W W D M-FM

SPERRY RAND

REMOVABLE LABEL TAB

COVERS AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/5

Form FC 126
June 1954

2712

XWMA D (EFF: 1-3-77) FM

BROADCASTING STATION LICENSE RECORD

2-24-76 Authority "on-the-air" identification as: Middleton-Madison, Wisc.

Date first licensed May 23, 1972

Call letters XWMA D-FM

Station location Middleton, Wisconsin

Name of licensee Hudson Broadcasting Corporation

Transmitter location 615 Forward Dr., Madison, Wisconsin(PH-9-17-69)

near

5024 E. Lacy Road, 0.5 mi. E. of Syene Rd., Madison, Wisconsin(MLH-9-27-74)

Main studio location Same as Transmitter

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div	Period From To
BPH-6750 HAAT: 300'	9-17-69 (H&V)	106.3mc ch#292	ERP: 3kw(H&V) TPO: 1.90kw CP For New Stat 90	U	5-17-70
BMPH-11,044 (1)	5-19-70	MP(BPH-6750) ext. time			11-17-70
BPH-11,021 (2)	6-3-70	MP(BPH-6750 as mod)chg. antenna, TPO: 1.45kw; ERP: 1.75kw(H&V);HAAT: 380 feet(H&V) & Quadrate to FC			
BPH-6750 (3)	8-3-70	CALL LETTERS ASSIGNED.			
Comtel	9-4-70	Temp.Auth locate studio at AC studio			thru 12-3-70
Comtel	11-30-70	Temp.auth re studio ext.			thru 3-1-71
Comtel	3-4-71.	Temp. auth. re Studio ext to 6-3-71.			
Comtel	6-4-71 submission 302 & 301-A for AM.	Temp. auth. re studio ext. pending			
EBSA	5-22-72				
BLH-4927(L) HAAT:380'(H&V)	5-23-72	Lic(BPH-6750) for new station 106.3mc ERP: 1.75kw(H&V) TPO: 1.44kw			12-1-73
BRH-2712(S) BPH-8770	12-12-73 2-8-74	RENEWAL CP install aux. trans. 106.3mhz1.20kwH&V 380'H&V			12-1-76 2-8-75
BLH-6274(L) ERP: 1.2kw H&V)	8-23-74	Lic.(BPH-8770)new Aux. trans.			12-1-76
BLH-499 (4)	9-27-74	Mod. of Lic. to chg SL			
BRCH-1239(2)	12-17-74	Mod of lic to chg RC loc. to SL			
COMTEL	2-24-76	Dual city identification Middleton-Madison, Wsiconsin			
BPH-9869 HAAT: 380' (L)	5-11-76 (H&V)	106.3MHz ERP: 1.8kw(H&V) U CP chg TPO, ERP, HAAT, Trans & ANT. (RC)			5-11-77
COMTEL	12-7-76	POSTPONEMENT on-air use new call sign (WMAD) thru 1-10-77			
EBSA	1-3-77	issued in new call sign			

BC-126
June 1975

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WMAD

Station location Middleton, Wisconsin

Name of licensee .....

Transmitter location .....

Main studio location .....

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BRH-2712(S)	11-15-76	Renewal of License (Main & Auxiliary)			12-1-79
BRH-2712(S)	11-15-76	Superseded to show new Call Sign and add Auxiliary Trans.			12-1-79
EBSA	1-18-78	Chg. Call			
STCH781205EC	12-19-78	VOL. TC		EFF: 1-1-79	
BPH790724UA (S)	11-30-79	RENEWAL OF LICENSE			12-1-82
BLH-7160 HAAT: 330'(H&V) (L)	9-9-80	106.3mHz ERP:1.8kW(H&V) Lic.(BPH-9869)		for chgs.	12-1-82

FORM BC-121
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters NEW FM

Name Hudson Broadcasting Corporation
Middleton, Wisconsin (P.O. c/o Daniel C. Palen, Vice-Pres., Box 4308, Brookwood Station, Madison, Wis

Action

File No.	Dated	Application for	Nature	Date
BPH-6750 R & F #515101 $75 PRESS: PN REC'D:	5-7-69 5-16-69 5-16-69 6-10-69	CP for new FM on: 106.3mc. #292 ERP:3kw(h&v) HAAT:300' TPO:1.90kw. Trans.:Collins-831D-1; Ant.:Collins-37CD-4, 4 sections. TL: 615 Forward Dr., Madison, Wisconsin 43° 03' 01" - 89° 29' 15" SL: 0.5 mi. E. of Syene on Lacy Rd., Near Syene, Wisconsin (RC) REQUEST WAIVER OF SECTION 73.210(a(2) of the COMMISSION'S RULES. Atty.: John L. Tierney(McKenna & Wilkinson Engr.: Robert A. Jones, LaGrange, Illinois	GRANTED	9-17-69

10-17-69. PETITION FOR RECONSIDERATION filed by Lewis H. Goldman behalf Francis X. Mahoney and Associates

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

AMENDED 7-8-69 re Engineering heights.
AMENDED 7-24-69 re Withdrawal of request of waiver of Main studio loc. and financial data submitted.
AMENDED 8-1-69 map showing transmitter location.
AMENDED 8-4-69 loan agreement submitted.

Contact:
Daniel C. Fallen
East Lucy Road
Madison, Wisconsin 53711
Phone: Area 608, 257-2766

Form BC-321
September 1969

#2

APPLICATION RECORD - BROADCASTING

W M A D-FM

Call Letters [redacted]

Name HUDSON BROADCASTING CORPORATION
MIDDLETON, WISCONSIN

File No.	Dated	Application for	Action: Nature	Action: Date
BMPH-11,021 R & F #590711$30. PRESS:	3-18-70 4-3-70 4-3-70	MP(BPH-6750 as mod) chg. studio & RC location: 0.5 E. of Syene on Lacy Rd, Fitchburg, Wisconsin. Ant(COLLINS-LPC-3, 3 horiz & 3 vert sects). TPO: ~~1.50kw~~; ERP: 1.75kw(h&v); HAAT: 380 feet(h&v). Atty-John L. Tierney(McKenna & Wilkinson etc).	GRANTED	6-3-70
AMENDED	5-19-70	chg. TPO: 1.44kws; correct transmission line & efficiency.		
BMPH-11,044 R & F #597443$30. PRESS: MAY 8 1970	4-29-70 4-30-70 4-30-70	MP(BPH-6750 [redacted]) ext. time to 11-17-70 (NEW STATION). Atty-John L. Tierney(McKenna, Jr. &Wilkinson etc).	GRANTED	5-19-70
BLH-4927 Rec'd #631853 $50. Amended & F PTA PRESS NOV 1 8	9-21-70 9-22-70 9-22-70 10-5-70 10-9-70 1970	Lic.(BPH-6750, as mod.) for new FM Broadcast Station. Studio & RC temp. loc. at: Lacy Rd. ½ mi. E. of Syene Rd., Syene, Wisc. Sect. II-B, Par. 4 & 5 & engr. data Par. 11, Atty: John L. Tierney(McKenna & Wilkinson)	GRANTED	5-23-72

OVER

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

BLH-4927 - Amended - 2-22-72 - Studio loc: 615 Forward Drive, Madison, Wisc.

#5

Form BC-321
September 1969

APPLICATION RECORD - BROADCASTING

Call Letters WMAD-FM

Name HUDSON BROADCASTING CORPORATION
MIDDLETON, WISCONSIN

File No.	Dated	Application for	Action Nature	Action Date
BRH-2712 R & F PRESS	8-30-73 8-31-73 SEP 10 1973	Renewal of License Atty: Edward P. Taptich AMENDED 11-29-73 re: ascert. of comm. needs	GRANTED	12-12-73
BPH-8770 R & F #268094 $50 Code 057 Press	1-3-74 1-11-74 1-14-74 JAN 23 1974	CP to install a new Auxiliary Trans. (ITA FM-1000C); at Main Trans. Loc., to be operated on 106.3mhz #292; TPO: 1KW; ERP: 1.2KW(H&V) and HAAT: 380'(H&V), for Auxiliary purposes only. Atty: John L. Tierney(McKenna, Wilkinson & Kittner)	GRANTED	2-8-74
BLH-6274 R & F W 311504-$50. PTA PRESS	5-20-74 6-4-74 6-4-74-057 6-20-74 JUL 1 1974	Lic.(BPH-8770)-New Aux. trans. Atty: McKenna, Wilkinson & Kittner (Jonathan Schochor)	GRANTED	8-23-74

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

Form BC-321
September 1969

APPLICATION RECORD - BROADCASTING

106.3mhz

Call Letters WMAD-FM

Name Hudson Broadcasting Corporation
Middleton, Wisconsin

File No.	Dated	Application for	Action Nature	Action Date
BMLH-499 R & F #330692 $50 Code 057 Press AUG 22 1974	7-26-74 7-30-74 8-1-74	Mod. of license to change studio location outside the city limits to WMAD(AM) Trans. Site: On Lacy Rd., 0.5 mi. E. of Syene, Wisconsin. Atty: Robert W. Coll(McKenna, Wilkinson & Kittner)	GRANTED	9-27-74
BRCH-1239 Received Filed #371521 $50 Code 057 PRESS DEC 17 1974	10-9-74 10-10-74 12-6-74 12-6-74	Mod. of license to change remote control location to the main studio site: 5024 E. Lacy Rd., 0.5 mi. E. of Syene Rd., near Madison, Wisconsin (Main and auxiliary transmitters) Atty: Steven A. Lerman	GRANTED	12-17-74
Ltr. dated R & F PRESS JAN 21 1976	12-29-75 12-29-75	Filed by Steven A. Lerman. Request for Dual City Identification from: Middleton-Madison, Wisconsin	GRANTED	2-24-76

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

FORM BC-121 #5
AUG. 1955

APPLICATION RECORD - BROADCASTING

106.3mhz. W U Q M-FM
Call WUMAD
Letters WUMAD-FM

Name Hudson Broadcasting Corporation
Middleton, Wisconsin

File No.	Dated	Application for	Action: Nature	Action: Date
BPH-9869 R & F #551569$100 Code 001 PRESS	3-30-76 4-2-76 4-5-76 MAY 3 1976	CP to install new trans. (Collins 831D-1B); install new ant. (Collins LPC-2, 2 sects.(H&V) chg. TPO; chg. ERP: 1.80kw(H&V); chg. HAAT: 375 ft.(H&V) Atty: Steven A. Lerman (McKenna, Wilkinson, etc.)	GRANTED COND'L	4-11-76
BLH-7160 R & F #607347$100 PTA PRESS	8-19-76 8-26-76 8-27-76 9-2-76 SEP 7 1976	Lic. (BPH-9869) for changes. SL & RC (per atty.) 5024 East Lacy, near Madison, Wisconsin	GRANTED	9-9-80
BRH-2712 R & F PN Recd. PRESS	7-20-76 7-26-76 " OCT 6 1976	RENEWAL OF LICENSE (Main & Auxiliary) Steven A. Lerman, Atty.	Granted	11-15-76

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

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call Letters W W Q M-FM

Name HUDSON BROADCASTING CORPORATION
Middleton, Wisconsin

File No.	Dated	Application for	Action: Nature	Action: Date
BTCH781205EC Form 316 (Also see W W Q N) PRESS	12-5-78 DEC 15 1978	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
BRH 790724 UA PRESS	SEP 7 1979	RENEWAL OF LICENSE	GRANTED	11-30-79

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

BTCH781205EC Note: Arts of Incorp. 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.

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.