

WHA-TV



Remington Rand Inc.

BRANCHES EVERYWHERE

MADE IN U. S. A.

**REMOVABLE LABEL GUIDE**

**Cat. No. 4550L**

**Patent No. 1,390,199**

B.S. CARD #1 BROADCASTING STATION LICENSE RECORD

NONCOMMERCIAL, EDU. TV

First Program: 4-13-54 (Started 4-14-54)

21

Date first licensed Official No. 3 (granted 8-15-56)

Call letters WHA-TV  
(Station Loc: Madison, Wisc.)

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM (AL 4-30-73; Eff: )  
 X UNIVERSITY OF WISCONSIN (DALET-1 9-5-57 EPP: 9-18-57)

Name of licensee WISCONSIN STATE RADIO COUNCIL

5702 TOKAY BOULEVARD, MADISON, WISCONSIN (BLET-83 9-29-64)

X Gilbert Road, Madison, Wisconsin (BPST-104, 5-22-62)

Transmitter location X Radio Hall, University of Wisconsin, <sup>Campus</sup> Madison, Wis.

821 University Avenue, Madison, Wisc. (BPET-431 4-26-72)

X 3313 University Avenue, Madison, Wisconsin (Form 340, 5-22-64 & LTR. 6-8-64)

600 North Park, <sup>Street</sup> University of Wisconsin Campus, Madison, Wisconsin (Lic. 8-15-56)

Main studio location X University Campus, University of Wisconsin, Madison, Wis.

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BPET-47	10-7-53	Ch. #21, 512-518 Mcs	V-10.7 kw A- 5.37 kw	U	12-7-53 6-7-54
Construction permit for a new Noncommercial Ed. TV B C Sta.					
4-13-54	STA provide program service exact accordance				
CP BPET-47	pending filing of lic. appl. Per. End. 6-7-54				
BPET-37	6-7-54	same	same	same	12-7-53
Mod. CP(BPET-47) to extend completion date					12-7-54
Conversion of obstruction marking specifications					
BPET-58	12-8-54	same	same	same	12-7-53
Mod. CP(BPET-47, as mod) to extend completion date to					6-7-55
WIRE	12-17-54	SAT STA Provide program service accord.			
CP BPET-58	Per. End. 6-7-55				
BLST-3	8-15-56	CH. #21 512-518 Mcs	V-10.7kw A-5.75kw	U	8-15-56 12-1-58
License to cover CP(BPET-47, as mod.)					
ALST-1	9-5-57	Voluntary assignment of license to UNIVERSITY OF WISCONSIN. Per. 9-18-57			
BPET-3	11-19-58	CH # 21 512-518	V-10.7kw A-5.75kw	U	12-1-58 12-1-61
AH:230'	RENEWAL OF LICENSE & show chg. of name				
ACTION ON RENEWAL DEFERRED 11-29-61					
BPET-3	1-25-62	same	same	same	1-25-62
RENEWAL OF LICENSE					12-1-64
BPET-104	5-22-62	CH #21 512-518	Vis. 158 kw Aur. 79.4 kw	U	7-22-62 MSL:1742' 1-22-63
AH: 740'	CP to chg. ERP, TL, type of antenna, type of trans, AH, Equip.				
BPET-139	4-15-63	CH. #21 512-518	V-158 kw A- 79.4 kw	U	6-15-63 12-15-63
AH: 740' MSL:1742'	CP to replace expired CP (BPET-104), which auth. changes.				
WIRE	5-23-63	PENDING FILING LIC. APPL. AUTH. GR. OPERATE			
WHA-TV	TEMP. PER. AND. 6-15-63 ACCORD. CP BPET-139. ADVISE				
WIRE	6-13-63	PENDING FILING LIC. APPL. EXTENSION AUTH.			
GR. OPERATE	WHA-TV TEMP. PER. AND. 7-9-63 ACCORD. BPET-139				
WIRE	7-10-63	RE TENDERED LICENSE APPLICATION AUTH. GR.			
OPERA. WHA-TV	ON PROGRAM TEST ACCORD. SEC. 3.629 RULES & CONSTR. PER. BPET-139.				

Form BC 126 72  
June 1954

NON-COMM. ED. TV

## BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WHA-TV

Station location MADISON, WISCONSIN

Name of licensee UNIVERSITY OF WISCONSIN

Transmitter location SEE CARD # 1

Main studio location .....

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BRET-83	9-29-64	Ch. 21	V. 158 kw	U	9-29-64
AH: 740'	MSL: 1742'	512-518	A. 79.4 kw		12-1-64
LICENSE to cover CP (BPET-139) which authorizes station					
BRET-3	11-16-64	same	same	same	12-1-64
RENEWAL OF LICENSE					
-----					
LETTER	7-26-67	by Commission granting req. for waiver			
of Sec. 73.651 (c) of Rules to permit WHA-TV to accompany its visual transmission of slides, films or other visual images with aural transmission of music during scheduled breaks in its in-school programming schedule for a period ending 6-1-68					
-----					
BRET-3	11-24-67	same	same	same	12-1-67
RENEWAL OF LICENSE					
-----					
BRET-3	11-25--70	RENEWAL OF LICENSE (S)			12-1-73
BPET-378	11-19-70	Ch. 21	V. 158	U	1-19-70
AH: 740'	MSL: 1742'	512-518	A. 24		5-19-72
CP chg. type of transmitter					
WIRE	6-29--71	PENDING FIL. LIC. APPLI. AUTH. GR.			
OPER. TEMP. PER. END. 7-30-71 ACCORD CP BPET-378.					
WIRE	7-7-71	RE TENDERED LIC. APPLI AUTH. GR.			
OPER. ON PTA ACCORD CP BPET-378.					
BLET-286	7-29-71	Ch. 21	V. 158 kw	U	7-29-71
AH 740' MSL: 1742'		512-518	A. 23.4 kw		12-1-73
Lic. (BPET-378) chg.					
BPET-431	4-26-72	Ch. 21	V. 339 kw	U	6-26-72
AH: 1250' MSL: 2249'		512-518	A. 67.6		10-26-7-3
CP chg. ERP, TL, SL & HAAT.					
-----					
EBSA	5-15-72				
-----					
Wire	1-12-73	re pend. filing lic applic. auth. gtd.			
to extend per. end. 1-22-73 CONST. permit BPET-431					
Wire	1-22-73	Re tendered lic. appl., auth. gtd.			
oper. PTA accord. 73.629 & BPET-431.					
BLET-322	2-12-73	Ch. 21	V. 339kw	U	
AH: 1250'	MSL: 2249'	512-518	A-67.6kw		2-12-73
Lic. (BPET-431) for chg.					
-----					
BPET-431	5-8-73	RENEWAL OF LICENSE			

Form BC 126

NON-COM. ED. TV

June 1954  
Card # 3

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters WHA-TV

Station location MADISON, WISCONSIN

Name of licensee UNIVERSITY OF WISCONSIN

Transmitter location SEE CARD # 1

Main studio location SEE CARD # 1

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Day	Period From - To
BPET-455	5-8-73	Ch. 21	V. 339 kw	0	7-8-73
Alt: 1250	MSL 2240'	512-518	A. 67.0 kw		11-8-74
OP to make chgs in trans. equip.					
BALET-10	4-30-73	Vol. AL			
Wire	8-3-73	Re tendered lic. appl., auth. grtd.			
oper. PTA accord.		73.629 &	BPET-455		
BRCT-3	11-28-73	RENEWAL OF LICENSE (L)			12-1-76
BLET-339	12-14-73	Lic. to cover (BPET-455)			12-1-76
for chgs.					
BRET-3	11-15-76	RENEWAL OF LICENSE (S)			12-1-79
BRCT-790801KV	12-31-79	RENEWAL OF LICENSE (S)			12-1-82

Card # 1

Non-Comm TV B/C

Form A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

WISCONSIN STATE RADIO COUNCIL

Call WHA-TV

Letters -WHA-

Name ~~THE STATE OF WISCONSIN~~  
(c/o Walter J. Kohler, Governor State Capitol, Madison, Wisconsin)

c/o H. B. McCarty, Exec. Director, Radio Hall, Univ. of Wisc. Madison, Wisc. 53706

File No.	Dated	Application for	Nature	Date
BPET- 47 Recd Filed	5-29-53 6-1-53 7-27-53	CP for a new Non-Commercial TV b/c station: Freq: Ch # 21, 512-518 Mc. ERP: Vis. .85 kw, Aur .415 kw Hours of operation: Unlimited S-L: University Campus, Madison, Wisconsin T-L: Radio Hall, University of Wisconsin, Madison, Wisconsin (Vis & Aur. GE-TT-20A) (221') Filed direct	GRANTED	10-7-53
Amended Recd Filed	7-24-53 7-27-53 7-27-53	Amended re change of name from The State of Wisconsin to Wisconsin State Radio Council change in Sec. 11, Table 1 & 2, with resolution adopted 7-6-53 filed by H. B. McCarty, Executive Director and Secretary of Wis. State Radio Council.		

Card # 2

FORM A-170

## APPLICATION RECORD - BROADCASTING

Non-Comm. TV B/C

FORMERLY FCC FORM 94

Call WEA-TV  
Letters -WEV--

Name WISCONSIN STATE RADIO COUNCIL

c/o H. B. McCarty, Exec. Director, Radio Hall, Univ. of Wis., Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BPET-47 Continued from Card #1 Amended Recd & filed	9-22-53 9-23-53	Amended re financial data, programming and to change ERP from Vis. .85 kw, Aur. .415 kw to Vis. 11.9 kw, Aur. 5.95 kw, change transmitters and antenna system and make other changes. (233.8') (Vis & Aur. RCA-TTU-1B) Filed by H. B. McCarty, State Radio Council	SEE CARD #1	For action.
BMPET-37 Recd. Filed	6-1-54 6-3-54 6-3-54	Mod. of CP (BPET-47, which authorized a new Non-Comm. ED TV B/C Station) to extend completion date from 6-7-54 to _____ Filed direct.	GRANTED	6-7-54
BMPET-58 Recd & filed	12-1-54 12-2-54	Mod. of CP (BPET-47, as mod., which authorized a new Non-Comm. ED TV B/C Station) to extend completion date from 12-7-54 to _____ Filed direct.	GRANTED	12-3-54

Card # 3

FORM A-170

## APPLICATION RECORD - BROADCASTING

Non-Comm Educational TV

FORMERLY FCC FORM 94

UNIVERSITY OF WISCONSIN (BALET-1 gr. 9-5-57; Eff. 9-18-57)

Call

Letters WIA-TV

Name  WISCONSIN STATE RADIO COUNCIL  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BALET-3 Recd & filed	6-1-55 6-6-55	License to cover construction permit (BPET-47 As modified) which authorized a new non-com- mercial Educational TV broadcast station Filed direct	GRANTED	8-15-56
BALET-1 Received Resubmitted Received Resubmitted Recd Filed	6-27-57 7-1-57 7-22-57 7-24-57 8-5-57 8-12-57 8-12-57	Voluntary assignment of license to: State of Wisconsin, University of Wisconsin. Filed direct.	GRANTED EFF: <del>Returned 7-21-57</del> Incomplete	9-5-57 9-18-57

Aug. 1955

Call

Letters WHA-TV

Name UNIVERSITY OF WISCONSIN  
Madison, Wisconsin

File No.	Dated	Application for	Action	
			Nature	Date
BRET-3	8-26-58	Renewal of License.	GRANTED	11-19-58
Recd & Filed	8-29-58	Filed direct.		
BRET-3	8-8-61	RENEWAL OF LICENSE	GRANTED	1-25-62
Recd. & Filed	8-15-61			
BPET-104	8-15-61	Construction permit to change ERP from Vis. 10.7 kw, Aur. 5.75 kw to <del>Vis. 17.35 kw</del> <del>Aur. 8.675 kw</del> , change transmitter location from Radio Hall, University of Wisconsin Campus, Madison, Wisconsin, to <del>East Hill Farm,</del> <del>4800 Block of University Avenue, Madison,</del> <del>Wisconsin,</del> change type of antenna to RCA TFU-24DL, make changes in equipment and antenna height above average terrain to <del>600.84</del>	GRANTED	5-22-62
R & F	10-23-61			
AMENDED	3-30-62	Amended to change ERP to Vis. 16 1/2 kw, Aur. 88.5 kw; Trans. location to Gilbert Road, Madison, Wisconsin; type transmitters to GE TT-25-A; changes in equipment and antenna height above average terrain to 700 feet.		
R. & F.	4-9-62			

#5

FORM BC-121  
AUG. 1955NON COMMERCIAL EDUCATIONAL TV  
APPLICATION RECORD - BROADCASTINGCall WIA-TV  
Letters .....Name UNIVERSITY OF WISCONSIN  
MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPET-139 R & F	3-25-63 3-26-63	Construction permit to change CP; transmitter location; type of transmitters and antenna; changes in equipment and antenna height above average terrain TO same facilities as those authorized in expired Construction Permit, BPET-104.	GRANTED	4-15-63
BPET- Received	<del>3-14-63</del> 3-15-63	Construction permit to replace expired CP (BPET-104) which authorized changes in existing station.	Ret. 4-2-63 as unnecessary.	
BLET-83 Recd. & Filed	7-6-63 7-9-63	License to cover CP (BPET-139) which authorized changes in existing station; and redescribe transmitter location as 5702 Tokay Blvd., Madison, Wisconsin.	GRANTED	9-29-64

FORM BC-121  
AUG. 1955

APPLICATION RECORD - BROADCASTING

NON-COMMERCIAL TV

Call Letters WIA-TV

Name UNIVERSITY OF WISCONSIN  
MADISON, WISCONSIN

CH. 21

File No.	Dated	Application for	Action	
			Nature	Date
BRET-3 Recd. & Filed	8-28-64 8-31-64	RENEWAL OF LICENSE	GRANTED	11-16-64
BRET-3 R & F SEP 20 1967	8-30-67 9-1-67	RENEWAL OF LICENSE Daniel W. Toohey, Atty. (Dow, Lohnes, Albertson)	GRANTED	11-24-67
ENGR. DATA FILED	8-28-70		GRANTED	11-25-70
BRET-3 Rec. & filed PRESS PN RECD:	5-6-70 8-28-70 8-24-70	RENEWAL OF LICENSE		
BPET-378 R & F PRESS:	9-9-70 9-23-70	CP to chg. type trans. to RCA TTU-30A. Atty.: D. W. Toohey (Dow, Lohnes & Albertson)	GRANTED	11-19-70
BLET-286 R & F PRESS:	6-29-71 7-1-71 JUL 12 1971	Lic. to cover (BPET-378) for chgs. Atty.: Toohey	GRANTED	7-29-71

## APPLICATION RECORD - BROADCASTING

NONCOMMERCIAL EDUCATIONAL TV

BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

Call Letters WHA-TVName  UNIVERSITY OF WISCONSIN  
CH-21 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPET-431 R & F PRESS:	2-21-72 2-24-72 MAR 13 1972	GP to chg. ERP to Vis. 340kw(H), Aur. 67.6kw(H); TL approx. 250 ft. NNE of present site (43-03-18 89-28-42); SL to 821 University Ave., Madison, Wis.; type ant. to RCA TPU-42J Special; make chgs. in ant. structure; and HAAT 1246.5 ft. Atty.: Daniel W. Toohey (Dow, Lohnes)	GRANTED	4-26-72
BLET-322 R & F PRESS:	1-16-73 1-22-73 MAR 7 1973	Lic. to cover (BPET-431) for changes Atty: Daniel W. Toohey (Dow, Lohnes and Albertson)	GRANTED	2-12-73
BALET-10 R & F PRESS: PN REC'D	2-22-73 2-28-73 MAR 16 1973 4-23-73	Voluntary assignment of license to BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM. Atty: Dow, Lohnes & Albertson	GRANTED	4-30-73 Eff:

Call  
Letters WHA-TVName BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM  
CH-21 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BPET-455 R & F PRESS:	3-23-73 3-26-73 APR 24 1973	CP to make changes in transmitting equipment. Atty: Daniel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	4-8-73
BRCETV-47 R & F PRESS:	3-29-73 3-30-73 APR 24 1973	Request authority to operate trans. by remote control from 821 University Avenue, Madison, Wisconsin. Atty: Daniel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	5-8-73
BLET-339 R & F Press:	6-29-73 7-30-73	License to cover CP (BPET-455) for changes. D.W. Toohey, Dow, Lohnes & Albertson, atty. <i>what is the nature of the license</i>	GRANTED	12-14-73
BRET-3 R & F PM REC'D PRESS: ✓	8-17-73 9-4-73 9-4-73 SEP 20 1973	RENEWAL OF LICENSE Atty: Daniel W. Toohey (Dow, Lohnes & Albertson)	GRANTED	11 28 73

Form BC-121  
September 1969

## APPLICATION RECORD - BROADCASTING

Call  
Letters WIA-TV

Name BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM  
Ch-21 MADISON, WISCONSIN

File No.	Dated	Application for	Action	
			Nature	Date
BRET-3 R&F PN RECD PRESS	7-6-76 7-29-76 7-29-76 8 0 AUG 1976	RENEWAL OF LICENSE Atty.: Daniel W. Toohay (Dow, Lohnes & Albertson) NOX CONTOURS: Contours filed 9-3-76	GRANTED <i>filed</i>	11-15-76 <i>11-15-76</i>
BRET 790801KV R & F PN REC'D PRESS	7-20-79 8-1-79 9-20-79 79 08 29	RENEWAL OF LICENSE ATTY: RICHARD D. MARKS (DOW, LOHNES & ALBERTSON)	<i>g</i>	<i>12-31-79</i>

## 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 radio 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.

TV History Cards were initiated in the early 1940s, with the authorization of the earliest TV stations. 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 television station history.

