B S 2764

BROADCASTING STATION LICENSE RECORD

WVMS (EFF:10-4-78)

xW A P L 9-28-77
x W R X A 5-23-77

SEE CARD #2 FOR NAME

Date first licensed 1-6-53

Call lettersXX W.A.P.L.

xx DIXON, INC. (AL-10-21-65:EFF: 1-1-66)
X JOHN J. DIXON, (AL 6-15-60; EFF: 6-30-60
x W.A.P.L. RADIO, INC. (AL 5-24-57; EFF: 6-30-57)
x WAPL, INCORPORATED (AL 7-31-56; EFF: 9-1-56)

Station Location: Appleton, Wisc.

Name of licensee x BARTELL BROADCASTERS, INC.

From intersection of Appleton city limit and Route 10,
on a bearing of 187°, distance 1.86 miles, Menasha, Wis. (BP 11-4-53)
xOld Manitowoc Road, Menasha Town, Wisc. (Lic. 1-6-53)

Transmitter location x1.86 miles from intersection of Appleton city limit and Route 10,
Menasha, Wisconsin. (MP 11-19-52)
Payne Point Rd., Neenah, Wisconsin (outside city limits)(ML 8-24-78)

XX103 West College Avenue, Appleton, Wisconsin (BRC 5-5-66)
X 109 South Appleton Street, Appleton, Wisconsin (Ltr. 4-29-61) & (BRC-7-7-61)
=John Balliet Hotel, 124 West Washington Street, Appleton, Wisc. (Let. 9-20-54
x 103 W. College Avenue, Appleton, Wisconsin. (Lic. 11-4-53)
x Old Manitowoc Road, Menasha Town, Wisconsin (Lic. 1-6-53)
x103 W. College Avenue, Appleton, Wisconsin (MP 11-19-52)

54912

Main studio location

FCC 65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	Period To
BP-8280	9-3-52	1570	500w	Daytime		
Ltr.	9-9-52 CP for new station granted subject filing MP for approval of T site and antenna					
BP-8280	11-19-52	1570	500w	Day	1-19-53	7-19-53
BMP-5998	CP for new station and Mod. for approval of antenna, transmitter and studio location and change type of transmitter					
BL-4856	1-6-53	1570	500w	Daytime	1-6-53	12-1-55
	Lic. cover CP(8280, as mod.) which auth. new stat.					
BP-8820	11-4-53	1570	1kw	Day	11-4	12-1-55
	ML to increase power. (COND'L CLAUSE)					
BP-8820	11-4-53	1570	1kw	Day	11-4	12-1-55
	ML to increase power = CONDITIONAL CLAUSE Superseding ML issued to correct sunrise for Aug.					
BRC-846 (1)	2-1-55	Modification of license to operate transmitter by remote control from 124 West Washington Street, Appleton, Wisconsin				
BP-9722	3-16-55	1570	1kw	Day	5-16	11-16-55
	CP install new transmitter.					
BL-5716	5-23-55	1570	1kw	Day	5-23	12-1-55
	Lic. cover CP (BP-9726) install new transmitter.					
Telegram	11-25-55	Action on renewal deferred 11-23-55 and continued operation authorized until final determination on renewal.				
BR-2764	5-23-56	Renewal of license			5-23	12-1-58
BAL-2387 EFF:	7-31-56 9-1-56	Vol. assignment of license to: WAPL, Incorporated.				
BS-2764	8-6-56	1570	1kw	Day	8-6-56	12-1-58
	To make corrections in the sunrise and sunset time.					
BAL-2657 EFF:	5-24-57 [illegible]	Voluntary assignment of license to W.A.P.L. Radio, Inc.				
BR-2764	11-25-58	1570	1kw	Day	12-1	12-1-61
BTC-3167 Eff:	7-22-59 8-17-59	Voluntary acquisition of positive control of licensee corporation by Connie Forster thru purchase of stock from L.H.Chudacoff, Karl P. Baldwin and R.P. Beelen.				
BAL-3880	6-15-60 6-30-60	Voluntary assignment of license to John J Dixon				

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ~~XXW~~ W R X A P L

Station location APPLETON, WISCONSIN

FOX VALLEY COMMUNICATIONS, INC. (AL 9-27-78 EFF: 10-2-78)
xTELEGRAPH-HERALD, INC. (AL 9-27-78 EFF:
x BADGER CITIES BROADCASTING CORPORATION (AL gr 11/5/76 EFF: 11/15/76

Name of licensee xJOHN J. DIXON

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BRC-1875	7-7-61	1570kc	1kw	Day	7-7	12-1-61
	Mod. of license to change studio location and Remote Control Point to 109 South Appleton St., Appleton, Wisconsin.					
BR-2764	11-1-61	Renewal of License			11-1	12-1-64
BR-2764	11-9-64	Renewal of License			12-1	12-1-67
BAL-5535 EFF:	10-21-65 1-1-66	Voluntary assignment of license to DIXON, INC.				
BZ-5805	12-2-65	1570kc	1kw	Day	12-2	12-1-67
	Auth. to determine operating power by direct measurement of antenna power.					
BRC-2882 (1)	5-5-66	Mod. of license to change studio loc. and remote control point to 103 W. College Avenue, Appleton, Wisconsin.				
BR-2764	11-30-67	1570kc	1kw	Day	12-1	12-1-70
BZ-6952 (1)	10-3-68	Direct Meas.				
BZ-6952 (1)	10-3-68	Superseding auth. to show the correct name.				
PSA	11-25-70		500w			
BR-2764(L)	11-25-70		RENEWAL			12-1-73
BR-2764(L) "MEMO"	11-25-70	SUPERSEDING AUTH. TO CORRECT DESCRIPTION OF ANTENNA SYSTEM				12-1-73
EBSA	6-12-72					
BR-2764(S)	12-12-73	RENEWAL				12-1-76
BAL-8783	11/5/76	Vol AL EFF: 11/15/76				
BR-2764(L)	12-13-76	Renewal of license				12-1-79
WIRE 5-20-77 Call letters changed						
EBSA 5-23-77						
EBSA	5-23-77	Vol. call				
BTC-8682	5-11-78	Vol. acq. of neg. control				

BC-126
June 1975

CARD #3

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters ~~WAPL~~ WVMS

Station location Appleton, Wisconsin

Name of licensee SEE CARD #2

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
BML-780710AO (1)	8-24-78	ML to chg. SL/RC point.			
BAL-9400	9-27-78	VOL. AL		EFF: 10-2-78	
BAL-9401	9-27-78	VOL. AL		EFF: 10-2-78	
EBSA	10-4-78	"NEW CALL ASSIGNED"			
Comtel	9-8-78	Marking deleted			+
BR70724UM (L)	11-30-79	RENEWAL OF LICENSE			12-1-82
BZ-800613AF(1)	7-10-80	DIRECT MEASUREMENT			

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters: W A P L x New

Name: BARTELL BROADCASTERS, INC.
P.O. Room 300 Empire Bldg., 710 N. Plankinton Ave., Milwaukee 3, Wisc.

File No.	Dated	Application for	Action: Nature	Action: Date
BP-8280 Rec'd Filed	10-17-51 10-19-51 10-19-51	Construction permit for a new standard broadcast station to be operated on: Frequency; 1570kc Power: 500w Hours of Operation: Daytime Trans. Location: To be determined Appleton, Wisconsin Studio Location: To be determined Appleton, Wisconsin John H. Mullaney, Engr.	GRANTED subject to filing MP for approval of T site and antenna Letter 9-9-52 Issued with BMP-5998	9-3-52

Gates BC-1Y

#2

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WAPL

Name BARTELL BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BMP-5998 Rec'd Filed	9-17-52 9-23-52 9-23-52	Modification of construction permit (BP-8280 which auth. a new standard broadcast station) for approval of antenna, transmitter location as From the intersection of Appleton City limit and Route 10, on a bearing of 187° and a distance of 1.86 mi., Menasha, Wisconsin and specify studio location as 103 W. College Ave., Appleton, Wisconsin and change type of transmitter. (Collins 20C). John H. Mullaney, Engr.	GRANTED	11-19-52
BL-4856 Rec'd Filed	11-26-52 11-28-52 11-28-52	License to cover construction permit (BP-8280, as mod.) which authorized a new standard broadcast station.	GRANTED	1-6-53

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

FORM A-170 #3
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters WAPL

Name BARTELL BROADCASTERS, INC.

File No.	Dated	Application for	Action Nature	Action Date
BP-8820 Rec'd Filed	3-20-53 3-26-53 3-26-53	Construction permit to increase power from 500 watts to 1 kilowatt. Samuel Miller, Atty. John H. Mullaney, Engr.	GRANTED re blanketing clause APPLICATION GRANTED AS MOD. OF LICENSE.	11-4-53
BRC-646 Rec'd Filed	1-26-55 1-28-55 1-28-55	Modification of license to operate transmitter by remote control from 124 West Washington St., Appleton, Wisconsin Samuel Miller, Atty.	GRANTED	2-1-55
BP-9728 Rec'd Filed	2-28-55 3-8-55 3-8-55	Construction permit to install a new transmitter (GATES BC-1F). Samuel Miller, Atty.	GRANTED	3-16-55

FORM A-170 #4

FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

W.A.P.L. RADIO, INC.

x ~~WAPL~~ WAPL, INCORPORATED

Name x BARTELL BROADCASTERS, INC.

Appleton, Wisconsin

Call Letters W A P L

File No.	Dated	Application for	Action Nature	Action Date
BL-5716 Rec'd Filed	5-2-55 5-4-55 5-4-55	License to cover construction permit (BP-9728) which authorized installation of a new transmitter. Samuel Miller, Atty.	GRANTED	5-23-55
BR-2764 Recd Filed	8-22-55 9-21-55 9-21-55	Renewal of license Sameul Miller, Atty.	GRANTED	5-23-56
BAL-2387 Rec'd Filed	6-23-56 7-11-56 7-11-56	Voluntary assignment of license from Bartell Broadcasters, Inc. to W A P L, Inc. Samuel Miller, Atty.	GRANTED EFF:	7-31-56 9-1-56
BAL-2657 Rec'd Filed	4-15-57 4-29-57 4-29-57	Voluntary assignment of license to W.A.P.L. Radio, Inc. Samuel Miller, Atty.	GRANTED EFF:	5-24-57 6-30-57

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

FORM BC-121
Aug. 1955

#5

APPLICATION RECORD · BROADCASTING

Call Letters W A P L

Name W A P L RADIO INC.
~~Xxxx~~ Appleton, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BR-2764 Rec'd Filed	10-17-58 10-22-58 10-22-58	Renewal of license Samuel Miller, Esq. attorney	GRANTED	11-25-58
BTC-3167 Rec'd. Filed	6-24-59 6-29-59 6-29-59	Voluntary acquisition of positive control of licensee corporation by Connie Forster thru purchase of stock from L.H.Chudacoff,Karl P. Baldwin and R.P.Beelen. Samuel Miller,Atty.	GRANTED EFF:	7-22-59 8-17-59
BAL-3880 Rec'd Filed	4-25-60 4-26-60 4-26-60	Voluntary assignment of license to John J. Dixon. Robert A. Booth, Jr. & John L. Tierney, Attys. (for Assignee) Samuel Miller, atty. for Assignor	GRANTED EFF:	6-15-60 6-30-60

F.C.C. · WASHINGTON, D. C.

FORM BC-121
AUG. 1955

#6

APPLICATION RECORD - BROADCASTING

Call Letters W A P L

Name DIXON, INC.
x JOHN J. DIXON
APPLETON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRC-1875 Rec'd Filed	6-21-61 6-23-61 6-23-61	Mod. of license to change studio location and Remote Control Point from John Balliet Hotel, 124 West Washington Street, Appleton, Wisconsin TO 109 South Appleton Street, Appleton, Wisconsin.	GRANTED	7-7-61
BR-2764 R. & F.	9-7-61 9-8-61	Renewal of License. Atty: Robert M. Booth	GRANTED	11-1-61
BR-2764 Rec'd Filed	8-22-64 8-31-64 8-31-64	Renewal of license Dow, Lohnes & Albertson, Attys.	GRANTED	11-9-64
BAL-5535 R & F (Form 316)	7-27-65 7-29-65	Voluntary assignment of license to DIXON, INC. Atty - Dow, Lohnes & Albertson	GRANTED EFF:	10-21-65 1-1-66

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

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

1570kc

Call Letters WAPL

Name DIXON, INC.
Appleton, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BZ-5805 R & F	10/6/65 10/12/65	Authority to determine operating power by direct measurement of antenna power. Attys: Dow, Lohnes & Albertson	GRANTED	12-2-65
BRC-2882 R & F	4-22-66 4-29-66	Modification of license to change studio location and remote control point to 103 West College Avenue, Appleton, Wisconsin. Charles J. Robertson, Atty.	GRANTED	5-5-66
BR-2764 R & F SEP 19 1967	8-28-67 8-31-67	Renewal of License Atty: Dow, Lohnes & Albertson (Daniel W. Toohey)	GRANTED	11-30-67
BZ-6952 R & F #454907 $30 Refunded $30 DM OCT 8 1968	8/22/68 8/27/68 8/27/68 10/1/68 9/6/68	Direct Meas. Atty: Daniel W. Toohey	GRANTED	10-3-68

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

#8

Form BC-121
September 1969

APPLICATION RECORD · BROADCASTING

Call Letters WAPL

Name DIXON, INC.
APPLETON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BR-2764 R & F PN Recd. PRESS	8-28-70 9-1-70 " SEP 15 1970	RENEWAL OF LICENSE Daniel W. Toohey, Atty. (Dow, Lohnes, Albertson) AMENDED 10-14-70 re: financial data; commercial practices	GRANTED	11-25-70
BR-2764 R & F P.N. PRESS	8-30-73 9-4-73 9-4-73 25 SEP 1973	Renewal of License AMENDED 9-19-73 re: Balance Sheet AMENDED 11-19-73 re: commercial policy	GRANTED	12-12-73
BTC-7729 R & F FEE PD: $200 # 406485 CODE 047 (ALSO SEE FM) Amend. PUB. NOTICE FILED 4-23-75	3-24-75 3-26-75 4-17-75	Voluntary transfer of control of lic corp from John J. Dixon to Goetz Broadcasting Corporation Atty for transferor - Dow, Lohnes & Albertson for transferee - Miller & Fields Balance sheet for Goetz AMENDED 5-22-75 to show prop. drctr; schedule of media available (SEE OVER)	DISMISSED	9/17/75 By request of Atty

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

AMENDED 5-29-75 - past prog., financial data; third addendum to agreement; stock pledge agreement

BTC-7729 - Amended 8/4/75 - prog. data and engineering statement re broadcast services

BTC-7729 - Legal Data re: complaint, filed 8/29/75

Form BC-121 #9
May 1976

APPLICATION RECORD · BROADCASTING

W A P L
Call x W R X A
Letters XX W A P L

BADGER CITIES BROADCASTING CORPORATION
Name x DIXON, INC.
Appleton, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BAL-8783 Rec'd FEE PD: $400 #592257 CODE 047 (INCLUDES FM) Pub notice filed 8-16-76 FILED SEP 15 1976	7-12-76 7-13-76 9-10-76	Voluntary assignment of license to BADGER CITIES BROADCASTING CORPORATION (SEE OVER) Atty for assignor - Dow, Lohnes & Albertson for assignee - Lauren A. Colby Cert Art of Inc. filed 9-10-76	GRANTED EFF: FEE REQ:	11/5/76 11/15/76 pd 11/23/76 W 638927
BR-2764 R & F PN Recd. PRESS →	7-20-76 8-2-76 " Sep 9, 1976	RENEWAL OF LICENSE AMENDED 11-15-76 re: programming AMENDED 11-29-76 tp change name to applicant to "Badger Cities Broadcasting Corporation"	GRANTED	12-13-76

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

RE: BAL-8783 - Co[illegible]art of Inc. filed 9-10-76
Add'l stock sub. agreements ~~to be~~ filed; proj. bal sheet not filed
AMENDED 8-9-76 - stock sub. agreements; loan agreement & assignment of contract rights

#10 1570khz

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W.A.P.L.

TELEGRAPH-HERALD, INC.

Name ×BADGER CITIES BROADCASTING CORPORATION
APPLETON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BTC-8627 R & F FORM 316 Also see WAPL-FM MAR 21 1978	3/11/78 3/13/78	Voluntary relinquishment of negative control of lic corp by Carl A. Cook thru issuance of stock by the lic corp to Thomas P. Moore and Orville J. Sather Over	DISMISSED Request of Atty	4/27/78
BTC-8682 R & F FORM 316 Also see WAPL-FM	4/24/78 4/25/78	Voluntary acquisition of negative control of lic corp by Each, Thomas P. Moore and Orville J. Sather thru purchase of stock by the lic corp from Carl A. Cook Atty - Lauren Colby	GRANTED EFF:	5-11-78 8-21-78
BAL -9400 R&F FORM 314 ALSO SEE WAPL-FM	6-2-78 6-14-78	Voluntary assignment of license to TELEGRAPH-HERALD, INC. (OVER) CONTINGENT ON GR OF BAL-9401 (filed 6-23-78) Atty for assignee-Hogan &Hartson(R. Rodin) (SEE CARD #11)	GRANTED EFF: COND'L SEE OVER	9-27-78

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

RE: BTC-8627 - Legal data re: injunction filed 3/24/78
Copy of temporary injunction filed 3/27/78
Dismissal of injunction & Agreement between lic corp & s/h
filed 4/6/78

BAL-9400 W A P L
PETITION TO DENY filed 8-9-78 by attys. on behalf of George
L. Brooks.(atty - Lauren A. Colby)
STATEMENT IN OPPOSITION TO PET TO DENY filed 8-17-78 by
Attys on behalf of assignor
WITHDRAWAL OF PET TO DENY filed 8-22-78 by Atty Colby on
behalf of G.L. Brooks
WITHDRAWAL OF STATEMENT IN OPP.TO PET TO DENY filed 8-23-78
by Attys on behalf of assignor
REPLY TO "WATSON-LEE "Ltrs(informal obj) filed 8-25-78 by
Atty Schneier,Columbus, Ohio, on behalf of BadgerCities B/C

Form BC-121 #11
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters WVMS
*WAPL

FOX VALLEY COMMUNICATIONS, INC.

Name *Telegraph-Herald, Inc.
Appleton, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BAL-9401 R & F FORM 314 PN FILED	6-15-78 6-23-78 JUL 11 1978 8-1-78	Vol AL to FOX VALLEY COMMUNICATIONS, INC. (SEE OVER) CONTINGENT ON GRANT OF *BAL-9400 (filed 6-14-78) Atty for assignor - Hogan & Hartson for assignee - Dow, Lohnes & Albertson (Adrian Roberts)	GRANTED EFF:	9-27-78 10-2-78
BML-780710AO R & F PRESS:	7-5-78 7-10-78 AUG 2 1978	Mod. of License to chg. SL/RC to: Paynes Point Rd., Neenah, Wisconsin (outside city limits) REQUEST WAIVER OF SECTION 73.210(a) OF COMMISSION RULES. Atty: L. Adrian Roberts (Dow, Lohnes, etc.)	GRANTED	8-24-78

RE: BAL-9401 - AMENDED 7-3-78 - re comm survey

AMENDED 8-14-78 re: est. cost of operation of two (AM-FM) stations
AMENDED 8-28-78 re: bank letter

#12

APPLICATION RECORD BROADCASTING

1570 KHz

Call Letters: W V M S

Name: FOX VALLEY COMMUNICATIONS, INC.

Station Location: Appleton, WI

File No.	Date	Description	Action and Date
BR790724UM PRESS SEP 21 1979		Renewal of License Atty.: L. Adrian Roberts	GRANTED 11-30-79
BZ-800613AF R & F PRESS JUN 25 1980	6-13-80	DIRECT MEASUREMENT	GRANTED 7-10-80

Form BC-121
March 1979

About the History Cards …

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast 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.