WEVR

REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126 4777
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 10-3-69

Call letters WEVR

Station location River Falls, Wisc.

Name of licensee HANTEN BROADCASTING COMPANY, INC. (AL 5-2-74 EFF: 6-4-74)
X RIVER FALLS RADIO COMPANY, INC.

Transmitter location Radio Road, 1.65 mi. NNW of River Falls, Troy Township, Wisconsin (Redes.)
XRedes: ~~Box 133~~ Radio Rd.
XRoute #3, 1.65 mi. NNW of River Falls, Wisconsin (BMP 1-23-69)
X Route #3, 1.9 miles NNW of River Falls, Wisconsin (BP 9-13-68

54622

Main studio location Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-17,444	9-13-68	1550kc	1kw	Day	11-13 5-13-69
	CP for a new standard p/c station.				
BMP-12615(1)	1-23-69	MP(BP-17,444) to chg. trans. & studio loc. (trans. Gates BC-1G).			
BP-17444(2)	3-4-69	Call letters assigned.			
BMP-12710(3)	5-6-69	MP(BP-17,444) ext. time			7-30-69
Tele ram	8-27-69	PSA	500w	Protects	CBE
BL-12,451(L)	10-3-69	Lic.(BP-17,444 as mod.)for new station			12-1-70
BP-18663	12-11-69	1550kc	1kw	Day	3-11-70
	CP to increase antenna height and install loss resistor. Cond'l				
BP-18,901	10-9-70	CP to replace expired CP (BP-18,663).			10-9-71
BL-12,782(1)	11-19-70	Lic. (BP-18,901, replace (BP-18,663) for changes			
BR-4777(L)	2-18-71	Renewal of License			12-1-73
BP-19,110	11-15-71	1550kc	1kw	Day	11-15-72
		CP to remove the series resistor in the antenna system.			
BL-13,148	2-4-72	1550kc.	1kw	D	12-1-73
		Lic.(BP-19,110) for changes.			
EBSA	6-12-72				
BZ-8297(1)	4-30-73	Direct Measurement			
BR-4777(L)	4-16-74	RENEWAL			12-1-76
BAL-8114	5-2-74	VOL. AL EFF: 6-4-74			
BZ-9198(L)	8-20-76	Direct Measurement			12-1-76
BR-4777(S)	11-15-76	Renewal of license			12-1-79
BZ-9352(L)	3-14-77	Direct Measurement			12-1-79
BR79080ZUK(S)	12-31-79	Renewal of License			12-1-82

FORM BC-12 Frank J. Herges, James J. Delmont

APPLICATION RECORD - BROADCASTING

AUG. 1955 ~~Fallen Broadcasters, Inc. and Clarence S. Filkins,~~
~~Richard N. Fox, Thomas A. Giere, Clifford J. Hilden,~~
~~Earl J. Marnach, John F. Murry, and John Rauchnot, d/b as~~

Call Letters ~~WEVR~~ WEVR

Name River Falls Radio Company, Inc.
River Falls, Wisconsin (c/o J. F. Murry, Esq., 114 S. Main St., River Falls, Wisc.)

File No.	Dated	Application for	Action Nature	Action Date
BP-17,444 Rec'd Filed	9-17-66 9-19-66 9-19-66	CP for a new standard broadcast station to be operated on: Frequency: 1550kc Power: 1kw Hours of operation: Daytime Type transmitter: RCA BTA-1R1 Trans. location: Route #3: 1.9 mi. NNW of River Falls, Wisconsin Studio location: Same as transmitter Atty: ~~J. F. Murry, River Falls, Wisc. (partner)~~ Gerald Scher Engr: Commercial Radio Equip. Company	GRANTED	9-13-68
Amended R & F	5-18-67 5-22-67	AMENDED to chg. name to ~~FRANK J. HERGES, JAMES J. DELMONT; CLARENCE S. FILKINS, RICHARD N. FOX, THOMAS A. GIERE, CLIFFORD J. HILDEN; EARL J. MARNACH; JOHN F. MURRY; AND JOHN RAUCHNOT d/b as RIVER FALLS RADIO COMPANY.~~		
AMENDMENT R & F	7-23-68 7-31-68	Amended to change applicant's name to RIVER FALLS RADIO COMPANY, INC. and re Section III.		

AUG 14 1968

F.C.C. - WASHINGTON, D. C.

CONTACT: J. F. MURRY
PHONE: CODE 715; 425-2645
ADDRESS: 118 SOUTH MAIN
RIVER FALLS, WISC. 54022

1550kc

FORM BC-121
AUG. 1955

#2

APPLICATION RECORD - BROADCASTING

Call Letters W E V R ~~unassigned~~

Name River Falls Radio Company, Inc.
River Falls, Wisc.

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,615 R. & F. #472960 $30 JAN 1 [illegible]	11-16-68 11-18-68 11-18-68	MP(BP-17,444) to change TL & S to Route #3, 1.65 mi. NNW of River Falls, Wisconsin (transmitter Gates BC-1G). atty-Amram, Hahn & Sundlun (Gerald Scher) engr-Edward F. Lorentz	GRANTED	1-23-69
BMP-12,710 R&F $30-507046 PRESS:	4-9-69 4-16-69 4-16-69	MP(BP-17,444 as mod.) for extension of completion date to 7-30-69. (New) Atty. Amram, Hahn & Sundlun (Gerald Scher)	GRANTED to	5-6-69 7-30-69
BMP-12,775 R*F $30-531599 PRESS:	7-25-69 7-28-69	MP-BP-17,444, as mod.) for extension of completion date to 8-31-69. (NEW STATION) Atty. Amram, Hahn and Sundlun.	DISMISSED AS MOOT 9-8-69 PT authorized	

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

1550kc

Call Letters W E V R

Name RIVER FALLS RADIO COMPANY, INC.
River Falls, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BL-12,451 R & F #535470 $30 PT	8/13/69 8/15/69 8/15/69 8/27/69 SEP 2 9 1969	License (BP-17,444as mod.) for new station. Engr: Robert A. Jones, LaGrange, Ill. Atty: Gerald Scher	GRANTED	10-3-69
[illegible] [illegible] [illegible] [illegible]	[illegible] 9-[illegible]-69 9-19-69 [illegible]	CP to increase antenna height and [illegible] less resistor. Gerald Scher, Atty. Robert [illegible], Jr., Engr.	GRANTED Cond'l re: Before prog. test oper. may be auth.	12-11-69
BR-4777 R & F PN Recd. PRESS SEP 2 9 1970	8-29-70 9-2-70 "	RENEWAL OF LICENSE AMENDED 1-13-71 re: commercial matter	GRANTED	2-18-71
BP-18,901 R & F $50-631945 AC-056	9-18-70 9-23-70 9-23-70 [illegible]	CP to replace expired permit (BP-18,663) for changes.	GRANTED	10-5-70

OCT 6 1970

F.C.C. - WASHINGTON, D. C.

Form BC-121
September 1969

#4

APPLICATION RECORD - BROADCASTING

Call Letters WEVR

Name RIVER FALLS RADIO COMPANY, INC.
River Falls, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BL-12,782 R & F #629205$50 AC-067 AMENDED #637692 $50 PTA PRESS NOV 16 1979	9-3-70 9-8-70 9-8-70 10-16-70 10-16-70 10-21-70	Lic. (BP-18,901) replaced(BP-18,663) for ~~New~~ Standard B/C Station Change Amram, Hahn, Sundlun & Sandground, Attys. re: New 302's (Engr.) (Gerald Scher) Refunded	GRANTED	11-19-70
BP-19,110 Filed #008088 $50 Acc. 060 Press Resub.	10-9-71 9-29-71 9-29-71 NOV 9 1971 10-14-71	Construction permit to remove the series resistor in the antenna system.	~~Returned 10-5-71~~ ~~Not dated.~~ GRANTED	11-15-71
BL-13,148 Rec'd W 031188-$50. Filed PTA PRESS	12-27-71 1-3-72 1-10-72 1-10-72 1-14-72 FEB 2 1972	Lic.(BP-19,110) for changes. T-SL redes: Radio Rd. AC-067	GRANTED	2-4-72

F.C.C. - WASHINGTON, D. C.

Form BC-121
September 1969

#5

APPLICATION RECORD - BROADCASTING

1550khz.

Call Letters W E V R

HANTEN BROADCASTING COMPANY, INC.

Name X RIVER FALLS RADIO COMPANY, INC.
River Falls, Wisconsin

File No.	Dated	Application for	Action: Nature	Action: Date
BZ-8297 Rec'd Resub. Filed DM PRESS	 2-12-73 2-20-73 2-23-73 3-2-73 APR 25 1973	Direct Measurement	~~RETURNED~~ ~~Section I~~ GRANTED	~~2-13-73 - for~~ 4-30-73
BR-4777 R & F PRESS	8-30-73 8-31-73 24 SEP 1973	Renewal of License	GRANTED	4-16-74
BAL-8114 R & F DEE PD: $1000 #290287 CODE 047(ALSO SEE FM) APR 1 1974 PUB. NOTICE FILED 4-5-74	3-5-74 3-12-74	Voluntary assignment of license to HANTEN BROADCASTING COMPANY, INC. Atty - Miller & Schroeder	GRANTED GRANT FEE: $5,200.00 (Includes FM) EFF: 063 PD 6-10-74 W 312790	5-2-74 6-4-74

F.C.C. - WASHINGTON, D. C.

1550khz

Form BC-121
May 1976
12-69

APPLICATION RECORD - BROADCASTING

Call Letters W E V R

Name HANTEN BROADCASTING COMPANY, INC.
River Falls, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BZ-9198 R & F DM PRESS	7-14-76 7-23-76 7-29-76 8-5-76	Direct Measurement Atty: William M. Barnard(Miller & Schroeder)	GRAN ED	8-20-76
BR-4777 R & F PN Recd. PRESS	7-27-76 8-3-76 " AUG 12 1976	RENEWAL OF LICENSE Wm.M.Barnard,Atty.(Miller & Schroeder)	GRANTED	11-15-76
BZ-9352 R & F DM PRESS MAR 1 1977	12-8-76 1-17-77 2-10-77	Direct Measurement Atty: William M. Barnard(Miller and Schroeder)	GRANTED	3-14-77
BR 790802 U PRESS SEP 1 1979	K	RENEWAL OF LICENSE	GRANTED	12-31-79

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION....W.E.V.E

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition

FORM 108-M

Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks

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 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. 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 – 3" by 5" filing cards – 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). 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. Generally, they have been left as negatives as those are often easier to read.

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 radio station history.