

W N A M

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CATALOG NO. 4550L 1/5

## BROADCASTING STATION LICENSE RECORD

Date first licensed 10-3-47 (AL-7-22-71 EFF: 8-31-71) Call letters W N A M  
CUMMINGS COMMUNICATIONS CORPORATION Station Location: Neenah-Wisconsin  
 x KIMBALL BROADCASTING, INC. (AL 12-8-66 EFF: Neenah-Menasha, Wis. (6-1-61)  
12-22-66)  
 x WNAM, INC. (BAPL 10-9-63 EFF: 1-13-64)  
 x NEENAH-MENASHA BROADCASTING CO., INC. (AL 8-1-57; EFF: 9-6-57)  
 x VALLEY COMMUNICATIONS, INC. (ML 7-12-57)  
 Name of licensee x NEENAH-MENASHA BROADCASTING COMPANY

Radio and Television Park (BZ-3577)  
 Transmitter location \* County Highway/approx. 0.7 mi. South of city limits, Neenah, Wis.  
(CP 10-31-46)  
(Lic. 10-3-47)

Radio and Television Park (BZ-3577)  
 \* 101 East Wisconsin Avenue, Neenah, Wisconsin (MP-4-15-47) (Lic. 10-3-47)  
 Main studio location x To be determined, Neenah, Wisconsin (CP 10-31-46)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BL-P-5172	10-31-46	1280	1kw	Daytime	12-31 6-31-47
	C.P. for new station				
MP-2616	4-15-47	1280kc	1kw	Daytime	12-31 6-30-47
	Mod. of C.P. (5172) change type of T., changes in antenna and change studio location. (Cond'l Clause)				
BL-2471	10-3-47	1280	1kw	Daytime	10-3 11-1-48
BZ-2288	Lic. to cover CP (5172 as mod.) for a new station and determine operating power by direct method.				
BP-6278	10-9-47	1280	1kw	Daytime	12-9 6-9-48
	CP to mount FM antenna on AM tower. (Cond'l)				
BL-3007	3-19-48	1280	1kw	Daytime	3-19 11-1-48
	Lic. to cover CP (6278) to mount FM antenna on AM tower.				
BP-6921	9-24-48	1280	1kw	Daytime	11-24 5-24-49
	CP to install a new transmitter.				
BR-1613	10-20-48	1280	1kw	Daytime	11-1 11-1-51
BL-3403	11-4-48	1280	1kw	Daytime	11-4 11-1-51
	Lic. to cover CP (6921) to install new Transmitter				
Ltr.	1-26-49	granting waiver of sec. 3.12 and 3.206 to permit the origination of news and recorded program at studios located at T site, while maintaining the main studio at 101 East Wisconsin Avenue, Neenah, Wis. for period of the license expiring 11-1-51.			
BP-6894	10-14-49	1280	1kw-DA-N	Un	12-14 6-14-50
	CP to change hrs of opr, increase power and install DA for night use only (Cond. Clause)				
EMP-5101	5-8-50	Mod. of CP (6894) for ext. of completion date. (COND. CLAUSE)			12-14 7-15-50
BL-4117	9-8-50	1280	1kw-DA-N	U	3-5 11-1-51
	Lic. to cover CP (6894 as mod) which auth. change hours of operation, power, install DA-N. (COND. CL.)				
BR-1613	10-10-51	1280	1kw-DA-N	U	11-1 12-1-52
BR-1613	11-5-52	1280kc	1kw-DA-N	Unl.	12-1-52 12-1-55
	(Cond'l Clause)				
BZ-3577	6-28-54	1280kc	1kw, DA-N	Un	6-28-54 12-1-55
	Auth. determine operating power by direct method				



## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters **W N A M** .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10024	9-8-55	1280kc	1kw, DA-N	U	11-8-55 5-8-56
	CP to decrease height of center tower				
BL-5852 (1)	9-27-55	Lic. to cover CP(10,024) to decrease height of center tower by removing UHF antenna.			
BR-1613	12-9-55	1280kc	1kw, DA-N	U	12-1 12-1-58
BS-1613 (1)	2-2-56	Mod. of license to make corrections in in operating specifications.			
BTC-2345	11-2-56	Vol. trans of control of licensee corp. from Clayton Ewing, S.N. Pickard, F.J. Lenfesty and George E. Bills, to Clayton Ewing, S.N. Pickard and George E. Bills.			
EFF:	11-14-56				
BML-1722 (2)	7-12-57	Mod. of license to change name of licensee to: Valley Communications, Inc.			
BAL-2737	8-1-57	Voluntary assignment of license to Neenah-Menasha Broadcasting Co., Inc.			
EFF:	9-6-57				
BR-1613	11-25-58	1280kc	1kw, DA-N	U	12-1 12-1-61
BML-1936 (1)	6-1-61	Mod. of license to change station loc.			
	11-29-61	Action on Renewal Deferred.			
BP-14652	8-1-62	1280kc	1kw, 5kw-LS DA-2	U	10-1 4-1-63
	CP to increase daytime power to 5kw, install new transmitter (COLLINS 21-E) and change from DA-N to DA-2 (Cond'1).				
BR-1613	8-14-62	1280kc	1kw-LS DA-N	U	8-14 12-1-64
BMP-10818 (1)	3-19-63	Mod. of CP(BP-14,652) for ext. of completion date to 6-1-63			
BZ-4740 (1)	2-12-63	Authority to determine operating power by direct measurement of antenna power.			
BP-14652 (2)	5-22-63	Mod. of CP(BP-14652) to delete direction 261° and field 184 mv/m, and add direction 270° with field 182 mv/m.			
BMP-10899 (3)	6-24-63	Mod. of CP(BP-14,652 as mod.) for ext. of completion date to 8-1-63.			



Form BC 126  
June 1954

#3

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W N A M

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BL-10,126	9-30-63	1280kc	1kw-5kw	Unl	9-30 12-1-64
	Lic. to cover CP (BP-14,652 as mod) which auth. chg. to DA-2; incr. day power and intsl. new day trans. (COLLINS 21-E) using pres. lic. main trans. (RCA BTA-1L) night (2 main trans.)				
BL-10,127	9-30-63	1280kc	1kw	Aux	9-30 12-1-64
	Lic. to use main night trans. (RCA BTA-1L) at pres. loc. of main trans. operated on 1280kc, 1kw, for aux. purp. only-daytime.				
BTC-4298 Eff: 1-7-64	10-9-63	Voluntary transfer of control of licensee corporation from S.N. Pickard to WNAM, Inc.			
BAPL-303	10-9-63	Voluntary assignment of license and construction permit (BP-14,652) to WNAM, INC.			
BTC-4489 Eff: 4-13-64	3-9-64	Vol. acquisition of positive control of licensee corp. by James A. McKenna, Jr. thru purchase of stock from Hudson Broadcasting Corp.			
BL-10126	9-30-63	Superseding auth. to correct the lighting specifications (Main).			
BL-10127	9-30-63	Superseding auth. to correct the lighting specifications (Aux.).			
BL-10,494	9-25-64	1280kc	1kw	Alt. Main DA Aux	9-25 12-1-64
	License to use main daytime trans. (Collins 21-E) as an alternate main-nighttime trans.				
BR-1613	11-9-64	Renewal of License Alt Main Night			12-1 12-1-67
BR-1613 AUX + ALT MAIN NIGHT	11-9-64	1280kc.	1kw, 5kw, 50	DA-2	12-1 12-1-67
			1kw DA	Day to	12-1-67
BS-1613 (1)	6-16-66	Mod. of lic to chg operating spec. (Memo)			
BAL-5907 EFF:	12-8-66	Voluntary assignment of license to KIMBALL BROADCASTING, INC.			
TELEGRAM	1-24-68	PSA	3500w		
BR-1613(L)	9-17-68	Renewal (Main & Aux. - Alt. M)			12-1-70
		Renewal NDEA			
BS-1613(1)	11-1-68	Memo redescribe antenna system and change oper. specs.			



Form BC 126  
June 1954

#4  
**BROADCASTING STATION LICENSE RECORD**

**Date first licensed** .....

**Call letters** W N A M .....

**Station location** .....

**Name of licensee** .....

**Transmitter location** .....

**Main studio location** .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
PSA	11-4-68		500w		
BR-1613	1-12-71 (L)	RENEWAL OF LICENSES & NDEA MAIN & ALT. MAIN-AUX. (L)			12-1-73
Superseding BR-1613 to correct obstruction marking & lightf					
BAL-7325	7-22-71	VOL. AL EFF: 8-31-71			
BS-1613(L)	7-11-71	IL chg. marking (Main)			12-1-71
EBSA	5-25-72				
BR-1613(S)	7-16-74	Renewal of License (Main & Aux-Alt. Main)			12-1-76
BZ-8620(L)	9-19-74	Direct Measurement			12-1-76
BR-1613(L)	12-13-76	RENEWAL (MAIN,ALT. & AUX.)			12-1-79
Ltr.	1-26-77	Main: HARRIS M-5 Aux: COLLINS 21E former main now aux			
BR-790730VJ(S)	11-30-79	RENEWAL (MAIN & AUX.)			12-1-82
COMTEL	8-6-80	AU. & TERMS COMTEL 4-18-80 EXT. THRU 10-15-80			
COMTEL	10-22-80	AUTH. & TERMS COMTEL 4-18-80 EXT. THRU 12-31-80.			



## APPLICATION RECORD - BROADCASTING

Call W N A M  
 Letters X New

Name NEENAH-MENASHA BROADCASTING COMPANY

(PO c/o S.N.Pickard, Neenah, Wisconsin) Temp.

File No.	Dated	Application for	Action	
			Nature	Date
B4-P-5172	8-10-46	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1280kc Power: 1kw Hours of operation: Daytime only Trans. location: County Highway A approximately 0.7 miles South of Neenah City limits, Town of Neenah, Wis. Studio location: Neenah, Wisconsin  Filed by Frank Roberson, Atty.	GRANTED	10-31-46
Rec'd	8-23-46			
Filed	8-23-46			



Transmitter-Gates BC-1E

Nathan Williams, Engr.  
Oshkosh, Wisconsin



## APPLICATION RECORD - BROADCASTING

#2

Call

Letters

W N A M

Name NEENAH-MENASHA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-2616	3-11-47	Mod. of C.P. (B4-P-5172, which authorized a new standard broadcast station) to change type of transmitter (W.E. 353-E1), make changes in the vertical antenna and change studio location from Neenah, Wisconsin to 101 East Wisconsin Avenue, Neenah, Wisconsin. (Frank Roberson, Atty. - Nathan Williams, Engr. Oshkosh, Wisconsin.)	GRANTED	4-15-47
Rec'd	3-12-47		Prior to authorization	
Filed	3-12-47		of Program Tests the permittee must submit data showing that the performance of the T. is capable of satisfying requirements of Sect 12 of the Stnds. of Good Engineering Practice concerning Standard B/C Stations.	



## APPLICATION RECORD - BROADCASTING

#3

Call  
Letters W N A MName NEENAH-MENASHA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-471 Rec'd Filed	5-20-47 5-22-47 5-22-47	License to cover C.P.(B4-P-5172, as mod.,) which authorized a new standard broadcast station.  and Authority to determine operating power by direct measurement of antenna power.	GRANTED re waiver	10-3-47 3.60
BZ-2288 Rec'd Filed	5-20-47 5-22-47 5-22-47	Authority to determine operating power by direct measurement of antenna power.		
BP-6278 Rec'd Filed	8-7-47 8-13-47 8-13-47	Construction Permit to mount FM antenna on AM Tower.  (Filed by Frank Roberson, Atty.)	GRANTED RE waiver	10-9-47 3.60
Red'd	12-15-47 12-18-47	Authority to determine operating power by direct measurement of antenna power.	Returned New 302 forms enclosed. New 302 forms filed.	1-13-48



#4

Call

Letters W.N.A.M.Name NEENAH-MENASHA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-3007 Rec'd Filed	2-4-48 2-19-48 2-19-48	License to cover C.P. (BP-6278) which authorized to mount FM antenna on AM tower.	GRANTED	3-19-48
BP-6894 Rec'd Filed	8-9-48 8-11-48 8-11-48	Construction Permit to change hours of operation from daytime only to unlimited time, change power from 1kw day to 1kw day and night, and install directional antenna for night use only. (James McKenna, Jr. of BP-3844 WGBF Atty.)	GRANTED subj. (1) blanketing ci. (2) re field measuring equip. (3) re properly designed phase monitor permittee accept any inter- ference caused by a grant	10-14-49
BP-6921 Rec'd Filed	8-30-48 9-3-48 9-3-48	Construction Permit to install a new transmitter (RCA BTA-1L).	GRANTED	9-24-48



## APPLICATION RECORD - BROADCASTING

#5

Call

Letters W.N.A.M.Name NEENAH-MENASHA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1613 Rec'd	8-30-48 8-31-48	Renewal of license	GRANTED	10-20-48
BL-3403 Rec'd Filed	10-8-48 10-15-48 10-15-48	License to cover C.P. (BP-6921) which authorized to install a new transmitter.	GRANTED	11-4-48



Call  
Letters W N A MName Neenah-Menasha Broadcasting Company

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5101 Rec'd Filed	4-18-50 4-20-50 4-20-50	Modification of construction permit (BP-6894, which authorized change in hours of operation and power and installation of a directional antenna for night use) for extension of completion date from 6-14-50 to 7-15-50.  James A. McKenna, Jr., Atty.	re blanketing clause; re field meas. equip.; re properly designed phase monitor installed; re permittee accept any interference caused by a grant of (WGBF) BP-3844 Docket 8305.	GRANTED 5-8-50
BL-4117 Rec'd Filed	6-28-50 6-30-50 6-30-50	License to cover construction permit (BP-6894 as modified) which authorized change in hours of operation and power and installation of a directional antenna for night use.  James A. McKenna, Jr., Atty.	re blanketing clause; re field meas. equipment; re licensee accept inter- ference caused by grant of BP-3844, WGBF.	GRANTED 9-5-50



## APPLICATION RECORD - BROADCASTING

Call

Letters W N A MName NEENAH-MENASHA BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-1613 Rec'd	7-18-51 7-23-51	Renewal of license Filed by James A. McKenna, Jr., atty.	Granted	10- 10-51
BR-1613 Rec'd Filed	8-26-52 9-29-52 9-29-52	Renewal of License	GRANTED	11-5-52
BZ-3577 Rec'd Filed	4-6-54 4-14-54 4-14-54	Authority to determine operating power by direct measurement of antenna power  Filed by Leonidas P. B. Emerson, Atty.	GRANTED	6-28-54
BP-10,024 Rec'd Filed	8-12-55 8-16-55 8-16-55	Construction permit to decrease height of center tower by removing UHF antenna.  McKenna & Wilkinson, Attys. Water F. Kean, Engr., Riverside, Ill.	GRANTED	9-8-55



APPLICATION RECORD - BROADCASTING

Call  
Letters W N A M

Name NEENAH-MENASHA BROADCASTING COMPANY  
Neenah, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-5852 Rec'd Filed	4-28-55 5-5-55 9-8-55	License to cover construction permit (BP-10,024) which authorized decrease height of center tower by removing UHF antenna. Leonidas P. B. Emerson, Atty.	GRANTED	9-27-55
BR-1613 Rec'd Filed	8-12-55 8-17-55 8-17-55	Renewal of license Leonidas P. B. Emerson, Atty.	GRANTED	11-9-55
BTC-2345 Rec'd Filed	9-5-56 10-11-56 10-11-56	Voluntary transfer of control of licensee <del>xx</del> corporation from Clayton Ewing, S. N. Pickard, F. J. Lenfesty and George E. Bills to Clayton Ewing, S. N. Pickard and George E. Bills, Trustees  Joseph M. Kittner, Atty.	GRANTED EFF:	11-2-56 11-14-56



AUG. 1955

#9

NEENAH-MENASHA BROADCASTING CO., INC.

Name x NEENAH-MENASHA BROADCASTING COMPANY

Call  
Letters

W D A M

File No.	Dated	Application for	Action	
			Nature	Date
BML-1722 Rec'd Filed	6-28-57 7-1-57 7-1-57	Modification of License to change name of licensee corporation to Valley Communications, Inc. Atty: Edward R. McKenna	GRANTED	7-12-57
BAL-2737 Rec'd Filed	6-20-57 7-17-57 7-17-57	Voluntary assignment of license to Neenah-Menasha Broadcasting Co., Inc.  McKenna & Wilkinson, Attys.	GRANTED EFF:	8-1-57 9-6-57
BR-1613 Rec'd Filed	8-10-58 9-2-58 9-2-58	Renewal of license	GRANTED	11-25-58
BP-14,652 Rec'd Filed	1-12-61 2-1-61 2-1-61	CP to increase daytime power from 1kw to 5kw; install new transmitter (Collins 21-E) and change from DA-N to DA-2 Requests waiver of Sec. 3.24(g) of the Rules Atty.- McKenna and Wilkinson Eng.- Walter F. Kean, Riverside, Ill.	GRANTED Cond'l re: Phase Mon., Field meas.equip., DA & complete non-DA proof. Sufficient field inten. meas. data made after the adjustment of the daytime transmission pattern.	8-1-62
AMENDMENT R & F	6-19-61 6-20-61	AMENDED to change station location to NEENAH-MENASHA, WISCONSIN as auth. by BML-1936 gr 6-1-61		



## APPLICATION RECORD - BROADCASTING

AUG. 1955 #10

Call  
Letters WJAMName NEENAH-MENASHA BROADCASTING CO., INC.  
\* NEENAH, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BML-1936 Rec'd Filed	2-8-61 3-7-61 3-7-61	Modification of License to change station location from Neenah, Wisconsin to Neenah-Menasha, Wisconsin	GRANTED	6-1-61
BR-1613 R & F	8-21-61 8-28-61	Renewal of License	GRANTED	8-14-62
BZ-4740 R. & F	7-9-62 7-13-62	Authority to determine operating power by direct measurement of antenna power. Atty: MCKENNA & WILKINSON	GRANTED	2-12-63
EMP-10,818 R. & F.	2-20-63 2-27-63	Mod. of CP (BP-14,652 which auth. incr. day power, install new trns. and chg to DA-2) for extension of completion date from 4-1-63 to 6-1-63. Atty: James A. McKenna, Jr.	GRANTED	3-19-63



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W N A M

WNAM, INC.

Name xNeenah-Menasha Broadcasting Co., Inc.Neenah-Menasha, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10,899 R. & F.	5-6-63	Mod. of CP (BP-14,652 as mod., which auth. incr. day power, install new trans., and chg to DA-2) for extension of completion date from 6-1-63 to 7-1-63. Atty: McKenna & Wilkinson	GRANTED to	6-24-63
	5-8-63			8-1-63
BTC-4298 R & F	5-17-63	Voluntary transfer of control of licensee corporation from S.N. Pickard to WNAM, Inc.  Atty. - McKenna & Wilkinson	GRANTED Eff:	10-9-63
	5-20-63			1-7-64
BAPL-303 R & F	5-17-63	Voluntary assignment of license and construction permit (BP-14652) to WNAM, INC. CONTINGENT ON GRANT OF BTC-4298  Atty. - McKenna & Wilkinson	GRANTED EFF:	10-9-63
	5-20-63			1-13-64 (per Ownership)



## APPLICATION RECORD - BROADCASTING

Call W N A M  
Letters .....Name NEENAH-MENASHA BROADCASTING CO., INC.  
Neenah-Menasha, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BL-10,126 R. & F.	5-21-63	Lic to cover CP(BP-14,652 as mod) which auth chg to DA-2; incr. daytime power & install new daytime trans(Collins 21-E) using presently license main trans(RCA BTA-1L) nighttime. (2 Main Transmitters) Atty-McKenna & Wilkinson	GRANTED	9-30-63
	5-22-63			
BL-10,127 R. & F.	5-24-63	Lic to use Main Nighttime trans(RCA-BTA-1L) at present loc of main trans, to be operated on 1280kc, 1kw, for AUXILIARY PURPOSES ONLY-DAY. Atty- McKenna & Wilkinson	GRANTED	9-30-63
	5-27-63			
BTC-4489 R. & F.	1-29-64	Voluntary acquisition of positive control of licensee corporation by James A. McKenna, Jr., thru purchase of stock from Hudson Broadcasting Corp.  Atty- McKenna & Wilkinson	GRANTED Eff:	3-9-64 4-13-64
	2-4-64			



# APPLICATION RECORD - BROADCASTING

Call  
Letters WNAM

Name WNAM, INC.  
NEENAH-MENASHA, WISCONSIN

File No.	Dated		Action	
			Nature	Date
BL-10,494 R. & F.	12-2-63 12-4-63	Application for Lic. to use Main Daytime trans. (Collins 21-E) as an Alt. Main Night transmitter, to be operated on 1280, 1kw, directional antenna.	GRANTED	9-25-64
AMEND R&F	9-11-64 9-11-64	Atty-McKenna & Wilkinson AMENDED to change applicant name to WNAM, Inc. to reflect BAPL-303 gr. 10-9-63		
BR-1613 Rec'd Filed	8-24-64 8-31-64 8-31-64	Renewal of license (MAIN, ALT. MAIN & AUX.) TRANSMITTERS Robert W. Coll, Atty.	GRANTED	11-9-64
BAL-5907 R & F	10-19-66 10-21-66	Voluntary assignment of license to KIMBALL BROADCASTING, INC.  Atty - McKenna & Wilkinson	GRANTED EFF:	12-8-66 12-22-66



FORM BC-121  
Aug. 1955

#14

APPLICATION RECORD - BROADCASTING

1280kc

Call  
Letters **W N A M**

CUMMINGS COMMUNICATIONS CORPORATION

Name **KIMBALL BROADCASTING, INC.**  
**Neenah-Menasha, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BR-1613 R & F SEP 14 1967	8-10-67 9-1-67	altmain- Renewal of License (Main & Auxiliary) Atty.: Thomas N. Frohock (McKenna & Wilkinson)	GRANTED	9-17-68
BR-1613 R & F P.N. SEP 20 1970	8-7-70 9-2-70 9-2-70	Renewal of License (Main & Alt. Main-Aux.) Atty: James R. Cooke AMENDED 12-18-70 re: programming	GRANTED	1-12-71
BAL-7325 R & F FEE PD: \$1000 #505710 CODE 047 JUN 8 1971 Pub. notice filed 6-7-71	5-17-71 5-20-71	Voluntary assignment of license to CUMMINGS COMMUNICATIONS CORPORATION Atty for assignor - McKenna & Wilkinson for assignee-Martin Leader Esq. AMENDED 6-21-71 to reflect pending BPH-7497 (assignee) Sec VI filed 6-30-71 (assignor) AMENDED 6-30-71 - re community survey (assignee) AMENDED 7-21-71 - financial (loan agreement)	GRANTED Req. grant fee \$16,000.00 EFF: 8-31-71 Grant Fee Paid \$16,000 048, 9-3-71. W-028641	7-22-71



APPLICATION RECORD - BROADCASTING

1280khz.

Call  
Letters **W N A M**

Name **CUMMINGS COMMUNICATIONS CORPORATION**  
**Neenah-Menasha, Wisconsin**

File No.	Dated	Application for	Action	
			Nature	Date
BR-1613 R & F PN PRESS	8-20-73 8-29-73 8-29-73 SEP 20 1973	Renewal of License(Main & Aux-Alt. Main)  Atty: Martin R. Leader AMENDED 11-19-73 re: engineering statement AMENDED 11-30-73 re: financial data; EFO	GRANTED	7-16-74
BZ-8620 Rec'd Amend & Filed DM PRESS 17 SEP 1974	6-3-74 6-3-74 9-5-74- 7-10-74	Direct Measurement(Main-Alt. Aux.)  Aux. Section 302 Atty. Martin R. Leader (Fisher, Wayland, Southmayd & Copper)	GRANTED	9-19-74
BR-1613 R & F PN PRESS	7-16-76 7-22-76 7-22-76 SEP 29 1976	Renewal of license (Main & Aux-Alt.Main) Atty- Martin R. Leader (Fisher, Wayland et al) AMENDE 11-22-76 re: EEO	GRANTED	12-13-76



#16

## APPLICATION RECORD BROADCASTING

1280khz

Call Letters:

W N A M

Name: CUMMINGS COMMUNICATIONS CORPORATION

Station Location: NEENAH-MENASHA, WISCONSIN

File No.	Date	Description	Action and Date
BR790730VJ PRESS SEP 27 1979		Renewal of License(Main & Aux. Trans.) Atty.: Michael H. Bader	GRANTED 11-30-79
BP810225AN PRESS 40) MAR 27 1981		CP to incre. MEOV'S on Nighttime Pattern. Atty. Michael H. Bader (Haley,Bader & Potts)	



## 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 12<sup>th</sup> 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.

