WIRL

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B-S - 1923

BROADCASTING STATION LICENSE RECORD

Date first licensed April 26, 1948 Call letters W I R L

MID AMERICA MEDIA, INC. (ML 11-9-65) Station Location: Peoria, Illinois

xTWELVE NINETY RADIO CORPORATION (BAL 12-12-62 EFF: 12-16-62)

x FRUDEGER BROADCASTING CO. (AL 2-12-58) EFF: 3-21-58

xILLINOIS VALLEY BROADCASTING CO. (AP 2-27-48, Eff. 3-16-48)

xEDWARD J. ALTORFER, JOHN M. CAPP, JOHN H. ALTORFER, KATHERINE A. SWAIN and

Name of licensee TIMOTHY M. SWAIN, d/b as ILLINOIS VALLEY BROADCASTING CO.

Transmitter location On Coal Hollow Road, 4½ miles south of Peoria, Illinois (MP 4-30-47)

Grosenbach Road, 4 miles East of Peoria, Illinois (BRC 9-13-74)

61602 xGrosenbach Hill Road, 2 mi. E. of Peoria Corporate limits(outside the city limits) BML 6-29-72

~~121 (BL-2-19-70)~~

x / 111/ North Jefferson St. Peoria, Illinois (Ltr. 11-22-55)

x115 N. Jefferson St., Peoria, Illinois (Lic. 4-26-48)

Main studio location xTo be determined, Peoria, Illinois (MP 4-30-47)

FCC 65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
Order B4-P-3686)	) 8-7-46	1290	*	U	
	For a new station subj. filing MP for power of *5kw, U using DA at Peoria, Ill.				
B4-P-3686 B4-MP-2107)	) 4-30-47	1290	5kw* *DA (2)	U	6-30 12-30-47
	CP for a new station and MP specifying power of 5kw, chg. type T and T site				
B4-P-3686 B4-MP-2107)	) 12-15-47	1290	1kw*5kw-LS *DA	U	6-30 12-30-47
	Mod. of CP to decrease night power				
BMP-3492	12-29-47	Mod. of CP 3686 as mod., for extension of completion date			6-30 2-28-48
BMP-2107	2-16-48	1290	5kw* *DA(2)	U (Cond'l Clause)	6-30 2-28-48
	Moc. of CP 3686 as mod. to increase night power				
BAP-53 Eff. 3-16-48	2-27-48	Voluntary assignment of construction permit to Illinois Valley Broadcasting Co.			
BL-3010	4-26-48	1290	5kw* *DA(2)	U	4-26 11-1-48
	Licence to cover CP 3686 as mod. for a new broadcast station				
BR-1923	10-20-48	1290	5kw* *DA(2)	U	11-1 11-1-51
BP-6844	11-19-48	1290	5kw-DA	U	1-19 7-19-49
	CP to make changes in the daytime DA pattern.				
BL-3628	5-10-49	1290	5kw-DA (6844)	Un.	5-10 11-1-51
	Lic. to cover CP for changes in daytime DA pattern.				
BS-1923	1-20-50	1290	5kw-DA	Un	1-20 11-1-51
	Md. Lic. to change value of monitoring point #3 (night) and correct description of Point #3.				
BR-1923	10-10-51	1290	5kw-DA-2	U	11-1 12-1-52
BR-1923	11-5-52	1290kc	5kw-DA-2	Unl.	12-1 12-1-55
BR-1923	11-9-55	Renewal of License			12-1 12-1-58

Form BC-126
June 1954

BROADCASTING STATION LICENSE RECORD

Card #2

Date first licensed .....

Call letters ....W I R L.....

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-
BAL-2920 EFF:	2-12-58 3-31-58	Voluntary assignment of license to: Frudeger Broadcasting Co.				
BR-1923	11-5-58	1290 kc	5kw-DA-2	U	12-1	12-1-61
BR-1923	11-13-61	Renewal of license			12-1	12-1-64
BAL-4649 EFF:	12-12-62 12-16-62	Voluntary assignment of license to Twelve Ninety Radio Corporation				
BR-1923	12-9-64	1290kc.	5kw	U DA-2	12-9	12-1-67
Ltr. dated 2-18-65 & rec'd 2-23-65 giving notification per Sect. 73.48(a)(5) Rules that a Gates BC-5P-2 trans. is now installed & in oper. (Eff:2-15-65).						
BL-10,953	7-12-65	1290kc Lic to operate former Main Trans. (Westinghouse 5-HV-1) as Aux Trans for Aux purposes only.	5kw-DA-2	Aux	7-22	12-1-67
BML-2140 Aux.	11-9-65 Change name to Mid America Media,	1290kc	5kw DA-2	U	11-9	12-1-67
TELEGRAM	1-24-68	PSA	5000w			
BP-18,245	7-25-68	CP to make changes in DA system(replace #3 tower with shorter tower) 3-25-69				
BMP-12664 (1)	4-21-69	MP(BP-18,245) ext. time. 9-25-69				
BTC-5508	5-15-69	Vol. TC				
BR-1923(S)	10-28-69	Renewal Main, Aux. & NDEA			12-1-70	
BZ-7381(L)	2-6-70	Direct Measurement(AUX.)			12-1-70	
BL-12,476(L)	2-13-70	Lic. (BP-18,245)changes (MAIN)			12-1-70	
BR-1923(S)	11-25-70	RENEWAL MAIN &AUX.& NDEA			12-1-73	
EBSA	5-25-72					
BML-2416(1)	6-29-72	ML to move main SL outside city limits.				
BR-1923(L)	11-28-73	RENEWAL OF MAIN & AUX.			12-1-76	
BRC-3719(1)	9-13-74	ML to redes SL, and operate by RC.				

#3

BC-126
February 1974

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W I R L

Station location PEORIA, ILLINOIS

Name of licensee SEE CARD #1

Transmitter location SEE CARD #1

Main studio location SEE CARD #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BS-1923(L)	4-23-75	ML to change Antenna System.			
Ltr.	7-28-76	Main Trans: HARRIS MW-5			
BR-1923(L)	11-15-76	RENEWAL (MAIN & AUXILIARY)			12-1-79
BTC-8325	5/26/77	Vol TC EFF: 6-30-77			
BTC-8512	11-22-77	Vol. TC EFF: 12-8-77			
BR790731VB (▷)	11-30-79	RENEWAL OF LICENSE			12-1-82

Form 94

APPLICATION RECORD—BROADCASTING

Call letters WIRL x New

Name EDWARD J. ALTORFER, JOHN M. CAMP, JOHN H. ALTORFER, KATHERINE A. SWAIN and TIMOTHY W. SWAIN, d/b as ILLINOIS VALLEY BROADCASTING CO.
(P.O. 1212-14 Jefferson Bldg., Peoria, Ill.)

FILE No.	DATED	APPLICATION FOR—	ACTION: NATURE	ACTION: DATE
B4-P-3686 Rec'd Filed Amended Rec'd Filed	8-18-44 8-23-44 8-28-44 10-13-44 10-13-44 10-20-44	Construction Permit for a new standard broadcast station to be operated on: Frequency: ~~980 kc~~ 1290 kc Power: 1kw - DA Hours of Operation: ~~Daytime~~ Unlimited time ~~Trans. &~~ Studio Locations: To be determined, Trans. Location: Spencer St. East Peoria, Ill. Peoria, Ill. (Filed by John P. Southmayd, Atty.; ~~Victor J. Andrew, Engr.)~~ W. J. Holey, Engr.) AMENDED: To change frequency from 980 to 1290 kc, and power and hours of operation from 1kw daytime to 1kw unlimited time. ~~xxxxxxxxxxxx~~ ~~xxxxxxxxxx~~, install D.A. for day and night use, and specify transmitter location as Spencer Street, East Peoria, Ill.	Docket No. 6710 Granted after a hearing Decision and Order issued 8-7-46 subject to filing within 60 days and MP for operating with power of 5kw, U, using DA on 1290kc at Peoria, Ill. Issued with MP 2107	
AMENDED Recd.	9-26-45 9-28-45	AMENDED re change type of transmitter		
Filed	10-11-45	SEE CARD NO. 2 FOR AMENDMENT		

U.S. GOVERNMENT PRINTING OFFICE

RCA - BTA - 1-L
~~W.E.-D-87767~~ Transmitter

#2

Form 94

APPLICATION RECORD - BROADCASTING

Call Letters W I R L

Name EDWARD J. ALTORFER, JOHN M. CAMP, JOHN H. ALTORFER, KATHERINE A. SWAIN and TIMOTHY W. SWAIN d/b as ILLINOIS VALLEY BROADCASTING CO.

File No.	Dated	Application for	Action: Nature	Action: Date
B4-P-3686 (Continued)			See Card #1 for action	
AMENDED	3-18-46	AMENDED re changes in D.A.		
Recd.	3-18-46			
Filed	3-21-46			
B4-MP-2107				
Rec'd	7-8-46	Mod. of C.P. (B4-P-3686, which authorized a new standard broadcast station) to specify power of 5kw and directional antenna for day and night use (DA-2), change type of transmitter (Westinghouse 5 HV-1) and change transmitter location from Spencer St. East, Peoria, Illinois to ~~(R.R.) Peoria, Illinois~~. (Filed by John P. Southmayd, Atty.)	~~Returned 8-10-46, Rule 36, Application and jurat not dated.~~ ~~GRANTED 4-30-48~~ Petition of WHIO granted and above action modified to specify power of 1kw night and 5Kw night power designated for hearing 12-15-48 Order Issued. Petition for reconsideration granted; appl. removed from hearing and Granted 2-16-48 - Order Issued	
Resubmitted	7-1-46			
Rec'd	9-13-46			
Filed	9-13-46			
AMENDED	10-15-46	AMENDED to change transmitter location from R.R. Peoria, Ill. to 4½ miles South of Peoria on Coal Hollow Road, Peoria, Ill.		
Recd.	10-21-46			
Filed	10-21-46			

Form 94

APPLICATION RECORD - BROADCASTING

Card No. 3

ILLINOIS VALLEY BROADCASTING CO. (AP 2-27-48 Eff: 3-16-48) Call Letters W I R L

Name x EDWARD J. ALTORFER, JOHN M. CAMP, JOHN H. ALTORFER, KATHERINE A. SWAIN and TIMOTHY W. SWAIN d/b as ILLINOIS VALLEY BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
B4-MP-2107	(cont. from	Card #2)	GRANTED	4-30-47
AMENDED Recd. Filed	1-30-47 2-7-47 2-7-47	AMENDED to modify directional antenna and change geog. coord. (no change in description) (Filed by Robert Silliman, Engr.)		
BAP-53 Rec'd Filed	6-14-47 7-1-47 7-1-47	Voluntary Assignment of Construction Permit to Illinois Valley Broadcasting Co. Filed by Charles F. Duvall, Atty.	GRANTED Eff: 3-16-48	2-27-48

Form 94 #4

APPLICATION RECORD - BROADCASTING

Call Letters WIRL

Name ~~Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain d/b as~~ ILLINOIS VALLEY BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BMP-3492 Rec'd Filed	12-19-47 12-29-47 12-29-47	Mod. of C.P. (B4-P-3686, as mod., which authorized a new standard broadcast station) for extension of completion date from 12-30-47 to 2-28-48. Filed by Chas. F. Duvall, Atty.	GRANTED	12-29-47
BL-3010 Rec'd Filed	2-9-48 2-16-48 2-16-48	License to cover C.P. (B4-P-3686, as mod.,) which authorized a new standard broadcast station and specify studio location as 115 N. Jefferson St., Peoria, Illinois. (Charles F. Duvall, Atty.)	GRANTED	4-26-48
*AMENDED Recd. Filed	3-8-48 3-10-48 3-10-48	AMENDED to change name of applicant from Edward J. Altorfer, John M. Camp, John H. Altorfer, Katherine A. Swain and Timothy W. Swain d/b as Illinois Valley Broadcasting Co. to Illinois Valley Broadcasting Co.		

Form 94 # 5

APPLICATION RECORD - BROADCASTING

Call Letters W I RL

Name ILLINOIS VALLEY BROADCASTING CO.

File No.	Dated	Application for	Action Nature	Action Date
BP-6844 Rec'd Filed	6-21-48 6-25-48 6-25-48	Construction Permit to make changes in the daytime directional antenna pattern. Charles F.Duvall,Atty. R.M.Silliman,Engr.	GRANTED	11-19-48
BR-1923 Rec'd	8-11-48 8-12-48	Renewal of license. Filed by Charles F. Duvall, Atty.	GRANTED	10-20-48
BL-3628 Rec'd Filed	3-21-49 3-28-49 3-28-49	License to cover C. P. (BP-6844) which authorized changes in the daytime directional antenna pattern.	GRANTED	5-10-49
BR-1923 Rec'd	7-20-51 7-25-51	Renewal of license, Filed by Charles F. Duvall, atty.	Granted	10-10-51

FORM A-170 #6

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Name FRUDEGER BROADCASTING CO.
~~ILLINOIS VALLEY BROADCASTING CO.~~

Call Letters ~~M.I.B.L.~~

File No.	Dated	Application for	Action Nature	Action Date
BR-1923 Rec'd Filed	9-6-52 9-8-52 9-8-52	Renewal of License Filed by Charles F. Duvall, Atty.	GRANTED	11-5-52
BR-1923 Recd Filed	8-30-55 8-31-55 8-31-55	Renewal of license	GRANTED	11-9-55
BAL-2920 Rec'd Filed	1-11-58 1-14-58 1-14-58	Voluntary assignment of license to Frudeger Broadcasting Co. Charles F. Duvall, Atty.	GRANTED EFF:	2-12-58 3-21-58
BR-1923 Rec'd Filed	8-21-58 9-2-58 9-2-58	Renewal of License. Charles F. Duvall, Atty.	GRANTED	11-5-58

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

#7

Call Letters WIRL

TWELVE NINETY RADIO CORPORATION

Name XFRUDEGER BROADCASTING CO.

Peoria, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BR-1923 Rec'd Filed	8-18-61 9-5-61 9-5-61	Renewal of license Attys.: Charles F. Duvall	GRANTED	11-13-61
BAL-4649 Rec'd Filed	10-23-62 10-24-62 10-24-62	Voluntary assignment of license to Twelve Ninety Radio Corporation. Ben C. Fisher, Atty.	GRANTED: EFF:	12-12-62 12-16-62
BR-1923 R.& F.	8-1-64 8-25-64	Renewal of license 12-1-64 Atty- Fisher, Wayland, Duvall & Southmayd	GRANTED	12-9-64
BL-10,953 R & F	2-18-65 2-19-65	License to operate former Main transmitter (Westinghouse 5-HV-1) as Auxiliary transmitter for Auxiliary purposes only. Atty - Fisher, Wayland, Duvall & Southmayd	GRANTED	7-12-65

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

1290kc

FORM BC-121 #8
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W I R L

Name MID AMERICA MEDIA, INC.
XTWELVE NINETY RADIO CORPORATION
Peoria, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BML-2140 R&F	9-29-65 9-30-65	Modification of license to change name of licensee to MID AMERICA MEDIA, INC. Atty: Ben C. Fisher	GRANTED	11-9-65
BRL-1923 R & F SEP 27 1967	8-22-67 8-25-67	Renewal of license (main & auxiliary). Atty: Ben C. Fisher	GRANTED	10-28-69
BP-18,245 R.&F. #433982 $30 JUL 1 [illegible]	5-27-68 6-5-68 6-5-68	CP to make changes in DA system (replace #3 tower with shorter tower) Atty-Fisher, Wayland, Duvall & Southmayd Engr-Lohnes & Culver	GRANTED	7-25-68
BMP-12,664 R. & F. #495215 $30 APR 1 [illegible] 1969	2-27-69 3-3-69 3-3-69	MP(BP-18,245) for extension of completion date to 9-25-69 (changes). atty-Fisher, Wayland, Duvall and Southmayd	GRANTED to	4-21-69 9-25-69

P7-8-5-69 - DM-8-8-69 (Cont)

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

1290kc

FORM BC-121 $9
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters W I R L

Name MID AMERICA MEDIA, INC.
Peoria, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BTC-5908 R & F FEE PD: $30 -#503448 (form 316) APR 1 1969	4-1-69 4-1-69	Vol. transfer of control of lic. corp. from Kankakee Daily Journal Company to Burrell L. Small Atty - Ben C. Fisher	GRANTED Eff:	5-15-69 7-28-69
BL-12476 R & F #531941 $30. PTA	7-25-69 7-29-69 7-29-69 8-5-69	Lic.(BP-18,245) for changes. (MAIN) Atty: Martin R. Leader(Fisher, Wayland, etc)	GRANTED	2-13-70
BZ-7381 R & F DM	7-24-69 8-4-69 8-8-69	Direct Meas. (AUX.) Atty: Fisher, Wayland, etc.	GRANTED	2-6-70

#10

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WIRL

Name MID AMERICA MEDIA, INC.
Peoria, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BR-1923 R & F P.N. PRESS: SEP 4	7-20-70 8-26-70 8-26-70	Renewal of License (Main & Auxiliary) Atty: Ben C. Fisher AMENDED 9-29-70 re: commercial practices Annual filing fee $288.00 paid 11-16-70 #644031.	GRANTED	11-25-70
BML-2416 R&F $50-080583 AC-060 PRESS: JUN 15 1972	6-5-72 6-7-72 6-7-72	Modification of license to move the main studio location outside the city limits of Peoria to Grosenbach Hill Road, 2 mi. E. of Peoria corporate limits. Request waiver of Section 73.30. Atty. Ben C. Fisher	GRANTED	6-29-72

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

#11

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W I R L

Name MID AMERICA MEDIA, INC.
PEORIA, ILLINOIS

File No.	Dated	Application for	Action Nature	Action Date
BR-1923 R & F PN Recd. PRESS	7-31-73 8-21-73 " SEP 5 1973	RENEWAL OF LICENSE (Main & Auxiliary) Richard R. Zaragoza, Atty.	GRANTED	11-28-73
BRC-3719 R & F §50.326831 AC-056 PRESS: AUG 1 1974	7-15-74 7-17-74 7-17-74	Modification of license to operate transmitter by remote control from Grosenbach Road, 4 miles East of Peoria, Illinois. (Main & Aux.) DA-2.	GRANTED	9-13-74
BR-1923 R & F P.N. Press	7-16-76 7-27-76 7-27-76 OCT 1 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) Atty: Richard R. Zaragoza (Fisher, Wayland, Southmayd etc.)	GRANTED	11-15-76

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

Form BC-121 #12
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W I R L

Name MID AMERICA MEDIA, INC.
Peoria, Illinois

File No.	Dated	Application for	Action Nature	Action Date
BTC-8325 R & F FORM 316(ALSO SEE AM WTRX) MAY 18 1977	4/25/77 4/28/77	Voluntary transfer of control of lic corp from Burrell L. Small, Mrs. Grace Small, and Burrell L. Small and Reva A. Small, Trustees of the Susanne Small Duckett Trust, the Leslie H.Small Trust, and the Stephen B. Small Trust TO Mid America Audio-Video, Inc. AMENDED 6-23-77 re plan & Agreement of Reorganization Atty - Fisher, Wayland etc(R. Zaragoza	GRANTED EFF:	5/26/77 6-30-77
BTC-8512 R & F FORM 316 Also see WKAN,etc NOV 11 1977	10/13/77 10/21/77	Voluntary transfer of control of Mid America Audio-Video, Inc.(parent corp of licensee) from Burrell L. Small to Burrell L. Small, Trustee of the Burrell L. Small Revocable Trust Atty - Fisher,Wayland,etc(R. Zaragoza)	GRANTED EFF:	11-22-77 12-8-77

BZ-3-78

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

#13

APPLICATION RECORD BROADCASTING

1290 KHz

Call Letters: W I R L

Name: MID AMERICA MEDIA, INC.

Station Location: Peoria, IL

File No.	Date	Description	Action and Date
BR790731VB PRESS SEP 21 1979		Renewal of License Atty. Richard J. Bodorff	GRANTED 11-30-79
BTC810319GT Form 315 PRESS APR 28 1981 Also see WKAN(am) et al PN FILED 5-19-81		Invol. TC from Burell L. Small, Deceased Trustee of The Burell L. Small Revocable Trust to Reva G. Small, Trustee of The Reva Arlene Small Trust Atty Richard R. Zaragoza	

Form BC-121
March 1979

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION WIRL

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
BMP-3041 Rec'd Filed	8-9-47 8-11-47 8-11-47	WWXL	Central Illinois Radio Corporation, Peoria, Illinois	Mod. of C.P. for: 1290kc, 5kw, DA-2, Unlimited.	8-12-48

FORM 108-M

Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks

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.