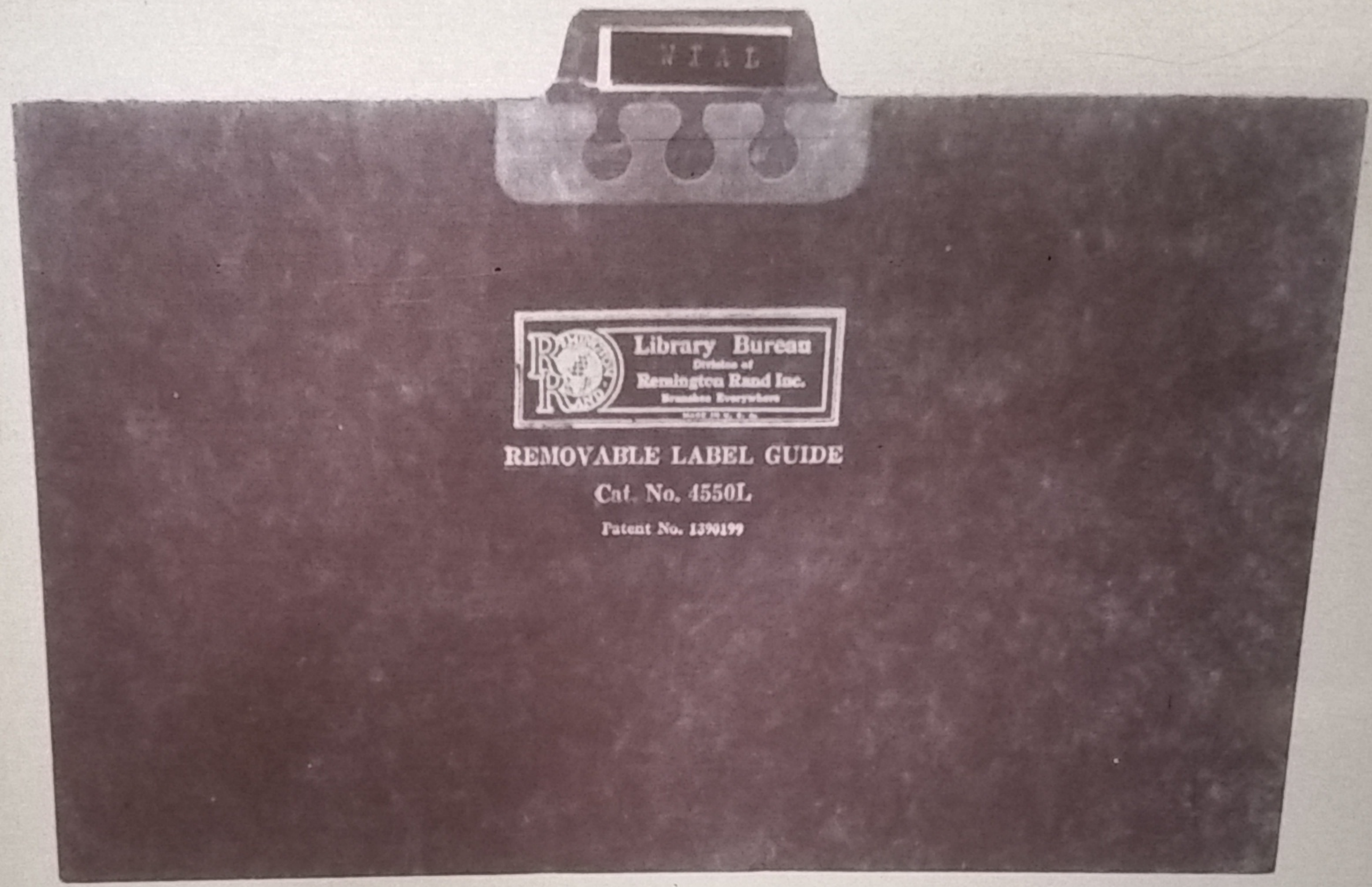
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Patent No. 1390199

B-S

FM BROADCAST

BROADCASTING STATION LICENSE RECORD

Official # 288

✓W I A L(Ltr.11-20-59)
XW E A Q-FM (11-1-59)

Date first licensed 3-23-49

Call letters XWEAU - FM

LOCATION: EAU CLAIRE, WISCONSIN

WIAL STEREO RADIO, INC. (ALH & ASCA 12-24-69 EFF: 1-1-70)
xBROADCASTER SERVICES, INC. (ALH- 9-23-59)EFF: 11-1-59)

Name of licensee x CENTRAL BROADCASTING COMPANY

Radio Park, Tower Drive, Seymour, Wisconsin (Redescription 10-17-72)
xTower Road,Seymour, Wisconsin(Ltr. 3-7-60)(Redescription)

Transmitter location xSeymour Road, Approx. 3 mile N.E. center of Eau Claire, Wisconsin

Radio Park, Tower Drive, Seymour, Wisconsin (~~Rmt~~ LH 10-17-72)
xFirst Wisconsin National Bank Bldg., 131 S. Barstow St., Eau Claire, Wisc. (Ltr.1-9-70)
x Same as transmitter (BSH 10-24-62)

(BRCH 10-16-61)
xHotel Eau Claire Bldg., 307 Eau Claire Street, Eau Claire, Wisconsin
xTower Road, Seymour, Wisconsin(Ltr. 3-7-60)
xHotel Eau Claire, Eau Claire, Wisconsin(Ltr. 11-19-59)

Main studio location x203 Barstow Street, Eau Claire, Wisconsin

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
Telegram	9-16-47	Auth. granted period ending Dec. 15, 47 operate 94.1 mcs. Ch. 231 using GE Type BT-2A trans. 1 kw. max. output and RCA single section pylon ant. mounted on 100 ft. tower adjacent to WEAU trans. Bldg. to provide 113 ft. overall height above ground for purpose of providing FM program service. Subject to condition that sufficient proof be submitted upon completion of construction to show that no adverse effect has resulted to the AM operation. Use call letters WEAU-FM.			
	8-18-47	94.1 mcs. proposed assignment Ch#231			
Telegram	12-8-47	Relet atty. 3. Auth. extended interim operation period ending Feb. 15, 1948.			
Telegram	1-13-48	Retel 12. Auth. granted and modified period ending April 15, 1948 operate 94.1 Mcs. using GE BT-3-A trans. 3 kw. max. output power and two section pylon antenna mounted on 100 foot tower adjacent to WEAU trans. bldg., for purpose FM program service.			
Telegram	2-13-48	Retel 11. Auth. modified and extended period ending May 15, 1948 operate 94.1 Mcs using GE BT-4A trans. 10 kw. max. output power and modified single section pylon antenna on 100 foot tower adjacent to WEAU trans. bldg., for purpose FM program service.			
BPH-1158	3-24-48	94.1 mc Ch#231	50 kw. Terr:	U . 370 ft.	By 6-8-48 to 12-8-48
C. P. issued (mailed 4-8-48)					
Telegram	5-4-48	Relet 27. Auth. extended interim operation period ending August 15, 1948.			
Telegram	8-9-48	Relet atty. 3. Auth. extended interim operation period ending Dec. 8, 1948.			
Telegram	9-29-48	Relet atty 28. Auth. mod. WEAU-FM period ending 12-8-48 op. using fac. spec. in BPH-1158 except ant. is Collins 8 sect. and max. trans. output power 3.2 kw re prog. serv.			

B.S.

CARD #2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WEAQ-FM
XWEAU-FM

Name of licensee CENTRAL BROADCASTING COMPANY

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	ERP Power	Time Div.	Period From To
BMPH-2607	11-3-48	94.1 Ch. 231	60kw. Terr:	U 350 ft.	By 6-8-48 To 12-8-48
BLH-351	3-23-49	License	to cover		3-23-49 To 3-1-51
BSH-288	2-28-51	Extension of license to			6-1-51.
BSH-288	5-23-51	Extension of license			to 9-1-51
BSH-288	8-24-51	Ext. of license to			12-1-51
BSH-288	11-21-51	Ext. of license to			3-1-52
COMM. ACTION 2-13-52- granted Spec. Exp. Auth. to operate by remote control from WEAU-AM for period ending 3-1-52					
BRH-288	2-27-52	Renewal of license to			12-1-52
COMM. ACTION OF MARCH 5, 1952- Temp. Authority granted Period ending 9-1-52 operate by Remote Control fm WEAU-AM					
COM. ACTION 9-24-52. Ext SEA operate by remote control period end. 12-1-52 - same conditions					
BRH-288	11-13-52	Renewal of license to			12-1-55
BRH-288 TPO 10 kw-	11-26-56 5-23-56	Action on ren. deferred RENEWAL OF LICENSE TO 94.1mcs. 60kw, Ter:360ft.			12-1-58(L)
~~BRH-288~~	~~bcd 9-6-58~~	~~94.1~~	~~60kw~~	~~U~~	~~12-1 12-1-61~~
BRH-288	11-19-58	94.1	60kw	U	12-1 12-1-61
BALH-381 EFF:	9-23-59 11-1-59	Voluntary assignment of license to Broadcaster Services, Inc.			
BRCH-344	10-16-61	94.1	60kw	U	10-16 12-1-61
	Mod. of license to change studio location and Remote Control Point to Hotel Eau Claire Bldg., 307 Eau Claire Street, Eau Claire, Wisconsin.				
BRH-288	11-1-61	Renewal of License			12-1 12-1-64
BTC-3894 EFF:	12-1-61	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.			

Form BC 126
June 1954

Card #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I A L

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Dir.	Period From To
BTC-3927 EFF:	2-14-62 3-5-62	Voluntary transfer of control of licensee corporation from The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased to William R. Walker, Charles R. Dickoff, Joseph D. Mackin, Philip Fisher and Charles D. Mafford.			
BSCA-421	8-15-62	Subsidiary Communications Authorization on approx 62 kilocycles.			12-1-64.
BSH-288 (1)	10-24-62	Mod. of license to change the studio location and delete remote control operation of the transmitter.			
BRH-288	11-9-64	94.1mcs.	60kw	U	12-1 12-1-67
BRSCA-421	11-9-64	Subsidiary Communications Authorization on Multiplex Basis to			12-1-67
BTC-4305 Eff:	6-17-65 6-18-65	Voluntary acquisition of control of lic. corp. by Charles R. Dickoff (100%) thru purchase of stock from William R. Walker, Joseph D. Mackin & Philip Fisher			
BRH-288	11-24-67	Renewal of License & NDEA		12-1	12-1-70
BRSCA-421	11-24-67	Renewal of SCA		12-1	12-1-70
BPH-6383 HAAT: 360'	8-14-68 (h&v)	94.1mc. ch#231 CP operate by remote control; install new trans.,; new ant.,; chg. TPO, horiz. ERP; vert. ERP; and HAAT;	ERP: 100kw(h)31kw(v) TPO: 20kw (RC)	U	4-14-69
BPH-6720 HAAT: 360'	5-27-69 (h&v)	94.1mc. ch#231 CP replace expired permit	ERP: 100kw(h)31kw(v) TPO: 20kw (RC)	U	1-27-70 (BPH-6383)
BLH-4423(L)	6-23-69	Lic. (BPH-6720 as reinstated) for chgs.			12-1-70
[illegible]	[illegible]	[illegible]			
	1-1-70				
BRH-288(L)	11-25-70	Renewal and NDEA			12-1-73
BRSCA-421	11-25-70	Renewal of SCA			12-1-73

#4

FM BROADCAST

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WIAL(FM)

Station location EAU CLAIRE, WISCONSIN

Name of licensee WIAL STEREO RADIO, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
EBSA	5-25-72				
RLH-5560(L)	10-17-72	Lic(to use former main trans. for aux. purposes only			12-1-73
HAAT: 360'(H&V)		ERP: 15kw(h) 4.5kw(v) TPO: 3kw 94.1mhz			
combined with main:		100kw(H); 31kw(V) 360'H&V			
BRH-288 (S) BRSCA-421	12-27-73	Renewal of License & SCA (Main & Auxiliary)			12-1-76
ltr.	10-19-76	SCA CANCELLED			
BRH-288(S)	11-15-76	Renewal of license (Main & Auxiliary)			12-1-79
BRH790731VD(S)	11-30-79	Renewal of License			12-1-82
BPH800825AH HAAT: 350' (L)	1-28-81 (h&v)	94.1mhz ERP: 85kW(h&v) CP to mke. chgs in Ant. Sys.; chg typ Ant. chg ERP: decre HAAT.			1-28-82

Form 94

APPLICATION RECORD - BROADCASTING

FM

W E A U-FM

Call XW E A U - FM

Letters x NEW

Name CENTRAL BROADCASTING CO.

(P. O. 203 Barstow Street, Eau Claire, Wisconsin)

File No.	Dated	Application for	Action: Nature	Action: Date
BA-PH-1158 Rec'd Filed	11-30-46 1-17-47 1-17-47	Construction permit for a new FM broadcast station to be operated on Frequency: Channel 255, 98.9 mcs. Transmitter: Approximately 3 miles N. E. of center of Eau Claire, Wisconsin Studio: ~~203 Barstow Street~~, Eau Claire, Wis. (GE BT-4A Max. 10 kw) Filed by Verne R. Young, Attorney Program analysis recd. 3-24-47	Granted 4-24-47. 6-9-47. Frequency: C. P. Issued Gr. 3-24-48 Exp. 12-8-48	Conditionally Ltr. written Class B
BMPH-2607 Rec'd. Filed	8-25-48 8-30-48 8-30-48	Mod. of C. P. (BPH-1158) which authorized a new FM broadcast station to change ERP from 50 kw. to 61.4 kw., antenna height above average terrain from 370 ft. to 356.3 ft. and make changes in antenna system. Filed by Arthur W. Scharfeld, Atty.	GRANTED	11-3-48

Charles B. Parsons, Esqr.
Eau Claire, Wis.

Form 94 CARD #3

APPLICATION RECORD - BROADCASTING

FM (CLASS B)
Call Letters WEAQ-FM ~~WCEAU-FM~~

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BLH-351 Rec'd. Filed	11-11-48 11-15-48 11-15-48	License to cover construction permit (BPH-1158 as modified) which authorized a new FM broadcast station. Filed by Arthur W. Scharfeld, Atty.	GRANTED	3-23-49
BRH-288 Recd & Filed	1-10-51 1-16-51	Renewal of license. Filed by Arthur Scharfeld, Atty.	GRANTED	2-27-52
BRH-288 Recd. & Filed	8-22-52 8-27-52	Renewal of license. Filed by Arthur W. Scharfeld, att'y	~~ltr.~~ 9-17-52 re T Logs. GRANTED	11-13-52
BRCH-40 Recd & Filed	7-10-53 7-16-53	301-A, appl. for remote control operation. Filed by Arthur W.Scharfeld, Atty	granted	7-21-53
BRH-288 Recd & filed	8-31-55 9-2-55	Renewal of license Filed T. O. Jorgenson atty programming Additional info. recd. 1-10-56 (only 2 copies recd. 1 in Ref. Room, one with AM File) Filed ~~with~~ by A. W. Scharfeld, atty	323 on file GRANTED	5-23-56

FORM BC-131 CARD #3
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call Letters ~~WEAU-FM~~ WEAU-FM

BROADCASTER SERVICES, INC.

Name X CENTRAL BROADCASTING COMPANY

EAu Claire, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BRH-288 Recd Filed	8-22-58 9-2-58 9-2-58	Renewal of license Arthur Stambler, attorney	GRANTED	11-19-58
BALH-381 Rec'd. Filed	8-24-59 8-26-59 8-26-59	Voluntary assignment of license to Broadcaster Services, Inc. Arthur Stambler, Atty. for Assignor Ben C. Fisher, Atty. for Assignee	GRANTED EFF:	9-23-59 11-1-59
BRH-288 Rec'd Filed	8-28-61 9-5-61 9-5-61	Renewal of license Atty.: Ben. C. Fisher	GRANTED	11-1-61

FORM BC-121
AUG. 1955

#4

APPLICATION RECORD - BROADCASTING

Call Letters W I A L

Name BROADCASTER SERVICES, INC.

File No.	Dated	Application for	Action Nature	Action Date
BRCH-344 Rec'd Filed	10-5-61 10-9-61 10-9-61	Modification of license to change studio location and Remote Control Point to Hotel Eau Claire Bldg., 307 Eau Claire Street, Eau Claire, Wisconsin. Ben C. Fisher, Atty.	GRANTED	10-16-61
BTC-3894 Rec'd Filed	11-6-61 11-8-61 11-8-61	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:	12-1-61

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD · BROADCASTING

Call Letters W I A L

Name BROADCASTER SERVICES, INC.
Eau Claire, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BTC-3927 Rec'd Filed	12-14-61 12-18-61 12-18-61	Voluntary transfer of control of licensee corporation from The First National Bank of Madison, Wisconsin, Executors of the Estate of William E. Walker, Deceased to William R. Walker, Charles R. Dickoff, Joseph D. Mackin, Philip Fisher and Charles D. Mefford. Ben C. Fisher, Atty.	GRANTED EFF:	2-14-62 3-5-62
BSCA-421 R & F	6-27-62 7-3-62	Request for subsidiary communications auth to operate on sub-carrier frequency of ~~59kc~~ Atty: Fisher, Wayland, Duvall & Soutmayd	GRANTED	8-15-62
AMENDMENT R & F	7-18-62 7-19-62	AMENDED to change frequency to 67kc		
BRH-288 & BRSCA-421 R&F	8-27-64 8-27-64 9-2-64	RENEWAL OF LICENSE & SUBSIDIARY COMMUNICATIONS AUTHORIZATION Ben C. Fisher, Atty.	GRANTED	11-9-64

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W.I.A.I.

Name BROADCASTER SERVICES, INC.
Eau Claire, Wisconsin 54701

File No.	Dated	Application for	Action Nature	Action Date
BTC-4805 R & F	4-20-65 4-22-65	Voluntary acquisition of control of licensee corp. by Charles R. Dickoff(100%) thru purchase of stock from William R. Walker, Joseph D. Mackin and Philip Fisher Atty. - Ben C. Fisher	GRANTED Eff:	6-17-65 6-18-65
BRH-288 BRSCA-421 R & F SEP 25 1967	8/15/67 8/15/67 8/31/67	Renewal of license and SCA on 67kc Atty: Ben C. Fisher	GRANTED	11-24-67
BPH-6383 R&F #445612 $30 AUG 13 1968	7-19-68 7-23-68 7-23-68	CP operate by RC In same building with trans. (approximately 60 ft. away) Eau Claire, Wisconsin; install new trans(Gates-FM-20H); new ant(Shively 8 sects); chg. TPO 20kw; horiz. ERP 100kw; vert. ERP 31.3kw; and HAAT 356.3 ft. Atty - Ben C. Fisher Engr: ------	GRANTED cond'l submit 302's for WEAQ.	8-14-68

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

#7

FM

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WIAL

Name WIAL STEREO RADIO, INC.
BROADCASTER SERVICES, INC.
EAU CLAIRE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BPH-6720 R & F #514321 $30 MAY 21 1969	5-12-69 5-15-69 5-15-69	Construction Permit to replace expired permit (BPH-6383) (FOR CHGS.) Atty - Ben C. Fisher(Fisher, Wayland etc.)	GRANTED	5-27-69
BLH-4423 R & F #516228 $30 PT	5/19/69 5/20/69 5/20/69 5/29/69	License (BPH-6720 as reinstated) for changes. Atty: Martin R. Leader	GRANTED	6-23-69
BASCA-374 BALH-1282 R & F FEE PD: $30 (Form 316)	11-25-69 11-28-69 -#560676	Voluntary assignment of license and SCA to WIAL STEREO RADIO, INC. Atty - Chas. W. Wayland	GRANTED EFF:	12-24-69 1-1- 70

#8

FM

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W I A L

Name WIAL STEREO RADIO, INC.
BROADCASTER SERVICES, INC.
EAU CLAIRE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRH-288	8-5-70	RENEWAL OF LICENSE	GRANTED	11-25-70
BRSCA-421	8-5-70	Martin R. Leader, Atty.		
R & F	8-28-70	AMENDED 11-5-70 re: programming		
PN Recd.	"			
PRESS OCT 9 1970				
BLH-5560	7-12-72	Lic. to use former Main trans.(GE, BT-3 A)	GRANTED	10-17-72
Rec'd	7-14-72	for Auxiliary purposes only. ERP: 15kw(H),		
W 091327-$50.	7-14-72	4.5kw(V)-TPO 3kw.		
AC-068				
Amended	8-22-72	new Section II-B		
PTA DENIED	8-30-72			
Amended & F	9-7-72	New 302 - correct output power		
PTA	9-13-72	Atty: Fisher, Wayland, etc.(Martin Leader)		
PRESS	OCT 4 1972			

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

#49 12-49

Form BC-121
September 1969

94.1 mhz

APPLICATION RECORD · BROADCASTING

Call Letters W.I.A.L.

Name WIAL STEREO RADIO, INC.
EAU CLAIRE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRH-288 * R & F PN Recd. PRESS * BRSCA-421	8-21-73 8-31-73 " 24 SEP 1973 8-21-73	RENEWAL OF LICENSE (MAIN & AUX.TRANS.) John D. Pellegrin,Atty. RENEWAL OF SCA	GRANTED	12-27-73
BRH-288 R & F P.N. Press	7-23-76 7-29-76 7-29-76 SEP 27 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) Atty: Clifford M. Harrington (Fisher,Wayland, etc.)	GRANTED	11-15-76
BRH-790731VD PRESS SEP	27 1979	Renewal of License Atty. Clifford M. Harrington	GRANTED	11-30-79

#10

APPLICATION RECORD-BROADCASTING

94.1MHz.

Call Letters: W I A L

Name: WIAL STEREO RADIO, INC.

Station Location: EAU CLAIRE, WISCONSIN

File No.	Date	Description	Action and Date
BPH800825AH PRESS (O)	SEP 10 1980	CP to make chgs. in Ant. Sys.; chg. type Ant. (HARRIS FMH-10AC, 10 sects. Circular); chg. ERP: 84.4kw (H&V) & decm .HAAT: 351' (H&V). Atty. Clifford M. Harrington (Fisher,Wayland,Southmayd etc.)	GRANTED 1-28-81 COND'L
BLH-810519AE PTA PRESS	JUN 3 1981	License to cover (BPH-800825AH) for changes. Atty: Clifford M. Harrington	GRANTED 9-28-81

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 radio station history.