

W K W L

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters W K W L

Station location Floral, Alabama

Name of licensee FLORAL BROADCASTING COMPANY, INC.

Transmitter location Corner of Railroad Ave. and 7th St., Floral, Alabama.

Main studio location Corner of Railroad Ave. and 7th St., Floral, Alabama.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To
BP-20,575 (L)	12-18-78	1230kHz	250w, 1kw	Unl.	12-18-79
BP-20,575 (1)	5/7/79	CALL LETTERS ASSIGNED & EBSA ISSUED			
BMP800407AJ	11-13-80	1230khz	250watts 1kw	Unl.	5-13-81
		Mod. of CP 9BP-20575) to mke chgs. in ant. sys. & change type trans.			
BMP-800407AJ	11-13-80	SUPERSEDE TO CORREC THE VERTICAL LEAD HEIGHT.			

APPLICATION RECORD - BROADCASTING

Call Letters WKWL
NEW

Name Florala Broadcasting Company, Inc.
Florala, Alabama P.O. Box 202, Florala, Alabama 36442

File No.	Dated	Application for	Action	
			Nature	Date
BP-20,575 Rec'd filed #200-586740 AC:001 PRESS:	6-23-76 6-30-76 6-30-76 JUL 28 1978	Construction permit for new station on: Freq: 1230kHz Power: 250w 1kW Hours of operation: Unlimited trans. HARRIS MW-1 Trans. and studio loc. Corner of Railroad Ave and 7th St., Florala, Ala. 31° 00' 20" 86° 19' 53" Atty: Frank Martin, Jr. Engr: George Gautney	GRANTED	12-18-78

BL 12-6-79

APPLICATION RECORD-BROADCASTING
1230KHz.

Call Letters: W K W L

Name: FLORDALA BROADCASTING COMPANY, INC.

Station Location: FLORDALA, ALABAMA

File No.	Date	Description	Action and Date
BMP800407AJ PRESS (0)	MAY 9 1980	Mod. of CP (BP-20,575) to make chgs. in Ant. Sys. (Decre. Hght. of Tower to: 195') & chg. type Trans. Atty. Frank J. Martin (Sutherland,Asbill & Brennan)	GRANTED 11-13-80 CON'D

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.

