

WACT



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 2,390,199

June 1954

## BROADCASTING STATION LICENSE RECORD

Date first licensed 10-31-58

Call letters WACT

Station location Tuscaloosa, Alabama

NEW SOUTH RADIO, INC. (AL-3-18-59; EFF: 4-7-59)

X FRANK E. HOLLADAY, JOSEPH W. CARSON AND

Name of licensee X JOHN S. PRIMM, d/b as NEW SOUTH RADIO

3900 11th Ave., Tuscaloosa, Ala. (CP 6-18-79)

Transmitter location XU.S.Hwy. 11 and Fosters Ferry Road, near Tuscaloosa, Ala. (CP 11-13-57)

3900 11th Ave., Tuscaloosa, Ala. (CP 6-18-80)

#3 Office Plaza, 6th Street and 27th Avenue, Tuscaloosa, Ala (BRC 7-19-63)

X414 - 10th Street, Tuscaloosa, Alabama (BRC-1346)

Main studio location X To be determined, Tuscaloosa, Alabama

(CP 11-13-57)

# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-11026	11-13-57	1420kc	5kw	Day	1-13-58 7-13-58
	CP for new standard broadcast station.				
BMP-8142 (1)	6-9-58	Mod. of CP(BP-11,026) for extension of completion date to 9-30-58.			
BRC-1346 (2)	9-11-58	Modification of construction permit to specify studio location as 414 - 10th Street, Tuscaloosa, Alabama and operate transmitter by Remote Control, from Studio Location.			
BL-7223	10-31-58	1420kc	5kw	Day(RC)	10-31 4-1-61
	License to cover CP (BP-11,026) as mod., for a new standard broadcast station.				
BAL-3371 EFF:	3-18-59 4-7-59	Voluntary assignment of license to New South Radio, Inc			
BR-3690	3-22-61	1420kc	5kw	Day	4-1 4-1-64
BRC-2275 (1)	7-19-63	Mod. of license to change studio loc. and remote control point to #3 Office Plaza, 6th Street and 27th Avenue, Tuscaloosa, Alabama,			
BR-3690	3-13-64	1420kc	5kw	Day	4-1 4-1-67
BR-3690	3-29-67	Renewal of license			4-1 4-1-70
BTC-5451 eff. 11-21-67	11-16-67	Voluntary acquisition of positive control of licensee.			
TELEGRAM	11-6-67	PSA	500w	-----	
BR-3690(S)	4-1-70	Renewal			4-1-73
EBSA	6-12-72	-----			
BR-3690	1-2-78	RENEWAL & MODIFICATION			4-1-79
BZ-9346 (L)		1420khz	5kw	Day	(RC) 4-1-82
BR781201D	4-11-79	Renewal			
BP-21263	6-18-79	CP chg.	TL/SL		
		1420khz	5kw	Day	6-18-80
BL-791221AF(L)	7-29-80	Lic. to cover BP-21263 for changes 4-1-82			

## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call

FRANK E. HOLLADAY, JOSEPH W. CARSON and JOHN S. PRIMM, d/b as Letters ~~NEW~~ W.A.C.T.Name NEW SOUTH RADIO  
(P.O. - Frank E. Holladay, Box 1245, Meridian, Mississippi)

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,026	1-7-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 1420kc Power - 5kw Hours of operation - Daytime Transmitter location - U.S. Hwy #11 and Fosters Ferry Road, Tuscaloosa, Alabama Studio location - To be determined. Tuscaloosa, Alabama	GRANTED	11-13-57
Rec'd	1-8-57			
Filed	1-8-57			
AMENDMENT	9-23-57	Atty. - Harry J. Daly		
R & F	9-26-57	Engr. - John H. Mullaney AMENDED to make changes in antenna system (decr. hght)		

GATES BC-5P

## APPLICATION RECORD - BROADCASTING

AUG. 1955

FRANK E. HOLLADAY, JOSEPH W. CARSON/S. PRIMM D/B AS &amp; JOHN

Call Letters WACTName NEW SOUTH RADIO

File No.	Dated	Application for	Action	
			Nature	Date
BNP-8142 Rec'd Filed	5-17-58 5-21-58 5-21-58	Modification of construction permit (BP-11,026 which authorized a new standard broadcast station) for extension of comple- tion date from 7-13-58 to <u>9-30-58</u> .  Atty: Harry J. Daly	GRANTED	6-9-58
BBC-1346 Rec'd Filed	9-6-58 9-8-58 9-8-58	Modification of construction permit to specify Studio location as 414 - 10th Street, Tuscaloosa, Alabama - and operate transmitter by Remote Control from Studio Location  Harry J. Daly, Atty.	GRANTED	9-11-58
BL-7223 Rec'd Filed	9-3-58 9-5-58 9-5-58	License to cover CP BP-11,026 as modified which authorized a new standard broadcast station.  Harry J. Daly, Atty.	GRANTED	10-31-58

## APPLICATION RECORD - BROADCASTING

Aug. 1955

Call  
Letters W.A.C.T.Name FRANK E. HOLLADAY, JOSEPH W. CARSON AND JOHN S. PRIMM, d/b as...NEW SOUTH RADIO, Tuscaloosa, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BAI-3371 Rec'd. Filed	3-2-59 3-6-59 3-6-59	Voluntary assignment of license to New South Radio, Inc.  Harry J. Daly, Atty.	GRANTED EFF:	3-18-59 4-7-59
BR-3690 Rec'd Filed	1-2-61 1-3-61 1-3-61	Renewal of license	GRANTED	3-22-61
BRC-2275 R & F	7-16-63 7-17-63	Modification of license to change studio location and remote control point <u>to</u> #3 Office Plaza, 6th Street and 27th Avenue, Tuscaloosa, Alabama.	GRANTED	7-19-63
BR-3690 Red'd Filed	12-30-63 12-31-63 12-31-63	Renewal of license	GRANTED	3-13-64

FORM BC-121  
Aug. 1955

#4

APPLICATION RECORD - BROADCASTING

Call  
Letters W A C T

Name NEW SOUTH RADIO, INC.  
Tuscaloosa, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-3690 R & F	12-1-66 12-28-66	Renewal of License  Atty.: George R. Borsari, Jr.	GRANTED	3-29-67
BTC-5451 R & F OCT 4 1967	9-27-67 9-28-67	Voluntary acquisition of positive control of lic. corp. by Clyde W. Price thru purchase of stock from Frank E. Holladay and Joseph W. Carson  Atty - Daly & Joyce	GRANTED	11-16-67 11-21-67
BR-3690 R & F 565656 575 P. N.	12-15-69 12-19-69 12-19-69 12-19-69	Renewal of License AMENDED 2-24-70 re: Programming  JAN 27 1970	GRANTED	4-1-70
BR-3690 R & F PN Recd. PRESS	12-18-72 12-20-72 JAN 5 1973	RENEWAL OF LICENSE AMENDED 2-12-73 re: programming PETITION TO DENY RENEWAL OF BROADCAST LICENSE filed 3-2-73 by John Bineno, individually and on behalf of Civil Liberties Union of Alabama	Designated for Hearing APR 23 1975 #20463 Min.	1-2-78



BR-3690 MOTION FOR ACCEPTANCE OF PETITION TO DENY FILED  
THREE MINUTES LATE filed 3-12-73 by Albert H. Kramer on  
behalf of Petitioners

MOTION FOR EXTENSION OF TIME TO OPPOSE PETITION TO DENY  
RENEWAL OF LICENSE filed 3-14-73 by Leonard Joyce, atty  
for New South Radio, Inc.

OPPOSITION TO MOTION FOR ACCEPTANCE OF PETITION TO DENY  
FILED THREE MINUTES LATE filed 3-27-73 by Leonard Joyce,  
counsel for WACT

OPPOSITION TO PETITION TO DENY filed 4-4-73 by Leonard  
Joyce on behalf of New South Radio, Inc.

REPLY TO OPPOSITION TO MOTION FOR ACCEPTANCE OF PETITION  
TO DENY FILED THREE MINUTES LATE filed 4-9-73 by  
Petitioners

AFFIDAVITS TO PETITION TO DENY submitted 4-11-73 by  
Petitioners

AMENDED 4-13-73 re: ascertainment of comm. needs  
MOTION FOR EXTENSION OF TIME filed by Albert H. Kramer,  
Counsel for Petitioners

AFFIDAVIT TO ATTACH TO "MOTION TO ACCEPT PETITION TO  
DENY FILED THREE MINUTES LATE" filed 4-25-73 by Albert  
H. Kramer on behalf of Petitioners.

REPLY TO OPPOSITION TO PETITION TO DENY filed 5-7-73 by  
Albert H. Kramer on behalf of Petitioners

MOTION TO STRIKE AMENDMENT TO LICENSE RENEWAL APPLICATION  
filed 6-11-73 by Petitioners

OPPOSITION TO MOTION TO STRIKE AMENDMENT TO LICENSE  
RENEWAL APPLICATION filed 6-27-73 by Leonard Joyce on  
behalf of WACT

REPLY TO OPPOSITION TO MOTION TO STRIKE AMENDMENT TO  
LICENSE RENEWAL APPLICATION filed 7-9-73 by Petitioners  
SUPPLEMENT TO OPPOSITION TO PETITION TO DENY filed

11-6-73 by Leonard S. Joyce on behalf of Station WACT  
The Comm. by letter of 1-30-74 notified station of apparent  
liability of \$1000 for violation of Sec. 73.123(a).

## APPLICATION RECORD - BROADCASTING

1420khz

Call  
Letters ..... W A C T

#5

Name NEW SOUTH RADIO, INC.  
Tuscaloosa, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BZ-9346 R & F DM PRESS FEB 11 1977	12-22-76 1-7-77 2-4-77	Direct Measurement Atty: Leonard S. Joyce	GRANTED issued	3-14-77 with BR-3690
BP-21,263 R & F PRESS: JUL 27 1978	6-26-78 6-28-78	CP chg. TL/SL to: 3900 11th Ave., Tuscaloosa, Alabama; install new Trans. (COLLINS 828E-1); install former main Trans. (GATES BC-5P) as Alt. Main Trans.; mke. chg. in ant. sys. (incr. hght.). MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 COMMISSION RULES.  33° 10' 30" 87° 33' 18"  Atty: Leonard S. Joyce Engr: Robert E. Ritch	GRANTED	6-18-79

## APPLICATION RECORD - BROADCASTING

Call W A C T  
Letters .....Name New South Radio, Inc.  
Tuscaloosa, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR781201D4 PRESS: FEB 27 1979		RENEWAL OF LICENSE (Main & Aux. Trans.)  Atty: Leonard S. Joyce	<i>W. J.</i> GRANTED	<i>1-79</i> 4-11-79
BL-791221AF R & F PRESS MAY 18 1980	12-21-79	Lic. to cover BP-21,263 for changes Atty: Leonard S. Joyce	GRANTED	7-29-80

## 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 12<sup>th</sup> 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.

