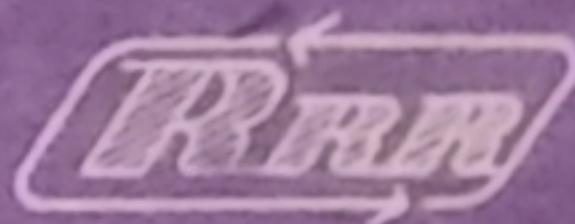


WXOW-TV



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REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/3

Form BC 126 #1 SEA 3-6-70

June 1954 STARTED 3-7-70

PTA 3-16-70

COMM.TV

Satellite of WKOW-TV

**BROADCASTING STATION LICENSE RECORD**

Date first licensed 12-4-70 (Off. #706)

Call letters **WXOW-TV**

Station location **LA CROSSE, WISCONSIN**

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

HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN (BAPCT-464 9-9-70 EFF: 10-29-70)

Name of licensee <sup>X</sup> **MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.**

Transmitter location **2.8 MILES SW OF LA CRESCENT, MINNESOTA**

Main studio location **Cty. Hwy. #25, W. of LaCrescent, Minn. (MICT 9-26-72)**

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPCT-3926	12-13-67	CH.25	V-129 kw	U	2-13-68
AH: 930' MSL: 1837'		536-542	A-25.7 kw		8-13-68
CP FOR A NEW COMM.TV B/C STATION, CONSTRUCTION PERMIT ISSUED WITHOUT CALL LETTERS					
BPCT-3926	6-13-68	(1)	CALL LETTERS ASSIGNED		
BMPCT-6875	10-7-68	CH-19	V-132.1 kw	U	2-13-68
BMPCT-6895					
AH: 930' MSL: 1840'		500-506	A-26.4 kw		4-7-69 ✓
Mod.(BPCT-3926) to chg. CH., ERP; ant. struc.; AH and extend completion date.					
BMPCT-6997	11-6-69	MP (BPCT-3926, as mod) Ext. Time			5-6-70
WIRE	3-6-70	PENDING FILING LIC. APPLI. AUTH. GR.			
OPER. TEMP. PER. END. 3-17-70 ACCORD. BMPCT-6997. ADVISE WHEN OPERATION COMMENCES UNDER THIS AUTHORITY.					
WIRE	3-16-70	RETENDERED LIC APPLI. AUTH. GR. OPER			
PTA CP BMPCT-6997.					
BAPCT-464	9-9--70	VOL. A/L			
BLCT-1975	12-4-70	(BPCT-3926 as mod) for			12-1-73
a new station					
STATION TO CONTINUE TO OPERATE AS SATELLITE UNTIL 9-1-72 ✓					
SEE BROADCAST ACTION Report No. 9718 3-3-71. Action by ltr.					
EBSA	5-15-72				
Comm. Ltr.	10-5-72	Ext'n. auth. oper. as satellite of WKOW-TV			
ext'd. to 1	31-73	Further ext'n. will not be gtd.			
BMLCT-742	9-26-72	ML to chg. studio location (1)			
Wire	7-6-73	Pending reconstruction antenna and tower auth. gtd. erect 99 ft. tower and dipole ant. sys. and oper. at reduced power temp. per. end. 10-6-73.			
Wire	10-9-73	Pending reconstruction ant. and tower, extend auth. gtd oper. at reduced power with temp 99 ft. tower and dipole ant. sys. per. end. 1-6- 74, auth. also gtd. oper. with dipole ant. mount on permant. rebuilt tower during this per. with ant. hght. not exceeding that presently lic. obst marking specifications accord. part 17 of comm rules applic.			

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WXOW-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.
BRCT-706	11-28-73	RENEWAL OF LICENSE (L)			12-1-76
BRCT-706	11-23-76	RENEWAL OF LICENSE (S)			12-1-79
BALCT-7807211A	9-20-78	Vol.	AL		
BRCT-790801KN	11-30-79	RENEWAL OF LICENSE (S)			12-1-82
BPCT810619KG	7-22-81	CP to chg ERP & TRANS.			1-22-83

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call Letters **WKOW-TV**  
**NEW**

Name **MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.**  
 (P.O. c/o Anton J. Noe, 5727 Tokay Blvd. Madison, Wis. 53701)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3926	3-1-67	Construction Permit for a New Comm. TV B/C	GRANTED	12-13-67
R & F	3-2-67	Station: CH. <del>19</del> , <del>300-506 Mcs.</del> ERP: <del>110 kw (NOR)</del> , <del>Actual 22 kw (NOR)</del> HOURS OF OPERATION: PROPOSED SATELLITE OF WKOW-TV, CH. 27, Madison, Wisconsin TL: <del>Approx 175 Mile SE of Center of Holmen</del> Wisconsin (RCA TTU-12A) AH: <del>1000 feet</del> STATION LOCATION: LA CROSSE, WISCONSIN Robert L. Heald, Atty A.D. Ring, Engr.	Commission action CONDITION: Granted without prejudice to whatever action the Commission may deem appropriate as a result of the pending pro- ceedings in Docket No. 17371.	

SEE OTHER SIDE FOR PETITIONS

BPCT-3926

PETITION FOR RECONSIDERATION filed 1-11-68 by Mallyck & Bernton for Lee & Associates, Inc.

REQUEST FOR EXTENSION OF TIME filed 1-23-68 by Edward F. Keneham for Midcontinent B/C Co.

OPPOSITION TO PETITION FOR RECONSIDERATION filed 1-31-68 by Charles J. McKerns for  
Midcontinent B/C. Co. of Wisconsin, Inc.

REPLY TO OPPOSITION TO PETITION FOR RECONSIDERATION filed 2-14-68 by Mallyck & Bernton for  
Lee Associates, Inc.

REQUEST FOR EXTENSION OF TIME filed 2-14-68 by Mallyck & Bernton for Lee & Associates, Inc.

PETITION FOR RECONSIDERATION DENIED by Memo. Opinion & Order Adopted 3-20-68 released 3-26-68

2  
FORM BC-121  
Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV.

Call Letters WXOW-TV  
NEW

Name MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.

CH. 19 La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3926 AMENDED Rec'd Filed JUL 18 1967	Cont'd 6-30-67 7-5-67 7-7-67	AMENDED to change frequency from CH. 19, 500-506 Mcs. to CH. 25, 536-542 Mcs.; ERP to Vis. 130.1 kw (Horz), Aur. 26.02 kw (Horz); trans. loc. to Co. Hwy 25 and Tschumper Ridge Rd., La Crescent, Minn.; antenna structure; and decrease antenna height above average terrain to 930 feet.	GRANTED	12-13-67
BMFCT-6875 R & F	7-29-68 7-31-68 AUG 5 1968	Mod. (BPCT-3926) to extend completion date to 4-14-69.	#448457 GRANTED	\$30. 7-31-68 10-7-68
BMFCT-6895 R & F Press SEP 4 1968 FN Rec'd	8-20-68 8-26-68 9-17-68	Mod. (BPCT-3926) to chg. freq. from CH. 25, 536-542 Mcs. to CH. 19, 500-506 Mcs.; ERP to Vis. 132.1 kw (Horz), Aur. 26.4 kw (Horz); antenna struc.; and increase antenna height above average terrain to 931.5 feet.	#454262 GRANTED	\$150. 8-26-68 10-7-68
			Issued with BMFCT-6895	
			Issued with BMFCT-6875	



## APPLICATION RECORD - BROADCASTING

CALL TV

Call  
Letters WXOW-TVName MIDCONTINENT BROADCASTING CO. OF WISCONSIN, INC.CH. 5 / 9 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-6997 Rebd. FILED \$30 #497923 PRESS	3-6-69	MP (BPCT-3926, as mod.) to extend completion date to NOVEMBER 1, 1969. Ed. F. Kanehan, Atty. (Fletcher, Heald, Rowell)	J GRANTED	11-6-69
	3-10-69			
	3-11-69			
	"			
	MAR 25 1969	Amended 7-7-69 to update information.		
		Ltr. from atty. 10-3-69 submitting engr. data.		
BAPCT-464 R & F #566904 \$150 PRESS: PH REC'D:	12-19-69	Voluntary assignment of construction permit to Horizons Communications Corporation of Wisconsin.  Attys.: Charles J. McKerns (Dow, Lohnes and Albertson) (Assignor) Robert A. Marnet (Assignee)  AMENDED 3-24-70 re financial. AMENDED 6-9-70 re Exh. No. 6 "AMENDMENT TO AGREEMENT"	J GRANTED EFF: COMMISSION ACTION	9-9-70 10--29-70
	1-2-70			
	1-2-70			
	JAN 15 1970			
	1-28-70			

APPLICATION RECORD - BROADCASTING

Call Letters WHDW-TV

HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN

Name MIDCONTINENT BROADCASTING CO., OF WISCONSIN, INC.

Ch. 19 La Crosse, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLCT-1975 R & F \$30 #584806 PRESS	3-9-70 3-12-70 3-12-70	Lic. (BPCT-3926 as mod) for a new station Chas. J. McKerns, (Dow, Lohnes) AMENDED 4-28-70 to show justification for proposed continuation of satellite operation. Ltr. from atty. 7-1-70 to submit engr. data re contours AMENDED 10--30-70 to correct name	GRANTED	12-4-70
ROBERT A. MARMET (MARMET & WEBSTER) represents WHDW-TV per. ltr. 3-11-71				
BLCT-742 R & F #105277 \$50 AC: 062 PRESS:	8-29-72 8-31-72 8-31-72 SEP 15 1972	Mod. of Lic. to chg. studio location to County Highway #25, West of LaCrescent, Minnesota. Atty.: <u>Marmet and Webster</u>	GRANTED	9-26-72
BRCT-706 R & F PN REC'D PRESS: ✓	8-24-73 8-31-73 8-31-73 SEP 17 1973	RENEWAL OF LICENSE ATTY: Gordon R. Malick	GRANTED	11 28 73

## APPLICATION RECORD - BROADCASTING

Call  
Letters WKOW-TV

LIBERTY TELEVISION, INC.

Name HORIZONS COMMUNICATIONS CORPORATION OF WISCONSIN  
Ch-19 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-706 R&F PN RECD PRESS	7-20-76 7-30-76 10-29-76 25 AUG 1976	RENEWAL OF LICENSE Atty.: Harold K. McCombs, Jr. Contours filed, Annual report filed. 323 filed with WKOW-TV Amended 11-10-76 re Exhibit 5	GRANTED	11-23-76
BALCT7807211A R&F PN RECD PRESS (Form 314)	7-17-78 7-21-78 8-22-78 JUL 25 1978	Vol. assignment of license to Liberty Television, Inc. Attys.: Assignor-Robert Marmet Assignee-Howard Braun Amended 9-5-78 re financial & legal Amended 9-6-78 re financial & legal Amended 9-12-78 re additional information	GRANTED EFF:	9-20-78 11/30/78

CARD NO. 6

## APPLICATION RECORD BROADCASTING

Call Letters: **COMMERCIAL TV**  
**WXOW-TV**Name: **LIBERTY TELEVISION, INC.**  
**CH-17**Station Location: **LA CROSSE, WISCONSIN**

File No.	Date	Description	Action and Date
BRCT-790801KN R & F PN REC'D PRESS	7-10-79 8-1-79 8-22-79 79 08 28	RENEWAL OF LICENSE ATTY: HOWARD J. BRAUN {FLY, SHUEBRUK}	g 11-30-79 GRANTED 11-30-79
BPCT-810619KG		CP to chg. ERP to 400kW(M), 227kW(H), Aux. 22.7kW and chg. trans. to RCA TTU-30D. Atty.: Howard Braun	GRANTED 7-22-81

LETTER 10-30-80 by Roger A. Seltzer for Liberty Television, Inc., amending the affiliation agreement between Liberty TV, Inc. and the American Broadcasting Companies, Inc. re financial.

## 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.

