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CATALOG NO. 4550L 1/5

Form BC 126
June 1954 #4434

BROADCASTING STATION LICENSE RECORD

W W Q M(Eff.:1-3-77

Date first licensed 1-27-65

Call letters WWMAD

Station location Madison, Wisconsin

HUDSON BROADCASTING CORPORATION (AL 12-20-68, Eff: 12-31-68)

Name of licensee xAIR CAPITOL, INC.

5024 East Lacy Rd., 0.5 mi. E. of Syene Rd., near Madison, Wisc. (redescription)

x On Lacy Rd., 0.5 mi. E. of Syene, Wisconsin (BMP 8-7-64)

Transmitter location X 0.5 mi. E. on Town Road, near Syene, Wisconsin (BP 5-22-63)

615 Forward Drive, Madison, Wisconsin (BS 2-21-72)

X Same as transmitter (BMP 8-7-64)

Main studio location X To be determined, Madison, Wisconsin (BP 5-22-63)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From	To
BP-12881	5-22-63	1550kc	5kw-DA-	Day	7-22	1-22-64
	CP for a new standard broadcast station (Cond'					
BP-12881 (1)	8-16-63	Mod. of CP(BP-12881) to assign Call Letters.				
BMP-11,134 (2)	2-17-64	Mod. of CP(BP-12881) to extend completion date to 4-12-64.				
BMP-11,203 (3)	4-1-64	Mod. of CP(BP-12,881 as mod.) for extention of completion date to 7-1-64.				
BMP-11291	8-7-64	1550kc	5kw-DA-D	Day	7-22	7-1-64
	Mod. of CP(BP-12,881, as mod.) to make changes in the directional antenna pattern; change type transmitter to Collins 21E, redescribe antenna-trans. loc., specify main studio loc. as same as transmitter and make change in ground system (Cond'l).					
BL-10,709	1-27-65	1550kc	5kw-DA-D	Day	1-27	12-1-67
	Lic to cover CP(BP-12,881 as mod) which auth a new standard broadcast station; specify Main Studio location Same as transmitter.					
BZ-5946 (1)	5-2-66	Authority to determine operating power by direct meas. antenna power.				
BR-4434	11-24-67	1550kc	5kw-DA-D	Day	12-1	12-1-70
TELEGRAM	2-29-68	PSA	500w			
PSA	5-28-68	(revised)	500w	(CBE Protected station		
BTC-3699	12-20-68	Vol. TC				
BAL-6447	12-20-68	Vol. AL				
BP-18,853	9-11-70	1500kc	5kw DA-D	Day	9-11-71	
	CP to change MEOV's					
BP-18,853	9-11-70	Superseding authorization to correct frequency.				
BP-18,853(1)	1-25-71	Memo correct phase for NW(#3) tower.				
BR-4434(L)	3-29-71	Renewal			12-1-73	
B1-12,998(L)	11-18-71	Lic. (BP-18,853) for changes 12-1-73				

Form BC 126
June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMAD

Station location Madison, Wis.

Name of licensee HUDSON BROADCASTING CORPORATION

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BS-4434(1)	2-21-72	ML to change studio loc.			
EBSA	6-12-72				
BR-4434(L)	12-12-73	RENEWAL			12-1-76
Ltr. EBSA	5-2-75 1-3-77	Redescribe TL			
BR-4434(L)	11-15-76		RENEWAL		12-1-79
BTC781205EB	12-19-78	VOL. TC		EFF: 1-1-79	
BR790724UB(S)	11-30-79	Renewal of License			12-1-82

FORM BC-121
AUG. 1955

APPLICATION RECORD · BROADCASTING

Call Letters NEW WMAD

Name AIR CAPITOL, INC.
(P.O. c/o Herbert L. Mount, 2040 W. Wisconsin Ave., Milwaukee, Wisconsin)

File No.	Dated	Application for	Action Nature	Action Date
BP-12,881 Rec'd Filed	2-27-59 3-3-59 3-3-59	Construction permit for a new standard broadcast station to be operated on: Frequency - 1550kc Power - ~~500w~~- 5kw DA-D Hours of operation - Daytime Trans. location - ~~Rimrock Road, 1000' South of Badger Road, Madison,~~ Wisconsin Studio location - To be determined Madison, Wisconsin ~~Remote Control Point - Same as studio~~ STATION LOCATION - MADISON, WISCONSIN Atty.- McKenna & Wilkinson Engr.- Lynne C. Smeby	GRANTED Cond'l re: Phase Mon., Field meas equip., DA & complete non-DA proof. After Hearing Docket No. 12906 Order Issued.	5-22-63
AMENDED R. & F.	5-8-59 5-12-59	AMENDED to increase power to 5kw; change type transmitter (GATES BC-5P); install directional antenna (DA-D); and make changes in officers, directors, & stockholders; change antenna-trans. location to 0.5 miles E. on Town Rd. nr. Syene, Wisconsin & delete remote control operation.		

SEE CARD #2 FOR AMENDMENT

Gates ~~BC-500T~~
BC-5P

FORM BC-121 #2
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters new WMAD

Name AIR CAPITOL, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BP-12,881 (cont'd)				
AMENDMENT	5-31-60	AMENDED to make changes in officers, directors and stocksubscribers.	GRANTED	5-22-63
Rec'd	6-20-60			
Filed(ORDER)	7-14-60			
BMP-11,132 R & F	12-18-63 12-24-63	Mod. of CP (BP-12,881 which auth a new AM B/C station) for ext.of completion date from 1-22-64 to 4-15-64. Atty: McKenna & Wilkinson	GRANTED	2-17-64
BMP-11,203 R & F	3-11-64 3-13-64	Mod. of CP (BP-12,881 as mod which auth a new AM B/C station) for ext. of completion date from 4-15-64 to 7-1-64. Atty: McKenna & Wilkinson	GRANTED	4-1-64 Ex 7-1-64

FORM BC-121 #3
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters .....

Name AIR CAPITOL, INC.
Madison, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BMP-11,291 R. & F.	7-3-64 7-7-64	Mod. of CP (BP-12,881, as mod., which auth. new standard broadcast station) to make changes in the directional antenna pattern; change type transmitter to Collins 21E, redescribe antenna-transmitter location as on Lacy Road, 0.5 miles east of Syene, Wisconsin; specify main studio location as same as transmitter. make change in ground system Atty: McKenna & Wilkinson	GRANTED Cond'l rec Phase Mon., Field meas. equip., DA & complete non-DA proof.	8-7-64
BL-10,709 Rec'd Filed	6-24-64 6-30-64 8-7-64	License to cover construction permit(BP-12,881 as modified) which authorized a new Standard broadcast station; specify Main Studio Location SAME as Transmitter. Atty- McKenna & Wilkinson	GRANTED	1-27-65
BZ-5946 R & F	12/8/65 12/14/65	Authority to determine operating power by direct meas. of antenna power.	GRANTED	5-2-66

#4

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

1550kc

Call Letters WMAD

Name AIR CAPITOL, INC.
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BR-4434 R & F	8-30-67 9-1-67	Renewal of License Atty - McKenna & Wilkinson(Aaron L. Fleischman)	GRANTED	11-24-67
SEP 13 1967				
BTC-5699 R & F FEE PD:$75 -#449472	8-3-68 8-5-68	Voluntary transfer of control of lic. corp. from Neil K. Searles, et al (all stockholders) to Hudson Broadcasting Corporation	GRANTED	12-20-68 Eff: 12-30-68
AUG 14 1968	Pub. Notice filed 8-22-68	Atty - McKenna & Wilkinson		
BAL-6447 R & F FEE PD: $30 -#452088 (Form 316)	8-14-68 8-15-68	Voluntary assignment of license to HUDSON BROADCASTING CORPORATION Contingent on grant of BTC-5699 Atty - McKenna & Wilkinson	GRANTED	12-20-68 Eff: 12-31-68
AUG 23 1968				

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

Form BC-121 #5
September 1969

APPLICATION RECORD · BROADCASTING

Call Letters WKAD

Name HUDSON BROADCASTING CORPORATION
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BP-18,853 R & F #614388 $30 Press SEP 10 1970	7-7-70 7-7-70 7-7-70	CP to change MDV's. Atty: John L. Tierney	GRANTED	9-11-70
BR-4434 R & F PN Recd. PRESS OCT 7 1970	8-14-70 9-2-70 "	RENEWAL OF LICENSE J.L.Tierney,Atty.	GRANTED	3-29-71
BL-12,998 R & F #M 509948$50. AC-067 RTA Amended PRESS	6-25-71 6-28-71 6-28-71 7-12-71 7-14-71 AUG 2 1971	Lic.(BP-18,853) for changes. Atty: James R. Cooke (McKenna & Wilkinson) Engr. data	GRANTED	11-18-71

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

#6

Form BC-121
September 1969

APPLICATION RECORD · BROADCASTING

Call Letters WWQM xWMAD

Name HUDSON BROADCASTING CORPORATION
MADISON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BR-4434 R & F PN PRESS	8-23-73 8-31-73 8-31-73 SEP 20 1973	Renewal of License Atty: Edward P. Taptich AMENDED 11-29-73 re: ascert. of comm. needs	GRANTED	12-12-73
BR-4434 R & F PN Recd. PRESS	7-20-76 7-26-76 " OCT 7 1976	RENEWAL OF LICENSE	GRANTED	11-15-76
BTC781205EB Form 316 (Also see WWQM-FM) PRESS DEC 15 1978	12-5-78	Vol. TC of lic corp from James A. McKenna, Jr. to HUDSON COMMUNICATIONS CORPORATION (over) Atty - Steven Lerman(McKenna, Wilkinson,etc.)	GRANTED EFF:	12-19-78 1-1-79
BR 790724 PRESS OCT 11 1979	UB	RENEWAL OF LICENSE Steven A. Lerman,Atty.	GRANTED	11-30-79

BTC781205EB Note: Arts. of Inc. and By-laws on file
with K Q R S (BAL-7484)

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.