

WISC-TV



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

Patent No. 1290199

Form BC-126  
June 1954

First C. O. 6-20-56 (Started 6-21-56)  
PROGRAM TESTS 10-1-57

COND. TV B/C

**BROADCASTING STATION LICENSE RECORD**

Card # 1

Date first licensed 11-5-57 (Off. #382)

Call letters WISC-TV  
(Sta. Loc. Madison, Wisconsin)

Name of licensee TELEVISION WISCONSIN, INC. (BMLCT-78 4-28-60).  
X RADIO WISCONSIN, INCORPORATED

Transmitter location 6.9 miles WSW of the center of Madison, Br. Madison, Wisconsin

Main studio location 7025 RAYMOND ROAD, MADISON, WISCONSIN  
X 1801 West Beltline Highway at Hampshire Road, Madison, Wisconsin

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From.. To..
BPCT-410 (790')	12-7-55	Ch. # 3 60-66	V100 kw A 50 kw	U	2-7-56 8-7-56
CP for a new Comm. TV B/C Station.					
-----					
WIRE	6-20-56	Pending completion of construction, auth. gr. to Opr. Sta. Temp. Per. End. 8-7-56, Comm. basis accord. CP BPCT-410, except using Temp. studios located at transmitter site. No Obj. operating without frequency & Modulation monitor accord. sections 3.690(B) & 3.691(b) rules.			
BMPCT-4095	8-6-56	same	same	same	2-7-56
Mod. CP (BPCT-410) to extend completion date (LONG FORM) to change height above ground.					
-----					
WIRE	8-6-56	Pending completion of construction, ext. of auth. granted to operate temp. for period ending 2-7-57 Comm. Basis accord. CP (BMPCT-4095), except using temp. studios located at transmitter site.			
BMPCT-4474	2-6-57	same	same	same	2-7-56
Mod. CP (BPCT-410 as mod.) to extend compl. date					
-----					
WIRE	2-6-57	PENDING COMPLATION CONSTRUCTION EXT. AUTH. OPR. COMM. BASIS ACCORD. MPCT-4474 except to 8-7-57			
BMPCT-4773	7-18-57	same	same	same	2-7-56
Mod. CP (BPCT-410, as mod) to extend completion date. 10-6-57					
WIRE	7-23-57	PENDING COMPLETION CONSTRUCTION EXT. AUTH. OPR. A COMM. BASIS ACCORD MPCT-4773 except temp. S. to 10-6-57			
WIRE	9-26-57	PENDING FILING LIC. APPL. MOD. AUTH. OPR. COMM. BASIS ACCORD MPCT-4773 to 10-6-57			
WIRE	10-1-57	PROGRAM TESTS AUTHORIZED MPCT-4773			
BLCT-721 AH: 790'	11-5-57	CH # 3 60-66	V-100 kw A-50 kw	U	11-5-57 12-1-58
License to cover CP (BPCT-410, as mod).					
BPCT-2424 AH: 1000'	11-29-57	same	same	U	1-29-58 5-27-58
CP to make minor equip. chgs. antenna sys.					
WIRE	4-18-58	IN ORDER TO MAINT. SERVICE PENDING COMPLETION OF NEW CONST. AUTH. GR. TO OPR. WISC-TV TEMP. ACCORD. LIC. BLCT-721, EXCEPT USING SINGLE SECTION SIDE MOUNTED ANTENNA AT 550-FOOT TOWER LEVEL. UPON COMPL. OF CONSTRUCTION PENDING FILING LIC. APPL. ALTERNATE AUTH. GR. OPR. EXACT ACCORD. WITH CP BPCT-2424. PERIODS ENDING 5-21-58 & 12-5-58 ADVISE COMMENCEMENT EACH OPERATION			
Appl. wire started 5-2-58					

June 1954

**CARD # 2 BROADCASTING STATION LICENSE RECORD**

Date first licensed .....

Call letters **WISQ-TV**.....

Station location .....

Name of licensee **RADIO WISCONSIN, INCORPORATED**.....

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-
WIRE	5-20-58	RE LIC. BLCT-833			AUTH. GRANTED OPERATE WISC-TV ON HOORAM TEST ACCORD. SEC. 3.629 RULES AND CONSTRUCTION PERMIT BPCT-2424.
BPCT-2522	8-1-58	CH # 3	V-56.2 kw	U	10-1-58
AH: 1190'		60-66 Mca	A-28.8 kw		4-1-59
CP to make chgs. ERP, Ant. Sys. & other equip.					
BLCT-833	7-28-58	Ch# 3	V-100 kw	U	7-28-58
AH: 1000ft.		60-66mcs. A-	50 kw		12-1-58
License to cover CP BPCT-2424, as mod. Antenna System etc.					
BRCT-382	11-19-58	CH # 3	V-100 kw	U	12-1-58
AH: 1000'		60-66 Mca	A- 50 kw		12-1-61
RENEWAL OF LICENSE (CONDITION)					
WIRE	12-5-58	IN ORDER TO MAINTAIN SERVICE PENDING COMPLETION OF NEW CONSTRUCTION, AUTH. GR. TO OPR. WISC-TV TEMP. PER. END. 1-6-59 ACCORD. LIC. BRCT-382 EXCEPT USING SINGLE SECTION SIDE MOUNTED ANTENNA AT 700-FOOT TOWER LEVEL & TRANSMITTER OUTPUT POWER 20.8 KW VISUAL & 10.4 KW AURAL. UPON COMPLETION OF CONSTRUCTION & PENDING FILING LIC. APPL., ALTERNATE AUTHORITY GR. FOR PER. END. 2-6-59 TO OPR. EXACT ACCORD. WITH CP BPCT-2522. ADVISE			
WIRE	1-6-59	RE LIC. APPLICATION BLCT-899,	AUTH. GR. OPR. WISC-TV ON PROGRAM TEST ACCORDANCE SECTION 3.629 RULES AND CP (BPCT-2522).		
BLCT-899	5-22-59	CH# 3	V-56.2kw	U	5-22-59
AH: 1190'		60-66	A-28.8kw (MSL:2227')		12-1-61
Lic. to cover CP (BPCT-2522) Auth. chgs. in existing station.					
WIRE	9-14-59	NO OBJECTION OPERATE WISC-TV AT REDUCED POWER ACCORD. SECTION 3.689(B)(3) OF RULES. ADVISE			
BMLCT-78	4-28-60	same	same	same	4-28-60 12-1-61
Mod. of License to chg. name to Television Wisconsin, Inc.					
BRCT-382	9-27-62	Ch. 3	V-56.8kw	U	9-27-62
AH: 1190'	MSL:2227'	60-66Mcs.	A-28.8kw		12-1-64
RENEWAL OF LICENSE					
BRCT-382	11-16-64	same	same	same	12-1-64
RENEWAL OF LICENSE					
					12-1-67

Form BC 126 #3

June 1954

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WISC-TV

Station location MADISON, WISCONSIN

Name of licensee ..... TELEVISION WISCONSIN, INC.

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To.
MLCT-403	1-20-66	Ch. 3 60-66 mc	V-56.2 kw A-11 kw	U	1-20-66 12-1-67
Mod. of lic. to red. AURAL ERP & transmitter					
BRCT-382	11-24-67	same	same	same	12-1-67 12-1-70
RENEWAL OF LICENSE					
BPCT-4256	7-25-69	CP to install a frequency sys.			9-25-69 3-25-70
-----					
WIRE ON PTA CP	3-16-70	RETENDERED LIC. APPLI. AUTH. GR. OPER.			
BPCT-4256					
BLCT-1973	7-27-70	Lic. (BPCT-4256) for chgs.			12-1-70
-----					
BTC-6558	5-11-71	Invol. T/C			
-----					
EBSA	5-15-72				
-----					
BRCT-382	11-25-75	Renewal of license (S)			12-1-76
-----					
BRCT-382	11-17-76	Renewal of license (S)			12-1-79
-----					
BRCTV-386 (1)	3-9-78	Mod. of lic. for remote control			
-----					
BPCT-5143	9-28-78	CH-3 60-66	V.56.2kW A.11kW	Unl.	11-28-78 3-28-80
AH:1190' MSL CP TO CHG. TYPE TRANS. & TPO					
-----					
BRCT- 790801KY	11-30-79	RENEWAL OF LICENSE (S)			12-1-82
-----					
BLCT-790312LD	5-7-80	LIC. TO COVER CP (BPCT-5143)			for chgs. 12-1-82

Call  
Letters ~~WISN-TV~~ WISC-TVName RADIO WISCONSIN, INC.  
~~(P.O. 119 Monona Avenue, Madison, Wisconsin)~~ SEE CARD # 2

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-410 Rec'd Filed	4-5-48	Construction permit for a new commercial television b/c station Frequency: Ch. #9, 186-192 mc. ERP: Vis. 26.78 kw, Aur. 13.39 kw Hours of Operation: Unlimited S & T-Location: Highway 18, Madison, Wisconsin (Vis. G.E. TT-7-B, Aur. G.E. TT-8B) Filed by Arthur W. Scharfeld, Att'y	SEE ACTION CARD #3	
	4-7-48			
	4-12-48			
Amended Rec'd Filed	4-12-48	Amended to change S & T-Location from <del>18</del> Highway 18 to 5.2 mi. S.W. of State Capitol on Highway 18, Madison, Wisconsin and to make / Filed by Arthur W. Scharfeld, Att'y	antenna changes.	
	4-19-48			
	4-19-48			



Charles B. Persons, Engr.  
Station WEBC  
Duluth, Minn.

FORMERLY FCC FORM 94

Call Letters WISC-TV  
~~NEW~~ - AMENDED

Name RADIO WISCONSIN, INCORPORATED  
~~(P.O. 214 North Carroll St., Madison, Wisconsin)~~

File No.	Dated	Application for	Action	
			Nature	Date
<p>AMENDED BPCT-410 Rec'd Filed</p>	<p>6-27-52 6-30-52 6-30-52</p>	<p>(PURSUANT TO SIXTH REPORT &amp; ORDER-4-11-52) Construction permit for new Comm. TV B/c station FREQ: <del>Ch. #3, 60-66 mcs.</del> ERP: <del>Vis. 60.7 kw., Aur. 30.35 kw.</del> Hours of operation: Unlimited S-L: <del>Highway RD, 1/2 miles SW of capital bldg., Madison, Wisconsin</del> T-L: <del>Highway RD, 1/2 miles SW of capital bldg., Madison, Wisconsin</del> (Vis. &amp; Aur. <del>RCA TT-10AB</del>) (<del>471</del>) Filed by Arthur W. Scharfeld, Atty</p>	<p>SEE ACTION CARD #3</p> <p><del>XXXXXXXXXXXXXXXXXXXX</del></p>	
<p>AMENDED Rec'd Filed</p>	<p>7-25-52 8-1-52 8-1-52</p>	<p>Amended to chg. freq. from Ch. #3, 60-66 mcs. to <del>Ch. #27, 54.8-55.4</del> mcs., ERP from Vis. 60.7 kw, Aur. 30.35 kw to <del>Vis. 103.8 kw, Aur. 51.9 kw;</del> Ant. hgt. above average terrain from 471' to <del>498'</del>; chg. type ant. and trans. (<del>Vis. &amp; Aur.</del> <del>RCA TTU-5A</del>) and other equip. chgs.</p>		

Charles B. Persons, Engr.- WEBC Bldg., Duluth, Minn.

FORMERLY FCC FORM 94

Call  
Letters WIS VISO-TVName RADIO WISCONSIN, INCORPORATED

File No. <del>BFC-410</del>	Dated	Application for	Action	
			Nature	Date
AMENDED Rec'd Filed	12-15-52 12-19-52 12-19-52	Amended to chg. freq. from Ch. #27, 548-554 mcs. to Ch. #3, 60-66 mcs., ERP from Vis. 103.8 kw, Aur. 51.9 kw to Vis. <del>60.7 kw</del> , Aur. <del>98.95 kw</del> ; antenna hgt. above average terrain from 498' to 472'; type antenna and trans. ( <del>RCA TT-204B</del> ); and other equip. chgs. (Filed by Arthur W. Scharfeld, Atty.)	GRANTED (DECISION)	12-7-55  (Docket-8959)
AMENDED Rec'd Filed	8-3-53 8-4-53 8-4-53	Amended to change ERP from Vis. 60.7 kw, Aur. 30.35 kw to Vis. 100 kw, Aur. 50 kw; antenna height above average terrain from 471' to 794.5'; type trans. (RCA TT-25BL); trans. and studio locations from On Highway PD, 4½ miles S.W. of Capitol Bldg., Madison, Wis. to 6.9 miles WSW of the center of Madison, Wis. and <del>to be determined, Madison, Wis.</del> , respectively, and other equipment changes.		
AMENDED Rec'd & Filed	8-11-53 8-11-53	Amended to change Officers, Directors and Stockholders		

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WIS WISN-TVName RADIO WISCONSIN, INCORPORATED  
(P.O. 114 North Carroll St., Madison, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
HPCT-410 AMENDED Rec'd Filed	10-1-53 10-2-53 10-13-53	Amended to specify studio location as West Beltline Highway at Hammersley Road, Madison, Wisconsin	SEE ACTION CARD #3	
----- HPCT-4095 Rec'd & Filed Ext. #1 T	7-7-56 7-10-56	<p>Protest and Petition for Reconsideration of STA <sup>for operations of WISC-TV</sup> granted 5-20-56, filed by Binito Caguine, behalf Monona B/C Company</p> <p>Mod. of CP (HPCT-410, which authorized a new COMM. TV B/C Station) to extend completion date from 8-7-56 to 2-7-57. Filed by: Arthur W. Scharfeld, Atty.</p>	Denied & Order	Memo. Opinion 8-1-56
	7-13-56 7-20-56	<p>*Opposition to above Protest &amp; Petition, filed by Scharfeld &amp; Stambler, behalf WISC-TV</p> <p>Further Opposition, filed by same Attys., behalf WISC-TV</p>	See Denial above	

SEE CARD #5

CARD #5

COMM TV

FORM BC-121

## APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call  
Letters WISQ-TVName RADIO WISCONSIN, INCORPORATED  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
	7-20-56	Reply to Opposition to Suspend STA, filed by Gaguine, behalf Monona	See action Card #4	
	8-27-56	Supplement to petition to suspend STA and for other relief. Filed Filed by Benito Gaguine, Atty, Behalf Monona Broadcasting Company.		
	8-30-56	Motion to Dismiss Supplement (above) filed by Arthur H. Schwarfeld & Arthur Stambler, behalf WISQ-TV.		
	9-10-56	Opposition to Motion to Dismiss Supplement to Petition to Suspend STA, filed by Gaguine (Benito) behalf Monona B/C Co.		
BMPCT-4474 Recd. & filed Ext. # 2	1-4-57 1-8-57	Mod. CP (BPCT-410, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 2-6-57 to 8-7-57.	GRANTED	2-6-57
BMPCT-4773 Recd. & filed Ext. # 3	7-3-57 7-8-57	Mod. CP (BPCT-410, as mod., which authorized a new Comm. TV B/C Sta.) to extend completion date from 8-7-57 to 10-6-57. Filed by A. Stambler, Atty.	GRANTED	7-18-57

## APPLICATION RECORD - BROADCASTING

Name RADIO WISCONSIN, INCORPORATED  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-721 Recd & filed	9-27-57 9-27-57	License to cover CP (BPOT-410 as mod.) which authorized a new commercial TV b/c station Filed by Arthur Stambler (S charfeld & Baron)	GRANTED	11-5-57
BPCT-2424 Recd & Filed	10-28-57 11-8-57	CP to make changes in existing station - make minor equip. changes; changes in ant. sys. and ant. ht. abv. aver. terrain to 1001.5 ft. Arthur Stambler, Atty. John Creuts, Engr.	GRANTED	11-29-57
BMPCT-5092 Recd. & filed Ext. #1	4-24-58 4-28-58	Mod. of CP, BPCT-2424, which authorized changes in existing station) to extend completion date from 5-27-58 to ____. Filed by Arthur Stambler, Atty.	DISMISSED	5-26-58 as unnecessary since they were authorized PROGRAM TEST on 5-20-58
BLCT-833 Recd & Filed	5-15-58 5-19-58	License to cover CP (BPCT-2424 as mod.) which authorized changes in existing station. Filed by Arthur Stambler, Attorney	GRANTED	7-28-58

AUG. 1955

TELEVISION WISCONSIN, INC.

Call  
Letters WISC-TV

Name ~~RADIO WISCONSIN, INCORPORATED~~  
P.O. 114 North Carroll Street, Madison, Wisconsin

4801 West Beltline Highway, Madison 5, Wisconsin (lt. 8-16-60) Action

File No.	Dated	Application for	Nature	Date
BPCT-2522 Recd & Filed	6-13-58 6-19-58	Construction permit to make changes in existing Comm TV B/C station - change ERP from Vis. 100 kw, Aur. 50 kw to Vis. 56.3 kw, Aur. 29 kw - make changes in Antenna system and Antenna height above Average terrain from 1000' to 1192.5' and other equipment changes. Filed by Arthur Stambler, Attorney	GRANTED	8-1-58
BRCT-382 Recd & Filed	8-26-58 9-3-58	Renewal of License. Filed by Arthur Stambler, Attorney	GRANTED	11-19-58
BLCT-899 Recd. & Filed	12-26-58 12-31-58	License to cover CP(BPCT-2522, which authorized changes in existing Comm. TV B/C Station. Arthur Stambler, Atty.	GRANTED	5-22-59
BMLCT-78 R & F	2-22-60 2-26-60	Modification of license to change name to TELEVISION WISCONSIN, INC. Filed by Theodore Baron, Atty	GRANTED	4-28-60



Name TELEVISION WISCONSIN, INC.  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-382 Recd. & Filed	8-25-61 9-5-61	RENEWAL OF LICENSE Arthur Stambler, Atty.	GRANTED	9-27-62
BPCT-3014 Rec. & filed	2-17-62 3-1-62	Construction permit to increase ERP from Vis. 56.2 kw, Aur. 28.8 kw TO Vis. 100 kw, Aur. 50 kw and "PETITION FOR WAIVER OF RULE 3.614(b) AND GRANT OF APPLICATION FOR INCREASED POWER". Atty: Scharfeld, Segal, Baren & Stambler Engr: Jules Cohen	DISMISSED MEMO OPINION & ORDER ADOPTED: Denied Request for Waiver Sec: 73.614(b) (1) of Rules	MAY 19 1965

Form BC-121  
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

Call  
Letters WISC-TV

Name TELEVISION WISCONSIN, INC.

CH. 3 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-382 Recd. & Filed	8-24-64 8-28-64	RENEWAL OF LICENSE Arthur Stambler, Atty.	GRANTED	11-16-64
BMLCT-403 Recd. & Filed	12-21-65 12-23-65	Mod. of License to reduce Aural ERP from 28.8 kw to 11.24 kw; and change type of Aural transmitter to RCA TT10AL. Scharfeld, Bechhoefer & Baron, Atty.	GRANTED	1-20-66
LETTER Dated legal counsel	9-28-66	ARTHUR STAMBLER, Atty with PHILIPSON, LYON & CHASE is now for TV Station WISC-TV.		
BRCT-382 R & F SEP 15 1967	8-29-67 9-5-67	RENEWAL OF LICENSE Arthur Stambler, Atty.	Granted	11-24-67
SEE OTHER SIDE				
BRCT-4256 R & F \$30 #526731 PRESS	6-27-69 7-2-69 " JUL 10 1969	Construction Permit to install a frequency control system at the Main Transmitter. Lewis H. Goldman, atty. (Arthur Stambler)	I GRANTED LH	7-25-69

Ltr. dated 2-15-68 from atty. submitting 20 copies of WISC'S reply to the pending request of MidContinent Broadcasting Co. of Wisconsin, Inc. that the Commission reconsider and withdraw its ruling of 12-20-67 that Midcontinent's practice of compulsory combination rates on its stations WKOW-TV and WAOV-TV was "anti-competitive in nature" and "against the public interest"/

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call  
Letters WISC-TV

Name TELEVISION WISCONSIN, INC.  
CH-3 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-1973 R & F #584805 \$30 PRESS: Engr. data filed	3-13-70 3-16-70 3-12-70 MAR 19 1970 7-2-70	Lic. (BPCT-4256) for chgs. Atty.: Lewis H. Goldman (Office of Arthur Stambler)	GRANTED	7-27-70
BRCT-382 Rec. & filed PN Recd PRESS	8-28-70 9-1-70 8-26-70 SEP 17 1970	RENEWAL OF LICENSE Arthur Stambler Ltr. 10-15-70 from WISC-TV in response to complain from Lawrence W. Lichty	GRANTED COMM. ACTION	11-25-75
BTC-6558 Received Filed #500209 \$250 AC: 055 PRESS	4-14-71 4-20-71 4-30-71 4-30-71 MAY 5 1971	Involuntary transfer of control of The Evening Telegram Company of Superior, Wisconsin (34.8% Stockholder; with Morgan Murphy 15.2%; 50% Stockholder of licensee corporation) from Morgan Murphy to Elizabeth B. Murphy and Northern City National Bank of Duluth, Executors of the Estate of Morgan Murphy, Deceased. Atty.: Arthur Stambler	GRANTED	5-11-71

PETITION FOR DENIAL OF APPLICATION, OR ALTERNATIVELY, FOR PUBLIC HEARING WITH RIGHT OF INTERVENTION BY PETITIONER filed 11-2-70 by William Blankenburg, etc.

OPPOSITION TO PETITIONS TO DENY OR TO HOLD A HEARING ON RENEWAL APPLICATION filed 11-23-70 by Arthur Stambler for WISC.

PETITION filed 1-4-71 by Better Television For Madison.

MOTION TO STRIKE BTM'S SO-CALLED "REPLY" OR, ALTERNATIVELY, REQUESTING COMMISSION ACCEPTANCE AND CONSIDERATION OF WISC-TV'S RESPONSE THERETO filed 1-27-71 by Arthur Stambler for WISC.

Ltr. (20 copies) filed 4-15-71 by WISC-TV to up-date record relating to matters and proposals contained in station's renewal application.

REPLY filed 4-29-71 to Motion to Strike by Better TV for Madison.

LTR. 5-4-71 from Arthur Stambler for WISC-TV req. that ltr. and attachments be considered as part of overall factual record on WISC-TV renewal application.

Ltr. 5-5-72 from Stamber for WISC-TV in response to Better TV for Madison.

Ltr. 11-29-73 from Stambler for WISC-TV responding to BTM's letter.

MEMORANDUM OPINION AND ORDER adopted 11-25-75 released 12-3-75 FCC #75-1300 mimeo #37998

Therefore, IT IS ORDERED, That Television Wisconsin, Inc.'s Motion to Strike Better Television for Madison's Reply IS DENIED. IT IS FURTHER ORDERED; That Television Wisconsin, Inc's. response to Better Television for Madison's reply IS ACCEPTED to the extent discussed above. IT IS FURTHER ORDERED, That Better Television for Madison's informal

complaint and Petition to Deny ARE DENIED. IT IS FURTHER ORDERED, That the application for renewal of license for station WISC-TV, Madison, Wisconsin, filed September 1, 1970, as supplemented September 4, 1973, IS GRANTED, for the regular period ending December 1, 1976.

IT IS FURTHER ORDERED, that the Secretary of the Commission send a copy of this memorandum Opinion and Order to Better Television for Madison and Television Wisconsin, Inc.

PETITION FOR RECONSIDERATION filed 1-2-76 by Better Television for Madison. - *Yo Sparack*

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WISC-TVName TELEVISION WISCONSIN, INC.  
Ch. 3 Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-382 cont'd from Card #10		Amended 8-20-71 to reflect chg. in Station Management Staff. Amended <u>10-13-71</u> re <u>programming &amp; legal.</u>		
BRCT-382	8-30-73	Supplemental application.	GRANTED COMM. ACTION	11-25-75
R&F	9-19-73	Amended 10-1-73 re financial		
PN REC'D	9-19-73	Amended 10-4-73 other business interest		
PRESS:	OCT 12 1973	Amended 4-17-74 re public interest.		
		Amended 9-9-74 re equal employment & programming.		
		Amended 11-25-74 re programming.		
		Amended 4-30-75 re programming.		
		Amended 7-9-75 re programming.		
		Amended 8-12-75 re stockholder's name.		
		Ltr. 6-1-76 re chg. in General Mgr. - to Ownership		

OPPOSITION TO PETITION FOR RECONSIDERATION filed 2-4-76 by Arthur Stambler on behalf of WISC-TV  
REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 2-27-76 by Better Television for  
Madison.

MEMORANDUM OPINION AND ORDER adopted 6-16-76, released 6-30-76 FCC 76-564 40923: Accordingly,  
we have reviewed our decision in Television Wisconsin, Inc. in its entirety, and the Commission  
finds that petitioner has failed to raise any substantial or material question of fact which  
would ~~warrant~~ warrant a hearing on the X WISC renewal application. We have further considered  
the instant petition for reconsideration and related pleadings and find that BTM has failed to  
raise any new facts or legal arguments which would warrant reconsideration of our decision in  
that case. Accordingly, IT IS ORDERED, That the petition for reconsideration, filed by  
Better B Television for Madison, IS DENIED.

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WISC-TVName TELEVISION WISCONSIN, INC.  
Ch-3 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-382 R&F PN RECD PRESS	7-16-76 8-2-76 8-2-76 25 AUG 1978	RENEWAL OF LICENSE Atty.: ( <u>Stambler &amp; Shrinsky, P.C.</u> ) Contours filed & Annual report filed. Amended 9-1-76 re childrens programming Amended 10-26-76 re additional information Amended 11-10-76 re publication Ltr. 3-1-77 from WISC-TV re recent chgs in staff.	GRANTED	11-17-76
BPCT-5143 R&F PRESS	12-14-77 12-20-77	CP to chg. type of transmitter to HARRIS, BT-18L. Atty.: Arthur Stambler ( <u>Stambler &amp; Shrinsky</u> )	GRANTED	9-28-78
BRCTV-386 R&F PRESS	1-17-78 1-23-78 FEB 17 1978	Request for authority to operate by remote control from 4801 West Beltline Highway, Madison, Wisconsin. Atty.: Arthur Stambler	GRANTED	3-9-78



CARD NO. 12

## APPLICATION RECORD BROADCASTING

COMMERCIAL TV  
Call Letters: WLSC-TVName: TELEVISION WISCONSIN, INC.  
CH-3

Station Location: MADISON, WISCONSIN

File No.	Date	Description	Action and Date
BRCT 79080IKY R & F PN REC'D PRESS	7-20-79 8-1-79 8-1-79 79 0829	RENEWAL OF LICENSE ATTY: ARTHUR STAMBLER (LOVETT FORD & HENNESSEY)	GRANTED 12-30-79
BTCTV-791022KG R&F PN REC'D (FORM 316) PRESS	10-22-79 79 1106	Voluntary acquisition of positive control of license corporation by Evening Telegram Company through purchase of stock from the "Madison Stockholders".  Arthur Stambler, Atty.	GRANTED 12-5-79 EFF: 1/4/80
BLCT-790312LD R&F PRESS PTA	3-3-79 3-12-79 3-21-80	License to cover CP(BPCT-5143 ) for chgs. /Arthur Stambler, Atty. (STAMBLER & SHRINSKY, P.C.)	GRANTED 5-7-80

## 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.

