

W V T V



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1338199

Form BC 126
June 1954

First CO: 9-16-53 started 10-3-53
Suspended operation 3-31-59 Sta 5-27-59
PTA 6-23-59

BROADCASTING STATION LICENSE RECORD

Date first licensed 10-23-56 (Off. #227)

CH 18

Call letters WTVV (6-7-66)

Station location MILWAUKEE, WISC.

Name of licensee GAYLORD BROADCASTING COMPANY (ML 5-28-75)
X WKY TELEVISION SYSTEM, INC. (BALCT-288 3-24-66 EFF: 3-31-66)

Transmitter location Marc Plaza Hotel, Wisconsin Avenue between 5th Avenue and
6th Avenue, Milwaukee, Wisconsin (Atty. Ltr. 8-23-73)
X Schroeder Hotel, Wisconsin Ave. Bet 5th & 6th Ave., Milwaukee,
Wisconsin (BMPCT=2950 3-15-55)

Main studio location 4041 North 35th St., Milwaukee, Wisconsin (Ltr. dated 4-10-67)

Date first licensed 10-23-56 (Off. No.: 227)

CH 18

Call letters ~~WISN~~ / 2-27-55
(Sta. Loc. Milwaukee, Wisconsin)

WKY TELEVISION SYSTEM, INC. (BALCT-288 3-24-66 EFF: 3-31-66)

X WXIX, INC. (BAPLCT-26 5-6-59 EFF: 5-22-59)

X COLUMBIA BROADCASTING SYSTEM, INC. (BAPCT-127 gr. 1-14-55 EFF: 2-16-55)

Name of licensee X BARTLETT BROADCASTERS, INC.

Schroeder Hotel, Wisconsin Ave. bet. 5th & 6th Avenues, Milwaukee, Wisconsin (BAPCT-1-14-55)

X 5407 West Martin Drive, Milwaukee, Wis. (BMPCT-1327 Gr. 9-4-53) 7-27-53

x 716 N. 11th Street, Tower Hotel Building, Milwaukee, Wisconsin (BAPCT-1227)

Transmitter location X 2439 West Hopkins, Milwaukee, Wisconsin

4041 NORTH 35th STREET, MILWAUKEE, WISCONSIN (Letter dated 4-10-67)

(BLCT-947 8-1-60)

X Schroeder Hotel, Wisconsin Ave., between 5th & 6th Streets, Milwaukee, Wisconsin

X 5445 North 27th Street, Milwaukee, Wisc. (BLCT-446) (not a move)

X 54-45 N. 27th St., Milwaukee, Wisconsin (BMPCT-2950 3-15-55)

X 714 W. Wisconsin Avenue, Milwaukee, Wisconsin (BMPCT-1227, 7-27-53)

Main studio location X 2439 West Hopkins, Milwaukee, Wisconsin

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BPCT-784	6/3/53	Ch. # 19 500-506 Mcs.	V-17.4kw A-9.55kw	U	8/3/53 2/3/54
Construction permit for new Commercial TV b/c Station					
BPCT-1227	7-27-53	same	V. 20 kw A. 10 kw	U	8-3-53 2-3-54
R.C.P. (BPCT-784) to change ERP, change T-L & S-L, make antenna and other equipment changes.					
BPCT-1327	9-4-53	same	V. 18.2 kw A. 9.77 kw	U	8-3-53 2-3-54
R.C.P. (BPCT-784 as mod) to change ERP, change T-L, change description and changes in ant. & other equipment.					
BPCT-1327	9-16-53	STA operate comm. basis exact accord. CP			
BPCT-1327. Period ending September 26, 1953.					
BPCT-1327	9-22-53	Ext. STA operate comm. basis exact accord			
BPCT-1327. Period ending December 26, 1953. (Start 10-8-53)					
BPCT-1327	11-53	Ext. STA, Opr. Comm. Basis exact Accordance CP			
BPCT-1327, Period Ending 2-3-54.					
BPCT-1787	1-28-54	Same	Same	Same	8-3-53
Mod. CP (BPCT-784, as mod) to extend compl. date 8-3-54					
BPCT-1787	2-54	STA Opr. Comm basis accordance CP BPCT-1787			
Pending filing of License application. Per. End. 8-3-54					
BPCT-2183	7-2-54	same	V: 229kw A: 123kw	same	8-3-53 1-2-55
R.C.P. (BPCT-784, as mod) to chg. ERP, type of transmitters.					
BPCT-1787	11-5-54	EXT. STA Opr. Comm. basis accord CP BPCT-1787.			
Period Ending 1-2-55.					
BPCT-2620	1-14-55	same	V. 245kw A. 144kw	U	3-14-55 9-14-55
Mod. of CP (BPCT-784, as mod.) to chg. T-L, ERP, install new transmitters & antenna system. (L.F.) Ant. hgt. 570'					
BPCT-2705	12-31-54	same	same	same	8-3-53
Mod. of CP (BPCT-784, as mod.) to ext. comp. date. (S.F.) 4-2-55					
Also see STA (Card #2) granted 12-31-54					

B.S. Card # 2

BROADCASTING STATION LICENSE RECORD

COMM. TV 3/C
WUHF (11-27-62)

WXLB
1043-57

Date first licensed

Call letters

Name of licensee COLUMBIA BROADCASTING SYSTEM, 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--
BAPCT-127	1-14-55	Voluntary assignment of CP from Bartell			
KFF: 2-16-55	Broadcasters, Inc. to Columbia Broadcasting System, Inc.				
WIRE 1787.	12-31-54	EXT STA	Opr. Comm.	basis accord	CP BMPCT
	Per. End, 4-2-55.				
WIRE	2-17-55	STA Opr.	Comm. basis accord.	CP BMPCT-1787	
Auth. is effect. 2-17-55 and expires 3-17-55.					
WIRE	2-17-55	STA Opr.	Comm. basis accord	CP BMPCT-2620	
except using 6 1/8 inch transmission line in lieu of 3 1/8 inch line with GE Type TY-21-B single section antenna side mounted bet. 100 ft & 112 ft levels of existing tower & effective radiated power of 56 kw Vis, 30 kw Aural. Auth. is effective upon termination of operation under separate STA of this date and expires 9-14-55.					
BPCT-1958	3-15-55	CH 19	—	merg.	5-15-55
AUX. ANT.				test & Maint.	9-14-55
CP to install an Aux. Ant. at the Main Transm.					
BMPCT-2950	3-15-55	CH 19	Vis-257kw	U	8-14-55
MAIN ANT.&TRANS.	500-506	Aur-141kw			9-14-55
Mod.CP(BPCT-784, as mod) to chg. ERP, SL, make Ant. & other equipment chgs. correct coordinates (not a move)					
WIRE	4-18-55	Mod. STA	Opr. Comm. basis accord.	CP BMPCT	
2950 pending filing of Lic. Appl. Auth. expires 9-14-55 also granted for same period STA Opr. Aux. Ant. for Emer. Maint. & test purposes accord. CP BPCT-1958 pending filing of Lic. appl. & subject to the condition that the grant of these authorizations is without prejudice to any action which the Comm. may be required to take, if any, as a result of a final decision in the case of Gran Enterprises, Inc. V FCC #12565, now pending in the US. Court of appeals for the District of Columbia circuit.					
WIRE	4-20-55	RE STA	Comm. Wire	4-18-55	condition delete
BMPCT-3351	8-19-55	same	same	same (Aux. Ant.)	5-15-55
Mod. of CP(BPCT-1958) to ext. completion date 2-14-56					
BMPCT-3350	8-19-55	same	same	same (Main Ant & Trans.)	3-14-55
Mod. of CP(BPCT-784, as mod) to ext. completion dt. 3-14-56					
WIRE	9-6-55	EXT. STA	Opr. Comm. basis accord.	CP's	
BMPCT-3350 & BMPCT-3351 pending filing of Lic. Appl. authorization expires 3-14-56.					

BROADCASTING STATION LICENSE RECORD

CLASS. TV 5/0

Date first licensed

Call letters WJZZ

Name of licensee COLUMBIA BROADCASTING SYSTEM, 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-
BPCT-447 AUX. ANT.	10-23-56	CH. #19	—	EMERG.	10-23-56 12-1-58
test & Maint.					
<u>License to cover CP (BPCT-1958, as mod.)</u>					
BPCT-446	10-23-56	CH # 19	V-257kw	U	10-23-56 12-1-58
AH 530 feet.		500-506	A-141 kw	MAIN TRANS. & ANT. '58	
<u>License to cover CP (BPCT-784, as mod) & to specify S-L.</u>					
BPCT-2511	7-24-58	CH # 19	V-100 kw	U (COND.)	9-24-58
AH: 530ft.		500-506	mes	(MAIN TRANS. & ANT) 3-24-59	
<u>CP to chg. ERP, antenna system & overall height above gr.</u>					
REPORT & ORDER ADOPTED 7-30-58 IN DOCKET 12483: EFFECTIVE 8-15-58					
OUTSTANDING AUTH. OF WXIX on Ch. #19 MODIFIED TO SPECIFY OPERATION ON CH. # 18 CONDITION THAT OPERATION SHALL NOT COMMENCE ON CH# 18 UNTIL AUTHOR. & PERFORMANCE MEASUREMENTS ARE SUBMITTED AND APPROVED BY COMMISSION.					
DOCKET #12483. 8-15-58 CH# 18 V-100 kw U 8-15-58					
AH: 530ft.		494-500mc.	A- 55 kw	4-15-59	
MAIN TRANSMITTER AND ANTENNA (CONDITION)					
<u>MOD. CP (BPCT-2511) ORDER IN DOCKET ABOVE. CHANGE CHANNEL</u>					
WIRE 8-19-58 AUTH. GR. OPERATE WXIX TEMP. ON CH. 19 AS PRESENTLY LICENSED OR WHEN NECESS. WITH EMERGENCY ANTENNA AND REDUCED POWER OR AS SPEC. IN BPCT-2511 PERIOD ENDING 8-26-58: AUTH. GRANTED OPER. WXIX ACCORDANCE AUTH. ISSUED IN DOCKET 12483 EXCEPT WITH ZERO OFFSET CARRIER FREQUENCIES. ADVISE WHEN EACH MODE OF OPERATION BEGINS AND ENDS.					
WIRE from applicant 8-21-58 WXIX COMMENCED OPER. CH. 19 WITH EMERGENCY ANTENNA 8-21-58 ACCORD. LTR. 8-8-58 & ACK. in TEL. 8-19					
Wire from applicant 8-25-58 WXIX commenced oper. on CH. 19 at reduced power of 6 kw using emergency antenna on 8-25-58.					
Wire from applicant 8-23-58 WXIX commenced oper. CH. # 19 with its main antenna mod. for Beam Tilt as spec. in BPCT-2511, on 8-22-58 accord. ltr. 8-8-58 & ack. in wire of 8-19-58					
Wire from appl. 8-27-58 WXIX commenced oper. CH #18, 8-27-58					
XXXX full power with Beam Tilt. Oper. is temp. without a freq. monitor pend. adjustment of monitor to Ch. # 18.					
LETTER rec. 3-30-59 REQUEST PERMISSION TO SUSPEND OPERATION OF W X I X ON MARCH 31, 1959: PURSUANT TO SECTION 1.15 of RULES					
W X I X SUSPENDED OPERATION 3-31-59					
BPCT-5292	5-8-59	same	same	same	10-15-58
Mod. of CP (BPCT-2511, mod. by Docket #12483 order) 11-7-59					
to extend completion date.					

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters

WTIX

Name of licensee

COLUMBIA BROADCASTING SYSTEM, INC.

Transmitter location

SEE CARD # 1

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BRCT-227	5-6-59	CH #19	V-257 kw	U	5-6-59 12-1-61
AH: 530feet. 500-506 A-141 kw (CONDITION)					
RENEWAL OF LICENSE (MAIN TRANS. & ANTENNA)					
BRCT-227	5-6-59	CH #19	Emerg. Test. Maint.		5-6-59 12-1-61
AUX. ANTENNA 500-506 (CONDITION)					
RENEWAL OF LICENSE					
BAPECT-26	5-6-59	Voluntary assignment of CP & License to			
WXIX, INC. EFF: 5-22-59					
MAIN TRANS. & ANT. & AUXILIARY ANTENNA					
LETTER (3)	5-25-59	REQUEST TO RESUME BROADCASTING WXIX-TV			
UNDER STA on CH.#18, PENDING FILING LIC. TO COVER BPCT-2511					
AS MOD. (*from atty. & applicant)					
COMM. ACTION	5-27-59	PENDING FILING LICENSE APPLICATION,			
AUTHORITY GRANTED TO OPERATE WXIX TEMPORARILY PERIOD					
ENDING JUNE 30, 1959, EXACT ACCORDANCE CONSTRUCTION PERMIT					
BPCT-2511. ADVISE COMMENCEMENT.					
WIRE	6-23-59	RE LIC. APPL. BLCT-947, AUTH. GR. OPR.			
WXIX MAIN TRANSMITTER & ANTENNA ON PROGRAM TEST ACCORD.					
SECTION 3.629 RULES & CP BPCT-5292.					
APPLICANT WIRE	7-17-59	WXIX CHANNEL 18 MILWAUKEE WISCONSIN			
WILL BEGIN ITS REGULAR PROGRAMMING SCHEDULE ON MONDAY JULY					
20th.					
WIRE	9-28-59	RE LIC. APPL. BLCT-978, AUTH. GR. OPR. WXIX			
AUX. ANT. ON PROGRAM TEST ACCORD. SECTION 3.269 RULES &					
CP BPCT-2511.					
BLCT-947	8-1-60	CH #18	V-100 kw	U	8-1-60
MSL: 1273'		494-500	A-55 kw	MSL: 1273'	12-1-61
LICENSE to cover CP (BPCT-2511 (Docket #12483) which auth.					
changes in existing station and to specify studio location.					
MAIN TRANSMITTER AND ANTENNA					
BLCT-978	8-1-60	CH #18	Emerg., Maint.		8-1-60
MSL: 1273'		494-500	& Test		12-1-61
LICENSE for an Auxiliary antenna system at Main site.					
AUXILIARY ANTENNA.					
BRCT-227	11-22-61	same	same	same	12-1-61
Main Trans. & Ant. RENEWAL OF LICENSE					
BRCT-227	11-22-61	same	same	same	12-1-61
Aux. Antenna RENEWAL OF LICENSE					
					12-1-64

Form BC 126 #5
June 1954

COMM. TV

BROADCASTING STATION LICENSE RECORD

WUHF (11p27-62)

Date first licensed

Call letters WXIX

Station location MILWAUKEE, WISCONSIN

Name of licensee WXIX, 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-	
BTC-4082	8-9-62	Voluntary acquisition of positive control of licensee corporation by Bernard J. Sampson and Harold Sampson as a Family group, through purchase of stock (51%) from Gene Posner. EFF:				
BPCT-3129	12-21-62	CH#18	V-256 kw	DA U	2-21-63	
AH: 530'	MSL:1273'	494-500	A-128 kw	DA	8-21-63	
MAIN TRANS. & ANT. CP to Chg. ERP, antenna structure, equip.						
BPCT-3429	9-28-64	Ch. 18	V-256 kw	Da U	11-28-64	
AH: 530'	MSL:1273'	494-500	A-128 kw	Da	5-28-65	
MAIN TRANS. & ANT. CP TO CHG. ERP, ANTENNA structure, equip						
WIRE 9-29-64 Re TEND. LIC. APPL. AUTH. OR. OPER. WUHF ON						
PROG. TEST ACCORD SEC. 73.629 RULES & CP BPCT-3429.						
COMM. LETTER 11-25-64 AUTHORIZED WUHF-TV TO SIMPLEX SUPER-						
AUDIBLE SIGNALS ON AURAL CARRIER IN CONNECTION WITH EXPERI-						
MENTAL RESEARCH PROGRAM, REMAINDER OF LIC. PERIOD END. 12-1-67						
BLCT-1403	10-15-64	CH.#18	V-256kw	(DA) U	10-15-64	
AH:530'	MSL:1273'	494-500	A-128kw	(DA)	12-1-64	
License to cover CP (BPCT-3429) MAIN TRANS. & ANTENNA						
BRCT-227	11-23-64	same	same	same	12-1-64	
MAIN TRANS. & ANTENNA RENEWAL OF LICENSE						
BRCT-227	11-23-64	CH. 18	--Emerg. Test &		12-1-64	
AUXILIARY ANTENNA		494-500 mcs.	Maint.		12-1-67	
L.F. to show chg. of call letters, RENEWAL OF LICENSE						
BMLCT-348	11-10-65	CH.#18	V-256 kw	DA U	11-10-65	
AH: 530'	MSL:1273'	494-500	A-25.6 kw	DA	12-1-67	
Mod. of License to reduce Aural ERP. MAIN TRANS. & ANTENNA						
BALCT-288	3-24-66	Voluntary assignment of License to				
WKY TELEVISION SYSTEM, INC. EFF: 3-31-66						
BPCT-4049	1-10-68	CH. 18	V-1100 kw	DA U	3-10-68	
AH: 530'	MSL:1273'	494-500	A-110 kw	DA	9-10-68	
CONSTRUCTION PERMIT to change ERP, Type Trans. antenna str.						
BRCT-227	11-24-67	CH. 18	V-256 kw	DA U	12-1-67	
AH:530'	MSL:1273'	494-500	A-25.6 kw	DA	12-1-70	
MAIN TRANS. & ANTENNA RENEWAL OF LICENSE						
BRCT-227	11-24-67	CH. 18	--EMERGE. TEST &		12-1-67	
AUXILIARY ANTENNA		494-500	MAINT. ONLY		12-1-70	
RENEWAL OF LICENSE						

Form BC 126 #6
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W.Y.T.V.

Station location

Name of licensee WKY TELEVISION SYSTEM, INC.

SEE CARD #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
WIRE OPERATE WTV MAIN TRANS. AND ANT. & FORMER MAIN TRANS. AS AUX. TRANS. ON PROG. TEST ACCORD. SEC. 73.629 RULES AND CP BPCT-4049	6-4-68	RE TENDERED LICENSE APPLS.			AUTH. GR.
WIRE	8-20-69	AUTH. TO OPERATE REMOTE CONTROL			
BLCT-1794	6-8-70	Ch-18	V-1100kw	Unl.	6-8-70
AH:530' MSL:1273'		494-500mc	A-110kw		12-1-70
Lic. (BPCT-4049) for chgs. (Main Trans. & Ant.)					
BLCT-1795	6-8-70	Ch-18	Emerg. Test&Maint.		6-8-70
		494-500mc	Purp. Only		12-1-70
Lic. for Aux. Trans. & Ant.					
BLCT-1795	SUPERSEDED	issued 6-17-70 to correct carrier frequency			AUX. TRANS. & ANT.
BTC-6489	2-26-71	Vol. T/C			
BTC-6505	2-26-71	Vol. T/C			
LTR.	2-10-71	Ext. of time to simplex the super- audible signals on the aural carrier to designated con- trolled receivers in the homes of cooperating persons in the Milwaukee area from 12-1-70 to 12-1-73.			
BRCT-227	11-25-70	Renewal of License			12-1-73
		(Main & Aux.)			76
EBSA	5-15-72				
BRCTV-57	8-23-72	OPERATE REMOTE CONTROL			
BRCT-227	11-28-73	RENEWAL OF LICENSE(L) MAIN AND AUX.			12-1-76
BMLCT-794 (1)	5-28-75	To change name Main Trans. and Ant.			
BMLCT-794 (1)	5-28-75	To change name Aux. Trans. and Ant.			
BRCT-227	11-23-76	RENEWAL OF LICENSE (S)			12-1-79
BRCT-790717KG	11-30-79	Renewal of License (S)			12-1-82
(Main Trans. & Ant.)		(Auxiliary Trans. & Ant.)			
BPCT-800303KH	9-15-80	CH-18	V.1020kw-DA		
		(494-500)	A. 102kw		March 15, 82
CP TO CHG. ERP. TL		type trans., type ant. and			HAAT

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

Call W O K Y-TV
Letters ~~W O K Y-TV~~Name BARTELL BROADCASTERS, INC.
(PO 710 North Plankinton Avenue, Milwaukee 3, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
BFACT-784 Recd - Filed	10-18-51 10-19-51	Construction permit for new Comm. TV B/CC Station. FREQ: Ch. # 19, 500-506 Mhz. ERP: Vis. 17.28 KW, Aur. 8.64 KW. Hours operation: Unlimited. T-L: 2439 W. Hopkins, Milwaukee, Wisconsin. S-L: 2439 W. Hopkins, Milwaukee, Wisconsin. (Vis. & Aur. RCA TTU-1B) Filed by Lee K. Beznor, Atty. (See other side).	GRANTED	6/3/53

Company Engr. Ralph E. Evans.

Lee K. Be...or, Atty. 710 Plankinton Ave. Milwaukee, Wisc

APPLICATION RECORD - BROADCASTING

Comm. TV B/C

FORMERLY FCC FORM 94

Call
Letters ~~WOKY-TV~~ ~~(H)~~Name BARTELL BROADCASTERS, INC.
(PO. 710 N. Plankinton Ave., Milwaukee 3, Wisconsin)

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-784 AMENDED Rec'd Filed	(Continued) 6-28-52 7-8-52 7-8-52	(PURSUANT TO SIXTH REPORT & ORDER-4-11-52) FREQ: Ch. #19, 500-506 mcs. ERP: Vis. 17.28 kw; Aur. 8.64 kw Hours of operation: Unlimited S-L: 2439 W. Hopkins St., Milwaukee, Wisconsin T-L: 2439 W. Hopkins St., Milwaukee, Wisconsin (Vis. & Aur. RCA TTU-1B) (500') Filed by Lee K. Beznor, Atty.	See Card #1	for action
AMENDED Rec'd Filed	10-11-52 10-14-52 10-14-52	To change financial information and amend Articles of Incorporation.		

Ralph E. Evans, Engr.

FORMERLY FCC FORM 94

Call
Letters WOKY-TVName BARTLETT BROADCASTERS, INC.Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPCT-1227 Recd Filed	7-6-53 7-7-53 7-7-53	Mod. of CP (BPCT-784 which authorized a new commercial TV broadcast station) to change ERP from Vis 17.4 kw, Aur. 9.55 kw to Vis. 19.95 kw, Aur 10 kw, change transmitter and studio location from 2439 West Hopkins, Milwaukee, Wisconsin to 716 N. 11th Street, Tower Hotel Building, Milwaukee, Wisconsin, and 714 W. Wisconsin Avenue, Milwaukee, Wisc. respectively and make antenna and other equipment changes. (398') Filed by Samuel Miller, Atty.	GRANTED	7-27-53
BMPCT-1327 Recd & filed	8-10-53 8-11-53	Mod. of CP (BPCT-784 as mod. which auth. a new Comm. TV b/c station) to change, ERP from Vis. 20 kw, Aur. 10 kw, to Vis. 18.2 kw, Aur. 9.85 kw, transmitter location from Tower Hotel Bldg., 716 N. 11th St., Milwaukee, Wisconsin to 5407 West Martin Drive, Milwaukee, Wisconsin, description and changes in antenna and other equipment (414') Filed by Samuel Miller, F.C.C. - WASHINGTON, D. C. Atty.	GRANTED	9-4-53

FORMERLY FCC FORM 94

Call
Letters WOKY-TVName BARTELL BROADCASTERS, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-1787 Recd. Filed	1-21-54 1-25-54 1-25-54	Mod. of CP(784, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 2-3-54 to 8-3-54. Filed by Samuel Miller, Atty.	GRANTED	1-28-54
BPCT-2183 Recd. Filed	6-4-54 6-9-54 6-9-54	Mod. of CP(BPCT-784, as mod., which authorized a new Comm. TV B/C Station) to change ERP from Vis. 18.2 kw, Aur. 9.77 kw to Vis. 229.1 kw, Aur. 138.1 kw and change type of transmitters. (RCA TTU-12A) (414') Filed by Samuel Miller, Atty.	GRANTED	7-2-54
BPCT-2620 Recd & filed * Contingent on grant of BAPCT-127	11-4-54 11-18-54	Modification of CP (BPCT-784 as modified, which authorized a new commercial TV b/c station) to change ERP from Vis. 229 kw, Aur. 123 kw to Vis. 225 kw, Aur. 131.5 kw, change transmitter location from 5407 W. Martin Drive, Milwaukee, Wisc. to Schroeder Hotel, Wisconsin Avenue, between 5th & 6th Milwaukee, Wisconsin, install new transmitters and antenna system. (573) Vis & Aur. GP-IT-25A) Samuel Miller, Atty.	GRANTED COMM.	1-14-55 Action

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

FORMERLY FCC FORM 94

Call Letters **WXXI**
WXXI-TVName **BARTOLI BROADCASTERS, INC.**
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-127	11-16-54	Voluntary assignment of CP from Bartoli Broadcasters, Inc. to Columbia Broadcasting System, Inc. Filed by Samuel Miller, Atty.	GRANTED	1-14-55
Recd. & Filed	11-18-54			EFF:
BMPC-2705	12-29-54	Mod. of CP (BPCT-784, as modified, which authorized a new Comm. TV B/C Sta.) to extend completion date from 1-2-55 to _____. Filed by Samuel Miller, Atty.	GRANTED	12-31-54
Recd & filed	12-31-54			
MAIN TRANS. & ANT.				

Name COLUMBIA BROADCASTING SYSTEM, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-2950 Recd & filed 2-18-55 (Main antenna and trans.)	2-17-55	Mod. of CP (BPCT-784 as mod., which authorized a new commercial TV b/c station) to change ERP from Vis. 245 kw, Aur. 144 kw to Vis 253 kw, Aur. 143 kw, change studio location from 714 W. Wisconsin Avenue, Milwaukee, Wisc., to 54-45 N. 27th Street, Milwaukee, Wisc., make antenna and other equipment changes, correct coordinates (not a move) (530) Filed by Leon R. Brooks, Atty.	GRANTED	3-15-55
BPCT-1958 Recd & filed 2-28-55 (Auxiliary antenna)	2-25-55	CP to install an auxiliary antenna at the main transmitter site of WXIX Filed by Leon R. Brooks, Atty.	GRANTED	3-15-55
BPCT-3350 Recd. & filed 8-15-55 Ext. #6 MAIN ANTENNA & TRANS.	8-11-55	Mod. of CP (BPCT-784, as mod., which authorized a new Comm. TV B/C Station) to extend completion date from 9-14-55 to 3-14-56. Filed direct.	GRANTED	8-19-55
BPCT-3351 Recd & filed 8-15-55 Ext. #1 AUX. ANT.	8-11-55	Mod. of CP (BPCT-1958, which authorized to install an Aux. Ant. at the Main Transm. site of WXIX) to extend completion date from 9-14-55 to 3-14-56 Filed direct	GRANTED	8-19-55

Form BC-121

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Call
Letters W X I XName COLUMBIA BROADCASTING SYSTEM, INC.
(Milwaukee, Wisc.)

File No.	Dated	Application for	Action	
			Nature	Date
BICT-446 RECD & FILED MAIN TRANS. & ANTENNA.	3-6-56 3-7-56	License to cover CP (BICT-784 as mod.) which auth. a new Comm. TV B/c Station & to specify S-L as 5445 N 27th St., Milwaukee, Wisc. in lieu of 54-45 N. 27th St., Milwaukee, Wisc. (Not a Move)	GRANTED	10-23-56
BICT-447 RECD & FILED AUXILIARY ANTENNA.	3-6-56 3-7-56	License to cover CP (BICT-1958 as mod.) which auth. installation of an Aux. Ant. at the Main Transmitter Site and S-L to be specified as main transmitter & antenna. * Filed direct.	GRANTED	10-23-56
BICT-2511 Rec. & filed MAIN TRANSMITTER AND ANTENNA	5-27-58 5-29-58	Construction permit to change ERP from Vis. 257 kw, Aur. 141 kw TO Vis. 100 kw, Aur. 55 kw; and make changes in the antenna system (beam tilt) and overall height above ground. Filed direct.	GRANTED	7-24-58

Name COLUMBIA BROADCASTING SYSTEM, INC.
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-227 Recd & Filed MAIN TRANS. & ANTENNA	8-28-58 9-2-58	Renewal of License. Filed direct.	GRANTED	5-6-59*
BRCT-227 Recd & Filed AUXILIARY ANTENNA	8-28-58 9-2-58	Renewal of License. Filed direct.	GRANTED	5-6-59*
* CONDITION: Subject to the conditions set forth in the Commission's Report & Order released August 7 1958 in Docket #12483.				
BMPCT- 5292 Rec. & filed MAIN TRANS. & ANTENNA	3-27-59 3-30-59	Modification of CP (BPCT-2511 as modified by Report and Order in Docket #12483, effective 9-15-58, which authorized changes in existing station) to extend completion date from April 15, 1959 to _____ Leon R. Brooks- atty. CBS's own atty.	GRANTED	5-8-59

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call **W U H P** (11-27-62)
Letters **X W X I X**

WKIX, Inc. (BAPLOT-26 5-6-59 eff; 5-22-59)
Name **COLUMBIA BROADCASTING SYSTEM, INC.**
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAPLOT- 26 Received Filed Main Trans. & Antenna & Auxiliary Antenna	4-14-59 4-15-59 4-15-59	Voluntary assignment of construction permit and license TO WKIX, Inc. Seymour Krieger-atty for assignee Ben Brooks (of CBS) atty for assigner	GRANTED Actions: Renewal for Main & Aux. granted same date EFF: 5-22-59	5-6-59 COMM.
PLOT -947 Recd & filed Main trans & ant.	6-18-59 6-19-59	License to cover CP (BPOY-2511 as modified by Report and Order in Docket #12483, eff. 8-15-58, which authorized changes in existing station) and to change studio location to Schroeder Hotel, Wisconsin Avenue, between 5th & 6th Streets, Milwaukee, Wisc. (same as transmitter site)	GRANTED	8-1-60
BLCT- 978 Rec. & filed AUXILIARY ANTENNA	9-21-59 9-24-59	License for an auxiliary antenna system on channel #18,494-500 mcs., at the main trans. and antenna site (facilities previously auth. on channel #19,500-506 mcs. in BLCT-447 & BRCT-227. (Contingent on grant of BLCT-947) Norman E. Jorgensen-atty	GRANTED	8-1-60

APPLICATION RECORD - BROADCASTING

COMM. TV
Call W U H F Eff: 11-27-62)
Letters X W X I X

Name **WXIX, INC.**

Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-227 RECD.&FILED MAIN TRANS. & ANT.	8-25-61 9-1-61	RENEWAL OF LICENSE M. Harry Becker, Atty.	GRANTED	11-22-61
BRCT-227 Recd.&Filed AUXILIARY ANTENNA	10-9-61 10-12-61	RENEWAL OF LICENSE A. Harry Becker, Atty.	GRANTED	11-22-61
BTC- 4082 Rec. Filed	6-22-62 6-22-62 7-5-62	Voluntary acquisition of positive control of licensee corporation by Bernard J. Sampson and Harold Sampson as a family group, through purchase of stock (51%) from Gene Posner. A. Harry Becker-atty	GRANTED EFF:	8-9-62
BPCT-3129 Recd.&Filed MAIN TRANS. & ANT.	12-6-62 12-10-62	Construction Permit to change ERP from Vis. 100 kw, Aur. 55 kw TO Vis. 256 kw (RMS) Hors. Aur. 128 kw (RMS) make changes in antenna structure and equipment. A. Harry Becker, Atty.	GRANTED	12-21-62

APPLICATION RECORD - BROADCASTING

COMM. TV

Call Letters WUHF (TV)

Name WXIX, INC.
CH. 18 MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-3429 Recd. Filed MAIN TRANS. & ANTENNA	9-16-64 9-22-64	Construction Permit to replace expired CP (BPCT-3129) which authorized changes in existing station. A. Harry Becker, Atty.	GRANTED	9-28-64
BRCT-227 Recd. & Filed MAIN TRANS. & ANTENNA	9-14-64 9-18-64	RENEWAL OF LICENSE * A. Harry Becker, Atty	GRANTED	11-23-64
BRCT-227 Recd. & Filed AUXILIARY ANTENNA	10-1-64 10-5-64	RENEWAL OF LICENSE *	GRANTED	11-23-64
ELCT-1403 Recd. & Filed MAIN TRANS. & ANTENNA	9-16-64 9-28-64	LICENSE to cover CP (BPCT-3429, replacement for expired CP BPCT-3129), which authorized changes in existing station. A. Harry Becker, Atty.	GRANTED	10-15-64

CARD #12

FORM BC-121

Aug. 1955

APPLICATION RECORD - BROADCASTING

COMM. TV B/C

Call Letters WVTV
..... W-U-H-F

WKY TELEVISION SYSTEM, INC. (3-24-66)

Name ...XHXIX...INC.....

CH. 18 MILWAUKEE, WISCONSIN

ZIP 53203

File No.	Dated	Application for	Action	
			Nature	Date
BMLCT-348 Recd. & Filed	10-11-65	Mod. of license to reduce Aural ERP from 128 kw(DA) to 25.6 kw. A. Harry Becker, Atty.	GRANTED	11-10-65
	10-18-65			
BALCT-288 R. & F	11-15-65	Voluntary assignment of license to WKY Television System, Inc. A. Harry Becker-atty for assignor Pierson, Ball & Dowd-atty for assignee	COMMISSION GRANTED EFF:	3-24-66 3-31-66
	12-7-65			
BRCT-227 R & F	8-11-67	RENEWAL OF LICENSE Robert E. Hodson, Atty. (Pierson, Ball, Dowd)	GRANTED	11-24-67
	8-31-67			
BRCT-227 R & F	8-11-67	RENEWAL OF LICENSE Robert E. Hodson, Atty. (Pierson, Ball, Dowd)	GRANTED	11-24-67
	8-31-67			
AUXILIARY ANTENNA SEP 14 1967				

Aug. 1955

Call
Letters WVTVName WKY TELEVISION SYSTEM, INC.

CH-18 Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPCT-4049 R & F MAIN TRANS. & ANTENNA NOV 16 1967	10-19-67 10-24-67	Construction permit to change ERP to Visual 1091.5 kw (Horz), Aural 109.2 kw(Horz); type transmitter to GE TT-53A; make changes in the antenna structure <u>Pierson, Ball & Dowd, Atty. (Lawrence J. Bernard, Jr.)</u>	GRANTED	1-10-68 Condition: see over
BLCT-1794 R & F PRESS MAIN TRANS. & ANTENNA	5-31-68 6-4-68 JUN 10 1968	LICENSE (BPCT-4049) for changes. Robert E. Hodson, Atty. (Pierson, Ball & Dowd)	\$30.00 483224 GRANTED	6-4-68 6-8-70
BLCT-1795 R & F PRESS AUX. TRANSMITTER	5-31-68 6-3-68 JUN 10 1968	LICENSE to utilize formerly licensed Main Transmitter (GE TT25A) at Schroeder Hotel, Wisconsin Avenue between 5th & 6th Avenues, Milwaukee, Wisconsin as an Auxiliary Transmitter. Robert E. Hodson, Atty. (Pierson, Ball & Dowd)	\$30. #433225 GRANTED	6-4-68 6-8-70
<p>Application for remote control filed 1-31-69 6-30-69</p> <p>Engr. data filed 6-30-70</p>				

BPCT-4049

Condition: Subject to the condition that operation with effective radiated power in excess of 1000 kw after 1-1-70 is subject to a further extension of consent by Canada.

APPLICATION RECORD - BROADCASTING

COMMERCIAL TELEVISION

Call
Letters W V T VName WKY TELEVISION SYSTEM, INC.
CH-18 MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRCT-227 R & F PRESS: PH REC'D:	8-24-70 9-1-70 SEP 21 1970 9-1-70	Renewal of license (Main Trans. & Ant., and Auxiliary Trans. & Ant.) Atty.: R. E. Hodson (Pierson, Ball & Dowd) AMENDED 10-27-70 to furnish additional info. re CATV ownership by Katz Agency.	GRANTED	11-25-70
BTC-6489 R & F #662549 \$250 AC: 055 PRESS:	1-30-71 2-3-71 2-3-71 FEB 12 1971	Voluntary transfer of control of The Oklahoma Publishing Company (parent corporation of licensee) from E. K. Gaylord, Inez K. Gaylord, et al to E. K. Gaylord, Edith Gaylord Harper, Edward L. Gaylord, Donald C. Dickinson Trustees, The Oklahoma Publishing Company, Voting Trust Atty.: WSGreen (Pierson, Ball & Dowd)	GRANTED EFF:	2-26-71 3-4-71

#15

COMM. TV.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W V T VName WKY TELEVISION SYSTEM, INC.
CH. 18 MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BTC-6505 Rec & filed \$250 fee paid AC 051	2-16-71 2-19-71 #666081	Voluntary transfer of control of licensee corporation from Edward L. Gaylord & Inez K. Gaylord Trustees, The Oklahoma Publishing Co. Voting Trust to Edward K. Gaylord, et al Atty: Williams S. Green (Pierson, Ball)	GRANTED EFF:	2-26-71 7-1-70
BRCTV-57 R & F NO FEE PAID PRESS: MAR 30 1972	3-10-72 3-17-72	Request authority to oper. trans. by remote control from 4041 North 35th Street, Milwaukee, Wisconsin. Atty.: Robert E. Hodson (Pierson, Ball & Dowd) Amended 8-16-72 re engr. data.	GRANTED	8-23-72
BRCT-227 R&F PN REC'D PRESS: SEP 1 1973 SEP 14 1973	8-24-73 8-31-73 8-31-73	RENEWAL OF LICENSE (Main Trans. & Ant.) (Aux. Trans. & Ant.) Atty: Robert E. Hodson (Pierson, Ball & Dowd)	GRANTED	11 28 73
<p><i>whenever issue long form to cover trans.</i></p> <p>Monthly Notice 10-30-73 extending Canadian consent to 1-1-76.</p>				

APPLICATION RECORD - BROADCASTING

Form BC-121 CARD#16
September 1969Call
Letters W V T V

GAYLORD BROADCASTING COMPANY

Name WKY TELEVISION SYSTEM, INC.
CH-18 MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BMCT-794 R & F See WKY-TV for fee PRESS: 29 APR 1975	4-14-75 4-21-75	MO to chg. name to Gaylord Broadcasting Company Atty.: Brian A. Johnson (Pierson, Ball & Dowd)	GRANTED	5-28-75
BRCT-227 R&F PN RECD PRESS 27 AUG 1976	7-9-76 7-30-76 7-30-76	RENEWAL OF LICENSE (Main Trans. & Ant.)(Aux. Trans. & Ant.) Atty.: William Fitz(Pierson, Ball & Dowd) Contours filed, annual report filed 223 with WKY Okla. City	GRANTED	11-23-76 <i>11-23-76</i>
BRCT 790717KG R & F PN REC'D PRESS 79 07 30	7-3-79 7-17-79 7-17-79	RENEWAL OF LICENSE ATTY: WILLIAM H. FITZ {PIERSON, BALL & DOWD}	GRANTED	11-30-79 <i>11-30-79</i>

Canadian consent to 2-1-78
F.C.C. - WASHINGTON, D. C.

40417L35 ~~1181~~ Malwankar 53216

COMMERCIAL TELEVISION
APPLICATION RECORD-BROADCASTING

Call Letters: WVTV

Name: GAYLORD BROADCASTING COMPANY

CB-18

Station Location: MILWAUKEE, WI

File No.	Date	Description	Action and Date
BPCT-800303KH R & F	2-29-80 3-3-80	CP to chg. ERP to Vis. 2500kW(M) 1950kW(H), Aur. 195kW(H); chg. TL to 0.5 mi. N. of East Capital Dr. on N. Humboldt Ave., Milwaukee, WI (43-05-48 87-54-19); type trans. to RCA TTU-55C; type ant. to RCA TFU-36JDAS (BT); and HAAT 1008 ft. Atty.: Harrison T. Slaughter (Pierson, Ball & Dowd)	9-15-80 ISSUED WITH A CONDITION
BLCT-810324KE		Lic. to cover BPCT-800303KH for chgs.	GRT. 9/4/81
BRCCT-810407KF		Req. for auth. to oper. trans. by RC from SL at 4041 North 35th. St., Milwaukee, WI. AMENDED 6-17-81 re engineering.	

#18

APPLICATION RECORD BROADCASTING

Call Letters: WTV

Name: GAYLORD BROADCASTING COMPANY
CH-18

Station Location: MILWAUKEE, WISCONSIN

File No.	Date	Description	Action and Date
BLCT-810506KF R&F	5-6-81	License(BPCT-800303KH) to use fomery licensed main antenna as an auxiliary antenna. Marnie K. Sarver, Atty.	Granted 9-10-81

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 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.

