

WRC O-FM

PRODUCT OF

*Remington-Rand*

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT  
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

Form BC 128

June 1954

OFFICIAL NO. 1751

FREQUENCY MODULATION

BROADCASTING STATION LICENSE RECORD

Date first licensed October 15, 1965

Call letters WRCO-FM

Station location RICHLAND CENTER,  
WISCONSIN

Name of licensee RICHLAND BROADCASTING CORPORATION

Transmitter location Town Bluff at end of Roosevelt Dr., Richland Center, Wisc. (PH 6-7-65) /  
(LH 10-15-65)

Main studio location 2111 Bowman Dr., Richland Center, Wisc. (PH 6-7-65) (10-15-65)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From: To	
BPH-4793 HAAT:240'	6-7-65	100.9mc Ch.#265	ERP:3kw TPO:770w	Unl.	8-7-65 2-7-66	
CP for a new Class A FM broadcast station, with RC oper. of trans. from studio loc.						
BSCA-628	8-6-65	Subsidiary Communications Authorization on approximately 67 kilocycles.				
ALH-2942 HAAT:240'	10-15-65	100.9mc ch.#265	ERP:3kw TPO:770w	Unl.	10-15-65 12-1-67	
Lic. to cover CP(BPH-4793) which authorized a new FM broadcast station.						
BTC-5202	12-23-66	Voluntary transfer of control of lic. corp. & SCA from Hala D. Peebles to John F. Monroe.				
Neno BRH-1751	8-10-67 11-24-67	New NDEA Renewal of License & NDEA			12-1	12-1-70
BRH-1751(S) EBSA	11-25-70 5-25-72	RENEWAL OF LICENSE & NDEA			12-1-73	
BRH-1751(L)	11-30-73	RENEWAL				12-1-76
BRH-1751(S)	11-15-76	Renewal of License				12-1-79
BRH790725UC(S)	11-30-79	RENEWAL OF LICENSE				12-1-82

FORM BC-121  
Aug. 1955

# APPLICATION RECORD - BROADCASTING

Call Letters NEW-FM W R C O-FM

Name ...RICHLAND BROADCASTING CORPORATION...  
Richland Center, Wisconsin (P.O. c/o Hale D. Peebles, 2111 Bohman Dr., Richland Center, Wisc.)

File No.	Dated	Application for	Action	
			Nature	Date
BPH-4793 Rec'd Filed	12-30-64 1-6-65 1-28-65	Construction permit for a new FM broadcast station to be operated on: Frequency: 100.9mc CH 265 ERP: 3kw Type transmitter: Collins <del>830-D</del> 830-D1A TPO: .770kw Type antenna: Collins 37M-4 (4 sections) HAAT: 241 ft. Transmitter Loc.: Town Bluff at End of Roosevelt Drive, Richland Center, Wisc. Studio Loc.: 2111 Bowman Drive, Richland Center, Wisconsin Remote Control Point: Same as studio  Engr.: James M. Crooks, Madison, Wisc. Per letter 4-7-65 represented by Arent, Fox, Kintner, Plotkin & Kahn AMENDED to change type trans. to COLLINS 830-D1A <small>F. C. C. - WASHINGTON, D. C.</small>	GRANTED	6-7-65
AMENDED R&F	4-8-65 4-13-65			

APPLICATION RECORD - BROADCASTING

Call  
 Letters WHCO-FM

Name RICHLAND BROADCASTING CORPORATION  
RICHLAND CENTER, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BSCA-628 R&F	7-7-65 7-9-65	Request for subsidiary communications authorization on a sub-carrier frequency of 67kcs.	GRANTED	8-6-65
BLM-2942 Received Filed	7-27-65 7-30-65 8-2-65	License to cover CP (BPH-4793) which authorized a new FM broadcast station.	GRANTED	10-15-65
BTC-5202 R & F	10-30-66 11-14-66	Voluntary transfer of control of lic. corp. from Hala D. Peebles to John F. Monroe  Atty - Smith & Pepper	GRANTED	12-23-66
BRH-1751 R & F SEP 19 1967 Ltr.	9-1-67 9-5-67  6-7-68	Renewal of License  Atty.: Michael L. Glaser (Smith, Pepper etc.) Bilger & Glaser now attys.	GRANTED	11-24-67

APPLICATION RECORD - BROADCASTING

Call  
Letters W R C O-FM

Name RICHLAND BROADCASTING CORPORATION  
RICHLAND CENTER, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRH-1751 R & F P. N. Press <b>SEP 11 1970</b>	8-24-70 8-26-70 8-26-70	Renewal of License	GRANTED	11-25-70
BRH-1751 R & F PN Recd. PRESS <b>SEP 4 1973</b>	8-15-73 8-22-73 "	RENEWAL OF LICENSE	GRANTED	11-30-73
BRH-1751 R & F PN Recd. PRESS <b>OCT 7 1976</b>	7-23-76 7-26-76 "	RENEWAL OF LICENSE	Granted	11-15-76
BRH 790725 UC PRESS <b>AUG 29 1979</b>		RENEWAL OF LICENSE	GRANTED	11-30-79

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

