

W H A D

Globe-Wernicke

MADE IN U. S. A.

BROADCASTING STATION LICENSE RECORD

B.S. # 20

Date first licensed 7-21-48

Call letters W-I-U-W W H A D

LOCATION: DELAFIELD, WISCONSIN (Ltr 3-3-47)

- STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD (MLED-9-4-73)
- X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION (MLED 4-30-68)
- X STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISION (MLED-8-15-67)

Name of licensee X STATE OF WISCONSIN - STATE RADIO COUNCIL

Transmitter location Lapham Peak Park, Delafield, Wisconsin

Vilas Hall, 821 University Ave., University Of Wisconsin Campus, Madison, Wisconsin

53706 XRadio Hall/ University of Wisconsin Campus, Madison, Wisconsin

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No.  | Date Issued       | Freq. (mc)  | Power                               | Time Div. | Period From - To                 |
|--|-------------------|---|-------------------------------------|-----------|----------------------------------|
| B4-PED-60  | 2-13-46<br>Letter | 91.1  | 31.1 kw<br>Effective radiated power | U         | Special for FM                   |
| C.P. for a new noncommercial educational B/C station   |                   |   |                                     |           |                                  |
| B4-MPED-38<br>B4-PED-60  | 12-18-46          | 91.1 mc   | 52kw eff.<br>rad. power             | U         | 2-18 8-18-47                     |
| CP & Mod of CP(B4-PED-6) to chg. type of transmitter and to make changes in antenna system, for new noncommercial noncommercial educational b/c station. |                   |   |                                     |           |                                  |
| B4-MPED-38<br>B4-PED-60  | 12-18-46          | 90.7  | 52kw                                | U         | By 2-18-47<br>To 8-18-47         |
| Modified CP to change frequency.<br>CP issued 3-20-47.   |                   |   |                                     |           |                                  |
|  | -27-47            | 90.7 (Do. 214)  |                                     |           | Freq. assignment accord. Do 6768 |
| Telegram   | 3-22-48           | Retel 19. STA granted in Comm. telegram dated March 17, 1948 modified to permit operation for purpose of providing FM program service, and extended for period ending May 15, 1948. |                                     |           |                                  |
| Telegram   | 5-18-48           | Retel 17. STA previously granted WHAD to operate with equipment specified in CP BPED-60 as modified for purpose FM program service extended for period ending July 15, 1948.        |                                     |           |                                  |
| BPED-94  | 4-28-48           | 90.7 mc<br>Ch#214   | 52 kw<br>Terr: 500'                 | U         | By 6-28-48<br>to 10-28-48        |
| C. P. Issued (to replace expired permit)<br>mailed 6-2-48  |                   |   |                                     |           |                                  |
| BLED-28  | 7-21-48           | 90.7  | 52<br>Terr: 500                     | U         | By. 7-21-48<br>to 9-1-49         |
| (License to cover CP BPED-94)  |                   |   |                                     |           |                                  |
| BPED-20  | 7-31-49           | Renewal of license  |                                     |           | To 9-1-52                        |
| BPED-20  | 8-6-52            | Renewal of license to   |                                     |           | 9-1-55 (L)                       |
| BPED-20  | 8-31-55           | Renewal of license to   |                                     |           | 12-1-55(S)                       |
| BPED-20  | 11-9-55           | Renewal of license  |                                     |           | to 12-1-58 S                     |
| BPED-20  | 11-9-55           | Superseded to correct station location to Delafield, Wisconsin. (L)   |                                     |           |                                  |

Form BC 126

June 1954 #2

# BROADCASTING STATION LICENSE RECORD

Date first licensed 7-21-48

Call letters WHA

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      |
| BRED-20                                    | 11-19-58      | Renewal of license  |       |           | 12-1   | 12-1-61 |
| BRED-20                                    | 11-22-61      | Renewal of license  |       |           | 12-1   | 12-1-64 |
| BPED-523<br>HAAT: 700'                     | 9-18-62       | 90.7mcs<br>Ch. 214<br>ERP: 74kw<br>TPO: 10kw  |       | Unl.      | 11-18  | 5-18-63 |
|  |               | CP to incr. ERP; incr. HAAT; make chges. in ant. sys. (incr. hght.); & install new ant. (RCA BFA-8A, 8 sections).                   |       |           |        |         |
| BMPED-401<br>(1)                           | 11-15-62      | Mod. of CP(BPED-523) to chg. type ant. (Collins 37M8, 8 secs.); make chgs. in ant. sys. & chg. ERP to 72kw.                         |       |           |        |         |
| BMPED-418<br>(2)                           | 5-17-63       | Mod. of CP(BPED-523 as mod) to extend completion date to 7-18-63  |       |           |        |         |
| BMPED-423<br>(3)                           | 6-11-63       | Mod. of CP(BPED-523, as mod.) to chg. type ant. (RCA BFA-8A, 8 secs.) & chg. ERP to 75kw.   |       |           |        |         |
| BLED-405<br>(1)                            | 9-30-63       | Lic. to cover CP(BPED-523, as mod.) which auth. chgs. in ERP, HAAT, ant. sys. install new ant., & specify type trans. (REL 520-DL). |       |           |        |         |
| Wire dated & rec'd<br>73.550(a) & in oper. | Eff: 12-26-63 | 12-31-63 giving notification per Section (5) Rules that a RCA BTF10D trans. is now installed  |       |           |        |         |
| BRED-20                                    | 11-9-64       | 90.7mcs   | 75kw  | U         | 12-1   | 12-1-67 |
| BRSCA-682                                  | 6-20-66       | request for Subsidiary Communications Authorization approx. 67mcs. 12-1-67  |       |           |        |         |
| BMLED-46<br>(1)                            | 8-15-67       | Mod. of license to change the name of licensee, and change the name of SCA.   |       |           |        |         |
| BRED-20                                    | 11-24-67      | 90.7mc  | 75kw  | Unl.      | 12-1   | 12-1-70 |
| BRSCA-682                                  | 11-24-67      | Renewal of SCA  |       |           |        |         |
|  |               | Renewal of NDEA   |       |           |        |         |
| BMLED-49                                   | 4-30-68       | Mod. of Lic. to chg. name (and SCA)   |       |           |        |         |
| BRCFD-80(I)                                | 12-10-69      | Operate RC.   |       |           |        |         |
| BRED-20(S)                                 | 11-25-70      | RENEWAL -NDEA   |       |           |        |         |
| BRSCA-682                                  |               | RENEWAL od SCA  |       |           |        |         |
| BRSCA                                      | 5-15-72       |   |       |           |        |         |

June 1954

# BROADCASTING STATION LICENSE RECORD

#3

Date first licensed .....

Call letters W H A D

Station location .....

Name of licensee .....

Transmitter location .....

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.                     | Date<br>Issued | Freq.   | Power  | Time<br>Div. | Period<br>From - To |
|----------------------------------|----------------|---|--|--------------|---------------------|
| BSED-20(1)                       | 1-18-73        | ML to change  | studio location  |              | 12-1-73             |
| BSED-20<br>(2)                   | 5-10-73        | Ltr. rec'd: 5-8-73  | chg. RC loc. to:<br>821 University Ave., Madison, Wisconsin. |              |                     |
| BMLD-79(3)                       | 9-4-73         | ML chg, name of licensee                                      |  |              |                     |
| MSCA-349                         | 9-4-73         | Mod. of SCA chg, name   |  |              |                     |
| BRED-20(L)<br>BRSCA-682          | 11-28-73       | Renewal of License & SCA                                      |  |              | 12-1-76             |
| BPED-2030(L)<br>HAAT: 700ft(H&V) | 7-3-75         | 90.7MHz. ERP: 79kw(H&V) U<br>CP chg trans, ant, TPO, ERP (RC) |  |              | 7-3-76              |
| BLED-1440(L)                     | 10-31-75       | Lic. (BPED-2030) - Changes.                                   |  |              | 12-1-76             |
| BRED-20(S)<br>BRSCA-682          | 11-15-76       | Renewal of license<br>Renewal of SCA                          |  |              | 12-1-79<br>"        |
| BRED 790730UD<br>BRSCA " " " "   | (S)            | RENEWAL & SCA<br>SUPERSEDED AUTH. TO SHOW SUBSIDIARY DATE     |  |              | 12-1-82             |

Form 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters~~W-T-U-W~~ W H A D  
ltr. 3-3-  
47Name STATE OF WISCONSIN-STATE RADIO COUNCIL(P.O. Radio Hall-University of Wisconsin Campus, Madison 6, Wisconsin)

| File No.   | Dated                            | Application for  | Action                    |                    |
|--|----------------------------------|--|---------------------------|--------------------|
|  |                                  |  | Nature                    | Date               |
| B4-PED-60<br>Rec'd<br>Filed                          | 10-10-45<br>10-18-45<br>10-18-45 | Construction permit for new noncommercial educational broadcast station<br>Frequency: 91.5 mcs.<br>Emission: FM<br>Power: 10kw<br>Hours of Operation: Unlimited<br>Studio: University of Wisconsin Campus, Madison, Wisconsin<br>Transmitter: Delafield, Wisconsin<br>(G.E. BT-4A Max. 10kw) | GRANTED<br>Letter written | 2-13-46<br>5-17-46 |
| <del>B4-PED-60</del><br>B4-MPED-38<br>Rec'd<br>Filed | 9-5-46<br>9-10-46<br>9-10-46     | Modification of Construction Permit(B4-PED-60) to change type of transmitter and to make changes in antenna system.<br>(R.E.L. 520 A - DL Max. 10kw)   | GRANTED                   | 12-18-46           |
| Letter of<br>recd                                    | 2-25-47<br>2-28-47               | requests chg. in freq. assignment to Ch#214 -90.7mcs<br>Sent to Engrs.   | Mod. C.P.                 | issued<br>3-20-47  |

Call

Letters W H A DName STATE OF WISCONSIN - STATE RADIO COUNCIL

| File No.                                    | Dated                                 | Application for  | Action   |         |
|---|---------------------------------------|--|--|---------|
|   |                                       |  | Nature   | Date    |
| HPED-94<br>Rec'd.<br>Filed                  | 3-29-48<br>3-31-48<br>3-31-48         | Reinstatement of Constuction permit (B4-PED-60 as modified) which authorized a new Non-Commercial Educational broadcast station (FM) | GRANTED  | 4-28-48 |
| BLRD-28<br>Rec'd<br>Filed                   | 6-28-48<br>6-30-48<br>6-30-48         | License to cover Construction Permit HPED-94 which auth. new Non-Commercial Educational FM broadcast station                         | GRANTED  | 7-21-48 |
| BRED-20<br>Rec'd.<br>Filed                  | 7-1-49<br>7-5-49<br>7-5-49            | Renewal of License   | GRANTED  | 8-31-49 |
| BRED-20<br>Recd.<br>Filed                   | 2-22-52<br>2-27-52<br>2-27-52         | Renewal of license   | GRANTED  | 8-6-52  |
| BRED-20<br>Recd.<br>Resub.<br>Recd. & filed | 5-9-55<br>5-11-55<br>5-9-55<br>6-2-55 | Renewal of license   | Ret. - <del>6-2-55</del> re name last page.<br><br>GRANTED | 8-31-55 |

CARD 3

FORM BC-121

FORMERLY FORM A-170

## APPLICATION RECORD - BROADCASTING

Call **WTAD**  
Letters .....Name **STATE OF WISCONSIN STATE RADIO COUNCIL****Madison, Wisconsin**

| File No.                | Dated              | Application for  | Action                 |                                 |
|-------------------------|--------------------|--|------------------------|---------------------------------|
|                         |                    |  | Nature                 | Date                            |
| BRED-20<br>Recd & filed | 9-7-55<br>9-9-55   | Informal request for renewal of license  | 323 on file<br>GRANTED | 11-9-55                         |
| BRED-20<br>Recd & Filed | 8-26-58<br>9-2-58  | Renewal of license   | GRANTED                | 11-19-58                        |
| BRED-20<br>R & F        | 8-8-61<br>8-14-61  | Renewal of License   | GRANTED                | <del>11-22-61</del><br>11-22-61 |
| BPED-523<br>R & F       | 5-14-62<br>5-17-62 | Construction permit to increase ERP from 52kw to 74.2kw; HAAT from 500 ft to 697 ft; make changes in antenna system(incr.hght); install new antenna(RCA BFA 8A, 8 section) | GRANTED                | 9-8-62                          |
| BPED-401<br>R & F       | 9-19-62<br>9-21-62 | Modification of CP (BPED-523 which auth chgs in ERP, HAAT & ant-sys and install new ant) to chg type ant (Collins-37M8, 8 sect) and make chgs in ant-sys.                  | GRANTED                | 11-15-62                        |

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H A DName STATE OF WISCONSIN - STATE RADIO COUNCIL  
Delafield, Wisconsin

| File No.           | Dated              | Application for   | Action               |         |
|--------------------|--------------------|---|----------------------|---------|
|                    |                    |   | Nature               | Date    |
| BMPED-418<br>R & F | 4-15-63<br>4-17-63 | Mod. of CP (BPED-523 as mod which auth chgs in ERP, HAAT & ant-sys and install new ant) for extension of completion date from 5-18-63 to 7-18-63. | GRANTED              | 5-17-63 |
| BMPED-423<br>R & F | 5-7-63<br>5-9-63   | Mod. of CP (BPED-523 as mod which auth chgs to ERP, HAAT, ant-sys and install new ant) to chg type ant (RCA-BFA-8A, 8 sections).                  | GRANTED              | 6-11-63 |
| BLED-405<br>R & F  | 7-10-63<br>7-12-63 | Lic. to cover CP (BPED-523 as mod) which auth chgs ERP, HAAT, ant-sys and install new ant and specify trans as (REL-520DL).                       | GRANTED              | 9-30-63 |
| BPED-<br>Received  | 8-16-63<br>8-22-63 | Construction permit to install new trans (RCA-BTF-10D)  | Ret'd<br>unnecessary | 8-28-63 |
| BRED-20<br>R&F     | 8-28-64<br>8-31-64 | Renewal of license.   | GRANTED              | 11-9-64 |

FORM BC-121

AUG. 1955 CARD #5

NON-COMMERCIAL EDUCATIONAL

## APPLICATION RECORD - BROADCASTING

Call

Letters W.H.A.D.

STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION

 STATE OF WISCONSIN-EDUCATIONAL BROADCASTING DIVISIONName  STATE OF WISCONSIN-STATE RADIO COUNCILDELAFIELD, WISCONSIN

| File No.  | Dated                                  | Application for  | Action                 |                          |
|---|--|--|------------------------|--------------------------|
|   |  |  | Nature                 | Date                     |
| BSCA-682<br>R & F                                     | 3-2-66<br>3-4-66                       | Request for Subsidiary Communications Authorization on a sub-carrier frequency of 67kcs.                             | GRANTED                | 6-28-66                  |
| BMLED-46<br>R & F<br>AUG 4 1967                       | 7-27-67<br>7-28-67                     | Modification of license to change the name of licensee to EDUCATIONAL BROADCASTING DIVISION.<br>STATE OF WISCONSIN-  | GRANTED                | 8-15-67                  |
| BRED-20<br>R & F<br>BRSCA-682<br>R & F<br>SEP 20 1967 | 8-30-67<br>9-5-67<br>8-30-67<br>9-5-67 | Renewal of license<br><br>Renewal of SCA<br>Atty- Daniel W. Toohy  | GRANTED<br><br>GRANTED | 11-24-67<br><br>11-24-67 |
| BMLED-49<br>R & F<br>APR 25 1968                      | 3-13-68<br>3-21-68                     | ML chg. name to STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION.<br>Atty - DANIEL W. TOOHEY(DOW, LOHNES ETC.) | GRANTED                | 4-30-68                  |

NON-COMMERCIAL EDUCATIONAL  
APPLICATION RECORD - BROADCASTINGCall  
Letters W H A DSTATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD  
Name X STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS DIVISION  
Delafield, Wisconsin

| File No.                          | Dated                             | Application for   | Action  |          |
|-----------------------------------|-----------------------------------|---|---------|----------|
|                                   |                                   |   | Nature  | Date     |
| BRCEB-80<br>R & F<br>DEC 1 1969   | 11-26-69<br>12-1-69               | Mod. of license to operate transmitter by remote control from 5702 Tokay Blvd., Madison, Wisconsin (WHA-FM Transmitter site). | GRANTED | 12-10-69 |
| BRED-20<br>R & F<br>P.N.          | 8-28-70<br>9-3-70<br>9-3-70       | Renewal of License  | GRANTED | 11-25-70 |
| BRSCA-682<br>R & F<br>OCT 16 1970 | 8-28-70<br>9-3-70                 | Renewal of SCA  |         |          |
| BMLED-79<br>R & F<br>Press        | 7-23-73<br>7-26-73                | ML TO CHANGE THE LICENSEE NAME TO: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD.<br><br>Atty. Daniel W. Toohey         | GRANTED | 9-4-73   |
| BMSCA-349<br>R & F<br>Press       | 7-23-73<br>7-26-73<br>AUG 20 1973 | Mod. of SCA to change the name to: STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD.                                       | GRANTED | 9-4-73   |

#7 12-48

NON-COMM. ED 90.7 mc

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters W H A DName STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD  
DELAFIELD, WISCONSIN

| File No.   | Dated                                       | Application for  | Action  |          |
|--|---|--|---------|----------|
|  |   |  | Nature  | Date     |
| BRED-20<br>BRSCA-682<br>R & F<br>PN Recd.<br>PRESS | 8-27-73<br>"<br>8-29-73<br>"<br>5 OCT 1973  | RENEWAL OF LICENSE<br>RENEWAL OF SCA<br>Daniel W. Toohey, Atty.  | GRANTED | 11-28-73 |
| BPED-2030<br>R & F<br>NO FEE REQUIRED<br>PRESS     | 4-11-75<br>4-21-75<br>JUN 26 1975           | CP to install new trans. (RCA BTF-20E1); install new ant. (GATES FMS-8, 8 sects.); make chgs. in transmitting equipment; chg. TPO; chg. ERP: 78.6kw.<br>Atty: Daniel W. Toohey (Dow, Lohnes, etc.) | GRANTED | 7-3-75   |
| BLED-1440<br>R & F<br>PTA<br>PRESS                 | 9-15-75<br>9-19-75<br>9-26-75<br>OCT 8 1975 | Lic.(BPED-2030)-Changes.<br><br>Atty: Dow, Lohnes & Albertson(D. W. Toohey)  | GRANTED | 10-31-75 |

APPLICATION RECORD - BROADCASTING

NON-COMM. EDUC.

Call  
Letters W H A D

Name STATE OF WISCONSIN-EDUCATIONAL COMMUNICATIONS BOARD  
Delafield, Wisconsin

| File No.  | Dated                                       | Application for   | Action  |          |
|---|---|---|---------|----------|
|   |   |   | Nature  | Date     |
| BLED-1579<br>R & F<br>NO FEE REQUIRED<br>PTA<br>PRESS | 8-5-76<br>8-23-76<br>9-14-76<br>SEP 27 1976 | Lic. to install former main trans. (RCA BTF<br>-10D) as an auxiliary, for auxiliary purposes<br>only.<br><br>Atty: Daniel W. Toohey (Dow, Lohnes, etc.) |         |          |
| BRED-20<br>BRSCA-682<br>R & F<br>PN Recd.<br>PRESS    | 7-30-76<br>"<br>"<br>"<br>OCT 6 1976        | RENEWAL OF LICENSE<br>RENEWAL OF SCA  | GRANTED | 11-15-76 |
| BRED 790730<br>BRSCA "<br>PRESS                       | UD<br>AUG 29 1979                           | RENEWAL OF LICENSE<br>RENEWAL OF SCA  | 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.

