

REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Date first licensed 2-2-49

Call letters WLOU Station Location: Louisville, Kentucky

SUMMERS BROADCASTING INC.(AL 2-23-72, Eff: 3-21-72)

* ROUNSAVILLE OF LOUISVILLE, INC. (AL 10-4-55, EFF: 10-4-55)

* ROBERT W. ROUNSAVILLE (AL 9-6-51, Eff. 10-15-51)

Name of licensee *LOUISVILLE BROADCASTING CORPORATION

2549 South Third Street, Louisville, Kentucky (L-4-15-54)
Transmitter location * 3rd St. and Eastern Parkway adjacent to Ball Park, Louisville, Kentucky
(Lic. 2-2-49) (BMP-3897)

ZIP 40208

Main studio location Same as transmitter.

CONSTRUCTION PERMIT AND LICENSE RECORD

		-			
Appl.	Date			Time	Period
No.	Issued	Freq.	Power	Div.	From- To-
DO D 55	2 . 20 . 7	1.5001		D	
82-P-554	8 4-30-47			Daytime	
	Letter 5		A STATE OF THE PARTY OF THE PAR	A STATE OF THE PARTY OF THE PAR	tion granted
	The state of the s	The second secon	MP for	approval	of antenna
22 D FF1	and T. s			D+1-0	20-10 +0
	1-30-48	1570	1kw	Daytime	3-30-48 to 9-20-48
BMP-2897	The state of the s	(D_EE/Q)	for one	movel of	ant., trnas. &
	studio lo	The second second	TOP HOL	LOANT OT	ano., ornas. a
BMP-377			1kw	Daytime	3-30 9-30-48
DM-311				STATE OF THE OWNER, AND ADDRESS OF THE OWNER	req. & make
		in verti			
	CHARLES CONTRACTORS OF	printers and the second	Contract of the last of the la		
MP-41//	The second secon		5548 as	mod) for	ext. of com-
DVD /30	pletion (1kw	Daytime	3-30 11-24-48 3-30 11-24-48
BMP-41	Mod. CP (55/8 as			
	Mod. of		D. CLAUS		
DI 2156	2-2-49	1350	THE RESERVE OF THE PERSON NAMED IN		2-2 11-1-51
BL-3430	Lic. to				r a new station
Letter	8-1-51	STREET, SQUARE, SQUARE	Continues and address of the last	STATE OF THE PERSON NAMED IN	7-15 9-12-51
3AT-122	8 9-6-51	Vol. ass	gnment	of licens	e to ROBERT W.
Eff	. 10-15-51	ROUNSAV	ILLE		
Letter				silent	9-15 11-12-51
station	returned t	o air at	1 pm, 1	0-21-51 p	er ltr. from
stty. d	a cd 10-20-	51			
BS-220	10-25-51	Extensi	on of li	cense	11-1 2-1-52
BR-220	3 1-30-52	1350	1 kilo	Daytime	1-30- 8-1-52
BR-220	7-30-52	1350kc	1kw	Daytime	8-1-52 8-1-55
	4 8-31-53				10-31 4-30-54
top of	AM tower	(COND'L	CLAUSE)		
3MP-633	B 10-20-53	1350ke	1kw	Day 1	0-31-53 4-30-54
5.4 -05.	Mod. of	P(8954)	to change	type tra	ns. (CondSI)
BMP-63	62 12-9-53	MP (BP-8	954, as	mod.) chan	ges in the
_111	_ antenna_	Yete			
BL-524	49 - 4-15-54	1350kc	Ikw	d which	-15-54 8-1-55 auth. mount TV
	antenna	on top,	ake chan	ges in ant	tenna system
		ge type t			
THE RESERVE OF THE PERSON NAMED IN					

B-S.

BROADCASTING STATION LICENSE RECORD

Date first licensed

Call letters WLOU

Name of licensee X ROBERT W. ROUNSAVILLE

Transmitter location

Main studio location FCC-65

CONSTRUCTION PERMIT AND LICENSE RECORD

Care Comme	Name of Street, or other Designation of the last of th		-	-	
Appl.	Date			Time	Period
No.	Issued	Freq.	Power	Div.	From- To-
BR-2203	7-20-55	RENEWAL	OF LIC	ENSE	8-1 8-1-58
BAL-2123 EFF:	10-4-55			of licer	
BP-10809				Day crease po	7-1-57 1-1-58 wer and install
BMP-770	6-19-57	Mod CP		9) to cha	nge type xmtr.
BL-6819	11-21-57	License	thorized		11-21 8-1-58, ,809) as mod., tion of new
BR-220	3 7-9-58	Renewal		nse	8-1 6-1-61
RS-2203 (1)_EFF	6-15-61 7-23-61 7-26-61	2:00am Commissi	on defer	astern	time zone to Standard Time. n on renewal
BR-2203	1-25-62	1350kc	5kw		1-25 8-1-64
BR-ZZUI	ECA-250) Auxiliar	to be on Furnose	auxilian erated or s only.	tra-smit 1350kc 2	ter (Oates 50w Day for
BL-11,	097 11-19-6	Lic to c install trans fo	new trans r aux pu	BP-16,504) s to be us rposes onl	1-19 8-1-67 which auth edas an aux
BR-220	3 7-24-67	Renewal	of Lice	50	8-1-70
TELEG	RAM 10-67-6	PSA	500w		
BS-22 (1 Bt-11	CP to intrans.	y purpos	ew trans operate s only.	d on 1350k	-16 9-15-68 -1R1) at main c, 1kw, for enna system & (Memo) 8-1-70
	(T)				

Form BC 126 June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed	Call letters	WLOU
	Station location	
Name of licensee		r
Transmitter location		
Main studio location		

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No. BR-2203(LES	Date Issued 8-19-70 2-23-72	Freq. RE	Name and Address of the Owner, where	Time Div.	Period From To- 8-1-73
EBSA	6-14-72				
BR-2203(L)	9-24-73	RENEWA	Charles and the Control of the Contr	& AUX.	8-1-76
BS-2203(1)	1-6-74	Name and Address of the Owner, where the Owner, which is	to CST	no.	
COMLET	11-27-7	San Street or other Designation of the last of the las	back to	Name and Address of the Owner, where the Owner, which is	1 1 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
BR-2203{L	, \-PS-	/P Keue	wal fu	ain & Au	
BTC791109EY	12-18-79	VOL. T	Е	FF:	3-12-80
BR790402 (s	7-18-79	renewal	of lice	nse	8-1-82

Name LOUISVILLE BROADCASTING CORPORATION 15th and K Streets, N.W. Washington, D. C.

WLOU

Call

(PC c/o United States Comparation Company, Louisville, Mentucky)								
File No.	Dated	######################################	Nature	otion Date				
B2-F-#48 Rec'd Filed	12-6-46 12-19-46 12-19-46	Construction Permit for a new standard broad- cast station to be operated on: Frequency: 1570kc Fower: 1kw Hours of operation: Daytime only Trans. location: To be determined-Louisville, Kentucky Studio location: Same Grant I. Trathall, Engr.	Subject	t-30-47 to filing MP oval of antenna te				

Preservitter- Raytheon RA-1000 Riley A. Gypun, Atty.

#2

Call Letters WLOU

LOUISVILLE BROADCASTING CORPORATION Name

File No.	Dated	Application for	Nature	tion Date
BMP-2897 Rec'd Filed	6-23-47 6-30-47 6-30-47	Mod. of C.P. (B2-P-5548, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations at 3rd Street and Eastern Parkway adjacent to Ball Perk, Louisville, Kentucky.	or imply site or	1-30-48 es not approve approval of ant. system for a FM B/C station
BMP-3772 Rec'd Filed	3-18-48 4-5-48 4-5-48	(Filed by Grant R. Wrathall, Engr.) Mod. of C.P. (B2-P-5548, as mod., which authorized a new standard broadcast station) to change frequency from 1570kc to 1350kc and make changes in vertical antenna. Maurice R.Barnes, Atty. Grant R.Wrathall, Engr.	RANTED	5-19-48

Call Letters W L O U

Name LOUISVILLE BROADCASTING CORPORATION

File No. BMP-4177 Rec'd Filed	Dated 9-8-48 9-13-48 9-13-48	Application for Mod. of C. P. (B2-P-5548, as mod.which authorized a new standard broadcast station) for extension of completion date from 9-30-48 TO: 11-24-48.	Nature	<u>tion</u> Date 9-21-48
BMP-4198 Rec'd Filed	9-18-49 9-20-48 9-20-48		re measure	10-19-48 ments to prove ogram tests ts standards Practice
BMP-4308 Rec'd Filed	11-9-48 11-12-48 11-12-48	Mod. of C. P. (B2-P-5548, as mod., which	DISMISSED 1 Unnecessary	THE RESERVE OF THE PARTY OF THE

Form 94 #4

APPLICATION RECORD - BROADCASTING

ROBERT W. ROUNSAVILLE (AL 9-6-51, Eff.10-15-51)
Name x LOUISVILLE BECADCASTING CORPORATION

Call Letters N. L. O. U.

File No. BL-3456 Rec'd Filed	Dated 11-16-48 11-16-48 11-16-48	Application for License to cover C. P. (B2-P-5548, as mod.) which authorized a new standard broadcast station.	Natu: GRA	Action re Date NTED 2-2-49
BR-2203 Rec'd Filed	6-18-51 6-25-51 6-25-51	Renewal of license Filed by Maurice R. Barnes, atty.	GRANTED	1-30-52
BAL-1228 Rec'd Filed	7-16-51 7-23-51 7-23-51	Voluntary assignment of license from Louisville Broadcasting Corporation to Robert W. Rounsaville. Robert Heald, Atty.	GRANTED Eff.	9-6-51 10-15-51
BR-2203 Rec'd Filed	6-27-52 6-30-52 6-30-52	Renewal of license (Informal Request)	GRANTED	7-30-52

FORM A-170 FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call Letters W L

Name ROBERT W. ROUNSAVILLE

File No. RP-8954 Rec(d Filed	Dated 8-1-53 8-4-53 8-4-53	Application for Construction permit to mount TV antenna on top of the AM tower (increase in height). Welch, Mott, & Morgan, Attys. John H. Mullaney, Engr.	Nature GRANTED	ion Date 8-31-53 submit proof tenna.
BMP-6320 Rec'd Filed		Modification of construction permit (RP-8954 which auth mounting TV antenna on top of the AM tower(increase in height) to make changes in the antenna system. It & Morgan, Attys. Illaney, Engr.	GRANTED BY LETTER	10-14-53
	1	F.C.C WASHINGTON, D. C.		

FORM A-170 FORMERLY FCC FORM 94

Call

Letters WLOU

Name ROBERT W. ROUNSAVILLE

File No. EMP-6338 Rec'd Filed	Dated 10-8-53 10-12-53 10-13-53	Application for Modification of construction permit (MP-895 as mod., which auth. mounting TV antenna on top of the AM tower (increase in height) to make changes in the antenna system) for changin type of transmitter (RCA BTA-1M)	Nature GRANTED re blan	
BMP-6362 Rec'd Filed	11-9-53 11-10-53 11-10-53	Welch, Mott & Morgan, Attys. John H. Mullaney, Engr. Modification of construction permit (EP-8954 as mod., which auth. mounting TV an antenna or top of the AM tower (increase in height) to make changes in the antenna system and change type of transmitter) to make changes in the antenna system.		12-9-53
		Welch, Mott & Morgan, Attys. John H. Mullaney, Engr.		

FORM A-170

APPLICATION RECORD - BROADCASTING

ROUNSAVILLE OF LOUISVILLE, INC.
Name X ROBERT W. Rounsaville

Call

Letters W. L. C. U

File No. BL-5249 Rec'd Filed	Dated 3-5-54 3-11-54 3-11-54	Application for License to cover construction permit (BP-898 as mod.,) which auth. mounting TV antenna on top of the AM tower (increase in height) to make changes in the antenna system and chang type transmitter. John H. Mullaney, Engr.	Nature GRANTED	<u>tion</u> Date 4-15-54
BR-2203 Recd Filed	4-25-55 5-5-55 5-5-55	Renewal of license Vincent A. Pepper, Atty.	GRANTED	7-20-55
BAL-2123 Rec'd Filed	9-9-55 9-16-55 9-16-55	Voluntary assignment of license to Rounsaville of Louisville, Inc. Vincent A. Pepper, Atty.	GRANTED EFF:	10-4-55 10-4-55

Call

Letters W.L.O.H

Name ROUNSAVILLE OF LOUISVILLE, INC.

File No.	Dated	Application for	Nature	tion Date
BP-10,809 Rec'd Filed	9-11-56 9-17-56 9-17-56	Construction permit to increase power from 1kw to 5kw and install new transmitter. (Gates BC 5 P)	GRANTED	5-1-57
		Atty Welch, Mott & Morgan Engr John H. Mullaney		a a
		Station now represented by Smith & Pepper, Att. Per letter d ted 4-12-57.	7	
BMP-7701 Rec'd Filed	5-27-57 5-31-57 5-31-57	Modification of Construction Permit (BP-10,809) which authorized increase power from 1kw to 5kw and install new transmitter (Gates BC 5P) to change type transmitter to (RCA BTA-5H). Atty: Vincent A. Pepper.		6–19–57
		F.C.C WASHINGTON, D. C.		

Call LettersW

WLOU

Name ROUNSAVIILE OF LOUISVILLE, INC.

File No.	Dated	Application for	Ac Nature	tion Date
BL-6819 Rec'd Filed	9-23-57 9-24-57 9-24-57	License to cover Construction permit BP-10,809 as mod., which authorized increase power from 1kw to 5kw and install a new transmitter (RCA BTA-5H). Atty's: Smith & Pepper	GRNATET	11-21-57
BR-2203 Rec'd Filed	5-8-58 5-22-58 5-22-58	Renewal of License Vincent A. Pepper, Attorney	GRANTED	7-9-58
BP-13,545 Rec'd Filed	9-18-59 9-23-59 9-23-59	Construction Permit to change hours of operation from Daytime to Unlimited using power of 5kw; change antenna-transmitter location for nighttime operation to On Green Valley Rd. 0.37 mi. S. of Mt. Tabor Rd. Near New Albany, Indiana; install directional antenna system (DA-N) Atty Smith & Pepper Engr John H. Mullaneyon. D. C.	Denied 6- Order-Doc	6-62 ket No. 14209

Call Letters WLOU

File No.	Dated	Application for	Nature	tion Date
R-2203 lec'd&Filed	6-5-61 6-22-61	Renewal of License Vincent A. Pepper, atty.	GRANTED	1-25-62
BR#2203 R. & F.	5-1-64 5-7-64	Renewal of license. 8-1-64 Atty- Smith & Pepper	GRANTED	7-10-64
BP-16,504 R.& F.	12-7-64 12-21-64	Construction permit to install an auxiliary transmitter (GATES BCA-250) to be operated on 1350kc 250w Day for auxiliary purpose only Atty: Smith & Pepper	GRANTED	1-14-65
BL#11,097 R & F	8/25/65 8/30/65	Lic. to cover CP (BP-16,504) which authoristall new. trans. to be used as an auxotrans. for auxiliary purposes only. Atty: Smith & Pepper	GRANTED	11-19-65

FORM BC-121 Aug. 1955

Call WLOU

Name Rounsaville of Louisville, Inc.

Louisville, Kentucky

File No.	Dated	Application for	Acture Nature	lion Date
BP-17,942 R.& F. DEC	11-3-67 11-7-67	CP to install a new transmitter (RCA BTA-1R] at main trans loc, to be operated on 1350kc, lkw, for auxiliary purposes only. atty-Smith, Pepper, Shack & L'Heureux	GRANTED	1-16-68
BL-11,927 R & F #411901 \$30 PT	3/1/68 3/11/68 3/11/68 3/21/68	License (BP-17,942, for changes) (Aux.) Atty: Robert W. Healy	GRANTED	4-30-68
BR-2203 R & F \$75 #598099 \$30 \$598100 PN Recd. PRESS	4-20-70 5-4-70 " " " MAY 1 9 1970	RENEWAL OF LICENSE (MAIN & AUX.) Arthur V. Weinburg, Atty. (Smith, Pepper, Shack) AMENDED 8-6-70 re: commercial policy	GRANTED	8-19-70
		F. C. C WASHINSTON, D. C.		

Form BC-121 September 1969

APPLICATION RECORD - BROADCASTING

Call WLOU

SUMMERS BROADCASTING INC.

Name x ROUNSAVILLE OF LOUISVILLE, INC.

Louisville, Kenbucky

FEE PD: \$10	T 2 6 1971	Application for Voluntary assignment of license to SUMMERS BROADCASTING INC. (SEE OVER) Atty for assignor & assignee - Smith & Pepper	Nature GRANTED Req. gr	2-23-72 ent fee\$17,000.0
BR-2203 R & F P.N. PRESS BR-2203 R & F PN Recd. PRESS	4-25-73 5-3-73 5-3-73 3-29-76 4-1-76 "	Renewal of License (Main & Auxiliary) Atty.: John E. Fiorini, III AMENDED 9-11-73 re: community survey; EEO RENEWAL OF LICENSE TMAIN & AUXILIARY) J.E.Fiorini III, Atty.	GRANTED	9-24-73

RE: BAL-7443 - Assignor has pending BAL-7430(WMBR) which is related to this application.

AMENDED 11-29-71 - financial data(explanatory); statement re stock

Form BC-121 May 1976 8-49

Call Letters W L O U

Action

Name SUMMERS BROADCASTING INC.
LOUISVILLE, KENTUCKY

ı	File No.	Dated	Application for	Nature	9 Date	
	BR 790402 IK PRESS MA	3 1 1979	RENEWAL OF LICENSE (MAIN & AUXILIARY) John E. Fiorini III, Atty.	GRANTE	7-18-79	
	BTC791109EY Form 316 PRESS	11-3-79 1979	Vol. acquisition of positive control of lic corp by Vincent A. Pepper thru purchase of stock (and retirement thereof) by the licen- see corp from E. Stratford Smith Atty - John E. Fiorini, III (Smith & Pepper)	GRANTED EFF:	12-18-79 3-12-80	
	BZ=800905AH R & F PRESSEP 2 1 DM	9-5-80 1980 7-16-81		gr,	7-16-81 1550ED	
			F. C. C WASHINGTON, D. C.			

Call Letters: WLOU

Name:

SUMMERS BROADCASTING INC.

Station Location: Louisville, Kentucky

File No.	Date	Description	Action and Date
BTC810113FW Form 316 PRESS FEB 2 7 198	1	Vol relinquishment of postiive control of lic corp by Vincent A. Pepper thru stock redemption to Vincent A. Pepper and William E. Summers III Atty Vincent A. Pepper	EFF: 5 31 81
PACCEPTED (c) FEB 27 '81	CUT OFF APR 10 '81 3-25-81	Construction permit to chg hrs of operation to unl by adding nighttime service with 500 watts install DA-N; and make chgs in ant sys. (Two site operation) (nighttime site 0.22 Mi N Algonquin Parkway Approx. 300' W of US # 65). 38° 13' 45" 85° 46' 47" NAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 ATTY: John E. Tirorini, III REQUEST FOR WAIVERS OF SECTIONS 73.37(e) (2) & 73.24(j) Public Notice (OVER)	Form BC-121 March 1979

RE: Ltr requesting additional time to file BP-810130AG AMENDED 6-4-81 amendment

W L O U = RECORD OF DENIAL OF INFORMAL APPLICATIONS

Ltr. 12-9-48 advising applicant that STA for add'1 time 12-25-48 ca not be considered in accordance with Sec. 1.324 of the Rules

Ltr. 9-15-49 Commission denied request for STA to permit sta. to broadcast special fund raising program for the benefit of the National Polio Foundation on the

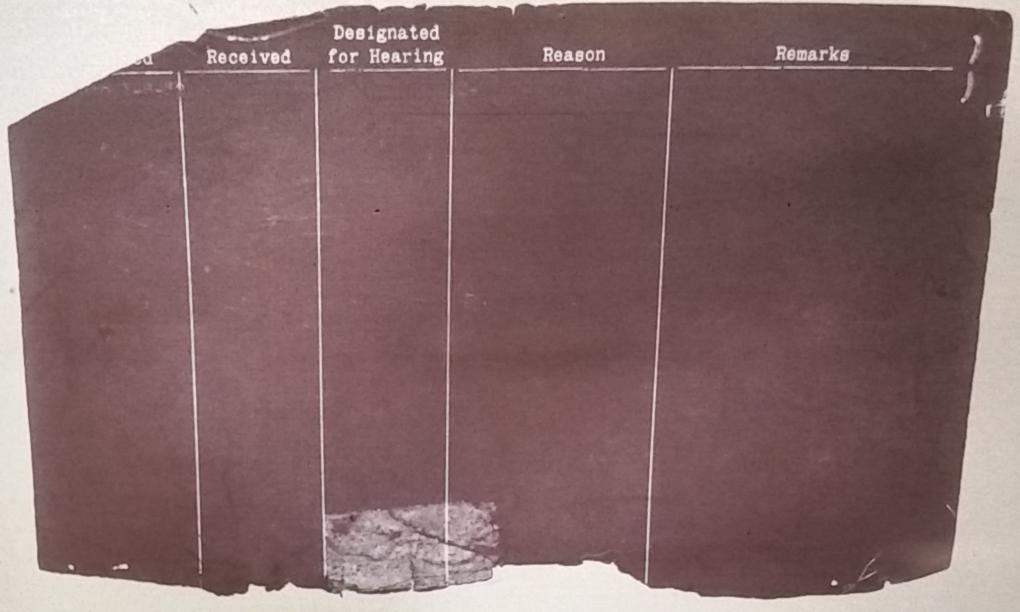
nights of Sept. 19 and 20, 1949.

X FLORIDA BROADCASTING CC. (6-12-3/)

XF. J. REYNOLDS, INC. (18-2-33)

Licensee XF. J. Reynolds

File No.	Date	Call Letters	Name and Location of Applicant	Remarks	Disposition
3-P-B-2066-A	3-5-31	New	Hattie Mizelle Dothan, Ala.	Re; 1370 kc.,100 wa	Denied 9-11-3
/ 3-P-B-2087	3-16-31	New	H. P. Everett d/b Americus Brdcst Co.,	Fac. of WMBR in term of units.	Granted 2-19-3
3-P-B-1965 A	10-22-31	New	Troy Brdcstg. Co.,	Fac. WMBR (Per Eng.	Amended-feer _Docket-Section
7			Troy, Ala.	Rec.)	Dismissed 3-18- 32
3-P-B-2537	3-12-32	new	Peoples Brdcstg. Corp. Jacksonville, Fla.	Fac. WABRunits.	ORDER -
bebremA	7-30-32	•		1370 kc-Daytime Req	withdrawn 1-6-33
B3-P-5007 Rec'd Filed	7-8-46 7-8-46 7-10-46	n NEV	Jacksonville, Florida	Contingent on grant of WMBR, File# B3-P-3036, to chg. to 1460kc.	



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.

