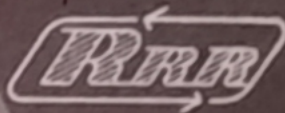


WLRO



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REMOVABLE LABEL

GUIDES AND FOLDERS

MADE IN U. S. A.

CATALOG NO. 4550L 1/8

Form BC 126  
June 1954

#4819

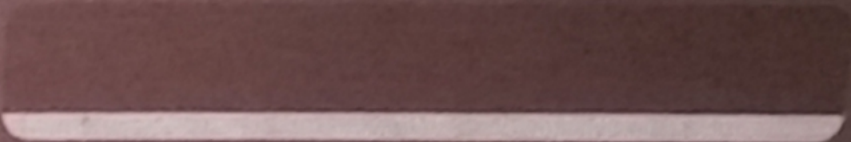
# BROADCASTING STATION LICENSE RECORD

Date first licensed 10-1-70

Call letters W L R O

Station location Lorain, Ohio

Name of licensee LOBAIN COMMUNITY BROADCASTING COMPANY



Transmitter location Near Elyria Avenue and Dunton Road, Sheffield, Ohio (BP 7-29-69)

*+4052*  
Main studio location 939 Broadway, Lorain, Ohio (ltr. 10-23-69)  
1639 Broadway, Lorain, Ohio (BP 7-29-69)



# CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl.<br>No.                                    | Date<br>Issued | Freq.  | Power | Time<br>Div. | Period<br>From- To- |
|---|----------------|--|-------|--------------|---------------------|
| BP-16940  | 7-29-69        | 1380kc   | 500w  | Day          | 3-29-70             |
| <b>CP for a new standard broadcast station.</b> |                |  |       |              |                     |
| Ltr.  | 10-23-69       | Trans: RCA STA-1R3 and change studio<br>& RC to 939 Broadway, Lorain, Ohio |       |              |                     |
| BP-16940(1)                                     | 10-29-69       | Call letters assigned.   |       |              |                     |
| Tel.  | 11-28-69       | Delete obstruction marking requirement                                     |       |              |                     |
| Contel  | 12-5-69        | PSA 10w  |       |              |                     |
| BL-12,551(L)                                    | 10-1-70        | Lic.(BP-16,940, as mod.) for new<br>Standard b/c sta.                      |       |              | 10-1-73             |
| BL-12,551(L)                                    | 10-1-70        | SUPERSEDED TO DELETE OBST. MARKINGS  |       |              |                     |
| EBSA  | 6-12-72        |  |       |              |                     |
| BR-4819(S)                                      | 10-11-73       | RENEWAL  |       |              | 10-1-76             |
| BR-4819(S)                                      | 9-15-76        | Renewal of license   |       |              | 10-1-79             |
| BTC-8480  | 10-21-77       | Vol acq of neg con EFR:  |       |              |                     |
| BR790601ZM(S)                                   | 10-24-79       | Renewal of License   |       |              | 10-1-82             |



APPLICATION RECORD - BROADCASTING

Call  
Letters .....~~NEW~~ W L R O.....

Name Lorain Community Broadcasting Company  
Lorain, Ohio (639 Broadway, Lorain, Ohio 44052)

| File No.             | Dated              | Application for   | Action  |         |
|----------------------|--------------------|---|---|---------|
|                      |                    |   | Nature  | Date    |
| BP-16,940<br>R. & F. | 9-30-65<br>9-30-65 | CP for a new standard broadcast station to be operated on<br>Frequency: 1380kc<br>Power: 500w<br>Hours of operation: Daytime<br>Type transmitter: RCA BTA-1R1<br>Trans. location: Near Elyria Avenue and Dunton Road, Sheffield, Ohio<br>Studio location: 639 Broadway, Lorain, Ohio<br>Remote control point: Same as studio<br>Requests interim operation fac. of WWIZ<br>Atty: Marmet & Schneider<br>Engr: Serge Bergen<br>Requests waiver of Sec. 1.516(c), 1.571 and 73.37(a).<br>Application accepted for filing by Commission ORDER of 5-18-66.<br>Amended 3-4-70 re: Show Other Interest | GRANTED<br><br>After Hearing<br>Docket No. 16876<br>Order Issued. | 7-29-69 |

PT 12-4-69  
PT 12-4-69



**CONTACT: Austin W. O'Toole**

**PHONE: Code 216; 2446102**

**ADDRESS: 639 Broadway  
Lorain, Ohio**



APPLICATION RECORD - BROADCASTING

Call Letters WLRO

LORAIN COMMUNITY BROADCASTING COMPANY

Name Lorain, Ohio

| File No.   | Dated  | Application for  | Action  |          |
|--|--|--|---------|----------|
|  |  |  | Nature  | Date     |
| BL-12,551<br>Rec'd<br>Amended & Filed<br>PTA<br>Amended<br>Pta ext<br>\$57376\$30<br>PRESS<br>MAR 1 1970 | 11-18-69<br>11-18-69<br>11-24-69<br>12-4-69<br>12-8-69<br>12-11-69<br>11-18-69 | Lic.(BP-16,940, as mod.) for new Standard B/c Station. (Trans. BTA-1R-3)<br>Atty: Robert A. Marmet<br>Engr. data<br><br>Revised Sect. II-A(engr. data) | GRANTED | 10-1-70  |
| 2-16-71 Annual filing fee \$35.60 paid #636488.  |  |  |         |          |
| BR-4819<br>R & F<br>PN Recd.<br>PRESS<br>AUG 1973  | 7-2-73<br>7-3-73<br>"  | RENEWAL OF LICENSE<br>Gordon R. Malick, Atty.<br>AMENDED 9-19-73 re: financial data; ascertainment of comm. needs                                      | GRANTED | 10-11-73 |
| BR-4819<br>R & F<br>PN Recd.<br>PRESS<br>JUL 30 1976   | 5-26-76<br>6-1-76<br>6-9-76  | RENEWAL OF LICENSE<br><br>Robert A. Marmet, Atty.  | GRANTED | 9-15-76  |

#3

1380khz

Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters ..... W. L. R. O. ....Name LORAIN COMMUNITY BROADCASTING COMPANY  
LORAIN, OHIO

| File No.                               | Dated  | Application for   | Action          |          |
|--|--|---|-----------------|----------|
|  |  |   | Nature          | Date     |
| BTC-8480<br>Rec'd<br>Filed<br>FORM 316 | 10/18/77<br>10/3/77<br>10/18/77<br>OCT 21 1977 | Voluntary acquisition of negative control of lic corp by Each, Andrew J. Warhola and George T. Mobbille thru purchase of stock from the Estate of Austin W. O'Toole(deceased)<br><br>Atty - George T. Mobbille<br>Form 316 executed as of a current date filed 10/18/77 | GRANTED<br>EFF: | 10-21-77 |
| BR790601ZM<br>PRESS JUL 25 1979        |  | Renewal of License  | GRANTED         | 10-24-79 |



## 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 12<sup>th</sup> 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.

