

WMRK

BROADCASTING STATION LICENSE RECORD

#5083

April 4, 1979

Date first licensed April 4, 1979

Call letters W M R K

Station location Selma, Alabama

Name of licensee ALEXANDER BROADCASTING CO., INC.

Transmitter location On Race Street, 1.5 miles NE. of city limits of Selma, Alabama

56701
Main studio location Persimmon Tree Road, Selma, Alabama (MP 6-27-78)
X 910 Jeff Davis Avenue, Selma, Alabama

CONSTRUCTION PERMIT AND LICENSE RECORD

| Appl. No. | Date Issued | Freq. | Power | Time Div. | Period From.. To. |
|-------------------|--------------------|---|-----------|--------------|----------------------|
| BP-21,051 | 4-5-78 CP for a | 1340khz. | 250w, 1kw | Day | 4-5-79 |
| BP-21,051 (1) | 6-5-78 | CALL LETTERS & EBSA ASSIGNED | | | |
| BMP-14,613 (2) | 6-27-78 | MP(BP-21,051) to chg. SL and RC location. | | | |
| BL-14,486(L) | 4-4-79 | Lic. to cover BP-21,051 for NEW STANDARD AM STATION 1340khz 250w, 1kw(RC) | | | |
| | | | | | 4-1-79 |

APPLICATION RECORD - BROADCASTING

Call
Letters

NEW

Name ALEXANDER BROADCASTING CO., INC.
Selma, Alabama (Rt. #2 Box 460 A. Selma, Alabama 36701)

| File No. | Dated | Application for | Action | |
|--|----------------------------------|--|---------|--------|
| | | | Nature | Date |
| BP-21,051 R & F PRESS DEC 12 1977 PN filed | 11-12-77 11-28-77 12-14-77 | CP for a new AM on: 1340khz. 250w, 1kw LS Hours of operation Unlimited Trans. Gates BC-1F TL: Race Street, 1.5 mi. NE of city limits of Selma, Alabama SL & RC 910 Jeff Davis Ave., Selma, Alabama 32° 25' 31" 86° 59' 47" Request WAMA Facilities Atty: Philip M. Baker Engr.- | GRANTED | 4-5-78 |
| Amend R & F | 3-6-78 | re: Financial statement | | |
| Amend R & F | 3-17-78 | re: supplemental information, community problem survey | | |
| Amend R & F | 3-22-78 | re: up to date Composite Study. | | |

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call W M R K
Letters XUnassignedName ALEXANDER BROADCASTING CO., INC.
Selma, Alabama

| File No. | Dated | Application for | Action | |
|--|----------------------------|--|---------|---------|
| | | | Nature | Date |
| BMP-14,613 R & F PRESS: JUN 23 1978 | 5-31-78 6-5-78 | MP (BP-21,051) to chg. SL/RC to: Persimmon Tree Road, Selma, Alabama Atty:---- | GRANTED | 6-27-78 |
| BL-14,486 R & F PTA PRESS JUL 19 1978 | 6-3-78 6-5-78 6-8-78 | Lic. to cover BP-21,051 for New Standard Broadcast Station Atty: Philip M. Baker | GRANTED | 4-4-79 |

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 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.

