

WUWM

PRODUCT OF

Remington-Brand

MADE IN U.S.A.

LIBRARY BUREAU DEPARTMENT
BRANCHES EVERYWHERE

REMOVABLE LABEL GUIDE

CATALOG NO. 4550L 1/5

Form BC 126

June 1954

Official No. 267

NON-COMMERCIAL EDUCATIONAL FM BROADCAST

BROADCASTING STATION LICENSE RECORD

Date first licensed **JANUARY 11, 1965**

Call letters **WUWM**

Station location **MILWAUKEE, WISCONSIN**

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM (ALED 4-30-73 EFF:

Name of licensee **XUNIVERSITY OF WISCONSIN - MILWAUKEE**

Capitol Drive & Estabrook Pkwy., Shorewood, Wisc. (PED 11-11-74)

x3203 North Downer Avenue, Milwaukee, Wisconsin (PED-2-17-67)

Transmitter location **X12700 W. Beloit Rd., New Berlin, Wis. (PED 6-17-64) (LED 1-11-65)**

ZIP 53211

3223 N. Downer Ave, Milwaukee, Wisconsin (PED 11-11-74)

Main studio location **3203 N. Downer Ave., Milwaukee, Wis. (PED 6-17-64) (LED 1-11-65)**

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To
BPED-590 HAAT: 380'	6-17-64	89.7mcs Ch.#209	ERP: 860w TPO: 250w	Unl.	8-17-64 2-17-65
		CP for a new Non-Cml. Educ. FM broadcast station with RC oper. of trans.			
BLED-452 HAAT: 380'	1-11-65	89.7mcs Ch.#209	ERP: 860w TPO: 250w	Unl.	1-11-65 12-11-67
		Lic. to cover CP(BPED-590) which auth. a new FM broadcast station (Non-Cml. Educ.)			
BPED-656 HAAT: 380'	3-16-65	89.7mcs Ch.#209	ERP: 3.4kw TPO: 1kw	Unl.	5-16-65 11-16-65
		CP to install new trans. (Collins 830D-1A); incr TPO & ERP.			
BLED-492 HAAT: 380'	10-12-65	89.7mcs CH.#209	ERP: 3.4kw TPO: 1kw	U	10-12 12-1-67
		Lic to cover CP(BPED-656) which auth install new trans and incr TPO & ERP, & specify type trans as (GATES-FM-1G)			
SCA-691	5-18-66	Subsidiary Communications of approx. 41 and 67kcs.			Authorization 12-1-67
BPED-762 HAAT: 140'	2-17-67	89.7mc. ch#209	ERP: 4kw TPO: 1kw	Unl.	4-17-67 10-17-67
		CP to change ant-trans location; incr. ERP; and decr. HAAT:			
BLED-601 HAAT: 140'	9-13-67	89.7mc Ch#209	ERP: 4kw Lic. to cover CP(BPED-762)	Unl. <i>dec</i>	9-13 12-1-67
BRH-267	11-24-67	Renewal of License			12-1 12-1-70
BRSCA-691	11-24-67	Renewal of SCA			12-1 12-1-70
BRH-267(L)	11-25-70	Renewal			12-1-73
BRSCA-691	11-25-70	Renewal of SCA			12-1-73
EBSA	5-15-72				
BALED-22 BASCA-561	4-30-73	VOL ALED EFF:			
BRED-267(L)	11-28-73	RENEWAL			12-1-76
BRSCA-691	"	Renewal of SCA			"
BPED-1843 HAAT: 870ft (L)	11-11-74	89.7mhz	ERP: 1.5kw CP chg TL, SL, RC loc., trans, ant, TPO, ERP, HAAT	U	11-11-75

BC-126
June 1975

NON-COMMERCIAL EDUCATIONAL-EM

BROADCASTING STATION LICENSE RECORD

#2

Date first licensed

Call letters WILM

Station location

Name of licensee SEE CARD #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BMPED-1320(1)	11-20-75	MP(BPED-1843)	ext time to		5-11-76
BMPED-1392(2)	7-5-76	MP(BPED-1843, as mod)	ext time to		10-11-76
BRED-267(S) BRSCA-691	11-15-76	RENEWAL & SCA			12-1-79
BPED-2516 HAAT: 870' (L)	8-9-77	89.7mhz #209 CP replace expired permit (BPED-1843 as mod)	ERP: 1.5kw (RC)	U	12-13-77
BPED-2581 HAAT: 870' (L)	2-16-78	89.7mhz. #209 CP replace expired permit (BPED-2516 as reinstated)	ERP: 1.5kw (RC)	U	8-1-78
BLED-1775 HAAT: 870'	7-14-78	89.7MHz #209 Lic. (BPED-2581, as reinstated & mod.) for changes.	ERP: 1.5kw (RC)	U	12-1-79
BRED790801VF(S) BRSCA790801VF	11-30-79 " "	Renewal Of License Renewal of SCA (Main & Aux.)			12-1-82 " "

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call **WUWM**
Letters ~~non-com-ed~~ **FM**

Name University of Wisconsin-Milwaukee
Milwaukee, Wisconsin (P.O. c/o Ruana B. Hall, 3203 N. Downer Ave. Milwaukee, WI, Disc 53211)

File No.	Dated	Application for	Action	
			Nature	Date
BPED- 590 R. & F.	9-24-63	CP for a new non-com-ed FM broadcast station to be operated on: Frequency: 89.7mc CH 209 ERP: .862kw Type transmitter: ITA FM-250B TPO: .25kw Type antenna: Collins 37M4 (4 section) HAAT: 378.9 ft. Trans. location: 12700 W. Beloit Road, New Berlin, Wis. (Same as WBON, FM) Studio location: 3203 N. Downer Ave., Milwaukee, Wisconsin	GRANTED	6-17-64
	9-25-63			
AMENDMENT R&F	5-8-64 5-13-64	AMENDMENT 5-13-64 to operate transmitter by Remote Control from 3223 N. Downer Ave., Milwaukee, Wisconsin		

FORM BC-121 #2
Aug. 1955

NON-COMMERCIAL EDUCATIONAL FM
APPLICATION RECORD - BROADCASTING

Call
Letters WUWM

Name UNIVERSITY OF WISCONSIN MILWAUKEE
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BLER-452 H&F	8-19-64 8-20-64	License to cover CP (BPED-590) which authorized a new non-commercial educational FM broadcast station.	GRANTED	1-11-65
BPED-656 H&F	2-22-65 2-24-65	Construction permit to install new trans (Collins-830D-1A), increase TPO to 1kw, and increase ERP to 3.444kw.	GRANTED	3-16-65
BMPED- Recd	6-16-65 6-17-65	Mod. of CP (BPED-656) to install new trans, inc. TPO & ERP) to chg. type trans. (GATES FM-1G)	RETURNED as unnecessary	7-1-65
BLER-492 H&F	8-23-65 8-26-65	License to cover CP (BPED-656) which authorized install new trans and increase TPO and ERP; and specify type trans as (Gates-FM-1G).	GRANTED	10-12-65
BSCA-691 R & F	3-10-66 3-16-66	Request for Subsidiary Communications Authorization on sub-carrier frequencies of 41 and 67kcs.	GRANTED	5-18-66

APPLICATION RECORD - BROADCASTING

AUG. 1955

CARD #3

Call
Letters W U W MName **UNIVERSITY OF WISCONSIN - MILWAUKEE**
MILWAUKEE, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPED-762 Received Resub. R & F	7-26-66 9-1-66 9-7-66	CP to change ant.-trans. location to ^{Fine Arts Bldg.} 3203 North Downer Avenue, Milwaukee, Wisconsin (studio location); increase ERP to 4.014kw; and decrease HAAT to 140 feet.	RETURNED Not-dated GRANTED	-8-23-66 2-17-67
BLED-601 R & F PTA-8/29/67	8/18/67 8/21/67 SEP 1 1967	Lic. to cover CP (BPED-762) which auth. chng. ant-trans. loc.; incr. ERP & decr. HAAT.	GRANTED	9-13-67
ERED-267 R & F	8-14-67 8-21-67	Renewal of license	GRANTED	11-24-67
BRSCA-691 R & F SEP 13 1967	8-21-67 8-23-67	Renewal of SCA	GRANTED	11-24-67
BRED-267 BRSCA-691 R & F PN Recd. PRESS	8-26-70 " 8-28-70 " 1970 OCT 14 1970	RENEWAL OF LICENSE RENEWAL OF SCA	GRANTED	11-25-70

APPLICATION RECORD - BROADCASTING

89.7mhz

Call
Letters **W U W M**

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM
Name **X UNIVERSITY OF WISCONSIN - MILWAUKEE**
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BAED-22 BASCA-561 R & F (ALSO SEE: WEST-FM etc) MAR 15 1973	2-22-73 2-28-73	Voluntary assignment of license and SCA to BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM Atty - Dow, Lohnes & Albertson	GRANTED EFF:	4-30-73
Pub. notice filed 4-23-73				
BRED-267 R & F PN Recd. PRESS OCT 18 1973	8-18-73 9-4-73 "	RENEWAL OF LICENSE Daniel W. Toohey, Atty.	GRANTED	11-28-73
BRSCA-691 R & F	10-30-73 11-8-73	RENEWAL OF SCA		

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W.U.W.M.

Name Board of Regents of the University of Wisconsin System
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPED-1,843 R & F No Fee Required Press P. N. Rec'd	6-7-74 6-13-74 JUL 18 1974 9-3-74	CP to chg. TL to: Capitol Dr. & Estabrook Parkway, Shorewood, Wisconsin; chg. SL & RC to: 3223 N. Downer Ave., Milwaukee, Wisconsin; install new trans. (RCA BTF-1E2); install new ant. (Jampro JA6B-S, 6 sects.); make chg. ant. system (incr. hght.); chg. TPO; ERP: 1.5KW and HAAT: 871'. (43° 05' 24" - 87° 53' 47")	GRANTED COND'L	11-11-74
BMPED-1320 R & F NO FEE REQUIRED PRESS	10-22-75 10-28-75 NOV 6 1975	MP(BPED-1843) ext time to 11-1976 (For Changes) Atty. Daniel W. Toohey	GRANTED TO	11-20-75 5-11-76
BMPED-1392 R & F NO FEE REQUIRED PRESS	4-12-76 4-29-76 MAY 12 1976	MP(BPED-1843, as mod) ext time to ____ {for Changes} Atty. Daniel W. Toohey F.C.C. - WASHINGTON, D.C.	GRANTED TO	7-5-76 10-11-76

APPLICATION RECORD - BROADCASTING

89.7mhz

Call
Letters W U W MName BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRED-267 BRSCA-691 R & F PN PRESS	7-15-76 7-26-76 7-28-76 7-28-76 SEP 30 1976	Renewal of license Renewal of SCA Atty- Daniel W. Toohey	GRANTED	11-15-76
BPED-2516 R & F PRESS	6-20-77 6-27-77 JUL 6 1977	CP to replace expired permit (BPED-1843, as mod) Chgs Atty. Richard D. Marks	GRANTED	8-9-77
BPED-2581 R & F PRESS:	1-9-78 1-16-78 JAN 27 1978	Construction permit to replace expired permit (BPED-2516, as reinstated & mod.) Atty: Frederick D. Cooke, Jr. (Dow, Lohnes, etc.)	GRANTED Cond'L	2-16-78

APPLICATION RECORD - BROADCASTING

89.7MHz

Call
Letters W U W M

Name BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM
Milwaukee, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BLED-1775 R & F PTA: PRESS:	4-10-78 4-18-78 4-25-78 JUN 5 1978	License (BPED-2581, as reinstated and mod.) for changes. Atty: Frederick D. Cooke, Jr. (Dow, Lohnes & Albertson)	GRANTED	7-14-78
BRED790801VF BRSCA " PRESS	SEP 11 1979	Renewal of License (Main, Aux. Trans. & SCA) Atty Frederick D. Cooke, Jr.	GRANTED	11-30-78
BPED800825AB ACCEPTED CUT OFF PN Rec'd JUL 1 1981	7-27-81 MAY 18 '81	CP to increase ERP: 7.13 kW; HAAT: 871' Atty: Frederick D. Cooke, Jr.		

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.

