

WHYM



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Cat. No. 4550L

Patent No. 1390199

Form BC 126

June 1954 3819

AM

W H Y M Eff 7-16-76

BROADCASTING STATION LICENSE RECORD

(SEE CARD TWO FOR NAME)

x W V I X (EFF: 11-22-71)

x W M E L (11-15-62)

Date first licensed 12-21-59

Call letters XWDEB

x WHEELER BROADCASTING, INC. (BAL 11-7-62 EFF: 11-17-62) Pensacola, Florida

x JOHNSTON BROADCASTING COMPANY (ROSE HOOD JOHNSTON, INDIVIDUALLY AND AS EXECUTRIX OF THE ESTATE OF GEORGE JOHNSTON, JR., DECEASED) (AL-6-13-62, EFF: 7-16-62)

Name of licensee x GEORGE JOHNSTON, JR., AND ROSE HOOD JOHNSTON, PARTNERS, d/b as JOHNSTON /

BROADCASTING COMPANY

Transmitter location x 3400 N. Border Street, Pensacola, Florida (BP-3-25-59)
2800 Hollywood Avenue, Pensacola, Fla. (BS-5-16-74) (Redescription)

32506

2800 Hollywood Avenue, Pensacola, Fla. (BS-5-16-74)
x 604 New Warrington Road, Pensacola, Florida (BML 12-30-71)

x 3400 N. Border St., Pensacola, Fla. (BS 6-11-65)

Main studio location x 118 East Intendencia Street, Pensacola, Florida
x To be determined, Pensacola, Florida (BP-3-25-59)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BP-11566	3-25-59 CP for a	610kc	500w	Day	5-25 11-25-59
		new standard broadcast station.			
RMP-8728 (1)	10-15-59	Mod. of CP(BP-11566) to change type trans. (GATES BC-1T) specify main studio loc. as 118 E Intendencia St. Pensacola, Florida and request permission to operate by remote control from same address.			
BL-7697	12-21-59	610kc	500w	Day	12-21 2-1-61
		Lic. to cover CP (BP-11566 as mod.) which auth. a new standard broadcast station.			
BR-3819	1-25-61	Renewal of license			2-1 2-1-64
BAL-4583 EFF:	6-13-62 7-16-62	Voluntary assignment of license to Johnston Broadcasting Company (Rose Hood Johnston, Individually and as Executrix of the Estate of George Johnston, Jr., Deceased)			
BAL-4603 EFF:	11-7-62 11-17-62	Voluntary assignment of license to Wheeler Broadcasting, Inc.			
BR-3819	2-10-64	610kc	500w	Day	2-10 2-1-67
	1-29-64	COMMISSION DEFERRED ACTION ON RENEWAL PENDING FURTHER CONSIDERATION.			
BS-3819 (1)	6-11-65	Mod. of Lic. to chg. studio loc. to ant-trans. & delete RC oper. of trans. from old studio loc.			
BTC-5109 EFF:	10-5-66 11-16-66	Voluntary transfer of control of lic. corp. from Mel Wheeler to Frank E. Holladay and Joseph W. Carson			
BR-3819	1-20-67	610kc	500w	Day	2-1 2-1-70
TELEGRAM	10-17-67	PSA	500w		
BR-3819(S)	7-31-70	Renewal			2-1-73
BAL-7267	8-25-71	VOL. AD			
BS-3819(L)	11-22-71	Mod. of lic. to change call letters to W V I X.			

Form BC 126

June 1954

Card No. 2

BROADCASTING STATION LICENSE RECORD

Date first licensed

W V I X
Call letters X W M E L

Station location PENSACOLA, FLORIDA

JIMMY SWAGGART EVANGELISTIC ASSOCIATION (AL gr 6/11/76 EFF: 7/14/76)
Name of licensee: THE WONDER CORPORATION (AL 8-25-71, EFF: 9-1-71)

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BML-2389(1)	12-30-71	Mod. of lic to change studio loc. and operate by remote control.			
EBSA	6-12-72				
BR-3819(L)	3-8-73	RENEWAL			2-1-76
BS-3819(1)	5-16-74	ML to change SL & RC Redescribe Transmitter location			
BR-3819(L)	3-19-76	Renewal			2-1-79
BAL-8649	6/11/76	Vol AL, EFF: 7/14/76			
ComTel	7-15-76	Call chg. to WHYM eff 7-16-76			
BR 781101 U A	3-13-79	(L) REN. OF LIC.			2-1-82
BZ-800522AB(1)	10-28-80	DIRECT MEASUREMENT			

APPLICATION RECORD - BROADCASTING

AUG. 1955

62)

Name ~~GEORGE JOHNSTON AND GEORGE JOHNSTON, JR.~~
 d/b as JOHNSTON BROADCASTING COMPANY (George Johnston, Jr. and
 (P.O. - Box 5767, Birmingham, Alabama) Rose Hood Johnston, partners)

Call (11-15- W M E I
 Letters ~~NEW~~ M.D.E.B.

File No.	Dated	Application for	Action	
			Nature	Date
BP-11,566 Rec'd Filed	9-4-57	Construction permit for a new standard broadcast station to be operated on: Frequency - 610kc Power - 500w Hours of operation - Daytime Transmitter location - 3400 N. Border Street, Pensacola, Florida Studio location - To be determined. Pensacola, Florida Request mixer of Sec. 3.186(b)1 of Rules. Deleted 8-22-58 Atty. - Fehle, Lesser, Mann, Riemer & Laxford Engr. - Lohnes and Culver	GRANTED	3-25-59
	9-9-57			
	9-9-57			
AMENDMENT R & F	5-23-58	AMENDED to change applicant name to Johnston Broadcasting Company (George Johnston, Jr. and Rose Hood Johnston, partners) (BAPL-149 - WJLD)		
	5-26-58			

GATES BC 500K

AUG 1955

#2

Call
Letters W M E L
X W D E BName GEORGE JOHNSTON, JR AND ROSE HOOD JOHNSTON, PARTNERS
d/b as JOHNSTON BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-8728 R & F	9-17-59	Modification of C. P. (BP-11566 which authorized a new standard broadcast station) to change type transmitter (Gates BC-IT), specify main studio location as 118 E. Intendencia St. Pensacola, Florida and request permission to operate by remote control from same address.	GRANTED	10-15-59
	9-21-59			
BL-7697 R&F	10-20-59	Lic. to cover cp(BP-11566 as mod.) which auth. new standard h/c station.	GRANTED	12-21-59
	10-21-59			
BR-3819 R & F	10-20-60	Renewal of license.	GRANTED	1-25-61
	10-24-60			
BAL-4533 Rec'd Filed	5-18-62	Involuntary assignment of license to Johnston Broadcasting Company (Rose Hood Johnston, Individually and as Executrix of the Estate of George Johnston, Jr., Deceased). Ansel F. Luxford, Atty.	GRANTED EFF:	6-13-62 7-16-62
	5-22-62			
	5-22-62			

FORM BC-121 #3
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call **W M E I**
Letters **X W D E B**

Name WHEELER BROADCASTING, INC.
JOHNSTON BROADCASTING COMPANY (ROSE HOOD JOHNSTON, INDIVIDUALLY AND AS
EXECUTRIX OF THE ESTATE OF GEORGE JOHNSTON, JR., DECEASED)

File No.	Dated	Application for	Action	
			Nature	Date
BAL-4603 Rec'd Filed	8-13-62 8-24-62 8-24-62	Voluntary assignment of license to Wheeler Broadcasting, Inc. Carl H. Imlay, Atty. for Assignor Vincent A. Pepper, Atty. for Assignee	GRANTED: EFF:	11-7-62 11-17-62
BR-3819 Rec'd Filed	12-12-63 12-19-63 12-19-63	Renewal of license. Robert W. Healy, Atty.	GRANTED	2-10-64
ETC-5109 R & F 5-26-66	5-24-66	Voluntary transfer of control of lic. corp. from Mel Wheeler to Frank E. Holladay and Joseph W. Carson Atty. - Smith & Pepper	GRANTED EFF:	10-5-66 11-16-66
BR-3819 R & F	10-31-66 11-2-66	Renewal of license Atty. Daly and Joyce	GRANTED IN	1-20-67

APPLICATION RECORD - BROADCASTING

Call W V I X
Letters X W M E L

THE WONDER CORPORATION
Name ~~HELER BROADCASTING, INC.~~
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BIL-3817 R & F	10-24-69	Renewal of License	GRANTED	7-31-70
#553901 \$75 P. N.	10-31-69	Atty: Harry J. Daly (Daly & Joyce)		
	10-31-69	NOV 1 1969 AMENDED 2-11-70 re: Programming		
		AMENDED 2-13-70 re: commercial policy		
BAL-7267 R & F FEE PD: \$1000 #676716 CODE 047 APR 18 1971 Pub. notice filed 5-4-71	3-9-71 4-1-71	Voluntary assignment of license to THE WONDER CORPORATION Atty - Daly & Joyce AMENDED 8-23-71 - financial data (assignee)	GRANTED	8-25-71 Req. grant fee \$4,000.00 Eff: 9-1-71 Grant Fee Paid. 048, 9-8-71. W-029340

APPLICATION RECORD - BROADCASTING

Card #5

Call
Letters W V I X

Name THE WONDER CORPORATION
PENSACOLA, FLORIDA

File No.	Dated	Application for	Action	
			Nature	Date
BML- 2389 Rec'd Filed \$50-014588 PRESS: DEC 23 1971 AC-060	10-19-71 10-26-71 10-26-71 10-26-71	Mod. of license to change studio location to 604 New Warrington Road, Pensacola, Fla. (outside city limits) and establish a new remote control point at studio location. REQUEST WAIVER OF SECTION 73.30(a) OF THE RULES.	GRANTED	12-30-71
BR-3819 R & F PN PRESS DEC 12 1972	10-23-72 11-3-72 11-3-72	Renewal of License Atty: Daly, Joyce & Borsari AMENDED 2-16-73 re: financial statement	GRANTED	3-8-73
BR-3819 R & F PN Recd. PRESS NOV 4 1975	9-15-75 10-1-75 " NOV 4 1975	RENEWAL OF LICENSE John A. Borsari, Atty. (Daly & Geo.) AMENDED 11-4-75 re: balance sheet, engineering & community leaders	GRANTED	3-19-76

APPLICATION RECORD - BROADCASTING

Call **W H Y M**
Letters **X W V I X**

JIMMY SWAGGART EVANGELISTIC ASSOCIATION
Name ~~x~~ **THE WONDER CORPORATION**
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL -8649 R & F FEE FD: \$200 CODE 047 Pub notice	3-30-76 4-5-76 #552904 filed 4-21-76	Voluntary assignment of license to JIMMY SWAGGART EVANGELISTIC ASSOCIATION (SEE OVER) Atty - Miller & Fields	GRANTED EFF: FEE REQ:	6/11/76 7/14/76 pd 7/8/76 W 589303
PN filed	5/6/76			
BR 781101UA PRESS		RENEWAL OF LICENSE	GRANTED	10-28-80
	NOV 3 1978		GRANTED	3-13-79
BZ-800522AB R & F PRESS DM	5-22-80 OCT 22 1980 10-7-80	DIRECT MEASUREMENT Atty: Eric L. Bernthal (Arent, Fox)		

RE: BAL-8649 - ref made to BPH-9209 gr 3-25-76 (new FM
in Amarillo, Tex) for Articles etc. [Cert of Auth for
Fla. ~~to be~~ filed. 4-22-76 KAMC
AMENDED 4-30-76 to reflect gr AL of KGOY & pending AL/

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.

