

WPFA



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REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

June 1954 3092

BROADCASTING STATION LICENSE RECORD

(SEE CARD TWO FOR NAME)

Date first licensed 2-17-55 Call letters WPFA
 X WPFA RADIO, INC. (AL 10-5-66 EFF: 10-18-66) Station Location: Pensacola, Florida
 x EDWIN H. ESTES (AL 7-9-58 EFF: 7/14/58)
 X JEROME WILLIAM O'CONNOR (AL 10-17-56; EFF: 11-1-56)
 x CHARLES W. LAMAR, JR. (AL 1-18-55 EFF: 1-18-55)
 x CHARLES W. LAMAR, JR., JOHN BURK, C. C. BARNARD and
 Name of licensee F. E. BUSBY, d/b as WPFA BROADCASTING COMPANY

Transmitter location Lolita and O Sts., Pensacola, Florida (C.P. 11-10-54) (L 2-17-55)

Main studio location Lolita and O Sts., Pensacola, Florida (C.P. 11-10-54) (L 2-17-55)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-9348	11-10-54	790	1kw	Day	1-10 7-10-55
C.P. for a new Standard Broadcast Station at Pensacola, Fla.					
BAP-255	1-18-55	Vol. assignment of construction permit			
EFFL	1-18-55	to Charles W. Lamar, Jr.			
BMP-6768	1-31-55	790kc	1kw	Day	1-10-55 7-10-55
Mod. of CP(9348) to change type trans.					
BL-5622	2-17-55	790	1kw	Day	2-17 2-1-58
Lic. cover CP (BP-9348, as mod.) for a new station.					
BAL-2447	10-17-56	Voluntary assignment of license to:			
EFF:	11-1-56	Jerome William O'Connor.			
BR-3092	1-30-58	790	1kw	Day	2-1 2-1-61
BAL-2992	7-9-58	Voluntary assignment of license to			
Eff:	7-14-58	EDWIN H. ESTES			
BR-3092	1-18-61	790kc	1kw	Day	2-1- 2-1-64
xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx					
BP-14875	8-3-61	790kc	1kw	Day	10-3 4-3-62
CP to change antenna-trans. & studio loc. to "E. side of Market St., 3.6 mi. N.W. of City Hall, Pensacola, Fla."; make changes in antenna (incr. height & top-load) and ground systems. (obstruction marking)					
BMP-10,172	3-23-62	Mod. of CP(BP-14875) for extension of			
(1)	Cond #1	completion date to 10-3-62			
BAL-5846	10-5-66	Voluntary assignment of license to			
WFFA RADIO, INC.					
BR-3092	1-13-67	790kc	1kw	Day	2-1 2-1-70
TELEGRAM	10-17-67	PSA	500w	-----	
Appli.	Collins-20V-2	trans. now installed			
BR-3092(L)	1-29-70	Renewal			
					2-1-73
BAL-6953	3-17-71	VOL. AL EFF: 3-31-71			
EBSA	6-12-72				
BR-3092(L)	1-31-73	RENEWAL			
					2-1-76
BR-3092(S)	1-28-76	Renewal			
					2-1-79
BR780927UU					
BZ780911AF (L)	1-23-79	Renewal & Modification			
					2-1-82

Form BC 126

June 1954

BROADCASTING STATION LICENSE RECORD

CARD No. 2

Date first licensed

Call letters W P P A

Station location

Name of licensee MIRACLE RADIO, INC. (AL 3-17-71 EFF: 3-31-71)

Transmitter location

Main studio location

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call Letters W P P A
xNew

CHARLES W. LAMAR, JR., JOHN BURK, C.C. BARNARD AND F.E.

Name BUSBY d/b as W.P.F.A. BROADCASTING COMPANY

PO Charles W. Lamar, Jr., PO Box 30, Baton Rouge, La.

File No.	Dated	Application for	Action	
			Nature	Date
BP-9348 Rec'd Filed	6-11-54 6-18-54 6-15-54	Construction permit for a new standard broadcast station to be operated on: Frequency: 790kc Power: 1kw Hours of Operation: Daytime Trans. Location: Lolita & O Sts. Pensacola, Florida Studio Location: Same McKenna & Wilkinson, Attys. Gautney & Jones, Engrs.	GRANTED	11-10-54
BAF-255 Rec'd Filed	12-31-54 1-4-55 1-4-55	Voluntary assignment of construction permit to Charles W. Lamar, Jr. McKenna & Wilkinson, Attys.	GRANTED EFF:	1-18-55 1-18-55

GATES BC-1F

APPLICATION RECORD BROADCASTING

FORMERLY FCC FORM 94

Call Letters W P P A

JEROME WILLIAM O'CONNOR

Name CHARLES W. LAMAR, JR.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6768 Rec'd Filed	1-28-55 1-31-55 1-31-55	Modification of construction permit (BP-9348 which auth. a new standard broadcast station) for change in type transmitter (Collins 20V). McKenna & Wilkinson, Attys.	GRANTED	1-31-55
BL-5622 Rec'd Filed <i>PR 1-31-55</i>	1-22-55 1-25-55 1-25-55	License to cover construction permit (BP-9348 as modified) which authorized a new standard broadcast station. (L.P.B. Emerson, Atty.)	GRANTED	2-17-55
BAL-2447 Rec'd Filed	9-17-56 9-19-56 9-19-56	Voluntary assignment of license to Jerome William O'Connor Edward R. McKenna, Atty.	GRANTED EFF:	10-17-56 11-1-56
BR-3092 Rec'd Filed	10-25-57 10-31-57 10-31-57	Renewal of license. Edward R. McKenna, Atty.	GRANTED	1-30-58

Aug. 1955

EDWIN H. ESTES

Call

Letters

W P P A

Name x JEROME WILLIAM O'CONNOR

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2992 Rec'd Filed	3-25-58 3-26-58 3-26-58	Voluntary assignment of license to Edwin H. Estes.	GRANTED EFF:	7-9-58 7-14-58
BR-3092 Rec'd&Filed	11-1-60 11-4-60	Renewal of license.	GRANTED	1-18-61
BP-14,875 Rec'd Filed	5-22-61 5-31-61 5-31-61	Construction permit to change antenna-trans. and studio location from Lolita and O Streets, Pensacola, Fla., to "E. side of Market St., 3.6 mi N.W. of City Hall, Pensacola, Fla."; make changes in antenna (incr. hght & top-load) and ground systems. Atty. - Welch, Mott & Morgan (D.E. Bilger) Engr. - W.J. Holey, Atlanta, Ga.	GRANTED FORFEITED	8-3-61
ORDER TO SHOW CAUSE 7-26-61 - DOCKET NO. 14228				

FORM BC-121
Aug. 1955

APPLICATION RECORD - BROADCASTING

Call
Letters W.P.F.A.

Name WPFA RADIO, INC.
Edwin H. Estes
Pensacola, Fla.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-10172 R&F	2-16-62 2-28-62	Mod of CP (BP-14875 which auth chg ant-trans & studio loc, make chgs in ant and ground systems) for extension of completion date from 4-3-62 to 10-3-62. Atty: Welch, Mott & Morgan	GRANTED	3-23-62
BR-3092 Rec'd Filed	12-12-63 12-17-63 12-17-63	Renewal of License. Supplemental application filed as Amendment to Renewal Application: 11-1-66	GRANTED	1-13-67
BAL-5846 R & F	7-27-66 7-28-66	Voluntary assignment of license to WPFA RADIO, INC. Atty - McKenna & Wilkinson	GRANTED EFF.	10-5-66 10-18-66
BR-3092 R & F #552540-\$75 PRESS: PN filed	10-21-69 10-29-69 10-29-69 10-29-69	Renewal of License Atty - John L. Tierney (McKenna & Wilkinson)	GRANTED	1-29-70

APPLICATION RECORD - BROADCASTING

Call
Letters W P F A

Miracle Radio, Inc.
Name WPFA RADIO, INC.
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BAL-6953 R & F FEE PD: \$75 JUN 29 1970 Pub. notice AMENDED	6-17-70 6-19-70 -#610707 filed 7-20-70 8-24-70	Voluntary assignment of license to MIRACLE RADIO, INC. Atty - McKenna & Wilkinson RE: other business interests Clarification re purchase agreement -filed 1-14-71	GRANTED EFF:	3-17-71 3-31-71
BR-3092 R & F PN Recd. PRESS NOV 9 1972	10-13-72 11-1-72 "	RENEWAL OF LICENSE John L. Tierney, Atty. AMENDED 12-27-72 re: equal employment program	GRANTED	1-31-73
BR-8092 R & F PN Recd. PRESS OCT 17 1975	9-25-75 9-29-75 "	RENEWAL OF LICENSE	granted	1-28-76

APPLICATION RECORD - BROADCASTING

790khz

#6

Call
Letters W P F A

Name MIRACLE RADIO, INC.
Pensacola, Florida

File No.	Dated	Application for	Action	
			Nature	Date
BZ-780911AF R & F DM PRESS	9-11-78 10-27-78 NOV 22 1978	Direct Measurement	GRANTED issued	11-27-78 with Renewal
BR780927UU PRESS	DEC 4 1978	Renewal of License	GRANTED	1-23-79
BTC810526GP Form 315 PRESS PN filed 6-22-81	JUN 2 1981	Vol transfer of control from W.C. Woodall, Jr., C.H. Grider, Owen W. Paracott and Alton R. Woolbright to Gerald Don Schroeder Atty.		

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.

