

W J B O



Remington Rand Inc.
BRANCHES EVERYWHERE
MADE IN U. S. A.

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Date First

Licensed 4-17-22

Call

Letters WJBO

LOCATION: BATON ROUGE,
LOUISIANA

Name of

BATON ROUGE BROADCASTING COMPANY, INC. (Vol. Assign. Lic. 12-22-32)

Licensee:

x Valdemar Jensen

See Card #2.

x Heidelberg Hotel, Lafayette & Convention Sts., Baton Rouge, La. (Mod. CP 1-31-33)

x Baton Rouge, Louisiana (Exact location to be determined) (C.P. 12-22-32)

Transmitter

x 119 So. Saint Patrick Street, New Orleans, La.

Location:

See Card #2.

x Heidelberg Hotel, Baton Rouge, Louisiana (C.P. 12-22-32)

x Orpheum Theatre, 125 University St., New Orleans, La. (1-9-30)

Main Studio

Location: x

123 Baroone St., New Orleans, La.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD		
					From	To	
3-S-B-446	T.P. 4-21-27	1120	100	-	not stated		
"	6-1-27	1140	100	unlimited	6-1	7-31-27	
Effec. date of previous lic. deferred by G.O. 13					6-15	8-15-27	
3-R-B-446	8-8-27	Letter of Extension			8-15	10-15-27	
Extended by G.O. 18					10-15	11-1-27	
3-R-B-446	10-24-27	Letter of Extension			11-1	1-1-28	
Extended by G.O. 21					1-1	2-1-28	
"	"	"	"	"	2-1	3-1-28	
"	"	"	"	"	3-1	4-1-28	
"	"	"	"	"	4-1	5-1-28	
"	"	"	"	"	5-1	6-1-28	
"	"	"	"	"	6-1	8-1-28	
"	"	"	"	"	8-1	9-1-28	
"	"	"	"	"	9-1	10-1-28	
"	"	"	"	"	10-1	11-11-28	
3-R-B-446	10-31-28	1370	100	unlimited	11-11	1-31-29	
Allocation					11-11-28		
3-R-B-446	1-19-29	1370	100	unlimited	1-31	4-30-29	
3-R-B-446	4-18-29	1370	100	unlimited	4-30	7-31-29	
3-R-B-446	License extended by G.O. #69				7-31	10-31-29	
3-R-B-446	10-5-29	1370	100	unlimited	10-31	1-31-30	
3-S-B-446	12-30-29	1420	100	unlimited	12-31	1-31-30	
3-R-B-446	1-9-30	1420	100	unlimited	1-31	4-30-30	
3-R-B-446	4-23-30	1420	100	unlimited	4-30	7-31-30	
3-R-B-446	7-7-30	1420	100	unlimited	7-31	10-31-30	
3-R-B-446	10-9-30	1420	100	Unltd.	10-31	1-31-31	
3-F-B-112	1-6-31	Automatic Frequency Control					
G.O. 103	1-20-31	Extension of License				1-31	4-30-31
3-R-B-446	4-24-31	1420	100	Unltd (#097)	4-30	7-1-31	
3-R-B-446	6-20-31	1420	100	Unltd.	7-1	1-1-32	
3-R-B-446	11-13-31	1420	100	Unltd. (H)	1-1	7-1-32	
3-R-B-446	6-21-32	1420	100	U (H)	7-1	1-1-33	
3-R-B-446	7-22-32	1420	100	Daytime	7-22	1-1-33	
Letter Min. 7-22-32					Postpone install. freq. monitor 8-31-32		
Letter Min. 8-30-32					Working of Rule 145 Ext. ONLY to 9-30-32		
Letter Min. 10-4-32					Working of Rule 145 Ext. to 10-31-32		
3-AL-B-477	12-22-32	Vol. Assignment of License					
3-P-B-2743	12-22-32	Move station & install tr.				1-23	4-23-33
3-S-B-446	12-22-32	Conduct field tests (100W)				12-22	1-1-33
3-S-B-446	12-22-32	"	"	"	1-1	1-25-33	

No. 2

Date First

Licensed.....

Call

Letters WJBO

Name of

Licensee: BATON ROUGE BROADCASTING COMPANY, INC.

3.5 miles W. of Highway 168 on Highway 76, near Port Allen, Louisiana
 X Roosevelt Road, Baton Rouge, La. (CP 12-17-40) Lic. 7-31-41

To be determined (C.P. 11-19-40)

Roosevelt Road, Baton Rouge, Louisiana (Lic. 8-18-37)

x Baton Rouge, Louisiana (MP-B 7-6-37)

x Magnolia and Fifth Streets, Baton Rouge, Louisiana (Licensed 3-5-35)

Transmitter x Heidelberg Hotel, Lafayette & Convention Sts., Baton Rouge, La. (MP-B 1-31-33)

Location: x Baton Rouge, Louisiana (Exact location to be determined) (C.P. 12-22-32)

70821

444 Florida St., Baton Rouge, Louisiana (Ltr. 5-12-41, Eff. 5-15-41)
 x Magnolia and Fifth Streets, Baton Rouge, Louisiana (Letter 4-9-35)

Lafayette and Convention Streets,

Main Studio

Location: x Heidelberg Hotel, Baton Rouge, Louisiana (C.P. 12-22-32)

FRC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	PERIOD		
					From	To	
3-R-B-446	12-9-32	1420	100	Daytime	1-1	7-1-33	
3-S-B-446	2-3-33(CA) remain silent til completion of construction (3-MP-B-411) and in no event longer than 5-31-33						
3-MP-B-411	1-31-33	Exact tr. loc. CP. and ext c & C dates to			3-2	5-31-33	
MP-B-425	2-6-34	Mod. C.P. Move Tr. locally ext. C&C dates			3-2	5-31-34	
MP-B-522	4-13-34	Extension of C. & C. dates			10-1	12-1-34	
B3-MP-62	11-20-34	Extension of completion date			10-1	2-1-35	
B3-S-446	12-21-34	Oper. without approv. moni.			12/21	1/19/35	
B3-L-94	3-5-35	1420	100w	D	3-5	7-1-35	
	License to cover C.P. to install new equip. & move station						
B3-ML-132	3-26-35	1420	100w	U	3-26	7-1-35	
B3-R-446	6-11-35	1420	100w	U	7-1	1-1-36	
B3-S-446	7-16-35	Oper. w.o. antenna ammeter			7-16 to	7-25	
B3-R-446	12-10-35	1420	100w	U	1-1	7-1-36	
B3-R-446	6-29-36	1420	100w	U	7-1	1-1-37	
B3-R-446	12-15-36	1420	100w	U	1-1	7-1-37	
B3-P-975	1-5-37	1120	500w	S.H.	3-26	9-26-37	
	Eff. 1-26-37 C.P. to chg. frequency, power and hours of operation; install new equipment						
B3-R-446	6-29-37	1420	100w	U	7-1	1-1-38	
B3-MP-469	7-6-37	Mod. C.P. 975 to move trans. antenna changes; chg. S.H. and ext. C. & C. dates			8-5	2-1-38	
B3-L-663	8-18-37	1120	500	S.H.	8-18	10-1-37	
	Lic. to cover C.P. to change frequency, power, & hours Move trans. & Changes in equipment & antenna.						
B3-S-446	C.A. 8/30/37	Opr. simul. WTAW 8 pm to 9 pm CST Mon. 8/30-Farr-Louis fight.					
B3-S-446	9-28-37	Extension of license			10-1	11-1-37	
B3-S-446	CA 10-29	Extension of license			11-1	4-1-38	
B3-P-							

BROADCASTING STATION LICENSE RECORD

CARD #3

Date first licensed

Call letters WJBOName of licensee BATON ROUGE BROADCASTING COMPANY, INC.

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME Div.	PERIOD	
					From—	To—
B3-S-446	2/4/38					Opr. simul. WTAW 8pm to 9pm CST, Mondays-2/7, 14, 21, 28; 3/7-boxing matches during greater portion period, but in event of possible cancellation, unused portion entertainment, educational or other matters of high interest to listeners of Baton Rouge.
B3-S-446	3/3/38					Ext. of above auth. granted 2/4/38 for 8pm to 9pm CST 3/14, 21, 28.
B3-S-446	3/3/38					Ext. of above auth. granted 2/4/38 for 8pm to 9pm CST 4/4, 11.
B3-R-446	3-16-38	1120	500w	S.H.	4-1	10-1-38
B3-S-446	4/4/38					Ext. of above auth. granted 2/4/38 for 8pm to 9pm CST Mondays-4/18 & 25; 5/2, 9.
B3-S-446	5/2/38					Opr. simul. WTAW 8pm to 9pm CST Mondays 5/16, 23, 30, & 6/6/38 broadcast special programs from La. State Univ. & special addresses by the Pres. and members of the faculty of that University.
B3-S-446	6/1/38					Ext. of author. granted 5/2/38 for opr. 8 pm to 9 pm CST. Mondays--6/13, 20, 27 & 7/4/38.
B3-S-446	6/28/38					Ext. of author. granted 5/2/38 for opr. 8 pm to 9 pm CST. Mondays 7/11, 18, 25 and 8/1/38.
B3-S-446	7-19-38					Ext. of author. granted 5-2-38 for opr. 8 pm to 9 pm, CST. Mondays 8-8, 15, 22 & 29-38.
B3-S-446	8-10-38					Ext. of author. granted 5-2-38 for opr. 8 pm to 9 pm, CST., Mondays, 9/5, 12, 19 26/38.
B3-S-446	9-13-38					Ext. author. granted 5-2-38 for opr. 8 to 9 pm CST. Mondays. 10/3, 10, 17, 24/38
B3-S-446	9-20-38				10-1	11-1-38
					Extension of license	

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WJBCName of licensee BATON ROUGE BROADCASTING COMPANY INC.Transmitter location See Card No.1Main studio location See Card No.1

4. CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD	
					From	To
B3-S-446	10-10-38	Simul. WTAV 8 to 9pm	10-31, 11-7, 14, 21-38			programs from La. State University
B3-S-446	10-25-38	Extension of license			11-1	12-1-38
B3-S-446	11/18/38	Simul WTAV 8 to 9p.m.CST	11/28/37, Dec. 5			12, 19, 1938 (prog Louisiana State U)
B3-R-446	11-15-38	1120	500w	S.H.	11-15	4-1-39
B3-S-446	12/13/38	opr simul WTAV from 8pm to 9pm	12/26/38			and Jan 2, 9, 16, 1939, (LSU PROGRAMS)
B3-S-446	1/10/39	opr simul as above EXTENDED to Mondays	Jan 23, 30, Feb 6, 13, 1939			
B3-S-446	2/7/39	opr simul WTAV from 8pm to 9pm	Feb 20, 27, Mar. 6, 13, 1939.			EXTENSION OF ABOVE
B3-S-446	3/10/39	opr simul WTAV from 8pm to 9pm	Mar 22, 27, Apr 3, 10, 1939 (LSU Programs)			EXTENSION OF ABOVE
B3-S-446	4/5/39	opr simul WTAV from 8pm to 9pm	Apr 17, 24 and May 1 & 8, 1939 (LSU programs)			EXTENSION OF ABOVE
B3-R-446	3-6-39	1120	500w	S.H.	4-1	10-1-39
B3-S-446	5/8/39	opr simul WTAV from 8pm to 9pm	May 15, 22, 29, June 5, 1939 (LSU programs)			EXTENSION OF ABOVE
B3-S-446	5/8/39	opr simul WTAV from 8pm to 9pm	June 12, 19			EXTENSION OF ABOVE
B3-S-446	7/14/39	EXT of above	July 10, 17, 24, 31, 1939			
B3-ML-669	7-26-39	1120	500w	U	7-26	10-1-39
		Mod. License to operate Unlimited time.				
B3-R-446	9-12-39	1120	500w	U	10-1	6-1-40
B3-Z-212	11-14-39	1120	500w	U	11-14	6-1-40
		Mod. license direct measurement				
B3-P-1958	12-22-39	1120	1kw	U	2-23	8-23-40
	Eff. 12-23-39	C.P. to increase power and make changes in transmitting equip.				
B3-L-1092	1-26-40	1120	1kw	U	1-26	6-1-40
		License to cover C.P. for increase in power and equip. changes				
B3-R-446	5-31-40	1120	1kw	U	6-1	8-1-40
Order	6/12/40	Extension of License			8/1	10/1/40
Order	9-10-40	Extension of license			10-1	3-29-41
B3-P-2766	11-19-40	1120	5kw*5kw-LS	U		
Letter 12-2-40		C.P. to install new transmitter, increase power, DA* for night use. T site and antenna to be determined.				

BROADCASTING STATION LICENSE RECORD

Date first licensed _____

Call letters W J B O

Name of licensee _____

Transmitter location _____

Main studio location _____
FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

APPL. No.	DATE ISSUED	FREQ.	POWER	TIME DIV.	PERIOD		
					From—	To—	
B3-P-2766	12-17-40	1120	5kw*	U	2-17	8-17-41	
B3-MP-1122	Mod.C.P.2766 for approval of T site and approval of *DA for day and night use						
NARBA REALLOCATION							
B3-R-446	3-24-41	1150	1kw	U	3-29	6-1-42	
B3-MP-1217	4-17-41	1150	5kw*	U	2-17	8-17-41	
	Mod.C.P.2766 as mod. for NARBA frequency and changes in *DA, extension						
B3-L-1400	7-31-41	1150	5kw*	U	7-31	6-1-42	
B3-Z-876	Lic. to cover C.P.2766 as mod. for increase power, *DA for day and night use, new T, REVOKE Determine operating power by direct method.						
B3-R-446	5-12-42	1150	5kw*	U	6-1	8-1-44	
	*DA -day and night						
B3-S-446	11-6-42	1150	5KW*	U	12-1	8-1-44	
	*DA Mod. Lic. accordance Order 107						
B3-S-446	7-25-44	Extension of license			8-1	10-1-44	
B3-R-446	9-5-44	1150	5kw*	U	9-5	5-1-47	
	*DA						
B3-S-446	7-10-45	1150	5kw *	U	10-1	5-1-47	
	Mod.Lic. Order 107A *DA						
B3-P-5283	11-25-46	CP to move T site and install FM antenna on top center element of DA system				2-25	7-25-47
(Cond. Clause)							
BTC-548	6-11-47	Involuntary Transfer of Control of Licensee corporation from Charles P. Manship, Sr., deceased to Leora D. Manship, Testamentary Executrix of the Estate of Charles P. Manship, Sr.					
Eff:	6-11-47						
BS-446	4-23-47	Extension of license			5-1	7-1-47	
ER-446	6-20-47	1150	5kw*	U	6-20	5-1-50	
	*DA						
BMP-2821	6-24-47	1150	5kw*	U	1-25-47	to	
	*DA						
	Mod. C.P. (5283) for ext. completion date (Cond. Clause)						

B.S.

CARD #6

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W J B O

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period	
					From	To
BMP-3451	12-22-47	1150	5kw* *DA	U	1-25	6-25-48
Mod. C.P. (5283, as mod.)	for extension comp. date (Cond)					
BMP-3899	5-27-48	Mod. CP (5283 as mod)	for ext. of completion date.		(COND. CLAUSE)	1-25 12-25-48
BL-3236	9-27-48	1150	5kw-DA	U	9-27	5-1-50
Lic. to cover CP (5283 as mod) to move T site and install FM antenna on top of center element of DA system.						
BZ-3044	6-1-49	1150	5kw-DA	U	6-1	5-1-50
Determine opr. power by direct method.						
BTC-802	9-15-49	Vol. transfer of control of licensee corp.				
EFF:	10-12-49					
BR-446	4-21-50	1150kc	5kw-DA	Unlimited	5-1	5-1-53
BTC-1036	12-11-50	Involuntary trans. of control of licensee corp. from Leora D. Manship, deceased to Charles P. Manship, Jr. and Douglas L. Manship, co-executors of estate of Leora D. Manship, deceased				
Eff:	12-11-50					
BTC-1186	10-10-51	Vol. transfer of control of licensee corp. from Charles P. Manship, Jr. and Douglas L. Manship, Co-Executors of the Estate of Leora D. Manship, Deceased to CHARLES P. MANSHIP, JR. and DOUGLAS L. MANSHIP, Individually and as Guardian for DOUGLAS L. MANSHIP, JR., RICHARD FRENCH MANSHIP and DAVID CHARLES MANSHIP				
Eff.	10-23-51					
BR-446	4-8-53	RENEWAL OF LICENSE			5-1	6-1-55
BZ-3610	10-14-54	Auth. determine operating power by direct method			10-14-54	6-1-55
BR-446	5-11-55	Renewal of license			6-1	6-1-58
BR-446	5-28-58	Renewal of license			6-1	6-1-61
BP-12714	3-3-59	1150kc	5kw-DA-1	U	5-3	11-3-59
CP to change antenna-transmitter location and change type transmitter. (Cond'1)						

Form BC 126

June 1954

#7

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W J B O

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-
BL-7728	6-6-60	1150kc	5kw-DA-1	U	6-6 6-1-61
		License to cover CP(BP-12714) which authorized change in antenna-transmitter location and change type transmitter.			
BR-446	5-3-61	Renewal of License			6-1 6-1-64
BRC-1791 (1)	6-22-61	Mod. of license to operate transmitter by remote control from 1650 Highland Road, Baton Rouge, Louisiana (Transmitter of WBRZ-TV).			
BR-446	7-22-61	1150kc.	5kw.	U DA-1	7-22 5-1-67
BZ-5421	3-11-65	1150kc	5kw DA-1 Un		3-11 6-1-67
		Authority to determine operating power by direct measurement of antenna power.			
BZ-5545 (1)	6-30-65	Authority to determine operating power by direct measurement of antenna power			
BS-446 (2) per teleg.	5-4-66	Mod. of lic to chg field intensity of 10^0 from 67.2 mv/m to 71.8 mv/m.			
BR-446	7-11-67	1150kc	5kw-5kw-DA-1	U	7-11 6-1-70
		Renewal of NDEA			
BR-446(L)	3-8-72	RENEWAL & NDEA			6-1-73
EBSA	5-25-72				
BR-446	8-30-74	(LONG) RENEWAL OF LICENSE			6-1-76
BR-446	8-30-74	SAME AS ABOVE			
SUPERSEDED	2-4-75	To correct Pgs. 2 & 3.			6-1-76
BS-446(L)	7-11-75	ML to change M.F. values			6-1-76
BS-446(1)	3-17-75	ML to operate trans. by RC from SL.			
BS-446(L)	11-28-75	ML chg antenna monitor (page 2)			
BR-466(S)	5-12-76	RENEWAL			6-1-79
LTR.	12-15-77	TRANS: HARRIS MW-5A now MAIN & GATES BG-5P-2 now AUXILAIRY (FORMER AMIN)			installed as installed as
BZ-9746(I)	11-7-78	Direct Measurement			6-1-79
CONTEL	1-11-80	Smt. re sample system.			
BR7902012T(L)	5-18-79	Renewal of License			6-1-82

STATION APPLICATION RECORD

No. 1.

APPLICANT: Valdemar Jensen

CALL LETTERS: WJBO

ADDRESS: 119 So. St. Patrick St., New Orleans, La.

FILE NO: 3-S-B-446 DATED: 4-2-27
T.P. 4-21-27, 1120 Kc. 100 watts.

Present Assignment: 1120 Kc. 100 watts

ACTION:
Lic. 6-1-27, 1140 Kc. 100 watts,
unlimited. Period 6-1-27 to
7-31-27.

Requested: 1120 Kc. 100 watts

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same

FILE NO: 3-R-B-446 DATED: 7-28-27
SECOND APPLICATION DATED: 8-2-27

Present Assignment: 1140 Kc. 100 watts, unlimited

ACTION: 8-8-27, letter of
extension. Period 8-15-27 to
10-15-27.

Requested: Renewal

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same

FILE NO: 3-R-B-446 DATED: 10-5-27

Present Assignment: 1140 Kc. 100 watts, unlimited

ACTION: 10-24-27, letter of
extension. Period 11-1-27 to
1-1-28

Requested: Renewal

STATION APPLICATION RECORD

No. 2.

APPLICANT: Valdemar Jensen CALL LETTERS: WJBOADDRESS: 119 So. St. Patrick St., New Orleans, La. FILE NO. 3-R-B-446 DATED: 1-14-28Present Assignment: 1140 Kc. 100 watts, unlimited ACTION: Lic. 10-31-28, 1370 Kc. 100 watts, unlimited..Period 11-11-28 to 1-31-29.Requested: RenewalAPPLICANT: Valdemar Jensen CALL LETTERS: WJBOADDRESS: Same FILE NO. 3-R-B-446 DATED: 12-13-28
CORRECTED APPLICATION DATED: 12-13-28.Present Assignment: 1370 Kc. 100 watts, unlimited ACTION: Renewal License 1-19-29. Period 1-31-29 to 4-30-29.Requested: RenewalAPPLICANT: Same CALL LETTERS: WJBOADDRESS: Same FILE NO. 3-R-B-446 DATED: 3-28-29Present Assignment: 1370 Kc. 100 watts, unlimited ACTION: Renewal License 4-16-29. Period 4-30-29 to 7-31-29.Requested: Renewal

No. 3.

STATION APPLICATION RECORD

APPLICANT: Valdemar Jensen

CALL LETTERS: WJBO

ADDRESS: 119 So. St. Patrick St., New Orleans, La.

FILE NO: 3-R-B-446 DATED: 6-24-29

Present
Assignment: 1370 Kc. 100 w. unlimited

ACTION: G.O.#69, 7-31-29 to
10-31-29.

Requested: Renewal

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same
New Studio Loc.-125 University Place, (Orpheum Theatre)
New Orleans, La.

FILE NO: 3-P-B-954 DATED: 8-20-29

Present
Assignment: 1370 Kc. 100 w. unlimited
1380 Kc. 2 $\frac{1}{2}$ Kc. 2 $\frac{1}{2}$ KW. day & 1 KW. night Same Time

ACTION: Denied Min. 3-7-30.
Order 3-7-30

Requested: Move studio, chg. equipment, & inst. crys. Cont.

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same

FILE NO: 3-R-B-446 DATED: 9-28-29

Present
Assignment: 1370 Kc. 100 w., unlimited

ACTION: Renewal License 10-5-29.
Period 10-31-29 to 1-31-30.

Requested: Renewal

No. 4.

STATION APPLICATION RECORD

APPLICANT: Valdemar Jensen (DUPLICATED-ENTERED ON CARD NO. 3) CALL LETTERS: WJBO

ADDRESS: 119 S. St. Patrick St., New Orleans, La.

FILE NO: 3-R-B-446 DATED: 9-28-29

Present Assignment: 1370 Kc. 100 w. unlimited

ACTION: Renewal License 10-5-29,
period 10-31-to 1-31-30.

Requested: Renewal

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same

FILE NO: 3-R-B-446 DATED: 12-28-29

Present Assignment: 1420 Kc. 100 watts, unlimited (Mod. Eff. 12-31-29)

1420 Kc. 100 watts, unlimited.

ACTION: Renewal License 1-9-30.
Period 1-31-30 to 4-30-30.

Requested: Renewal

APPLICANT: Same

CALL LETTERS: WJBO

ADDRESS: Same

FILE NO: 3-R-B-446 DATED: 3-24-30

Studio Loc.- Orpheum Theatre, 125 University St.,
New Orleans, La.

Present Assignment: 1420 Kc. 100 watts, unlimited

ACTION: Renewal License 4-23-30.
Period 4-30-30 to 7-31-30.

Requested: Renewal

STATION APPLICATION RECORD

No. 5.

APPLICANT: Valdemar Jensen CALL LETTERS: WJBQADDRESS: 119 So. St. Patrick St., New Orleans, La. FILE NO: 3-R-B-446 DATED: 6-25-30.Present Assignment: 1420 Kc. 100 watts, unlimited ACTION: Renewal License 7-7-30.Requested: Renewal Period 7-31-30 to 10-31-30.

APPLICANT: _____ CALL LETTERS: _____

ADDRESS: _____ FILE NO: _____ DATED: _____

Present Assignment: _____ ACTION: _____

Requested: _____

APPLICANT: _____ CALL LETTERS: _____

ADDRESS: _____ FILE NO: _____ DATED: _____

Present Assignment: _____ ACTION: _____

Requested: _____

STATION APPLICATION RECORD

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present
Assignment: ACTION:

Requested:

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present
Assignment: ACTION:

Requested:

APPLICANT: CALL LETTERS:

ADDRESS: FILE NO: DATED:

Present
Assignment: ACTION:

Requested:

Call

Letters W J P OName VALDEMAR JENSEN

File No.	Date Received	Application for	Action	
			Nature	Date
3-R-B-446	9/23/30	Renewal of License	Granted	10-21-30
3-F-B-112	11/25/30	Install Automatic Frequency Control.	Granted	1-6-31
3-R-B-446	12-30-30	Renewal of license	G.O.103 Granted	1-20-31 4-24-31
3-R-B-446	5-30-31	Renewal of license	Granted	6-20-31
3-R-B-446	8-22-31	Renewal of license. in accordance with G.O. 114 fac. requested (H)	Granted Granted Granted	12-18-31 (Doc.) 6-21-32 7-22-32 Day
3-R-B-446	10-28-31	Renewal of license	UNNECESSARY	
3-R-B-446	4-30-32	Renewal of license unnecessary	returned	7-6-32
3-R-B-446	10-29-32	Renewal of license	returned	11-10-32
Resubmitted	11-14-32		Granted	12-9-32

APPLICATION RECORD - BROADCASTING

Call

Letters W JB O

BATON ROUGE BROADCASTING COMPANY, INC. (Vol. Assign. Lic. 12-22-32)

Name x Valdemar Jensen

File No.	Date Received	Application for	Action	
			Nature	Date
3-AL-B-477 Resubmitted	11-12-32 "	Voluntary assignment license to Baton Rouge Broadcasting Co., Inc. Res'd 12-3-32 proper form	Returned 11-18-32 not in proper form Granted	11-18-32 12-22-32
3-P-B-2743	11-14-32	Submitted by Baton Rouge Broadcasting Co., Inc. to move trans. & studio to Baton Rouge, La.- exact loc. of trans. to be determined-loc. of Main Studio Heidelberg Hotel-new equipment	Granted	12-22-32
3-MP-B-411	1-7-33	Mod. 3-P-B-2743 for exact transmitter location Heidelberg Hotel, Cor. Lafayette & Convention Sts. Baton, Rouge, La. and extension dates of commencement & completion.-to 30 days after Mod. C.P. granted & 120 days after Mod. CP granted.	Granted (Completion date 5-31-33)	1-31-33

#8 A

Call
Letters W J B OName BATON ROUGE BROADCASTING CO.

File No.	Date Received	Application for	Action	
			Nature	Date
3-MP-B-425	2-25-33	Modif. 3-P-B-2743 as modified to change proposed trans.loc. to Magnolia & 5th St., Baton Rouge, La. & ext.date commencement & completion.	Granted	2-6-34
3-R-B-446 Resubmitted	6-13-33 "	Renewal of license (basis of CP) Unnecessary	Returned 6-19-33 Returned	7-17-33
3-MP-B-522	3-16-34	Modification of construction permit ^{granted 12-22-32} to extend commencement date to 10-1-34 and completion date to 2-1-35.	Granted	4-13-34 Completion date extended to 12-1-34
B-3-MP-62	10-24-34	Modification of C.P.(3-P-B-2743) as modified to extend completion date to 1-1-35.	Granted	11-20-34
B3-AP-3	10-24-34	Voluntary assignment of permit to Capital City Press, of Baton Rouge, La. requests call letters -ERG.	Returned Request of applicant	1-18-35

9

Call

Letters

WJBO

Name BATON ROUGE BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-94	12-12-34	License to cover C.P. (2-B-B-2743) as modified to install new equip. move trans. & studio.	Granted	Min. 3-8-35
B3-MI-132	1-23-35	Modification of license to change hours of operation from daytime to unlimited using 100w power.	Granted	Min. 3-26-35
B3-R-446	4-30-35	Renewal of license (Signature)	Not granted	5-11-35
Resubmitted	5-16-35	" " "	Granted	6-11-35
B3-R-446	11-4-35	Renewal of license	Granted	12-10-35
B3-P-975	1-28-36	C.P. to install new equip. increase power from 100w to 500w day & night, change freq. from 1420 to 1120 kc., time from U. to S.H. Fac. of WGCM. (Unlimited time, except from 8 p.m. to 9 p.m. on Monday & Friday nights.)	Ex. Report 1-267 GRANTED Effective 1-26-37	Min. 1-5-37

APPLICATION RECORD - BROADCASTING

Call
Letters WJBOName BATON ROUGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-446	4-29-36	Renewal of license (For sign. of officer)	Ref'd	5-9-36
Resubmitted	"	" " "	Granted Minutes	C.A. 6-29-36 7-2-36
B3-R-446	10-28-36	Renewal of license	Granted	12-15-36
B3-MP-469	2-8-37	Mod. of C.P. (B3-P-975) for new equip. increase in power, change of freq. and hours of oper. further requesting changes in antenna, and move of trans. from Magnolia & 5th St., Baton Rouge, La. to Baton Rouge, La. change hours of oper. from 8 p.m. to 9 p.m. extend c and c dates 30 and 180 days.	Granted	7-6-37
Amended	2-25-37	To change requested hours of operation from Unlimited time to Unlimited except 8 to 9 p.m. Monday		

Card #11 APPLICATION RECORD—BROADCASTING

Call letters W J B OName BATON ROUGE BROADCASTING COMPANY

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-R-446	4-30-37	Renewal of license	Granted	6-29-37
B3-L-663	7-30-37	License to cover C.P. (B3-P-975) as modified, for changes in transmitting equip. & antenna, change frequency, power and hours of operation.	Granted	8-18-37
B3-R-446	8-25-37	Renewal of license	Granted	3-16-38
B3-P-1958	9-25-37	C.P. to make changes in transmitting equip. and increase power from 500w to 1kw	<p>-Ex. Festvl-643-Dec.4908 DENIED--Min.3-27-39-- -Effective-4-3-39-- Min.#257-5-28-39-Com. set-aside-Order-of-5-27 &-remanded-appl.-for further-hearing. B-82 Dook 4908 GRANTED Min. 12-22-39 Effective 12-23-39</p>	

Call

Letters W J B OName BATON ROUGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-R-446	1-31-38	Renewal of license (See 3b)-	Returned	2-12-38
Resubmitted	"	" " "	Granted	3-16-38
B3-R-446	9-27-38	Renewal of license	Granted	11-15-38
B3-R-446	1-25-39	Renewal of license	Granted	3-6-39
B3-ML-669	6-15-39	Modification of license to change hours of operation from Unlimited, except from 8 pm to 9 pm Mondays, to Unlimited. Request facilities of WTAU.	Granted	7-26-39
B3-R-446	7-6-39	Renewal of license	Granted	9-12-39

APPLICATION RECORD—BROADCASTING

Call letters WJBOName BATON ROUGE BROADCASTING COMPANY, INCORPORATED

FILE No.	DATED	APPLICATION FOR—	ACTION	
			NATURE	DATE
B3-Z-212	10-16-39	Authority to determine operating power by direct measurement of antenna power.	Granted	11-14-39
B3-L-1092	12-25-39	License to cover C.P.(B3-P-1958) for changes in equipment and increase in power.	Granted	1-26-40
B3-P-2766	2-13-40	Construction permit to increase power from 1kw to 5 kw, install new equip. and D.A. for night use.	Granted	11-19-40
Amended	7-11-40	RE: changes in directional antenna	Subject to approval of T site and Antenna Letter written 12-2-40	
B3-R-446	3-28-40	Renewal of license	Issued with MP-1122 Granted	5-21-40
B3-R-446	5/28/40	Renewal of license	Granted	3-24-41
			1150kc, 1kw, U	

#14

Call

Letters

W J B O

Name BATON ROUGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-MP-1122 Rec'd. Filed	11-23-40 12-3-40 12-4-40	Modification of construction permit (B3-P-2766) for approval of transmitter site at Roosevelt Road, Baton Rouge, Louisiana and approval of directional antenna for day and night use. (Filed by Karl A. Smith)	Granted	12-17-40
B3-MP-1217 Rec'd.	2-19-41 3-8-41	Mod. of C.P. (B3-P-2766) requesting changes in directional antenna system and 1150 kc under NARBA.* (Filed by Karl Smith) *and extension of required date of completion from 8-17-41 to 60 days after date of grant.	Granted	4-17-41

APPLICATION RECORD - BROADCASTING

Call

Letters W J B OName BATON ROUGE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
B3-L-1400 Rec'd	4-10-41 4-15-41	License to cover C.P. (B3-P-2766) as modified for increase in power, and installation of new equipment and D.A. for ^{day} night use. (Filed by Karl Smith)	Granted	7-31-41
B3-Z-876 Rec'd	4-9-41 4-15-41	Authority to determine operating power by direct measurement of antenna power.	Granted	7-31-41
B3-R-446	3-21-42	Renewal of license and Forms 335 Filed by Karl A. Smith atty.	Granted	5-12-42
B3-R-446 Rec'd.	7-6-44 7-13-44	Renewal of license Filed by Karl Smith	Granted	9-5-44

APPLICATION RECORD - BROADCASTING

#16

Call

Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.,

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-5283 Rec'd Filed	8-22-46 9-5-46 9-5-46	C.P. to move transmitter location 250 feet (same description) and to install an FM antenna on top of center element of DA system. Corwin R. Lockwood, Att'y. Millard M. Garrison, Engr.	GRANTED Subject to condition that a skeleton proof of performance to be furnished to Commission showing that directional antenna pattern has been maintained.	11-25-46
BR-44,6 Recd.	2-24-47 2-27-47	Renewal of license (Filed by Lockwood)	Granted	6-20-47

APPLICATION RECORD - BROADCASTING

17

Call

Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-548 Rec'd Filed	4-22-47 4-24-47 4-24-47	Involuntary Transfer of Control of licensee corporation from Charles P. Manship, Sr., deceased, to Leora D. Manship, Testamentary Executrix, Estate of Charles P. Manship, Sr., (959 shares of common stock) Filed by Carwin R. Lockwood, Atty.	GRANTED Eff:	6-11-47 6-11-47 per 323-A
BMP-581 Rec'd Filed	6-5-47 6-9-47 6-9-47	Modification of C.P. (B3-P-583, which authorized move transmitter location and install FM antenna on top of center element of DA system) for extension of completion date from: 7-25-47 to 1-25-48. (Corwin R. Lockwood, Atty.)	GRANTED Cond. subj. skeleton proof of performance be furnished to Comm. showing that DA pattern has been maintained.	6-24-47

APPLICATION RECORD - BROADCASTING

#18

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3451 Rec'd Filed	12-8-47 12-12-47 12-12-47	Mod. of C.P. (B3-P-5283, as mod., which authorized move transmitter location and install FM antenna on top of center element of DA system) for extension of completion date from: 1-25-48 to: 6-25-48. (Corwin R. Lockwood, Atty.)	GRANTED Cond. - subj. to cond. skeleton proof of perf. to be furnished to Comm. showing DA pattern has been maintained	12-22-47
BMP-3899 Rec'd Filed	5-13-48 5-18-48 5-18-48	Mod. of C.P. (B3-P-5283, as mod., which authorized move transmitter location and install FM antenna on top of center element of DA system) for extension of completion date from: 6-25-48 to: 12-25-48 (Corwin R. Lockwood, Atty.)	GRANTED same cond.	5-27-48 as above

APPLICATION RECORD - BROADCASTING

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BL-3236 Rec'd Filed	6-14-48 6-17-48 6-23-48	License to cover C.P. (B3-P-5283, as mod.,) which authorized move transmitter location and install FM antenna on top of center element of DA system. (Millard M. Garrison, Engr.)	GRANTED	9-27-48
BZ-3044 Rec'd Filed	5-11-49 5-16-49 5-16-49	Authority to determine operating power by direct measurement of antenna power. (Millard M. Garrison, Atty.)	GRANTED	6-1-49

APPLICATION RECORD - BROADCASTING

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-802 Rec'd Filed	7-6-49 7-25-49 7-25-49	Voluntary transfer of control of licensee corporation from Leora D. Manship, Testamentary Executrix of the Estate of Charles P. Manship, Sr., deceased to Leora D. Manship, Charles P. Manship, Jr., and Douglas L. Manship. Corwin R. Lockwood, Atty.	GRANTED EFF:	9-15-49 10-12-49
BR-446 Rec'd	2-28-50 3-1-50	Renewal of license Filed by Corwin R. Lockwood atty.	GRANTED	4-21-50
BTC-1036 Rec'd Filed	11-17-50 11-27-50 11-27-50	Involuntary transfer of control of licensee corporation from Leora D. Manship, deceased to Charles P. Manship, Jr. and Douglas L. Manship, Co-Executors of the estate of Leora D. Manship, deceased. Corwin R. Lockwood, Atty.	GRANTED Eff:	12-11-50 12-11-50

#20 A

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters W J B C

Name BATON ROUGE BROADCASTING COMPANY, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1186 Rec'd Filed	8-23-51	Voluntary transfer of control of licensee corporation from Charles P. Manship, Jr. and Douglas L. Manship, Co-Executors of the estate of Leora D. Manship, deceased to Charles P. Manship, Jr. & Douglas L. Manship (individually and as guardian for Douglas L. Manship, Jr., Richard French Manship and David Charles Manship) (704 shares common stock) 70.4%	GRANTED Eff.	10-10-51
	8-27-51			10-23-51
	8-27-51			
BR-446 Rec'd Filed	2-2-53	Renewal of License Filed by Corwin R. Lockwood, Atty.	GRANTED	4-8-53
	2-4-53			
	2-4-53			
BZ-3610 Rec'd Filed	8-12-54	Authority to determine operating power by direct measurement of antenna power	GRANTED	10-14-54
	8-16-54			
	8-16-54			

#21

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC

File No.	Dated	Application for	Action	
			Nature	Date
BR-446 Rec'd Filed	2-25-55 2-28-55 2-28-55	Renewal of License	GRANTED	5-11-55
		Station now represented by Colm and Marks. Letter June 7, 1956.		
BR-446 Rec'd Filed	2-28-58 3-3-58 3-3-58	Renewal of license. <u>Leonard H. Marks, Atty.</u>	GRANTED	5-28-58
BP-12,714 Rec'd Filed	1-6-59 1-8-59 1-8-59	Construction permit to change antenna-transmitter location from Roosevelt Road, Baton Rouge, La. to 3.5 miles west of hwy. 168 on hwy. 76, Baton Rouge, La. and change type transmitter (GATES BC-5P). Leonard H. Marks, Atty.	GRANTED	3-3-59 Cond'l re: Phase Mon., Field meas. equip., DA & non-DA proof, Submission of complete engineering data concerning theoretic al specifications.

APPLICATION RECORD - BROADCASTING

AUG 1955

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC
BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
HL-7728 Rec'd Filed	9-22-59 9-24-59 9-24-59	License to cover construction permit (HP-12714) which authorized change in antenna-transmitter location and change type transmitter. Leonard H. Marks, Atty. Ralph E. Dippell, Jr., Engr.	GRANTED	6-6-60
BRC-1791 Rec'd Filed	1-5-61 1-10-61 1-10-61	Modification of license to operate transmitter by remote control from 1650 Highland Road, Baton Rouge, Louisiana (Transmitter of WBRZ-TV). Leonard H. Marks, Attys.	GRANTED	6-22-61
BR-446 Rec'd&Filed	2-28-61 3-14-61	Renewal of License Cohn and Marks, atty.	GRANTED	5-3-61
BR-446 R.&F.	2-7-64 3-4-64	RENEWAL OF LICENSE Cohn and Marks, Atty.	GRANTED	7-22-64

APPLICATION RECORD - BROADCASTING

Call W J B O
LettersName BATON ROUGE BROADCASTING COMPANY, INC.
Baton Rouge, Louisiana

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5421 R. & F.	7-20-64 7-21-64	Authority to determine operating power by direct measurement of antenna power. Atty- Cohn & Marks Engr. - George C. Davis	GRANTED	3-11-65
BZ-5545 R & F	3-17-65 3-18-65	Authority to determine operating power by direct measurement of antenna power. Atty: Cohn & Marks	GRANTED	6-30-65
BR-446 R & F	2-23-67 3-1-67	Renewal of License Marcus Cohn, Atty. (Robert B. Jacobi)	GRANTED	7-11-67
BR-446 R & F #581810 \$75. PN PRESS	2-17-70 3-3-70 3-3-70 3-3-70 APR 1 1970	Renewal of license Atty: Robert B. Jacobi (Cohn & Marks)	GRANTED	3-8-72

Form BC-121
September 1969

APPLICATION RECORD - BROADCASTING

Call
Letters W J B OName BATON ROUGE BROADCASTING COMPANY, INC.
BATON ROUGE, LOUISIANA

File No.	Dated	Application for	Action	
			Nature	Date
BR-446 R & F PN Recd. PRESS APR 10 1973	2-26-73 3-5-73 "	RENEWAL OF LICENSE 6-1-76 Robert B. Jacobi, Atty. (Cohn & Marks) AMENDED 4-23-73 re: commercial policy AMENDED 6-19-73 re: employment report	GRANTED	8-30-74
BR-446 R & F P. N. Rec'd Press APR 7 1976	1-2-76 2-2-76 2-2-76	Renewal of License. Atty: Lawrence N. Cohn	GRANTED	5-12-76
BZ-9746 R & F DM PRESS	3-29-78 10-26-78 NOV 2 1978	Direct Measurement Atty: Robert B. Jacobi (Cohn and Marks)	GRANTED	11-7-78
BR790201ZT PRESS MAR 30 1979		Renewal of License (Main & Auxiliary) Robert B. Jacobi, Atty.	GRANTED	5-18-79

RECORD OF APPLICATIONS REQUESTING FACILITIES OF BROADCASTING STATION.....

Licensee

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition

Renewal
Requested

Date
Received

Designated
for Hearing

Reason

Remarks

Vertical line separator

Vertical line separator

Vertical line separator

Vertical line separator

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.

