

WMFC

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CATALOG NO. 4550L 1/5

## BROADCASTING STATION LICENSE RECORD

Date first licensed 6-4-52Call letters W M F CLocation: Monroeville, Alabama

MONROE BROADCASTING COMPANY, INC. (BAL 11-30-62 EFF: 1-17-63)

X WILLIAM M. STEWART, tr/as MONROE BROADCASTING COMPANY (AL-10-1-58 EFF: 11-24-58)

X WILLIAM M. STEWART and JAMES H. FAULKNER, d/b as

Name of licensee MONROE BROADCASTING COMPANY

On U.S. Route 84 to Frisco City,

Transmitter location Approx. 1/2 mi. S of city limits of Monroeville, Alabama (MP 12-21-51)  
(lic. 6-4-52)

122 Hines Street, Monroeville, Alabama (BRC 2-21-63)

X 138 South Mt. Pleasant Avenue, Monroeville, North Carolina (BRC 1-15-59)

Main studio location x On U.S. Route 84 to Frisco City, Approx. 1/2 mi. S of city limits of  
Monroeville, Alabama (MP 12-21-51) (Lic. 6-4-52)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
Letter ) BP-7882)	8-1-51	1220	250w	Day	Subj. filing MP approval T site and antenna For a new standard broadcast station
BP-7882 ) BMP-5738)	12-21-51	1220	250w	Day	2-21 8-21-52 (COND'L CLAUSE) CP for a new standard broadcast station and MP for approval of ant., T&S sites and chg. type Trans.
B L-4713	6-4-52	1220	250w	Daytime	6-4 4-1-55 (CONDITIONAL CLAUSE) <u>Lic. cover CP(7882 as mod.) for a new station</u>
Teleg.	3-30-55	Action on renewal deferred 3-30 and continued operation auth. until final determination on renewal			
BR-2712	4-13-55	RENEWAL OF LICENSE			4-13 4-1-58
BP-10307	4-25-56	1360	1kw	Daytime	6-25-56 12-25-56 CP to change frequency; increase power and install a new transmitter.
BL-6385	10-26-56	1360kc	1kw	Daytime	10-26 4-1-58 Lic. to cover CP(BP-10,307) to change frequency, increase power; install new transmitter.
BR-2712	3-12-58	Renewal of license			4-1 4-1-61
BAL-3169 Eff:	9-29-58 11-24-58	Voluntary assignment of license to William M. Stewart, tr/as Monroe Broadcast- ing Company.			
BRC-1400	1-15-59	1360kc	1kw	Daytime	1-15 4-1-61 Modification of license to change Studio location from On U.S. Rt. 84 to Frisco City, approx. 1/2 mi. S. of city limits of Monroeville, Ala., TO 138 South Mt. Pleasant Avenue, Monroeville, Alabama, and operate transmitter by Remote Control from studio location
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-2712	5-3-61	Renewal of license			53- 4-1-64



Form BC 126

June 1954

#2

# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W M F C

Station location Monroeville, Alabama

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BAL-4621 EFF:	11-30-62 1-17-63	Voluntary assignment of license to Monroe Broadcasting Company, Inc.			
BRC-2202	2-21-63	1360kc	1kw	Day	2-21 4-1-64
	Mod. of license to change studio location and remote control point to 122 Hines Street, Monroeville, Alabama.				
BR-2712	3-17-64	Renewal of License			4-1 4-1-67
Ltr. dtd. 4-10-67 & rec'd 4-12-67 giving notification per Sect. 73,48(a)(5) Rules that a Gates BC-1G trans. is now <u>installed &amp; in oper.</u>					
BR-2712	3-29-67	1360	1kw	Day	4-1 4-1-70
TELEGRAM	12-4-67	PSA	500w		
BZ-7175(1)	5-12-69	Direct Meas.			
BR-2712(L)	4-1-70	RENEWAL			4-1-73
BZ-7886 (1)	11-11-71	Direct measurement			
EBSA	6-12-72				
BR-2712(L)	3-30-73	Renewal of License			4-1-76
BR-2712(S)	3-9-76	RENEWAL			4-1-79
BR781128VJ(S)	10-24-79	Renewal of License			4-1-82



## APPLICATION RECORD - BROADCASTING

Call W M F C  
Letters X NewName WILLIAM M. STEWART and JAMES H. BARTNER, d/b as MONROE BROADCASTING COMPANY  
(P.O. c/o William M. Stewart, Monroeville, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
EP-7882	10-19-50	Construction permit for a new standard broad-	GRANTED	8-1-51
Rec'd	10-26-50	cast station to be operated on:	Subj. filing MP approval	
Filed	10-26-50	Frequency: <del>1230kc</del> 1220kc	T site and antenna	
		Power: 250w	Letter Written 8-3-51	
		Hours of Operation: <del>Unlimited</del> Daytime	Issued with MP-5738	
		Trans. Location: <del>South Legion St.</del> Site to be determined		
		Monroeville, Alabama		
		Studio Location: <del>South Legion St.</del> Site to be determined		
		Monroeville, Alabama		
		Raymond C. Watson, Jr., Engr.		
		Chamblee, Georgia		
AMENDED	12-20-50	AMENDED to change frequency from 1230kc		
Rec'd	12-28-50	to 1220kc and change hours of operation from		
Filed	12-28-50	Unlimited to Daytime, and make changes in		
		antenna.		
AMENDED	6-21-51	AMENDED to change T & S sites from South		
Rec'd	6-22-51	Legion Street, Monroeville, Alabama to "Site		
Filed	6-22-51	to be determined", Monroeville, Alabama		



Gates 250-C-1



#2

FORM A-170

## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters W M F CName WILLIAM M. STEWART AND JAMES H. FAULKNER d/b as MONROE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BMP-5738 Rec'd Filed	10-26-51 11-7-51 11-7-51	Modification of construction permit (BP-7882 which auth. a new standard broadcast station) for approval of antenna, transmitter and main studio location as Approx. $\frac{1}{2}$ mi. S. of city limits on U.S. Route 84, to Frisco City, Monroeville, Alabama and change type of transmitter (RCA BTL-250G).  Raymond C. Watson, Jr., Engr.	GRANTED Cond'l re compliance Sec. 3.46 and 12 of Standards	12-21-51 blanketing and
BL-4713 Rec'd Resub. Rec'd Filed	3-29-52 4-4-52 5-2-52 5-5-52 5-5-52	License to cover construction permit (BP-7882 as modified) which authorized a new standard broadcast station.	<del>Returned - Engr. - date dated after appl.</del> GRANTED Conditional re blanketing	6-4-52



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters WMFOName WILLIAM M. STEWART AND JAMES H. FAULKNER d/b as  
MONROE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BR-2712 Rec'd Resub. Rec'd. Resub. Rec'd Filed	1-10-55 1-12-55 1-10-55 2-21-55 3-2-55 3-3-55 3-3-55	Renewal of License	<del>RETURNED</del> <del>SIGNED BY GEN. MGR.</del> GRANTED	<del>9-9-55 2-24-55</del> 4-13-55
BP-10,307 Rec'd Filed	1-9-56 1-11-56 1-11-56	Construction permit to change frequency from 1220kc to 1360kc; increase power from 250w to 1kw and install a new transmitter (Collins 20V).	GRANTED	4-25-56



FORM BC-121 #4  
AUG. 1955

APPLICATION RECORD - BROADCASTING

WILLIAM M. STEWART tr/ss MONROE BROADCASTING COMPANY

Call Letters W M F C

Name **x** WILLIAM M. STEWART AND JAMES H. FALLNER d/b as  
MONROE BROADCASTING Company

File No.	Dated	Application for	Action	
			Nature	Date
BL-6385 Rec'd Filed	10-9-56 10-11-56 10-11-56	License to cover Construction Permit BP-10,307 which authorized change in frequency, increase in power and install new transmitter.	GRANTED	10-26-56
BR-2712 Rec'd Filed	12/28/57 12-30-57 12-30-57	Renewal of license.	GRANTED	3-12-58
BAL-3169 Rec'd. Filed	9-9-58 9-11-58 9-11-58	Voluntary assignment of license to William M. Stewart, tr/ as Monroe Broadcasting Company.  Frank U. Fletcher, Atty.	GRANTED EFF:	9-29-58 11-24-58
BRC-1400 Rec'd Filed	1-6-59 1-9-59 1-9-59	Modification of license to change Studio location from On U. S. Rt. 84 to Frisco City, Approx. 1/2 mi. S. of city limits of Monroeville, Ala. <u>TO</u> 138 South Mt. Pleasant Avenue, Monroeville, Alabama, and operate Transmitter by Remote Control from same.	GRANTED	1-15-59



AUG. 1955

## APPLICATION RECORD - BROADCASTING

1360kc

#5

Call  
Letters WMFC

MONROE BROADCASTING COMPANY, INC.

Name X WILLIAM M. STEWART tr/as MONROE BROADCASTING COMPANY  
Monroeville, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-2712 Rec'd & Filed	12-14-60 12-27-60	Renewal of License	GRANTED	5-3-61
BAL-4621 Rec'd Filed	9-12-62 9-17-62 9-17-62	Voluntary assignment of license to Monroe Broadcasting Company, Inc.	GRANTED: EFF:	11-30-62 1-17-63
BRC-2202 Rec'd Filed	2-14-63 2-18-63 2-18-63	Modification of license to change studio location and remote control point to 122 Hines Street, Monroeville, Alabama.	GRANTED	2-21-63
BR-2712 Rec'd Filed	12-23-63 12-27-63 12-27-63	Renewal of license	GRANTED	3-17-64
BR-2712 R & F	12-30-66 1-3-67	Renewal of License	GRANTED	3-29-67
BZ-7175 R & F #503923 \$30 MAY 8 194	4/3/69 4/7/69 4/7/69 4/21/69	Direct Meas. (COLLINS 20V-2) Refunded \$30 5/6/69 Engr: Dwight M. Cleveland, F.C. WASHINGTON, D. C.	GRANTED	5-12-69



APPLICATION RECORD - BROADCASTING

Call  
Letters W.M.F.G.

Name MONROE BROADCASTING COMPANY, INC.  
MONROEVILLE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2712 R & F #566064 \$75 P. N.	12-24-69 12-29-69 12-29-69 12-29-69	Renewal of License AMENDED 3-12-70 re: business interests; programming AMENDED 3-30-70 re: commercial matter	GRANTED	4-1-70
BZ-7886 R & F DM PRESS	9-16-71 9-20-71 9-27-71 NOV 9 1971	Direct Measurement	GRANTED	11-11-71
BR-2712 R & F PN Recd. PRESS	12-28-72 1-2-73 " JAN 16 1973	RENEWAL OF LICENSE AMENDED 3-20-73 re: ascert. of comm. needs; commercial practices	GRANTED	3-30-73 - 73
BR-2712 R & F PN Recd. PRESS	11-26-75 11-28-75 " JAN 15 1976	RENEWAL OF LICENSE AMENDED 2-9-76 re: comp. of area, commercial prog. & comm. leaders	GRANTED	3-9-76



#7

1360khz

Form BC-121  
May 1976

## APPLICATION RECORD - BROADCASTING

Call  
Letters W M F CName MONROE BROADCASTING COMPANY, INC.  
MONROEVILLE, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR781128VJ PRESS: FEB	26 1979	RENEWAL OF LICENSE	GRANTED	10-24-79



RECORD OF DENIAL OF INFORMAL STA'S

W M F C

Letter 4-1-54 Denied authority operate additional hours  
5-4-54 for election



## 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.

