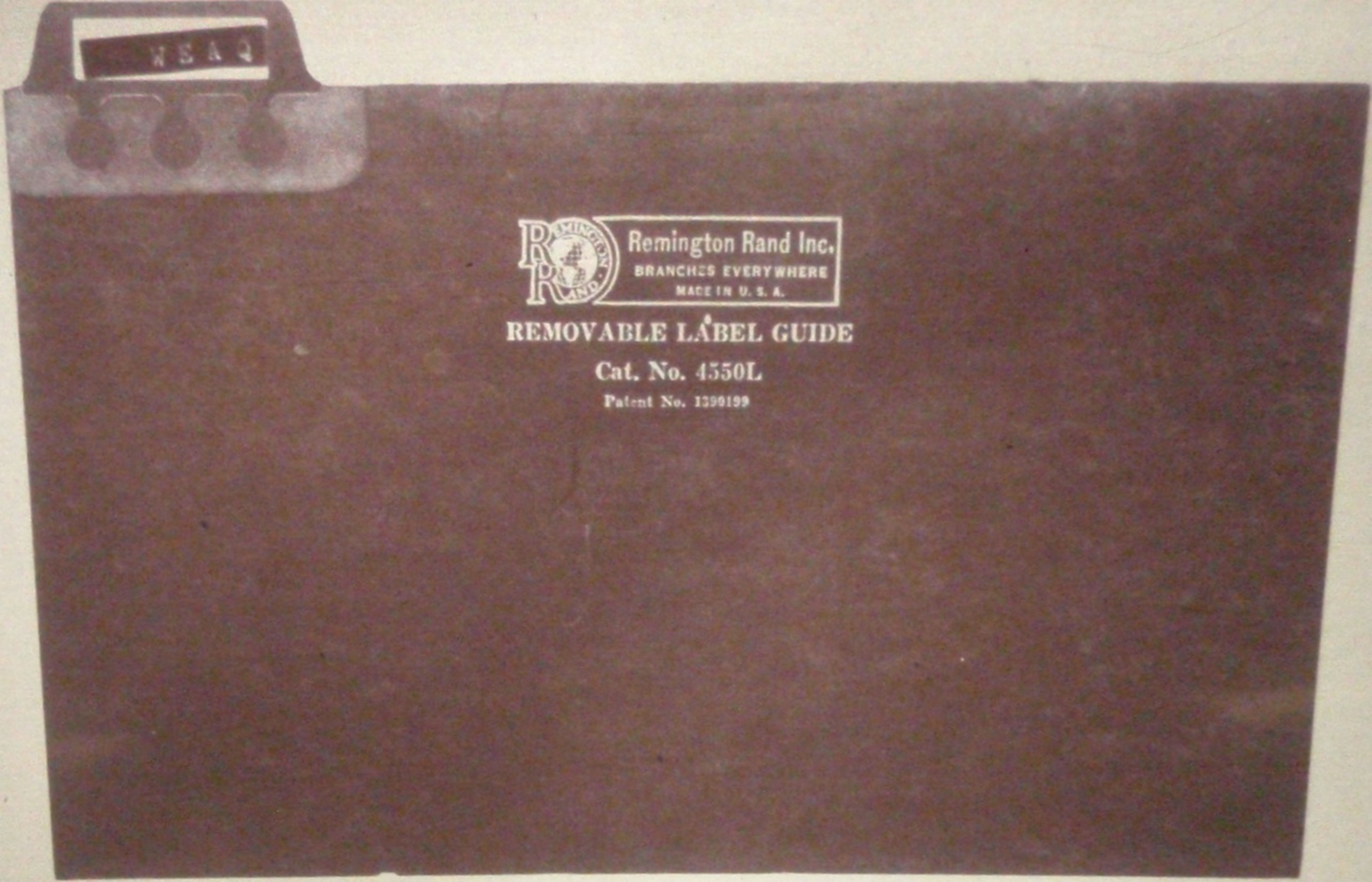
W S A Q
Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.
REMOVABLE LABEL GUIDE
Cat. No. 4550L
Patent No. 1390199

4-S-B924

#I

BROADCASTING STATION LICENSE RECORD

Date First Licensed May 4, 1937

(11-1-59)

Call Letters WEAU

Station Location: Eau Claire, Wisconsin

Name of Licensee: BROADCASTER SERVICES, INC. (AL 9-23-59)(EFF: 11-1-59)
x CENTRAL BROADCASTING COMPANY

Transmitter Location:

Radio Park, Tower Drive, Seymour Township, Wisconsin (Redescription)
xTower Road, Seymour, Wisconsin(Ltr. 3-7-60)(redescription)
x 3 miles N.E. center of town on Seymour Road, Eau Claire, Wis. (CP 7-1-41)Lic. 2-19-42
26th and Crescent Road, Eau Claire, Wisconsin (C.P. & MPB 12-15-36)Lic.5-4-37
Same as transmitter (BS 10-24-62)
X Hotel Eau Claire Bldg., 307 Eau Claire St., Eau Claire, Wisconsin (BRC-10-13-61)
XTower Road, Seymour Township, Wisconsin(Ltr. 3-7-60)
xHotel Eau Claire, Eau Claire, Wisconsin (Ltr. 11-18-59)
x 2415 South Hastings Way, Washington, Wisconsin (ML 12-9-53)
203 South Barstow Street, Eau Claire, Wisconsin (Renewal 12-20-37)
x 203 Barstow Street, Eau Claire, Wisconsin (Letter

Main Studio Location:

x 26th and Crescent Road, Eau Claire, Wisconsin (C.P. & MPB 12-15-36)Lic.5-4-37

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
Letter B4-P-736	CA 8-19-36 Eff.9-22-36	1050 Rules	250w 131,133	D	Subject to 139 and trans.site	
B4-P-736 B4-MP-401 B4-MP-423	12-15-36 C.P. for new station; Mod.C.P. for incr.power to 1kw; approval of trans. site	1050	1kw	D (Subj.R. 132 & 139)	2-15	8-15-37
B4-L-588	5-4-37	1050	1kw	D	5-4	2-1-38
Lic. to cover C.P. for new station.						
B4-MP-423 Issued as C.P. to change	CA6-3-37 C.P.	1050 sunset hours of	1kw Abilene operation only.	Limited - Kansas	8-3	2-3-38
B4-MP-423	6-3-37	1050	1kw	Limited*-	6-3	2-1-38
*Sunset at Abilene, Kansas. Issued as Mod.License for increase in time. Supersedes B4-MP-423 dated 6-3-37 (Construction Permit)						
B4-S-924	C.A. 7/9/37	Rebroadcast over WEAU conversation bet. ext. sta. W5XAR & W5XAS of West.Radio Teleg. not more than one hr. bet. 7/10 & 7/15, flying weather permitting.				
B4-TC-110	10-5-37	Transfer of Control from Morgan Murphy to ELIZABETH S. MURPHY				
B4-R-924	1-26-38	1050	1kw	Lt.	2-1	8-1-38
B4-S-924	7-20-38	Extension of License			8-1	9-1-38
B4-R-924	8-23-38	1050	1kw	Lt.	8-23	2-1-39
B4-S-924	10-8-38	Opr. LS Abilene to LS Los Angeles 10-3-38 to 11-1-38 political and elections				
B3-S-924	10-7-38	LS to 10pm CST 10-7 & 8 Progressive party political rally.				
B3-S-924	10-25-38	Opr. sunset Abilene, Kans. to sunset at Los Angeles 11-2-38 to 11-8-38- prog. dealing with various nat'l, state, county & city elections, speeches by candidates for office in said elections as well as election returns.				
B4-S-924	10-27-38	Opr. from 7:45 p.m. to 10 p.m.,CST. 10-27-38, Senator LaFollette's progressive political rally.				
B4-S-924	11/5/38	Opr sunset(NOV 5:45 P.M.CST) to 9:00p.m. CST.11/7/38, for political talks.				

4 B -S- 924

BROADCASTING STATION LICENSE RECORD

2

Date first licensed May 4, 1937

Call letters ~~WEAU~~ WEAQ

Name of licensee CENTRAL BROADCASTING COMPANY

Transmitter location 26th and Crescent Road, Eau Claire, Wis.

Main studio location 203 S. Barstow St., Eau Claire, Wis.

FCC-65

U. S. GOVERNMENT PRINTING OFFICE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
B4-S-924	11/3/38	Opr 6:45 p.m.CST for remainder of night of 11/3/38 & Morning 11/9/38(elections)				
B4-S-924	11/8/38	Opr LS(Nov 5:15 p.m.CST ~~at~~ Abilene, Tex. to LS Nov6:45p.m.CST Los Angeles frm 11/8/38 to 11/16/38 for election returns and related matters.				
B4-S-924	12/20/38	Opr 11:45 pmCST Dec.24,1938 to 2amCST Dec 25,1938(Christmas Service StPat.Cath)				
B4-R-924	1-9-39	1050	1kw	Lt.	2-1	8-1-39
B4-S-924	2/2/39	opr 8pmCST Feb 23,1939 to 1amCST Feb 24, 1939 or end of b/c(Dist Golden Glove Boxing Tourny				
B4-S-924	2/13/39	opr 8pmCST Feb 24,1939 to 1amCST Feb 25, 1939 or conclusion of Dist. Golden Glove Boxing Tournament				
B4-S-924	3/8/39	opr 6:30pm to 11pmCST Mar 17,18,1939, (Regional H.S. BB Tournament)				
B4-P-2302	3-20-39	1050	1kw,5kw-LS	Lt.	5-20	11-20-39
C.P. to increase day power; changes in equip.						
B4-S-924	4/18/39	opr [illegible] to 9:30pmCST Apr 19,1939.(Airgram Purchase Tourney)				
B4-S-924	7-19-39	Reduce power to 250w to rebuild transmitter (P-2302)			7-19	7-28-39
B4-R-924	7-12-39	1050	1kw	Lt.	8-1	2-1-40
B4-L-972	9-18-39	1050	1kw,5kw-LS	Lt.	9-18	2-1-40
Lic. to cover C.P.to incr.power & equip.changes						
B4-[illegible]	11/10/39	opr LS at Abilene, Kans to LS Los Angeles, Cal. frm Nov 15 to 11/1/39(civic, charitable, [illegible] etc. events)				
B4-L-236	12-1-39	1050	1kw,5kw-LS	Lt	12-1	2-1-40
Lic. license direct measurement						
B4-[illegible]	12/29/39	[illegible]			[illegible]	[illegible]
B4-S-924	1/6/40	opr LS at Abilene,Kans to 7:30pmCST Jan 7,1940(football game)1kw power				
B4-S-924	1/13/40	opr LS at Abilene,Kans to 7:30pmCST Jan 14,1940(football game)1kw power				
B4-R-924	1-29-40	1050	1kw,5kw-LS	Lt.	2-1	8-1-40
B4-[illegible]	2/4/40	opr 7:15 to 11pm [illegible]				

B -S-

BROADCASTING STATION LICENSE RECORD

#3

Date first licensed .....

Call letters KWAU

Name of licensee SEE # 1

Transmitter location .....

Main studio location .....

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 122111

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	To—
B4-S-924	3/4/40	opr ~~7:30~~ 6:30 to 8:30pm 3/11/40, split 11-2m. time				
B4-S-924	3/11/40	opr 6:30 to 10:30 pm 3/17/40 s.t. [illegible] of interept concerning 10th anniversary of Lindbergh, lky point				
B4-S-924	4-13-40	1050	1kw 5kw-LS	LT	4-13	8-1-40
Mod.Lic. to add sunrise						
B4-S-924	4/1/40	opr 7;45 to 11pm Apr 5,6,7,1940(Annual Dist box ng Tournament of CYO in Chippewa Falls.				
Order	6/12/40	Extension of License			8/1	10/1/40
B4-S-924	5/11/40	opr 8pm to midnight 5/14/40(b/c National Flag Day celebration sponsored by Elks Clubs				
B4-S-924	6/22/40	opr until time frm 9/24 to concl Republican Nat. Convention and frm 7/15 to concl Democratic Convention				
Order	9-10-40	Extension of license			10-1	3-29-41
B4-S-924	10/21/40	opr frm sign-off to 8pm frm 10/21 to 11/3/40(political speeches				
B4-S-924	10/28/40	opr frm 8 to 9:15 pm Nov 1, frm sign-off to 10:30pm Nov 4,1940, frm 5:15 pm Nov 5 to 1am Nov 6,1940(election returns and fill-in progs				
B4-S-924	11/29/40	opr 5:15 to 5:45pm 12/1/40(Elks memorial Services only				
B4-S-924	12/21/40	opr frm 11:15pm Dec 24 to 2am 12/25/40(Christmas Eve Services				
B4-S-924	12/26/40	opr frm 5:15 to 5:45 pm 12/29/40 b/c FCC 302 states in AC(1)(b)(ii) of BN with network				
B4-S-924	12/28/40	opr 3:00 to concl Roosevelt 12/28/40				
B4-S-924	1/28/41	opr frm 6:30 pm to 8:30 pm Roosevelt Speech 2/1/41				
B4-S-924	2/28/41	opr sign-off to 9pm 2/28/41(Roosevelt Jackson Day dinner				
NAPBA REALLOCATION						
B4-R-924	3-24-41	1070	1kw,5kw-LS	L-KFBI	3-29	2-1-42
S. A.	4-12-41	to operate from 4:30 to 5:30 a.m. CST on 4-13-41 to broadcast The Pope's Message, only				
B4-S-840	5-1-41	1070	1kw,5kw-LS	L-KFBI	5-1	2-1-42
Determine operating power by direct method						
B4-S-924	4-30-41	Opr frm 7 to 9 p.m. to broadcast Pres. Roosevelt, Sec. Morgenthau & P.M.Gen. Walker add. 4-30-41				

B-8-

BROADCASTING STATION LICENSE RECORD

#4

Date first licensed .....

Call letters X W E A U

Name of licensee X CENTRAL BROADCASTING COMPANY

Transmitter location 26th and Crescent Road, Eau Claire, Wis.

Main studio location 203 S. Barstow St., Eau Claire, Wis.

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 194169

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From— To—
B4-S-924	5-23-41	to opr. add'l time 5-27-41 to b/c Pres. Roosevelt's address only.			
B4-S-924	6-13-41	to opr. from sign-off (June 7:46 p.m.) until 10 p.m., 6-14-41 to b/c Flag Day Celebration.			
B4-S-924	7-26-41	to opr. with Composite 100-watt b/c trans. on 1070 kc, from 7-26-41 to 8-24-41 while main trans. is being moved to new location and proof of performance tests being conducted.			
B4-S-924	7-28-41	to opr. add'l time from 8 p.m.,CST, to concl. of Fritzie Zivic - Freddy Cochrane world welterweight championship boxing bout, 7-28-41, & Billy Soose - George Abrams boxing bout, 7-30-41 using 500w power only.			
B4-S-924	7-29-41	to opr. add'l time from 8 p.m.,CST, to concl. of Fritzie Zivic - Freddy Cochrane world welterweight championship boxing bout, 7-29-41, only, using 500w only.			
B4-S-924	8-9-41	to opr. on 1070 kc, power of 5kw-LS,1kw, L-KFBI, using trans. & 1 of antenna towers at trans. site authorized in C.P. (B4-P-3047) from 8-9-41 to 9-7-41, pending completion of 2nd antenna tower & proof of performance measurements, provided trans. & assoc. equip. are tested during exper. period & freq. adjusted to within 5 cycles & that freq. & mod. monitors are oper. satisfac.			
B4-P-3047	7-1-41	790	1kw*5kw-LS	U	9-1 3-1-42
	C.P. change frequency, increase hours of operation install *DA for night use and move T				
B4-S-924	9-3-41	Ext. of S.A. to opr. on 1070 kc, 5kw day 1kw night, L-KFBI, from 9-5-41 to 10-7-41.			
B4-S-924	9-23-41	to opr. unlimited time on 790 kc, with 5kw day and 250w night, using DA night, at transmitter site authorized in C.P. (File No.B4-P-3047) on 9-30-41 only, pending submission & approval of proof of performance measurements & commencement of program tests.			
B4-S-924	9-30-41	Ext. of S.A. to opr. unlimited time on 790 kc, with power of 5kw day & 250w night, using DA night for 2 wks. beginning 9-30-41.			
B4-R-924	1-20-42	1070	1 kw,5kw-LS	L-KFBI	2-1 4-1-44
B4-[illegible]	[illegible]	790	[illegible]	[illegible]	[illegible]
B4-[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

B -8-

BROADCASTING STATION LICENSE RECORD

#5

Date first licensed

Call letters x W Σ A U

Name of licensee x CENTRAL BROADCASTING COMPANY

Transmitter location

Main studio location

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 104160

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
B4-R-924	5-12-42	790	1kw*5kw-LS *DA-N	U	6-1	6-1-44
B4-S-924	11-6-42	790	1kw*5kw-LS *DA-N	U	12-1	6-1-44
Mod.Lic. in accordance with Order #107						
B4-R-924	5-30-44	790	1kw*5kw-LS *DA-N	U	6-1	5-1-46
B4-S-924	11-1-44	790	1kw*5kw-LS *DA-Night	U	11-1	5-1-46
Mod.of license in accordance with Engr.'s Memo of 11-1-44 changing operating values						
B4-S-924	9-25-45	790	1kw*5kw-LS *DA-N	U	10-1	5-1-46
Mod. Lic. Order 107A						
B4-S-924	4-26-46	Extension of license			5-1	7-1-46
B4-S-924	6-20-46	Extension of license			7-1	9-1-46
B4-R-924	8-1-46	790	1kw*5kw-LS *DA-N	U	8-1	5-1-49
B4-P-4312	6-12-47	790	5kw* *DA-N	U	8-12	2-12-48
CP incr. power and changs DA for night use						
BMP-3506	1-9-48	790	Mod. CP (4312) for extension of completion date.		8-12	8-12-48
BMP-4033	7-1[illegible]-48	Mod. CP (4312 as mod) for ext. of completion date.			8-12	10-1-48
BMP-4151	9-27-48	Mod. CP (4312 as mod) for ext. of completion date.			8-12	11-15-48
BMP-4306	11-19-48	Mod. CP (4312 as mod) for ext. of completion date.			8-12	1-15-49
BMP-4422	2-2-49	Mod. CP (4312 as mod) for ext. of completion date.			8-12	4-15-49
BMP-4332	3-11-49	Mod. CP (4312 as mod) to make changes in DA. (COND. CLAUSE)			8-12	4-15-49
BR-924	4-20-49	790	1kw*5kw-LS *DA-N	U	5-1	5-1-52
BL-3613	6-24-49	790	5KW-DA-N	U	6-24	5-1-52
Lic. to cover CP (4312 as mod) to increase power make changes in DA for night use. (Cond. Cl.)						

B-S. Card #6

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....~~WEAU~~ WEAQ.....

Name of licensee .....See card #1.....

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BP-7886	11-21-50	790	5kw,DA-N	U	1-21-51	7-21-51
C.P. to install new automatic freq. control equip.(Conds)						
BL-4317	1-3-51	790	5kw,DA-N	U	1-3	5-1-51
Lic.cover CP(7886) which auth. installation of new automatic freq. control equipment (Conds)						
BS-924	11-1-51	790	5kw* *DA-N (Conditional)	U	11-1	5-1-52
ML to specify operating power of aux. ant. system to be used of daily basis						
BR-924	4-17-52	790	5kw* *DA-N	U	5-1	12-1-52
BR-924	11-5-52	790kc	5kw-DA-N	Unl.	12-1	12-1-55
BP-8877	6-24-53	790	250w* DA-N	Aux.	8-24	2-24-54
CP install aux. trans.						
BL-5135	11-13-53	790	250w-DA-N,	Aux.	11-13	12-1-55
Lic. cover CP (BP-8877) install aux. trans.						
BML-1566 (1)	12-9-53	ML to change studio location to Washington, Wisconsin [illegible] Waiver 3.30(a)				
Telegram 11-25-55		Action on renewal deferred 11-23-55 and continued operation authorized until final determination on renewal.				
BR-924	5-23-56	790kc	5kw-DA-N 250w DA-N	U Aux.	5-23 (Cond'l)	12-1-58
BR-924	11-19-58	790kc	5kw-DA-N 250w DA-N	U Aux.	12-1	12-1-61
BAL-3620 Eff: 11-1-59	9-23-59	Voluntary assignment of license to Broadcaster Services, Inc.				
BRC-1922 Long Form	10-16-61	790kc	250w-DA-N	Aux.	10-16	12-1-61
		Mod. of license to change studio loc. to Hotel Eau Claire Bldg., 307 Eau Claire St., Eau Claire, Wisconsin and operate transmitter by remote control from studio while using non-directional antenna.				
BRC-1923 Long Form	10-16-61	Mod. of license to change MAIN studio loc. to Hotel Eau Claire Bldg., 307 Eau Claire St., Eau Claire, Wisconsin and operate transmitter by remote control from studio location, while using non-directional antenna.				
		790kc, 5kw, DA-N, U			10-16	12-1-61

Form EC-126
June 1954 #7

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WEAQ

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq	Power	Time Dy	Period From	To
BP-15144 (MAIN)	11-3-61	790kc	5kw,DA-N	U	1-3	7-3-62
	CP install new transmitter (ITA AM-5000A)(COND'L)					
BR-924	11-9-61	Renewal of License (MAIN & AUX.)			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.				
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. Mefford.				
BL-9170 (1)	5-18-62	License to cover CP(BP-15144) which auth. install new trans. (ITA AM-5000-A)				
BS-924 (2)	10-24-62	Mod. of license to change studio loc. and delete remote control operation of the transmitter. (Main & Aux.)				
BR-924 AUX	11-9-64	790kc.	5kw, 250w	U DA-N to	12-1	12-1-67 12-1-67
BTC-4805 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				
BL-5741 (1)	10-28-65	Auth. to determine operating power by direct measurement of antenna power.(Aux)				
BL-5740	10-28-65 (Main)	790kc	5kw,DA-N	U	10-28	12-1-67
		Auth. to determine operating power by direct measurement of antenna power.				
BS-924	7-5-66	790kc 790kc	5kw-DA-N 250w-DA-N	U	7-5	12-1-67
(Main & Aux.)		Mod. of lic. to make chgs in MP and operating specifications. MEMO				
BS-924 Memo	5-22-67	Mod. of lic. to make chgs in operating specifications (Main & Aux.)				
		790kc	5kw-DA-N 250w DA-N Aux.	U	5-22-	12-1-67

Form BC 126
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters .....

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-924	11-24-67	Renewal of License (Main & Aux.)		NDEA	12-1 12-1-70
BR-924(S)	11-25-70	RENEWAL MAIN & AUX		NDEA	12-1-73
Letter:	11-17-71	Trans.	CCA 5000D now installed.		
EBSA	5-25-72				
BL-13,253(L)	9-7-72	Lic to use former Main trans. for aux. purposes only 5kw Trans: ITA, 5000-A.			12-1-73
BR-924(L)	11-30-73	RENEWAL MAIN & AUX.			12-1-76
BZ-9199(L)	9-23-76	Direct Measurement (Main and Auxiliary)			12-1-76
BR-924(L)	3-23-78	(Main & Aux.)			12-1-79
BR-790731UZ(S)	11-30-79	RENEWAL OF LICENSE MAIN & AUX.			12-1-82
COMTEL	7-21-80	TEMP. AU. GR. OPERATE NON-DIRECTIONAL DAYTIME WITH 5KW AND NON-DICTIONAL, NIGHTTIME WITH 250 WATTS UTILIZING TOWER #2 OF ARRAY DUE TO COLLAPSE OF TOWER #1 IN STORM. REDUCE NIGHT POWER IF INTERFERENCE COMPLAINTS RECEIVED. NOTIFY WHEN NORMAL & GIVE DETAILS OF REPAIRS. THIS AU. EXPIRES 8-30-80			
COMTEL	9-25-80	SPECIAL TEMP. AU. GR. OPERATE 5 KW DAY & 250 WATTS NIGHT NON-DICTIONAL USING TOWER #1 TO CHECK PERFORMANCE AFTER RECONSTRUCTION. AU. IN LIEU OF REIN-STATEMENT COMTEL 7-21-80(EXPIRED 8-30-80) REQUESTED BY ATTORNEY LETTER 9-16-80. NECESSARY REDUCE NIGHT POWER IF AN ANY INTERFERENCE COMPLAINTS IS RECEIVE AU. EXPIRES 10-30-80			

BROADCASTING STATION HISTORY RECORD

CARD # 9

AM

First licensed .....

Call Letters WEAQ

Station Location .....

Name SEE CARD # 1 .....

Transmitter Location .....

Main studio location .....

Form BC-126
December 1978

Authorization Record

File No.	Granted	Facilities	Expires
COMTEL	12-4-80	TEMP. AUTH GR. OPERATE PARAMETERS AT VARIANCE WHILE MAINTAINING MONITOR POINTS WITHIN LIC. LIMITS TO CONTINUE SERVICE & FACILITATE PREPARATION OF FCC CORM 302. FILE FCC FORM 302 AT LEAST 10 DAYS PRIOR TO EXPIRATION OF THIS AUTHORITY. THIS AUTHORITY EXPIRES 2-15-80.	

Form 94 # 1. APPLICATION RECORD - BROADCASTING

Call Letters WEAQ XWEAU x NEW

Name CENTRAL BROADCASTING CO.

P.O. Eau Claire, Wisc.

File No.	Dated	Application for	Action Nature	Action Date
B4-P-736	8-22-35.	C. P. for new station to be operated on: Frequency - 1050 kc Power 250 watts, Time, Daytime. Trans.- & Studio- to be determined, Eau Claire, Wisc. (Contingent upon granting of move of WTAQ) (to Green Bay, Wisc. B4-P-369)	Examiner's Report 1-218 DENIED Min.7-2-36 Effective 8-15-36 C.A. 8-19-36 Commission reconsidered its action of 7-2-36 and recalled ORDER of Denial and GRANTED application, subject R.131,132,139 and trans.site. effective 9-15-36 Min.9-22-36 the effective date extended to 9-22-36 Letter written. Issued with MP-401 and MP-423 Min.12-15-36.	

Form 94

APPLICATION RECORD - BROADCASTING

2.

Call Letters WEAQ KYEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B4-MP-401	9-4-36	Mod. of C.P.(B4-P-736) for new station on 1050 kc, 250w, D. to further request changes in equip. increase in power from 250w to 1kw.	Granted Issued with MP-423 Min.	11-10-36 12-15-36
B4-MP-423	10-29-36	Mod. of C.P.(B4-P-736) as mod. for new station on 1050 kc, 1kw , D. further requesting approval of trans and studio sites at near ~~Junction of Bluff St & Breckett Rd.~~ ,Eau Claire, Wisc.	Granted in part only for approval of trans. site - ~~Designated for hearing request for Lt. sunset at Abilene, Kansas.~~ Min. 12-15-36.	
Superseded & Amended	11-20-36	To change requested transmitter and studio sites from Near Junction of Bluff St. & Breckett Rd. to 26th St. & Crescent Rd., Eau Claire, Wisc. and change hrs. of operation from Daytime to Limited time, Sunset at Abilene, Kansas.	ORDER of Recon. & Grant Lt. sunset Abilene, Kans. C.A. 6-3-37 Eat. Min. 6-8-37 Issued as Mod. License.	

Form 94

APPLICATION RECORD—BROADCASTING

3

Call letters WBAU

Name CENTRAL BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-L-588-	4-14-37	License to cover C.P.(B4-P-736) as modified for new station.	Granted	5-4-37
B4-L-635	6-14-37	License to cover construction permit (B4-MP-423) to change hours of operation from daytime to limited time, sunset at Abilene, Kansas	Returned Unnecessary	6-18-37
B4-TC-110	6-1-37	Authority to transfer control of corp. from Morgan Murphy to Elizabeth B. Murphy, 60 shares common stock.	Granted	10-5-37
B4-R-924 Resubmitted Resubmitted	11-18-37 12-20-37 "	Renewal of license ~~(9b, 7d & 27 b&c)~~ ---~~(Rec.-3b)~~	~~Returned~~ ~~Returned~~ Granted	~~12-14-37~~ ~~1-4-38~~ 1-26-38

Form 94

#4

APPLICATION RECORD - BROADCASTING

Call Letters W E A U

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B4-ML-569 Resubmitted	4-14-38 received 5-14-38	Modification of license to change hours of operation from limited time to unlimited time using 1kw power.	~~Returned~~ ~~In violation Rules 116 & 117~~ Retired to Closed Files Request of Attorney	~~5-10-38~~ 3-26-40
B4-R-924 Resubmitted Resubmitted	5-20-38 6-10-38 6-24-38	Renewal of license ~~(Sec. 3b)~~ ~~(Sec. 3b)~~	~~Returned~~ ~~Returned~~ Granted	~~6-6-38~~ ~~6-21-38~~ 8-23-38

Form 34

#5

APPLICATION RECORD—BROADCASTING

Call letters W Z A U

Name CENTRAL BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B4-R-924	11-25-38	Renewal of license	Granted	1-9-39
B4-P-2302 Amended	12-9-38 2-1-39	C.P. to increase power from 1kw to ~~[illegible]~~ 5kw-LS, and make changes in transmitting equipment. RE: omit request for increase in night power.	Granted	3-20-39
B4-R-924	5-13-39	Renewal of license	Granted	7-12-39
B4-L-972	8-6-39	License to cover C.P.(B4-P-2302) for increase in power and equipment changes.	Granted	9-18-39
B4-Z-236	11-9-39	Authority to determine operating power by direct measurement of antenna power.	Granted	12-1-39
B4-R-924	11-14-39	Renewal of license.	Granted	1-[illegible]-40

U. S. GOVERNMENT PRINTING OFFICE

Form 94 #6.

APPLICATION RECORD - BROADCASTING

Call Letters [illegible]

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action: Nature	Action: Date
B4-ML-970	2-21-40	Mod of license to change freq from 1050 to 900 kc, increase power from 1kw;5kw-LS to 5kw day & night,time from limited to unlimited.	~~[illegible]~~	~~[illegible]~~
Resubmitted	3-8-40	AMENDED: to show that freq. of 900 kc is requested		
Amended	7-1-40	after eff.date of N.Am.Reg.Brd.Agreement.	RETIRED TO CLOSED FILES	
Rec'd	7-3-40	Filed by Scharfeld.	Letter	12-11-40
Amended	9-3-40	AMENDED: to omit req.for change in freq. and req.		
Rec'd	9-6-40	power of 5kw to LS and 250w from LS to SS at KNX and 5kw power night.		
B4-R-924	5-21-40	Renewal of license.	Granted 1070kc, 1kw,5kw-LS, L-FFBI	3-24-41

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters [illegible]

Name [illegible]

File No.	Dated	Application for	Action: Nature	Action: Date
[illegible]	[illegible]	C.P. to install D.A. for [illegible], change frequency from [illegible] to [illegible], ([illegible] if [illegible]), hours of operation from limited to unlimited time. Amended: to move transmitter from [illegible] st. & Crescent Road, [illegible] Clair, [illegible] to [illegible] Road, [illegible] Clair, Wisconsin. Form 335 filed 6-26-41.	Granted	7-1-41
B4-Z-840 rec'd	4- 7-41 4-16-41	Authority to determine operating power by direct measurement.	Granted	5-1-41
B4-L-1544 B4-Z-1270 received	10-4-41 10-4-41 10-7-41	License to cover C.P.(B4-P-3047) for change in frequency, increase in hrs of oper. installation of D.A. for night use, move of Trans. and authority to determine operating power. 335's filed	Granted	2-19-42

Form 94 #8

APPLICATION RECORD - BROADCASTING

Call Letters WEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
B4-R-924	11-26-41	Renewal of license and Forms 335	Granted	1-20-42
B4-R-924	3-25-42	Renewal of license and Forms 335	Granted	5-12-42
B4-R-924 Rec'd	2-16-44 2-29-44	Renewal of license Filed by Philip G. Loucks atty.	Granted	5-30-44
B4-P-4312 Rec'd Filed AMENDED Recd. Filed	9-29-45 10-8-45 10-8-45 5-31-46 6-7-46 6-21-46	C.P. to increase power from 5kw day and 1kw night to 5kw day and night, and make changes in D.A. for night use. (Filed by Philip G. Loucks, Atty.) AMENDED re changes in DA pattern	B-340, Docket No. 7216 GRANTED 6-12-47 after Hearing - Decision and Order issued	

Form 94

APPLICATION RECORD - BROADCASTING

#9

Call Letters WEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B4-R-924 Rec'd	2-18-46 2-25-46	Renewal of license Filed by Arthur Scharfeld atty. Amend. filed 3-18-46 Amend. filed 7-8-45	Granted	8-1-46
BMP-3506 Rec'd Filed	12-18-47 12-29-47 12-29-47	Mod. of C.P. (BP-P-4312, which authorized to increase power and make changes in DA for night use) for extension of completion date from: 2-12-48 to: 8-12-48. (Arthur W. Scharfeld, Atty.)	GRANTED	1-9-48

Form 94

APPLICATION RECORD - BROADCASTING

#10

Call Letters W E A U

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-4033 Rec'd Filed	7-1-48 7-7-48 7-7-48	Mod. of C.P. (B4-P-4312, as mod., which authorized increase in power and make changes in DA for night use) for extension of completion date from: 8-15-48 to: 10-1-48. (Arthur W. Scharfeld, Atty.)	GRANTED	7-15-48
BMP-4154 Rec'd Filed	8-18-48 9-1-48 9-1-48	Mod. of C. P. (B4-P-4312, as mod., which authorized increase in power and make changes in DA for night use) for extension of completion date from: 10-1-48 TO: 11-15-48. (Arthur W. Scharfeld, Atty.)	GRANTED	9-27-48
BMP-4306 Rec'd Filed	11-8-48 11-10-48 11-10-48	Mod. of C. P. (B4-P-4312, as mod., which authorized increase in power and make changes in DA for night use) for extension of completion date from: 11-15-48 TO: 1-15-49. (Arthur W. Scharfeld, Atty.)	GRANTED	11-19-48

FCC Form 94

APPLICATION RECORD - BROADCASTING

#11

Call Letters WEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BMP-4332 Received Filed	11-16-48 11-22-48 11-22-48	Modification of Construction Permit (BP-4312, as modified, which authorized increase in power and make changes in DA for night use) to make changes in directional antenna. Arthur Scharfeld, Attorney Frank T. Mitchell, Engineer	GRANTED subj. to unattenuated field intensity at a bearing of 72.5 degrees true not exceed 50 mv/m on the ground; re field measuring equip.; re properly designed phase monitor; re blanketing clause	2-11-49
BMP-4422 Rec'd Filed	1-13-49 1-17-49 1-17-49	Mod. of C. P. (B4-P-4312, as mod., which authorized increase in power and make changes in DA for night use) for extension of completion date from: 1-15-49 TO: 4-15-49. (Arthur W. Scharfeld, Atty.)	GRANTED	2-2-49

FCC Form 94

APPLICATION RECORD - BROADCASTING

#12

Name CENTRAL BROADCASTING COMPANY

Call Letters WHAN

File No.	Dated	Application for	Action Nature	Action Date
BR-924 Rec'd	2-21-49 2-28-49	Renewal of license. (Arthur W. Scharfeld, Atty.)	Granted	4-20-49
BL-3613 Rec'd Filed	1-14-4 9 1-17-49 1-17-49	License to cover C.P. (B4-P-4312, as mod.,) which authorized increase in power and make changes in DA for night use. (Arthur W. Scharfeld, Atty. Frank T. Mitchell, Jr. Engr).	GRANTED re blanketing clause & re field/equipment measuring	6-24-49
BL-7088 Rec'd Filed	11-8-50 11-9-50 11-8-50	Construction permit to install new automatic frequency control equipment. Arthur W. Scharfeld, Atty.	GRANTED re blanketing; re field measuring equip.available & record kept.	11-21-50

FCC Form 94 #13

APPLICATION RECORD - BROADCASTING

Call Letters WEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-4317 Rec'd Filed	12-3-50 12-8-50 12-8-50	License to cover construction permit (BP-7886) which authorized installation of a new automatic frequency control equipment. Arthur W. Scharfeld, Atty.	[illegible] re blanketing; re field equip. available and record kept	1-[illegible]-51
BR-924 Rec'd Filed	1-18-52 1-30-52 1-30-52	Renewal of license Arthur W. Scharfeld, atty.	GRANTED	4-17-52
BR-924 Rec'd Filed	[illegible]-22-52 [illegible]-27-52 [illegible]-27-52	Renewal of license Filed by Arthur W. Scharfeld, Atty.	GRANTED	11-5-52
BP-8877 Rec'd Filed	5-13-53 5-19-53 5-19-53	Construction permit to install a new transmitter (Composite) as an auxiliary transmitter at Seymour Rd., 3 miles N.E. of center of town, Eau Claire, Wis. (present location of main trans.) to be operated on 790kc, power of 250w, employing DA-N, for auxiliary purposes only. Arthur W. Scharfeld, Atty.	GRANTED	6-24-53

#24

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WEAQ WEAU

Name CENTRAL BROADCASTING COMPANY

File No.	Dated	Application for	Action Nature	Action Date
BL-5135 Rec'd Filed	9-25-53 9-30-53 9-30-53	License to cover construction permit (BP-8877) which auth. installation of a new transmitter as an aux. to be operated on 790kc, power of 250w, employing DA-N. Scharfeld, Jones & Baron, Attys.	GRANTED	11-13-53
BML-1566 Rec'd Filed	11-5-53 11-10-53 11-10-53	Modification of license to change studio location from 203 South Barstow St., Eau Claire, Wisc. to 2415 South Hastings Way, Washington, Wisconsin. Scharfeld, Jones & Baron, Attys. Charles B. Persons, Engr.	GRANTED Waiver	12-9-53 3.30 (a)
BR-924 Recd Filed	8-31-55 9-2-55 9-2-55	Renewal of license Arthur W. Scharfeld, Atty.	GRANTED	5-23-56

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#15

Name BROADCASTER SERVICES, INC.
X CENTRAL BROADCASTING COMPANY
Eau Claire, Wisconsin

Call Letters WEAQ
KWEAU

File No.	Dated	Application for	Action Nature	Action Date
BR-924 Recd&Filed	8-22-58 9-2-58	Renewal of license (Main & Auxiliary) Arthur Stambler, attorney	GRANTED (Cond'l)	11-19-58
BAL-3620 Rec'd. Filed	8-24-59 8-26-59 8-26-59	Voluntary assignment of license to Broadcaster Services, Inc. Fisher, Wayland, Duvall and Southmayd, Attys. for Assignee. Arthur Stambler, Atty. for Assignor	GRANTED EFF:	9-23-59 11-1-59
BR-924 Rec'd Filed	8-28-61 9-5-61 9-5-61	Renewal of license (Main and Auxiliary) Atty.: Ben F. Fisher	GRANTED	11-9-61

FORM BC-121
AUG. 1955

#16

APPLICATION RECORD · BROADCASTING

Call Letters W E A Q

Name BROADCASTER SERVICES, INC.
EAU CLAIRE, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRC-1922 Rec'd Filed	10-5-61 10-9-61 10-9-61	Modification of license to change studio location to Hotel Eau Claire Bldg., 307 Eau Claire Street, Eau Claire, Wisconsin and operate transmitter by Remote Control from studio location, while using non-directional antenna. (AUXILIARY) Ben C. Fisher, Atty.	GRANTED	10-16-61
BRC-1923 Rec'd Filed	10-5-61 10-9-61 10-9-61	Modification of license to change MAIN studio location to Hotel Eau Claire Bldg., 307 Eau Claire Street, Eau Claire, Wisconsin and operate transmitter by remote control from studio location, while using non-directional antenna. Ben C. Fisher, Atty.	GRANTED	10-16-61

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters .....

Name [illegible] Services, Inc.
Eau Claire, Wisconsin

File No.	Dated	Application for	Action: Nature	Action: Date
[illegible]	10-5-61 10-5-61	CP to install new transmitter [illegible]. Atty: Fisher, [illegible]	GRANTED Cond'l re before prog. test auth. data sub. data re Sects. 3.24 & 2.520 Rules type accept. trans.	11-3-61
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
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 3-5-61

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

FORM BC-121
AUG. 1955 #18

APPLICATION RECORD - BROADCASTING

Call Letters WIAQ

Name BROADCASTER SERVICES, INC.
Eau Claire, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BL-9170 R. & F.	2-9-62 2-12-62	Lic to cover CP(BP-15,144) which auth. installation of a new transmitter. Att - FISHER, WYLAND, DUVALL AND SOUTHMAYD	GRANTED	5-18-62
BR-924 R&F	8-27-64 9-2-64	RENEWAL OF LICENSE (MAIN & AUXILIARY) Ben C. Fisher, Atty.	GRANTED	11-9-64
BTC-1805 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
BZ-5740 R & F	6/18/65 6/22/65	Auth. to determine operating power by direct meas. of antenna power. (Main) Attys: Fisher, Wayland, Duvall & Southmayd	GRANTED	10-28-65
BZ-5741 R & F	6/30/65 7/6/65	Auth. to determine operating power by direct meas. of antenna power. (Aux.) Attys: Fisher, Wayland, Duvall & Southmayd	GRANTED	10-28-65

790kc.

FORM BC-121 #19
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WEAQ

Name BROADCASTER SERVICES, INC.
Eau Claire, Wisconsin 54701

File No.	Dated	Application for	Action Nature	Action Date
BR-924 R & F SEP 25 1967	8/15/67 8/31/67	Renewal of license (Main & Aux.) Atty: Ben C. Fisher	GRANTED	11-24-67
BR-924 R & F P.N. PRESS:	8-5-70 8-28-70 8-28-70 SEP 4 1970	Renewal of License (Main & Auxiliary) Atty: Martin R. Leader	GRANTED	11-25-70
BL-13,253 R & F W 086759-250 PTA PRESS	6-26-72 6-28-72 6-28-72 7-10-72 JUL 31 1972	License to use former Main Transmitter(ITA, 5000-A) for Auxiliary Purposes Only - 5kw. AC-067 Atty: Fisher, Wayland, etc. (John D. Pellegrin)	GRANTED	9-7-72

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

#20

790khz.

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WEAQ

Name BROADCASTER SERVICES, INC.
Eau Claire, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BR-924 R & F PN PRESS	8-21-73 8-31-73 8-31-73 24 SEP 1973	Renewal of License(Main & Auxiliary) Atty: John D. Pellegrin	GRANTED	11-30-73
BZ-9199 R & F $100#558754 DM PRESS AUG 5 1976 Amend Amend	4-15-76 4-20-76 4-22-76 2-29-76 5-27-76 - engr. data 7-19-76 addi. engr. data	Direct Measurement Atty: Charles H. Bell, Jr.(Fisher, Waylnd ect.)	GRANTED	9-23-76
BR-924 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 Cond'l re:	3-23-78 EEO

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

#21

APPLICATION RECORD BROADCASTING

Call Letters: WEAQ 790 KHz

Name: BROADCASTER SERVICES, INC.

Station Location: Eau Claire, WI

File No.	Date	Description	Action and Date
BR790731UZ PRESS	SEP 27 1979	Renewal of License Atty.: Clifford M. Harrington	GRANTE 11-30-79

BZ-3-4-81

Form BC-121
March 1979

WEAQ - RECORD OF DENIAL OF INFORMAL APPLICATIONS

B4-S-924	9-16-41 To opr. on 790 kc. with power of 5kw. daytime, using transmitter and one of towers at transmitter site authorized in C.P. (B4-P-3047) for period not to exceed 30 days, pending completion of second tower and proof of performance measurements.
B4-S-924	9-24-41 To opr. all'l time from 8:00 p.m., CST, to concl. of the Joe Louis - Lou Nova World Heavyweight Championship boxing bout on 9-29-41, only.
B4-S-924	9-27-41 To opr. unlimited time on 790 kc. with power of 5kw day & 250w night, at trans. site authorized in C.P. (B4-P-3047) for period not to exceed 30 days, pending completion of proof of performance measurements & commencement of program tests. (Reconsidered & granted 9-29-41)

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.