

WKBT



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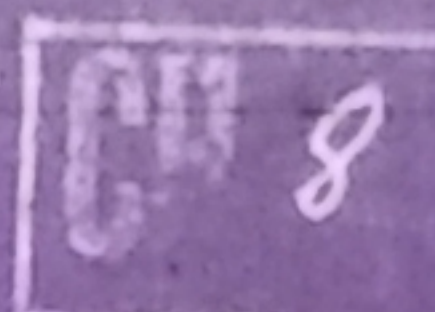
B.S. CARD #1

BROADCASTING STATION LICENSE RECORD

COMMERCIAL TV

FIRST C.O. 7-1-54 (Started 8-1-54)

Date first licensed 4-10-56 (Off.No. 172)



Call letters W.K.B.T.

(Sta. Loc. LaCrosse, Wisconsin)

NDEA

GROSS TELECASTING OF WISCONSIN, INC. (BALCT-392 12-10-69 EFF: 1-14-70)

Name of licensee X WKBH TELEVISION, INC.

1 mile Northeast of Galesville, Wisconsin (BPCT-2917 gr. 7-25-62)

Transmitter location X Town Road & School Section Roads, near Bergen, Wisconsin

141 SOUTH SIXTH STREET, LA CROSSE, WISCONSIN (Let. 7-13-66)

X Front and King Streets, La Crosse, Wisconsin (TEMPORARY CHG. Ltr 4-29-65)

X 141 South Sixth Street, La Crosse, Wis. (letter 7-2-54) (Eff: 7-8-54)

Main studio location X 109 Main, La Crosse, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPCT-1120	10-28-53	Ch.8 180-186 mc	V. 100 kw A. 50 kw	U	12-28-53 6-28-54
C. P. for a new Commercial TV B/C Station.					
BTC-1724	6-2-54	Vol. transfer of control of permittee corporation to WKBH, Inc., The LaCrosse Tribune, et al.			
EFF: 6-21-54					
BMPCT-2166	6-9-54	Same	Same	Same	12-28-53 12-28-54
Mod. of CP (BPCT-1120, etc.) for extension of completion date					
WIRE STA granted oper. Comm. Basis exact accord BMPCT-2166 pending filing of lic. application pd. ending 12-28-54. Notify Comm. by wire on date reg. oper. begins.					
BMPCT-2623	11-30-54	Same	Same	Same	12-28-53
Mod. of CP (BPCT-1120, as mod) to extend completion dt 6-28-55					
WIRE 12-1-54 EXT STA Opr. Comm. basis accord CP BMPCT 2623 pending filing of Lic. Appl. Period End. 6-28-55.					
BPCT-2070	2-6-56	same	V-251 kw A-126 kw	U	4-6-56 10-6-56
AH 810 ft. CP to chg. ERP, add power amplifiers to transmitters & make equipment changes.					
BLCT-323	4-10-56	CH #8 180-186	V-100 kw A-50 kw	U	4-10-56 12-1-58
AH 810 ft. License to cover CP (BPCT-1120, as mod).					
BMPCT-4184	9-18-56	same	same	same	4-6-56
Mod. of C.P. (BPCT-2070) to extend comp. date.					
WIRE 10-26-56 Pending filing of Lic. Appl., auth. gr. to opr. WKBT Temp. Per. End. 3-6-57, Comm. basis accord. CP BMPCT-4184.					
BLCT-573	4-12-57	CH #8 180-186	V-251 kw A-126 kw	U	4-12-57 12-1-58
AH: 810' License to cover CP (BPCT-2070, as mod).					
BRCT-172	11-5-58	CH # 8 180-186	V-251 kw A-126 kw	U	12-1-58 12-1-61
AH: 810' LF RENEWAL OF LICENSE					
ACTION ON RENEWAL DEFERRED 11-29-61					
BRCT-172	12-1-61	same	same	same	12-1-61 12-1-64
RENEWAL OF LICENSE					

Form BC 126

June 1954

#2

COMM. TV

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W K B T

Station location LaCrosse, Wisconsin

Name of licensee WKBH TELEVISION, INC.

Transmitter location See Card #1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From- To-
BPCT-2917	7-25-62	CH #8	Vis. 316 kw	U	9-25-62
AH: 1540'	MSL: 2449'	180-186	Aur. 158 kw		3-25-63
<u>CP to chg. ERP, TL, type of transmitters, type of antenna, AH</u>					
BMPCT-5823	3-26-63	same	same	same	9-25-62
<u>Mod. CP (BPCT-2917) to extend completion date</u>					
BMPCT-5889	9-11-63	SAME	SAME	SAME	9-25-62
<u>Mod. CP (BPCT-2917, as mod) to extend completion date</u>					
BMPCT-5951	3-19-64	same	same	same	9-25-62
<u>Mod. CP (BPCT-2917, as mod) to extend completion date</u>					
WIRE	8-14-64	RE TENDERED LIC. APPL. AUTH. GR. OPERATE			
WKBT ON PROGRAM TEST ACCORD. SECTION 73.629 RULES & CP					
BMPCT-5951	-----				
<u>ACTION ON RENEWAL DEFERRED</u>					
			12-9-64		12-9-64
BRCT-172	1-12-65	same	same	same	1-12-65
<u>RENEWAL OF LICENSE</u>					
BMLCT-1387	10-19-65	CH. #8	V-316 kw	U	10-19-65
BMLCT-336	10-19-65	180-186	A-57.5 kw		12-1-67
AH: 1540'	MSL: 2449'				
License to cover CP (BPCT-2917, as mod) for changes.					
<u>Mod. of License to reduce aural ERP.</u>					
WIRE	10-3-66	REURLET 1. PENDING ACTION ON			
APPLICATION FOR PERMANENT CHANGE, EXT. AUTH. GR. WKBS-TV					
INSTALL RCA TYPE TTU-50C TRANSMITTER AND OPERATE AT					
POWERS NOT TO EXCEED THAT SPECIFIED IN BPCT-3682 TEMP.					
PER. ENDING	11-3-66	-----			
BRCT-172	11-24-67	same	same	same	12-1-67
<u>RENEWAL OF LICENSE</u>					
BALCT-392	12-10-69	VOL. A/L			
BTC-6177	3-6-70	VOL. T/C			
NDEA	11-24-67	3-31-70	RENEWAL OF NDEA		
BRCT-172	1-29-71	RENEWAL OF LICENSE (NDEA)			12-1-70
			(L)		12-1-73
EBSA	5-15-72	-----			
BRCT-172	11-28-73	RENEWAL OF LICENSE (S)			12-1-73
RESCINDED	12-5-73	(Not Issued)			
BRCTV-405	6-15-78	Remote control authority.			
<u>Wire sent; not issued; to be issued with Renewal.</u>					

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call

Letters ~~W K B T~~

Name **WKBA TELEVISION, INC.**
 (409 Main St., La Crosse, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-1120 Rec'd Filed	6-25-52	Construction permit for a new Commercial TV B/C Station. Frequency: Ch. #3, (180-186 Mcs.) ERP: Vis. 107 kw, Aur. 54 kw Hours of Operation: Unlimited S-L: 409 Main St., La Crosse, Wis. T-L: Intersection of Town Road and School Section Road, Bergen, Wis. (Vis. & Aur. RCA TT-10AH) (825') Filed by John P. Carr, Atty.	GRANTED	10-28-53
	6-30-52			
	6-30-52			
AMENDED Rec'd Filed	10-27-53 10-27-53 10-27-53	Amended re stockholders; change ERP from Vis. 107 kw, Aur. 54 kw to Vis. 100.38 kw, Aur. 50.19 kw; and antenna height above average terrain from 825' to 808'		
BTC-1724 Recd. & Filed	4-16-54 4-29-54	Voluntary transfer of control of permittee corporation from WKBH, Inc. to WKBH, Inc., The La Crosse Tribune, et al. Filed by Alfred C. Cordon, Jr., Atty.	GRANTED EPF:	6-2-54 6-21-54

APPLICATION RECORD - BROADCASTING

TV Comm. B/C

FORMERLY FCC FORM 94

Call
Letters WJBT

Name WKBH TELEVISION, INC.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-2166 Recd Resubmitted Recd. Filed	5-25-54 5-21-54 6-1-54 6-4-54 6-4-54	Mod. of CP (BPCT-1120, which authorized a new Commercial TV Broadcast Station) for extension of completion date from 6-28-54 to 12-28-54. Filed by Alfred C. Cordon, Jr., Atty.	RETURNED TO DATE 6-27-54 SUBMITTED TO SUBSEQUENT TO RECEIPT GRANTED	6-27-54 ATTY. 6-9-54
BMPCT-2623 Recd. & filed	11-9-54 11-16-54	Mod. of CP (BPCT-1120, which authorized a new Comm. TV B/C Station) to extend completion date from 12-28-54 to 6-28-55. Filed By Alfred C. Cordon, Jr. Atty.	GRANTED	11-30-54
BLCT-323 Recd & filed	6-7-55 6-17-55	License to cover construction permit (BPCT-1120 as mod.) which authorized a new comm. TV broadcast station Filed by Alfred C. Cordon, Jr. Atty.	GRANTED	4-10-56

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters WKBTName WKSH Television, Inc.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-2070 Recd & filed	12-5-55 12-16-55	Construction permit to make changes in facilities of existing commercial TV B/C station to change ERP from Vis. 100 kw, Aur. 50 kw to Vis. 250 kw, Aur. 125 kw, add power amplifiers to transmitters and make equipment changes. (808) (Vis & Aur. RCA-TT-10 AH Transmitters RCA-TT-25EH Amplifiers) Filed by Francis F. McDonough, Atty.	GRANTED	2-6-56
BPCT-4184 Recd & Filed Ext. #1	8-23-56 8-28-56	Mod. of CP(BPCT-2070, which authorized changes in facilities of existing Commercial TV B/C Station) to extend completion date from 10-6-56 to 3-6-57. Filed by Clair L. Stout, Atty.	GRANTED	9-18-56
BLCT-573 Recd & filed	1-22-57 2-5-57	License to cover CR(BPCT 2070 as mod) which auth. changes in facilities of existing commercial TV b/c station Filed by John A. Rafter, Atty.	GRANTED	4-12-57

AUG. 1955

Call
Letters W K B TName WKBH Television, Inc.
Ia Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
ERCT-172 Recd & Filed	7-22-58 8-29-58	Renewal of License. Filed by Francis F. McDonough, Attorney	GRANTED	11-5-58
BPCT-2917 R & F	8-15-61 8-24-61	CP to change ERP from V1g, 251 kw, Aur. 126 kW to V1g 316 kw, Aur. 158 kw, change transmitter location from Town Road and School Section Roads, near Bergen, Wisconsin to 1 mile NE of Galesville near Galesville, Wisconsin, change type of transmitters from RCA TT-25BH to RCA TT-35BH, type of antenna to RCA TW-12AP, make changes in equipment and antenna height above average terrain to 1,543 feet. Request for waiver of Sec. 3.610 of the Comm's Rules. Filed by Earl R. Stanley, Atty.	GRANTED Granted Waiver Section 3.610 of	7-25-62 Comm. Rules

AUG. 1955

Call
Letters W K B TName WKBH TELEVISION, INC.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-172 Recd.&Filed	8-12-61 8-29-61	RENEWAL OF LICENSE Keith E. Putbrese, Atty.	GRANTED	12-1-61
BMPCT-5823 Recd.&Filed	2-12-63 2-14-63	Mod. of CP (BPCT-2917, which authorized changes in existing station) to extend completion date from 3-25-63 to 9-26-63 Earl R. Stanley, Atty.	GRANTED	3-26-63
BMPCT-5889 Recd.&Filed	8-15-63 8-20-63	Mod. of CP (BPCT-2917, as mod., which authorized changes in existing station) to extend completion date from 9-26-63 to 3-26-64. Earl R. Stanley, Atty.	GRANTED	9-11-63
<p>RE: BPCT-2917 and BMPCT-5889 - OBJECTION TO EXTENSION OF PERMIT AND PETITION FOR RECONSIDERATION AND HEARING filed 10-9-63 by Barland (Atty.) for Pier, Giles, Gibson and Hense (Pilots) DENIED **</p> <p>OPPOSITION TO "OBJECTION TO EXT. etc." filed 10-21-63 by Stanley for applicant J. B. SUMNER ORDER</p> <p>UNION REPLY TO "OPPOSITION TO OBJECTION etc." filed 10-28-63 by Barland and McKay for Pier, Giles, Gibson and Hense</p> <p>AMICUS CURIAE BRIEF, IN SUPPORT OF "OBJECTION etc." filed 12-16-63 by Whyte, Hirschboeck, Minahan, Harding & Harland, attys for Post B/cg. Corporation re BMPCT-5889</p>				

APPLICATION RECORD - BROADCASTING

Call
Letters WKBTName WKBH TELEVISION, INC.
La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPO-5889	continued from card #5.	MOTION TO DISMISS AND OPPOSITION TO "AMICUS CURIAE BRIEF" filed 12-23-63 by Earl Stanley for WKBT(tv).		
3 copies	Rec. 12-27-63	"The Dane County Wisconsin Circuit Court's Directions for Judgment in CASE NO. 112-181" filed by Earl Stanley for WKBT. (1 to B/C 2 to file room)		12-31-63
LTR. (2)	rec. 12-30-63	from T.H. Barland atty for Pire, Giles, Gibson & Hense; reply to "Motion etc." filed 12-23-63 by E. Stanley.		
LTR. (3)	rec. 1-3-64	from Earl Stanley for WKBT reply to ltr. of 12-30-63 above		
SEE CARD #5 MEMORANDUM OPINION & ORDER ADOPTED 1-8-64				

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

Call
Letters W K B T

Name WKBH TELEVISION, INC.
LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-5951 Recd & Filed	2-15-64 2-18-64	Mod. of CP (BPCT-2917, as mod., which authorized changes in existing station) to extend completion date from 3-26-64 to 9-1-64 Earl R. Stanley, Atty.	GRANTED	3-19-64

PETITION FOR RECONSIDERATION AND HEARING AND OBJECTION TO PERMIT TO CONSTRUCT re MPCT-5951 filed 4-20-64 by Atty. Barland for Wisconsin Aviation Trades Association et al OPPOSITION TO "PETITION FOR RECONSIDERATION AND HEARING AND OBJECTION TO PERMIT TO CONSTRUCT" filed 4-29-64 by Stanley for applicant MEMORANDUM OPINION & ORDER ADOPTED 7-8-64 PETITION DISMISSED				
BLCT-1387 Recd. & Filed	8-10-64 8-13-64	License to cover CP (BPCT-2917, as mod.), which authorized changes in existing station. Charles J. McKerns, Atty. (DOW, LOHNES & ALBERTSON)	GRANTED	10-19-65

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV

Call Letters WKBT

GROSS TELECASTING OF WISCONSIN, INC.
XWKBH TELEVISION, INC.

CH. 8 Name LA CROSSE, WISCONSIN (c/o Mr. Howard Dahl, 141 S. 6th St., La Crosse, Wis. 54601 (7-213-66))

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-172 Recd. Filed	8-12-64 8-14-64	RENEWAL OF LICENSE Charles J. McKerns, Atty (DOW, LOHNES & ALBERTSON)	GRANTED	1-12-65
BMLCT-336 Recd. & Filed	9-27-65 9-29-65	Modification of License to reduce Aural ERP from 158 kw to 57 kw. (Contingent on grant of BLCT-1387) Dow, Lohnes & Albertson, Atty	GRANTED	10-19-65
BRCT-172 R & F SEP 7 1967	7-26-67 8-23-67	RENEWAL OF LICENSE Charles J. Robertson, Atty. (Dow, Lohnes, Albertson)	GRANTED	11-24-67
BALCT-392 Received Filed #536367 \$150 PRESS: PN REC'D: AMEND. R&F	8-18-69 8-18-69 8-21-69 8-18-69 AUG 25 1969 8-20-69	Voluntary assignment of License to Gross Telecasting of Wisconsin, Inc. Atty.: Daniel W. Toohy (Dow, Lohnes and Albertson) (Assignor) Atty.: Fly, Shuebruk, Blume and Gaguine (Assignee) Re certified Articles for Assignee. AMENDED 9-30-69 re c. - WASHINGTON, D. C. financial & programming.	GRANTED EFF: COMMISSION ACTION	12-10-69 1-14-70

APPLICATION RECORD - BROADCASTING

Call
Letters W K B T

CH-8 Name GROSS TELECASTING OF WISCONSIN, INC.
LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BTC- 6177 R & F #572519 \$30 PRESS: PN REC'D:	1-16-70	Voluntary relinquishment of positive control of Gross Telecasting, Inc., parent corporation of licensee corporation, by Harold F. and Charlotte I. Gross, Voting Trustees, thru transfer of stock to James H. Gross, Individually and as Trustee and as Custodian for Jonathan Gross; and Gary F. Gross, Individually and as Trustee. Atty.: Fly, <u>Shuebruk</u> , Blume and Gaguine	GRANTED	3-6-70
	1-22-70			
	1-22-70			
	FEB 17 1970		EFF:	3-10-70
BRCT-172	7-15-70	RENEWAL OF LICENSE	GRANTED	1-29-71
Rec. & filed	8-26-70	Peter Shuebruk (Fly, Shuebruk)		
PRESS	SEP 2 1970	AMENDED 9-17-70 re Item 2, Sec. I.		
PN RECD	8--26-70			

APPLICATION RECORD - BROADCASTING

COMM. TV.

Call Letters **WKBT**

GROSS TELECASTING OF WISCONSIN, INC.

Name

CH-8 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-172 R&F PN REC'D PRESS: ✓	8-17-73	RENEWAL OF LICENSE	GRANTED RESCINDED (Not issued)	11-28-73 12-5-73
	9-4-73 9-4-73 SEP 25 1973	ATTY: Peter Shuebruk (Fly, Shuebruk, Blume & Gaguine) LTR. 5-14-75 from new atty Gene A. Bechtel (Arent, Fox, Kintner, Plotkin & Kahn)		
BRCT-172 R&F PN RECD PRESS	6-30-76	SUPPLEMENTAL RENEWAL OF LICENSE Atty.; David Tillotson (Arent, Fox, Kintner, Plotkin & Kahn) Contours filed Annual report filed		
	7-29-76 7-29-76 26 AUG 1978			
BRCTV-405 R&F PRESS	5-12-78	Request for authority to operate trans. by remote control from 141 South Sixth Street, La Crosse, Wisconsin. Atty.: David Tillotson (Arent, Fox, Kintner, Plotkin & Kahn.)	GRANTED	6-15-78 Wire sent; not issued; to be issued with Renewal
	5-16-78 JUN 8 1978			

CARD NO. 11

APPLICATION RECORD BROADCASTING

COMM. TV
Call Letters: WKBT-TV

Name: GROSS TELECASTING OF WISCONSIN, INC.
ch-8

Station Location: LA CROSSE, WISCONSIN

File No.	Date	Description	Action and Date
BRCT-790727KG R & F PN REC'D PRESS	7-25-79 7-27-79 79 09 07	RenEWAL OF LICENSE ATTY: DAVID TILLOTSON	

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.

