W C R A

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199

B S 1765

BROADCASTING STATION LICENSE RECORD

(R.C.)

Date first licensed 2-24-47

Call letters W C R A

Station location: Effingham, Illinois

Name of licensee EFFINGHAM BROADCASTING CO.

RR #1, 1.25 mi. SW of Effingham, Illinois (BP 12-10-65)
X RURAL ROUTE 1 (Redescribed) (BL 4-16-57)

Transmitter location x .5 mi. S of Highway #40, S. SW of Effingham, Ill. (MP 2-14-47) (Lic. 8-2-47)
x100 N. Banker Street, Effingham, Ill. (Redescription)
x Banker and Washington Streets, Effingham, Illinois (BP- 8-27-71)
x100 North Banker Street, Effingham, Illinois (BP- 8-19-71)
x Banker & Washington, Effingham, Ill. (Tele. 4-12-69)
x100 North Banker Street, Effingham, Illinois (BP 12-10-65)

(Zip) 62401

X 110 N. Banker Street (BRC-115 7-15-53)
x 112½ N. Banker Street, Effingham, Illinois. (Lic. 8-21-47)

Main studio location x109½ E. Jefferson St., Effingham, Ill. (MP 2-14-47)

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
B4-P-4939	10-17-46	1090	250w	Daytime		
Letter	11-4-46 CP for new station granted subject to filing MP for approval of T site and antenna					
B4-P-4939	2-14-47	1090	250w	Daytime	4-14	10-14-47
B4-MP-2398	Mod. CP(4939) for approval antenna and T and S sites					
BL-2484	8-22-47	1090	250w	Daytime	9-21	5-1-48
BZ-2304	Lic. to cover CP (4939 as mod.) for a new station, change studio location and determine operating power by direct method. (Conditional Clause)					
BR-1705	4-14-48	1090	250w	D	5-1	5-1-51
BTC-[illegible]	7-28-50 Vol. acquisition or control of lic. corp. thru sale of 51% share of common stock.					
ET: [illegible]						
BS-1705	[illegible]-25-51	Extension of license			5-1	[illegible]-1-51
BZ-3289	5-14-51	1090	250w	Day	5-14	9-1-51
	Auth. to determine power by direct meas. (CONDL.CL)					
BS-1705	[illegible]-24-51	Extension of license			9-1	1[illegible]-1-51
BR-1705	11-28-51	1090	250w	D	11-28	12-1-52
BR-1705	11-5-52	Renewal of License			12-1	12-1-55
BRC-115 (1)	7-15-53	Mod. of lic. to operate trans. by R.C. from 110 N. Banker Street, Effingham, Illinois				
BR-1705	11-9-55	1090	250w	Day	12-1	12-1-58
BP-10868	11-7-56	1090kc	250w	Day	1-7-57	7-7-57
	CP to change type of transmitter					
BL-6581 (1)	4-16-57	Lic. to cover CP(BP-10,868) to change type transmitter to (Gates BC-250L).				
WIRE	6-2-58	Comm. granted request permission to sign off 7 PM CDST Eff. immediately thru 9-30-58				
BR-1705	11-5-58	1090	250w	Day	12-1	12-1-61
Wire	4-7-59	Sign-off 7PM CDT May 1 thur 9/30/59.				
BZ-4242 (1)	2-29-60	Authority to determine operating power by direct measurement of antenna power.				
Wire	2-24-60	Sign-off 7PM CDT period 5-1 thur 9-30-60.				
BR-1705	11-9-61	1090kc	250w.	Day(RC)	12-1	12-1-64
BZ-4982 (1)	7-5-63	Authority to determine operating power by direct measurement of antenna power.				

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WCRA

Station location .....

Name of licensee See Card #1

Transmitter location .....

Main studio location 208 West Jefferson Ave., Effingham, Il (tele 7-2-79)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-13407	2-19-64	1090kc	1kw	Day	4-19	10-19-64
	CP to increase power to 1kw and install a new transmitter (GATES BC-1T) Cond'l.					
BL-10634 (2)	10-9-64	Lic. to cover CP(BP-13,407) which auth. incr. power and install new trans., specify type trans. as Gates BC-1J.				
Wire	2-9-65	Auth. oper 1kw power to			3-12-65	
Wire	3-15-65	Above auth 1kw ext. to			4-15-65.	
BR-1705	12-4-64	1090kc	1kw	Day	12-4-64	12-1-67
		RENEWAL OF LICENSE (Cond'l)				
BL-5754 (1)	10-26-65	Auth. to determine operating power by direct measurement of antenna power.				
BP-16931	12-10-65	1090kc	1kw	Day	2-10	8-10-66
	CP to make change in antenna system (increase height, insert resistor) (Cond'l).					
BP-16,931 (1)	4-6-66	Mod. of CP to chg coordinates (Memo)				
BL-10634	5-31-66	1090kc	250w	Day	5-31	12-1-67
	Lic. to cover CP(BP-13,407) which auth. incr. power and install new trans., specify type trans. as Gates BC-1J. (Cond'l)					
BMP-11,858 (2)	8-16-66	Mod. of CP(BP-16,931 as mo.d.) for ext of completion date to			11-10-66	
BL-11,467	12-12-66	1090kc	1kw	Day	12-12	12-1-67
		Lic to cover CP(BP-16,931 as mod) which auth chg ant-system				
BS-6646 (1)	10-19-67	Auth. to determine operating power by direct meas. of antennapower. (R.C.)				
BR-1705	12-20-67	1090kc	1kw	Day	12-20	12-1-70
		Renewal of NDEA				
Tele.	4-12-69	Studio & RC: Banker & Washington, Effingham, Ill.				
BR-1705(L)	2-18-71	Renewal of License & NDEA			12-1-73	
[illegible]	[illegible]	[illegible]				

Form BC 126
June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ...W.C.R.A.....

Station location .....

Name of licensee CARD #1 .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From To
BP-19,066	8-19-71	1090kc	1kw	Day	8-19-72
		CP to increase tower height; change SL & RC locations and change type transmitter			
BP-19,066(1) Ltr.	8-27-71 3-13-72	Mod. of CP (BP-19,066) to change main studio location) Trans: Sparta 101			
BL-13,185(L)	3-30-72	Lic.(BP-19066) for changes 1090kc 1kw Day			12-1-73
EBSA	5-25-72				
BL-13,215(L)	5-25-72	Lic. to use former Main trans for alternate-Main trans. only			12-1-73
BL-8301(L)	4-23-73	Direct Measurement 1090khz 1kw Day Alts RC			12-1-73
BR-1705(S)	2-11-75	RENEWAL (MAIN & ALT. MAIN)			12-1-76
BR-1705(S)	1-25-77	Renewal Main & Alt.			12-1-79
BR790801XV	8-22-80	RENEWAL OF LICENSE			12-1-82

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WCRA x NEW

Name EFFINGHAM BROADCASTING CO.

(109½ E. Jefferson Street, Effingham, Illinois)

File No.	Dated	Application for	Action: Nature	Action: Date
B4-P-4939 Rec'd Filed	6-3-46 6-7-46 6-7-46	Construction permit for a new standard broadcast station to be operated on Frequency: 1090kc Power: 250w Hours of Operation: Daytime only T & S Location: Effingham, Illinois (to be determined) Filed by Harry J. Daly, Atty/	GRANTED subject to filing MP for approval of antenna Letter Issued with MP-4939	10-17-46 of T site and 11-4-46
B4-MP-2398 Rec'd Filed	12-31-46 1-2-47 1-2-47	Mod. of C.P. (B4-P-4939, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter location 3. SW of Effingham .5mi. S. of Highway #40, Effingham, Illinois, and to specify studio location as 109½ E. Jefferson St., Effingham, Illinois. Fred O. Grimwood, Engr.	GRANTED	2-14-47

GATES 250-C-1

Engr. Grimweed

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W C R A

Name EFFINGHAM BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BL-9484 Rec'd Filed	5-29-47 6-2-47 6-2-47	License to cover C.P. (B4-P-4939, as mod.,) which authorized a new standard broadcast and for change of studio location from: 109½ E. Jefferson Street, Effingham, Illinois to: 112½ N. Banker St., Effingham, Illinois	GRANTED re waiver 3.60	8-21-47
		and		
BZ-9304 Rec'd Filed	5-29-47 6-2-47 6-2-47	Authority to determine operating power by direct measurement of antenna power. (Harry J. Daly, Atty.)		

Form 94

#3

APPLICATION RECORD - BROADCASTING

Call Letters WSAA

Name EFFINGHAM BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BR-1705 Rec'd.	2-23-48 2-26-48	Renewal license	Granted	4-14-48
BTC-893 Rec'd Filed	12-30-49 2-3-50 2-3-50	Voluntary acquisition of control of licensee corporation thru sale of 210 shares of common stock from Williard Thompson and Mabel Thompson to Joseph E. McNaughton. Harry J. Daly, Atty.	GRANTED EFT: 3-23-50	3-28-50
BR-1705 Rec'd	2-15-51 2-27-51	Renewal of license	Granted	11-28-51

#4

FCC Form 94

APPLICATION RECORD - BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BZ-3289 Rec'd Resubmitted Rec'd Filed	4-13-51 3-21-51 4-13-51 4-16-51 4-16-51	Authority to determine operating power by direct measurement of antenna power.	~~Returned 4-16-51 application not dated, notarized or signed; type transmitter and studio location different from license.~~ GRANTED 5-14-51 re gr. on temp. basis & subj. to cond. that it is subj. to what action Comm may take on pending appli for renewal of lic. Nothing contained herein to be construed as a finding by the Comm. that operation will be in public interest beyond express terms hereof.	

FORM A-170 #5
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W[illegible]A

Name [illegible]

File No.	Dated	Application for	Action Nature	Action Date
BR-1705 Rec'd Filed	7-7-52 7-30-52	Renewal of License ~~[illegible]~~	GRANTED	11-5-52
Resub. Rec'd & Filed	9-30-52 10-6-52			
BRC-115 Rec'd Resub. Rec'd Filed	6-27-53 6-29-53 7-3-53 7-9-53 7-9-53	Modification of license to operate transmitter by Remote Control from 110 North Banker Street, Effingham, Illinois.	~~RETURNED JUL 1 1953 Signed by Gen. Mana.~~ GRANTED	7-15-53
BR-1705 Recd Filed	8-22-55 8-26-55 8-26-55	Renewal of license	GRANTED	11-9-55

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

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCHA

Name BERINGHAM BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BP-10,868 Filed Resub. Rec'd Filed	 10-15-56 10-24-56 10-29-56 10-29-56	Construction permit to change type transmitter. (Gates BC-250L)	~~Returned 10-2-56 Not signed, dated or notarized.~~ GRANTED	 11-7-56
BL-6581 Rec'd Filed	3-21-57 3-25-57 3-25-57	License to cover Construction Permit BP-10,868 which authorized change type transmitter to (Gates BC-250L).	GRANTED	4-16-57
BR-1705 Rec'd Resub. Rec'd Filed	8-23-58 9-5-58 9-25-58 10-1-58 10-1-58	Renewal of License.	~~RETURNED 9-23-58 - Re: incorrect licensee name~~ GRANTED	 11-5-58
BP-13,407 Rec'd Filed	7-21-59 8-13-59 8-13-59	Construction Permit to increase power from 250w to 1kw and install a new transmitter (Gates BC-1T) Atty.- Harry J. Daly Engr.- Edward W. Packer, Lombard, Ill.	GRANTED Cond'l re: Section 73.54 Permittee shall accept any interf. that may result due to a subseq. gr. of the applic. (BP-14797) Pre-sunrise operation.	2-19-64

Form BC-121
Aug. 1955

#7

APPLICATION RECORD · BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
EFFINGHAM, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BZ-4242 Rec'd Resubmitted BZ-4242 R&F	12-5-59 12-7-59 1-18-60 1-18-60 1-21-60	Authority to determine operating power by direct measurement of antenna power.	~~RETURNED~~ ~~Signed by General Mgr.~~ GRANTED	~~1-8-60~~ 2-29-60
BR-1705 Rec'd Filed	8-30-61 9-6-61 9-6-61	Renewal of license Attys.: Daly and Ehrig (Leonard S. Joyce)	GRANTED	11-9-61
BZ-4982 R & F	6-3-63 6-5-63	Authority to determine operating power by direct measurement of antenna power. Lenore G. Ehrig, Atty.	GRANTED	7-5-63
BL-10,634 R. & F.	5-18-64 5-21-64	Lic to cover CP(BP-13,407) which auth incr power and install new trans; specify type trans as Gates BC-1J. Atty. Daly and Joyce	~~GRANTED~~ Grant set aside and des. for hearing. 2-3-65 Docket No. 15822	~~10-9-64~~

PETITION FOR RECONSIDERATION filed 11-12-64 by Bernton for KAAY, Little Rock. *See Card #8 re

MOTION FOR EXTENSION filed 11-24-64 by Joyce for WCRA. Cond'l re: pre-sunrise oper. GRANTED Action 5-31-66

FORM BC-121
AUG. 1955

#8

APPLICATION RECORD - BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
EFFINGHAM, ILL.

File No.	Dated	Application for	Action Nature	Action Date
BL-10634 continued				
SUPPLEMENT TO PETITION FOR RECONSIDERATION filed 12-2-64 by Bernton for KAAY (Signed copy filed 12-3-64)			GRANTED	5-31-66
MOTION FOR EXTENSION OF TIME filed 12-9-64 by Daly for applicant				
MOTION FOR EXT. OF TIME TO ANSWER PETITION FOR RECONSIDERATION AND SUPPLEMENTAL PET. FOR RECONSIDERATION filed 12-29-64 by Daly for applicant (Signed copy filed 12-31-64)				
OPPOSITION TO PETITION FOR RECONSIDERATION AND SUPPLEMENT TO PETITION FOR RECONSIDERATION filed 12-31-64 by Daly for applicant				
REPLY TO OPPOSITION filed 1-25-65 by Mallyck for KAAY				
****Memo Opinion and Order adopted 2-3-65 re BL-10634 reconsidered & set for hearing, Program test authority reinstated and modified for 250watts				
MOTION FOR STAY re reduction of power to 250w for 30 days by Daly for applicant - GRANTED TELEGRAM 2-9-65				

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

CARD #1

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
EFFINGHAM, ILLINOIS

File No.	Dated	Application for	Action: Nature	Action: Date
BR-1705 R&F	8-28-64 9-3-64	RENEWAL OF LICENSE LEONARD S. JOYCE, ATTY.	GRANTED Cond'l re Cond'l re	12-4-64 Docket 14419; Petition for Reconsideration of KAAY, Inc. filed 11-12-64.
BZ-5754 R & F	8-1-65 8-3-65	Auth. to determine operating power by direct measurement of ant. power. Daly & Joyce, Attys.	GRANTED	10-26-65
BP-16,931 R&F	4-27-65 4-28-65	Construction permit to make change in antenna system (increase height and insert resistor) Contingent on grant WCRA-FM incr.facilities. Atty: Daly & Joyce	GRANTED Cond'l re: A complete non-DA proof of performance. re inv.distance This auth. is without prejudice as to action in Doc. 15822.	12-10-65

FORM BC-121 # 10
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
EFFINGHAM, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,858 R & F	8-2-66 8-4-66	Modification of CP(BP-16,931 as mod., which authorized make change in antenna system(increase height and insert resistor) for extension of completion date from 8-10-66 to 11-10-66. Attys Daly and Joyce	GRANTED to	8-16-66 11-10-66
BL-11,467 R & F	9/16/66 9/19/66	Lic. to cover CP (BP-16,931 as mod.) which auth. chng. ant-system. Atty: L. Joyce Engr: Ralph J. Bitzer, St. Louis, Mo.	GRANTED	12-12-66
BR-1705 R&F SEP 20 1967	8-31-67 9-5-67	Renewal of License Attys - Daly and Joyce(George R. Borsari, Jr.)	GRANTED	12-20-67
BZ-6646 R & F DM-9/27/67 OCT 19 1967	9/7/67 9/19/67	Auth. to determine operating power by direct meas. of ant. power. (Remote Control from Studios) Atty: Geo. R. Borsari, jr.	GRANTED	10-19-67

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

#11

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
Effingham, Illincis

File No.	Dated	Application for	Action Nature	Action Date
BR-1705 R & F P.N. PRESS SEP 2 2 1970	8-30-70 9-2-70 9-2-70	Renewal of License Atty: George R. Borsari, Jr. AMENDED 11-10-70 re: programming; commercial matter AMENDED 1-29-71 re: programming	GRANTED	2-18-71
BP-19,066 Rec'd Filed #018886 $50 Acc. 060 Press	7-16-71 7-22-71 7-22-71 7-22-71 AUG 1 2 1971	Construction permit to increase tower height to 498 feet and change studio location and remote control point to 100 North Banker St., Effingham, Illinois. Also, change type transmitter to Sparta, 707.	GRANTED	8-19-71
BL-13,185 Rec'd & F W 040370-$50. PTA PRESS	2-8-72 2-10-72 2-10-72 2-15-72	Lic.(BP-19,066, as mod.) for changes. Transmitter: GATES, BC-1J. AC-067 Atty: Daly, Joyce & Borsari	GRANTED	3-30-72

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

Form BC-121
September 1969

#12

APPLICATION RECORD - BROADCASTING

Call Letters WCRA

Name EFFINGHAM BROADCASTING CO.
Effingham, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BL-13,215 R & F W 053236-$50. AC-067 PTA PRESS	3-17-72 3-21-72 3-21-72 4-5-72 MAY 17 1972	Lic. to use former Main Transmitter(GATES, BC-1J) for Alternate-Main Transmitter Only. 1kw Day - RC. Atty: Daly, Joyce and Borsari	GRANTED	5-25-72
BZ-8301 R & F DM PRESS	2-16-73 2-21-73 2-28-73 APR 17 1973	Direct Measurement - Alternate transmitters Atty: Daly, Joyce and Borsari	GRANTED	4-23-73
BR-1705 R & F PN Recd. PRESS	8-20-73. 9-4-73 " OCT 1973	RENEWAL OF LICENSE (MAIN & ALTERNATE TRANS.) L.J.Bernard,Atty.(Daly & George) OPPOSITION TO REQUEST FOR DENIAL OF RENEWAL APPLICATION filed 12-7-73 by Leonard S. Joyce, on behalf of WCRA (AM&FM) ANSWER TO "OPPOSITION" filed 1-8-74 by Albert Wm Dasenbrock "MOTION TO STRIKE" filed 1-21-74 by Leonard S. Joyce on behalf of Stations WCRA & WCRA-FM AMENDED 1-21-74 re: commercial policy; business interests; EEO	GRANTED	2-11-75

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

(over)

~~Sec.1 to be amended by atty.Station Loc.~~

BR-1705 RESPONSE TO SUPPLEMENTARY PLEADING OF ALBERT WILLIAM DASENBROCK DATED AUGUST 13, 1974 filed 9-13-74 by Leonard S. Joyce, counsel for Effingham Broadcasting Company, Inc.

#13

Form BC-121
May 1976

12-47

APPLICATION RECORD - BROADCASTING

Call Letters W C R A

Name EFFINGHAM BROADCASTING CO.
EFFINGHAM, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BR-1705 R & F PN Recd. PRESS	7-21-76 8-2-76 " AUG 20 1976	RENEWAL OF LICENSE (MAIN & ALTER. TRANS.) J.A.Borsari,Atty. AMENDED 12-27-76 re: commercial matter	GRANTED	1-25-77
BR790801XV PRESS	OCT 3 1979	Renewal of License Atty.: Leonard S. Joyce	GRANTED	8-22-80

W C R A - RECORD OF DENIAL OF INFORMAL APPLICATIONS

Telegram	8-7-47	To opr. add'l time Sep. 19, 26 & Oct. 3, 1947, to broadcast local football games, only.
BS-1705	3-18-48	To opr. add'l time from 10:00 pm, CST, to conclusion of Illinois State High School basketball tournament games, March 18, 19 and 20, 1948, in order to broadcast said games, only.

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 one set is known to 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.