


W H A D (FM)

 SPERRY RAND

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GUIDES AND FOLDERS

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CATALOG NO. 4550L 1/5

Form BC 126
June 1954

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

#2714

WMAD 10-1-79

Date first licensed May 16, 1972

Call letters XWYXE

Station location Sun Prairie, Wis.

PATTEN BROADCASTING-WMAD, INC. (Letter 12-10-79)
xPATTEN BROADCASTING WYXE, INC.

Name of licensee xSun Broadcasting, Inc.

3392 Brooks Drive, Sun Prairie, Wisconsin (BPH-3-26-80)

X On Hwy. 151, 1 mi. SW of Sun Prairie, Wisconsin (PH-12-27-77)

X Redes: .3 mi. S. of int. of Hwy 19 & Town Hall Rd., Sun Prairie, Wis.

Transmitter location xOn Hwy VV at the NE corner of Section 34, Bristol Township, /
NE of Sun Prairie, Wisconsin (PH-4-26-71)

3392 Brooks Drive, Sun Prairie, Wisconsin (BPH-3-26-80)

X301 Broadway, Sun Prairie, Wisconsin (BLH-4-6-78)

X On Hwy. 151, 1 mi. SW of Sun Prairie, Wisconsin (PH-12-27-77)

535-90

Main studio location xRoute 1, Sun Prairie, Wisconsin (PH-4-26-71)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPH-7108 HAAT: 300' (h&v)	4-26-71	92.1mc Ch#221	ERP: 3kw(h&v) TPO: 2.40kw RC		6-26 4-26-72
CP For New FM Station.					
BPH-7108(1)	8-2-71	Call letters assigned.			
BPH-13,436(2)	3-9-72	MP(BPH-7108) chg. trans., ant., TPO.			
EBSA	5-22-72				
BLH-5438(L) HAAT: 300' (H&V)	5-16-72	Lic.(BPH-7108) for new station 92.1mv ERP: 3kw(H&V) TPO: 1.70kw			12-1-73
BRH-2714(S)	11-28-73	RENEWAL			12-1-76
BS-2714(1)	7-29-74	Mod of license to correct coordinates.			
BTC-7506	8-28-74	VOL. TC	EFF: 8-29-74		
BRH-2714(L)	11-23-76	Renewal of License			12-1-79
BPH-10809 HAAT: 300' (h&v) (L)	12-27-77	92.1mhz. ERP: 3kw(h&v) U #221 CP chg TL/SL; install new Trans; mke chg ant sys (incr hght); chg TPO			12-27-78
BTC-8634	3/30/78	VOL TC	EFF: 3-22-78		
BLH-7693 HAAT: 300' (H&V) Lic. (BPH-10898)	4-26-78	92.1MHZ ERP: 3kW (H&V) #221 (RC) U for changes.			12-1-79
BTC-8676	7-17-78	VOL. TC	EFF: 8-23-78		
BPH780919AM HAAT: 400' (H&V) (L)	2-22-79	92.1mhz ERP: 1.75kW (H&V) CP to mke chgs in ant. syst., type ant.			2-22-80
BMLH790604AC (1)	7/16/79	ML to chg Licensee name to:			
EBSA	10-1-79	chg. call			
(1)	12-28-79	ML to chg. licensee name to Patten Broadcasting-WMAD, INC.			
BRH 790801	YW 12-31-79	(L) RENEWAL			12-1-82

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BROADCASTING STATION HISTORY RECORD

First licensed

Call Letters WMAD

Station Location

SEE CARD # 1

Name

SEE CARD #1

Transmitter Location

SEE CARD #1

Main studio location

Authorization Record

File No.	Granted	Facilities	Expires
BLH-790530AM (L)	3-26-80	92.1mhz ERP: 1.75KW (H&V) HAAT: 400' (H&V) LIC: (BPH-780919AM) for changes.	12-1-82

APPLICATION RECORD - BROADCASTING

Call **W Y X E**
Letters ~~NEW-FM~~

Name **Sun Broadcasting, Inc.**
Sun Prairie, Wisconsin (PO Route 1, Sun Prairie, Wisconsin 53590)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-7108	4-22-70	CP for New FM on: 92.1mc. #221 ERP: 3kws	GRANTED	4-26-71
R & F	4-24-70	HAAT: 300' (h&v) TPO: 2.41kws		
#595926 \$75	4-24-70	Trans: Gates-FM-3H; Ant: Gates-FMC-3A, 3	GRANTED	4-26-71
PRESS: MAY 6 1970	5-19-70	sections (horiz. & 3 sects. vert.)		
PN REC'd:		TL: Hwy. VV, NE 1/4 Sec. 34, Bristol Twp., Sun Prairie, Wisc. 43° 12' 29" - 89° 10' 00"	GRANTED	4-26-71
		SL: & RC: R 1, Sun Prairie, Wisconsin		
		Atty - Samuel Miller	GRANTED	4-26-71
		Engr - Walter F. Kean (Riverside, Illinois)		
		Programming & Needs & Interest	GRANTED	4-26-71
		Community Needs.		
AMENDED	12-13-70		GRANTED	4-26-71
AMENDED	12-28-70			
All By Order	12-30-70		GRANTED	4-26-71

CONTACT: ROBERT E. BARTH
608-837-5166
Hyway 151
c/o The Wisconsin Cheeseman
Sun Prairie, WI.

APPLICATION RECORD - BROADCASTING

92.1mcs

Call
Letters W Y X EName SUN BROADCASTING, INC.
Sun Prairie, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-13,436 R & F #032988 \$50 Code 061 Press JAN 26 1972	1-12-72 1-17-72 1-17-72	MP (BPH-7108) chg. trans. loc. to: .3 mi. S. of Hwy. 19 on TOWN HALL RD., SUN PRAIRIE, Wisconsin; chg. trans. (Collins 831D-1); chg. ant. (Collins LPC-4, 4 sects. (H&V); make chg. ant. system (increase height); chg. TPO, (43°--10'--36" -- 89°--11'--16")	GRANTED	3-9-72
AMENDED PRESS: MAR 3 1972	2-24-72	Atty: Samuel Miller Chg. TL (Same Site); make chg. ant. structure; chg. TPO: 1.678kw. (43° 10' 36" - 89° 11' 30")		
BLH-5438 R & F W 056779-\$50. AC-068 PTA PRESS	3-28-72 3-29-72 3-29-72 4-11-72	Lic. (BPH-7108, as mod.) for new FM B/c Sta. TL redes: .3 mi. S. of inters. of Hwy 19 & Town Hall Rd. Atty: Jorgensen & Resnick	GRANTED	5-16-72

APPLICATION RECORD - BROADCASTING

92.1mhz.

Call
Letters W.Y.X.E.

Name SUN BROADCASTING, INC.
Sun Prairie, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRH-2714 R & F P.N. PRESS	8-20-73 8-30-73 8-30-73 SEP 11 1973	Renewal of License Atty.: Leo Resnick	GRANTED	11-28-73
BTC-7506 R & F FEE FD: \$250 #335277 CODE 049 (FORM 316) AUG 23 1974	8-7-74 8-13-74	Voluntary transfer of control of lic corp from Carl Como Tutera, Melvin J. Andre, and Earl Gilling to Total Radio, Incorporated Atty - Leo Resnick (SEE OVER)	GRANTED EFF:	8-28-74 8-29-74
BRH-2714 R & F P.N. Press	7-25-76 8-2-76 8-16-76 SEP 16 1976	RENEWAL OF LICENSE Atty: Samuel Miller (Miller & Fields) AMENDED 11-11-76 re: engineering	Granted	11-23-76

RE: ITC-7506 - transferee is licensee of AN WTR

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

92.1 MHz

Call
Letters **W Y X E**

Name **Sun Broadcasting, Inc.**
Sun Prairie, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPH-10809 R & F	10-29-77	CP chg TL/SL to: On Hwy. 151, 1 mile SW of Sun Prairie, WI; install new Trans (COLLINS, 831D-1B); Antenna (COLLINS, G5CPM-3, 3 sects H&V); mke chgs in Antenna system (incr hght); chg TPO 43° 10' 25" - 89° 15' 26" FAA approval Atty. Miller & Fields Engr. Ralph Evans, Assoc.	ACCEPTED &	
	10-31-77		GRANTED	12-27-77
AMEND R&F	11-8-77			

#5

Form BC-121
May 1976

92.1mhz

APPLICATION RECORD - BROADCASTING

Call
Letters W X X EName SUN BROADCASTING, INC.
SUN PRAIRIE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BTC-8634 R & F FORM 316	3/9/78 3/14/78 MAR 28 1978	Voluntary transfer of control of lic corp from Total Radio, Incorporated to Carl Como Tutera, Melvin J. Andre and Earl Gilling (see over) Atty - Miller & Fields	GRANTED EFF:	3/30/78 3-22-78
BLH-7693 R & F PTA: PRESS:	2-23-78 2-24-78 3-2-78	License (BPH-10809) for changes. SL & RC: 301 Broadway, Sun Prairie, Wisconsin. Atty: Samuel Miller (Miller & Fields)	GRANTED	4-26-78
BTC-8676 R & F FORM 315 PN FILED	4-12-78 4-19-78 May 1 1978 5-11-78	Voluntary transfer of control of lic corp from Carl Como Tutera, Melvin J. Andre, and Earl Gilling to The Patten Corporation (SEE OVER) Atty - Gordon & Healy	GRANTED EFF:	7-17-78 8-23-78

RE: BTC 8634 - Merger of parent (Total) with licensee
change in prog. format proposed (Exh. F)

9250

RE: BTC-8676 - Art of transference on file with KOLN (BAL-
NOTED: Agreements between transference also filed with
applic. re stock purchase

AMENDED 5-11-78 re: Carl Tutera, is also partner of
Car-Mel, appl. for AM sta.

AMENDED 7-7-78 re: EEOP data

APPLICATION RECORD - BROADCASTING

92.1MHz.

PATTEN BROADCASTING-WMAD, INC.

XPATTEN BROADCASTING WYXE, INC.

Name X SUN BROADCASTING, INC.

SUN PRAIRIE, WISCONSIN

Call Letters WMAD
X WYXE

File No.	Dated	Application for	Action	
			Nature	Date
BPH780919AM PRESS	OCT 26 1978	CP to make chgs. in Ant. System; chg. type Ant. (COLLINS, G5CPM-2, 2 sects circular); decre. ERP: 1.75kw (H&V); incre. HAAT: 400' (H&V) & chg. TPO, MAJOR ENVIROMENTAL ACTION UNDER SECT. 1.1305 of THE COMMISSION'S RULES.	GRANTED	2-22-79
BMLH790604AC PRESS (O)	JUL 9 1979	Modification of License to change Name of Licensee to: PATTEN BROADCASTING WYXE, INC. Atty. Robert W. Healy (Gordon & Healy)	GRANTED	7/16/79
BRH790801YW PRESS	OCT 15 1979	Renewal of License Atty.: Robert W. Healy	GRANTED	12-31-79
Application	12-10-79 DEC 27 1979	Request to change licensee name to PATTEN BROADCASTING-WMAD, INC.	GRANTED	12/28/79

APPLICATION RECORD-BROADCASTING

Call Letters: W M A D

Name: PATTEN BROADCASTING-WMAD, INC.

Station Location: SUN PRAIRIE, WIS

File No.	Date	Description	Action and Date
BLH-790530AM PRESS FEB 26 1980		Lic. to cover (BPH-780919AM) for chgs. Atty. Larry Miller	GRANTED 3-26-80
BALH810813FX Form 314 PRESS AUG 26 1981		Vol AL to Erin Broadcasting, Inc. Atty Robert W. Healy	

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.

