler, Atty.                                  | GRANTED | 7-25-57  |

## APPLICATION RECORD - BROADCASTING

FORM BC-121  
FORMERLY FORM A-170Call  
Letters WTAU-TVName CENTRAL BROADCASTING COMPANY  
Wau Claire, Wisconsin

| File No.  | Dated              | Application for   | Action                 |          |
|---|--------------------|---|------------------------|----------|
|   |                    |   | Nature                 | Date     |
| BLCT-694<br>Recd & filed<br>Auxiliary antenna   | 7-19-57<br>7-29-57 | License to maintain formerly licensed main antenna as auxiliary antenna at the main transmitter site.<br>Filed by Theodore Baron, Atty. | GRANTED                | 8-16-57  |
| BRCT-129<br>Recd & Filed<br>MAIN TRANS. & ANT.  | 8-22-58<br>9-2-58  | Renewal of License.<br>Filed by Arthur Stambler, Attorney   | GRANTED<br>(CONDITION) | 11-19-58 |
| BRCT-129<br>Recd & Filed<br>AUXILIARY ANTENNA.  | 8-22-58<br>9-2-58  | Renewal of License.<br>Filed by Arthur Stambler, Attorney   | GRANTED<br>(CONDITION) | 11-19-58 |
| BRCT-129<br>Recd. & Filed<br>MAIN TRANS. & ANT. | 8-24-61<br>9-5-61  | RENEWAL OF LICENSE<br>Arthur Stambler, Atty.  | GRANTED                | 11-22-61 |
| BRCT-129<br>Recd. & Filed<br>AUX. ANT.          | 8-24-61<br>9-5-61  | RENEWAL OF LICENSE<br>Arthur Stambler, Atty.  | GRANTED                | 11-22-61 |

**POST BROADCASTING CORPORATION (5-16-62)**

Name GENERAL BROADCASTING COMPANY  
Eau Claire, Wisc.

| File No.                                  | Dated                           | Application for   | Action                  |          |
|---|---------------------------------|---|-------------------------|----------|
|   |                                 |   | Nature                  | Date     |
| BALCT-182<br>R & F                        | 2-14-62<br>2-16-62              | Voluntary assignment of license to Post Broadcasting Corporation<br>Filed direct by Wisc. Atty<br>Roger C. Minahan (Whyte, Hirschboeck, Minahan,<br>Harding & Harland, 1st Wisc. Nat. BK. BLDG.<br>Milwaukee 2, Wisc. | GRANTED<br>EFP: 5-17-62 | 5-16-62  |
| BPCT-3110<br>Rec. & filed<br>MAIN TRANS.  | 10-1-62<br>10-4-62<br>& ANTENNA | CP to change ERP from Vis. 310 kw, Aur. 155 kw to Vis. 316 kw to Aur. 158 kw; and type of transmitter to RCA, TT35BH  | GRANTED                 | 12-7-62  |
| BLCT-1281<br>Recd. & filed<br>MAIN TRANS. | 3-22-63<br>3-28-63<br>& ANTENNA | License to cover CP (BPCT-3110) which authorized change in ERP and type of transmitter.   | GRANTED                 | 12-17-63 |
| BPCT-3401<br>Recd. & filed<br>MAIN TRANS. | 7-30-64<br>8-5-64<br>& ANTENNA  | Construction Permit to reduce Aur. ERP from 158 KW to 55.60 KW; and change type of Aur. transmitter to RCA TT10AH.  | GRANTED                 | 8-18-64  |

APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters WEAU-TV

Name POST BROADCASTING CORPORATION  
EAU CLAIRE, WISCONSIN

| File No.   | Dated              | Application for  | Action   |             |
|--|--------------------|--|--|-------------|
|  |                    |  | Nature   | Date        |
| BMPCT-6001<br>Recd. & Filed<br>MAIN TRANS. & ANTENNA | 8-19-64<br>8-27-64 | Mod. of CP (BPCT-3401, which authorized changes in existing station) to change Aur. ERP from 55 kw to <del>50 kw</del> ; change transmitter location from 2415 South Hastings Way, Washington, Wisconsin to 4.4 miles North of Fairchild, Wisconsin on County Road "H"; Type of antenna to RCA TW-15A-P; make changes in antenna structure and antenna height above average terrain to 1990 feet.<br>Atty: White, Hirschboeck & Minahan, (Marina Plaza, Milwaukee, Wisconsin)<br>Engr. George C. Davis | GRANTED<br>ISSUED AS NEW OP<br>(lic. to cover BPCT-3401 was gr. 3-19-65) | 5-25-65 AND |
| AMENDED ✓<br>Rec. & filed                            | 4-23-65<br>4-30-65 | Amended to change ERP from Vis. 316 kw, Aur. 55 kw to Vis. 225 kw, Aur. 45 kw; and specify studio location as 1907 South Hastings Way, Eau Claire, Wisconsin.  | GRANTED  | 5-25-65     |

APPLICATION RECORD - BROADCASTING

COMM. TV

Call Letters WEAU-TV

Name POST BROADCASTING CORPORATION  
CH. 13 EAU CLAIRE, WISCONSIN

| File No.   | Dated                | Application for   | Action  |   |
|--|----------------------|---|---------|---|
|  |                      |   | Nature  | Date  |
| BRCT-129<br>Recd&Filed<br>MAIN TRANS. & ANTENNA  | 8-19-64<br>8-26-64   | RENEWAL OF LICENSE<br><br>CONDITION; without prejudice to what-<br>ever action may be taken as a result of the<br>proceedings in Docket No. 15415   | GRANTED | 11-30-64  |
| ELCT-1411<br>Recd&Filed<br>MAIN TRANS. & ANTENNA | 10-3-64<br>10-7-64   | License to cover CP (BPCT-3401, which auth-<br>orized changes in existing station) and to<br>redescribe transmitter and studio location<br>as 1907 S. Hastings Way, Eau Claire,<br>Wisconsin. | GRANTED | 3-19-65 same<br>CONDITION as on renewal<br>granted 11-30-64 |
| BRCT-129<br>Recd&Filed<br>AUXILIARY ANTENNA      | 10-15-64<br>10-19-64 | RENEWAL OF LICENSE<br><br>MAR 25 1966<br><b>CANCELLED</b>   | GRANTED | 11-30-64<br>SAME CONDITION AS MAIN                          |

## APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call  
Letters WEAU-TVName WEAU, INC.  
POST BROADCASTING CORPORATIONCH. 13 EAU CLAIRE, WISCONSIN

| File No.   | Dated                       | Application for   | Action  |          |
|--|-----------------------------|---|---------|----------|
|  |                             |   | Nature  | Date     |
| BMPCT-6199<br>Recd. & Filed<br>MAIN TRANS. & ANTENNA | 12-14-65<br>12-16-65        | Mod. of CP(BMPCT-6001, which auth. changes in existing station) to extend completion date from 1-25-66 to 5-31-66.                    | GRANTED | 3-4-66   |
| ELCT-1593<br>R & F<br>Main Trans. & Antenna          | 7-19-66<br>7-21-66          | License to cover CP(BMPCT-6001, as modified) which authorized changes in existing station. Amended to chg. name pursuant to BMLCT-648 | GRANTED | 5-25-67  |
| BMLCT-648<br>Rec<br>Filed:                           | 3-2-67<br>3-6-67<br>3-16-67 | Modification of license to change name to WEAU-INC.   | GRANTED | 3-30-67  |
| BPCT-3935<br>R & F                                   | 3-6-67<br>3-9-67            | Construction Permit to install Visual Alternate Main Final Amplifier.   | GRANTED | 4-18-67  |
| BRCT-129<br>R & F<br>AUG 28 1967                     | 8-10-67<br>8-14-67          | RENEWAL OF LICENSE  | GRANTED | 11-24-67 |

345-4201

R-23 67-323 's Township

Form BC-121  
Aug. 1955

# 12

APPLICATION RECORD - BROADCASTING

COMM. TV.

Call  
Letters WEAU-TV

Name WEAU, INC.  
CH-13 Eau Claire, Wisconsin

| File No.   | Dated  | Application for   | Action                  |                    |
|--|--|---|-------------------------|--------------------|
|  |  |   | Nature                  | Date               |
| BPCT-4071<br>R & F<br>MAIN TRANS. WITH ALTER.<br>VISUAL FINAL AMPLIFIER<br>& ANTENNA | 12-23-67<br>1-4-68                           | CP to replace expired CP(BPCT-3935) which authorized installation of Visual Alternate Main Final Amplifier. | GRANTED                 | 4-1-68             |
| ----- JAN 1 1968 -----   |  |   |                         |                    |
| BLCT-1826<br>R & F<br>MAIN TRANS. WITH ALTER.<br>VISUAL FINAL AMPLI. & ANTENNA       | 9-23-68<br>9-25-68                           | LICENSE (BPCT-4071) for changes.  | \$30.#460604<br>GRANTED | 9-25-68<br>6-19-70 |
| BPCT-129<br>R & F<br>PRESS:<br>PN REC'D:   | 8-12-70<br>8-14-70<br>AUG 26 1970<br>8-14-70 | Renewal of license.   | GRANTED                 | 5-14-71            |



CARD#13

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WEAU-TVName WEAU, INC.  
CH-13 EAU CLAIRE, WISCONSIN

| File No.  | Dated   | Application for   | Action                                 |             |
|---|---|---|--|-------------|
|   |   |   | Nature                                 | Date        |
| EMICT-728<br>R & F<br>#029722 \$50<br>AC: 062<br>PRESS  | 12-30-71<br>1-4-72<br>1-4-72<br><br>JAN 18 1972 | ML to decr. Aur. ERP to 33.75kw.  | GRANTED                                | 1--31-72    |
| BRCT-129<br>R&F<br>PN REC'D<br>PRESS: ✓                 | 8-15-73<br>8-17-73<br>8-17-73<br>SEP 14 1973    | RENEWAL OF LICENSE<br><br>SHORT TERM RENEWAL GRANTED EFF. 1-8-75 to 1-8-76<br><i>change 7-7.75 to 2w to long term</i> | Designated for Hearing<br>1972<br>Min. | 16 JAN 1974 |
| BRCTV-171<br>R&F<br>#245408 \$50<br>AC: 058<br>PRESS: ✓ | 10-10-73<br>10-23-73<br>10-23-73<br>NOV 8 1973  | Request auth. to oper. trans. by remote control<br>from 1907 South Hastings Way, Eau Claire, Wisconsin.               | GRANTED                                | 11-21-73    |

~~XXXXXX~~ INITIAL DECISION OF ADMINISTRATIVE LAW JUDGE HERBERT SHARFMAN issued 11-12-74, released 11-19-74: Accordingly, because public interest, convenience, and necessity will be served, IT IS ORDERED that unless an appeal from this initial decision is taken to the Commission by a party or the Commission reviews the initial decision on its own motion in accordance with Section 1.276 of the rules, the above-captioned application of WEAU, Inc. is GRANTED to the extent that its license is renewed for a period of one year.\* IT IS FURTHER ORDERED, pursuant to Section 503(b) of the Communications Act of 1934, as amended, that the licensee, WEAU, Inc., shall submit its check for \$1,000, payable to the order of and mailed to the Federal Communications Commission, in payment of its liability for repeatedly violating Section 73.1205 of the Rules and Regulations, as above held. IT IS FURTHER ORDERED that the Broadcast Bureau's motion for production of ~~the~~ documents filed February 28, 1974, is DISMISSED as moot. ~~IT IS FURTHER ORDERED that the check be submitted to the Commission~~

\*This initial decision is effective 50 days after the release date subject to the provisions of the rule (1.276) cited in the ordering clause above. Exceptions, if any, must be filed within 30 days of the release date unless an extension is duly granted.

NOTICE released 1-14-75 45161: the Initial Decision released 11-19-74 became effective 1-8-75.

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call WEAU-TV  
Letters .....Name WEAU, INC.  
CH-13 EAU CLAIRE, WISCONSIN

| File No.   | Dated  | Application for                               | Action  |                      |
|--|--|---|---------|----------------------|
|  |  |   | Nature  | Date                 |
| BPCT-4684<br>R & F<br>#245407 \$50<br>AC: 058<br>PRESS: ✓                              | 10-16-73<br>10-23-73<br>10-23-73<br>NOV 0 1973                 | CP to make changes in transmitting equipment. | GRANTED | 11-21-74<br>23-13-75 |
| BLCT-2394<br>Retrieved<br>Filed<br>#401170 \$50.<br>#408985 \$50.<br>AC: 058<br>PRESS: | 3-7-75<br>3-13-75<br>4-2-75<br>3-13-75<br>4-2-75<br>9 MAY 1975 | License to cover (BPCT-4684) for changes.     | GRANTED | 7-11-75              |
| BPCT-129<br>R & F<br>PH RECD<br>PRESS:   | 8-29-75<br>9-2-75<br>9-2-75<br>12 SEP 1975                     | RENEWAL OF LICENSE<br>Annual reports filed    | GRANTED | 1-14-76              |

CARD#15

COMMERCIAL TV

## APPLICATION RECORD - BROADCASTING

Form BC-121  
September 1969Call  
Letters WEAU-TVName WEAU, INC.  
Ch-13 EAU CLAIRE, WISCONSIN

| File No.                                       | Dated   | Application for  | Action  |             |
|--|---|--|---------|-------------|
|  |   |  | Nature  | Date        |
| BRCT-129<br>R&F<br>PN RECD<br>PRESS            | 7-27-76<br>7-29-76<br>7-29-76<br>8 SEP 1976             | RENEWAL OF LICENSE<br>Contours & Annual report filed.<br>Amended 9-16-76 re supplement replacing<br>paragraph 6, Section IV-B. | GRANTED | 11-15-76    |
| BPCT-790412KE<br>R & F<br>PRESS:               | 4-2-79<br>4-12-79<br>7-5-79                             | CP to chg. ERP to Vis. 316kW, Aur. 31.6kW  | GRANTED | 2-25-80     |
| BRCT-<br>790720KN<br>R & F<br>PN RECD<br>PRESS | 7-23-79<br>7-23-79<br>8-7-30-79<br>8-7-30-79<br>79 0906 | RENEWAL OF LICENSE<br>ATTY: CARL R. RAMEY<br>{MCKENNA, WILKINSON & KITTNER}  | GRANTED | 11-30-79-79 |
| BLCT-800522KG<br>B-CT                          |   | Lic. to cover BPCT-790412KE for chgs.<br>Amended 5-7-81 re engineering   |         | 9-6-11-81   |

## 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 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 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 television station history.

