WISM

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

S.S. 2127

BROADCASTING STATION LICENSE RECORD

W I S M (11-1-59
~~W-I-S-Z~~ (11-1-59)
x W I S C (8-20-47)

Date first licensed 9-17-48

Call letters x W V O W
LOCATION: MADISON, WISCONSIN

Name of licensee WISM, INC.(AL gr 10/17/75 EFF:10/31/75
x HEART O'WISCONSIN BROADCASTERS, INC. (APL 9-23-59)EFF: 11-1-59
x RADIO WISCONSIN, INCORPORATED

Transmitter location Syene Road, near intersection of Nine Springs Road and Syene Road, Madison, Wisconsin (Lic. 9-17-48)
x Syene Road, Madison, Wisc. (CP 6-28-47)

53913

Main studio location Same as transmitter (BP 2-28-67) Lic. 3-6-72
X 122 East Main Street, Madison, Wisconsin(Ltr.11-19-59)
x4801 West Beltline Highway, Madison, Wisconsin(Ltr.11/27/57)(EFF:11/30/5
X114 N. Carroll Street, Madison, Wisconsin (Lic. 9-17-48)
xto be determine, Madison, Wisc. (CP 6-28-47)

CONSTRUCTION PERMIT AND LICENSE RECOR

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-	To-
F4-P-3809	6-28-47	1480	1kw*	U	8-28	2-28-48
CP. for new station				*DA-1		
-P-3809	3-30-48	1480	1kw*	U-DA-1	5-30-	11-30-48
	CP for new station.					
Letter	dated 12-15-48 granting on 12-14-48 the transfer of 247 shares in Radio Wisconsin, Inc. from Central Broadcasting Company to the Evening Telegram Company.					
BL-3340	9-17-48	1480	1kw* *DA-1	U	9-17	11-1-50
	Lic. to cover CP (3809) for a new station and to specify studio site.					
Letter EFF:	12-22-48 granting transfer of 247 shares of Radio Wisconsin to Walter Bridges and Evening Telegram Company.					
BR-2127	10-18-50	1480	1kw* *DA	U	11-1	11-1-53
BR-2127	10-18-50	1480	1kw* *DA	U	11-1	11-1-53
	Superseded to correct theoretical field ratio S tower					
BR-2127	10-18-50	1480	1kw-DA	U	11-1	11-1-53
Superseding a superseding license correcting description DA						
Telegram	10-30-53	Action on renewal deferred 10-30-53 and continued operation authorized until final determination on renewal.				
BR-2127	11-12-53	1480	1kw-DA-1	U	11-12	12-1-55
BTC-1561 EFF:	11-18-53 12-9-53	Voluntary relinquishment of positive control by MORGAN MURPHY AND ELIZABETH B. MURPHY [illegible]				
BR-2127	11-9-55	Renewal of license			12-1	12-1-58
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible] 2-13-48

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed 9-17-48

Call letters ~~WISZ~~ WISM (11-1-59) x WISC

Station location

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BR-2127	11-19-58	1480 kc	1kw-DA-1	U	(Cond'l.) 12-1	12-1-61
BP-11396	4-1-59	1480kc	1kw,5kw-LS DA-2	U	6-1	12-1-59
	CP to increase daytime power, make changes in the directional antenna system and ground system, install new transmitter. (Cond'l)					
BAPL-195 EFF:	9-23-59 11-1-59	Voluntary assignment of license and construction permit to Heart O'Wisconsin Broadcasters, Inc.				
BMP-8796	11-25-59	1480kc	1kw,5kw-LS	U	1-25	7-25-60
	Mod. of CP(BP-11396) to change type transmitter to (COLLINS 21E).					
BL-7723	7-20-60	1480kc	1kw,5kw-LS	U	7-20	12-1-61
	Lic. to cover C.P. (BP-11396) which auth. incr. in daytime power, chgs in DA system and ground system & install new trans.					
BL-7723	7-20-60	Superseding auth. correcting the description of the monitoring point at 156.5° and to permit the reading of the nighttime monitor point field intensities monthly.				
~~BR-2127~~ BR-2127	~~BR-2127~~ 11-9-61	Renewal of license			12-1	12-1-64
BTC-3892 EFF:	11-16-61 11-16-61	Involuntary transfer of control of licensee corporation from William E. Walker to The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased.				
BL-8456	12-7-61	1480kc	1kw	Aux	12-7	12-1-64
	Lic. to use old main trans. (Composite) at Syene Rd. at Nine Springs Creek, Madison, Wis. (main trans. loc.) as aux. trans. day and nighttime hours on 1480kc, power 1kw.					
BL-6772(1)	5-13-69	Direct Meas. (Main)				

Form BC 126
June 1954 # 3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I S M

Station location .....

Name of licensee HEART O'WISCONSIN BROADCASTERS, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BTC-4305	11-29-63	Voluntary acquisition of positive control of licensee corporation by William R. Walker(68%) thru transfer of stock(51% by the First National Bank of Madison, Wisconsin, Executors of the Estate of William R. Walker, Deceased			
BR-2127	12-9-64	Renewal of license Main and Aux			12-9 12-1-67
BP-17032	2-28-67	1480kc	5kw-DA-2	U	4-28 10-28-67
	CP to incr. night power to 5kw, make changes in nighttime DA system (increase height), change studio loc. to same as transmitter (Cond'l).				
BTC-5399	8-24-67	Voluntary transfer of control.			
BMP-12,152 (1)	10-20-67	Mod. of CP(BP-17032) for extension of completion date to			4-28-68
BMP-12206	11-29-67	1480kc	5kw-DA-3	U	4-28 4-28-68
	Mod. of CP(BP-17,032 as mod.) to make changes in the nighttime DA pattern (MEON only). Cond'l				
TELEGRAM	12-21-67	PSA	5000w		
BMP-12373 (1)	4-24-68	MP(BMP-17,032) ext. time			10-28-68
BR-2127(4)	4-15-68	Renewal of License & MLA(M)			12-1-70
BR-2127(5)	4-15-68	Renewal of License (Aux.)			12-1-70
BMP-12206 (2)	4-24-68	MP(BMT-12206) to chg. obstruction markings. (Memo)			
BMP-12558 (3)	1-18-68	MP(BMP-12,206) ext. time			4-28-69
BMP-12672(4)	4-21-69	MP(BP-17,032) ext. time			10-28-69
BZ-6772(1)	5-13-69	Direct Pens.			
BMP-12825(5)	11-20-69	MP(BP-17,032) ext. time			4-28-70
BMP-12,952(6)	3-31-70	MP(BP-17,032) ext. time			10-1-70
BMP-12,999 (7)	6-3-70	Mod. of CP (BP-17,032 as mod.) to make changes in the antenna system. (#2 tower			
BMP-13,097(8)	10-13-70	MP(BP-17,032) ext. time to 4-1-71			
BMP-13,188(9)	3-29-71	MP(BP-17,032) ext. time to 6-1-71			
BMP-13,240(10)	6-24-71	MP(BP-17,032) ext. time to 10-1-71			

Form BC 126
June 1954 #4

DUPLICATE CARD

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I S M

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No	Date Issued	Freq.	Power	Time Div.	Period From To
~~BMP-13,278(11) 8-13-71~~		~~Mod CP~~	~~(BP-17,032) chg.~~		~~day 6 months~~
BL-13,052 BR-2127(L)	3-6-72	RENEWAL	MAIN &	AUX.	12-1-73
		1480kc	[redacted],5kw-[redacted]	NDEA DA-2 U	
			1kw DA-2	Aux.	
EBSA BL-13052(L) BR-2127	5-25-72 3-6-72	Supersede to require field meas. every 7 days day & night.			12-1-73
BL-13052 BR-2127(L) page 2 superseded to correct antenna system	3-6-72				12-1-73
BP-19,661	5-7-74	1480khz, 5kw DA-2 U			5-7-75
	CP to modify the MEOV's on the nighttime pattern.				
Comlet 8-12-74 Ant Monitor: Potomac Inst AM-19 (204)					
BAPL-465	10/17/75	Vol APL EFF: 10/31/75			
BL-13,833 BR-2127(L)	11-17-75 11-17-75	Lic.(BP-19661) for chgs. RENEWAL (MAIN & AUX.) 1480khz 5kw DA-2 U 1kw DA-2 Aux.			12-1-76 12-1-76
BR-2127(L)	11-15-76	RENEWAL (MAIN & AUXILIARY) 12-1-79 and Mod.			
Ltr. 9-11-78	Former Main Transmitter to be used for AUXILIARY Transmitter COLLINS M21E				
BTC790914HS	10-15-79	VOL. TC		EFF:	10-30-79
BR790718UF(L)	2-22-80	Renewal of License			12-1-82

Form 94

APPLICATION RECORD—BROADCASTING

Call letters: WISC / xWVOW / x New

Name: RADIO WISCONSIN, INCORPORATED ~~CENTRAL BROADCASTING COMPANY~~

(P.O. 119 Monona Ave., Madison, Wisc.) ~~(P.O. 207 South Barstow St., Eau Claire, Wis.)~~

FILE No.	DATED	APPLICATION FOR—	ACTION: NATURE	ACTION: DATE
BPH-3809 Rec'd Amended & Filed	11-17-44 11-20-44 12-11-44	Construction Permit for a new standard broadcast station to be operated on: Frequency: ~~1070 kc~~ 1480 kc Power: ~~5kw-1kw-500w-1kw-LS~~ 1kw DA-N Hours of Operation: ~~Daytime~~ Unlimited time ~~Trans. &~~ Studio Location: To be determined, Madison, Wisconsin Filed by Philip G. Loucks, Atty. Trans. Location: Syene Road, Madison, Wis.	~~Docket No. 6940~~ ~~GRANTED AFTER A HEARING~~ ~~Decision B-291~~ ~~6-28-47~~ ~~Set aside 2-19-48~~ ~~ORDER ISSUED~~	
Amended Rec'd Filed	7-30-45 8-3-45 8-13-45	RE: To change requested frequency from 1070 to 1480 kc, change power and hours of operation from 1kw daytime to ~~500w night~~ and 1kw day, unlimited time, install D.A. for night use, and specify transmitter location as Syene Road, Madison, Wis.	REGRANTED 3-30-48 ORDER ISSUED	
AMENDED Recd. Filed	2-14-46 2-19-46 3-5-46	AMENDED to change name of applicant from Central Broadcasting Co. to RADIO WISCONSIN, INCORPORATED (new corporation)		

SEE CARD NO. 2

U.S. GOVERNMENT PRINTING OFFICE

COMPOSITE transmitter

#2

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters: WISC xWVOW

Name: RADIO WISCONSIN, INCORPORATED

File No.	Dated	Application for	Action: Nature	Action: Date
B4-P-3809 - Continued			See Card	#1 for action
AMENDED	2-23-46	AMENDED to change power from 500w night and		
Recd.	3-1-46	1kw day to 1kw day and night and make changes		
Filed	3-6-46	in D.A. for night use ~~and day use.~~		
AMENDED	3-21-46	AMENDED re change in stockholders		
Recd.	3-22-46			
Filed	3-28-46			
Amended	7-29-46	Amended to make changes in directional		
Rec'd	7-30-46	pattern for use both day and night (DA-1) antenna and to submit current information		
Filed	8-9-46	on program plans.		
		(Filed by Delmer C. Porter, Engr.)		
		On 4-29-48 filed a motion to dismiss Pet. of Edwin Mead for Reconsideration.		

Form 94 #3

APPLICATION RECORD - BROADCASTING

Call Letters W I S C

Name RADIO WISCONSIN, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BMP-3578 Rec'd Filed	1-23-48 1-26-48 1-26-48	Mod. of C.P. (B4-P-3809, which authorized a new standard broadcast station) for extension of completion date from: 2-28-48 to: 8-28-48 (Arthur W. Scharfeld, Atty.)	NOT GRANTED SEE ACTION ON CP3809	
BL-3340 Rec'd Filed	8-25-48 8-25-48 8-25-48	License to cover C. P. (B4-P-3809) which authorized a new standard broadcast station and to specify studio location as 114 North Carroll St., Madison, Wisconsin.	GRANTED	9-17-48
BR-2127 Rec'd	8-18-50 9-1-50	Renewal of license Filed by Arthur W. Scharfeld atty.	GRANTED	10-18-50
BR-2127 Rec'd Filed	7-7-53 7-13-53 7-13-53	Renewal of License Filed by Arthur W. Scharfeld, Atty.	GRANTED	11-12-53

#4

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WISC

Name RADIO WISCONSIN, INCORPORATED

File No.	Dated	Application for	Action Nature	Action Date
BTC-1561 Rec'd Filed	8-11-53 8-12-53 8-12-53	Voluntary relinquishment of positive control of licensee corporation by Morgan and Elizabeth B. Murphy, as a family group, and the resultant acquisition of negative control by the Murphys (50%) as a group, and by Ralph H. Immell, as voting trustee. Arthur Scharfeld, Atty.	GRANTED EFF:	11-18-53 12-9-53
BR-2127 Rec'd Filed	8-16-55 9-2-55 9-2-55	Renewal of license	GRANTED	11-9-55
BP-11,396 Rec'd Filed	6-21-57 6-24-57 6-24-57	Construction permit to increase daytime power from 1kw to 5kw; make changes in directional antenna system (DA-1 to DA-2 & one add'l tower) and ground system; install new trans.(RCA BTA 5H). Atty. - Scharfeld & Baron Engr. - Page, Creutz, Steel & Waldschmitt	GRANTED Cond'l re: Field meas. equip., DA & non-DA proof measurements on the night timepattern to show it has not been affected.	4-1-59

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

Name HEART O'WISCONSIN BROADCASTERS, INC.
x RADIO WISCONSIN, INCORPORATED

Call Letters W I S M (11-1-59)
x W I S C

File No.	Dated	Application for	Action Nature	Action Date
BR-2127 Recd&Filed	8-26-58 9-8-58	Renewal of license Arthur Stambler, attorney	GRANTED (Conditional)	11-19-58
BAPL-195 Rec'd. Filed	8-24-59 8-26-59 8-26-59	Voluntary assignment of license and construction permit to Heart O'Wisconsin Broadcasters, Inc. Arthur Scharfeld, Atty. for Assignor Ben C. Fisher, Atty. for Assignee	GRANTED EFF:	9-23-59 11-1-59
BL-7723 Rec'd Filed	11-5-59 11-10-59 11-10-59	License to cover construction permit (BP-11,396) which authorized an increase in daytime power, changes in directional antenna system (DA-1 to DA-2) and ground system and install new transmitter. Ben C. Fisher, Atty. Page, Creutz, Steel & Waldschmitt, Engrs.	GRANTED	7-20-60

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters: WISM

Name: HEART O'WISCONSIN BROADCASTERS, INC.
MADISON, WISC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-8796 R & F	11-23-59 11-24-59	Modification of C. P. (BP-11396 which authorized incr. in daytime power, chg. in DA and ground system & instl. new transmitter) to change type transmitter to (Collins 21E) Atty: Fisher, Wayland, etc.	GRANTED	11-25-59
BL-8456 R. & F.	3-27-61 4-17-61	License to use old main trans. (Composite) at Syene Rd. at Nine Springs Creek, Madison, Wisconsin (main trans. loc.) as auxiliary trans. day and nighttime hours on 1480kc, with power of 1kw. Atty: Grover C. Cooper (Fisher, Wayland, etc)	GRANTED	12-7-61
BR-2127 R & F	8-24-61 9-5-61	Renewal of License	GRANTED	11-9-61

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

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD · BROADCASTING

Call Letters WISM

Name HEART O'WISCONSIN BROADCASTERS, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BTC-3892 Rec'd Filed	11-3-61 11-6-61 11-6-61	Involuntary transfer of control of licensee corporation from William E. Walker to The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased. Ben C. Fisher, Atty.	GRANTED EFF:	11-16-61 11-16-61
BTC-4305 Rec'd RESUB. R & F	5-9-63 5-10-63 5-27-63 5-31-63	Voluntary acquisition of positive control of licensee corporation by William R. Walker(68%) thru transfer of stock(51%) by the First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased. Atty. Ben G. Fisher	~~RETD 5-17-63 to be filed on 315~~ GRANTED	11-29-63

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

FORM BC-121 08
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W I S M

Name HEART O'WISCONSIN BROADCASTERS, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BR-2127 Rec'd Filed	8-25-64 9-1-64 9-1-64	Renewal of license(MAIN & AUXILIARY) Attys.Fisher,Wayland,Duvall & Southmayd	GRANTED	12-9-64
BP-17,032 Rec'd Filed	12-7-65 12-10-65 12-10-65	CP to incr. night power from 1kw to 5kw, , make changes in nighttime DA system (increase height), change studio location to same as transmitter. Atty: Fisher, Wayland, Duvall and Southmayd	GRANTED Cond'l re: Phase mon., field meas. equip., DA & non-DA proof. Before prog tests. Before issuance of prog. tests. A complete proof-of-performance on the nighttime pattern.	2-28-67
BTC-5399 R & F (Form 316) AUG 4 1967	7-22-67 7-25-67	Voluntary relinquishment of positive control of lic. corp. by William R. Walker thru issuance of add'l stock by the lic. corp. to all stockholders Atty - Fisher, Wayland, Duvall & Southmayd	GRANTED EFF:	8-24-67 8-25-67

PRINTED - WASHINGTON D. C.

BP-17,032
CONTACT: William R. Walker, President
PHONE: Code 608; 256-3167
ADDRESS: Syene Road
Madison, Wisconsin

1480kc

FORM BC-121
AUG. 1955 #9

APPLICATION RECORD - BROADCASTING

Call Letters W I S M

Name HEART O'WISCONSIN BROADCASTERS, INC.
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,152 R& F SEP 5 - 1967	8-21-67 8-25-67	Mod. of CP(BP-17,032 which auth incr. nighttime power; make chgs in nighttime DA system; and chg. studio loc) for extension of completion date from 10-28-67 to 5-31-68 Atty. Fisher, Wayland, etc. (Peter Sevareid)	GRANTED to	10-20-67 4-28-68
BR-2127 R.&F. OCT 9 1967	8-29-67 8-31-67	RENEWAL OF LICENSE (Main & Auxiliary) Atty:Fisher,Wayland,Duvall & Southmayd (Peter Sevareid)	GRANTED	4-15-68
BMP-12,206 R.&F NOV 8 1967	9-29-67 10-5-67	Mod. of CP(BP-17,032, as mod, which auth. inc. nighttime power; make chgs in nighttime DA system; & chg. studio loc.) to make changes in the nighttime DA pattern(MEOV only) Atty-Fisher,Wayland,Duvall & Southmayd Engr-Charles E.Brennan,Milwaukee,Wisc.	GRANTED Conditions same as BP-17032.	11-29-67

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

FORM BC-121 #10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W I S M

Name HEART O' WISCONSIN BROADCASTERS, INC.
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BL-6772 Rec'd Filed Amended R & F #293501 $30 DM APR 3 1968	6/20/66 6/27/66 7/12/66 7/11/66 7/12/66 6/27/66 4/1/68	Direct Meas. (Main) Atty: Ben C. Fisher Engr: Chas. E. Brennan, Milwaukee, Wisc.	GRANTED	5-13-69
BMP-12,373 Re& F. #418929 $30. APR 19 1968	4-2-68 4-5-68 4-5-68	MP (BP-17,032, as mod.) for extension of completion date from 4-28-68 to 10-28-68. (Main) Atty: Ben C.Fisher	GRANTED to	4-24-68 10-28-68
BMP-12,558 R&F $30-467616 PRESS: NOV 12 1968	10-21-68 10-22-68 10-22-68	Mod. of CP (BP-17,032 as mod.) for ext. of completion date from 10-28-68 to 4-28-69. (changes) Atty. Fisher, Wayland, Duvall & Southmayd (Martin Leader)	GRANTED to	11-18-68 4-28-69

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

FORM BC-121
AUG. 1955

#11

APPLICATION RECORD - BROADCASTING

1480kc

Call Letters WISM

Name HEART O'WISCONSIN BROADCASTERS, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BMP-12,672 R. & F. #496460 $30 APR 15 1969	3-7-69 3-10-69 3-10-69	MP(BP-17,032, as mod) for extension of completion date to 10-28-69 (changes). atty-Fisher, Wayland, Duvall and Southmayd	GRANTED to	4-21-69 10-28-69
BMP-12,825 R&F $30-544495 PRESS: NOV 17 1969	9-19-69 9-23-69 9-23-69	MP(BP-17,032, as mod.) for extension of completion date to 4-28-70. Chgs. Atty. Fisher, Wayland, Duvall and Southmayd	GRANTED to	11-20-69 4-28-70
BMP-12,952 R & F $30-586687 MAR 27 1970	3-13-70 3-20-70 3-20-70	MP(BP-17,032 as mod.) for extension of completion date to 10-28-70 Atty: Fisher, Wayland, Duvall, Southmayd & Cooper	GRANTED to	3-31-70 10-1-70
BMP-12,999 R&F $30-600712 PRESS: [illegible]	5-11-70 5-11-70 5-11-70	Mod. of CP(BP-17,032 as mod.) to make changes in the antenna system. (#2 tower) Atty. Fisher, Wayland etc. (Martin Leader)	GRANTED	6-3-70

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

Form BC-121
September 1969

#12

APPLICATION RECORD - BROADCASTING

Call Letters WISM

Name HEART O'WISCONSIN BROADCASTERS, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BR-2127 R & F P.N. PRESS SEP 21 1970	8-28-70 9-2-70 9-2-70	Renewal of License (Main & Auxiliary) Atty: Ben C. Fisher	GRANTED	2-25-72
BMP-13,097 R & FC $50-630054 AC-067 OCT 6 1970	9-8-70 9-14-70 9-14-70	MP(BP-17,032, as mod.) for extension of completion date to 4-1-71 (changes) Atty: Fisher, Wayland, DuVall, Southmayd & Cooper	GRANTED to	10-12-70 4-1-71
BMP-13,196 R & F $50-670393 AC-067 MAR 18 1971	3-4-71 3-9-71 3-9-71	MP(BP-17,032, as mod.) for extension of completion date to 6-1-71 Atty: Fisher, Wayland, Duvall, Southmayd & Copper	GRANTED to	3-29-71 6-1-71

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

Form BC-121
September 1969

#13

APPLICATION RECORD - BROADCASTING

Call Letters WISM

Name HEART O'WISCONSIN BROADCASTERS, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BMP-13,278 R & F #008901 $50 ACC. 060 Press	5-27-71 6-1-71 6-1-71	Mod. of CP (BP-17,032, as mod.) to add MEOV's to presently authorized daytime directional antenna pattern. Atty: John D. Pellegrin (over for amendment)	GRANTED	8-13-71
BMP-13,240 R & F $50-008904 AC-067 JUN 16 1971	5-27-71 6-1-71 6-1-71	MP(BP-17,032 as mod.) for extension of completion date to 10-1-71 (changes) Atty: John D. Pellegrin	GRANTED to	6-24-71 10-1-71
BL-13,052 Rec'd #W 009963-$50. Aux. Rec d Filed #W011038-$50. AC-067 PTA	6-1-71 6-7-71 6-7-71-AC-067 6-11-71 6-11-71 6-11-71 10-5-71	Lic.(BP-17,032, as mod.) for changes (Main & Auxiliary) Atty: John D. Pellegrin(Fisher, Wayland, Duvall, etc.) Refunded	GRANTED	3-6-72

OCT 28 1971

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

BMP-13,278 amended 7-27-71 re: Engineering Statements
BL-13,052 amended 1-28-72 re: Engr.

Form BC-121
September 1969 Card #14

APPLICATION RECORD - BROADCASTING

Call Letters W I S M

Name HEART O'WISCONSIN BROADCASTERS, INC.
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BP-19,661 Rec'd Filed $50-199204 AC-060 PRESS: APR 29 1974	6-5-73 6-8-73 6-8-73 6-8-73	Construction permit to modify the MEOV's on the nighttime pattern. Atty. Fisher, Wayland, Southmayd & Cooper Amended 1-30-74 re nighttime allocation study. Amended 3-27-74 re reduce slightly the proposed MEOV.	GRANTED	5-7-74
BR-2127 R & F PN PRESS	8-20-73 8-28-73 8-28-73 14 SEP 1973	RENEWAL OF LICENSE(MAIN & AUXILIARY) ATTY: RICHARD R. ZARAGOZA AMENDED 11-6-73 re: programming (over)	GRANTED	11-17-75
BL-13,833 R & F(Main) Amend PTA(Main) Amend PTA(Aux.) $50#361778 #50#402877 PRESS JUL 2 1975	11-1-74 11-6-74 12-16-74 - 3-11-75 to add auxiliary 7-14-75 11-7-74(main) 3-21-75(Aux.) DEC 15 1975	Lic. to cover BP-19661(for changes) Atty: John D. Pellegrin(Fisher, Wayland, etc) engr. data	GRANTED issued with BR-2127	11-17-75

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

BR-2127 AMENDED 11-12-75 re: to change name of applicant to "WISM, Inc."

Form BC-121 #15
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WISM

WISM, INC.
Name x Heart O'Wisconsin Broadcasters, Inc.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BAPL-465 R & F FEE PD: $100 #483772 Code 047(FORM 316) OCT 15 1975	10-1-75 10-3-75	Voluntary assignment of license and CP(BP-19661 chge nite MECV) to WISM, INC. Atty - Fisher, Wayland etc(R. Zaragoza)	GRANTED EFF: no fee	10/17/75 10/31/75
BR-2127 R & F PN Press	7-7-76 7-26-76 7-26-76 SEP 29 1976	Renewal of license (Main & Auxiliary) Atty- Richard R. Zaragoza (Fisher, Waylane et al0	GRANTED	11-15-76
BR 790718 UF PRESS SEP 7 1979		RENEWAL OF LICENSE (MAIN & AUX.TRANS.) R.R.Zaragoza,Atty.	GRANTED	2-22-80

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

#16

1480khz

APPLICATION RECORD-BROADCASTING

Call Letters: W I S M

Name: WISM, INC.

Station Location: Madison, Wisconsin

File No.	Date	Description	Action and Date
BTC790914HS Form 316 PRESS SEP 25 1979	9-12-79	Vol. acquisition of positive control of Heart O'Wisconsin Broadcasters, Inc. (parent corp of licensee) by William R. Walker thru purchase of stock (and retirement thereof) by Heart O'Wisconsin Broadcasters, Inc. from the Inner-City Bank of Benton Harbor, Trustee under the Joseph D. Mackin Trust (Joseph D. Mackin - Deceased) (over) Atty - Richard Zaragoza (Fisher, Wayland, etc.)	GRANTED 10-15-79 EFF: 10-30-79

B2- 11-13-80

Form BC-121
March 1979

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.