

W R F S



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-7-47

Call letters WRFS

Location: Alexander City, Alabama

Name of licensee PIEDMONT SERVICE CORPORATION

Transmitter location Alexander City, Alabama (MP 12-20-46) (Lic. 7-7-47)

Main studio location 138 Main Street, Alexander City, Alabama (BRC-1081)
~~101~~ 12 Main Street, Alexander City, Alabama (MP 12-20-46) (Lic. 7-7-47)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
B3-P-5062	10-10-46	1050	1kw	Daytime	
Letter	11-20-46	CP for new station granted subject to filing MP for approval of T site and antenna (Conditional Clause)			
B3-P-5062	12-20-46	1050	1kw	Daytime	2-20 8-20-47
B3-MP-2282	Mod. of C.P. (5062) for change type T and approval antenna and T site and specify S location (Conditional Clause)				
BL-2490	7-7-47	1050	1kw	Daytime	7-7 5-1-48
BZ-2310	Lic. to cover CP (5062 as mod) for a new station and determine operating power by direct method. (Cond. Cl.)				
BR-1671	4-27-48	1050	1kw	Day	5-1 5-1-51
BP-6924	12-2-48	1050	1kw	Daytime	2-2 8-2-49
	CP to make changes in vertical antenna & mount FM antenna on AM tower				
BL-3781	9-1-49	1050	1kw	Daytime	9-1 5-1-51
	Lic. to cover CP (6924) for changes in vertical antenna and mount FM antenna on AM tower.				
BR-1671	4-25-51	1050	1kw	Daytime	5-1 5-1-54
BR-1671	4-28-54	Renewal of license			5-1 4-1-55
BR-1671	3-16-55	RENEWAL OF LICENSE			4-1 4-1-58
BRC-1081 (1)	2-13-57	Mod. of license to operate transmitter by remote control from 138 Main Street, Alexander City, Alabama			
BR-1671	3-15-58	1050	1kw	Daytime	4-1 4-1-61
BR-1671	3-15-61	RENEWAL OF LICENSE			4-1-64
BR-1671	3-24-64	Renewal of license			4-1 4-1-67
BR-1671	8-25-67	Renewal of License			8-25 4-1-70
EBSA	6-12-72				
BTC-7332	2-26-74	INVOL. TC EFF: 4-1-74			
BTC-7909	1/28/76	Vol TC EFF:			

June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed 7-7-47

Call letters W R F S

ALEXANDER CITY, ALABAMA

Station location

Name of licensee SEE CARD ONE

Transmitter location SEE CARD ONE

Main studio location SEE CARD ONE

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From - To
BR-1671(L)	1-28-76		RENEWAL		4-1-76
BR-1671(S)	3-12-76		RENEWAL		4-1-79
LTR	4-12-76	Trans. CCA AM 10000 now installed {Main}			
Ltr.	6-8-76	Trans. RAYTHEON RA-1000 now installed {Alt. Main trans.} former main transmitter			
BR781204UY(S)	6-15-79	Renewal of License (Main & Alt.)			4-1-82

APPLICATION RECORD - BROADCASTING

#1

Call

Letters

W R P S

X NEW

Name PIEDMONT SERVICE CORPORATION
 (P.O. 12 Main Street, Alexander City, Alabama)

File No.	Dated	Application for	Action	
			Nature	Date
B3-P-5062 Rec'd Filed	7-16-46 7-18-46 7-18-46	Construction Permit for a new standard broadcast station to be operated on: Frequency - 1050kc Power - 1kw Hours of Operation - Daytime Only Trans. Location - To be determined Alexander City, Alabama Studio Location - To be determined Alexander City, Alabama	GRANTED subject to filing MP for approval of site & antenna & Conditional re waiver 3.50 Letter Issued with MP-2282	10-10-46 11-20-46
B3-MP-2282 Rec'd Filed	11-11-46 11-12-46 11-12-46	Mod. of C.P. (B3-P-5062, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter (Raytheon RA-1000), for approval of transmitter location at Alexander City, Alabama and to specify studio location as 12 Main Street, Alexander City, Alabama. James L. Coley, Atty Claude M. Gray, Engr.	GRANTED (Conditionally re Waiver Section 3.60)	12-20-46

APPLICATION RECORD - BROADCASTING

 Call
 Letters WRFS

 Name PIEDMONT SERVICE CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BL-490 Rec'd Filed	5-28-47 5-29-47 5-29-47	License to cover C.P. (B3-P-5062, as mod.,) which authorized a new standard broadcast station. and Authority to determine operating power by direct measurement of antenna power.	GRANTED conditional re waiver 3.55(b) and 3.60	7-7-47
BZ-310 Rec'd Filed	5-23-47 5-29-47 5-29-47	Authority to determine operating power by direct measurement of antenna power.		
BR-1671 Rec'd.	2-27-48 3-1-48	Renewal of license	GRANTED	4-27-48
BP-6924 Rec'd Filed	9-1-48 9-3-48 9-3-48	Construction Permit to make changes in the vertical antenna and mount the FM antenna on the AM tower.	GRANTED	12-2-48

Call
Letters W R F SName PIEDMONT SERVICE CORPORATION

File No.	Dated	Application for	Action	
			Nature	Date
BL-3781 Rec'd Filed	8-13-49 8-17-49 8-17-49	License to cover C.P. (BP-6924) which authorized changes changes in the vertical antenna and mount the FM antenna on the AM tower.	GRANTED	9-1-49
BR-1671- Rec'd Resub.	2-27-51 3-5-51 3-30-51	Renewal of license (Sec. if not signed by Chief Eng.)	Rec'd GRANTED	3-26-51 4-25-51
BR-1671 Rec'd Filed	1-28-54 2-2-54 2-2-54	Renewal of license	Granted	4-28-54
BR-1671 Rec'd Filed	1-1-55 1-5-55 1-5-55	Renewal of license	GRANTED	3-16-55
BRC-1081 Rec'd Filed	2-5-57 2-8-57 2-8-57	Modification of license to operate transmitter by remote control from 138 Main Street, Alexander City, Alabama	GRANTED	2-13-57

AUG. 1955

Call
Letters RF5Name PIEDMONT SERVICE CORPORATION
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-1671 Rec'd Filed	1-24-58 1-27-58 1-27-58	Renewal of license.	GRANTED	3-12-58
BR-1671 Rec'd Filed	1-2-61 1-4-61 1-4-61	Renewal of license	GRANTED	3-15-61
BR-1671 R. & F.	12-30-63 12-31-63	Renewal of license.	GRANTED	3-24-64
BR-1671 R & F	12-30-66 1-3-67	Renewal of license	GRANTED	8-25-67
Letter. 8-4-67.		Apparent Forfeiture of \$200 (Sect. 73.47(a) Rules.		

APPLICATION RECORD - BROADCASTING

Call
Letters W.R.F.S.

Name PIEDMONT SERVICE CORPORATION
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BR-1671	12-22-69	Renewal of License (Frank Fletcher, Atty).	GRANTED	1-28-76
R & F	1-2-70	PETITION TO WITHHOLD ACTION OR DESIGNATE FOR HEARING FILED BY MARTIN LAKE BROADCASTING COMPANY		
#566854 \$75.	1-2-70	filed by Stanley H. Sidicane, Counsel, Alex. Va.		
FEB 2 1973		OPPOSITION TO PETITION TO DESIGNATE APPLICATION FOR HEARING filed 3-17-70 by Frank U. Fletcher on behalf of Piedmont Service Corporation AMENDED 4-1-70 re: business interests & programming		
		FURTHER PETITION TO DESIGNATE APPLICATION FOR HEARING filed 10-5-70 by Martin Lake Broadcasting Company, Alexander City, Alabama (new AM station)		
		OPPOSITION TO FURTHER PETITION TO DESIGNATE APPLICATION FOR HEARING filed 10-19-70 by Edward F. Kenehan on behalf of Piedmont Service Corporation		
		REPLY TO OPPOSITION TO FURTHER PETITION TO DESIGNATE APPLICATION FOR HEARING filed 10-27-70 by Stanley H. Sidicane, Counsel for Piedmont Service Corporation		
		AMENDED 10-27-70 re: business interests		
		FURTHER PETITION TO DESIGNATE APPLICATIONS FOR HEARING filed 1-11-71 by Martin Lake Broadcasting Company, applicant for a new AM station (WRFS & WRFS-FMO (over))		

BR-1671 FURTHER PETITION TO DESIGNATE RENEWAL APPLICATIONS OF STATIONS WRFS & WRFS-FM
FOR HEARING filed 1-25-71 by Martin Lake Broadcasting Company
AMENDED 6-30-71 re: programming; commercial survey
AMENDED 1-17-72 re: business interests

BR-1671 SUPPLEMENTAL APPLICATION filed as Amendment to pending renewal application
1-2-73 (Pub. Notice 1-2-73) (Filed by Frank Fletcher, Atty).
AMENDED 3-26-73 re: programming
AMENDED 12-10-73 re: notification of death of officer-stockholder

BR-1671 SUPPLEMENTAL APPLICATION filed 12-1-75 as an amendment to pending renewal
application. (PN. 12-1-75) Atty.: Edward F. Kenehan

JAN 12 1976

APPLICATION RECORD - BROADCASTING

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Name PIEDMONT SERVICE CORPORATION
Alexander City, Alabama

File No.	Dated	Application for	Action	
			Nature	Date
BTC-7332 R & F FEE PD: \$250 CODE 047 (Form 316) ALSO SEE FM	1-2-74 1-3-74 #265040 JAN 22 1974	Involuntary transfer of control of lic corp from James Lemuel Coley to Celia Lightfoot Coley, Executrix of the Estate of James Lemuel Coley, Deceased Atty - Fletcher, Heald etc (V. Curtis, Jr.)	GRANTED EFF:	2-26-74 4-1-74
BTC -7909 R & F SEE FM FOR FEE PAID DEC 16 1975 PN filed	11-20-75 11-28-75 FEE PAID 12/30/75	Voluntary transfer of control of lic corp from Celia L. Coley, Executrix of the Estate of James Lemuel Coley (deceased) to Celia L. Coley Atty - Fletcher, Heald etc (E. Kenehan)	GRANTED EFF: NO FEE	1/28/76
BR-1671 R & F PN PRESS	11-21-75 12-1-75 12-1-75	Renewal of license Atty- Edward F. Kenehan (Fletcher, Heald et al)	GRANTED	3-12-76

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

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Letters WRFSName PIEDMONT SERVICE CORPORATION
ALEXANDER CITY, ALABAMA

File No.	Dated	Application for	Action	
			Nature	Date
BR781204UY PRESS: FEB 7 1979		RENEWAL OF LICENSE (Main & Alt)	GRANTED	6-15-79

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.

