WHLA-TV

REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form BC 126 pts 12-3-73
June 1954

NONCOMMERCIAL EDUCATIONAL TV

BROADCASTING STATION LICENSE RECORD

CH 31

Date first licensed 2-19-74 (#229)

WHLA-TV (Eff: 10-1-73)
Call letters X W W W G

Station location LA CROSSE, WISCONSIN

Name of licensee EDUCATIONAL COMMUNICATIONS BOARD

Transmitter location Approx. 10 mi. NE of La Crosse, Wisc.

Main studio location 1705 State St., La Crosse, Wisc.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPET-422	4-19-73	Ch-31	V-3800kW	Unl.	6-19-73
AH:830' MSL:1730'		572-578	A-759kW		10-19-74
CP for new noncommercial educational TV station.					
BPET-422 (1) 6-6-73 Call Letters assigned.					
BMPET-787	9-14-73	Ch. 31	V.955 kw	U	4-19-73
AH: 1140' MSL:2049'		572-578	A. 191 kw		10-19-74
MP to chg ERP, TL, SL, trans. ant & HAAT					
Wire	12-3-73	Re tendered lic. appl., auth. grtd. oper. PTA accord. 73.629 & BMPET-787. Advise when oper. commences under this auth.			
BLET-350	2-19-74	Lic. to cover (BPET-422 as mod) for a new station			12-1-76
BPET-494	9-20-74	CP to install an Aux. Trans. Exciter			11-20-74 3-20-76
Auxiliary Transmitter					
EBSA	6-6-73				
BRET-229	11-15-76	Renewal of license (S)			12-1-79
BPET-551	11-30-76	Ch. 31	V. 955 kW	U	1-30-77
AH: 1140' MSL: 2049'		572-578	A. 191 kW		5-30-77
CP to replace expired (BPET-494) for chgs. Aux. Trans.					
BRET-79073DKI	11-30-79	RENEWAL OF LICENSE (S)			12-1-82

NONCOMMERCIAL EDUCATIONAL TV

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters NEW W W W O

Name EDUCATIONAL COMMUNICATIONS BOARD
CH-31 (PO c/o Lee E. Franks, 732 N. Midvale Blvd., Madison, Wisc. 53705)

File No.	Dated	Application for	Action Nature	Action Date
BPET-422 R & F PRESS PN REC'D	11-26-71 12-3-71 DEC 15 1971 12-29-71	CP for new Educ. TV on: Freq.: Ch-31, 572-578mcs ERP: Vis. 1195kw, Aur. 236kw HAAT: 4249-ft. TL: 4.2 mi. NNW of West Salem, Wisc. (43-56-55 91-08-05) SL: 1705 State St., La Crosse, Wisc. ~~RC: Same as SL~~ Trans.: ~~RCA-TFU-60B~~ Ant.: ~~RCA-TFU-25G~~ STATION LOCATION: LA CROSSE, WISCONSIN Atty.: None Engr.: W. J. Kessler Associates (Gainesville, Fla.)	GRANTED	4-19-73

HEW application to Roy Stewart 12-14-71.
Amended 12-21-71 to submit Exh. VI.

Mr. Lee E. Franks
732 No. Midvale Blvd.
Madison, Wisconsin 53705

608-266-0036

NONCOMMERCIAL EDUCATIONAL TV

Form BC-121 CARD#2
September 1969

APPLICATION RECORD - BROADCASTING

Call WHLA-TV
Letters ~~(New)~~ X W W W G

Name EDUCATIONAL COMMUNICATIONS BOARD
CH-31 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BPET-422 CONTINUED AMENDMENT R & F PRESS:	11-22-72 11-24-72 DEC 8 1972	AMENDED re financial; and chg. ERP to Vis. 3800kw, Aur. 760kw; type trans. to RCA TTU-110B; type ant. to RCA TFU-42J; make chgs. in ant. structure (decr. hght.); HAAT 834.2 ft.; and delete request for remote control operation. AMENDED 12-29-72 re legal and programming. AMENDED 2-5-73 ~~xx~~ re Sect. VI AMENDED 3-9-73 re Sect. VI AMENDED 3-9-73 re financial		
BMPET-787 R & F PRESS:	6-7-73 6-11-73 JUN 27 1973	MP (BPET-422) to chg. ERP Vis. 1200.6KW; Aur. 240.1KW; chg. TL: County Hwy 25 & Tsjumper Ridge Rd., LaCrescent, Minnesota (43 48 17 91 22 06) SL: 3313 University Ave., Madison, Wisconsin; type trans. GATES BT-55U; type ant. to GATES TY-106-C; and chg. ant. structure and HAAT: 1142.76feet. Atty: Daniel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	9-14-73

NON-COMMERCIAL EDUCATIONAL TV

Form 301-121
September 1969

APPLICATION RECORD - BROADCASTING

Card #3

Call Letters WHLA-TV

Name EDUCATIONAL COMMUNICATIONS BOARD
CH-31 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BLET-350 R & F no fee required PRESS:	11-28-73 12-3-73	Lic. to cover (BPET-422 as mod) for a new stat. Atty: Daniel W. Toohey, (Dow Lohnes & Albertson.)	GRANTED	2-19-74
BPET-494 R & F PRESS: AMENDED R&F	3-26-74 4-2-74 APR 26 1974 8-24-74 8-29-74	CP to install an Auxiliary transmitter exciter AMENDED to correct Section V-C, para. 1	GRANTED	9-20-74
BRET-229 R&F PN RECD PRESS	7-30-76 7-30-76 7-30-76 30 AUG 1976	RENEWAL OF LICENSE Atty.:(Dow, Lohnes & Albertson) Dan Toohey Contours filed ~~N6~~ Program Logs 323 filed with WPNE	GRANTED	11-15-76

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

NONCOMMERCIAL EDUCATIONAL TV

Form BC-121 CARD#4
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WHLA-TV

Name EDUCATIONAL COMMUNICATIONS BOARD
CH-31 LA CROSSE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BPET-551 R & F PRESS:	9-1-76 9-30-76	CP to replace expired (BPET-494) for chgs. (Auxiliary Trans.) REQUEST WAIVER OF SECTION 1.534(b) OF THE RULES. Atty.: Daniel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	11-30-76
BRET- 790730KI R & F PRESS PN REC'D	6-29-79 7-30-79 79 0831	RENEWAL OF LICENSE ATTY: FREDERICK D. COOKE, JR. {DOW, LOHNES & ALBERTSON}	g	11-30-79

CARD#5

NONCOMMERCIAL EDUCATIONAL TV
APPLICATION RECORD BROADCASTING

Call Letters: WHLA-TV

Name: EDUCATIONAL COMMUNICATIONS BOARD
CH-31

Station Location: LA CROSSE, WI

File No.	Date	Description	Action and Date
BLET-434 R & F PTA: PRESS:	12-23-76 1-4-77 3-17-77 10-15-79	Lic. to cover (BPET-551 as reins.) for Changes (Auxiliary Trans.) Atty.: Daniel W. Toohey (Dow, Lohnes & Albertson)	Gr. 10-30-79 (Not issued- Unnecessary)
BPET-800512KF PRESS		CP to reduce Aur. ERP to 5.5kW (Aux. Trans.)	GR. 7-22-80 (Not issued

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 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.