

WGOK



REMOVABLE LABEL GUIDE

Cat. No. 4550

Patent No. 1396199

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 3-9-59

Call letters W.G.O.K.

Station location Mobile, Alabama

ROBERDS BROADCASTING, INC. AL 10-31-77 EFF: 11-3-77

x W.G.O.K., INC. (AL-7-3-58 EFF: 8-11-58)

Name of licensee x JULES J. PAGLIN AND STANLEY W. RAY, JR., d/b as OK BROADCASTING COMPANY

800 Gum Street, Mobile, Alabama (BL-3-9-59)

Transmitter location x North of Intersection of Spruce & Gum Sts., Mobile, Ala. (CP 2-12-58)

*Zip Code
36603*

800 Gum Street, Mobile, Alabama (BMP 10-9-58)

Main studio location x To be determined, Mobile, Ala. (CP 2-12-58)

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Day | Period From To |
|--------------------|--|--|--------|----------|----------------|
| BP-10590 | 2-12-58 | 900kc | 1kw-DA | Day | 4-12 10-12-58 |
| | C.P. for new standard broadcast station. (cond'1) | | | | |
| BAP-398 | 7-3-58 | Voluntary assignment of construction permit to: W.G.D.K., INC. | | | |
| BP-3050 | 7-23-58 | Mod. of CP (BP-10,590) for | | | |
| BP-3209 | 10-7-58 | Mod. of CP (BP-10,590) for | | | |
| BL-7320 | 3-9-59 | 900kc | 1kw-DA | Day | 3-9 4-1-61 |
| | License to cover construction permit (BP-10,590) as mod., which authorized a new standard broadcast station. | | | | |
| | 3-29-61 | Commission deferred action on renewal pending further consideration. | | | |
| BR-3727 | 6-1-61 | Renewal of license | | | 6-1 4-1-64 |
| BP-15,133 | 11-2-61 | 900kc | 1kw-DA | Day | 1-2 7-2-62 |
| | CP to install new trans. LTA #1000A | | | | |
| BL-9230 (1) | 6-22-62 | Lic. to cover CP (BP-15,133) which auth. instl. of a new trans. | | | |
| | 3-25-64 | COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION. | | | |
| BR-3727 | 5-19-66 | 900kc | 1kw-DA | DAY | 5-19- 4-1-67 |
| BR-3727 | 3-29-67 | Renewal of license | | | 4-1 4-1-70 |
| TELEGRAM | 12-28-70 | PSA 426 watts | | | |
| BTC-6473 | 1-29-71 | INVOL.TC | | | |
| BR-3727 (S) | 5-12-71 | Renewal of license | | | 4-1-73 |
| BTC-6567 | 5-21-71 | VOL. ACQ. OF POSITIVE TC | | | EFF: 5-31-71 |
| BRSA | 6-12-72 | | | | |
| BR-3727(L) | 3-30-73 | RENEWAL OF LICENSE | | | 4-1-76 |
| BAL-9072 | 10-31-77 | Vol. Al. | | | EFF: 11-2-77 |

#2

BC-126
June 1975

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W G O K

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 |
|-------------------|-------------|--------------------|-----------------|-----------------|----------------|
| BR-3727(S) | 3-21-78 | Renewal of License | | | 4-1-79 |
| BZ-9663(L) | 5-31-78 | Direct Measurement | | | 4-1-79 |
| Itr. | 6-30-78 | Coord: | 30 42 <u>27</u> | 88 03 <u>55</u> | |
| BR781127UN (L) | 3-30-79 | RENEWAL OF LICENSE | | | 4-1-82 |

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170

Name Jules J. Paglin & Stanley W. Ray, Jr., d/b as

Call

Letters ~~NEW~~ H-G-O-K

Name OK BROADCASTING COMPANY

(P.O. - c/o Stanley W. Ray, Jr., 505 Baronne St., New Orleans, Louisiana)

| File No. | Dated | Application for | Action | |
|-----------|---------|---|--|---------|
| | | | Nature | Date |
| BP-10,590 | 5-18-56 | Construction Permit for a new standard broadcast station to be operated on: Frequency - 1150 kc 900kc Power - 5kw DA-D 1kw Hours of operation - Daytime Transmitter location - North of intersection of Spruce and Gum Sts; Mobile, Ala. Studio location - To be determined. Mobile, Ala. Atty. - D.F. Prince Engr. - Commercial Radio Equipment Co. | GRANTED | 2-12-58 |
| Rec'd | 5-21-56 | | After hearing. Initial Decision and Order issued | |
| Filed | 5-21-56 | | DOCKET No. 12021 Conditions: Phase Monitor; Field Measuring Equip'mt and complete non-DA proof of performance. | |
| AMENDMENT | 9-25-56 | AMENDED to chge freq. to 900kc, power to 1kw, make chges in ant. (incr. hght) & ground sys. | | |
| Rec'd | 9-27-56 | | | |
| Filed | 9-27-56 | | | |

GATES BC 5E

APPLICATION RECORD - BROADCASTING

Aug. 1955

Call

Letters W.G.O.K.Name JULES J. PAGLIN AND STANLEY W. RAY, JR., d/b as
OK BROADCASTING COMPANY

| File No. | Dated | Application for | Action | |
|----------------------------|-------------------------------|--|-----------------|-------------------|
| | | | Nature | Date |
| BAP-398 Rec'd. Filed | 6-16-58 6-18-58 6-18-58 | Voluntary assignment of construction permit to W.O.O.K., Inc. | GRANTED EFF: | 7-3-58 8-11-58 |
| BAP-3250 Rec'd Filed | 9-8-58 9-10-58 9-10-58 | Modification of c.p. (DP-10,590 which authorized a new standard broadcast station) for extension of completion date from 10-12-58 to 12-1-58. Atty's: Prince, Taylor and Crompton | GRANTED | 9-25-58 |

AUG. 1955

#3

Call
Letters

WCK

Name W. G. O., K., INC.
Mobile, Alabama

| File No. | Dated | Application for | Action | |
|----------------------------|----------------------------------|--|---------|---------|
| | | | Nature | Date |
| BWP-2269 Rec'd Filed | 9-24-58 9-26-58 9-26-58 | Modification of c.p. (BP-10,590 as mod., which authorized a new standard broadcast station) to change type transmitter to (SCA WTA-11) and specify studio location at 400 Oak Street, Mobile, Alabama. Atty: L. F. Prince | GRANTED | 10-9-58 |
| BL-7320 Rec'd Filed | 11-15-58 11-17-58 11-17-58 | License to cover construction permit (BP-10,590, as mod., which authorized a new standard broadcast station. L. J. A. duTreil, Engrs. | GRANTED | 3-9-59 |
| BR-3727 Rec'd&Filed | 12-28-60 1-4-61 | Renewal of license. Prince, Taylor and Crampton, Attys. | GRANTED | 6-1-61 |

APPLICATION RECORD - BROADCASTING

AUG. 1955

Call
Letters

Name I. G. C. K., Inc.

Mobile, Alabama

| File No. | Dated | Application for | Action | |
|---------------------------|----------------------------------|--|--|---------|
| | | | Nature | Date |
| CP-15133 R. & F. | 10-5-61 10-6-61 | CP to install new transmitter (CP-15,133) Atty: Prince, Taylor, Greenberg & Paul | GRANTED | 11-2-61 |
| DL-9230 ✓ R. & F. | 3-2-62 3-13-62 | Lic to cover CP (CP-15,133) which auth. installation of a new transmitter. ATTY* PRINCE, TAYLOR & PAUL | GRANTED | 6-22-62 |
| BR-3727 Rec'd Filed | 12-23-63 12-31-63 12-31-63 | Renewal of license Attys. Prince & Paul | GRANTED | 5-19-66 |
| BP-17398 R. & F. | 8-9-66 8-9-66 | CP to change frequency from 900kc to 960kc, change from DA-D to non-DA. Atty: Eugene T. Smith Engr: Comm Radio Equip. Co. Requests former facilities of WMOZ Preliminary examination indicates this proposal is MUTUALLY EXCLUSIVE with BP-17,340. | DESIGNATED HEARING #17556 6-28-67 DISMISSED 2-1-74 | |
| BR-3727 R & F | 12-17-66 12-29-66 | Renewal of license Atty. Eugene T. Smith F. E. C. - WASHINGTON, D. C. | GRANTED | 3-29-67 |

APPLICATION RECORD - BROADCASTING

AUG. 1955

CARD # 5

Call
Letters WGOKName W.G.O.K., Inc.
Mobile, Alabama

| File No. | Dated | Application for | Action | |
|----------|-------|--|---------------------------|------|
| | | | Nature | Date |
| | | PETITION NOT TO ACCEPT APPLICATION FOR FILING filed 10-24-66 by Colby | for Azalea Corporation. | |
| | | OPPOSITION TO PETITION TO DENY OR IN THE ALTERNATIVE TO DESIGNATE FOR HEARING ON THE ISSUE SPECIFIED filed 11-8-66 by Eugene Smith for WGOK - also opposition to | pet. not to accept appli. | |
| | | for filing 11-8-66. | | |
| | | REPLY TO "OPPOSITION TO PETITION TO DENY OR IN THE ALTERNATIVE TO DESIGNATE FOR HEARING ON ISSUE SPECIFIED" AND "OPPOSITION TO PETITION NOT TO ACCEPT APPLICATION FOR FILING", filed | | |
| | | 11-16-66 by Caliendo for Azalea Corporation. | | |
| | | MOTION TO STRIKE RE JOINT REPLY PLEADING FILED WITH COMM. on 11-16-66 by Eugene Smith for | | |
| | | Azalea Corp. 11-22-66. | | |
| | | OPPOSITION TO MOTION TO STRIKE filed 11-30-66 by Colby for Azalea. | | |
| | | Motion to strike letter filed 12-21-66 by Mobile Marine Radio, Inc. filed by Smith for applican | | |
| | | PETITION OF MOBILE BROADCAST SERVICE, INC. FOR COMMISSION RULING WITH RESPECT TO INTERIM | | |
| | | OPERATION filed 1-25-67 by Naftalin for Mobile Broadcast Service, Inc. | | |
| | | OPPOSITION TO PETITION OF MOBILE BROADCAST SERVICE, INC., FOR COMMISSION RULING WITH | | |
| | | RESPECT TO INTERIM OPERATION filed 2-17-67 by Potts for People's Progressive Radio, Inc. | | |
| | | RESPONSE OF AZALEA CORPORATION TO "PETITION OF MOBILE BROADCAST SERVICE, INC. FOR COMMISSION | | |
| | | RULING WITH RESPECT TO INTERIM OPERATION" filed 2-17-67 by Colby for Azalea Corporation. | | |
| | | COMMENTS OF WGOK, INC. WITH RESPECT TO LETTER FILED WITH THE COMMISSION ON BEHALF OF PEOPLES' | | |
| | | PROGRESSIVE RADIO, INC. filed 5-4-67 by Smith. | | |

Amended 11-22-71 re concerning transfer of WXOK.

Amended 7-6-72 re to delete reference to WXOK.

Amended 3-24-71 re to show that Mr. Ray Jr. has died and that BTC-6473 has been granted.

APPLICATION RECORD - BROADCASTING

Call
Letters W.C.C.K.

Name WGOK, INC.
Mobile, Alabama

| File No. | Dated | Application for | Action | |
|--|--|--|-----------------|--------------------|
| | | | Nature | Date |
| BR-3727 R & F #566886 \$75. P. N. | 12-22-69 1-2-70 1-2-70 1-2-70 | Renewal of License Atty.: Eugene T. Smith FEB 3 - 1970 | GRANTED | 5-12-71 |
| BTC-6473 R & F FEE PD: \$250 #655208 CODE 053 (Form 316) ALSO SEE: WGOK JAN 2 5 1971 | 12-28-70 1-7-71 | Involuntary transfer of negative control of lic corp from Stanley W. Ray, Jr. to Conrad Meyer, III, Executor of the Estate of Stanley W. Ray, Jr. (deceased) Atty - Eugene T. Smith | GRANTED EFF: | 1-29-71 2-11-71 |
| BTC-6567 R & F FEE PD: \$250 #004884 CODE 053 (Form 316) (ALSO SEE: WGOK) MAY 13 1971 | 4-26-71 5-5-71 | Voluntary acquisition of positive control of lic corp by Jules J. Paglin thru purchase of stock (and retirement thereof) by the lic corp from Conrad Meyer III, Executor of the Estate of Stanley W. Ray, Jr. (deceased) Atty - Eugene T. Smith | GRANTED EFF: | 5-21-71 5-31-71 |

APPLICATION RECORD - BROADCASTING

900kc

Call Letters WGOK

ROBERDS BROADCASTING, INC.

Name xWGOK, INC.
Mobile, Alabama

| File No. | Dated | Application for | Action | |
|--|--------------------------------|---|------------------------|---------------------------------|
| | | | Nature | Date |
| BR-3727 R & F P.N. PRESS FEB 1973 | 12-22-72 1-2-73 1-2-73 | Renewal of License Atty.: Eugene T. Smith | GRANTED | 3-30-73 |
| BR-3727 R & F PN PRESS JAN 30 1976 | 11-29-75 12-1-75 12-1-75 | Renewal of License Atty.: Eugene T. Smith AMENDED 3-22-76 re: comp. of area, ascert. of comm. needs & EEO AMENDED 3-29-76 re: EEO | GRANTED | 3-21-78 |
| BAL-9072 R & F FCRM 314 AUG 15 1977 PN filed 8/4/77 | 7-11-77 7-11-77 | Voluntary assignment of license to ROBERDS BROADCASTING, INC. Atty - E.T. Smith (see over) | GRANTED EFF: per | 10-31-77 11-3-77 Form 323 |

RE: BAL-9072 - NOTED: State of Inc. notans Par.2, Sec II;
Table II incomplete re dates
AMENDED 10-17-77, re bus. int. ,fin. data & statement re
voting rights

RE: Amended 10-5-77 Financial & Program Data

RE: Amended 10-7-77 Legal Data

RE: Amended 10-17-77 Legal Data

RE: Amended 10-28-77 Engin. Data

RE: Amended 10-31-77 Financial Data

APPLICATION RECORD - BROADCASTING

900khz

Call
Letters W.G.O.K.

#8

Name ROBERDS BROADCASTING, INC.
Mobile, Alabama

| File No. | Dated | Application for | Action | |
|---------------------------------|---|---|---------|--------------------|
| | | | Nature | Date |
| BZ-9663 R & F DM PRESS | 10-28-77 10-31-77 2-27-78 MAR 21 1978 | Direct Measurement Atty: Eugene T. Smith | GRANTED | 5-31-78 |
| BR781127UN PRESS: | FEB 26 1979 | RENEWAL OF LICENSE Atty: Eugene T. Smith | GRANTED | 3-30-79 |

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. 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 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. 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.

