WOW

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCAST STATION LICENSE RECORD

#I

Date First Licensed 11-27-28

Call Letters W O W

LOCATION: OMAHA, NEBR.

MEREDITH CORPORATION (AL 12-30-68 EFF. 2-1-69)
x MEREDITH BROADCASTING COMPANY (AL 10-30-68 EFF. 11-27-68)
xMEREDITH WOW, INC. (AL 9-4-52)
RADIO STATION WOW, INC. (AL 12-18-42, Eff. 11:03 pm, 1-14-43)
x WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY (Mod.Lic.12-3-37)

Name of Licensee: x Woodmen of The World Life Insurance Association.

Transmitter Location: 56th and Kansas Avenue, Omaha, Nebraska (MP-B 7-2-35) Lic.1-28-36
x Farnam St. at 14th St., Omaha, Nebraska.

Main Studio Location:
11128 John Galt Blvd., Omaha, Nebraska(outside corp. city limits) BML-9-13-76)
x3501 Farnam Street, Omaha, Nebraska (BRC-11-7-60)
xx 2nd Floor Insurance Bldg., 17th and Farnum Sts., Omaha, Nebr. (Tel.9-24-35)
x 19th Floor of WOW Building,
Farnam St. at 14th St., Omaha, Nebraska.

BRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From	To
Z-B-25	7-24-31	590	1KW	WCAJ	7-24	9-1-31
R-B-686	8-4-31	590	1 KW	WCAJ	9-1	3-1-32
-R-B-686	2-9-32	590	1 KW	WCAJ	3-1	9-1-32
-R-B-686	8-12-32	590	1KW	WCAJ	9-1	3-1-33
4-R-B-686	2-14-33	590	1KW	WCAJ	3-1	9-1-33
L-B-1179	7-11-33	590	1kw	U	8-1	9-1-33
-R-B-686	8-8-33	590	1kw	U	9-1	3-1-34
-R-B-686	2-6-34	590	1kw	U	3-1	9-1-34
-P-B-3267 Extended to Closed Files	6-22-34	C.P. to move trans. to site to be determined and increase power to 1 kw, 2kw-LS			7-23	10-22-34
B4-S-686	8-7-34	Oper. between 12 midnight and 6 a.m. using 100w portable			8-7	8-28-34
-R-686	8-14-34	590	1kw	U	9-1	3-1-35
4-MP-49 Extend to Closed Files 5-5-35	10-23-34	Mod. of C.P. (4-P-B-3267) to extend C & C dates			10-23	5-1-35
P-120	1-29-35	590 1kw, 5kw-LS new equipment & move tr. to site be determined		U	3-29	9-29-35
34-R-686	2-12-35	590	1kw	U	3-1	9-1-35
34-MP-118	7-2-35	Mod. CP 120 to chg. equip. Appr. trans. site, ext. C&C			8-1	10-30-35
34-R-686	8-13-35	590	1kw	U	9-1	3-1-36
4-MP-236	11-12-35	Ext. compl. date of MP-118			8-1	12-15-35
Special C.A. 11-1-35.	11-12-35	Oper. with power 5kw.			12-4-35	1-2-36.
P4-S-686 C.A.	1-10-36 12-31-35	Oper. power 5kw			1-3	2-1-36
34-Z-38) 34-L-261)	1-28-36	590 1kw, 5kw-LS Lic. to cover C.P. move trans.; install new equip. incr. day power. Also direct measure.		U	1-28	3-1-36
4-S-686	1-28-36	Oper. power 5 KW (Ext)			2-2	3-1-36
-R-686	2-21-36	590 1kw, 5kw-LS		U	8-1	9-1-36
4-S-686	2-28-36	Oper. with 5kw night (Ext.)			3-3	4-1-36
-3-686	3-27-36	Ext. Oper. 5 kw night			4-2	5-1-36
-S-686	4-24-36	Ext. Oper. power 5 kw night			5-2	5-31-36
686	5-28-36	Ext. oper. pr. 5 kw night			6-1	6-30-36

-S-B-

BROADCASTING STATION LICENSE RECORD

Date First Licensed..... #2

Call Letters WOW

See Card #1

Name of Licensee: WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY (Mod.Lic. 12-3-37)
x WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION

Transmitter Location: See Card #1.

Main Studio Location: See Card #1.

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD From To
B4-S-686 C.A.	7-2-36 6-30-36	Ext. oper. power 5kw night			7-1 7-30-36
B4-S-686	7-17-36	Ext. oper. power 5kw night			7-31 8-29-36
B4-S-686	C.A. 8-13-36	Ext.oper. power		5kw night	8-30 9-28-36
B4-R-686	C.A. 8-20-36	590	1kw,5kw-LS	U	9-1 3-1-37
B4-S-686	9-22-36	Oper. 5kw power night (Ext.)			9-29 10-28-36
B4-S-686	10/27/36	Opr.5 kw night 10/29 to 11/27			
B4-S-686	11/10/36	Opr.5 kw power night 11/28 to 12/27			
B4-S-686	12/15/36	Opr. power 5 kw. night 12/28 to 1/26/37			
B4-S-686	1/12/37	Ext. opr. power 5 kw. night 1/27/37 to 2/25/37.			
B4-S-686	2-23-37	Ext.opr. power 5kw night 1/26/37 to 3 am 3/1/37			
B4-S-686	2-23-37	Ext.opr. power 5kw night 3 am 3/1/37 to 3/27/37			
B4-R-686	2-16-37	590	1kw,5kw-LS	U	3-1 9-1-37
B4-S-686	Mins. 3/9/37	Ext. opr. power 5 kw night 3/28/37 to 4/26/37			
B4-S-686	4/9/37	Ext.Opr. power 5 kw night 4/27/37 to 5/26/3			
B4-R-686	8-18-37	590	1kw,5kw-LS	U	9-1 3-1-38
B4-ML-496 Mod. License to	12-3-37 change name only to WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY.	590	1kw,5kw-LS	U	12-3 3-1-38
B4-R-686	2-26-38	590	1kw,5kw-LS	U	3-1 9-1-38
B4-S-686	8-23-38	Extension of license			9-1 10-1-38
B4-R-686	9-20-38	590	1kw,5kw-LS	U	9-20 3-1-39
B4-R-686	2-6-39	590	1kw,5kw-LS	U	3-1 9-1-39
B4-S-686	4/26/39 12:30 to	rebroadcast prog. rec'd frm WOWO frm 1pm and 5:30 pm to 5:45pmCST on Apr 27, 1939			
B2-R-686	8-8-39	590	1kw,5kw-LS	U	9-1 4-1-40
B4-P-120	11-20-39 Mod. license to	590 increase night power	5kw	U	11-20 4-1-40
B4-R-686	3-22-40	590	5kw	U	4-1-40 8-1-40

B -S-

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WOW

See Card #1

Name of licensee WOODMEN OF THE WORLD INSURANCE SOCIETY

Transmitter location .....

Main studio location .....

FCC-65

U. S. GOVERNMENT PRINTING OFFICE 132111

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From—	Period To—
Order	6/12/40	Extension of License			8/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41
MARBA REALLOCATION						
B4-R-686	3-24-41	590	5kw	U	3-29	4-1-42
B4-R-686	3-17-42	590	5kw	U	4-1	6-1-44
B4-S-686	11-6-42	590	5kw	U	12-1	6-1-44
	Mod. license accordance Order No. 107					
B4-AL-354	12-15-42	Vol.Assignment of license to RADIO				
Eff.11:03 pm 1-14-43		STATION WOW, INC.				
B4-Z-1494	2-17-43	590	5kw	U	2-17	6-1-44
	Determine operating power by direct measurement					
B4-R-686	5-23-44	590	5kw	U	6-1	5-1-46
B4-S-686	7-10-45	590	5kw	U	10-1	5-1-46
	Mod. Lic. Order 107-A					
B4-S-686	4-26-46	Extension of license			5-1	7-1-46
B4-R-686	5-29-46	590	5kw	U (H)	5-29	5-1-49
	Pending hearing					
B4-R-686	12-26-46	590	5kw	U	12-26-	5-1-49
BP-6280	10-3-47	590	5kw	U	12-3	6-3-48
	CP to make changes in vertical antenna and mount FM antenna.					
B4-S-686	6-20-47	STA to rebroadcast telephone conversation of Pres. Truman and ceremonies in connection with the opening of Alva B. Adams tunnel at 11 am, MST, 6-23-47, only.				
BMP-3861**	5-28-48	M d. CP (6280) for ext. of Completion date,			12-3	11-1-48
BR-686	4-20-49	590	5kw	U	5-1	5-1-52
BS-686	9-6-50	Extension of license Pending hearing			9-6	3-1-51
BS-686	2-28-51	Extension of license Pending hearing			3-1	6-1-51
BS-686	5-23-51	Extension of license Pending hearing			6-1	9-1-51

**Cancelled per request of applicant 10-26-48

B-S- #4

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W O W

Name of licensee .....

Transmitter location .....

Main studio location .....

FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BS-686	8-24-51	Extension of license Pending hearing			9-1 12-1-51
BTC-1180	9-26-51	Transfer of control of licensee corp.			
Eff.	9-29-51	from Francis P. Matthews, Guy C. Myers,			
Robert P. Samardick, M.M.Myers, J.J.Isaacson, The Omahn					
National Bank, Executor of the Estate of John J. Gillin,Jr.					
and Cecilia Broderick to MEREDITH ENGINEERING COMPANY					
BS-686	11-28-51	Extension of license Pending hearing			12-1 3-1-52
BS-686	3-27-52	Extension of license Or until final action of Docket #7755			3-1 6-1-52
BP-8432	4-4-52	CP install new trans.			6-4 12-4-52
BL-4721	6-12-52	590	5kw	U	6-12 6-1-53*
			*TEMPORARY LICENSE		
	Lic. to cover P-8432 for new transmitter				
BML-1520	9-4-52	590	5kw	U	9-4-52 6-1-53
	Modification of license to change name				
BP-8619	10-27-52	590	1kw	Aux.	12-27-52 6-27-53
	CP to install auxiliary transmitter				
Telegram	5-29-53	Action on renewal deferred and continued operation auth. until final determination on renewal.			5-27-53
BL-4987	5-18-53	590	1kw	Aux.	5-18 6-1-53
Lic. cover CP (BP-8619) installation of aux. transmitter.					
BR-686	9-22-54	590	5kw	U Main	9-22 6-1-56
BL-5075	10-11-54	590	1kw	Aux.	10-11 6-1-56
BR-686	5-3-56	RENEWAL OF LICENSE			6-1 6-1-59
BP-10761	9-13-56	590kc	5kw	Un	11-13 5-13-57
	CP to erect a new antenna (increase height)				
BL-6446 (1)	12-20-56	Lic. to cover CP(BP-10,761) to erect a antenna(increase height). Main Transmitter.			
BZ-3834 (1)	12-20-56	Authority to determine operating power by direct measurement of antenna power.(Aux.Trans.)			

Form BC-126
June 1954 #5

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W O W

Name of licensee MEREDITY WOW, INC.

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BRC-1119 (2)	4-1-57	Modification of license to operate Main transmitter b remote control from 2nd Floor Insurance Bldg., 17th and Farnam Sts., Omaha Nebraska			
BRC-1120 (2)	4-4-57	Modification of lic. to op. Auxiliary transmitter by remote control from 2nd Floor, Insurance Bldg., 17th & Farnam Sts. Omaha, Nebr.			
	5-27-59	Commission deferred action on renewal pending further consideration.			
BR-686	7-29-59	590	5kw	Un	7-29 6-1-62xxx
AUX			1kw	AUX	
BZ-4177 (1) MAIN	10-22-59	Authority to determine operating power by direct measurement of antenna power			
BZ-4178 (1) AUX	10-22-59	Authority to determint operating power by direct measurement of antenna power			
BPxxxxxx	7x29x59x	590x	1kxx kxx	Uxx	
BP-14011	4-5-60	590	1kw	Aux.	6-5 12-5-60
	CP to install a new transmitter (COLLINS 20V) at present transmitter location, 56th & Kansas Ave., O Omaha, Nebraska on 590kc with power of 1kw, to be used as a n auxiliary transmitter for auxiliary purposes only. with remote control operation.				
BRC-1759 (2)	11-7-60	Modification of license to change Main studio location and Remote Control Point to 3501 Farnam Street, Omaha, Nebraska.			
BRC-1760 (3)	11-7-60	Mod. of license to change Auxiliary studio location and Remote Control to 3501 Farnam Street, Omaha, Nebraska.			
BL-8164	2-1-61	590kc	1kw	Aux.	2-1 6-1-62
	Lic. to cover CP (BP-14011) to install a new aux. trans. with RC operation/				
BR-686	5-11-62	590	5kw	Un	6-1 6-1-65
Aux.	5-11-62	RENEWAL OF LICENSE			6-1 6-1-65
		Main and Auxiliary			
BR-686	5-4-65	Renewal of License			6-1 6-1-68

Form BC 126
June 1954 #6

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ....W O W.....

Station location .....

Name of licensee ....SEE CARD #1.....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To-
BR-686(S)	5-28-68	Renewal of License & NDEA (Main & Auxiliary)			6-1-71
BAL-6501 EFF.	10-30-68 11-27-68	Vol. AL			
BAL-6550 EFF.	12-30-68 2-1-69	Vol. AL			
EBSA	5-25-72				
BR-686(L)	9-27-72	RENEWAL MAIN & AUX.			6-1-74
BTC-7286	12-26-73	VOL TC	EFF:	10-5-73	(Thelma Miller)
BR-686(S)	5-31-74	Renewal Main & Aux.			6-1-77
Notification	6-5-74	Trans. RCA-BTA-5L1 (Main)			
BP-19,727(L)	8-8-74	590khz, 5kw, [illegible], CP to increase power of aux. trans. to 5kw and change trans. to RCA, BTA-5G			8-8-75
LTR	12-16-74	INSTALL RCA-BTA-5L1 transmitter			
BL-13,879(L)	4-28-75	Lic. to use former main tran. for auxiliary transmitter			6-1-77
BML-2597(1)	9-13-76	Mod. of license to change SL & RC (outside corporate city limits)			
BR-686	5-20-77	(S) RENEWAL OF LICENSE M & A			6-1-80
BZ-790912AB	(L) 11-5-79	Direct Measurement			6-1-80
BR800201YX (S)	5-30-80	RENEWAL OF LICENCE			6-1-83

#1.

STATION APPLICATION RECORD

APPLICANT: WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION CALL LETTERS: WOW

ADDRESS: 14th & Farnam Sts., Omaha, Nebraska FILE NO: 4-R-B-686 DATED: 6/7/29

Present Assignment: 590 Kc. 1 KW. + WCAJ ACTION: Lic. 4/1/28 590 Kc. 1 KW., + WCAJ, period 4/28/29 to 7/31/29

Requested: Renewal

APPLICANT: WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION CALL LETTERS: WOW

ADDRESS: Farnam at 14th St. Omaha, Nebr. FILE NO: 4-R-B-686 DATED: 6/7/29

Present Assignment: 590 kc. 1 kw. + WCAJ ACTION: C.O. 69 - 7/31/29 to 10/31/29

Requested: Renewal

APPLICANT: WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION CALL LETTERS: WOW

ADDRESS: Farnum St. at 14th, Omaha, Nebraska FILE NO: 4-R-B-686 DATED: 9/21/29

Present Assignment: 590 kc. 1 KW. + WCAJ ACTION: Lic. 10-12-29 590 kc. 1 KW. + WCAJ Per. 10-31-29 to 1-31-30

Requested: Renewal

#2.

STATION APPLICATION RECORD

APPLICANT: WOODMEN OF THE WORLD LIFE INSURANCE ASSO.

CALL LETTERS: WOW

ADDRESS: Farnam at 14th St., Omaha, Nebr.

FILE NO: 4-R-B-686 DATED: 12/24/29

Present Assignment: 590 Kc. 1 Kw. + WCAJ

ACTION: Renewal license 1-11-30. Period 1-31 to 4-30-30.

Requested: Renewal

APPLICANT: Woodmen of the World life Insurance Assoc.

CALL LETTERS: WOW

ADDRESS: Farnam St. at 14th, Omaha, Nebr.

FILE NO: 4-M-B-531 DATED: 2-28-30

Present Assignment: 590 kc. 1 kw. + WCAJ

ACTION: Denied - Min. 5-22-31

Requested: unlimited time from sharing with WCAJ.

APPLICANT: Woodmen of the World Life Insurance Assoc.

CALL LETTERS: WOW

ADDRESS: Same

FILE NO: 4-R-B-686 DATED: 3-21-30

Present Assignment: 590 Kc. 1 KW + WCAJ

ACTION: Renewal Lic. 4-5-30 Per: 4-30 to 7-31-30

Requested: Renewal

No. 3.

STATION APPLICATION RECORD

APPLICANT: Woodman of the World Life Insurance Association CALL LETTERS: WOW

ADDRESS: Farnam St. at 14th, Omaha, Nebr. FILE NO: 4-R-B-686 DATED: 6-21-30

Present Assignment: 590 Kc. 1 KW, ↑ WCAJ

Renewal License 7-7-30
ACTION: Per: 7-31 to 10-31-30

Requested: Renewal

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present Assignment: ACTION:

Requested:

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present Assignment: ACTION:

Requested:

STATION APPLICATION RECORD

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: _____ _____

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: _____ _____

APPLICANT: ..... CALL LETTERS: .....

ADDRESS: ..... FILE NO: ..... DATED: .....

Present Assignment: ..... ACTION: .....

Requested: _____ _____

Form 94 #4.

APPLICATION RECORD - BROADCASTING

Call Letters W O W

Name Woodmen of the World Life Insurance Association.

File No.	Date ~~Received~~	Application for	Action: Nature	Action: Date
4-R-B-686	9-20-30	Renewal of License	Granted	10-21-30
4-R-B-686	12-13-30	Renewal of license	G.O.103 Granted	1-20-31 4-24-31
4-P-B-1940	1/10/31 2/18/31	Change equipment and increase power from 1KW to 5KW on 590 Kc. Resubmitted without amendment.	~~Returned to applicant~~ 2/2/31 Order of Dismissal	9-18-31
4-ML-B-740 4-ML-B-740	1/10/31 1/29/31	Increase power from 1KW to 5KW on 590 Kc. Resubmitted to F.R.C. without Amendment.	~~Ret. to applicant~~ Order of Dismissal	1/20/31 9-18-31
4-R-B-686	6-20-31	Renewal of license	Granted	8-4-31
4-Z-B-25	7-10-31	Direct measurement of antenna input.	Granted	7-24-31
4-R-B-686	12-28-31	Renewal of license	Granted	2-9-32
4-R-B-686 resubmitted	6-22-32 7-23-32	Renewal of license	~~Returned~~ Granted	~~7-6-32~~ 8-12-32

Form 94

APPLICATION RECORD - BROADCASTING

#5

Call Letters W O W

Name WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION

File No.	Dated ~~Received~~	Application for	Action: Nature	Action: Date
4-R-B-686	12-30-32	Renewal of license	Granted	2-14-33
4-ML-B-1179	5-3-33	Modification of license to change hours of operation from S-WCAJ (WOW 6/7, WCAJ 1/7) to unlimited (facilities of WCAJ)	Order of Grant Min. 7-11-33, eff. 8-1-33. (WCAJ to surrender license).	
4-R-B-686	6-23-33	Renewal of license ~~(Requested)~~	Granted	8-8-33
4-R-B-686	12-21-33	Renewal of license	Granted	2-6-34
4-P-B-3267	6-19-34	Construction Permit to move transmitter from Farnum St. at 14th St., Omaha to Site to be determined, Nebraska, to increase power from ~~[illegible]~~ 1KW to 1KW-night, 2½KW-LS, also install new equipment,-Max. 5KW. To be considered under Rule 6 (g).	Granted Retired to Closed Files, Request of Appl Min. 3-5-35	6-22-34
4-R-B-686	6-25-34	Renewal of license	Granted	8-14-34

Form 94

#6

APPLICATION RECORD - BROADCASTING

Call Letters W O W

Name Woodmen of the World Life Insurance Association

File No.	Dated	Application for	Action Nature	Action Date
		FEDERAL COMMUNICATIONS COMMISSION - RECORD		
B4-P-120	9-21-34	Construction permit to increase power from 1kw to 5kw, to move the transmitter from Farnam St. at Fourteenth St., Omaha, Nebr. to Site to be determined, Nebraska, also install new equipment.	Granted in part for move, new equipment and 5kw-LS. Incr.in night power designated for hearing Docket No. 2811 GRANTED Min.	1-29-35 11-20-39
B4-MP-49	10-1-34	Modification of C.P.(4-P-B-3267) to extend commencement date to 11-1-34 and completion date to 5-1-35	Granted Retired to Closed Files Min.	10-23-34 3-5-35
B4-R-686	12-27-34	Renewal of license	Granted	2-12-35
B4-MP-118	1-15-35	Mod. of C.P.(B4-P-120) for approval of trans. site at ~~Blonde St., near 93rd Str~~, Omaha,Nebr. make equip. changes.	Granted	7-2-35
Amended	5-1-35	Amended: Change Trans. site from Blondo St., near 93rd St. to 56th & Kansas Ave.,Omaha,Nebr.		

Form 94

#7

APPLICATION RECORD - BROADCASTING

Call Letters W O W

Name WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION

File No.	Dated	Application for	Action Nature	Action Date
B4-R-686	6-22-35	Renewal of license	Granted	8-13-35
B4-MP-236	10-10-35	Mod. of C.P.(B4-P-120) as modified to extend completion date to 12-15-35.	Granted	11-12-35
B4-L-261	11-29-35	License to cover C.P.(B4-P-120) as modified for new equip. move, increase in day power.	Granted	1-28-36
B4-Z-38	12-6-35	Authority to determine operating power by direct measurement of antenna power.	Granted Issued with Lic.	1-10-36 1-28-36.
B4-R-686	12-30-35	Renewal of License	Granted	2-21-36
B4-R-686	6-25-36	Renewal of license	Granted	C.A. 8-20-36
B4-R-686	12-28-36	Renewal of license	Granted	2-16-37
B4-R-686	6-28-37	Renewal of license	Granted	8-18-37

Form 94

APPLICATION RECORD - BROADCASTING

#8

Call Letters W O W

Name WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY (Mod.Lic.12-3-37)
x WOODMEN OF THE WORLD LIFE INSURANCE ASSOCIATION

File No.	Dated	Application for	Action Nature	Action Date
B4-ML-496	9-17-37	Modification of license to change name from Woodmen of the World Life Insurance Assn. to Woodmen of the World Life Insurance Society	~~Returned Jurat~~	~~9-29-37~~
Resubmitted	10-1-37		~~Returned~~	~~10-6-37~~
Resubmitted	10-11-37		~~-jurat--~~ Granted	12-3-37
B4-R-686	12-28-37	Renewal of license ~~(Sec. 3b)~~	~~Returned~~	~~1-20-38~~
Resubmitted	"		Granted	2-26-38
B4-R-686	6-10-38	Renewal of license ~~(Not properly signed)~~	~~Returned~~	~~8-9-38~~
Resubmitted	8-16-38	Renewal of license	Granted	9-20-38
B4-R-686	12-23-38	Renewal of license	Granted	2-6-39
B4-R-686	6-14-39	Renewal of license	Granted	8-8-39

Form 94

APPLICATION RECORD - BROADCASTING

#9

Call Letters W O W

Name RADIO STATION WOW, INC. (AL 12-15-42, Eff. 11:03 pm, 1-14-43)
WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

File No.	Dated	Application for	Action Nature	Action Date
B4-R-686	1-11-40	Renewal of license	Granted	3-22-40
B4-R-686	5/24/40	Renewal of license	Granted 590kc,5kw,U	3-24-41
B4-R-686	1-20-42	Renewal of license 335's filed	Granted	3-17-42
B4-AL-354 Rec'd Filed	10-7-42 10-8-42 10-8-42	Voluntary Assignment of license from Woodmen of the World Life Insurance Society to RADIO STATION WOW, INC. Filed by Geo. Smith) 335's filed	Granted Eff. 11:03 pm, 1-14-43	12-15-42
B4-Z-1494 Rec'd	1-23-43 1-25-43	Authority to determine operating power by direct measurement of antenna power	Granted	2-17-43
B4-R-686 Rec'd	3-27-44 3-29-44	Renewal of license Filed by George Smith atty.	Granted	5-23-44

Form 94

#10

APPLICATION RECORD - BROADCASTING

Call Letters W O W

RADIO STATION WOW, INC. (AL 12-15-42, Eff. 11:03 pm, 1-14-43)

Name x WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY

File No.	Dated	Application for	Action	
			Nature	Date
B4-S-686 Rec'd	2-15-46 2-18-46	Renewal of license (1) Filed by Harold Cowgill atty. (2)	Desig. for hearing Temp. license for period ending 5-1-49 Granted Regular license Granted	 5-29-46 12-26-46
BP-6280 Rec'd Filed	8-13-47 8-18-47 8-18-47	Construction Permit to make changes in vertical antenna and mount FM antenna on AM Tower. (Filed by Harold G. Cowgill, Atty.)	GRANTED	10-3-47

Form 94 #11

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name RADIO STATION WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-3861 Rec'd Filed	4-30-48 5-4-48 5-4-48	Mod. of C.P. (BP-6280, which authorized to make changes in vertical antenna and mount FM antenna on AM tower) for extension of completion date from: 6-3-48 to: 11-1-48. (Harold G. Dowgill, Atty.)	GRANTED Cancelled 10-26-48 request of applicant	5-28-48
BR-686 Rec'd	2-21-49 3-7-49	Renewal of license. (Harold G. Cowgill, Atty.)	~~GRANTED 4-28-49 Above action set aside 9-6-50. Application designated for hrg. - Order issued.~~	

PETITION FOR RECONSIDERATION FILED 5-11-49 BY JOHNSTON FOR KCSJ - LTR. 5-12-49

MOTION TO STRIKE PETITION FOR RECONSIDERATION FILED 5-23-49 by Smith, Atty. for applicant. Doc. #9785

NOTICE OF APPEAL FILED JULY 15, 1949 by Segal, Attorney for applicant, for denial of petition.

NOTICE OF APPEAL FILED JULY 22, 1949 by Segal, Attorney for applicant, for renewal of license of KCSJ.

Letter dated 1-10-50 from Segal for WOW re grant petition of 5-23-49

LTR. 10-19-53 Segal, Smith & Hennessey no longer attys.

Upon consideration of pet. for reconsideration and grant appl. removed from hearing docket and GRANTED 9-22-54. ORDER ISSUE.

(Continued on card 11a)

FORM A-170 #11a
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name RADIO STATION WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-686	(Continued from card 11)			
Amend	2-26-53	AMENDED to change name of applicant to: MEREDITH WOW, INC.	GRANTED	9-22-54
Rec'd	2-28-53			
Filed	10-13-53			

FORM A-170 #12

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name RADIO STATION WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BTC-1180 Rec'd Filed	8-7-51 8-10-51 8-10-51	Voluntary transfer of control of licensee corporation from Francis P. Matthews, Guy C. Myers, Robert P. Samardick, M. M. Meyers, J. J. Isaacson, The Omaha National Bank, Executor of the Estate of John J. Gillin, Jr. and Cecilia Broderick to Meredith Engineering Company. (1000 shares common stock - 1000 shares preferred stock) (100%) Vernon L. Wilkinson, Att'y	GRANTED Eff.	9-26-51 9-29-51
BP-8432 Rec'd Filed	3-8-52 3-21-52 3-21-52	Construction permit to install a new transmitter (RCA BTA-5G). Andrew G. Haley, Atty. Haley and Doty represent stations as per letter dated September 23, 1952.	GRANTED	4-4-52

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

FORM A-170 #13 **APPLICATION RECORD - BROADCASTING**

FORMERLY FCC FORM 94

Name RADIO STATION WOW, INC.

Call Letters W O W

File No.	Dated	Application for	Action Nature	Action Date
BL-4721 Rec'd Filed	5-13-52 5-15-52 5-15-52	License to cover construction permit (BP-8432) which authorized installation of a new transmitter. Andrew G. Haley, atty.	GRANTED TEMPORARY	6-12-52
BML-1520 Rec'd Filed	8-6-52 8-12-52 8-12-52	Modification of license to change name from Radio Station WOW, Inc. to Meredith WOW, Inc. Andrew G. Haley, Atty.	GRANTED	9-4-52
BP-8619 Rec'd Filed	9-26-52 9-29-52 9-29-52	Construction permit to install a new transmitter (W.E. 304A) as an auxiliary transmitter at 56th & Kansas Ave., (present location of the main transmitter) to be operated on 590kc, power of 1 kw, for auxiliary purposes only. Andrew G. Haley, Atty. A. D. Ring, Engr.	GRANTED	10-27-52

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

FORM A-170 #14 APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters WOW

Name MEREDITH WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BL-4987 Rec'd Filed	4-16-53 4-21-53 4-21-53	License to cover construction permit (BP-8619) which authorized installation of a new transmitter (W.E. 304A) as an auxiliary transmitter at 56th & Kansas Ave. (present location of main transmitter) to be operated on 590kc, power of 1kw, for auxiliary purposes only. Andrew G. Haley, Atty.	GRANTED	5-18-53
BL-5075 Rec'd Filed	7-20-53 7-24-53 7-24-53	License to use Western Electric 304A transmitter as an auxiliary transmitter at 56th & Kansas Avenue (present location of main transmitter) to be operated on 590kc, power of 1kw, for auxiliary purposes only. Andrew G. Haley, Atty.	GRANTED	10-11-54

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

Card 15

FORM BC-121
FORMERLY FORM A-170

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name MEREDITH WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BR-686 Recd Filed	2-28-56 3-5-56 3-5-56	Renewal of license Main & Auxiliary Andrew G. Haley, Atty.	GRANTED	5-3-56
BP-10,761 Rec'd Filed	8-27-56 8-28-56 8-28-56	Construction permit to erect a new antenna (increase height). Andrew G. Haley, Atty.(Haley,Doty & Wollenberg,) A. D. Ring, Engrs.	GRANTED	9-13-56
BL-6446 Rec'd Filed	11-12-56 11-19-56 11-19-56	License to cover Construction Permit BP-10,761 which authorized to erect a new antenna (increase height). Main Transmitter Atty's: Haley, Doty & Wollenberg	GRANTED	12-20-56

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

FORM BC-121 #16
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name MEREDITH WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BZ-3834 Rec'd Filed	11-12-56 11-19-56 11-19-56	Authority to determine operating power by direct measurement of antenna power (Aux. trans.) Atty's: Haley, Doty & Wollenberg.	GRANTED	12-20-56
BRC-1119 Rec'd Filed	3-29-57 4-1-57 4-1-57	Modification of license to operate Main transmitter by remote control from 2nd Floor Insurance Building, 17th and Farnam Streets, Omaha, Nebraska.	GRANTED	4-4-57
BRC-1120 Rec'd Filed	3-29-57 4-1-57 4-1-57	Modification of license to operate Auxiliary transmitter by remote control from 2nd Floor Insurance Building, 17th and Farnam Streets, Omaha, Nebraska Andrew G. Haley, Atty.	GRANTED	4-4-57
BR-686 Rec'd&Filed	2-24-59 3-2-59	Renewal of license. (Main & Auxiliary) Haley, Wollenberg & Kenahan, Atty's.	GRANTED	7-29-59

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

FORM BC-121 #17
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name MEREDITH WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BZ-4177 R&F	6-24-59 7-27-59	Authority to determine operating power by direct measurement of antenna power.(MAIN) Andrew Haley, Atty	GRANTED	10-22-59
BZ-4178 R&F	7-27-59 8-4-59	Authority to determine operating power by direct measurement of antenna power(AUX.).	GRANTED	10-22-59
BP-14011 R & F	3-14-60 3-17-60	Construction Permit to install a new transmitter (Collins 20V-2) at present transmitter location-56th & Kansas Ave. Omaha, Nebraska on 590kc with power of 1kw, ~~XXX~~ to be used as an auxiliary transmitter for auxiliary purposes only.(RC)	GRANTED	4-5-60

FORM BC-121 #18
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name MEREDITH WOW, INC.

File No.	Dated	Application for	Action Nature	Action Date
BRC-1759 Rec'd Filed	10-24-60 10-31-60 10-31-60	Modification of license to change MAIN studio location and Remote Control Point from Second Floor, Insurance Bldg., 17th and Farnam Streets, Omaha, Nebraska to 3501 Farnam Street, Omaha, Nebraska. Andrew G. Haley, Atty.	GRANTED	11-7-60
BRC-1760 Rec'd Filed	10-24-60 10-31-60 10-31-60	Modification of license to change AUXILIARY studio location and Remote Control Point from Second Floor, Insurance Bldg., 17th and Farnam Streets, Omaha, Nebraska to 3501 Farnam Street, Omaha, Nebraska. Andrew G. Haley, Atty.	GRANTED	11-7-60
BL-3164 R & F	10-4-60 10-7-60	License to cover C. P. (BP-14011) which auth. installation of aux. transmitter with remote control operation. Atty's: Haley, Wollenberg & Bader	GRANTED	2-1-61

FORM BC-121
AUG. 1955

#19

APPLICATION RECORD - BROADCASTING

590kc

Call Letters W O W

Name MEREDITH BROADCASTING COMPANY
x MEREDITH WOW, INC.
OMAHA, NEBRASKA 68131

File No.	Dated	Application for	Action Nature	Action Date
BR-686 Rec'd Filed	2-28-62 3-5-62 3-5-62	Renewal of License (MAIN & AUX.) Andrew G. Haley, Atty.	Granted	5-11-62
BR-686 R & F	2/26/65 3/1/65	Renewal of license (MAIN & AUXILIARY) Atty. Haley, Bader & Potts.	GRANTED	5-4-65
BR-686 R & F MAR 22 1968	1-15-68 3-1-68	Renewal of license (Main & Auxiliary) Atty- Michael H. Badar AMENDED 5-20-68 re: other business interests of applicant	GRANTED	5-28-68
BAL-6501 R & F FEEPD: $30 (Form 316) OCT 29 1968	10-8-68 10-21-68 - #466998	Voluntary assignment of license to MEREDITH BROADCASTING COMPANY Atty - Haley, Bader & Potts	GRANTED EFF.	10-30-68 11-27-68

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

FORM BC-121
AUG. 1955

#20

APPLICATION RECORD - BROADCASTING

590khz

Call Letters WOW

Name MEREDITH CORPORATION
MEREDITH BROADCASTING COMPANY
Omaha, Nebraska

File No.	Dated	Application for	Action Nature	Action Date
BAL-6550 Rec'd Filed Fee: $30 #	12-5-68 12-9-68 12-9-68 477240	Voluntary assignment of license to Meredith Corporation Atty: Michael H. Bader	GRANTED EFF.	12-30-68 2-1-69
BR-686 R & F P.N. PRESS	2-8-71 3-1-71 3-1-71	Renewal of License (Main & Auxiliary) Atty: Michael H. Bader (Haley, Bader & Potts) AMENDED 3-17-71 re: equal employment opportunity program	GRANTED	9-27-72

MAR 02 1971

PETITION TO DENY filed 4-5-71 by Albert J. Treutler (Treutler Advertising Agency
OPPOSITION TO PETITION TO DENY (filed by Albert J. Treutler) filed 4-16-71 by Michael H. Bader on behalf of Meredith Corporations
PETITION TO DENY RENEWAL OF LICENSE (filed by Black Identity Education Assoc.) DISMISSED BY COMMISSION ACTION 4-9-71
RESPONSE TO STATEMENTS OF THE BLACK IDENTITY EDUCATION ASSOCIATION filed 4-16-71 by Michael H. Bader on behalf of Meredith Corporations (over)
AMENDED 4-16-71 re: statment re resolution of complaints
AMENDED 4-19-71 re: programming
AMENDED 12-15-71 re: statement on litigation

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

PETITION TO DENY RENEWAL OF LICENSE filed 5-3-71 by Black Identity Education Association

RESPONSE TO PETITION TO DENY SUBMITTED BY MRS. ALEANE CARTER filed 5-19-71 by Michael H. Bader on behalf of Meredith Corporation

ANSWER TO MEREDITH CORPORATION'S OPPOSITION TO PETITION TO DENY filed 5-24-71 by Albert J. Treutler

RESPONSE OF MEREDITH CORPORATION to the June 8, 1971 reply of the Black Identity Education Association filed 7-6-71 by Michadl H. Badar, counsel for WOW, WOW-FM & WOW-TV

RESPONSE OF MEREDITH CORPORATION to the Nov. 17, 1971 letter filed by Black Identity Education Association filed 1-31-72 by Michael H. Bader, counsel, on behalf of (WOW, WOW-FM and WOW-TV)

AMENDED 4-25-72 re: dismissal of complaint and counter-claims

AMENDED 5-22-72 re: statement on employment discrimination allegiation

AMENDED 6-28-72 re: employment policy

#21

590khz

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters W O W

Name MEREDITH CORPORATION
Omaha, Nebraska

File No.	Dated	Application for	Action Nature	Action Date
BTC-7286 R & F SEE KCMO FOR FEE PAID FORM 316 NOV 16 1973	11-2-73 11-6-73	Voluntary transfer of control of lic corp from E.T. Meredith III, et al (Merddith and Bohen Families)(de jure control) to E.T. Meredith III, et al (Meredith and Bohen Families)(de factc control) Atty - Haley, Bader & Potts	GRANTED EFF: (Thelma Milller)	12-26-73 10-5-73
BR-686 R & F PN Recd. PRESS	2-11-74 3-4-74 13 MAR 1974	RENEWAL OF LICENSE (MAIN & AUXILIARY) Michael H.Bader,Atty. AMENDED 3-20-74 re: demographics detail of area; EEO	GRANTED	5-31-74
BP-19,727 R & F $50-312161 AC-056 PRESS:	5-31-74 6-5-74 6-5-74	Construction permit to increase power of auxiliary transmitter to 5kw and change transmitter to RCA, BTA-5G. Atty: John Wells King	GRANTED	8-8-74

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

Form BC-121
September 1969

#22

APPLICATION RECORD - BROADCASTING

590khz

Call Letters ....W..O..W.....

Name MEREDITH CORPORATION
Omaha, Nebraska

File No.	Dated	Application for	Action Nature	Action Date
BL-13,879 R & F $50#374268 PTA PRESS MAR 5 1975	9-5-74 12-16-74 12-17-74 1-10-75	Lic. to cover BP-19,727) to use former Main transmitter for Auxiliary Purposes Only, RCA BTA-5G Atty. Jon Wells King (Haley, Bader & Potts)	GRANTED	4-28-75

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

Form BC-121
May 1976

#23

APPLICATION RECORD - BROADCASTING

Call Letters WOW

Name MEREDITH CORPORATION
Omaha, Nebraska

File No.	Dated	Application for	Action Nature	Action Date
BML-2597 R & F $100-592265 AC-001 AUG 30 1976	7-6-76 7-13-76 7-13-76	Mod. of lic. to chg. main studio loc. and remote control to 11128 John Galt Blvd., Omaha, Neb. (outside corp. city limits) Atty: John Wells King.	GRANTED	9-13-76
BR-686 Recd. PN Recd. FILED PRESS MAR 9 1977	2-1-77 " " 2-23-77	RENEWAL OF LICENSE (MAIN & AUXILIARY) AMENDED 4-19-77 re: commercial matter	GRANTED	5-20-77
BZ-790912AB R & F DM PRESS OCT 30 1979	9-12-79 9-18-79	Direct Measurement Atty: John Wells King (Haley, Bader & Potts)	GRANTED	11-5-79

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

#24

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

590KHz.

Call Letters W O W

Name MEREDITH CORPORATION
OMAHA, NEBRASKA

File No.	Dated	Application for	Action Nature	Action Date
BR800201YX PRESS	APR 29 1980	RENEWAL OF LICENSE (MAIN & AUXILIARY) Atty. Michael H. Bader (Haley,Bader & Potts)	GRANTED	5-30-80

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

#25

APPLICATION RECORD-BROADCASTING

590 kHz

Call Letters: W O W

Name: MEREDITH CORPORATION

Station Location: OMAHA, NEBRASKA

File No.	Date	Description	Action and Date
BZ-810715AG R & F DM PRESS JUL 31 1981	7-15-81 8-11-81	DIRECT MEASUREMENT Atty: John Wells King (Haley, Bader & Potts)	8-12-81 ISSUED

Form BC-121
March 1979

Meredith WOW, Inc. (MT 9-1-52)

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION W.O.W.....

XRadio Station WOW, Inc. AL 12-15-42, Eff. 11:03pm, 1-14- 43)

XWoodmen of the World Life Insurance Society (Mod. Lic. 12-3-37)

Licensee X Woodmen of The World Life Insurance Association.

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
4-ML-B-1199	5-31-33	WCAJ	Nebraskn Wesleyan Univ. Lincoln, Nebr.	Incr.pr. from 500w to 1kw, FAC. WOW in terms quota units if appl.cannot be considered under Rule 6(g)	Withdrawn & retired to closed files 7-11-33.

FORM 108-M

Renewal Requested	Date Received	Designated for Hearing	Reason	Remarks
Order of 12-19-45			New lease filed	Renewal to be filed by 30 days from 12-19-45 Extension of time to file to 2-17-46 granted 1-9-46

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.