

K L I K



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING REGISTRATION LICENSE RECORD

Date first licensed April 2, 1954Call letters K.L.I.K.CENTRAL MISSOURI BROADCASTING, INC. AL 4-21-81 EFF: 6-1-81 Station Location: Jefferson City, Mo.

x KLIK RADIO 950, INC. (BAL-6432 9-12-68 EFF: 10-1-68)

x PANAX CORPORATION (ML-8-24-65)

x MID-STATES BROADCASTING CORPORATION (AL-9-3-63; EFF: 9-30-63)

x KLIK BROADCASTING, INC. (AL-4-29-59; EFF: 6-1-59)

Name of licensee x EMPIRE BROADCASTING CO.

On Hwy. B, 2.0 mi. S. from city limits of Jefferson City, Mo. (BP 7-2-69)

Transmitter location On North Tensile Drive 1.75 miles W of Jefferson City, Missouri (MP 10-30-53)

Lic. 4-2-54

821 Madison Street, Jefferson City Missouri (BS 1-3-74)

x 10 East Capitol Avenue, Jefferson City, Missouri (Ltr. 2-1-54)

Main studio location On North Tensile Drive 1.75 miles W of Jefferson City, Missouri (MP 10-30-53)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time	Period	
				Div.	From	To
BP-8151 Ltr.	9-16-53 9-22-53	950	5kw	Day		
subj. filing MP approval ant. & trans. site.						
BP-8151	10-30-53	950	5kw	Day	12-30	6-30-54
BMP-6334	MP (BP-8151) for approval of ant., trans. & studio sites.					

BMP-6365 (1)	11-25-53	Mod of CP (BP-8151, as mod.) change type of transmitter (COND'L CLAUSE)				

BRC-301 (2)	2-15-54	Mod. of construction permit (BP-8151, as mod.) to operate trans. by R.O. from 410 E. Capitol Ave., Jefferson City, Missouri.				
BL-5236	4-2-54	950	5kw	Day	4-2	2-1-56
Lic. cover CP 8151 as mod., for a new standard broadcast station						
BP-9852	5-20-55	950	250w	Aux.	7-20	1-20-56
CP install new trans. for aux. purposes only.						
Telegram	1-27-56	Action on renewal deferred 1-25-56 and continued operation authorized until final determination on renewal.				
BZ-3730 (1)	1-10-56	Authority to determine operating power by direct method.				
BL-5968 & ff. 3-21-56	2-1-56	950kc	250w	AUX.	3-21-56	2-1-59
Lic. to cover CP (BP-9852) to install a new transmitter as an Auxiliary Transmitter.						
BR-2930	3-21-56	950	5kw	Day	3-21-56	2-1-59
BR-2930	2-11-59	Renewal of license			2-11	2-1-62
Main & Aux						

	1-28-59	Commission deferred action on renewal pending further consideration.				
BAL-3409 EFF:	4-29-59 6-1-59	Voluntary assignment of license to KLIK Broadcasting, Inc.				
BR-2930 AUX	1-18-62	950kc	250w	Day	2-1	2-1-65
AUX to 2-1-65						
BAL-4804 EFF	9-3-63 9-30-63	Voluntary assignment of license to MID-STATES BROADCASTING CORPORATION				

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters KLK

Station location

Name of licensee X MID-STATES BROADCASTING CORPORATION

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-4268 EFF	8-30-63 9-12-63	Voluntary transfer of control of licensee corporation from Jesse D. Fine, Oscar K. Fine, Isadore J. Fine, Eugene P. Fine, Theodore M. Nelson and Marvin Cohen (all stockholders) to Mid-States Broadcasting Corporation.			
BTC-4268	8-30-63	Superseding auth. issued to eliminate Marvin Cohen as a transferor.			
BR-2930	2-10-65	950kc	5kw	Day	2-10- 2-1-68
-----250w MAIN & AUX.-----					
BML-2133 (1) EFF: 9-1-65	8-24-65	Mod. of lic to change name of licensee Corporation to Panax			
Wire dated & rec'd 11-29-65 giving notification per Sect. 73.48(a)(5) Rules that a ROA BTA-5T trans. is now installed & in oper. as Main Transmitter (Eff: 11-28-65)					
TELEGRAM	10-24-67	PSA	500w		
BR-2930	1-30-68	950kc	5kw 250w	Day Aux.	2-1 2-1-71
Renewal of NDEA					
BAL-6432 EFF:	9-12-68 10-1-68	VOL. AL			
BP-18174	7-2-69	950kc	500w, 5kw DA-N	LSU	3-2-70
CP to change to 950kw, 500w, 5kw-LS, DA-N U, & change trans. location (Cond'l.					
BP-18174(1)	12-8-69	MP(BP-18174) to chg. the area of inverse distance fields & intensities (Memo).			
BMP-12,911 (2)	3-9-70	MP(BP-18,174) ext. time to 6-1-70			
BMP-13,005 (3)	6-16-70	MP(BP-18,174) ext. time to 9-1-70			
BP-18.174	7-2-69	Superseded authorization to substitute new condition for second paragraph on page 2 of authorization.			
BP-18,939	12-30-70	950kc	500w 5kw	DA-N U	12-30-71
CP to remove resistor from daytime non-directional antenna system.					

Form BC 126

June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters KLK

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
BP-18,940	12-30-70	950kc	250w DA-N	Aux.	12-30-71 CP to move auxiliary transmitter to 2.0 mi. S. from city limits on Highway 13, Carson City Missouri.
BR-2930(S)	1-29-71	Renewal of License & NDEA			2-1-74
BL-12,799 (L)	2-26-71	Lic.(BP-18,174) for changes. as mod.			2-1-74
BL-12,882(L)	3-15-71	Lic.(BP-18,939) for changes. 950kc., 500w, 5kw DA-N LS U RC			2-1-74
BRC-3525(1)	11-11-71	Mod of lic. to operate trans. by RC from main studio loc. while using directional antenna.			
BL-13,149(L) Main & Aux.	2-4-72	Lic. (BP-18,940) for changes 950kc 500w, 5kw-LS DA-N U 250w DA-N Aux.			2-1-74
EBSA	5-25-72	-----			
BS-2930(1)	1-3-74	ML to chg. SL & RC. (Main & Aux.)			
Comlet	8-12-74	Ant Monitor: Potomac Inst. AM-19 (204)			
BR-2930(L)	11-29-74	RENEWAL (AMIN & AUX.)			2-1-77
BR-2930(L)	1-13-77	Renewal of License			2-1-80
BR791001YV(S)	1-24-80	Renewal of License			2-1-83
BZ-791024AB(L)	11-19-80	DIRECT MEASUREMENT			2-1-83
BALH810206HW	4-21-81	Vol AL EFF: 6-1-81			

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call **K L I K**
Letters **KLK**

EMPIRE BROADCASTING CO.

Name

~~EMPIRE BROADCASTING CO.~~
(P.O. Box 396, Moberly, Missouri)

300 1/2 West Reed Street,

File No.

Dated

Application for

Action

Nature

Date

EP-8151

6-1-51

Construction permit for a new standard broad-
cast station to be operated on:

GRANTED

9-16-53

Rec'd

6-14-51

Frequency: 950kc

DOCKET NO. 10161

Filed

6-14-51

Power: ~~1kw~~ 5kw

OUT OF HEARING

Hours of Operation: Daytime

subj. filing MP approval
site & ant.

Trans. Location: To be determined

Jefferson City, Missouri

ISSUED with BMP-6334

Studio Location: To be determined

Jefferson City, Missouri

Harry J. Daly, Atty.

Ralph J. Bitzer, Engr.

St. Louis, Missouri

AMENDED

7-28-53

AMENDED to change name of applicant to

Rec'd

7-31-53

Empire Broadcasting Co., Change power to 5kw,

Filed

8-11-53

and change type of transmitter (GATES BC-5B)

Gates 30-1E

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters K L I K
 New

Name EMPIRE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6334 Rec'd Filed	10-6-53 10-7-53 10-7-53	Modification of construction permit (BP-8151 which auth. a new standard broadcast station) for approval of antenna, transmitter and studio location as On North Tenmile Drive, 1.75 miles west of Jefferson City, Missouri. Harry J. Daly, Atty. Ralph J. Bitzer, Engr.	GRANTED	10-30-53
BMP-6365 Rec'd Filed	11-4-53 11-12-53 11-12-53	Modification of construction permit (BP-8151 as mod., which auth. a new standard broadcast station) to change type of transmitter (Composite).	GRANTED	11-25-53 before prog. test auth. data re meas. of proposed trans.
BRC-301 Rec'd Filed	1-26-54 1-27-54 1-27-54	Modification of construction permit (BP-8151, as mod., which auth. a new standard broadcast station) to operate transmitter by Remote Control from 410 East Capitol Ave., Jefferson City, Missouri. Harry J. Daly, Atty. F. C. C. - WASHINGTON, D. C.	GRANTED	2-15-54

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters K L I K

Name EMPIRE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BL-5236 Rec'd Filed	2-14-54 2-19-54 3-2-54	License to cover construction permit (BP-8151, as mod.,) which auth. a new standard broadcast station. Harry J. Daly, Atty. Fritz Bauer, Engr.	GRANTED	4-2-54
BP-9852 Rec'd Filed	4-11-55 5-11-55 5-11-55	Construction permit to install a new transmitter (Composite) as an auxiliary transmitter at North Tenmile Drive, 1.75 mi. W. of Jefferson City, Missouri (present location of the main transmitter) to be operated on 950kc with power of 250w, for auxiliary purposes only. Martin M. Mitchum, Engr.	GRANTED	5-20-55

APPLICATION RECORD - BROADCASTING

Call
Letters K.L.I.X.Name EMPIRE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2930 Rec'd Filed	11-1-55 11-3-55 11-3-55	Renewal of License	GRANTED	3-21-56
BZ-3730 Rec'd Filed	10-27-55 10-31-55 10-31-55	Authority to determine operating power by direct measurement of antenna power.	GRANTED	1-10-56
BL-5968 Rec'd Filed	11-23-55 12-1-55 12-1-55	License to cover construction permit(BP-9852) which authorized the installation of a new transmitter(Composite) as an auxiliary transmitter at North Tenmile Drive 1.75 mi. W. of Jefferson City, Missouri(present location of the main transmitter) to be operated on 950ke with power of 250w, for auxiliary purposes only.	GRANTED issued as of 3-21-56.	2-1-56

AUG. 1955

#5

APPLICATION RECORD - BROADCASTING

Call
Letters K L I K

Name EMPIRE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2930 Rec'd Filed	10-31-58 11-3-58	Renewal of license (main)	GRANTED	2-11-59
BR-2930 Rec'd Filed	11-30-58 12-5-58 12-5-58	RENEWAL OF LICENSE (Auxiliary Transmitter)	GRANTED	2-11-59
BAL-3409 Rec'd. Filed	3-31-59 4-1-59 4-1-59	Voluntary assignment of license to KLIK Broadcasting, Inc. Andrew G. Haley, Atty.	GRANTED EFF:	4-29-59 6-1-59
BTC-3524 Rec'd Filed	8-17-60 8-22-60 8-22-60	Voluntary transfer of control of licensee corporation from Jesse D. Fine, et al (All Stockholders) to GTS Broadcasting, Inc. Lauren A. Colby, Atty. for Transferor D. F. Prince, Atty. for Transferee	DISMISSED	11-23-60 Request of applicant

FORM BC-121 #6
AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters K L I K

Name KLIK BROADCASTING, INC.
Jefferson City, Missouri

File No.	Dated	Application for	Action	
			Nature	Date
BR-2930 Rec'd&Filed	10-24-61 11-2-61	Renewal of license (MAIN)	GRANTED	1-18-62
BR-2930 Rec'd&Filed	10-30-61 11-2-61	Renewal of license (AUXILIARY) Andrew G. Haley, Atty.	GRANTED	1-18-62
BTC-4268 R & F	4-12-63 4-15-63	Voluntary transfer of control of licensee corporation from Jesse D. Fine, Oscar K. Fine, Isadore J. Fine, Eugene P. Fine and Theodore M. Nelson and Marvin Cohen (all stockholders) to Mid-States Broadcasting Corporation. Atty for transferor - Andrew G. Haley " " transferee - Keith Putbrese	GRANTED EFF	8-30-63 9-12-63
BAL-4804 R & F	4-30-63 5-6-63	Voluntary assignment of license to MID-STATES BROADCASTING CORPORATION Contingent on grant of BTC-4268 F. C. C. - WASHINGTON, D. C. Atty. - Smith & Pepper(Putbrese)	GRANTED EFF	9-3-63 9-30-63

APPLICATION RECORD - BROADCASTING

Call Letters KLIK

Name MID-STATES BROADCASTING CORPORATION
 Jefferson City, Mo.

File No.	Dated	Application for	Action	
			Nature	Date
LETTER dated 10-7-63, rec'd 10-7-63 from John Bankson, Jr., Esq. behalf Station KPRC, Houston, Texas protesting pre-sunrise operation Station KLIK. B/C Fac. 10-8-63.				
BR-2930 Rec'd Filed	12-10-64 12-15-64 12-15-64	Renewal of license (Main) Atty: Keith E. Putbrese	GRANTED	2-10-65
BR-2930 Rec'd Filed	12-10-64 12-16-64 12-16-64	Renewal of license (Auxiliary) Atty: Keith E. Putbrese	GRANTED	2-10-65
BML-2133 R&F	7-12-65 7-21-65	Modification of license to change name of licensee to PANAX CORPORATION. Atty: Arthur Stambler	GRANTED EFF:	8-24-65 9-1-65

FORM BC-121 #8
 AUG. 1955

APPLICATION RECORD - BROADCASTING

950kc

Call Letters K L I K

Name Panax Corporation
Jefferson City, Mo.

File No.	Dated	Application for	Action	
			Nature	Date
BP-18,174 Rec'd Resub. Rec'd NP rec'd Amended 5-16-68 R&F 5-17-68 PETITION FOR WAIVER OF COMMISSION RULES filed 8-28-67 by Keith E. Putbrese and B. Jay Baraff	8-18-67 8-25-67 1-31-68 2-5-68 2-19-68	CP to change hours of operation from Daytime to Unlimited, using power of 500w, 5kw-LS, install DA-N, change antenna-trans. loc to On Hwy B, 2.0 mi. S from city limits, Jefferson, Missouri, Missouri, Missouri (R&F 5-17-68). Amended 5-17-68 re engr data atty-Putbrese; Fletcher & Baraff engr-Robert L. Purcell	Returned by Comm action 1-24-68 GRANTED Cond'l re: To insure maintenance of the radiated field. A study, based upon variations in phase & magnitude of currents.	--- --- 7-2-69
BR-2930 R & F	10-27-67 11-2-67	Renewal of license (Main & Auxiliary) Atty- B. Jay Baraff (Putbrese, Fletcher & Baraff)	GRANTED	1-30-68
DEC 11 1967 BP-18,174-cont'd AMENDMENT R&F	7-5-68	AMENDED re legal.	GRANTED	7-2-69
BAL-6432 R & F FEE PD: \$75	7-23-68 7-25-68 #446593	Voluntary assignment of license to KLIK RADIO 950, INC. Atty for assignee - Baruff Barinsky	GRANTED EFF:	9-12-68 10-1-68

AUG 8 F.C.C. WASHINGTON, D.C. Pub. notice filed 8-14-68

CONTACT: STAN G. GRIEVE
PHONE: CODE 314; 635-4136
ADDRESS: 410 EAST CAPITOL
JEFFERSON CITY, MO.

(BP-18174) PETITION TO DENY filed 2-27-69 by Harrison T.
Slaughter for Evening News Assn. (WWJ)

OPPOSITION TO PETITION TO DENY filed 4-1-69 by Shifinsky
on behalf of KLIK.

AMENDED 4-1-69 re Engineering data submitted.

Amended 2-14-69 re change name. (KLIX RADIO 950, INC.)

Amended 3-3-69 re financial data submitted.

Amended 6-16-69 re Engineering data.

APPLICATION RECORD - BROADCASTING

Call Letters K L I K

Name KLTK RADIO 950, INC.
Jefferson City, Missouri

File No.	Dated	Application for	Action	
			Nature	Date
BMP-12,911 R & F \$30-576989 FEB 27 1970	2-3-70 2-10-70 2-10-70	MP(BP-18,174) for extension of completion date 6-1-70 (Changes) Atty: Jason L. Shrinsky	GRANTED to	3-9-70 6-1-70
BMP-13,005 R & F \$30-605162 JUN 9 1970	5-26-70 5-27-70 5-27-70	MP(BP-18,174, as mod.) for extension of completion date to 9-1-70. Atty: Arthur Stambler	GRANTED to	6-16-70 9-1-70
BR-2930 R & F P.N. NOV 13 1970	10-29-70 11-3-70 11-3-70	Renewal of License (Main) Atty: Jason L. Shrinsky	GRANTED	1-29-71

Called Atty. 11-10-70 re: Aux. (BR-2930)

#10

APPLICATION RECORD - BROADCASTING

Call Letters KLK

Name KLK RADIO 950, INC.
Jefferson, City, Missouri

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,799 Rec'd #613926 \$30. Amended & F PTA Amended PTA ext. PRESS NOV 27 1970	7-7-70 7-8-70 7-8-70 8-7-70 7-21-70 ltd. 9-4-70 11-17-70	Lic.(BP-18,174, as mod.) for changes. Atty: B. Jay Baraff(Arthur Stambler) new Sect. II-A & engr. data. Engr. exhibit	GRANTED	2-26-71
BP-18,939 R & F #646002 \$50 Press Acc. 060	11-18-70 11-24-70 11-24-70	CP to remove resistor from daytime non-directional antenna system. Atty: Jason L. Shrinsky	GRANTED	12-30-70
BP-18,940 R & F #645838 \$50 Acc. 060 Press	11-23-70 11-27-70 11-27-70 DEC 30 1970	CP to move auxiliary transmitter to 2.0 mi. South from city limits on Highway 13, Carson City, Missouri. 38° 31' 13" - 92° 10' 42" Atty: Jason L. Shrinsky	GRANTED	12-30-70

APPLICATION RECORD - BROADCASTING

Call
LettersKLIK.....

KLIC RADIO 950, INC.

Name
Jefferson City, Missouri

File No.	Dated	Application for	Action	
			Nature	Date
BL-12,882 R & F #662994 \$50 AC-067 PTA Press MAR 3	2-1-71 2-9-71 2-9-71 2-17-71 1971	Lic.(BP-18,939) for changes. Atty: Jason L. Shrinsky (Arthur Stambler)	GRANTED	3-15-71
BRC-3525 R & F #015874 \$50 Acc. 067 Press JUL 28	7-9-71 7-11-71 7-11-71 1971	Modification of license to operate transmitter by remote control from main studio location, while using directional antenna. Atty: Jason L. Shrinsky	GRANTED	11-11-71
BL-13,149 R & F W 029147-\$50 AC-067 PTA PRESS	12-30-71 1-3-72 1-3-72 1-10-72 FEB 2 1972	Lic.(BP-18,940) for Changes-Auxiliary Trans. Atty: Jason L. Shrinsky(Arthur Stambler)	GRANTED	2-4-72

APPLICATION RECORD - BROADCASTING

950 kc

Call Letters KLK

Name KLK RADIO 950, INC.
JEFFERSON CITY, MISSOURI

File No.	Dated	Application for	Action	
			Nature	Date
BR-2930 R & F PN Recd. PRESS	11-1-73 11-5-73 " NOV 21 1973	RENEWAL OF LICENSE (MAIN & AUXILIARY TRANS.) B. Jay Baraff, Atty. AMENDED 12-7-73 re: composition of area AMENDED 2-6-74 re: EEO AMENDED 3-26-74 re: EEO	GRANTED	11-29-74
BR-2930 R & F PN Recd. PRESS	9-22-76 9-29-76 " NOV 4 1976	RENEWAL OF LICENSE (MAIN & AUXILIARY) Jason L. Shrinsky, Atty.	Granted	1-13-77
BR 791001 YV PRESS	OCT 8 1 1979	RENEWAL OF LICENSE (MAIN & AUX. TRANS.) Elliot B. Evers, Atty.	GRANTED	1-24-80

APPLICATION RECORD-BROADCASTING

Call Letters: K L IK

CENTRAL MISSOURI BROADCASTING, INC.

Name: KLIK RADIO 950, INC.

Station Location: Jefferson City, Missouri

File No.	Date	Description	Action and Date
BZ-791024AB R & F DM PRESS	10-24-79 8-18-80 NOV 6 1980	DIRECT MEASUREMENT Atty: James M. Weitzman	GRANTED 11-19-80
BAL810206HV Form 314 PRESS Also see KJFF(fm) PN FILED 3-9-81	MAR 16 1981	Vol AL to Central Missouri Broadcasting, Inc. Atty For assignor Jason L. Shrinsky Atty for assignee Alan C. Campbell OVER	GRANTED 4 21 81 EFF: 6-1-81 6-2-81

BAL810206HV AMENBBD 4-14-81 re: Exh. 5. (Fin. plan)

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. 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 – 3” by 5” filing cards – 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). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

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.

