WNNO-FM

SPERRY RAND

REMOVABLE LABEL TAB

GUIDES AND FOLDERS

MADE IN U.S.A.

CATALOG NO. 4550L 1/5

Form BC 126 # 2930 FREQUENCY MODULATION
June 1954

BROADCASTING STATION LICENSE RECORD

W N N O-FM (EFF: 10-11-73)

Date first licensed 7-12-74 Call letters WQRH

Station location Wisconsin Dells, Wisconsin

VOSS RADIO, INC. (AL 7-20-78 EFF: 8-1-78
xTaylor Electric Company (AL 9-27-73 EFF: 10-5-73

Name of licensee xOBED S. BORGEN

Transmitter location Highway 23, 3 miles east of Wisconsin Dells, Wisconsin (PH-2-7-73)

721 Superior St., Wisconsin Dells, Wisc. (MPH 2-7-74)

Main studio location x Same as transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-8068 HAAT: 260'	2-7-73 (H&V)	107.1mhz. #296	ERP: Class A CP for New FM Station	3kw(H&V)	2-7-74
BPH 8068(1)	4-26-73	Call letters assigned.			
EBSA	4-27-73				
BAPH-540 EFF: 10-5-73	9-27-73	VOL APH			
BMPH-13915(L) BMPH-13986	2-7-74	MP chg. SL, add RC,chg. trans., ant.sy 107.1mhz ERP 260kwH&V HAAT 320'H&V & ext. time to			5-31-74
BLH-6242(L) HAAT: 320'(H&V)	7-12-74	Lic.(BPH-8068, as mod.)-New ERP: 2.6kw(H&V)			12-1-76 RC
BRH-2930(S)	11-15-76	Renewal of License			12-1-79
BALH-2697	7-20-78	VOL. AL	EFF: 8-1-78		
BRH790801XT(S)	1-31-80	Renewal of License			12-1-82

Form BC-121
September 1969

APPLICATION RECORD · BROADCASTING

107.1mhz
WNNO-FM
XWQRH
XNEW-FM

Call Letters

TAYLOR ELECTRIC COMAPNY

Name x Obed S. Borgen
Wisconsin Dells, Wisconsin(PO 1710 - 11th Avenue, N.E., Rochester, Minnesota 55901)

File No.	Dated	Application for	Action Nature	Action Date
BPH-8068 R & F #109211 $100 CODE: 013 PRESS: PN REC'd: OCT 2 1972	9-11-72 9-14-72 9-14-72 10-11-72	CP for New FM on: 107.1mc. #296 HAAT: 260'(h&v) ERP: 3kw(h&v) Trans: GATES-FM-2.5H3; Ant: GATES-FMC-34, 3 sects.(h&v) TL & SL: Hwy. 23, 3.0 mi. E. of city, Wisconsin Dells, Wisconsin. 43° 38' 23" - 89° 43' 14" REQUEST WAIVER SECTION 73.210(a)(2) COMM. RULES. Atty - Thomas W. Fletcher Engr- Robert A. Jones	GRANTED	2-7-73
			Cond'l re: submit FCC Form 302 & PTA (WWDA -AM) req. grant fee: $900 Paid: 014, 3-20-73 W 164300	
BAPH- 540 R & F FEE PD: $1000 #178937 CODE 049(ALSO SEE AM WWDA) MAY 25 1973	4-23-73 4-26-73	Voluntary assignment of CP(BPH-8068 - new station) to TAYLOR ELECTRIC COMPANY Atty - Thomas W. Fletcher Statement from assignor filed 6-1-73 re no connection after sale Assignee's declaration re above filed 6-7-73	GRANTED	8-27-73
			grant fee $2,800.00 Includes WWDA(AM) EFF: 10-5-73 pd 063 10-11-73 240929	

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

CONTACT: Obed S. Borgen
1710 -11th Avenue N.E.
Rochester, Minnesota 55901
(507) 7653856

Form BC-121
September 1969

#2

APPLICATION RECORD · BROADCASTING

107.1mhz

Call Letters WNNO-FM

Name Taylor Electric Company
Wisconsin Dells, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BMPH-13,915 R & F #238949 $50 Code 057 Press NOV 1973	10-1-73 10-2-73 10-3-73	MP (BPH-8068) chg. SL to: 721 Superior St., Wisconsin Dells, Wisconsin; operate by RC from the proposed studio site; chg. trans. (RCA BTF-5E2); chg. ant. (RCA BFC-2B); make chg. ant. system (increase height); chg. transmission line; chg. ERP: 2.6KW(H&V) and HAAT: 320'(H&V). Atty: Thomas W. Fletcher(Cole, Zylstra & Raywid)	GRANTED	2-7-74
BMPH-13,986 R & F #266873 $50 Code 057 Press JAN 31 19	1-4-74 1-8-74 1-10-74	MP (BPH-8068) ext. time to 5-31-74. (New Station) Atty: Thomas W. Fletcher(Cole, Zylstra & Raywid)	GRANTED	2-7-74
BLH-6242 R & F W 302959-$50. PTA PRESS JUN 12 1974	5-3-74 5-9-74 5-9-74-057 5-15-74	Lic.(BPH-8068, as mod.)-New Sta. Atty:Cole, Zylstra & Raywid(T. W. Fletcher)	GRANTED	7-12-74

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

#3

107.1 mhz

Form BC-121
May 1976
12-74

APPLICATION RECORD - BROADCASTING

Call Letters WNNO-FM

VOSS RADIO, INC.

Name N TAYLOR ELECTRIC COMPANY
WISCONSIN DELLS, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRH-2930 R & F PN Recd. PRESS	7-19-76 7-29-76 " SEP 27 1976	RENEWAL OF LICENSE Jas.L.Oyster,Atty.	Granted	11-15-76
BALH-2697 R&F FORM 314 ALSO SEE WNNO(AM) PN FILED	5-22-78 5-23-78 6-12-78	Voluntary assignment of license toVOSS INC. Atty: James Oyster(Dow,Lohnes and Albertson)	GRANTED EFF:	7-20-78 8-1-78
BRH790801XT PRESS OCT 5	1979	Renewal of License Atty: Earl R. Stanley	GRANTED	1-31-80

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.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) 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 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). Prior to that move, 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.

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.