

WATV



Remington Rand Inc.

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REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

B.S. 1269

BROADCASTING STATION LICENSE RECORD

WATV (7-1-58)

X W L B S (7-20-51)

Date first licensed 9-3-46

Call letters X W K A X

CRESCENDO BROADCASTING, INC. (AL gr 7-31-72 EFF: 8-22-72)

X SATELLITE BROADCASTING COMPANY (AL-12-15-64; EFF: 1-5-65)

X AMERICAN ELECTRONIX, INC. (AL-7-9-58 EFF: 7-17-58)

X W L B S, INC. (AL 7-18-51, Eff. 7-20-51)

Name of licensee X COURIER BROADCASTING SERVICE, INC.

231 - 21st Avenue ^W, Birmingham, Alabama

X 1110 - 10th St. West, Birmingham, Ala. (CP 7-18-52) Forfeited 12-22-53)

X 231 ~~24~~st Ave., W, Birmingham, Ala. (Lic. 9-3-46)

Transmitter location X 21st Ave. & Second Place, N., Birmingham, Ala. (CP 2-6-46) (Lic. 9-3-46)

3025 Ensley Avenue, Birmingham, Alabama (BS-1265 6-13-76)

3520 ~~X~~X X Thomas Jefferson Hotel, 2nd Avenue and 17th Street, Birmingham, Alabama (BS 1-30-61)

X 710 South 22nd Street, Birmingham, Alabama (Ltr. 8-15-58)

X 212 North 13th St., Birmingham, Alabama (ltr. dtd. 4-14-53 Eff. 5-1-53)

X 216 1/2 N. 21st St, Birmingham, Ala() EFF: 10-20-49)

Main studio location X 1710 6th Ave., North, Birmingham, Ala. (CP 2-6-46) Lic. 9-3-46)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
P-3681	2-6-46	900	1kw	Daytime	4-6	10-6-46
	C.P. for a new Station					
MP-1885	5-2-46	Mod.C.P. (P-3681) for change in type of transmitter			4-6	10-6-46
L-1986	9-3-46	900	1kw	Daytime	9-3	11-1-46
Z-1812	Lic. cover CP (3681 as mod.) for new station & Determine operating power by direct method. (Conditional Clause)					
R-1269	10-31-46	900	1kw	D	11-1	11-1-49
CANCELLED						
R-1269	10-31-46	900	1kw	D	11-1	11-1-49
Superseding license						
S-1269	1-14-47	900	1kw	Daytime	1-14	11-1-49
Mod. Lic. to delete waiver 3.55(b) from cond'l. clause						(Conditional Clause)
ML-1299	5-25-48	900	1kw	Daytime	5-25	11-1-49
Mod. Lic. to correct geographical coordinates of T site.						
S-1269	10-28-49	Extension of license			11-1	3-1-50
S-1269	2-23-50	Extension of license			3-1	6-1-50
S-1269	5-31-50	Extension of license			6-1-50	9-1-50
S-1269	8-31-50	Extension of license			9-1	12-1-50
BR-1269	11-22-50	900	1kw	Daytime	11-22	11-1-52
BR-1269	11-22-50	900	1kw	Daytime	11-22	11-1-52
Superseding license changing studio loca.						
BAL-1153	7-18-51	Vol. assignment of license to				
Eff.	7-20-51	W L B S, INC.				
BP-8457	7-18-52	CP change transmitter location				
**					9-18	3-18-53
BR-1269	10-15-52	900kc	1kw	Daytime	11-1	4-1-55
BMP-6151	3-24-53	Mod. of CP(BP-8457) for extension of completion dates.			9-18-52	5-1-53
BMP-6190	4-29-53	MP (BP-8457, as mod) for extension of completion date.			9-18-52	7-1-53
(2) **						
** Forfeited Per Section 1.314, Letter 12-23-53						
Telegram	3-30-55	Action on renewal deferred 3-30-55 & continued operation auth. until final determination on renewal				
BR-1269	4-27-55	900kc	1kw	Daytime	4-1	4-1-58

June 1954

#2

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WATV
WLBS

Name of licensee WLBS, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BTC-1869 EFF: 5-7-55	5-4-55	Vol. trans. of control to G. G. Puett			
BTC-2314 EFF: 11-1-56	9-13-56	Involuntary trans. of control of licensee corp. from Garnett G. Puett to Mrs. Faye N. Puett and Garnett G. Puett, Jr., Executors of the Estate of Garnett G. Puett, Deceased.			
TELEGRAM	3-28-58	Action on renewal deferred 3-27-58 and continued operation authorized until final determination on application.			
BR-1269	7-9-58	900kc	1kw	Daytime	7-9- 4-1-61
BAL-3059 EFF: 7-27-58	7-9-58	Voluntary assignment of license to AMERICAN ELECTRONIX, INC.			
BS-1269 (1)	1-30-61	Mod. license to change main studio location.			
BRC-1829	3-28-61	900kc	1kw	Day	3-28 4-1-61
		Mod. of license to operate transmitter by Remote Control from Thomas Jefferson Hotel, 2nd Avenue and 17th St., Birmingham, Alabama.			
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-1269	5-17-61	Renewal of License			5-17 4-1-64
BTC-3703 EFF: 5-25-61	5-23-61	Voluntary acquisition of positive control of licensee corporation by E. C. Atkerson thru purchase of stock from Thad Holt, Sr.			
	3-25-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BR-1269	6-19-64	Renewal of License			6-19 4-1-67
BAL-5271 EFF: 1-5-65	12-15-64	Voluntary assignment of license to SATELLITE BROADCASTING COMPANY			
BTC-5039 EFF: 3-30-66	3-16-66	Involuntary transfer of control of licensee corporation from Guy L. Seymour and Martha C. Seymour to Martha C. Seymour, Executrix of the Estate of Guy L. Seymour, Deceased.			

Form BC 126

June 1954

#3

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W A T V

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
BZ-5923	4-25-66	900kc	1kw	Day	4-25 4-1-67
	Authority to determine operating power by direct meas. of antenna power.				
BR-1269	11-8-67	Renewal of License			11-8 4-1-70
BR-1269 (S)	6-30-70	RENEWAL OF LICENSE			4-1-73
BTC-6266	6-30-70	VOL. TC	EFF: 8-10-70		
EBSA	6-12-72				
BAL-7577	7-31-72	EFF: 8-22-72			
BR-1269(L)	3-30-73	RENEWAL			4-1-76
WIRE	12-6-73	PSA	214w		
BR-1269(S)	3-30-76	RENEWAL			4-1-79
BS-1269(1)	6-11-76	ML to chg.	SL AND RC		

APPLICATION RECORD—BROADCASTING

W A T V
S W X A XCall letters X NewName COURIER BROADCASTING SERVICE, INC
(P.O. Box 1928, Birmingham, Ala.)

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-3681	8-12-44	Construction Permit for a new standard broadcast station to be operated on: Frequency: 1260-ke-1250-ke 900 kc Power: 250w 1kw Hours of Operation: Unlimited-time Daytime Trans. Location: Between-16th-&-17th-Sts., South, on Powell Ave., Birmingham, Ala. Studio Location: 1710--7th-Ave., North, Birmingham, Ala. (Filed by E. D. Johnston, Atty.)	GRANTED	2-6-45
Rec'd	8-21-44			
Filed	8-21-44			
Amended	12-26-44	RE: To change frequency from 1260 to 1250-ke, change hours of operation from unlimited time to daytime, make changes in antenna, and change transmitter location from Between-16th-&-17th Sts., South, on Powell Ave., Birmingham, Ala., to 100 S.W. First Ave., Birmingham, Ala.		
Rec'd	12-30-44			
Filed	1-5-45			

SEE CARD NO. 2

RCA - GTA - 1L

~~COMPOSITE Transmitter~~

(S. D. Wooten, Jr. --- Chief Engr. --- WREC Broadcasting
Service --- Engr. ---)

APPLICATION RECORD—BROADCASTING

Call letters WKAXName COURIER BROADCASTING SERVICE, INC.

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-P-3681 (Cont'd) AMENDED Recd. Filed	10-4-45 10-8-45 10-8-45	AMENDED to change frequency from 1250 kc to 900 kc, increase power from 250w to 1kw, change type of transmitter, changes in antenna, change transmitter location from 100 S.W. First Ave., Birmingham, Ala. to 21st Ave. & 2nd Place, North, Birmingham, Ala. and studio location from 1710 - 7th Ave., North, Birmingham, Ala. to 1710 - 6th Ave., North, Birmingham, Ala. (John J. Keel, Engr.)	See Card #1	for action

APPLICATION RECORD - BROADCASTING

Call
Letters WKAXName COURIER BROADCASTING SERVICE, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-1885 Rec'd Filed	3-13-46 3-18-46 3-18-46	Mod. of C.P. (B3-P-3681, which authorized a new standard broadcast station) for changes in antenna and to change proposed type of transmitter (Gates Radio BC-1-E). (Filed by E.D. Johnston, Atty.)	GRANTED	5-2-46
B3-L-1986 Rec'd Filed	5-16-46 5-20-46 5-20-46	License to cover C.P. (B3-P-3681, as mod.,) which authorized a new standard broadcast station; and Authority to determine operating power by direct measurement of antenna power. (Filed by E. D. Johnston, Atty.;	GRANTED Conditional re waiver 3.55(b) and 3.60	9-3-46
B3-Z-1812 Rec'd Filed	5-13-46 5-20-46 5-20-46			

APPLICATION RECORD - BROADCASTING

#4

Call

Letters

WKAX

Name COURIER BROADCASTING SERVICE, INC.

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-1269 Rec'd	10-8-46 10-9-46	Renewal of license Filed by E. D. Johnston, Atty. Amend. filed 10-23-46	Granted	10-31-46
B3-P-5464 Rec'd Filed	11-5-46 11-23-46 11-23-46	C.P. to change frequency from 900 to 1140 kc, and hours of operation from Daytime to limited time	Docket No. 8368 Dismissed 7-3-47 without prejudice sub- to right of reinstatement under 1.365(c) Order issued	
AMENDED Recd. Filed	3-12-47 3-17-47 3-17-47	AMENDED to change hours of operation <u>from</u> <u>limited time</u> to <u>unlimited</u> and install <u>directional</u> antenna for night use. Grant R. Wrathall (Engr.)		

APPLICATION RECORD - BROADCASTING

Call WLBS (7-20-51)

Letters X H K A X

WLBS, INC. (AL 7-18-51, Eff.

Name x COURIER BROADCASTING SERVICE, INC.

File No.	Dated	Application for	Action	
			Nature	Date
EML-1299 Rec'd Filed	4-28-48 5-3-48 5-3-48	Mod. of License to correct geographical coordinates of transmitter location.	GRANTED	5-25-48
BAL-831 Rec'd Filed	2-17-49 2-18-49 2-18-49	Voluntary Assignment of License from Courier Broadcasting Service, Inc. to Standard Broadcasting Company, Inc.	DISMISSED	9-19-49 per request of applicant
BR-1269 Rec'd	9-19-49 9-21-49	Renewal of license	GRANTED	11-22-50
BAL-1153 Rec'd Filed	2-26-51 3-5-51 3-5-51	Voluntary assignment of license from Courier Broadcasting Service, Inc. to WLBS, Inc. James A. McKenna, Jr., Atty.	GRANTED Eff.	7-18-51 7-20-51

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W L B SName W L B S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-8457 Rec'd Filed	4-4-52 4-9-52 4-9-52	Construction permit to change transmitter location from 231 21st Ave., W., Birmingham, Alabama to 1110 10th Street, W., Birmingham, Alabama. James A. McKenna, Jr., Atty. Claude M. Gray, Engr.	GRANTED	7-18-52
BR-1269 Rec'd Filed	7-28-52 8-5-52 8-5-52	Renewal of License Filed by James A. McKenna, Jr., Atty.	GRANTED	10-15-52
BMP-6151 Rec'd Filed	3-9-53 3-11-53 3-11-53	Modification of construction permit (BP-8457, which auth. change in transmitter location) for extension of completion date from 3-18-53 to 5-1-53. Leonidas P. B. Emerson, Atty.	GRANTED	3-24-53

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call W A T V
Letters W L B S

Name W L B S, INC.

File No.	Dated	Application for	Action	
			Nature	Date
EMP-6190 Rec'd Filed	4-8-53 4-14-53 4-14-53	Modification of construction permit (BP-8457 as mod., which auth. change in transmitter location) for extension of completion date from 5-1-53 to 7-1-53. Leonidas P. B. Emerson, Atty.	GRANTED FORFEITED Let. <u>12-22-53</u>	4-29-53 Sect. 1.314
BR-1269 Rec'd Filed	12-12-54 12-16-54 12-16-54	Renewal of License Filed by Leonidas P. B. Emerson, Atty.	GRANTED	4-27-55
BTC-1869 Rec'd Filed	12-23-54 12-23-54 12-23-54	Voluntary transfer of control of licensee corporation from E. D. Rivers, Sr., to G. G. Puett. L.P.B. Emerson, Atty.	GRANTED EFF:	5-4-55 5-7-55

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call WATV
Letters WLBSName WLBS, INC.
Birmingham, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-2314 Rec'd Filed	8-24-56 8-28-56 8-28-56	Involuntary transfer of control of licensee corporation from Garnett G. Puett to Mrs. Fay N. Puett and Garnett G. Puett, Jr., Executors of the Estate of Garnett G. Puett, Deceased. Edward R. McKenna, Atty.	GRANTED EFF:	9-13-56 11-1-56
BR-1269 Rec'd & Filed	1-2-58 1-6-58	Renewal of license	GRANTED	7-9-58
BAL-3059 Rec'd Filed	5-20-58 6-5-58 6-5-58	Voluntary assignment of license to American Electronix, Inc. Corwin R. Lockwood, Atty.	GRANTED EFF:	7-9-58 7-17-58

APPLICATION RECORD - BROADCASTING

Call
Letters WATVName AMERICAN ELECTRONIX, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-1269 Rec'd & Filed	12-30-60 1-3-61	Renewal of license	GRANTED	5-17-61
BTC-3703 Rec'd Filed	3-8-61 3-13-61 3-13-61	Voluntary acquisition of positive control of licensee corporation by E. C. Atkerson thru purchase of stock from Thad Holt, Sr. Corwin R. Lockwood, Atty.	GRANTED EFF:	5-23-61 5-25-61

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters W.A.T.V.

Name SATELLITE BROADCASTING COMPANY
AMERICAN ELECTRONIX, INC.
Birmingham, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BRC-1829 Rec'd Filed	3-23-61 3-27-61 3-27-61	Modification of license to operate transmitter by Remote Control from Thomas Jefferson Hotel, 2nd Avenue and 17th Street, Birmingham, Alabama.	GRANTED	3-28-61
BR-1269 Rec'd Filed	12-31-63 1-2-64 1-2-64	Renewal of license	GRANTED	8-19-64
BAL-5271 R & F	10-15-64 10-21-64	Voluntary assignment of license to SATELLITE BROADCASTING COMPANY Atty. - Keller & Heckman	GRANTED	12-15-64 Eff: 1-5-65 11:00am
BTC - 5039 Rec'd RESUB R & F (Form 316)	2-1-66 2-4-66 2-15-66 2-21-66	Involuntary transfer of control of lic. corp. from Guy L. Seymour and Martha C. Seymour to Martha C. Seymour, Executrix of the Estate of Guy L. Seymour, Deceased	REP'D - 2-11-66 - fee rec'd to be filed on 316- (315-submitted) GRANTED	3-16-66 EFF: 3-30-66

FORM BC-121 #11
 AUG. 1955

APPLICATION RECORD - BROADCASTING

900kc

Call Letters WATV

CRESCENDO BROADCASTING, INC.

Name X SATELLITE BROADCASTING COMPANY
Birmingham, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5923	3/11/66	Authority to determine operating power by	GRANTED	4-25-66
R & F	3/14/66	direct meas. of antenna power.		
BR-1269	12-31-66	Renewal of license	GRANTED	11-8-67
R & F	1-3-67			
BR-1269	12-31-69	Renewal of License		
R & F	1-5-70	AMENDED 3-23-70 re: financial data; business	GRANTED	6-30-70
568162 \$75.	1-5-70	FEB 25 1970 interests & commercial matter		
P.N.	1-5-70			
BTC-5256	5-13-70	Voluntary transfer of control of lic corp from		
R & F	5-18-70	Martha C. Seymour, individually and as Executrix		
FEE PD: \$30	5-18-70	of the Estate of Guy L. Seymour (deceased) to	GRANTED	6-30-70
(Form 316)	MAY 22 1970	Martha C. Seymour	EFF:	8-10-70
BAL-7577	4-22-72	Voluntary assignment of license to	GRANTED	7-31-72
R & F	4-26-72	CRESCENDO BROADCASTING, INC.	Req. grant fee \$5000.00	
FEE PD: \$1000 #067436			EFF: 8-22-72	
CODE 047		Atty - Bilger & Blair	Paid: 048, 8-29-72, W104230	
Pub. notice filed 6-14-72		AMENDED 7-27-72 re comm. needs & survey		

APPLICATION RECORD - BROADCASTING

AM 900 kc

Call
Letters WATV

Name CRESCENDO BROADCASTING, INC.
BIRMINGHAM, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-1269 R & F PN Recd. PRESS JAN 25 1973	12-28-72 1-2-73 "	RENEWAL OF LICENSE Donald E. Bilger, Atty.	GRANTED	3-30-73
BR-1269 R & F PN Recd. PRESS DEC 17 1975	11-21-75 12-1-75 "	RENEWAL OF LICENSE Donald E. Bilger, Atty. AMENDED 1-6-76 re: balance sheet AMENDED 5-3-76 re: programming AMENDED 11-18-76 re: programming	GRANTED	3-30-76
BR781201YS PRESS: FEB 7 1979		RENEWAL OF LICENSE Atty: Ray R. Paul	GRANTED	4-30-81

#13

APPLICATION RECORD-BROADCASTING

900 kHz

Call Letters: W A T V

Name: CRESCENDO BROADCASTING INC.

Station Location: BIRMINGHAM, ALABAMA

File No.	Date	Description	Action and Date
BZ-810423AF R & F DM PRESS MAY 04 1981	4-23-81	DIRECT MEASUREMENT Atty: ---	GRANTED 5-22-81 (Issued with BR781201YS)

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.

